



Franchise Partner Guide

FOCO and FOFO, side by side • 2026

*Two ways to own a Scoopful parlour, with the same numbers, the same support and the same standards.
Pick the one that fits how you want to be involved.*



Public edition • Final terms are set out in the signed franchise agreement

Scoops N Swirls Ice Cream LLP • Bengaluru • scoopful.in

What's inside

Everything you need to decide whether a Scoopful parlour is for you: what it costs, what it can earn, who does what, and the terms. Where a number is an estimate, it says so.

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How to read this. Every figure in this document is either a fixed commercial term (fees, royalty, payout percentages) or an estimate (setup cost, sales, profit). Estimates are labelled. Fixed terms are summarised here and finalised only in the signed agreement.

A note from the founder

Scoopful started in March 2025 with an idea that turned out to be harder than it sounds: make ice cream properly and serve it somewhere people actually want to sit. That means real Alphonso mango, Van Houten cocoa and fruit purée instead of flavour shortcuts, portions that are weighed rather than guessed, and a parlour that feels like a place, not a counter.

Eighteen months and five outlets later, the product works. People come back, they bring others, and they leave reviews without being asked. The part we have spent the most time on is the part customers never see: recipes that don't drift between batches, a 10-day training programme with a pass mark, freezer logs every three hours, and audits that are scored, not eyeballed.

We are opening Scoopful to partners because that system is now repeatable. The product can travel, and so can the standards.

This document is not a brochure. It is the working version of how a Scoopful parlour is set up, what it costs, what it can realistically earn, and where it can go wrong. You will find a conservative scenario in here that is not pretty. We left it in on purpose. We would rather lose a deal than start a partnership on a number that isn't real.

Read it, check it, question it, and then message us. The first conversation is about whether this fits you, not about selling it to you.

Revanth Dinesh

Founder, Scoopful · Scoops N Swirls Ice Cream LLP

Scoopful at a glance

A premium, handcrafted ice cream brand from Bengaluru. Small batches, real ingredients, served in cups, in parlours built for sitting down.

Mar 2025

Launched in Bengaluru

5

Outlets across Bengaluru

4.8★

Google rating, 200+ reviews

10,000+

Free scoops via ScoopfulCares

What we make

Franchise parlours carry **15–16 flavours** across three tiers (Classic, Signature and Special), sundaes, the six-scoop **Six Wonders**, milkshakes and thick shakes, coffee, and a range of frozen desserts sold under the Scoopful name.

How it is made

- Produced in small batches to Scoopful's own recipes by our manufacturing partner, with a Scoopful representative present at every production run.
- Real Alphonso mango, Van Houten cocoa, fruit purées; our pistachio uses no artificial flavours or colours.
- Every scoop is weighed: 80 g ± 5 g for a standalone scoop, 60 g per scoop in sundaes.
- Served in cups only. It keeps portions consistent and the counter clean.

ScoopfulCares

Our social arm distributes free scoops through the Robin Hood Army, anchored around Children's Day and our anniversary. More than 10,000 scoops so far. Franchise parlours take part in these drives, and it is one of the reasons people talk about us.



Part of the flavour range. Franchise parlours carry 15–16 flavours.

Why a Scoopful parlour

Ice cream is one of the few treats people buy on impulse, in groups, at almost any hour. A parlour that also sells shakes, coffee and desserts turns that impulse into a longer visit and a bigger bill.



Evenings are family time; late nights belong to a younger crowd.

What works in this format

- **Simple kitchen.** No gas, no cooking, no fryer. Product arrives ready; staff scoop, assemble, blend and serve.
- **Long trading day.** Open 11 am / 12 pm to 2 am, seven days a week, subject to local rules. Evenings and late nights are prime time.
- **Two customer groups.** Families in the evening, young crowds late at night. The seating and design are built for both.
- **Higher bills than a scoop counter.** Sundaes, shakes, coffee and desserts lift the average bill to around ₹180.
- **Delivery on top.** Zomato and Swiggy orders come through Scoopful's own listings from day one.
- **A system, not just a logo.** Pricing, training, audits, supply and marketing are run centrally.

What can go wrong (and what we do about it)

Risk	What it looks like	How it is handled
Location	Low footfall, poor visibility, no evening crowd	Joint site scouting; ground floor only; a site assessment before signing
Seasonality	Monsoon and winter weeks are slower	Shakes, coffee and desserts carry the slower weeks; seasonal campaigns
Cold chain & power	A freezer failure can write off stock	Power backup is part of the setup; freezer temperature checks every 3 hours
Consistency	Portions and quality drift with new staff	10-day training, 95/100 pass mark, monthly scored audits
Ramp-up	Sales take months to build	Projections assume a 12-month ramp; working-capital reserve advised

FOCO or FOFO: the short version

Same parlour, same product, same standards. The difference is who runs it, who carries the running costs, and how you are paid.

	FOCO	FOFO
Who invests in setup	You	You
Lease	In Scoopful's name; you pay the deposit	In your name; you pay the deposit
Who runs the outlet	Scoopful	You, with Scoopful's system
Who pays staff, rent, power	Scoopful	You
Operating losses	Carried by Scoopful	Carried by you
Your income	5% of net sales (months 1-3), then 12%	Outlet profit after costs and fees
Fees to Scoopful	Franchise fee only	Franchise fee + 6% royalty + 2% brand fund
Franchise fee (Compact / Signature)	₹7L / ₹8L + GST	₹4L / ₹5L + GST
Your time	Monthly review of statements	Daily; full-time manager required
Upside	Steady, lower	Higher, less predictable
Term	5 years, renewable	5 years, renewable
At exit	Scoopful buys back your assets at depreciated value	Scoopful removes its branding; assets stay with you

FOCO: Franchise Owned, Company Operated

You invest	The franchise fee, the setup cost (interiors, equipment, signage, opening stock) and the rent deposit.
The lease	Is in Scoopful's name. The rent deposit you pay is refunded to you when the lease ends.
Scoopful pays	Monthly rent, staff salaries, electricity and every other running cost.
Scoopful runs	Day-to-day operations, supply, training, audits, pricing, Zomato/Swiggy listings and marketing.
You receive	5% of net sales in months 1–3 and 12% of net sales from month 4, paid monthly by the 10th.
Net sales means	Sales after GST, aggregator commission and discounts.
You can see	Live POS sales for your outlet, plus a monthly payout statement.
Minimum guarantee	None. Your payout moves with sales. So does ours.
Term	5 years, renewable. At exit, Scoopful buys back your assets at depreciated value.

Who it suits. FOCO is built for investors with capital but not time. Scoopful carries the operating risk: if the parlour loses money in a month, that loss is ours, and your payout is still calculated on sales.

FOFO: Franchise Owned, Franchise Operated

You invest	The franchise fee, the setup cost and the rent deposit. You hold the lease.
You run	Staff (hiring, salaries, rosters) and cleanliness, with a full-time outlet manager in place.
Scoopful runs	Supply of everything through indents, staff training, audits, menu and pricing, POS, Zomato/Swiggy listings and brand marketing.
You pay Scoopful	6% royalty + 2% brand fund , monthly, on dine-in and takeaway sales before GST, and on the payout amount for aggregator orders.
You keep	Everything else. The profit is yours.
Term	5 years, renewable. In the renewal term the royalty is 8% (brand fund stays 2%).
At exit	Scoopful removes its branding, collaterals and supply. The equipment and interiors stay yours.

Who it suits. FOFO is built for owner-operators, or owners with a strong manager, who want the full upside of the parlour and are willing to be involved in it.

Who does what

The split of responsibilities, line by line, for both models.



Every parlour team is trained by Scoopful before opening.

Who does what	FOCO	FOFO
Finding the site	Joint	Joint
Final site approval	Scoopful	You (with Scoopful's site assessment)
Lease	Scoopful	You
Rent deposit	You	You
Setup investment	You	You
Interior build to brand standards	Scoopful manages, you fund	You, to Scoopful's design
Hiring & salaries	Scoopful	You
Monthly rent	Scoopful	You
Training (10 days)	Scoopful	Scoopful
Product & consumables supply	Scoopful	Scoopful (you order via indent)
Menu & pricing	Scoopful	Scoopful
POS & aggregator listings	Scoopful	Scoopful
Cleanliness & daily upkeep	Scoopful	You
Quality audits	Scoopful	Scoopful
Brand & launch marketing	Scoopful	Scoopful (funded by brand fund + launch budget)
Electricity, water, maintenance	Scoopful	You
Insurance	Scoopful	You (mandatory)

Two parlour formats

Both formats carry the full menu, 15–16 flavours, a shake and coffee bar, and frozen desserts. The difference is space, seating and staffing. Ground floor only.



Inside: walnut, brass, lavender arches and the lit logo.



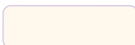
Outside: the awning and signboard are visible from the road.

	Compact Parlour	Signature Parlour
Area	500–999 sq ft	1,000 sq ft and above
Seating	12–16 seats	28–32 seats
Flavours on display	15–16	15–16
Shake & coffee bar	Yes	Yes
Frozen dessert display	Yes	Yes
Menu TVs	3 × 43"	3 × 43"
Team size (two shifts)	About 6	About 9
Rent we plan around	₹50,000–₹70,000 / month	₹75,000–₹1,00,000 / month
Best locations	Neighbourhood high streets, near colleges and residential clusters	Main high streets, food hubs, corner sites with frontage
Franchise fee: FOCO / FOFO	₹7L / ₹4L + GST	₹8L / ₹5L + GST

The parlour: design and experience

The look is fixed; the layout adapts to the site. Every Scoopful parlour should be recognisable from across the road and comfortable enough to stay in for an hour.

The palette

	Scoop Gold #FFB800	Signage, stripes, accents
	Lavender Scoop #C9A0DC	Arches, booths, panels
	Deep Mauve #7A4E8C	Uniforms, trims, headings
	Cocoa Brown #4E2E22	Woodwork, text
	Vanilla Cream #FFF8EC	Walls and ceilings
	Pale Lilac #EEE4F5	Secondary surfaces

Design elements

- Vanilla-cream walls with golden-yellow stripes (carried over from our first outlets).
- Lavender arches framing booths, niches and the counter wall.
- Walnut counters and cabinetry with brass trims and fittings.
- Terrazzo flooring with lilac and gold chips.
- Globe pendant lights that look like scoops.
- A neon “Pure Magic in Every Scoop” photo wall.
- Three menu TVs above the counter; music throughout the parlour.



Arch booths for two to four.



The photo wall: people post it, which is free marketing.



The counter: display freezer at the front, trained staff behind.



Flavour display, labelled and weighed per scoop.



Cups only, scooped to 80 g $\pm$ 5 g.



Topping and sundae station.



Shake and coffee bar.



Frozen desserts, sold under the Scoopful name.



Late evening: the busiest hours run until 2 am.



Illustrative 1,000 sq ft layout. Final layout is drawn for each site.

The menu

Scoopful sets the menu and prices for every parlour. Franchise menu prices sit about 15% above our company-outlet prices. The list below is indicative and is revised as raw-material costs change.

Item	Indicative price
Scoops: Classic / Signature / Special	₹79 / ₹89 / ₹99
Classic Sundaes (Mini / Regular)	₹139 / ₹179
Signature Sundaes (Mini / Regular)	₹159 / ₹199
Special Sundaes (Mini / Regular)	₹179 / ₹229
Six Wonders: six scoops, nuts, chocolate and caramel sauce	₹549
Milkshakes: vanilla, chocolate, mango, strawberry	₹149
Thick shakes: Belgian chocolate, Oreo, pistachio, KitKat, mango	₹199-₹229
Hot coffee: Americano / Cappuccino / Latte	₹119 / ₹139 / ₹149
Cold coffee / Cold coffee with a scoop	₹159 / ₹189
Affogato: a vanilla scoop with espresso	₹179
Frozen desserts: molten-centre cakes, cheesecakes, bars, dessert cups	₹149-₹249

Note. Prices are inclusive of GST. The projections in this document use an average bill of ₹180, which is what a mix of scoops, sundaes, shakes and coffee typically lands at.



The Six Wonders: vanilla, Belgian chocolate, pistachio, mango, rasmalai and chocolate roasted almond.

What it costs

Three parts in both models: the franchise fee, the setup cost and the rent deposit. Working capital is not included; FOFO partners should keep a reserve.

Franchise fee

Model	Compact (500–999 sq ft)	Signature (1,000+ sq ft)
FOCO	₹7,00,000 + GST	₹8,00,000 + GST
FOFO	₹4,00,000 + GST	₹5,00,000 + GST

- **Token:** ₹1,00,000 at the Letter of Intent, adjusted against the fee.
- **50% of the fee** (including the token) at signing of the agreement.
- **Balance** before fit-out begins.
- Fees are **non-refundable**. GST at 18% applies to the franchise fee, royalty and brand fund.
- **Multi-outlet (FOFO):** 20% off the fee on your second outlet, 30% off from the third.

Setup cost (estimate)

Our estimates for a parlour built to Scoopful standards on a lean budget. Final figures depend on the site condition and contractor quotes; we help you get at least two.

Item	Compact	Signature
Interiors & civil work (₹1,000–₹1,500 per sq ft: flooring, ceiling, arches, carpentry, counters, paint, electricals, plumbing)	₹6L–₹9L	₹10L–₹15L
Display freezer ×1 (flavour display)	₹1.5L	₹1.5L

Item	Compact	Signature
Hard-top storage freezers ×2 (stock and packaged ice)	₹0.6L	₹0.6L
Dessert display freezer (compact upright)	₹0.6L–₹0.8L	₹0.6L–₹0.8L
Refrigerator for milk (shakes & coffee)	₹0.2L	₹0.2L
Compact commercial coffee machine	₹1.2L–₹1.8L	₹1.2L–₹1.8L
Blenders ×2 + shake station	₹0.4L	₹0.4L
Microwave (dessert reheating)	₹0.1L–₹0.1L	₹0.1L–₹0.1L
43" TVs ×3 with mounts and media players	₹0.6L	₹0.6L
POS tablet, billing printer, cash drawer	₹0.5L	₹0.5L
CCTV, router, music speakers	₹0.3L	₹0.4L
Power backup (inverter) for freezers and POS	₹0.6L–₹0.8L	₹0.6L–₹0.8L
Air conditioning (2 units Signature / 1 unit Compact)	₹0.6L	₹1L
RO water purifier, hand-wash sink, dipper well	₹0.3L	₹0.3L
Furniture (tables, chairs, booths)	₹0.8L–₹1.1L	₹1.8L–₹2.2L
Smallwares (scoopers, bowls, topping station, weighing scale, thermometers, racks, bins, fire extinguishers, first aid)	₹0.4L–₹0.5L	₹0.5L–₹0.6L
Signage & branding (lit signboard, neon wall, vinyls, uniforms)	₹1L–₹1.5L	₹1.5L–₹2L
Opening stock & consumables (16 flavours × 5 tubs, cups, spoons, toppings, desserts, coffee)	₹2L	₹2L
Launch marketing campaign	₹1L	₹1L
Licences & pre-opening costs (FSSAI, trade licence, pre-opening salaries)	₹0.8L	₹1L
Estimated setup total	₹19.5L–₹24.5L	₹25.8L–₹32.8L

How we kept it lean: one display freezer instead of two, a compact coffee machine, packaged ice stored in the hard-top freezer instead of an ice machine, fewer AC units, an inverter sized for freezers and POS only, and interiors specified at ₹1,000–₹1,500 per sq ft.

Your total outlay

Model	Compact	Signature	Note
FOCO	₹26.5L–₹31.5L + GST on fee	₹33.8L–₹40.8L + GST on fee	Plus rent deposit (refunded to you when the lease ends)
FOFO	₹23.5L–₹28.5L + GST on fee	₹30.8L–₹37.8L + GST on fee	Plus rent deposit (refundable)

Rent deposits vary by landlord and city; six months' rent is common. The deposit is refundable, so it is left out of the payback calculations that follow.

Working capital (FOFO). Keep a working-capital reserve for the first few months of salaries, rent and stock. Sales take time to build, and a parlour that runs short of cash in month three is the most common way a good location fails.

FOCO. After opening, you pay nothing further. Rent, salaries, electricity, stock and every other running cost are Scoopful's from day one.



Branded cups, bags and napkins, supplied by Scoopful.



Uniforms: mauve tee, cream apron, cap.

The numbers

Both models use the same sales assumptions. What changes is who carries the costs and how you are paid.

Assumptions behind the numbers

Assumption	Compact	Signature
Bills per day, month 1	80	100
Bills per day by month 12 (Conservative / Realistic / Strong)	130 / 180 / 250	180 / 250 / 350
Growth	Straight-line ramp to month 12, flat after	Straight-line ramp to month 12, flat after
Average bill	₹180 incl. GST (₹171 net)	₹180 incl. GST (₹171 net)
Product & packaging cost (ice cream at ₹850 per 4L tub, 30 scoops)	40% of net sales	40% of net sales
Aggregator commission	5% of net sales (≈20% delivery share × 25% commission)	Same
Rent	₹60,000 / month	₹90,000 / month
Staff (salaries, no accommodation)	₹1,24,000 / month (6 people)	₹1,81,500 / month (9 people)
Electricity & water	₹50,000 / month	₹75,000 / month
Maintenance, internet, cleaning, insurance, misc.	₹25,000 / month	₹35,000 / month
Setup cost used for payback	₹22L (mid-point)	₹29.3L (mid-point)

No menu price increases are assumed over five years, which keeps the five-year figures on the cautious side. The refundable rent deposit is not counted as part of the investment being paid back.

FOFO: what the outlet can earn

Signature Parlour (1,000 sq ft): a mature month

Per month	Conservative	Realistic	Strong
Bills per day	180	250	350
Net sales (ex-GST)	₹9,26,000	₹12,86,000	₹18,00,000
Product & packaging (40%)	- ₹3,70,000	- ₹5,14,000	- ₹7,20,000
Aggregator commission	- ₹46,000	- ₹64,000	- ₹90,000
Royalty (6%)	- ₹53,000	- ₹73,000	- ₹1,03,000
Brand fund (2%)	- ₹18,000	- ₹24,000	- ₹34,000
Rent	- ₹90,000	- ₹90,000	- ₹90,000
Staff	- ₹1,82,000	- ₹1,82,000	- ₹2,00,000
Electricity & water	- ₹75,000	- ₹75,000	- ₹75,000
Maintenance & misc.	- ₹35,000	- ₹35,000	- ₹35,000
Outlet profit (before tax)	₹57,000	₹2,28,000	₹4,53,000

Over five years	Conservative	Realistic	Strong
Investment (fee + setup mid-point)	₹34.3L	₹34.3L	₹34.3L
Profit in year 1 (ramp-up)	- ₹4.8L	₹5.4L	₹17.8L
Profit over 5 years	₹22.7L	₹1.15 Cr	₹2.35 Cr
Payback	Beyond 5 years	25 months (~2.1 yrs)	16 months

Compact Parlour (600 sq ft): a mature month

Per month	Conservative	Realistic	Strong
Bills per day	130	180	250
Net sales (ex-GST)	₹6,69,000	₹9,26,000	₹12,86,000
Product & packaging (40%)	- ₹2,67,000	- ₹3,70,000	- ₹5,14,000
Aggregator commission	- ₹33,000	- ₹46,000	- ₹64,000
Royalty (6%)	- ₹38,000	- ₹53,000	- ₹73,000
Brand fund (2%)	- ₹13,000	- ₹18,000	- ₹24,000
Rent	- ₹60,000	- ₹60,000	- ₹60,000
Staff	- ₹1,24,000	- ₹1,24,000	- ₹1,40,000
Electricity & water	- ₹50,000	- ₹50,000	- ₹50,000
Maintenance & misc.	- ₹25,000	- ₹25,000	- ₹25,000
Outlet profit (before tax)	₹58,000	₹1,80,000	₹3,34,000

Over five years	Conservative	Realistic	Strong
Investment (fee + setup mid-point)	₹26L	₹26L	₹26L
Profit in year 1 (ramp-up)	-₹0.4L	₹6.9L	₹15.3L
Profit over 5 years	₹27.4L	₹93.2L	₹1.76 Cr
Payback	58 months (~4.8 yrs)	23 months	16 months

Reading this honestly. In the realistic case the investment pays back in about 23–25 months. In the conservative case a parlour earns only a thin monthly profit; a Compact parlour takes about 4.8 years to pay back, and a Signature parlour does not pay back within five years. Location is the single biggest driver, which is why site selection is done jointly and why we will say no to a weak site.

FOCO: what the investor receives

Signature Parlour (1,000 sq ft)

Investor view	Conservative	Realistic	Strong
Bills per day (mature)	180	250	350
Net sales per month (mature)	₹8,79,000	₹12,21,000	₹17,10,000
Your monthly payout (12%)	₹1,06,000	₹1,47,000	₹2,05,000
Your investment (fee + setup mid-point)	₹37.3L	₹37.3L	₹37.3L
Payouts in year 1 (ramp-up)	₹8.7L	₹11.1L	₹14.6L
Payouts over 5 years	₹59.4L	₹81.5L	₹1.13 Cr
Payback from payouts alone	40 months (~3.3 yrs)	30 months (~2.5 yrs)	24 months (~2.0 yrs)

Compact Parlour (600 sq ft)

Investor view	Conservative	Realistic	Strong
Bills per day (mature)	130	180	250
Net sales per month (mature)	₹6,35,000	₹8,79,000	₹12,21,000
Your monthly payout (12%)	₹76,000	₹1,06,000	₹1,47,000
Your investment (fee + setup mid-point)	₹29L	₹29L	₹29L
Payouts in year 1 (ramp-up)	₹6.5L	₹8.2L	₹10.6L
Payouts over 5 years	₹43.1L	₹58.9L	₹81L
Payback from payouts alone	42 months (~3.5 yrs)	32 months (~2.7 yrs)	25 months (~2.1 yrs)

Reading this honestly. Payouts alone return your investment in about 30–32 months in the realistic case and 40–42 months in the conservative case. On top of that, your rent deposit is refunded when the lease ends, and Scoopful buys back your assets at depreciated value. FOCO trades a slower payback for zero operating involvement and zero operating losses.

If a site underperforms

If a parlour's net sales stay below ₹7,00,000 a month (Signature) or ₹5,00,000 a month (Compact) for 12 consecutive months (reviewed from month 6 onwards), Scoopful may close or relocate the parlour. If it closes, Scoopful buys back your assets at depreciated value and your rent deposit is returned. This clause exists so that a failing site ends cleanly instead of dragging on for both of us.

Important. These projections are estimates built on the assumptions shown. They are not a promise of sales, profit or payouts. Actual results depend on location, rent, local competition, seasonality and execution. Please test them with your own advisers.

Supply chain

Everything a parlour sells or uses comes from Scoopful. That is how the product tastes the same in every outlet.

- **Indents.** The outlet raises an indent to Scoopful for every requirement: ice cream, desserts, toppings, cups, spoons, packaging and branded items.
- **Cold chain.** Scoopful delivers in refrigerated vehicles and handles transport end to end. There is a minimum order value per delivery.
- **Pricing.** Supplies are billed at Scoopful's published price list, revised as raw-material costs change, with notice.
- **Range today.** 4-litre ice cream tubs (15–16 flavours) and frozen desserts, plus toppings, sauces and consumables.
- **Range tomorrow.** Popsicles, take-home jars and Scoopful's FMCG products will be added to parlour shelves as they launch.
- **No outside products.** Nothing that is not supplied or approved by Scoopful is sold at a Scoopful parlour.



Deliveries arrive in refrigerated vehicles and are received with gloves, straight into the freezers.

Opening stock

Item	Opening quantity
Ice cream	5 × 4-litre tubs of each flavour
Cups and spoons	500 pieces of each size
Toppings and sauces	500 g of each
Frozen desserts, coffee, milk	As per launch indent

Training and launch

No one serves a Scoopful customer without passing our 10-day programme. The pass mark is 95 out of 100.

Days	What happens
Day 1-2	The trainer explains and demonstrates everything: product knowledge, scooping, sundae builds, shakes and coffee, hygiene, freezer care, POS billing, packaging for delivery.
Day 3-6	Supported practice on the live counter, with the trainer correcting in real time.
Day 7-9	Staff work independently while the trainer observes silently and corrects afterwards.
Day 10	Scored assessment: practical checks plus a verbal round. 95/100 to pass; anyone below retrain.

Launch support

- A Scoopful trainer stays on site through training and the opening days.
- A launch campaign (₹1,00,000 budget, included in setup cost) run by Scoopful: social media, local creators and opening offers.
- POS, menu screens and Zomato/Swiggy listings are set up and live before day one.
- An opening-week review of sales, service speed and audit readiness.



Training happens on the actual counter, with a checklist for each trainee.



Opening day.

Operations and quality

A franchise is only as good as its worst outlet. These standards apply to every parlour, every day.

Standards that do not move

- Standalone scoop 80 g $\pm$ 5 g; sundae scoops 60 g each. Weighed, not guessed.
- Cups only.
- Freezer temperatures logged every 3 hours through the trading day, with photos at closing.
- Hygiene: hairnets or caps, gloves, a clean counter after every rush, segregated waste.
- Only Scoopful-supplied or approved products are sold.
- Operating hours: 11 am / 12 pm to 2 am, 7 days a week, subject to local permissions.

Audits

What	How often	What happens next
Scheduled quality audit	2 per month	Scored out of 100 and shared with you
Surprise audit	1 per month	Same scoring, unannounced
Remote CCTV check	Any time	Scoopful has remote access to parlour cameras
Score below 85	Any audit	Mandatory retraining of the team
Repeated failures or score below 60	Any audit	Treated as a serious breach under the agreement



Probe-thermometer checks, logged on a tablet.



POS billing, with live data to Scoopful and FOCO investors.

Staffing

Role	Compact	Signature	Indicative salary
Outlet manager (mandatory)	1	1	₹30,000–₹35,000
Shift lead	1	2	₹22,000–₹25,000
Counter, scoop, shake & coffee crew, housekeeping	4	6	₹16,000–₹18,000
Total	6	9	

Salaries shown exclude accommodation or meals. If you offer them, add the cost.

Technology, delivery and marketing

POS and reporting

Scoopful provides the POS system. Every bill is visible to Scoopful in real time, which is how royalties, stock and audits are reconciled without arguments. FOCO investors get their own access to the outlet's sales dashboard.

Zomato and Swiggy

Delivery listings are owned and run by Scoopful under the Scoopful name. Each parlour is added as a location from day one. For FOFO parlours, the royalty and brand fund on delivery orders are charged on the amount paid out by the platform, not on the menu price.



Delivery orders are packed in sealed, branded bags at a dedicated pickup point.

Marketing

- **Brand marketing** run centrally: social media, creators, seasonal campaigns and aggregator promotions. FOFO parlours fund this through the 2% brand fund.
- **Launch campaign** for every new parlour (₹1,00,000, part of setup cost).
- **ScoopfulCares** drives with the Robin Hood Army, run in partnership with local parlours.
- **Local marketing** by the partner is welcome, but anything carrying the Scoopful name needs Scoopful's approval first.

Choosing the site

Both sides scout together. In FOCO, Scoopful approves the final site; in FOFO, the franchisee does, after a written site assessment from Scoopful.

What we look for

- **Ground floor only**, with a clear frontage visible from the street.
- **500 sq ft minimum**; 1,000 sq ft and above for a Signature Parlour.
- **Evening and late-night footfall**: high streets, food hubs, colleges, dense residential areas.
- **Parking** for two-wheelers at minimum.
- **Power**: a three-phase connection with enough load for freezers, AC and the coffee machine.
- **Water** supply for the sink, dipper well and RO.
- **Access** for a refrigerated delivery vehicle.
- **Late-night trading** permitted under local rules.
- **Rent** ideally under 10% of projected monthly sales.

Where

We are looking for partners across South India and in Pune and Mumbai, including Bengaluru, Mysuru, Chennai, Coimbatore, Hyderabad, Kochi, Pune and Mumbai.

Territory

Each parlour gets a **2 km exclusive radius**, as long as it meets minimum sales and audit standards. Within that radius Scoopful will not open or franchise another Scoopful parlour. The radius does not cover Scoopful's existing outlets, delivery orders, FMCG and quick-commerce sales, shop-in-shop partnerships, or events and catering.



Corner sites with frontage on two sides are ideal.

From signing to opening

Our target is 60–90 days from Letter of Intent to opening day. The plan below runs to day 75.

Stage	Days	What happens
Letter of Intent	Day 0	Token of ₹1,00,000 paid; site search begins
Site approval	Day 1–7	Joint visits, site assessment, final approval
Agreement	Day 8–14	Franchise agreement signed; 50% of fee paid
Design	Day 15–24	Layout, 3D views and bill of quantities; balance fee paid before fit-out
Fit-out	Day 25–65	Civil work, interiors, equipment installation, signage
Hiring & training	Day 50–65	Team hired; 10-day training programme on site
Pre-launch	Day 66–74	Licences, stock delivery, POS and listings live, trial runs
Opening	Day 75	Launch campaign and opening day



Signing the agreement starts the 75-day clock.

Key terms

A plain-language summary. The signed franchise agreement is the document that governs, and it will be reviewed by counsel on both sides.

Term	5 years from the opening date, renewable.
FOCO renewal	Renewal fee of 50% of the franchise fee applicable at the time. Payout remains 12% of net sales. The parlour is refurbished to current standards at the investor's cost.
FOFO renewal	Renewal fee of 50% of the franchise fee applicable at the time. Royalty becomes 8% (brand fund stays 2%). The parlour is refurbished to current standards at your cost. Scoopful may choose not to renew.
Fee revisions	Franchise fees are revised every April.
Territory	2 km exclusive radius, conditional on minimum sales and audit scores; exclusions as listed under "Choosing the site".
Non-compete	No competing ice cream or dessert business during the term.
After the term	Confidentiality of recipes, SOPs, pricing and supplier information continues. No poaching of Scoopful staff. No look-alike décor, colours or menu style.
Lock-in (FOFO)	3 years. Exit within the lock-in attracts liquidated damages of ₹3,00,000 (year 1), ₹2,00,000 (year 2) or ₹1,00,000 (year 3), plus forfeiture of the fee. Notice of 90 days applies to any exit.
Lock-in (FOCO)	The investor's capital stays with the parlour for the term. An early exit is possible only by transferring the investment, subject to Scoopful's first right to buy.
Rent deposit	Paid by the partner in both models. In FOCO the lease is in Scoopful's name and the deposit is refunded to the investor when the lease ends.
Transfer	Scoopful has the first right to buy. If it declines, any buyer must be approved by Scoopful and complete training.
Termination for cause	Selling non-approved products, lapse of FSSAI licence, repeated audit failures, or a material breach not fixed within the notice period.
Insurance	FOFO: mandatory (fire, burglary, equipment, public liability). FOCO: arranged by Scoopful.
Taxes	GST at 18% on the franchise fee, royalty and brand fund.
Law & disputes	Governed by the laws of India and Karnataka. Disputes go to arbitration by a sole arbitrator, seated in Bengaluru.

Renewal and exit

How the relationship ends matters as much as how it starts. These are the routes out.

FOCO

- **At the end of the term:** renew on the terms above, or exit. On exit, Scoopful buys back your assets at depreciated value and your rent deposit is refunded when the lease closes.
- **If the site underperforms:** Scoopful may close or relocate the parlour after 12 consecutive months below the sales threshold, buys back the assets at depreciated value, and your deposit is returned.
- **If you want out early:** transfer your investment. Scoopful has the first right to buy; any other buyer needs Scoopful's approval.

FOFO

- **At the end of the term:** renew on the terms above, or part ways. Scoopful removes its branding, collaterals and supply. The equipment and interiors remain yours.
- **If you want out early:** 90 days' notice. Within the 3-year lock-in, liquidated damages apply.
- **If you want to sell:** Scoopful has the first right to buy. If it declines, the buyer must be approved by Scoopful.



The goal is a parlour that is still full at 11 pm in year five.

Who we are looking for

FOCO investors

- Capital to fund the fee, setup cost and rent deposit without borrowing against the payouts.
- Comfortable with a return tied to sales and a payback measured in years, not months.
- Access to a suitable site is a plus, but not required.
- Interested in the brand, not only the yield.

FOFO partners

- Capital to fund the fee, setup and rent deposit, plus a working-capital reserve.
- A full-time outlet manager, and an owner who visits at least twice a week.
- Control of, or readiness to lease, a ground-floor site of 500 sq ft or more.
- No F&B experience needed. Willingness to follow a system is.
- Someone who will care about the parlour as much as the returns.

Who we will say no to

- Anyone looking to change recipes, prices or suppliers.
- Sites that don't meet the criteria, however cheap the rent.
- Partners who expect guaranteed returns.

How to move forward

1. **Message us** on WhatsApp (+91 90194 14130) or email with your city and the model you are considering.
2. **Discovery call** to check fit, budget and location.
3. **Visit a Scoopful outlet** and see the parlour working at peak hours.
4. **Share your site or area**, and we will scout together.
5. **Site assessment** by Scoopful, in writing.
6. **Letter of Intent** with the ₹1,00,000 token.
7. **Franchise agreement** reviewed by both sides and signed.
8. **Design, fit-out and training**, about 60 days.
9. **Opening day**.

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Frequently asked questions

Which model should I choose?

FOCO if you want a hands-off investment and accept a slower payback. FOFO if you want to be involved and keep the full upside.

Do I ever pay for losses?

No. In FOCO every running cost is Scoopful's, including rent. Your payout is calculated on sales, not profit.

Is there a minimum guaranteed payout?

No. The payout is 5% of net sales in months 1–3 and 12% from month 4, so it moves with sales.

Who pays the rent deposit?

You do. The lease is in Scoopful's name, and the deposit is refunded to you when the lease ends.

How much time will this take?

You need a full-time manager, and the owner should visit at least twice a week. Scoopful handles product, training, pricing, audits and delivery listings.

What exactly is the royalty charged on?

Dine-in and takeaway sales before GST, and the payout amount on aggregator orders. 6% royalty plus 2% brand fund.

Can I change the menu or prices?

No. Scoopful sets the menu and prices for all parlours so the brand means the same thing everywhere.

Can I source cups, toppings or ice cream locally?

No. Every requirement comes through a Scoopful indent. That is how quality and cost stay under control.

What happens in the monsoon?

Sales dip in wetter and cooler weeks. Shakes, coffee and desserts carry part of the load, and campaigns are planned around it. The projections use a flat month and do not model seasonality separately.

Is my territory protected?

Yes: a 2 km exclusive radius, as long as the parlour meets minimum sales and audit standards.

Who handles Zomato and Swiggy?

Scoopful. The listings are ours, under the Scoopful name, and each parlour is added from day one.

How long until opening?

Our target is 60–90 days from the Letter of Intent.

Important notice

This is the public edition of Scoopful's franchise overview, published by Scoops N Swirls Ice Cream LLP ("Scoopful") for people evaluating a Scoopful franchise. The content may not be reproduced for commercial use without written permission.

It is not an offer, a contract or a guarantee. Commercial terms summarised here are binding only when set out in a signed franchise agreement. Financial projections are estimates based on stated assumptions; actual results will differ and can be materially lower. Setup costs are indicative and depend on the site and contractor quotes.

Prospective partners should take independent legal, tax and financial advice before committing. Scoopful may revise fees, prices and terms before an agreement is signed.



Pure Magic in Every Scoop

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