



BROFFLES

THE TASTE OF GOOD FRIENDSHIP

About Us

- Established in 2022, BROFFLES Company Has Quickly Become a sensation in the heart of Coimbatore.
- With our delectable waffle & Desserts creations and a commitment to affordability, we have carved a niche in the market, offering a taste that is rich, authentic, and unparalleled.

Our Service



Site Selection



Staffing Solution



Marketing Support



Standardize Recipe



Setup & Training



Why Choose Us?

- **Rich Taste, First In Quality :** Our Waffles are not just Treats; They are experiences. The richness in taste sets us apart, Making BROFFLES Co. the go-to destination for waffle enthusiasts.
- **Affordability at its Best :** We Believe that everyone should have access to high - quality, delicious waffles without breaking the bank. BROFFLES Co. stands out with its commitment to affordability in every bite.
- **Proven Success :** Our brand is created to proven for success in diverse markets. Joining BROFFLES Co. means aligning with a brand that has already captured the hearts (and taste buds) of customers.

"A history of love for waffles"

Waffles have an incredible journey that started way back in the 9th century in Europe. They were first made by monks using special patterned irons, giving them their unique look. Over time, these simple bread-like treats transformed into the crispy, golden waffles we enjoy today.

In medieval fairs, waffles were sold as a popular street snack, bringing joy to crowds. As years passed, they found their way onto tables, became a go-to dessert, and even inspired creative toppings & flavors loved all over the world. Waffles are more than just food—they're a piece of history & a symbol of comfort. Their ability to adapt & stay loved for centuries shows how deeply people cherish this versatile treat. Today, waffles continue to bring smiles, proving they are truly timeless!

BROFFLES
CRISP. FLUFFY. FRESH





India's Best Waffle Franchise

BUSINESS

FRANCHISE OWNED COMPANY OPERATED (FOCO)



BROFFLES™

THE TASTE OF GOOD FRIENDSHIP



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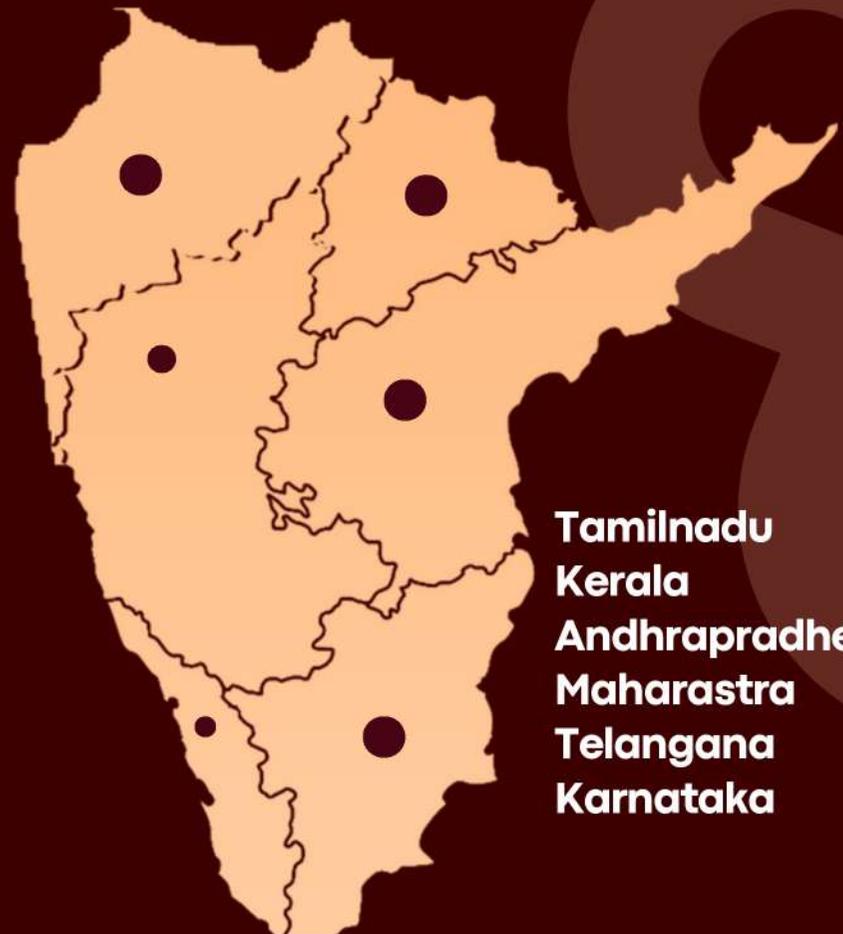
30+
OUTLETS

6+
STATES

9.9 - 12 L
INVESTMENT

Quickest ROI
Standardize Recipe
Staffing Solutions
Marketing Support

States We Covered in just 1 Year



Tamilnadu
Kerala
Andhrapradesh
Maharastra
Telangana
Karnataka



1. Marketing Strategy

Brand Positioning

Broffles – Where every bite tells a story of crunch and creativity.

Position Broffles as a premium yet affordable waffle brand that connects emotionally through visuals, flavors, and vibes – a lifestyle food brand, not just a dessert stop.

2. Long – term Vision

To make Broffles India’s most loved waffle brand – known for its signature crunch, creative flavors, and joyful customer experience.



3. Company Concept

Broffles is a modern waffle brand that redefines how people experience dessert and comfort food. Built on the idea of “Freshly Baked Happiness,” Broffles serves handcrafted waffles made from premium ingredients, paired with innovative flavors, rich toppings, and refreshing shakes.

4. Target Audience

Primary Audience:

Profile: Students, young professionals, dessert lovers, café-goers
 Behavior: Trend-driven, social media active, loves trying new food experiences
 Occasions: Evening cravings, dessert dates, hangouts, celebrations

Secondary Audience:

Families and kids seeking weekend treats or premium desserts
 Tourists exploring local food spots



AREA OF INVESTMENT



TOTAL INVESTMENT- Rs. 10L - 11L (Compact)
Rs. 15L - 16L (Cafe)

ROYALTY - 5% FOR 5 YEARS

	COMPACT (200 - 300 sqft)	CAFE (400 above sqft)
Franchise Fees	Rs. 2,99,000	Rs. 3,99,000
Kitchen Setup Refrigerator, Deep Freezer, All Machineries etc.	Rs. 2,90,000	Rs. 3,50,000
Initial Stocks Packing & Disposal Items	Rs. 1,50,000	Rs. 1,50,000
Interior & Exterior Signage, AC, Tv, Computer & Billing Systems, Hardware	Rs. 3,70,000	Rs. 7,00,000
Marketing Support Promotions, Online Aggregate Marketing	Rs. 25,000	Rs. 40,000

APPROXIMATE MONTHLY PROFIT MARGIN CALCULATION



Total Sales	Rs. 3,00,000	Rs. 5,00,000	Rs. 8,00,000
Royalty (5%)	Rs. 18,000	Rs. 25,000	Rs. 40,000
Food Cost (30%)	Rs. 90,000	Rs. 1,50,000	Rs. 2,40,000
Man Power	Rs. 30,000	Rs. 30,000	Rs. 45,000
Electricity & Water	Rs. 8,000	Rs. 10,000	Rs. 15,000
Misc. Expenses	Rs. 5,000	Rs. 5,000	Rs. 8,000
Total Expenses	Rs. 1,49,000	Rs. 2,80,000	Rs. 4,52,000
Gross Profit (Excluding Rent)	Rs. 1,51,000	Rs. 2,20,000	Rs. 3,48,000

PLEASE NOTE :

- INVESTMENT OF STORE SETUP COST IS SHOWN AS ESTIMATED.
- HERE RENTALS & SALARY EXPENSES ARE TAKEN ON HIGHER SIDE, WHICH GIVES CONFIDENCE TO GET THE PRIME LOCATION OF THE TOWN.
- CIVIL WORK, PAINTING & PLUMBING WORK, FURNITURE, BRANDING ETC.
- COST SHOWN IS AN ESTIMATE & WILL DEPEND UPON THE AREA OF SHOP.

Location Support

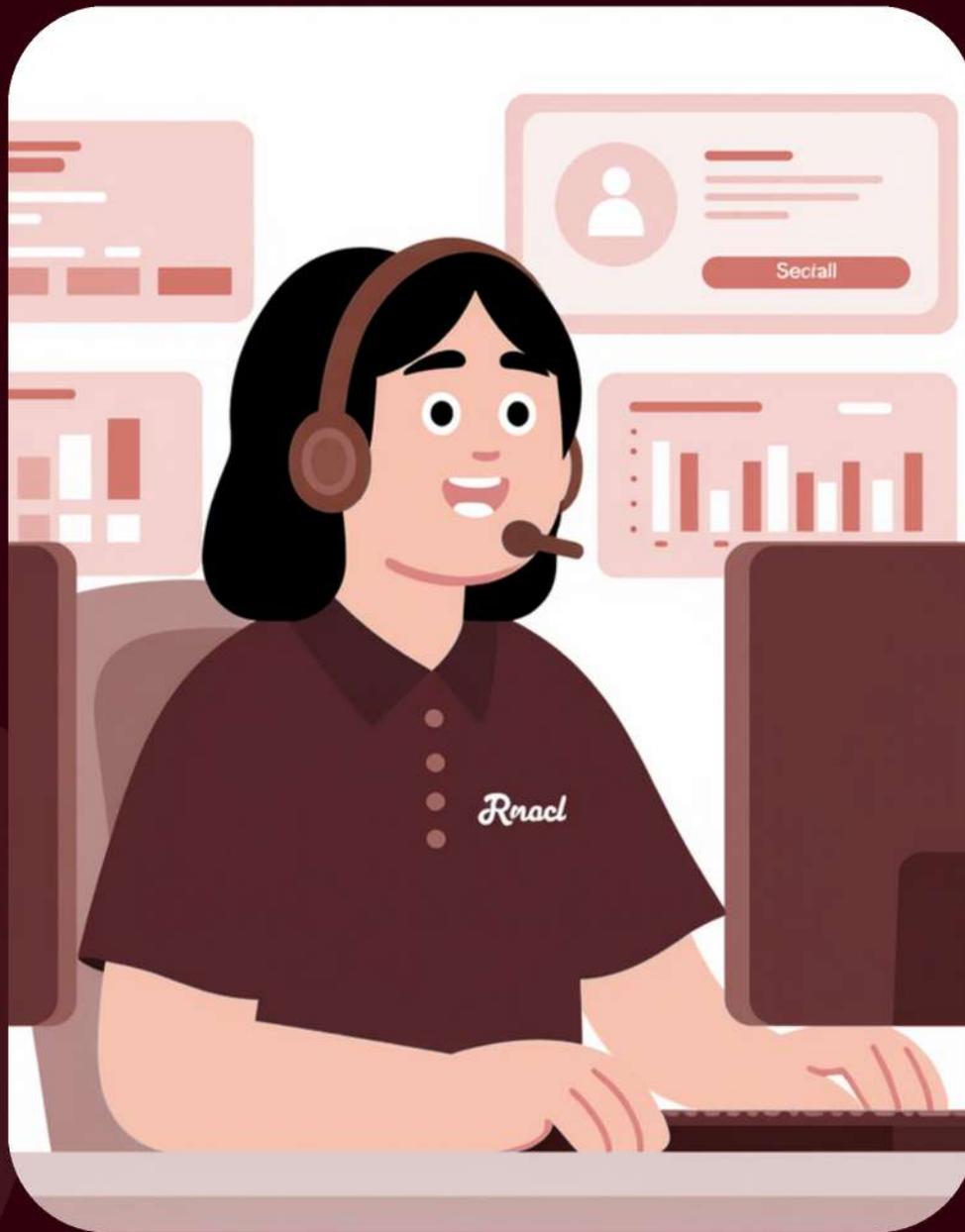
- High street, market, Food Court, College/School
- Ground floor location with customer facing signage space.
- Easily accessible.
- Have your own location? No worries! Share your location with us & we will run a feasibility check



Pilot Service

- Raw material solution
- Business queries
- Innovation & updates
- Tech. / POS Queries
- Marketing advices/Materials
- Waffle castle feedback





Pilot service

With this hidden & invisible PILOT SERVICE we got very good visibility of result, Franchisee's hesitation over for asking smaller things in a system, broken chain escalations & decreased query reaching time to the company, escalation discussion only with concern person of related to it, increased after sale satisfaction level of Franchisee's, complete data of communication saved in one bucket from day one to till date. All company employees are also getting more concentrated towards their individual duties & tasks. In most scenarios no pending or unanswered query of any Broffles owners is found on time of employee visits.



Contact Us

Email

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Contact

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"We are Where you Are!"

Broffles is not just a waffle brand — it's a celebration of flavor, comfort, and creativity. Built on the love for crisp, golden waffles and indulgent toppings, Broffles brings people together through the joy of freshly baked experiences. Whether dine-in, takeaway, or on-the-go, every Broffle is crafted to spark smiles and sweet memories.



Broffle Memories

