



Mickey's
ICE CREAM
Swirlies

A Georgian twist...





"Our Store, your Landmark"



OUR KIOSK



FRONT VIEW



BACK VIEW



RIGHT FRONT



LEFT FRONT



OUR HEROES

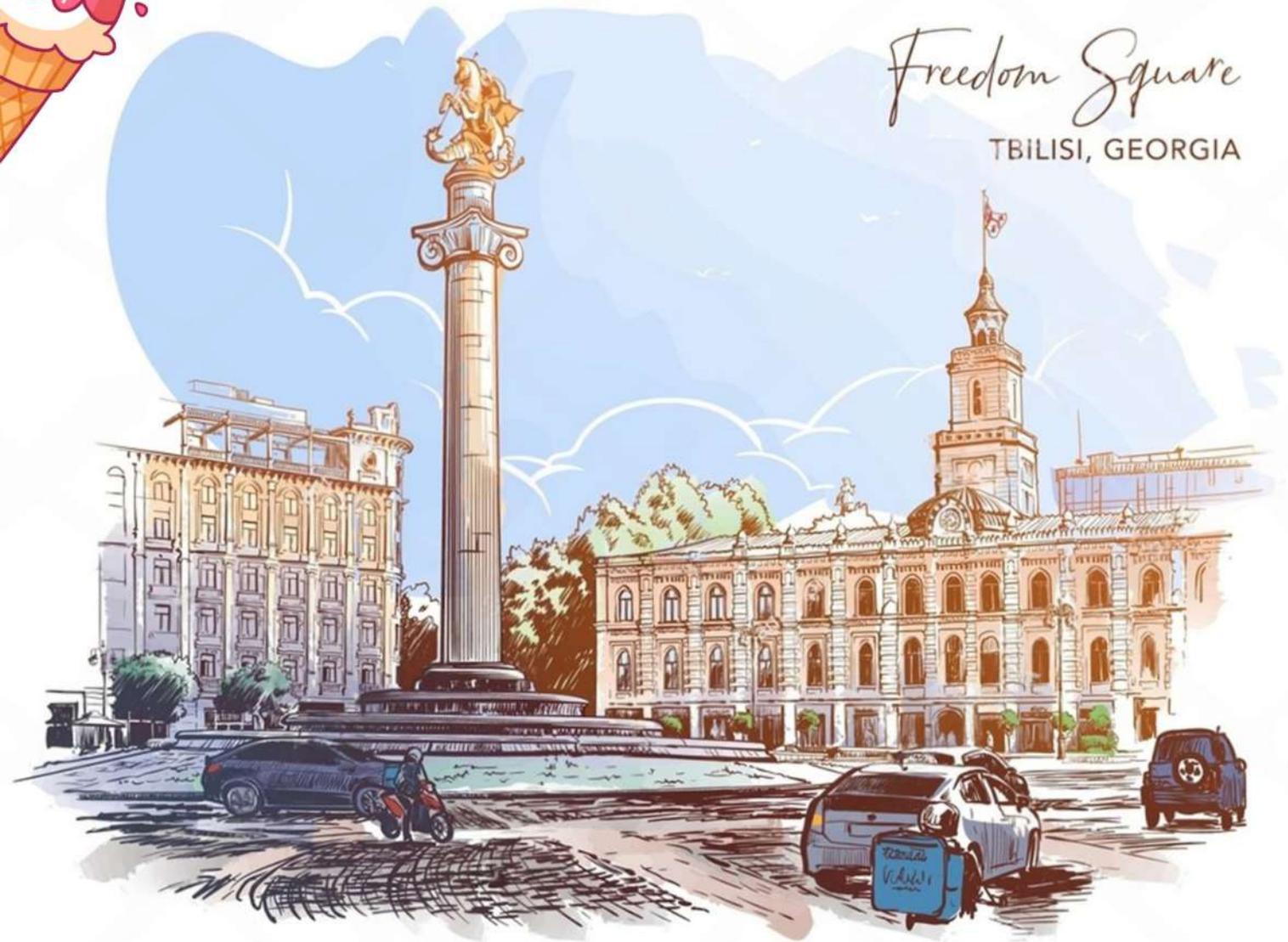


*“Just try it,
you'll absolutely love it!”*



ABOUT US

Freedom Square
TBILISI, GEORGIA



From Georgia to Bengaluru: The Birth of a Swirly Dream

Our journey began in the scenic landscapes of Georgia, where our founder, Mr. Varun Michael Sequeira—a globe trotter with a passion for unique ideas—discovered a culinary treasure: delicate cake rolls filled with ice cream and fresh fruit. Inspired by their originality, taste, and texture, he collaborated with a local chef to perfect the concept.

With over two decades of entrepreneurial expertise across transport, logistics, automobiles, IT consulting, and the food & beverage sector—and recognition from the President of India for his innovative business model—Mr. Sequeira brought this idea to India's Silicon Valley, Bengaluru.

This led to the creation of Mickey's Icecream Swirlies: a brand dedicated not just to desserts, but to crafting memorable experiences.

*Our promise is simple:
to delight every bite, one swirl at a time.*





WHY SELECT US ?



**UNIQUE-
THE FIRST OF
IT'S KIND**

**FRESHLY
BAKED,
ALWAYS**

“No flame cooking, with minimal heat emission”

Choosing Mickey's Ice Cream Swirlies for your franchise means partnering with a brand that offers a unique, one-of-a-kind product crafted fresh in-store using easily available raw materials and a no-waste process. With over 20 years of experience, Mr. Sequeira and his expert team will personally guide and support you every step of the way to make your business both successful and fun. Our software and streamlined processes allow you to manage operations remotely, and all training is done right at your store. Best of all, our dishes are so easy to prepare, no skilled labor is needed—making your venture

*Simple, Profitable & Exciting
from day one.*





WHY MICKEY'S ?

Why Franchise with **Mickey's Ice cream Swirlies** ?

Here's what makes this business model perfect for new entrepreneurs and experienced investors alike.



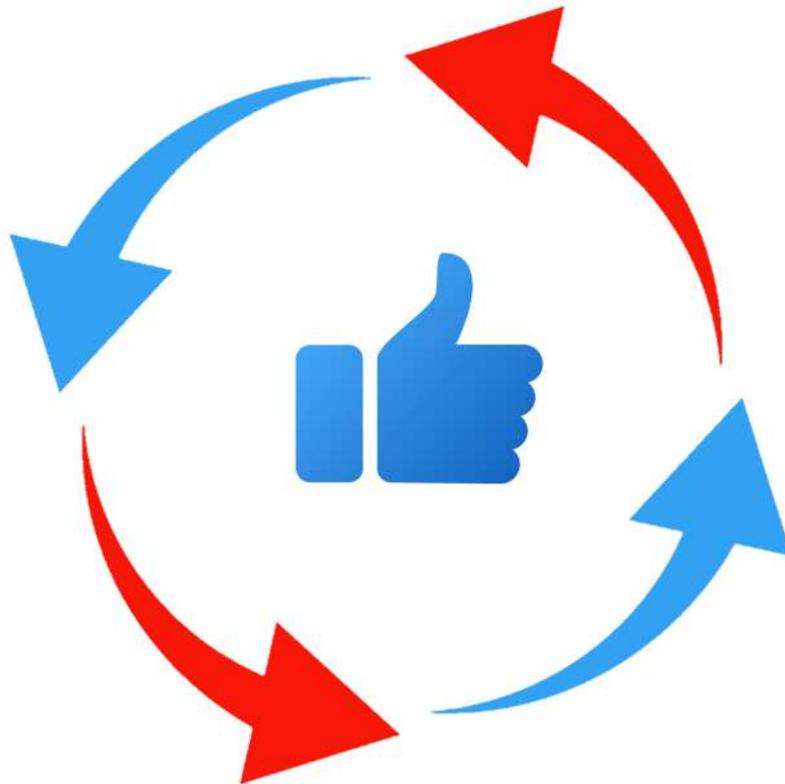
*Simple, Profitable & Exciting
From day one*





OUR MODEL

What makes our **Model work** ?



1. **Easy to Operate** – A streamlined menu means smoother day-to-day management
2. **Global Appeal, Local Ingredients** – Raw materials are easily available
3. **Made Fresh In-Store** – No stockpiling, no artificial mixes
4. **Fast Prep Time** – Each order is ready in just 10 minutes
5. **Zero Wastage** – Efficient supply planning and prep models ensure minimal waste

*Simple, Profitable & Exciting
From day one*





FOUNDER'S

Achievements



*Entrepreneurship is not a destination
It's a Journey - Michael*





OUR MENU

1 STEP

Pick your inside spread:
Pistachio Cream, Hazelnut
Choco Fudge , Mango Pulp
or Strawberry pulp



2 STEP

Choose your fruit:
Banana, Strawberry,
Mango or seasonal
picks



3 STEP

Add your swirl: Classic
Vanilla or Rich Chocolate



4 STEP

Top it off: Cashews,
Coconut, Choco Chips
or Pistachios



*Finally your mouth watering
Swirlie is ready!*

Starting @-99/-



FLAVOURS

Taste our **pure creamy** menu




Choco strawberry
ice cream swirlie

★★★★★

@ - 140/Rs Only



Dry fruits
ice cream swirlie

★★★★★

@ - 140/Rs Only



Pistachio ice cream
swirlie

★★★★★

@ - 120/Rs Only



Choco mango
ice cream swirlie

★★★★★

@ - 120/Rs Only




99/-

★★★★★

#cool&creamy
mickeysicecream
swirlies

Mango mayhem
ice cream
swirlie



130/-

★★★★★

#cool&creamy
mickeysicecream
swirlies

Choco banana
ice cream
swirlie



130/-

★★★★★

#cool&creamy
mickeysicecream
swirlies

Dark devil
ice cream
swirlie



120/-

★★★★★

#cool&creamy
mickeysicecream
swirlies

Mixed fruit
ice cream
swirlie



130/-

★★★★★

#cool&creamy
mickeysicecream
swirlies

Apple strudel
ice cream
swirlie



120/-

★★★★★

#cool&creamy
mickeysicecream
swirlies

Vanilla choco
ice cream
swirlie



FRANCHISE

FAQs

1) Where can I open my store ?

▶ In malls, supermarkets, high streets, or any location with high footfall.



2) What is the required store area ?

▶ 80-100 sq. ft.



3) What is the expected ROI ?

▶ Approximately 1 year.



4) What is the franchise territory limit ?

▶ 3 km of radius.



5) How long does it take to set up a store ?

▶ 30 days.



*For more Information
Call Michael...*





INVESTMENTS

& Royalties

1) What is the initial investment required ?



₹7.5–10 lakhs.



2) What are the ongoing royalties?



₹5,000 per month.



3) What is the marketing fund contribution?



**Marketing expenses are on actuals,
based on individual requirements.**



*For more Information
Call Michael...*





MICKEY'S



Franchise Fee & Earning Structure

FRANCHISE TYPE	FEE	EARNING POTENTIAL
Unit Franchise	₹1,50,000 ✓	_____
City Master Franchise	₹2,50,000 ✓	- ₹20,000 from each Unit Franchise signed in the city - ₹1,000/month from each Unit Franchise royalty
State Master Franchise	₹3,50,000 ✓	- ₹30,000 from each Unit Franchise signed in the state - ₹80,000 from each City Master Franchise signed in the state - ₹2,000/month from each franchise royalty

Sample Earning Illustrations

1. City Master Franchise Example

If 5 Unit Franchises are signed in your city:

Upfront: $5 \times ₹20,000 = ₹1,00,000$

Monthly royalties: $5 \times ₹1,000 = ₹5,000/\text{month}$

2. State Master Franchise Example

If 2 City Master Franchises and 10 Unit Franchises are signed in your state:

From Unit Franchises: $10 \times ₹30,000 = ₹3,00,000$

From City Masters: $2 \times ₹80,000 = ₹1,60,000$



SALES

Projection Report

Mickey's Ice Cream Swirlies Sales Projection Report - 2025

SL NO	Description	Daily	Monthly	1st Year	2nd year	3rd year
1)	Sales	8000	240,000	28,80,000	34,56,000	36,28,800
2)	Total Expenses					
3)	Raw Materials @ Average 300% Margin	2000	60,000	720,000	864,000	907,200
4)	Staff Salaries for 2	NA	30,000	360,000	3,96,000	435,600
5)	Staff House Rent	NA	8000	96,000	105,600	116,160
6)	Food & gas for 2 staff	NA	4000	48,000	52,800	58,080
7)	Electricity & water	NA	10,000	120,000	144,000	151,200
8)	Shop Rent @ 14% on sale	NA	33,600	403200	483,840	508,032
9)	Total Expenses	NA	145,600	17,47,200	20,46,240	21,76,272
10)	Gross profit (A - B)	NA	94,400	11,32,800	14,09,960	14,52,528
11)	Mickey's Royalty	NA	5000	60,000	60,000	60,000
12)	FINAL PROFIT	NA	89,400	10,72,800	13,49,760	13,92,528





Mickey's ICE CREAM Swirlies

Owned and Managed by :
Mickey's Ice cream Swirlies



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JOIN US TODAY
#MIS

