



WAFFLE CASTLE

Waffle Castle is a dessert brand focused on creating a unique waffle experience with a special touch of care and attention. We aim to treat every customer like Royally, offering more than just delicious waffles - we create memorable moments. Each waffle and dessert is made with high-quality ingredients and creative recipes, setting a new standard for taste and presentation. At Waffle Castle, we believe in showing respect and ensuring every customer feels valued and satisfied. Our goal is to provide not only tasty treats but also a warm and welcoming atmosphere, where every visit is a chance to enjoy something truly special.



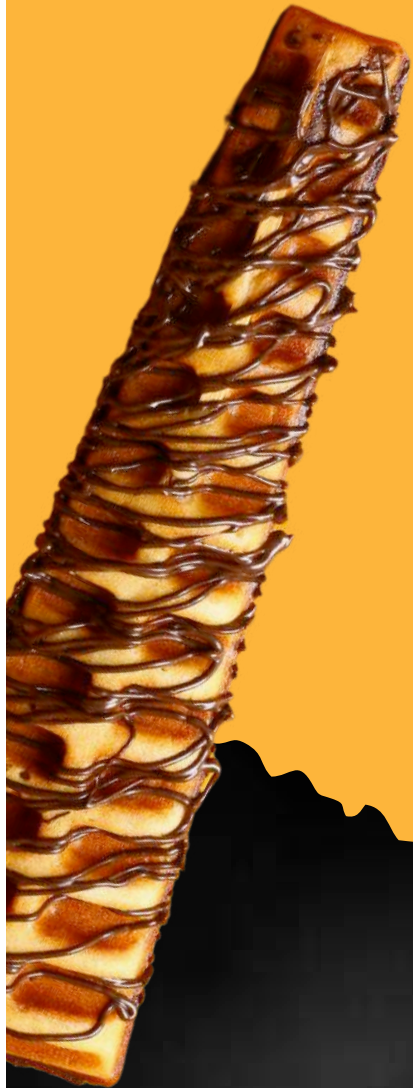
THE ROYAL STORY

In December 2023, two long-time friends, **Jignesh Jadhav** and **Upendra Chauhan**, took a bold step toward their shared dream. Leaving behind stable jobs, they set out to create something extraordinary. With a love for waffles and big ambitions, they launched a roadside food cart.

The response was instant and incredible. People couldn't get enough of their unique and flavorful creations. Inspired by the overwhelming support, they decided to turn their dream into something bigger. Within months, they began working on opening their first outlets.

By December 2024, Jignesh and Upendra hit a milestone-launching two outlets on the same day and officially naming their brand Waffle Castle with the tagline, "Taste the Royal Waffle."

What started as a small cart has grown into a beloved brand, bringing joy to waffle lovers everywhere. Waffle Castle isn't just about waffles; it's about passion, persistence, and proving that dreams truly can come true.



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 and flavors loved all over the world. Waffles are more than just food—they're a piece of history and a symbol of comfort. Their ability to adapt and stay loved for centuries shows how deeply people cherish this versatile treat. Today, waffles continue to bring smiles, proving they are truly timeless!



WHY CHOOSE A WAFFLE FRANCHISE ?



EVERGREEN DEMAND

Loved by all ages, versatile
with sweet & savory options.

HIGH PROFITS

Low costs, premium pricing,
great margins.

TRENDY DESSERTS

Instagram-worthy treats
with global appeal.

SCALABLE MODEL

Proven operations
for easy growth.

ROYAL SUPPORT

Training, marketing, and
supply chain assistance.

INNOVATIVE MENU

Creative items attract
diverse customers.

BOOMING INDUSTRY

Dessert cafes are growing
fast - waffles lead the way.

LOW INVESTMENT

Minimal setup,
impressive ROI.



VISION

To be the go-to destination for unique, premium waffles and desserts, where every customer experiences royal treatment and memorable service with every visit.



MISSION

Our mission is to become India's top waffle dessert brand by offering a variety of waffles, mini pancakes, and shakes that are affordable for everyone. We aim to give every customer a special experience, treating them with care and respect, no matter who they are.



VALUES



Every customer is important to us, and we work hard to make them feel valued and respected.



We aim to create unique and exciting desserts with flavors that are memorable and special.



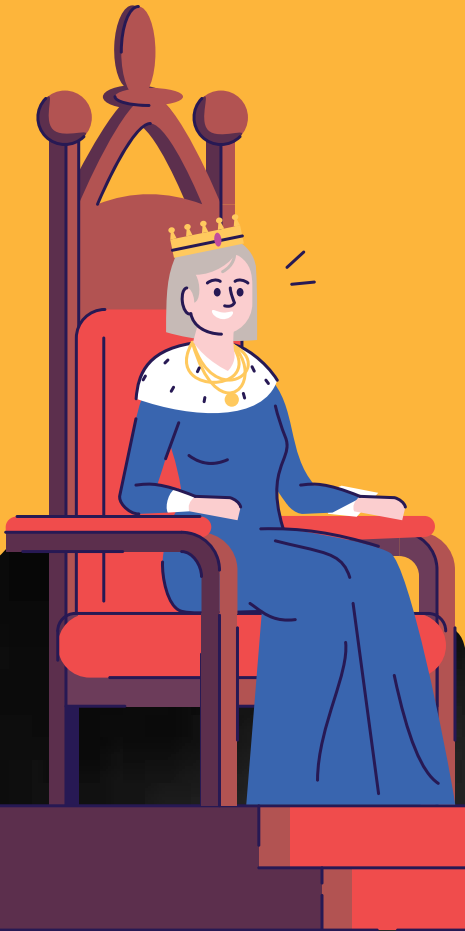
We use high-quality ingredients and carefully prepare each item to ensure every bite is perfect and consistent.



Our goal is to do more than just satisfy; we want to surprise and delight with every product and interaction.



We believe in being honest and providing real service, building trust and loyalty with our customers.





Royal Classics

	Mini Pancakes - 8 Pcs	Signature Waffle
Money Butter	79	89
Buttery Maple Bliss	89	99
Strawberry Cream Cheese	99	129
Blueberry Cream Cheese	99	129

Chocolate Classics

	Mini Pancakes - 8 Pcs	Long Waffle Stick	Signature Waffle
Belgian Chocolate	119	119	139
Milk / White Choco	119	119	139
Coffee Mocha Crisps	119	119	139
★ Hazelnut Heaven Nutella	129	129	159

Crunchy Chocolate

	Mini Pancakes - 8 Pcs	Long Waffle Stick	Signature Waffle
Butterscotch Crisp	129	129	159
★ Ocean Cookie Crunch	129	129	159
Kit Kat Choco	139	139	169
★ Biscoff Royal	149	149	179

Double Chocolate

	Mini Pancakes - 8 Pcs	Long Waffle Stick	Signature Waffle
Black White Delight	129	129	159
Chocolate Overload	129	129	159
★ Triple Treat Choco	139	139	169
★ Brownie Bliss with Almonds	139	139	169
Walnut Wonder Waffle	139	139	169

Royal Jewel Treats

	Mini Pancakes - 8 Pcs	Long Waffle Stick	Signature Waffle
★ Bubblegum Fantasy	119	119	139
★ Red Velvet	129	129	159
Strawberry Swirl	129	129	159
★ Kulfi Magic	129	129	159

Enjoy Our
Mini Treats
on the Spot...!!

	Mini Pancakes 4 Pcs	Waffle Sandy
Belgian Choco		only
Milk / White Choco		59

*These mini treats are not available for Takeaway or Parcel.

★ Castle king choice

Royal Classics

	Mini Pancakes - 8 Pcs	Signature Waffle
Honey Butter	79	89
Buttery Maple Bliss	89	99
Strawberry Cream Cheese	99	129
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ONGOING SUPPORT FOR FRANCHISEES



MARKETING EXPERTISE

Regular social media posts, custom designs, seasonal offers, and influencer promotions.



CUSTOMER ENGAGEMENT

WhatsApp campaigns to bring back customers from the second month.



PERFORMANCE MONITORING

Regular visits, remote audits, and expert advice to boost sales and ensure smooth operations.



MODERN & TRENDY CONCEPT

Billing software for sales, inventory, and GST, plus app integration for Android and iOS.



TRAINING & DEVELOPMENT

Ongoing staff training and updates on new products for excellent service.



ROYAL YET CONTEMPORARY THEME

Enhancing brand loyalty and customer recall.



DEDICATED MANAGEMENT

On-call support, Zomato/Swiggy setup, menu creation, customer reviews, and direct guidance.



CUSTOMIZED MENU

Sweet and savory options tailored to diverse tastes.



READY-TO-MIX RAW MATERIALS

Major raw materials comes in ready-to-mix form with a 6-12 month shelf life and there's no wastage or spoilage ensuring cost-efficiency.



PARTNERSHIP WITH WAFFLE CASTLE

ADVANCED TECHNOLOGY

Avoid spending extra money for comparatively little gain in return.

We equip you with the latest technology that makes makes your business smarter and more effective in many ways. It includes strengthening team communication, boosting revenue and reaching solutions faster.

SIMPLIFYING OPERATIONS

Managing huge teams is not easy and spreadsheets are boring. We believe you didn't reach this far for getting into analysis-paralysis.

Thankfully, we hold the resources and experience needed to minimize your costs while maximizing your ROI.

FEARLESS MARKETING

Fresh, innovative and forward-thinking marketing campaigns that are executed seamlessly and have the power to inspire, educate, entertain and attract the right people to a brand as nothing else can.



SYSTEM SUPPORT &

**Social Media
Support**

**Grand Opening
Event Planning &
Guidelines
Support**

**Raw Material Setup
& Kitchen Staff
Training Support**

**Registration
Support with
Online Delivery
Channels**

**POS Billing &
Separate
Application Panel**

**Standard
layout given
by Company**

**Regular virtual
audits & Quality
Review**

**Access of
food
training
module**

**SMS &
Whatsapp
Marketing
Support**

**Calculation
sheets
of Food Cost,
Daily consumption
tracker,
P&L Report
formats.**

**Regular Food
Innovations**

**Marketing
Guidelines
& Sales grow
up Guidelines**



BRAND VISIBILITY



LOCATION SUPPORT

HIGH STREET, MARKET,
FOOD COURT,
COLLEGE/SCHOOL

Easily
Accessible



GROUND FLOOR LOCATION
WITH CUSTOMER FACING
SIGNAGE SPACE

HAVE YOUR OWN LOCATION?
NO WORRIES! SHARE YOUR
LOCATION WITH US & WE
WILL RUN A FEASIBILITY CHECK



PILOT SERVICE

Raw Material
Solution

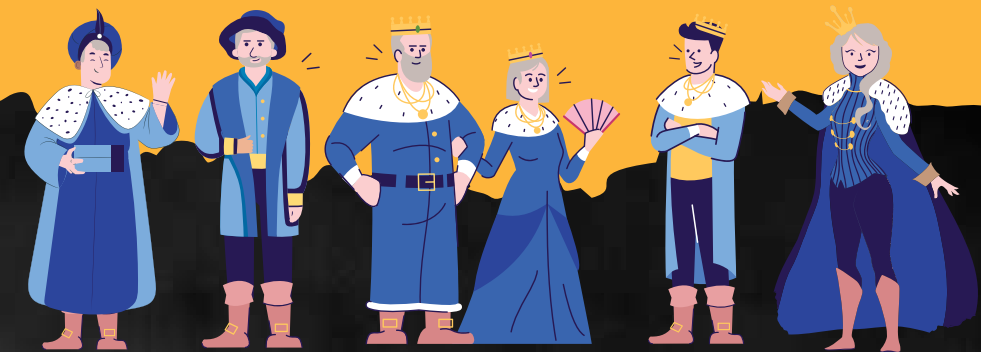
Business
Queries

Tech. / POS
Queries

Innovation &
Updates

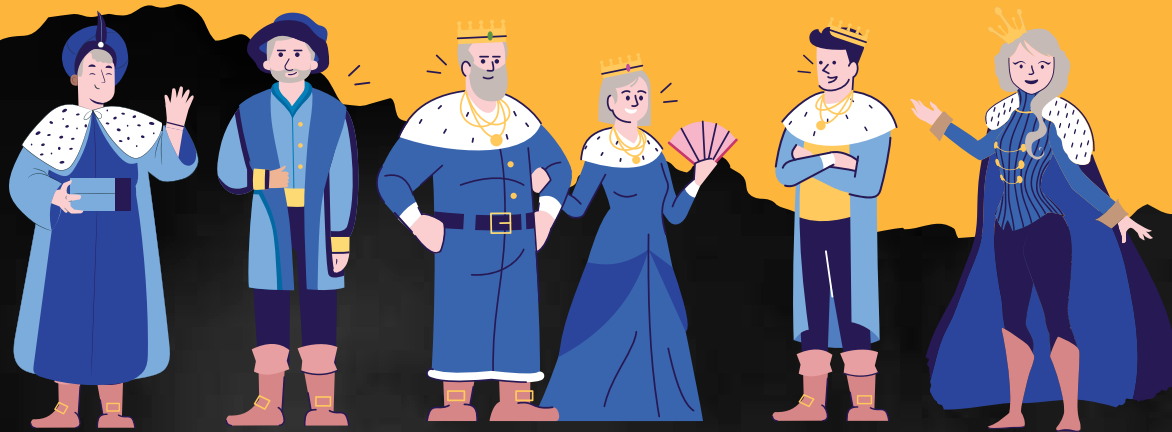
Waffle Castle
Feedback

Marketing
Advices /
Materials



PILOT SERVICE

With this hidden and invisible PILOT SERVICE we got very good visibility of result, Franchisee's hesitation over for asking smaller things in a system, broken chain of escalations and 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 and tasks. In most scenarios no pending or unanswered query of any Castle owners is found on time of employee visits.



BRAND & PROJECTION

1

HEAD QUARTER

Operation & Franchise Development

2

Principle Company

Which Executes all Franchise Development Activities, Logistics, Procurement, Managements, Branding & Marketing Operation

3

Master Franchisee

Which handles all Franchisee Inquiries, Stock management, On Ground Issues, Quality Management & Other Stuff at regional level.

4

Franchisee Owner

Which Operates its own Outlet individually with the help of PC & MF



CASTLE MEMORIES



CASTLE MEMORIES



WHY WAFFLE CASTLE ?



At Waffle Castle, we provide a proven and scalable business model backed by expert support and a strong brand foundation. Here's why we're the perfect partner for your franchise journey?

Proven Business Model: Scalable and profitable, ensuring consistent growth and success.

Strong Brand Identity: Known for “Taste the Royal Waffle”, synonymous with quality and indulgence.

Wide Appeal: Waffles, mini pancakes, and shakes attract all age groups, ensuring steady footfall.

Affordable Investment, High ROI: Low setup costs and high margins make it a lucrative opportunity.

Growing Market Demand: Positioned at the forefront of the booming dessert café industry.

Proven Success: Two outlets launched in Navsari, Gujarat, December 2024, with overwhelming customer response.



Empower your Destiny, Become Partner with **Waffle Castle !!**

Head Quarters

Titanium Business Park, D-Block, 908 - 9th floor, Near Railway Under Bridge,
Makarba, Ahmedabad, Gujarat 380051

Thanking you for taking interest in Waffle Castle.



wafflecastle.in



[waffle_castle_official](https://www.instagram.com/waffle_castle_official)



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