



"BE YOUR OWN BOSS FOR JUST ₹2.5 LAKHS*!"

EXPLORE OUR FRANCHISE MODULE
2026-2027



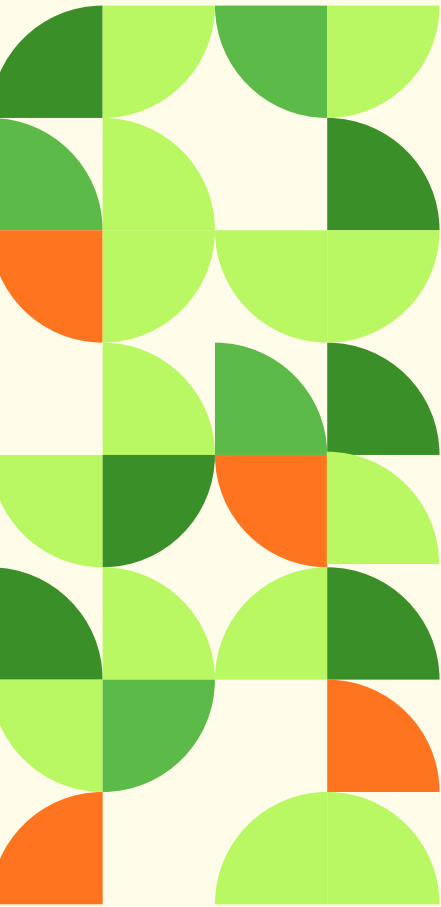


TABLE OF CONTENT

1. Welcome Message

2. About Company

3. Company History

4. Company Vision

5. Company Mission



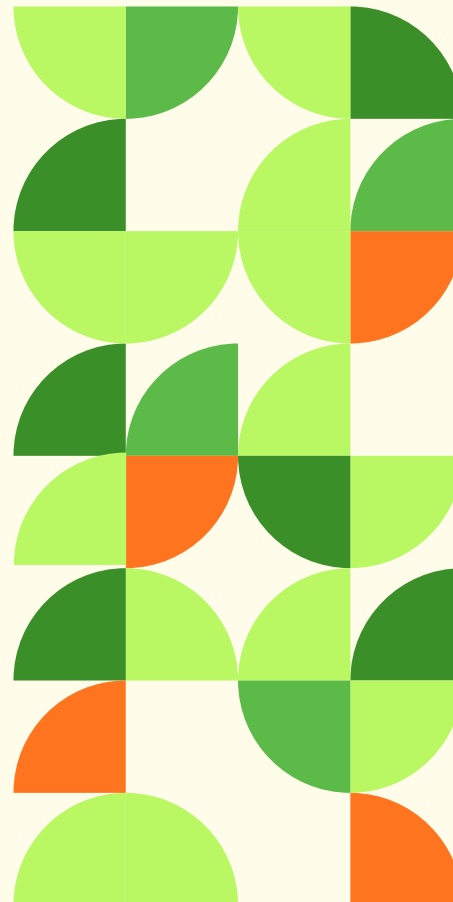
6. Our Products

7. Investment

8. What We Do

9. What You Do

10. Company Contact



Welcome to Kiddos Foods – A Business Built on Trust.

Welcome to the Kiddos Foods family. We are thrilled that you are interested in joining our mission.

You've likely come to us because you see the same gap in the market that we did: parents are desperate for convenient, traditional food that doesn't compromise their children's health.

At Kiddos Foods, we don't just sell 20+ varieties of batters, spices blends, spice powders and pickles. We sell peace of mind. We are pioneering the return to honest food—bringing back staples and cherished 90s treats without the modern burden of chemicals.

Our promise is simple and non-negotiable: No preservatives. No colors. No raising agents. If it's not safe for our kids, we won't sell it. We are looking for partners who share this commitment to integrity.

In the coming days, we will share more details about how our franchise model works and the massive opportunity in "clean label" traditional foods.

Welcome to a cleaner, tastier future.

**Warm regards,
The Kiddos Foods Team**



SWETHA

FOUNDER & CEO

About Kiddos Foods: The Future of Authentic, Clean-Label Eating.

About Kiddos Foods: The Future of Authentic, Clean-Label Eating.
Who We Are? Kiddos Foods is a rapidly growing brand focused on revolutionizing the ready-to-cook and packaged food market in India. We bridge the gap between traditional, time-honored recipes and the modern consumer's absolute demand for safety and purity.

We recognized a significant void in the market: the lack of truly safe, chemical-free options for daily staples that children consume regularly. Kiddos Foods fills that void.

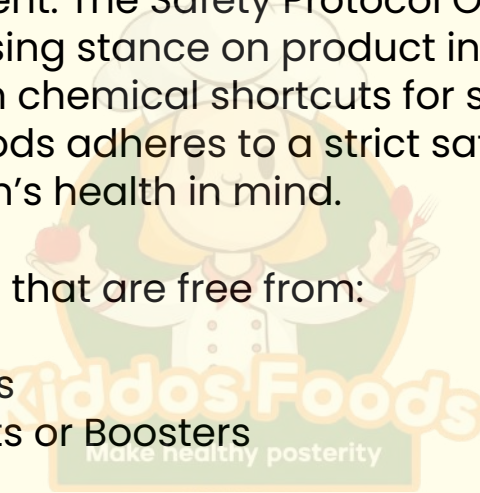
Our Defining Commitment: The Safety Protocol Our market advantage lies in our uncompromising stance on product integrity. Unlike many competitors who rely on chemical shortcuts for shelf life and appearance, Kiddos Foods adheres to a strict safety protocol designed specifically with children's health in mind.

We guarantee products that are free from:

Synthetic Preservatives

Artificial Coloring Agents

Chemical Raising Agents or Boosters



Our Product Portfolio We offer a robust, high-demand product mix that ensures repeat customers:

The Essentials: 20+ varieties of naturally fermented batters, pure spice blends, and raw spices.

The Nostalgia Hook: A curated selection of 90s retro-favorites (Jujube jam, groundnut candy, etc.) reformatted with 100% clean ingredients for today's health-conscious parents.

The Franchise Opportunity - Today's parents are educated label-readers. They are actively seeking brands they can trust implicitly with their children's diet. Kiddos Foods has built that trust. We are now opening our doors to franchise partners ready to capitalize on the massive shift toward clean-label food products.

THE FIRST START FROM US

Kiddos Foods didn't start in a boardroom; it started in a kitchen, facing a universal parenting dilemma.

A few years ago, we found ourselves standing in grocery aisles, reading labels on "convenient" idli/dosa batters and "kid-friendly" snacks. We were shocked. The ingredient lists were filled with unpronounceable preservatives, artificial colors, and chemical raising agents (like baking soda/eno) used to fake freshness and fluffiness.

We faced a choice: convenience with chemicals, or the exhausting labor of making everything from scratch daily. We knew there had to be a better way.

The "Zero-Compromise" Journey We set out with a simple, yet incredibly difficult goal: to create ready-to-cook staples that were as convenient as the store-bought versions, but as pure as homemade.

The early days involved relentless R&D. How do you make batter shelf-stable without preservatives? How do you get soft idlis without adding rising agents? It wasn't easy, but we refused to compromise. We went back to traditional methods—stone grinding, natural fermentation, and rigorous hygiene protocols.

Bridging Generations with Flavor As we perfected our staples (growing to over 20+ batter varieties and authentic spice blends), we realized something else. We, as parents, were the "90s generation." We missed the treats of our childhood—but we were terrified to give the current chemically-loaded versions to our own kids.

That was our second "aha!" moment. We decided to clean up nostalgia. We recreated those beloved 90s items using the same strict safety standards.

Today What began as a quest to feed our own families better has grown into a movement. Kiddos Foods has proven that you don't need chemicals to run a successful food business; you just need integrity. Today, we are ready to share this blueprint with partners who believe that safe food is the only future worth investing in.

COMPANY VISION

"To envision a world where parents never have to compromise on safety for convenience. We strive for a future where clean, chemical-free, traditional food is not a luxury, but the global standard for every growing child."



COMPANY MISSION

"Our mission is to provide families with the convenience of ready-to-cook staples and the joy of nostalgic treats without ever compromising on health. We achieve this by strictly adhering to traditional, natural processing methods, ensuring every product—from daily batters to retro candies—is 100% free from preservatives, artificial colors, and synthetic rising agents."



OUR PRODUCTS: THE TASTE OF TRUST & TRADITION

- At Kiddos Foods, we don't just manufacture food; we craft health, nostalgia, and peace of mind for modern families. Every product in our extensive 20+ category portfolio is a testament to our unwavering "Clean Label" philosophy—meaning zero synthetic preservatives, no artificial colors, and absolutely no chemical raising agents.
- We bridge the crucial gap between ancient wisdom and modern convenience. By reviving traditional food processing methods—like authentic stone-grinding for our batters and wood-pressing for our oils—we ensure that the natural nutrients, genuine aroma, and original taste are preserved exactly the way our grandmothers intended.
- Our diverse, high-demand product range includes:
 - Farm-Fresh Batters: Naturally fermented, homestyle Idli, Dosa, and traditional batters crafted for a perfect, healthy breakfast.
 - The Millet Revolution: Nutrient-dense millet noodles, pasta, flakes, chapati flours, and health mixes perfectly designed to make children love healthy food.
 - Authentic Spices & Oils: Pure, unadulterated spice blends, raw spice powders, and cold-pressed oils that bring life and health to every daily meal.
 - 90s Nostalgia & Snacks: Recreating the magic of our childhood with traditional rice varieties, healthy cookies, millet brownies, and guilt-free nostalgic treats.

Our Promise: If it is not safe enough for our own children, it will never reach our shelves.



20+ VARIETIES OF IDLI/DOSA BATTERS

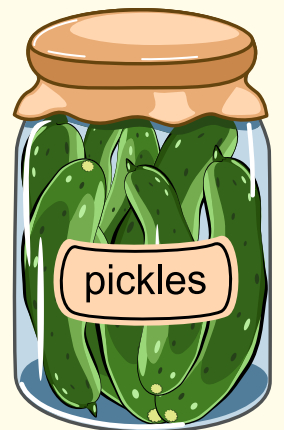
10+ VARIETIES OF RAW SPICES



10+ VARIETIES OF SPICE BLENDS



10+ VARIETIES OF PICKLES



10+ VARIETIES OF MILLET/ TRADITION RICE PASTA'S

10+ VARIETIES OF MILLET/ TRADITION RICE NOODLES



6+ VARIETIES OF MILLET/ TRADITION RICE BROWNIES/ GHEE LADOO'S/ BUTTER COOKIES



**10+ VARIETIES OF MILLET/ TRADITION RICE
FLAKES**

HEALTH MIXERS AND MALT VARIETIES



MILLET CHAI/ MILLET MASALA CHAI

INSTANT RICE MIX VARIETIES



15+ TRADITIONAL RICES

INSTANT SAMBAR AND CHUTNEY



AND MUCH MORE INTERESTING PRODUCTS COMING SOON

WHAT WE DO: OUR SUPPORT SYSTEM

We handle the heavy lifting so you can focus entirely on sales and local growth.



Turnkey Store Setup:

We deliver a fully branded, ready-to-operate outlet complete with interiors, refrigerators, digital displays, and an operational starter kit (stationery & cleaning).

Training & Onboarding:

From a hassle-free store handover to an intensive "First Week Training," we ensure you and your staff are completely retail-ready.



Launch Stabilization Subsidy:

To ensure a smooth runway, we provide a financial safety net of ₹5,000/month for your first 3 to 6 months to support initial operations.



Zero-Cost Local Marketing:

Need local footfall? Upon request, we will deploy and fully fund targeted social media ad campaigns exclusively for your store location.



WHAT YOU DO : THE FACE OF KIDDOS FOODS

We handle manufacturing and turnkey setup. Your role is to bring the brand to life in your community!



Customer Experience: Educate parents on our chemical-free "Clean Food" mission and share the nostalgia of our 90s treats to build trust and drive sales.

Hygiene & Operations: Maintain impeccable store hygiene. Keep refrigerators spotless, shelves organized, and ensure a welcoming environment.



Inventory & Local Growth: Manage daily stock efficiently to never run out of bestsellers, and build strong neighborhood relationships for recurring footfall.

While we build the store, you will need to arrange:

Security: CCTV cameras and monitoring.

Power Backup: UPS/Inverter for uninterrupted refrigerator operation.

IT/Admin: A laptop or computer for your billing & inventory tracking.

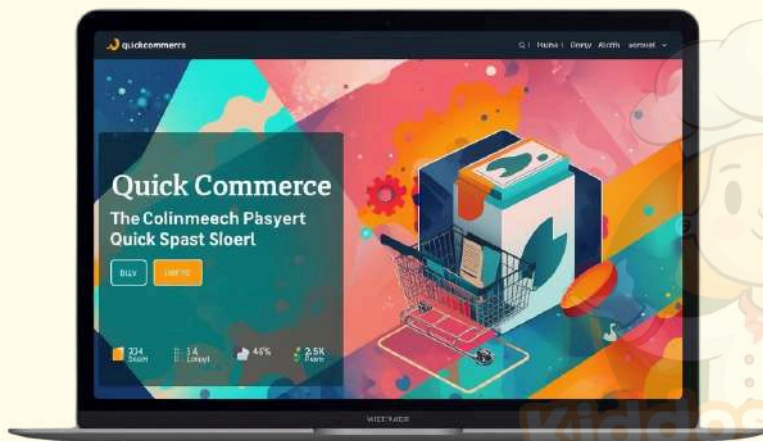


EXPAND BEYOND THE 4 WALLS: YOUR GROWTH NETWORK

Your outlet isn't just a retail shop—it's a highly profitable micro-distribution hub! Tap into 4 massive additional revenue channels:



Local Retail (B2B): Don't wait for walk-ins. Supply our fresh batters and spices directly to local supermarkets, Kirana stores, and apartment complexes.



Quick Commerce: Register on Swiggy Instamart, Zepto, and Blinkit to capture the massive "instant delivery" customer base.

Institutional Sales: Leverage our "No-Chemical" promise to supply safe, healthy snacks to school canteens and daycares.



Restaurant & Catering: Secure high-volume, recurring bulk orders by supplying consistent batters and spice blends to local eateries.



FRANCHISE MODULE VARIANTS

Franchisee Categories	Kiddos Mini	Kiddos Max	Kiddos Super Max	Kiddos Hub
Investment in Lakhs (Exclusive of Taxes)	2.5	3.5	5	7.5
Required Carpet Area (Sq.ft)	100	160	400	1000
Initial Inventory Investment (₹)	50,000	100,000	200,000	5,00,000 (Includes Machines)
FSSAI Registration	Yes	Yes	Yes	Yes
MSME/UDYAM Registration	Yes	Yes	Yes	Yes
GST Registration Support	Assistance provided	Assistance provided	Assistance provided	Yes
Furnitures	Yes	Yes	Yes	Yes
Refrigeration	Yes	Yes	Yes	Yes
Television	Optional	Yes	Yes	Yes
Water Dispenser	No	No	Yes	Yes
Additional Flooring	Optional	Optional	Optional	Optional
Interior/Exterior Branding	Yes	Yes	Yes	Yes
Operational Starter Kit	Yes	Yes	Yes	Yes
Exclusive Software	Yes	Yes	Yes	Yes
Exclusive Reports	Yes	Yes	Yes	Yes
Initial Sales Training	Yes	Yes	Yes	Yes
Post- Implementation Guidance	Yes	Yes	Yes	Yes
Periodic Review Meets	Yes	Yes	Yes	Yes
Social Media Ad	Basic	Basic	Max	NA (B2B Hub)
Digital Marketing Support	Yes	Yes	Yes	Yes
Festival Offers & Promotions	Yes	Yes	Yes	Yes
Initial Opening Offers	Yes	Yes	Yes	Yes
Operational Subsidy	Yes	Yes	Yes	NA
Free Delivery of Goods	Yes	Yes	Yes	Yes
Buy Back Option	Yes*	Yes*	Yes*	On request/Optional
Franchisee Fee Waiver	Limited Period Offer	Limited Period Offer	Limited Period Offer	Limited Period Offer

- ◆ Important Notes & Eligibility:
- Conditional Buyback Option: Buyback is strictly on a request basis and is not an automatic right. Approval is at the sole discretion of the company. Decisions will be evaluated based on the franchisee's prior operational efforts, location feasibility, future business scope, "No Objection" clearance from the current landlord, and the latest market survey of that specific territory.
- Subsidy Eligibility: The operational launch subsidy is strictly effort-based. It will only be granted to franchisees who maintain consistent store operating hours (without excessive unplanned absences) and demonstrate genuine operational and local marketing efforts to grow the business.

YOUR PROFITABILITY & R.O.I

A cash-positive business model built for rapid returns.

At Kiddos Foods, your financial growth is our operational priority. We have engineered our supply chain to ensure our partners enjoy highly lucrative margins without the stress of credit cycles.

1. High-Profit Margins (20% - 40%) Unlike standard FMCG brands that offer single-digit margins, our direct-to-franchise manufacturing model allows you to enjoy robust gross margins of 20% to 40% across our product portfolio.

2. Zero Credit, Daily Cash Flow We operate on a strict "Cash and Carry" model. No waiting for payments. Every product you sell puts liquid cash directly into your register on the very same day.

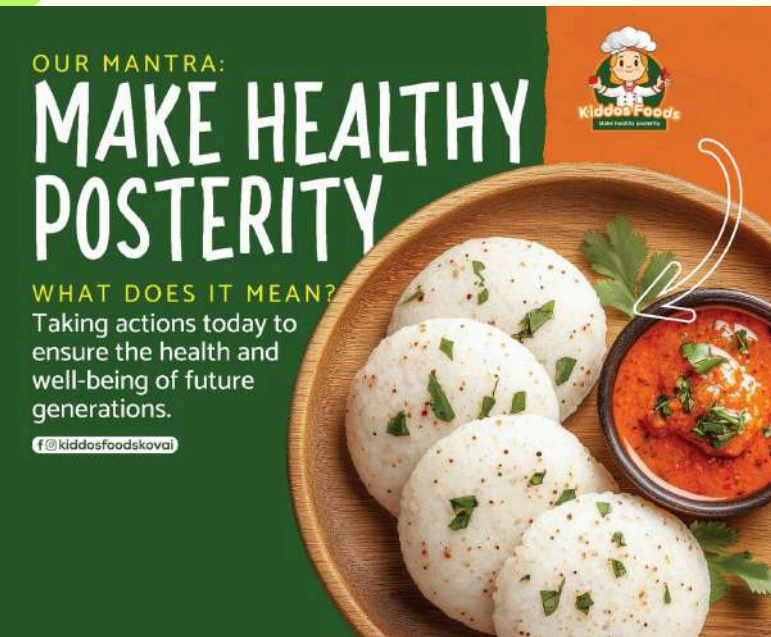
3. Rapid Break-Even Period Thanks to the high daily consumption of our core products (like Idli/Dosa batters) and premium margins on our health foods, a strategically located outlet is estimated to achieve a full Return on Investment (ROI) within 9 to 12 Months.

4. The "Safety Net" Launch Subsidy We don't just open your store and leave. To ensure your business stabilizes smoothly, Kiddos Foods provides a conditional Monthly Operational Subsidy during your critical 4th to 6th months (if gross turnover targets are developing), ensuring your overheads are supported while your customer base grows.

(Note: Financial projections are estimates based on standard market conditions and dedicated operational efforts by the franchise partner.)

SHOP BRANDING

Left side wall



Logo



centre wall

Right side wall



front board



SHOP BRANDING

backlight
branding pole

Pillar Branding



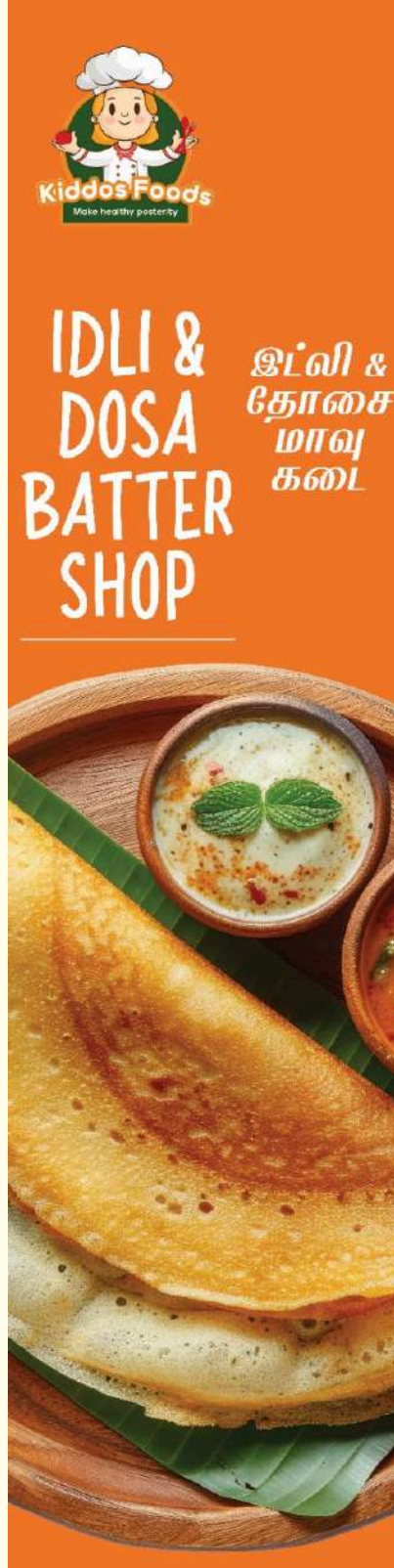
100% Natural
NO Preservatives
Added Colors
Artificial Flavors




Kiddos Foods
Make healthy posterity

இட்லி & தோசை
மாவுக்கடை

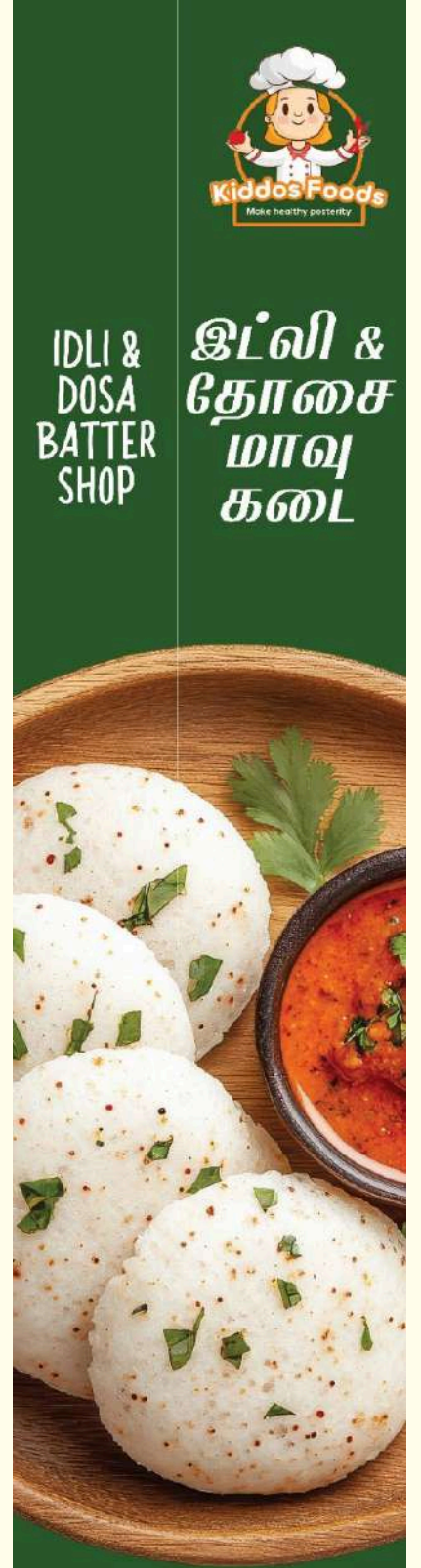

+91 78459 45455





Kiddos Foods
Make healthy posterity

IDLI & DOSA BATTER SHOP

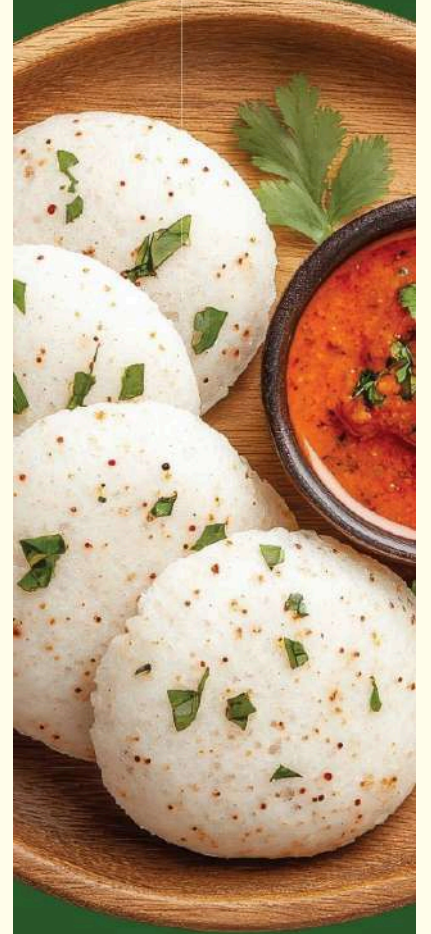
இட்லி & தோசை மாவு கடை




Kiddos Foods
Make healthy posterity

IDLI & DOSA BATTER SHOP

இட்லி & தோசை மாவு கடை



Backlight
eye catching board




Kiddos Foods
Make healthy posterity

20 வகையான இட்லி & தோசை மாவுகள் கிடைக்கும்.

100% Natural குழந்தைகளுக்காக பிரத்தியேக முறையில் தயாரிக்கப்பட்டது!

இங்கு வீட்டு விசேஷங்கள், ஹோட்டல்கள் மற்றும் கேட்டரிங்-களுக்கு ஆர்டரின் பேரில் மாவுகள் கிடைக்கும்.

+91 78459 45455

f @kiddosfoodskoval
www.kiddosfoods.com

SHOP BRANDING

Name Board

கிட்டோஸ் ஃபுட்ஸ்



f @kiddosfoodskovai

KIDDOS FOODS

IDLI & 20 TYPES OF DOSA BATTER

» 100% NATURAL

» 100% HOME-MADE

» 100% HEALTHY

» NO PRESERVATIVE

» NO ADDED COLOR

» NO ARTIFICIAL FLAVORS

📍 2/298, BHARATHIYAR NAGAR,
PANNIMADAI, COIMBATORE-641017

☎ +91 78459 45455

✉ care@kiddosfoods.com



SHOP BRANDING

Real Images



SHOP BRANDING

Real Images





THANK YOU

Thank you for your interest in the Kiddos Foods franchise model. We hope this document has provided a clear picture of our "turnkey" business opportunity—combining traditional staples, nostalgic treats, and an uncompromising commitment to zero-chemical products.



COMPANY CONTACT



78459 45 455



www.kiddosfoods.com



care@kiddosfoods.com



2/298, bharathi nagar, pannimadai, 641017

