

From the house of Balaji Wafers Pvt. Ltd



Our Journey

1976

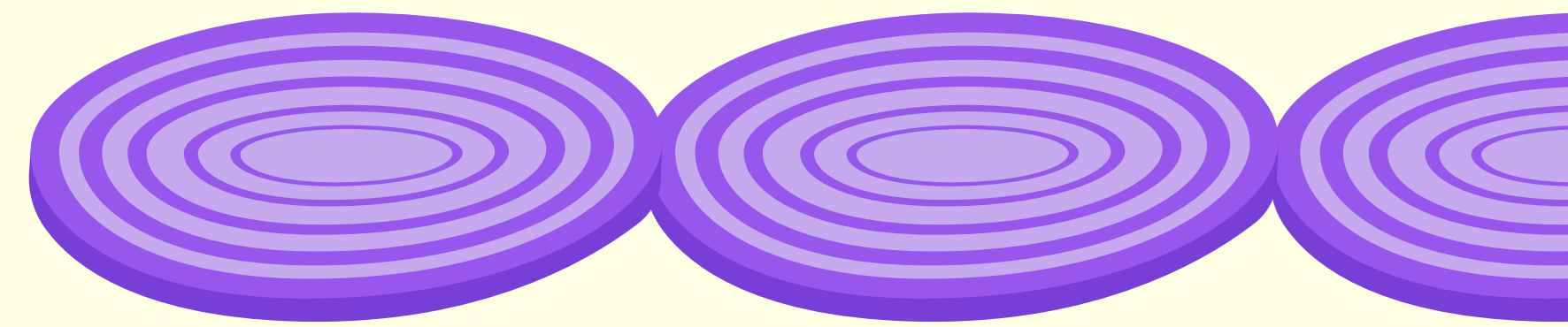
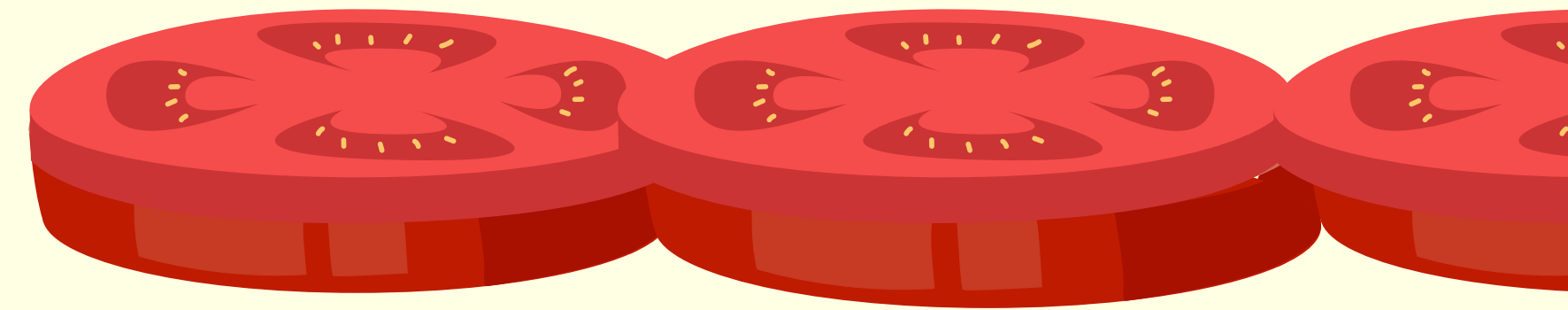
Beginning: Two Slices (formerly Balaji Wafers & Sandwich) began its journey, operating from a canteen within Astron Cinema and Kotecha Girls School in Rajkot. Sandwiches were handcrafted with the support of the Virani family.

1982

Expansion: Opened a small shop at Sanganva Chowk, Rajkot.

2008

Growth: Acquired a nearby shop to expand the business at Sanganva Chowk.



2013

Franchising: First franchise started at Indira Circle, Rajkot.

2018

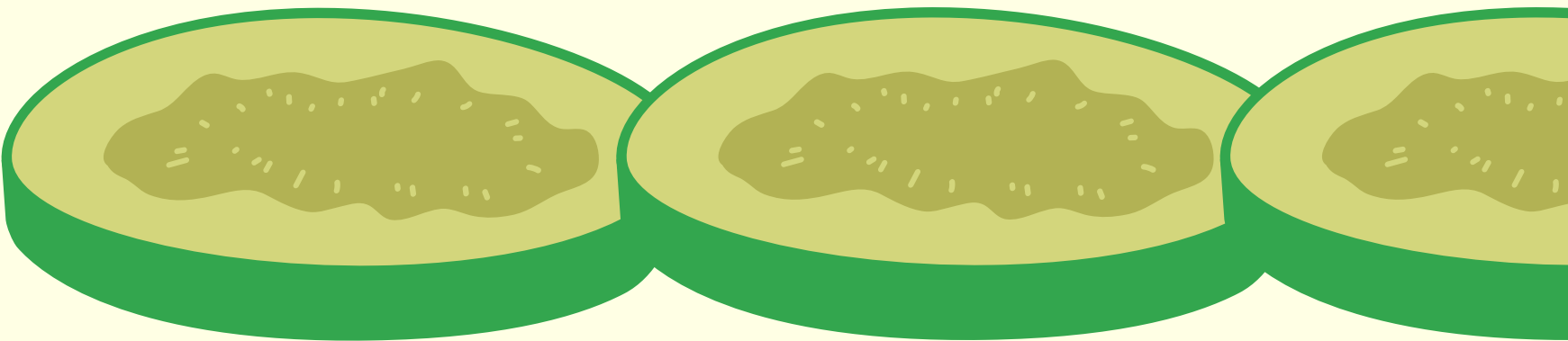
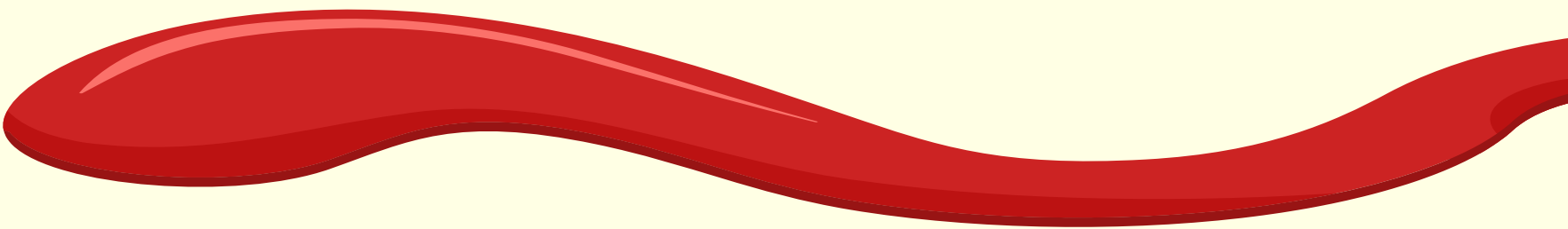
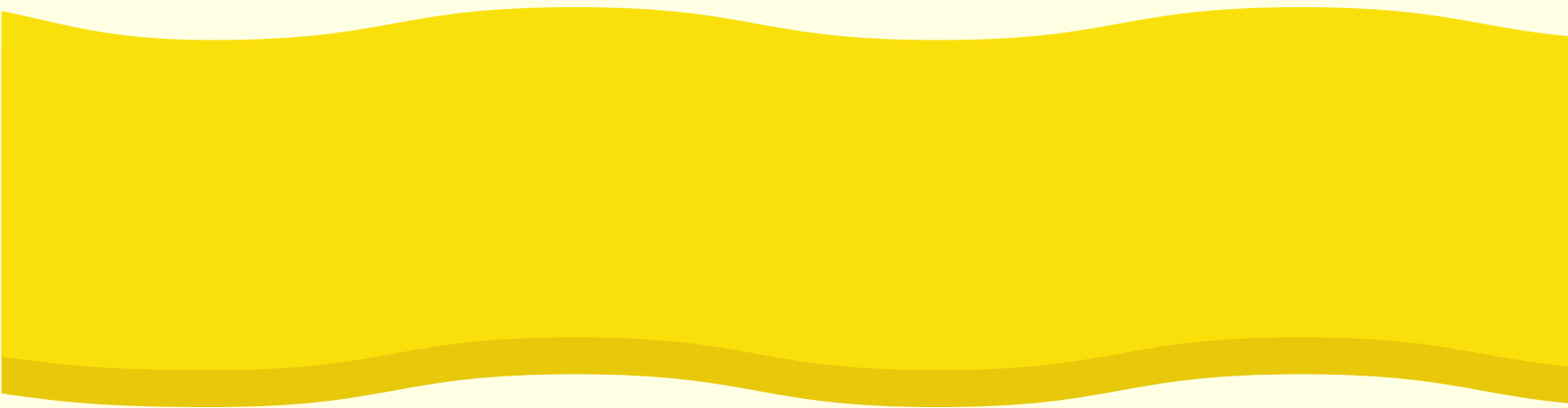
Further Expansion: Expanded to various areas within Rajkot city, establishing a strong local presence.

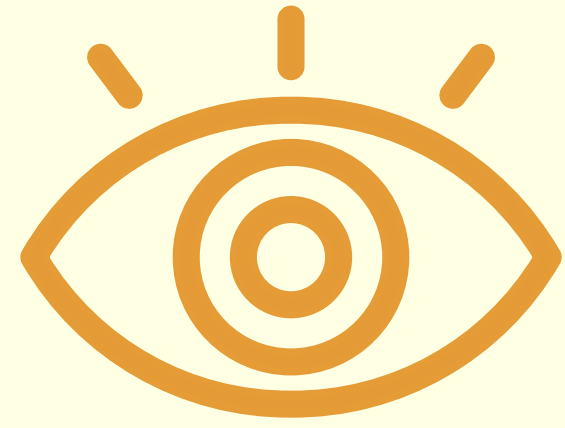
2023

Jamnagar Expansion: Entered the Jamnagar market, bringing the taste of Two Slices to a wider audience.

2025 Onwards

Future Plans: Planning to expand across various locations in Gujarat, building on the brand's success.





Vision

To become India's leading sandwich and snacking brand, expanding from our roots in Rajkot to every corner of the nation. We aim to delight customers through premium offerings while fostering growth for all stakeholders.



Mission

To demonstrate that uncompromising quality and scale can coexist in India, delivering exceptional value through premium ingredients at accessible prices. We focus on operational excellence and lasting partnerships to create a sustainable ecosystem.

Affordable Excellence

Combining quality with affordability in all products.

High Standards

We ensure top-notch food quality and hygiene.

Innovative Technology

Utilize new tech for perfection in every process.

Expert Collaboration

Partner with experts and bodies for quality assurance.

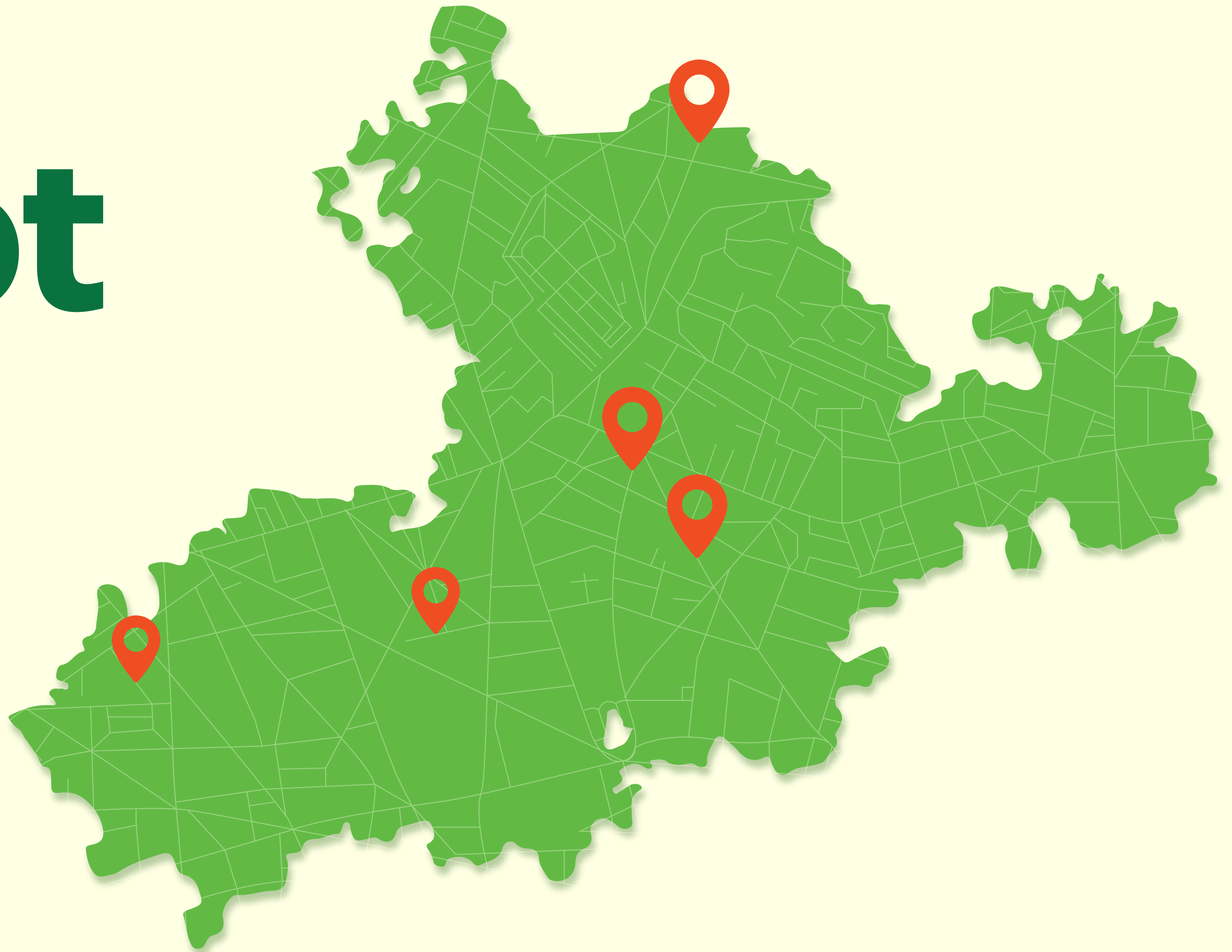
Commitment to Quality

Quality is maintained at every production stage.



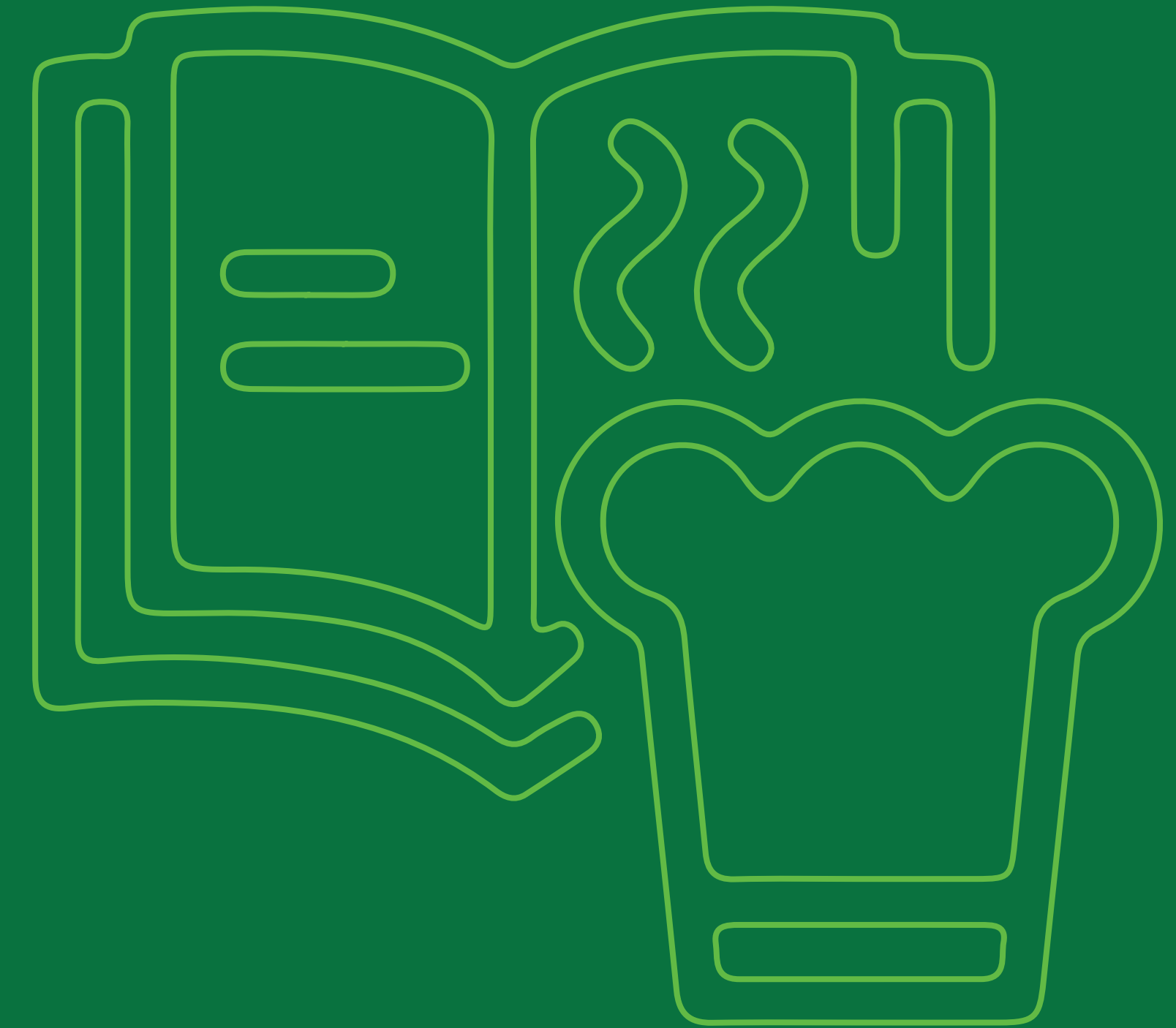
Trusted taste of

Rajkot



Training details

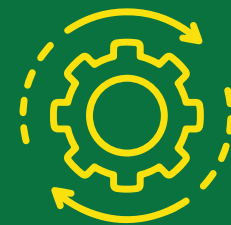
We are dedicated to the success of our franchise partners. To ensure smooth operations and brand consistency, we offer comprehensive training and support. Our program includes detailed instruction on product knowledge, preparation techniques, customer service, and store management.



Presentation
of Food



Product
Preparation



Service
Procedure



Customer
Interaction



Complaint
Handling



Suggestive
Selling

Production Process Overview

Packaging & Distribution

Preservation: Products are sealed with cutting-edge packaging for a 15-day shelf life.

Logistics: Packaged products are efficiently distributed to our outlets through reliable partners.



Sourcing & Preparation

Fresh Ingredients: We source top-quality raw materials from trusted vendors.

Processing: Advanced technology is used to wash, cut, and prep ingredients for production.



Production

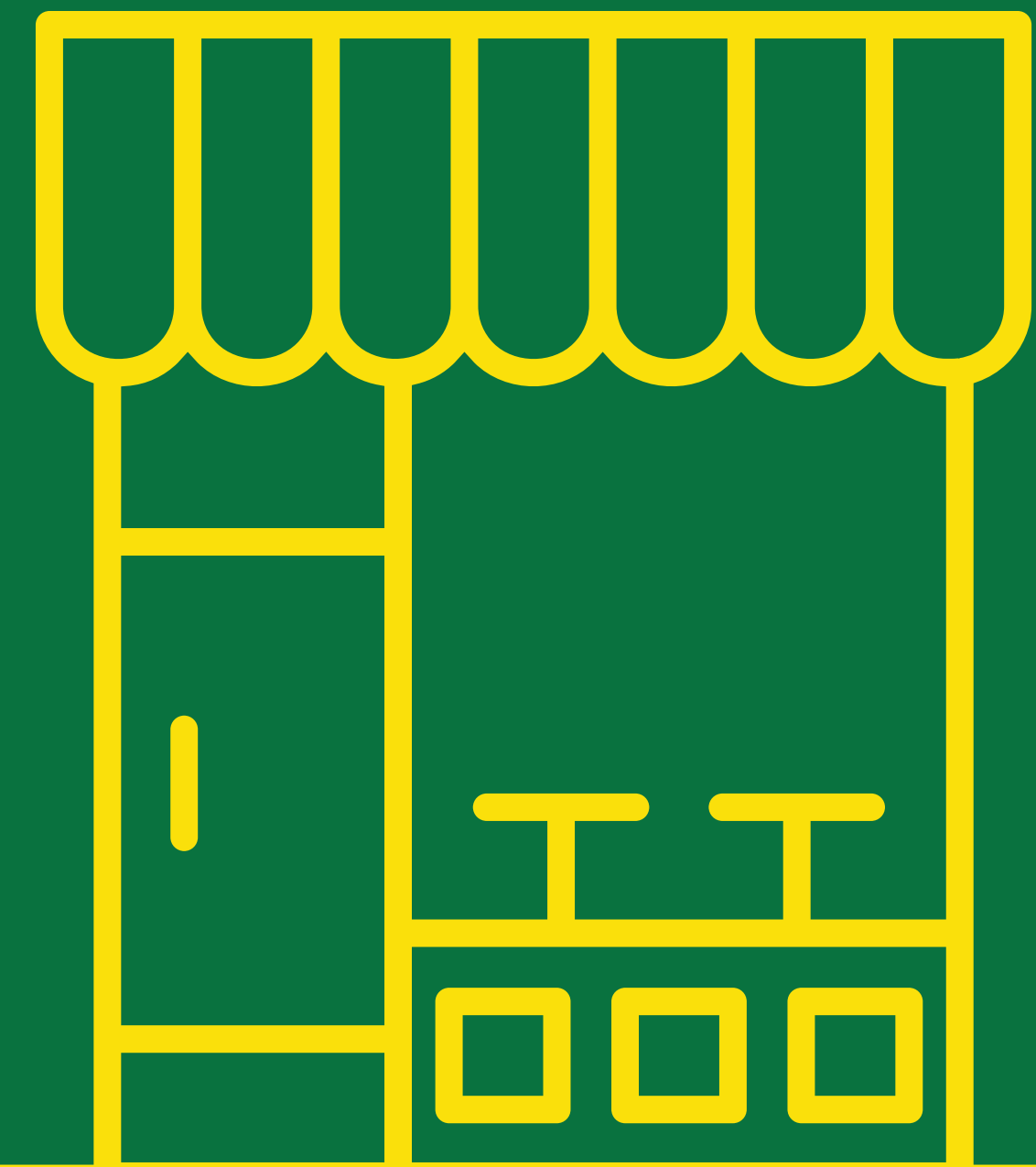
Masala Preparation: Ingredients are processed into authentic & flavorful masalas using modern machinery, which is the heart of our delicacies.

Culinary Expertise: Our team follows strict hygiene standards to craft delicious dishes.



Express Model

- Low investment, high returns
- No royalty fees
- Quick setup with a strong brand presence
- Comprehensive training & support
- Consistent supply chain
- Robust marketing assistance
- Technology-driven operations





Sandwiches

Masala Toast Sandwich
Cheese Chilli Sandwich
Paneer Tandoori Sandwich
Cheese Corn Sandwich
Veg Cheese Grilled Sandwich
Manchurian Sandwich

Breads & Wraps

Cheese Garlic Bread
Veg Wrap
Paneer Wrap



Our Products

Pay Less & Get More



Sides & Snacks

French Fries
Chilli Garlic Potato Shots

Street Favorites

Gippi Noodles
Samosa Chaat
Punjabi Samosa
Dabeli



Desserts

Choco Jab Molten Cake



Franchise Proposal

Responsibility: franchisor

1. Blueprint and Design of the Outlet
2. Training of the Franchisee in terms of product and service
3. Hand Holding and sharing the best practices of business
4. Support in terms of supply of Raw Materials / Equipment
5. Support with Billing Software
6. Attending to all Business related issues in time
7. 24/7 Customer care support

Responsibility: franchise

1. Set-up of the outlet as per brands specifications
2. Managing the operations of the outlet and generating sales
3. Maintaining Quality & Hygiene at the Outlet/s
4. Excellent Customer Service/Customer Satisfaction
5. Staff Retention and local level marketing activities
6. Timely payment of Fees/Royalty etc.
7. Obtaining all Statutory Licenses
8. Brand recall value/ visibility (Eg. Local food event participation)

Business modules

Module	Franchise Fee	Carpet Area	Setup Cost	Operational Expense
Express	₹5,00,000 + GST (non-refundable)	Minimum 500 sq. ft.	₹30-35 lakhs	₹1,50,000 per month (approx-depends on location)

- 1. ***Investment:** Starting a Two Slices outlet requires an estimated investment of ₹30-35 lakhs. This includes a non-refundable franchise fee of ₹5 lakhs, valid for 5 years.
- 2. **Store Requirements:** A ground-floor shop with approximately 500 sq. ft. of carpet area is essential. The store's interior, including furniture, flooring, and ceiling, must comply with our brand standards.
- 3. **Equipment:** The package includes essential equipment like cold storage, deep freezer, fryer, toaster, induction stove, chimney, oven, sandwich griller, and a POS system with a printer and software.
- 4. **Profitability:** Two Slices outlets typically achieve a gross profit margin of 30-35%, ensuring a profitable venture for our franchises.

The Proposal

1. Please note, this is only a proposal as discussed with our MD/Business Development Manager / Operation Head.
2. The Final proposal and 'The Franchisee Agreement' shall be signed at a later date, after finalization and before start of work.
3. The detailed proposal on supplies from Two Slices Factory will be dealt with separately.

Two Slices etle...

Tasteful and Delicious

World-Class Ingredients

Operational Excellence

Service with a Smile

Leadership in Quality

Incredible Value

Cleanliness and Hygiene

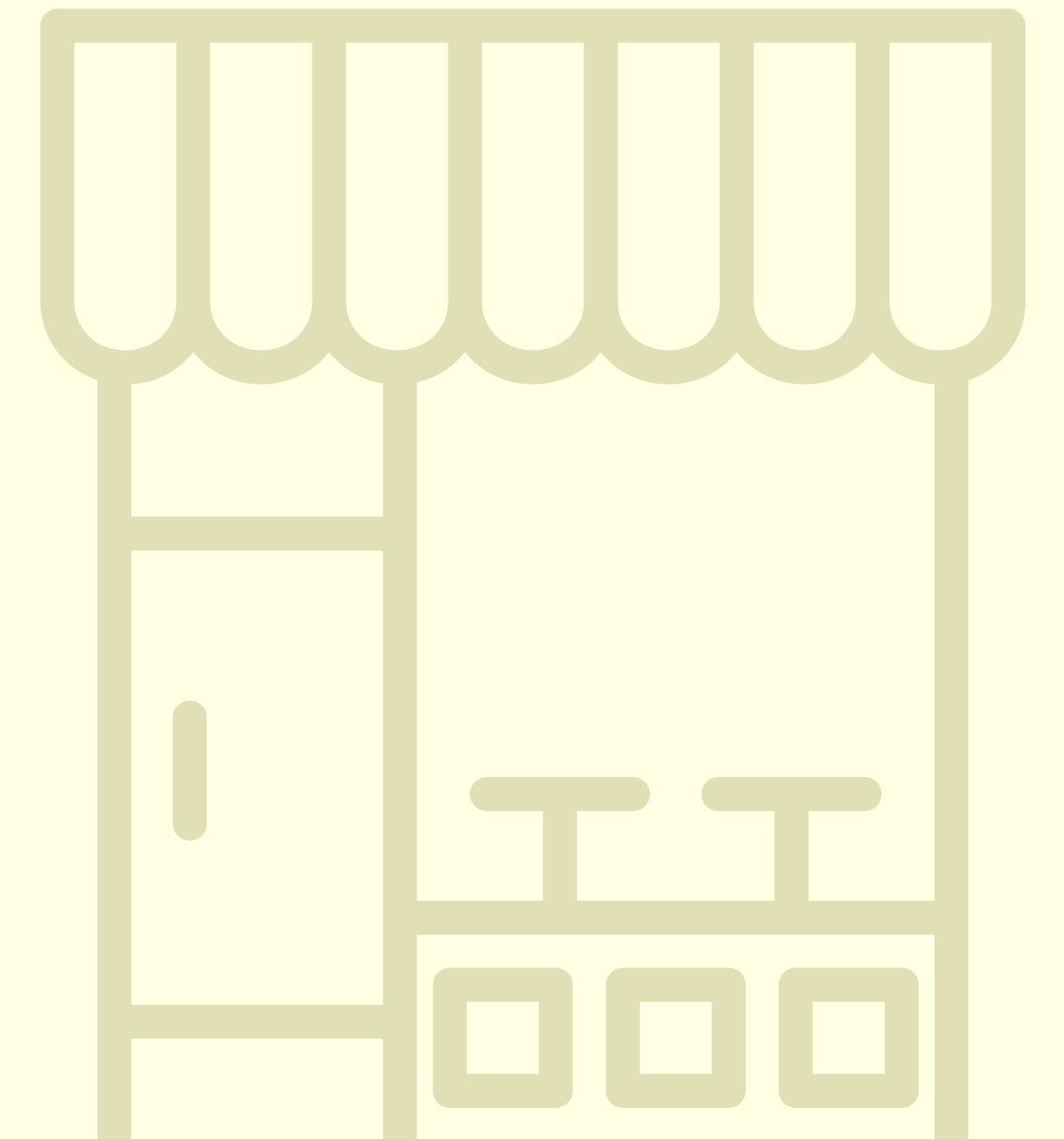
Enthusiastic Team

Success through Partnership



Be the partner of the oldest Sandwich Chain in Rajkot

Investment starts from ₹30-35 Lakhs*



*Terms & Conditions Apply



+91 6359686596



twoslices.in



twoslicesofficial



Two Slices