

FreshCo

Goli Soda

SINCE: 1979

India's Fastest Growing Beverage Brand

Investment

₹12.9 Lakhs
Only/-

Start Your
Own Factory

Monthly profit

₹3 Lakh
(After all Expenses)

ROI Just 4
Month

85% Margin

From Bicycle – Delivered Goli Soda to
207+ Factories across **5+** Countries

INDIA | SRI LANKA | BANGLADESH | UAE | MALAYSIA

207+
Factories

100+
Flavours

20+
States

10+
Products

5+
Countries



District Franchise & Master Franchise also available

OUR STORY

From Bicycle-Delivered Goli Soda in 1990 to 207+ Factories Today – India's Fastest Growing Beverage Brand.

Invest in Freshco, Invest in Legacy!



1979

A Vision is Brewed

What began as a small tea shop in Karwar, Karnataka, by a visionary entrepreneur from Kerala, laid the foundation for a family legacy rooted in taste, trust, and innovation.

1990

The Spark That Started It All

Our grandfather, an agriculturist by profession, followed his passion to craft authentic Goli Soda. From a humble shed beside our home, he hand-filled each bottle and delivered them by bicycle.

This humble fizzy drink became a neighborhood favorite –and gave birth to what is today known as Freshco.



Teago Logo Launched by the Iconic
Puneeth Rajkumar
A Moment Cherished Forever.

2007

Scaling Borders

The family's ventures grew beyond India with supermarkets and food businesses in Saudi Arabia, proving our capability to scale and adapt to global markets.

2015

A Modern Twist

With the launch of Kafetoz, we modernized our beverage experience, reaching younger audiences while staying true to our roots.

2018

The Revival of a Legacy

We reintroduced our grandfather's Goli Soda factory in his hometown –blending his timeless recipes with advanced production. The result: high-quality, in-house crafted flavors that preserved nostalgia while embracing the future.



2024

Freshco Franchise: India Embraces the Fizz

After five years of focused R&D, we launched the Freshco Goli Soda Franchise Model.

A perfect blend of traditional charm and modern business systems, Freshco became a rewarding opportunity for passionate entrepreneurs across India.

During Freshco's early days, **Karnataka Food Minister K. H. Muniyappa** guided us by evaluating and sampling our Freshco Goli Soda. Later, **Shri U. T. Khader, Honorable Speaker of Karnataka**, presented the ISO 9001:2015 and ISO 22000:2018 certificates for an excellent quality management system to the founders of Freshco.



India's Fastest Growing Beverage Brand by the
India Excellence Award 2024

for 120+ factories in just 180 days.



Freshco Goli Soda won a prestigious award at the
Food Connoisseurs India.

Convention, judged by top culinary experts—a true testament to our passion and quality!

2025

207+ Factories | 5 Countries | One Vision

In a remarkably short time, Freshco has signed 200+ factories across India, Bangladesh, Sri Lanka, Nepal, and Malaysia. What began as one man's passion is now a fast-growing global brand.



Malaysia Launch



Sri Lanka Launch



Bangladesh Launch

INVESTMENT DETAILS	PRICE	HP
Frescho 6 BPM two head (Our uniquely engineered, specialized machine: designed for maximum production output, staff Safety, and simplifies operation.)	₹2,96,000	2.5
24 Bottle rinsing unit (Including 3 trays , inside & outside rinsing , 1 HP MOTOR, 100 liter inbuilt tank)	₹88,000	1
Inside and outside bottle washing unit with a stand and two trays	₹39,500	0.5
Two stage gas bank	₹37,980	1
Liquid filling 2 head	₹25,570	1
Air compressor (1 HP single phase)	₹29,900	-
Glass bottle with plastic mold Thermal-shock (-20)(+100 degree), 2 time annealing Glass Type :- virgin, led free food grade washer with bureau veritas certification	(7500x25) ₹1,87,500	-
Crates (HDPE) 270x325	₹87,750	-
Water filter (100 liter)	₹40,000	-
Co2 cylinder	₹10,000	-
Heating gun & Inspection light	₹2,500	-
Inauguration setup	₹50,000	-
Barcode printer	₹5,300	-
Franchise fee	₹3,90,000	-
Total: 12,90,000 (GST 18% and Transportation Charge Extra)		

- Requirements: Minimum 600sft area with water & power facility
- A goods vehicle for freshco Goli soda supply to the retail shop
- Water Filter & CO2 cylinder to be installed locally

FLAVOURS

"Our own 100+ patented flavors provide a unique taste in the market."

Out of 100+ flavors, we have highlighted 24 of our fastest-running flavors

1. Water Melon	9. Falsa	17. Green Mango
2. Pink Lemon	10. Mango	18. Clear Masala
3. Red Guava	11. Ginger Lime	19. Pineapple
4. Pomegranate	12. Mosambi	20. Whisky
5. Pineapple Masala	13. Fudina Masala	21. Peach Passion Fruit
6. Litchi	14. Blueberry	22. Kiwi Mojito
7. Jeera	15. Mojito	23. Energy Drinks
8. Nimbu Masala	16. Brandy	24. Grape

Financial Status

Target bottles per day (60 Trays)	: 1440
Liquid volume required per bottle	: 40 ML
Liquid needed for 1,500 bottles	: 60 Liter
Number of bottles produced by 60 Liters	: 1500

Note: No need to add sugar or anything in the liquid we provide, Only need to fill Carbonated water into it.

RAW MATERIAL COST

1 liters of liquid cost	: 75
liters of liquid required to prepare 1,500 bottles	: 60
60 liter liquid cost (60 X 75)	: 4,500
Liquid cost per bottle (€ 4,500 / 1,500 bottles)	: 3
Liquid cost per day (1,440 bottles x 3)	: 4,320
Margin per bottle @selling price of 15 to retailer without operational cost	: 85%

OPERATIONAL EXPENSES

Machine capacity (Bottles Per Minute, BPM)	: 6 BPM
Duty hours to prepare 1,500 bottles	: 8 hours

STAFF REQUIRED & SALARY PER DAY

Goli Soda maker -1	: 500.00
Helper -1	: 400.00
Cleaning ladies staff - 4 (4 X 300 = 1,200)	: 1,200
Driver - 1	: 500.00
Marketing Executive -1	: 500.00
Sub Total-1 per day	: 3,100.00
Sub Total-1 per bottle	: 2.15

STATUTORY EXPENSES PER DAY

Factory Rent (600 sft)	: 400.00
Electricity consumption bill expenses	: 100.00
Vehicle Diesel	: 500.00
Carbonated Gas	: 100.00
Sticker Cost (40 paisa X 1,440 bottles = 576.00)	: 576.00
Royalty (@75 Paisa per bottle X 1,440 bottles)	: 1080.00
Sub Total-2 per day	: 2,756
Sub Total-2 per bottle	: 1.91

GROSS TOTAL PER DAY

(Sub Total-1 + Sub Total-2 + Liquid cost day)	: 10,356.00
GROSS TOTAL PER BOTTLE (10,356 / 1440 bottles)	: 7.19
Miscellaneous Expenses (31 Paisa per bottle)	: 0.31
Therefore Net Total Expense Per Bottle (7.19 + 0.31 = 7.50)	: 7.50

Selling Price per bottle for the retailer	: 15.00
Profit margin per bottle	: 7.50
Profit in 1440 bottles or 60 tray (1,440 X 7.50 = 10,800/-)	: 10,800

PROFIT PER MONTH

Every Sunday is a holiday for the factory. So we have considere only 25 working days.

10,800 X 25 Days: Rs 2,70,000/- : 2,70,000/-

(This profit calculation is only from Goli Soda Glass bottle, apart from this there are multiple products which is shown on next page which can be sold along with this product)

The above calculation is based on our factory expenses and may vary depending on the location.



Freshco 6 BPM two head

Our Uniquely Engineered In-House Machine: Designed for Maximum Production Output, Staff Safety, and simplifies operation.

24 Bottle rinsing unit

(Including 3 trays , inside & outside rinsing, 1 HP MOTOR, 100 liter inbuilt tank)



Inside and outside bottle washing unit with a stand and two trays



Liquid filling 2 head



2 Stage gas bank



Air compressor 1 hp single phase



Start Strong with a Freshco Franchise

Uniquely crafted with unmatched standards

- Thermal Shock system bottle with (-20 & +100)
- 2 times annealing
- Our glass is parameter as per CDGI norms
- Virgin & led free glass
- Food-grade washers with Bureau Veritas certification (India Government) help preserve the flavor and prevent any bitterness.



Everything You Need to Build a Thriving Business from Day One:

- **Influencer Marketing Campaign worth ₹10,000**
The franchisor can choose a local influencer to boost brand visibility and drive more business locally, with campaign support funded by Freshco
 - **Professional Social Media Setup & Content**
Social media pages will be created and managed with high-quality content for the first month. Thereafter, the franchisor can maintain the pages while Freshco continues to supply posters and videos
 - **Complete Inauguration Kit**
Includes staff uniforms, branded balloons, danglers, syrup (60L), bottle opener, A4 stickers, and ribbon for the grand launch
 - **Zero Royalty for the First 3 Months**
Savings can be allocated toward hiring a local marketing executive or covering essential startup expenses
- At Freshco, Our Primary Goal is to Help You Recover Your Investment Quickly and Build a Sustainable, Profitable Business.**

GLASS BOTTLE

Our Products



GLASS BOTTLE
RS. 20 & 30



USE AND THROW GLASS BOTTLE
RS. 40



PLASTIC BOTTLE
RS. 25 & 30



CARBONATED DRINKS | RS. 10
ENERGY DRINK | RS. 10 & 20



JUICE
RS. 10 & 20



FRESHCO CAN
RS. 30 & 40



ICEPOP (RS.5 & 10)

Break Down Per Bottle:

Cost Structure

Raw Material Cost : ₹3.00
Operational Expense : ₹4.50
Total Cost : ₹7.50

Profit Distribution

Factory Owner Profit : ₹7.50
Retailer Profit : ₹5.00



RS.25 | RS.43 | RS.58
EMPTY GLASS BOTTLES PRICE

OFFICE LOCATION

- 📍 Franchise Signup Office: No 205, 2nd floor, Sadath Court, Magarath Road, OPP Garuda Mall, Bengaluru - 560025
- 📍 Registered Office: 12/256-G, Kasaragod, Kerala - 671551
- 📍 Marketing office: SLN Complex, Chintamani, Karnataka - 563126

SHANKAR PANDEY - 8383900912