



# Honeyman

3rd Generation With Bees

World's Largest Range of  
Honey & Bee-Based Products



QUALITY  
CERTIFICATIONS

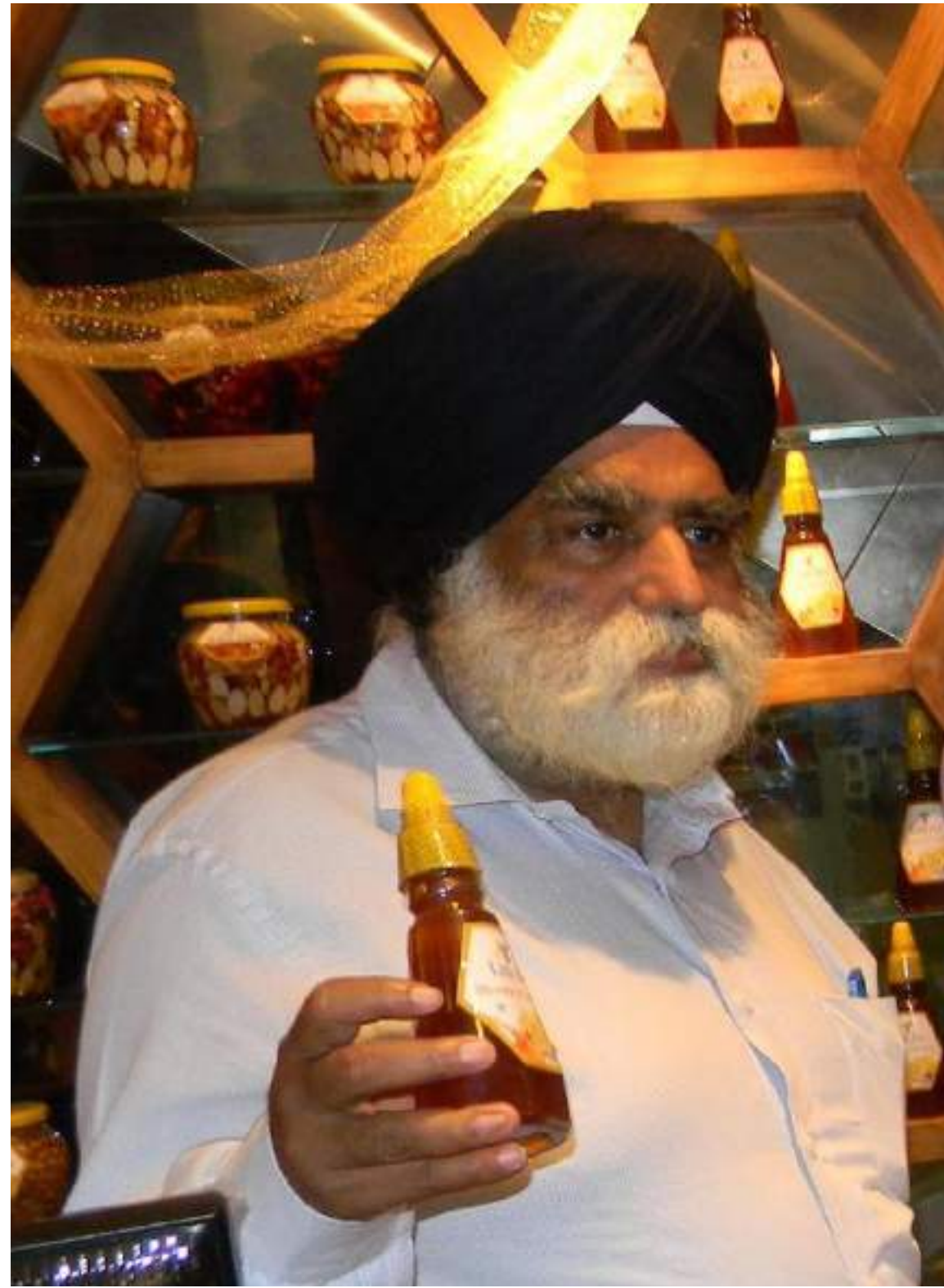


LEGACY OF OVER 40 YEARS

LEADING EXPORTER OF HONEY FOR  
13 CONSECUTIVE YEARS

HIGHLY SCALABLE BUSINESS MODEL





**A BRAND IN THE MEMORY OF S. JAGJIT SINGH KAPOOR  
(HONEYKING)**



# BRAND STORY



**In 1980, in Doraha, a man from a modest background pursued his dream, creating a successful honey business. He earned the 'Leading Exporter' Award 13 times, exporting honey to 50+ countries. Making history, he orchestrated the inaugural 'Honey Train,' transporting 200+ containers, totaling 4000 MT.**

**This man was the Late Sardar Jagjit Singh Kapoor, a small-town man who made a big fortune in the honey business, alongside him was his wife, Parvinder Kaur, his two sons Shahzada Kapoor and Raja Kapoor and his daughter Ritu Kapoor**

**Founded by the 3rd Generation of the Kapoor Family—Yuvraj, Karanraj, and Ashleen—'HONEYMAN' is committed to delivering health and wellness through high-quality honey and bee-based products. With a strong background in beekeeping, they continue the family legacy. The brand prioritizes quality, sourcing honey from their own bee farms and trusted beekeepers, ensuring the highest purity in their products.**

**Beyond food and beverage, the Kapoor family introduced "Mellifera" to share the diverse benefits of bee products in beauty and personal care. The venture celebrates the wonders of bee gifts, offering products that fuse nature's beauty with the potency of bee-derived ingredients. From hydration and anti-aging to antimicrobial properties and collagen stimulation, Mellifera's products provide a range of health and beauty benefits rooted in traditional medicine and cosmetics.**







## Family Legacy Of Beekeeping



# INTRODUCING US



- Redefining Food & Beverage Industry by using honey instead of sugar & artificial sweeteners to provide Healthier alternatives to products available in the market.
- Redefining Nutraceuticals Industry by creating innovative bee-based supplements.



Redefining Beauty & Personal Care Industry by leveraging Bee Based Products catering to growing interest in natural beauty & wellness solutions.

## OUR MISSION



To empower a natural, healthier lifestyle through transparent, innovative honey and bee-based products, we aim to positively impact lives, increase beekeeper's income, promote beekeeping, and enhance crop yields via increased pollination.

## OUR VISION



To be a global leader in genuine, innovative honey and bee-based products, we inspire informed choices for internal and external well-being, contributing to a healthier lifestyle and the prosperity of Indian beekeepers by amplifying bee product consumption.

# Our Ice Cream Packaging



Tubs



Gallon Pack





## ice cream sundaes

honeyman signature	470/-
swiss choco	270/-
italian berry	220/-
california fruity	220/-
indian traditional	320/-



## ice cream premium

kashmiri gulkand	
rasmalai	
cookies & cream	
tiramisu popcorn	
kaju kishmish	
single	120/-
double	240/-

## World's #1 HONEY BASED ice cream

# Café HONEYMAN



## milkshakes

vanilla	mango
strawberry	chocolate
Rs. 225/-	



## coffee



hot		cold	
espresso	40/-	cold coffee	100/-
latte	60/-	Irish cold coffee	120/-
cappuccino	80/-	vanilla latte	130/-
americano	50/-	hazelnut	130/-
mocha	100/-	mocha	140/-

## ice cream classic

single double

vanilla	75/-	136/-
strawberry	75/-	136/-
mango	75/-	136/-
tutti frutti	80/-	170/-
butterscotch	80/-	170/-
chocolate	80/-	170/-

## ice cream exotic

wild blue berry  
anjeer  
belgian chocolate  
kesar pista  
alphonso coconut

single	160/-
double	320/-

## ice cream shakes



belgian chocolate  
tiramisu popcorn  
chocolate brownie  
kesar pista  
cookies & cream

Rs. 275/-

## peanut butter shake



classic  
cinnamon  
dark chocolate  
Rs. 235/-  
super seed  
Rs. 265/-

## khawa



kashmiri  
kesar  
ginger  
badam  
gulab  
Rs. 60/-

## ice cream premium

paan  
roasted almonds  
coffee  
chocolate chip  
malai kulfi  
raj bhog  
choco almonds  
american nuts  
black currant

single	110/-
double	220/-

## ice cream exotic

chocolate brownie  
raspberry  
rum raisins  
blueberry cheesecake  
strawberry cheesecake

single	200/-
double	400/-

ice cream  
cones  
20/-

## burger

aloo fikki	80/-
cottage cheese	140/-
veggie & cheese	120/-

## pasta

red sauce	120/-
white sauce	140/-
pink sauce	150/-

## quesadilla

exotic veggie	100/-
mushroom	120/-
bell peppers	140/-



## sandwiches

exotic vegetable	110/-
vada pav	60/-
schezuan paneer	130/-
chilli cheese	100/-
tandoori paneer	130/-
garlic bread	60/-
cheesy garlic bread	110/-
cheesy olive garlic bread	110/-



## maggi

classic	60/-
masala	90/-
cheese & herb	110/-



## Quick bites

veggie crispers	163/-
french fries	143/-
curly fries	143/-
peri peri fries	193/-
onion rings	163/-
cheesy corn nuggets	193/-
pizza pockets	193/-
cheese corn triangles	173/-
pizza triangles	173/-
jalapeno poppers	193/-
falafel	160/-



## rolls



exotic vegetable	110/-
tandoori paneer	120/-
peri peri paneer	120/-
schezuan paneer	140/-

## waffles

	half	full
nutella & almond	90/-	120/-
cookies & cream	80/-	100/-
unicorn kids	100/-	140/-
mixed fruit	90/-	120/-







## Premium Range of Honey



Raw Honey



Black Forest Honey



Organic Honey



Lychee Honey



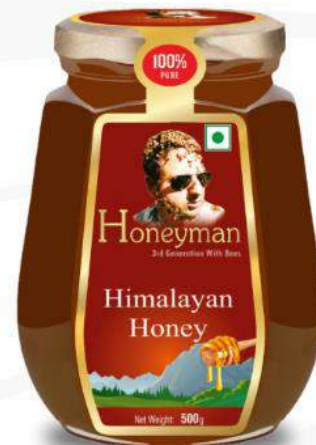
Acacia Honey



Sidr Honey



Kashmir Honey



Himalayan Honey



Multiflower Honey



Natural Honey



Van Tulsi Honey



Acacia Organic Honey



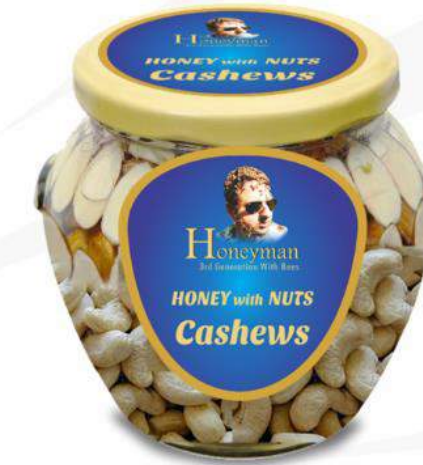
Wild Flower Honey

# Products

## Honey With Nuts



Honey with Almonds



Honey with Cashew



Honey Nuts with Saffron

## Honey Jams



Mixed Fruit Honey Jam



Orange Honey Marmalade Jam



Pineapple Honey Jam



Strawberry Honey Jam







# Products

## Honey Based Sauces & Condiments



BBQ Honey Sauce



Honey Sweet Chilli Sauce



Kalonji Tamatar Chutney with Honey



Mustard Honey Sauce



Honey Hot Chilli Sauce



Magaj Tamatar Chutney with Honey



Tomato Ketchup with Honey



Italian Pizza Pasta Sauce with Honey



Peri Peri Hot Sauce with Honey

## Honey Based Teas



Honey Lemon Tea



Honey Ginger Tea



Honey Orange Tea



## Honey Based Chyawanprash



Chyawanprash with Honey



Chyawanprash with Honey & Tulsi



Chyawanprash with Honey & Ginger



Chyawanprash with Honey & Ashwagandha





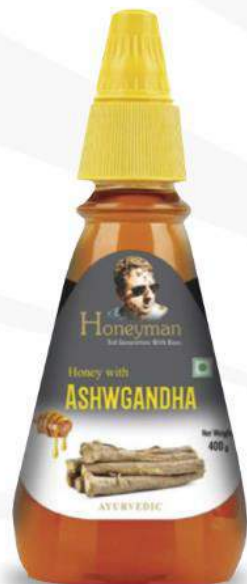
## Tonics



Honey with Amla



Honey with Ginger



Honey with Ashwagandha



Honey with Lemon



Honey with Black Pepper



Honey with Tulsi



Honey with Cinnamon

# Products

## Kahwas Sweetened with Honey



Kashmiri Kahwa Detox Tea



Kesar Kahwa Detox Tea



Ginger Kahwa Detox Tea



Badam Kahwa Detox Tea



Gulab Kahwa Detox Tea



## Honey Based Nut Butters



ALMOND Honey Butter



WALNUT Honey Butter



CASHEW Honey Butter



MIX SEEDS Honey Butter

## Honey Peanut Butters



Honey Peanut Butter



Honey Dark Chocolate Peanut Butter



Honey Super Seeds Peanut Butter



Honey Cinnamon Peanut Butter





# Honey Infused Personal Care Range



## SHOWER GEL



## BODY LOTION



## FACE WASH



## SHAMPOO



## BODY BUTTER



## FACE SCRUB



## MOISTURIZER





# Our Gifting Range



Elevate gifting to a new level with Honeyman's and Mellifera exquisite range – a blend of health, beauty, and pure indulgence.



# Our Gifting Range



Elevate gifting to a new level with Honeyman's and Mellifera exquisite range – a blend of health, beauty, and pure indulgence.



# Our Gifting Range



Elevate gifting to a new level with Honeyman's and Mellifera exquisite range – a blend of health, beauty, and pure indulgence.



# Café Honeyman Formats



Indoor & Outdoor Kiosk: 10.5 Ft. x 10.5 Ft. (approx.)

**REVENUE STREAM:-**

- Sale of Ice Cream, Shakes, Sundaes & more (Café Menu)
- Retail Product sales
- Ice cream service for wedding and events.
- Corporate gifting or sale of Gift Packs

**PRODUCTS:-** Entire Café Menu + Retail FMCG Products

**GROSS MARGINS:-**

- a) **Ice Cream Scooping**– 45% (freight included)
- b) **Retail FMCG Products** - 35% freight included
- c) **Other Menu Items (Coffee, Food, etc.):** 45% – 80%.  
*Blended margin can be considered at approximately 50%*

**ROYALTY: 0% royalty** until you recover your initial investment.

Post Pay Back Period, **only 5% royalty applies**



Outlet : 300 Sq.Ft. – 600 Sq.Ft.

**REVENUE STREAM:-**

- Sale of Ice Cream, Shakes, Sundaes & more (Café Menu)
- Retail Product sales
- Ice cream service for wedding and events.
- Corporate gifting or sale of Gift Packs

**PRODUCTS:-** Entire Café Menu + Retail FMCG Products

**GROSS MARGINS:-**

- a) **Ice Cream Scooping**– 45% (freight included)
- b) **Retail FMCG Products** - 35% freight included
- c) **Other Menu Items (Coffee, Food, etc.):** 45% – 80%.  
*Blended margin can be considered at approximately 50%*

**ROYALTY : 0% royalty** until you recover your initial investment.

Post Pay Back Period, **only 5% royalty applies**.



Honeyman Trailer: 15 Ft. x 8 Ft. (approx.)

**REVENUE STREAM:-**

- Sale of Ice Cream, Shakes, Sundaes & more (Café Menu)
- Retail Product sales
- Ice cream service for wedding and events.
- Corporate gifting or sale of Gift Packs

**PRODUCTS:-** Entire Café Menu + Retail FMCG Products

**GROSS MARGINS:-**

- a) **Ice Cream Scooping**– 45% (freight included)
- b) **Retail FMCG Products** - 35% freight included
- c) **Other Menu Items (Coffee, Food, etc.):** 45% – 80%.  
*Blended margin can be considered at approximately 50%*

**ROYALTY : 0% royalty** until you recover your initial investment.

Post Pay Back Period, **only 5% royalty applies**.



# Investment Details of Café Models

S.No	Model	Area Required (Sq.Ft.)	Investment Amount	Preferred Location
1	Café Honeyman Indoor/ Outdoor Kiosk	10.5 Ft. x 10.5 Ft. (120 – 150 Sq.ft Approx.)	15,00,000	Malls, High Streets, Food Courts, Hospital, Gyms Corporate Canteens, Water Parks, Hotels & Resorts, Universities, Airports, Dhabas, Large Commercial Complexes
2	Trailer	15 Ft. x 8 Ft. ( 120 – 200 Sq.Ft.)	22,00,000	Outside Malls, High Streets, Corporate Complexes, Water Parks, Hotels & Resorts, Universities, Large Commercial Complexes
3	Outlet	300-600 Sq.Ft.	15,00,000 – 25,00,000	Malls, High Streets

GST as Applicable | Total Investment Includes Franchise Fees, Setup Cost & Inventory | Master Franchise Available



# Honeyman Ice Cream Parlor

**Honeyman Ice Cream Parlor: 150-250 Sq.ft**

## **REVENUE STREAM:-**

- Sale of Ice Cream, Shakes, Sundaes only
- Retail Product sales (Optional)
- Ice cream service for wedding and events.
- Corporate gifting or sale of Gift Packs (Optional)

**PRODUCTS:-** Ice Cream, Shakes, Sundaes + Retail FMCG Products (Optional)

## **GROSS MARGINS:-**

- a) **Ice Cream Scooping**– 45% (freight included)
- b) **Retail FMCG Products** - 35% freight included

**ROYALTY:** Enjoy 0% royalty, always.

**Total Investment:** 10 – 15 lacs (GST Extra)





# Honeyman Ice Cream Cart Formats



Cart Model 01 (Outdoor Scooping)

**REVENUE STREAM:-**

- Sale of Ice Creams and Sundaes only.
- Ice cream service for wedding and events.

**PRODUCTS:-** Only Ice Creams & Sundaes.

**PRODUCTS NOT INCLUDED:-** Shakes, Food items, Coffee, Retail FMCG Products, etc.

**GROSS MARGINS:-** Ice Cream Scooping – 45% (freight included) and Pre – Packed Ice creams – 35%

**ROYALTY:** Enjoy 0% royalty, always.



Cart Model 02 (Indoor Scooping)

**REVENUE STREAM:-**

- Sale of Ice Creams and Sundaes only.
- Ice cream service for wedding and events.

**PRODUCTS:-** Only Ice Creams & Sundaes.

**PRODUCTS NOT INCLUDED:-** Shakes, Food items, Coffee, Retail FMCG Products, etc.

**GROSS MARGINS:-** Ice Cream Scooping – 45% (freight included) and Pre – Packed Ice creams – 35%

**ROYALTY:** Enjoy 0% royalty, always.



Cart Model 03 (Pre- Packed Ice Cream Cups)

**REVENUE STREAM:-**

- Sale of Pre- Packed Ice Cream Cups (100 ml & 450 ml)
- Ice cream service for wedding and events.

**PRODUCTS:-** Pre- Packed Ice Cream Cups (100 ml & 450 ml).

**PRODUCTS NOT INCLUDED:-** Ice Cream Scooping , Food items, Coffee, Retail FMCG Products, etc.

**GROSS MARGINS:-** Pre- Packed Ice Creams – 35% (freight included)

**ROYALTY:** Enjoy 0% royalty, always



# Honeyman Ice Cream Cart Formats



Model (Pre- Packed Ice Cream Cups)

## REVENUE STREAM:-

- Sale of Pre- Packed Ice Cream Cups (100 ml & 450 ml)

**PRODUCTS:-** Pre- Packed Ice Cream Cups (100 ml & 450 ml).

**PRODUCTS NOT INCLUDED:-** Ice Cream Scooping ,  
Food items, Coffee, Retail FMCG Products, etc.

**GROSS MARGINS:-** Pre- Packed Ice Creams – 35% (freight included)

**ROYALTY:** Enjoy 0% royalty, always.



# Investment Details of Carts

S.No	Model	Dimensions	Cost of Structure	Cost of Freezer + Pan	Initial Inventory	Franchise Fees	Total in Rs
1	Cart Model 01 (Outdoor Scooping)	6x3 x 7.5 ft	90,000	65,000	45,000	50,000	2,50,000
2	Cart Model 02 (Indoor Scooping)	6 x 3 x 7 ft	65,000	65,000	45,000	50,000	2,25,000
3	Cart Model 03 (Pre-Packed Ice Cream Cups)	4 x 3 x 7.5 ft	65,000	30,000	45,000	50,000	1,90,000
4	Model (Pre- Packed Ice Cream Cups)	2 x 1 x 6 ft	25,000	NA	25,000	NA	50,000

GST as Applicable | Total Investment Includes Franchise Fees, Setup Cost & Inventory | Master Franchise Available



## Check Out Our Other Product

# HONEYMAN

*The House of Premium Ice Cream*

Craving a guilt-free treat? Dive into Honeyman Ice Creams! We're talking over 25 delicious flavors, each one sweetened only with natural honey. That's right, zero refined sugar for pure, wholesome indulgence. Taste the difference and find your new favorite today!



Flavors shown in the grid:

- RASMALAI
- RAJ SHOO
- RUM RAISIN
- STRAWBERRY
- TIRAMISU
- ALPHABO
- BELGIAN CHOCOLATE
- KASHMIRI GARDEN
- KESAR PISTA
- ROASTED ALMOND
- AMERICAN BUTTER
- ANJEER
- BLACK CURRANT
- BLUEBERRY
- BUTTERSCOTCH
- CHOCO ALMONDS
- CHOCOLATE BROOKLYN
- CHOCOLATE LIPS
- CHOCOLATE
- COFFEE
- COOKIES & CREAM
- KISU KISHMISH
- MALAI KULFI
- MANGO
- PAAN

**SWEETENED WITH HONEY**

**Zero Refined Sugar**



**RANGE OF HONEY**  
Award Winning Honey Collection

**RANGE OF TURKISH DELIGHTS**  
Taste the Turkish Tradition

**RANGE OF TEA & KAHWA**  
A Sip of India in every Cup

**RANGE OF SNACKS**  
Healthy, nutrient-dense Snacks

**RANGE OF BAKLAWA**  
The Sweet Legacy of Ottoman Empire

**RANGE OF INDIAN SWEETS**  
your favorite sweets now guilt-free, thanks to honey

**RANGE OF MELLIFERA**  
Beauty blessed by Bees

**RANGE OF ICE-CREAM**  
World's first Ice-Cream made with Honey

**RANGE OF AYURVEDA**  
Powered by Indian Tradition

**RANGE OF COOKIES**  
Sweetened by Nature, Baked by Love

**RANGE OF SAUCES**  
Taste the World, with our Sauces

**RANGE OF SPREADS**  
Healthy Spread Collection



# Café Honeyman Outlet Videos



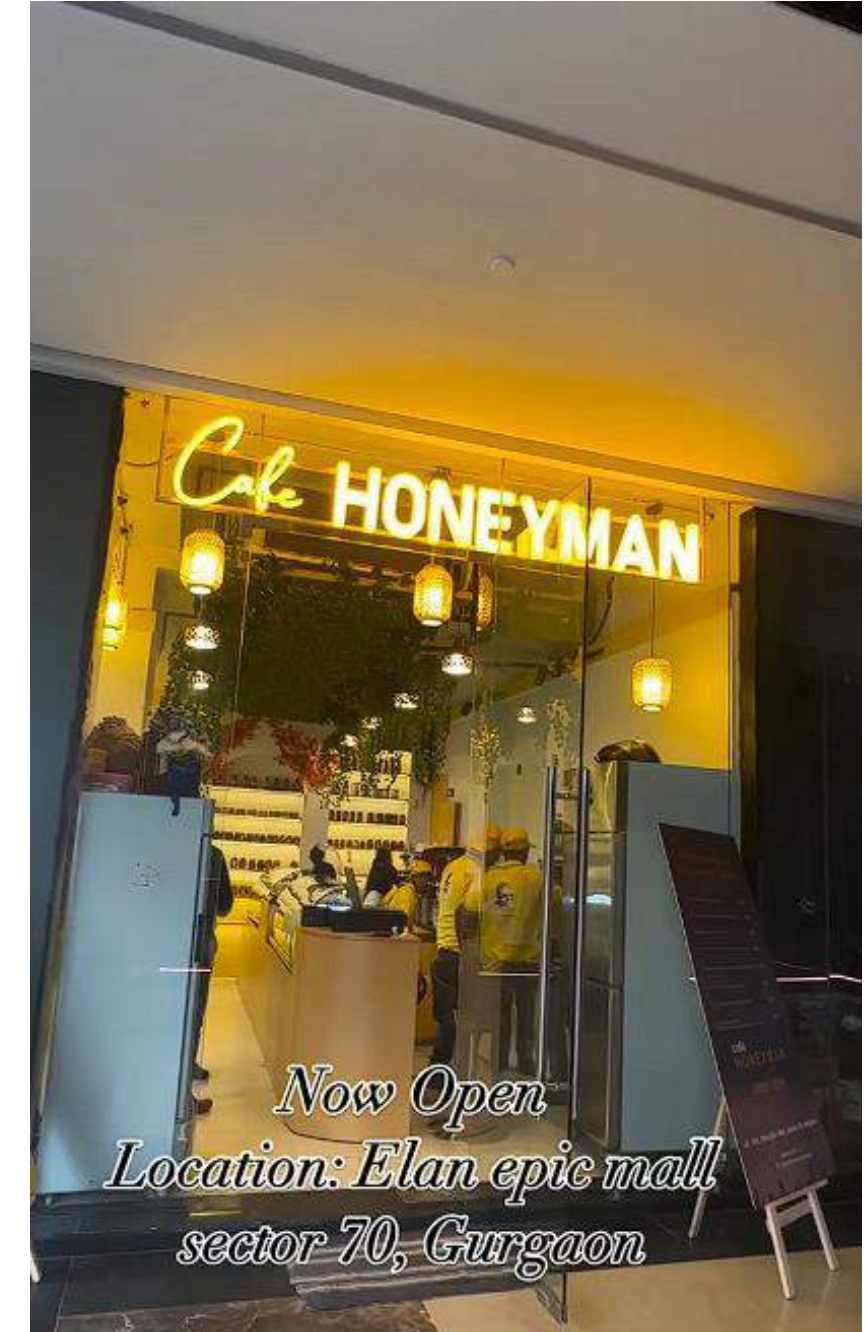
Click on the above image to watch the video



Click on the above image to watch the video



Click on the above image to watch the video



Click on the above image to watch the video



# Café Honeyman Kiosk & Trailer Videos



Click on the above image to watch the video



Click on the above image to watch the video



Click on the above image to watch the video



Click on the above image to watch the video



# Honeyman Ice Cream Cart Formats Videos

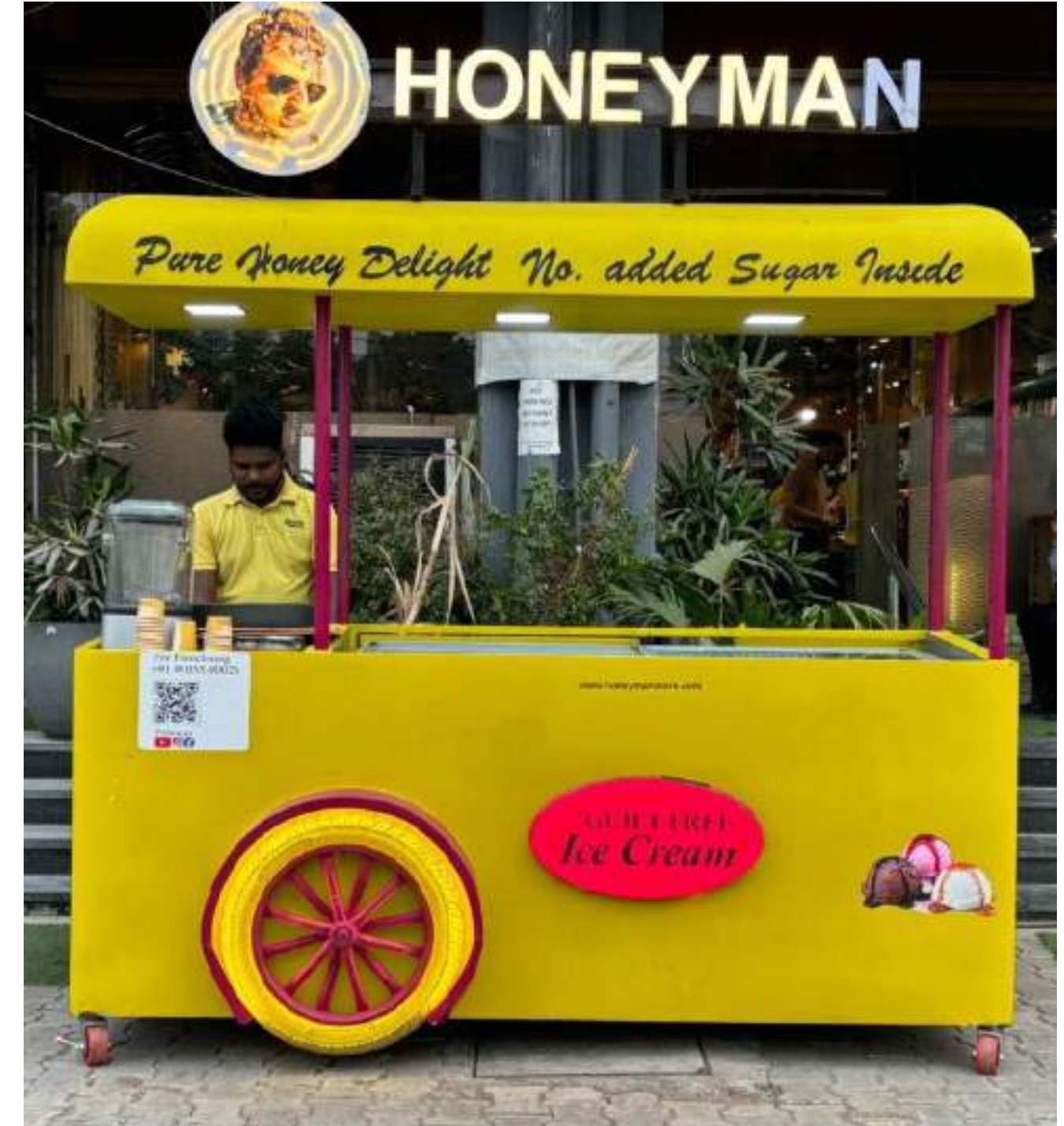
---



Click on the above image to watch the video



Click on the above image to watch the video



Click on the above image to watch the video



# Gifting Videos



[Click on the above image to watch the video](#)



[Click on the above image to watch the video](#)



[Click on the above image to watch the video](#)



[Click on the above image to watch the video](#)



# Catering & Event Videos

---



[Click on the above image to watch the video](#)



[Click on the above image to watch the video](#)



[Click on the above image to watch the video](#)



[Click on the above image to watch the video](#)



## Our Parent Company's Legacy

- World record: Exported two honey trains in a day (within 24 hours) containing 4000 tons of honey.
- Apimondia (International Federation Of Beekeepers' Associations) Honored Us For The Best Honey In The World And Bee Products In Exhibitions Held In Ukraine, Turkey, Italy, And South Korea.
- For 13 years APEDA has awarded us for being the country's Biggest Honey Exporter.
- Best organic honey award at BIOFACH-Germany 2013.
- Coca-Cola Trophy for the Best Retail Concept in Mumbai.



## Awards & Recognition



## Honeyman's Awards & Recognition

- International Expansion Startup award at World Startup Convention.
- Ranked among the top 100 D2C Brands of the Year 2023.
- COCA COLA Golden Spoon Award 2023 for Best Innovation in Merchandising.
- Editorial spotlight in many renowned magazines like Progressive Grocer, Retailer, magazine etc.
- Media Coverage in various platforms like on Aaj Tak, Zee News, Punjab Kesari etc.



# What Sets us Apart

---

- **Unique and wide Product Range:** We are **first in the world** to introduce an entire range of ice creams and many other products **solely sweetened with Honey**.
- It's easy to start and requires low investment.
- We provide **IT** and **Marketing** Support.
- It's a complete **Turnkey Solution**. Making it hassle free for you to start your Business.
- **Long Shelf Life:** Our Ice creams have a shelf life of 1 Year. Majority of our products have Shelf Life of 1 Year or more.
- **Royalty:**
- **Café Models:** 0% royalty until you recover your initial investment. Post Pay Back Period, **only 5% royalty applies**.
- **Cart Models:** Enjoy 0% royalty, always.

- **Insulated from Seasonality Risks:** Our products and menu are designed to cater to demand 365 days of the year so that your business is not affected by any one season.
- **Cross sale and upsell :-**
- We have designed our menu in such a way to cross and upsell retail packs of our Honey Based FMCG products such as sauces, jams, and more, which serve as ingredients or pairings.
- For example, we serve our sauces with quick bites in our cafes, encouraging customers to purchase full-size items and boosting order value.



# BRAND SUPPORT

## Setup

- ❖ Site Feasibility, Setup & Design, Guidance on licenses

## Product

- ❖ Product sourcing and delivery at Outlets
- ❖ R&D to bring new in-demand items
- ❖ Ensure best-in-class products and Margins
- ❖ Stock Correction/Rotation Support

## Pricing

- ❖ Extremely Competitive pricing
- ❖ Strategic tie-ups to continuously improve margins

## Marketing

- ❖ ATL Marketing to create retail customer pull

## Training & Operation

- ❖ Training in inventory management, Handling, Rotation, Operation
- ❖ Initial Few weeks of hand holding after beginning operations





# Social Media Links

## YouTube Channels:

1.<https://youtube.com/@honeymanstore>

2.[https://youtube.com/@ShahzadaSinghKapoor?si=A3ERlnAyWo\\_8XbSu](https://youtube.com/@ShahzadaSinghKapoor?si=A3ERlnAyWo_8XbSu)

## Facebook Channel:

<https://www.facebook.com/Honeymanstore/>

## Instagram channel:

<https://www.instagram.com/honeymanstore/>

## Website:

<https://www.honeyman.in/>

