



Franchise Business Model

Beginning from
11, Old Palasia Indore, Madhya Pradesh

www.jainroots.com franchise@jainroots.com



Vedik and Natural Healthy Food Culture

Khushi Agro Private Limited is a Government of India Approved startup based in Indore, Madhya Pradesh. The company is Mainly Engaged in the Proper study of Indian Vedic Food Ingredients and Manufacturing technology and Purity Methods.

At Present, the main reason for Lifestyle-related Diseases Worldwide is the Extinction and Disappearance of the Vedic food culture among the Common People, especially the youth. As a result, Physical and Mental Development is being Adversely Affected. Due to this, the percentage of people with complete health (full age) decreases.

Khushi Agro is mainly researching the Solution to this social problem, and our research team is doing a comparative study with the Current lifestyle based on the 18th-century lifestyle. With our team's continuous efforts, we successfully manufactured more than 150 pure food products from dawn to dusk, Mouth freshener to Snacks, and much more; all are yummy, healthy, natural, and, of course, Vedic.

We believe that with our efforts, we are proud of Indian tradition. It will help make it Universal.



Satvik &
Vegan

Fumigation &
Polish Free

Small Batch
Production

Preservatives
Free

Ayurveda
Inspired

Non
GMO

Health
Education

Brand Guru

Shri Yogacharya Dhakaram Ji Sapkota

Jaipur, Rajasthan - Yoga Guru

An ardent learner and a dedicated guru, Dhakaram ji is a prominent personality who lives Yoga. A gold medalist two times internationally & earned national awards. Appearance In Jackie Chan's Movie Kung Fu Yoga was Marvellous.



Brand Mentor

Shri O P Khanduja “Jewel of Indian Spices”

Delhi, India

A Marketing Veteran & Academician with an illustrious career spanning over Four Decades with various global FMCG majors like DS Group, Dabur, PepsiCo(FOBO), Baidyanath, Tata & Hallmark.



Chairman

Shri Virendra Singh Ji Dhakad

Indore, India

Renowned social worker and Jain Ratna and working on Ayurveda medicare from many years. In essence, his influence extends beyond professional realms, leaving an indelible mark on our company culture and guiding principles. His legacy serves as a constant reminder of the importance of integrity, social responsibility, and a familial approach in both business and life.



Nutraceuticals The Magic To The “Life”

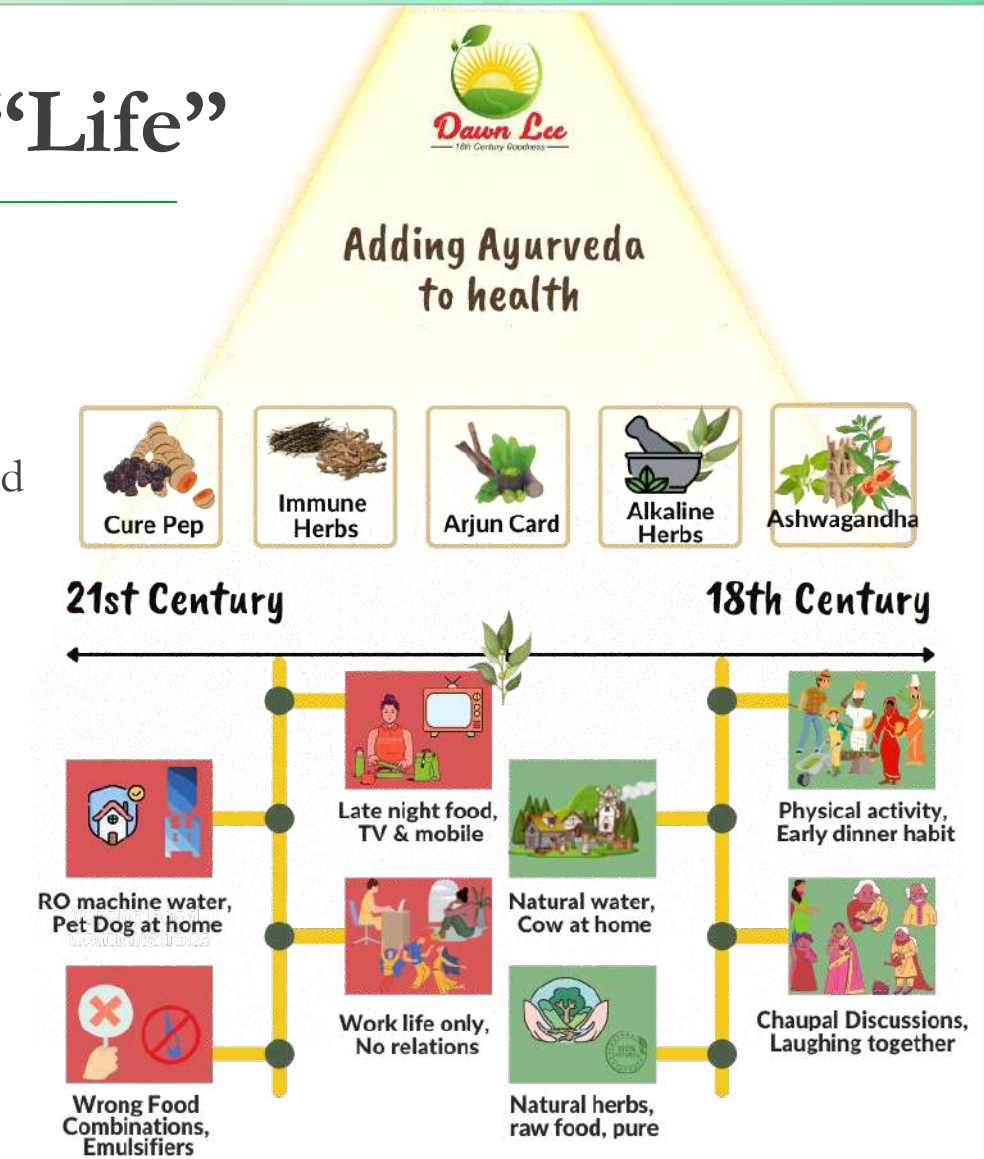
Does Ayurveda food habits seem to be on the way out from our kitchen?

Practicing **ayurveda** principles in your kitchen can help you stay healthy and put a stop to unhealthy lifestyle.

Our Diminishing healthy food habits

- From Desi ghee to butter oil
- Golden milk to energy drinks
- Clay pot water to RO and chilled water
- Food before sunset to dinner till midnight
- Daily morning evening temple visits to TV, Social media
- Chaupal discussions, laughing activities to tension full, serious shows, movies watching

Choose us to Choose Nature!



Enrich Immunity with REAL ANCIENT NATURAL FORMULAS

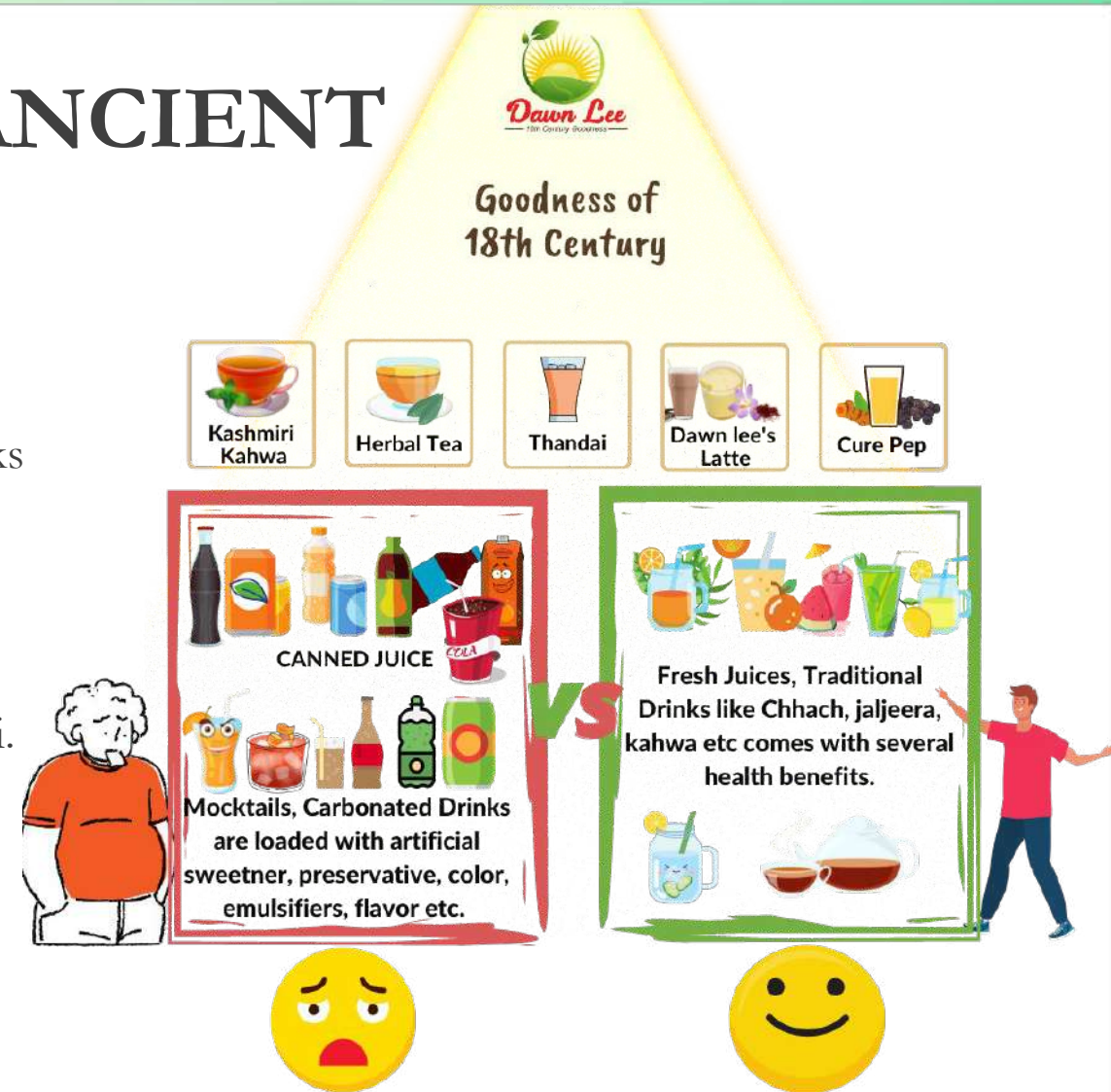
Dawn lee replace the high sugar and preservative , unnatural drinks (causes various lifestyle diseases like obesity, diabetes, irregular blood pressure.) with healthy and vedik options.

During 1852 the Tea leaves were introduced to India along with Refined Sugar in 1903, they replaced the ayurvedic kadha and ukali.

We are offering series of healthy traditional options which are healthy and immunity boosters and rich of vedic ingredients and process.

Haldi wala doodh Kashmiri Kahwa, Chocolate Latte,Thandai , Arjun Card and many more.

Choose us to Choose Nature!



Small Step For A Great Goal

adding *Ayurveda* to routine

Innocently Prepared

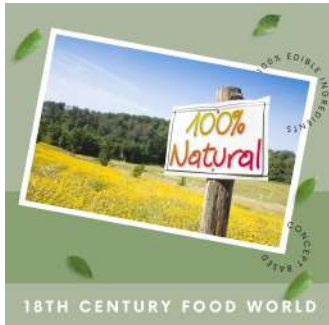
100 + Ayurstyle Products

A Series of High Quality

Concept Based Food Products,

Dawn to Dusk solutions

Trusted and Only Rasoi Refilling Brand



100%
Natural Cosmetics



Water & Milk
Elixirs



Wellness Series
(Ayurveda Inspired)



Snacks (No maida,
no besan, no red chili,
no white salt)



Sweet Treats
(Sugar Free)



100% Natural
Mouth Fresheners
(After Meals)



Wellness Oils
(Cold Pressed)



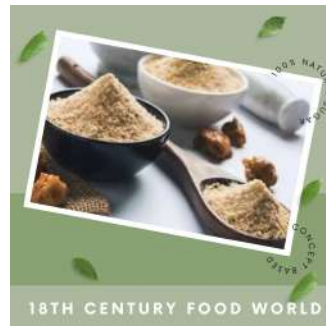
Blended Spices



Whole Spices



Dry Fruits



Sugar Alternatives



Herbs, Veggies



Superfoods



A 2 Cow Ghee

Become
FRANCHISE / DEALER
Feel 18th century goodness

Sale
SATVIK/JAINISM/VEGAN FOOD

Earn
Health Leadership Of Town

12-18 Months ROI

74250-77481 | www.jainroots.com | info@jainroots.com



APPLY NOW



ENQUIRE NOW

"Our Lighthouses"



Yogacharya Shri Dhakaramji
"Founder of 'Yoga peace'
"Our Mission guru"



Mr. O.P. Khanduja
"Jewel of Indian Spices"
"Our Brand mentor"



Shri Virendra Singh Ji Dhakad
"Samaj Ratna, Renowned Social Worker"
"Our Inspiration"

HAPPY CUSTOMERS

THE
PARK
MUMBAI

THE LEEA
PUNJABI RESTAURANT

LAVENDER
RESTAURANT

HaveNuts
FOOD STORE

Radisson

CERTIFICATIONS



U.S. FOOD & DRUG
ADMINISTRATION



विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF
FOREIGN TRADE



“Jain Roots” Store View



“India’s 1st” Vedic Drinks Vending Machine (VM)

INTRODUCING INDIA'S 1st VEDIC & VEGAN DRINKS MACHINE

"Our mission is to make a caffeine-free,
healthy world"



Get Natural & Healthy Elixirs
with "18th Century Goodness"

"Cost less than a Tea"

 dawnleeindia  dawnleeindia

Let us know about the CONCEPT OF VEDIC DRINKS

"Traditional Vedic drinks like Kadhas and Milk Elixirs, crafted by our wise ancestors, fostered long, healthy lives. They effortlessly boosted immunity, provided nourishment, instant energy, and satiety. However, today's market inundated with chemically laden, refined-sugar drinks largely contributes to weakened immunity and diminished emotional well-being

WHY TRUST US?

Let's Find Out Why Our Brand Stands Out!
Made with Authentic Ingredients

100+ All Natural Products | 2+ Categories

- 01 Caffeine, Tannin Free Herbal Drinks
- 02 Saccharine Free, Refined Sugar Free
- 03 No Colors, Chemicals, Preservatives, Junk
- 04 +Ve health and Emotional Results

BENEFITS

- ☒ Tonic for the good spirit & energy
- ☒ Anytime refreshment, suitable for all ages
- ☒ Calm your mind
- ☒ 100% Natural Products
- ☒ Boosts immune system.



Jain Roots Vedic Drink
Machine Inaugurated by
Union Health Minister Dr. Shri Mansukh Ji
Mandaviya and Honorable
Chief Minister, MP Dr. Shri Mohan Ji Yadav



PRASADAM
The Country's First Healthy And Hygienic Food Street In Ujjain. (M.P.)

सर्वे भवन्तु सुखिनः सर्वे सन्तु निरामयाः ।
सर्वे भद्राणि पश्यन्तु मा कश्चिदुःखभाग भवेत् ॥

May everybody be happy,
May Everybody be free from disease,
May everybody have good luck,
May none fall on evil days.



Get in Touch:

 +91 7425077481

 www.dawnlee.in

 info@dawnlee.in

 Khushi Agro Pvt. Ltd. 501,
Princess Empire, Race
Course Road, Indore, (M.P.)
452001

 Jainroots_11, AB Rd, near Bank of Baroda,
New Palasia, Indore, Madhya Pradesh 452001



Prospects For Franchise

	Franchise Fee*	Area	Stock	Investments
Metro Cities	INR 2 Lakhs One Time	Minimum 450 Sq.ft. size, Front Facing , Ground Floor With Parking. The actual outlet space should be minimum 300-350 Sq.ft. and 100-150 Sq.ft. for the storages.	At Cost INR 5 Lakhs	INR 7 Lakhs assumed to be invest immediately
A Class Town	INR 1.5 Lakhs One Time	Minimum 300 Sq.ft. size, Front Facing Store, Ground Floor With Ample Parking.	At Cost INR 4 Lakhs	INR 5.5 Lakhs assumed to be invest immediately
Others	INR 1 Lakhs One Time	Minimum 300 Sq.ft. size, Front Facing Store, Ground Floor With Ample Parking.	At Cost INR 3 Lakhs	INR 4 Lakhs assumed to be invest immediately

100% Return On Investment in FEW Months.

Hot & cold beverages along with snacks, mouth freshener can be served to visitors, adjoining commercial offices which can earn income upto INR 2 to 5 Thousand per day.

Vending Machine Distribution

Boost Profits with Add-ons 1

Pay
Additional 2 Lakhs fee

3 X YOUR INCOME

Scopes

1. Sale of VM to Local Corporates
2. Regular fixed Sale of premix, Snacks, Mouth Fresheners
3. Represent us on Cinemas, Malls.
4. VDP
5. Govt offices.

Assistances

1. Existing Client Handover
2. Technical Support
3. Sales Team Support
4. Local Digital Advertising Support
5. Incentives
6. Trainings



Boost Profits with Add-ons 2

Pay
Additional 2 Lakhs fee

3 X YOUR INCOME

Scopes

1. Additional Discount on prices for above segments, over and above to the regular margins.
2. Industrial and Distribution Sales can increase your turnover by 10x and company will provide additional margins then the regular margins.

Assistances

1. Existing Client Handover
 2. Technical Support
 3. Sales Team Support
 4. Local Digital Advertising Support
 5. Incentives
 6. Trainings
-



Interior Pattern

As per theme all the **Categories** to be displayed in the store.

Furniture and other modern pattern of displays to be followed strictly.

Almost Zero Color in the store to maintain the natural ambience.

Prospects

The company will provide following details in order to make a world wide corporate identity.

Design for Store theme ,Counter, Furniture, Special Adjustable Lights, Flooring , Glass Ceiling, Cascade Air Conditioner, Chiller, Computer System, Printer, Tablet, Billing Scanner, Software, etc.

All future General Trade (GT) and Retail outlets can be connected to the main franchise, subject to adequate manpower, funds, spaces, management capacity, ranking & evaluation. Local E-commerce (Swiggy, Zomato, etc.)

Training

Training to the staff with product knowledge, pricing, schemes, billing software etc.

Support

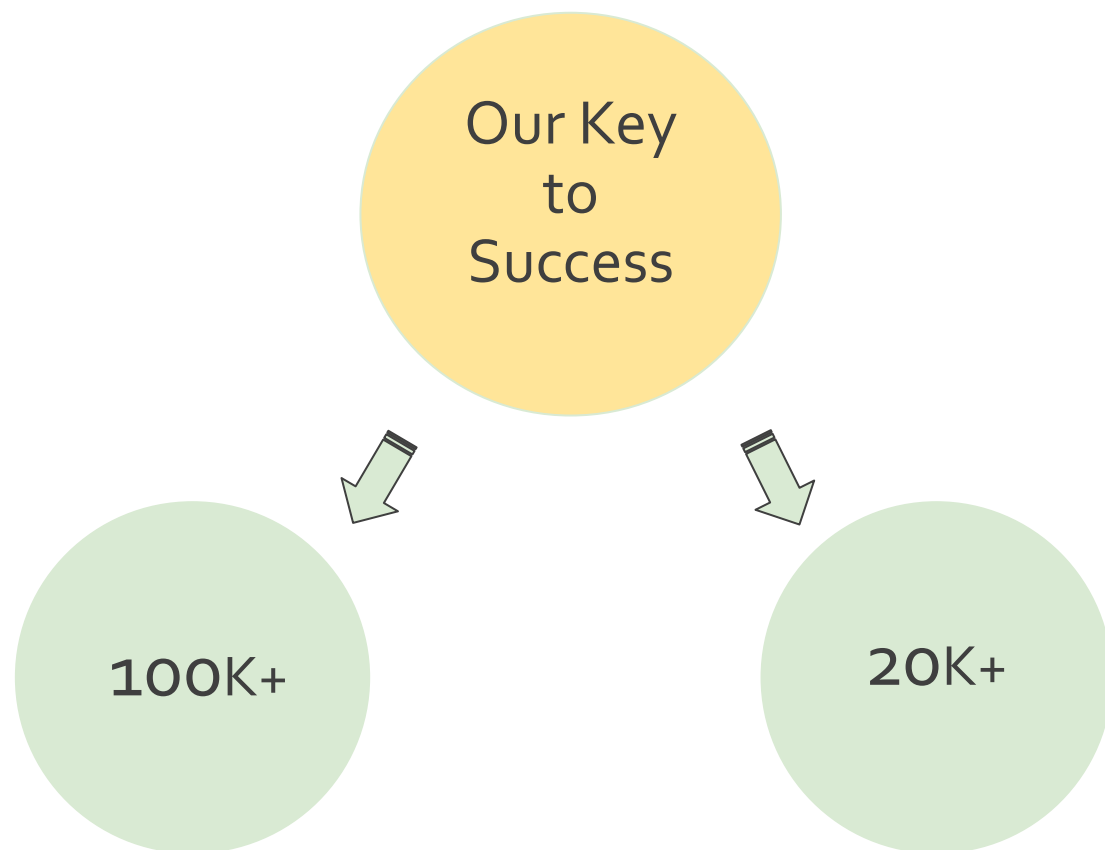
Initial months support to reach close to BEP.

Manpower support ,software support and plan for store auto movement procedure & methodology.

Corporate digital advertising support , promotions campaigns .

Corporate events support, brand promotions activities , rewards & appreciation periodically , reviews for better support and growth perspectives. Videos, product presentation ppts, posters, leaflets, brochures etc.

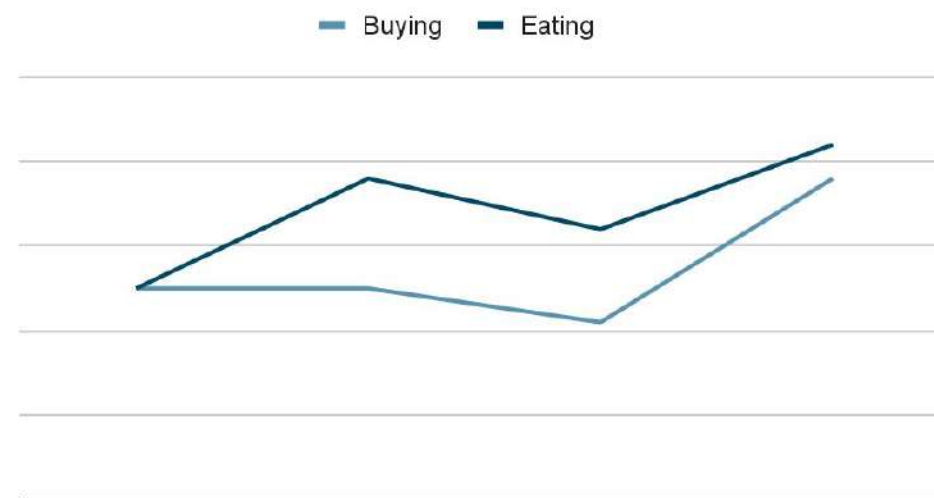
Revolution on Buying & Eating Habits To Increase The Family Health



Customers Served

Monthly Active Customers

Health Graph



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CIO Look India

Best Indian Firms Offering Finest Vegan and Jain Products.

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In a world of constant change, Apoorva poses a poignant question: *Shouldn't change always strive for improvement?*

The High Cost of Convenience and the Vanishing Wisdom of Food Ingredients

According to Apoorva, the transformation in our food habits has been profound. Time-honoured ingredients like black pepper, desi khand, A2 churning ghee, pure dalchini, and more have been supplanted by their synthetic counterparts—red chilli, refined sugar, regular ghee, cassia, and so forth. Convenience has been prioritized over authenticity, leading to the loss of genuine flavors, tradition, and, most crucially, our health.

Apoorva sighs at the price we pay for this convenience. He recognizes that we are drifting away from our roots, but it's not too late to make amends.

Khushi Agro's Journey: Ayurveda Meets Everyday Food

Apoorva's journey with his father at Khushi Agro unfolded as a harmonious blend of Ayurvedic wisdom, the propagation of Vedic knowledge, philanthropy, and an unwavering commitment to purity. Through their extensive range of products, they don't just offer nourishment; *they provide a piece of enduring heritage to a world in search of authentic wellness.*

An Extraordinary Guiding Philosophy

Khushi Agro's philosophy is rooted in the transformational Vedic knowledge at the Jain Roots stores chain. Apoorva emphasizes, *"At Jain Roots, we aim to comfort the consumer with authentic and healthy food products while considering health, emotions, and inner well-being. We welcome questions and feedback from our consumers, and we've even established a team of Ayurveda doctors & experts to ensure authenticity and health are at the forefront of our products."*

He underscores their generation's responsibility to revive and pass on the Vedic knowledge that has been slowly fading from our daily lives for centuries. The richness of this knowledge should be systematically transferred to the younger generation through comprehensive food solutions.

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DD News
श्रीअन्न, “एक भारत, श्रेष्ठ भारत”

DD ONLY NEWS.
NEWS COMPLETE NEWS.

श्रीअन्न, Interviewed by Mr. Manoj Bajpayee of Doordarshan under “एक भारत, श्रेष्ठ भारत” at Aahar 2023, New Delhi.
Telecasted, March 19, 2023.



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“एक भारत, श्रेष्ठ भारत”](#)

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Dainik Bhaskar

Food will Connect People Better than Passports in 2023.

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in English Version

Management Funda column on Jain Roots 11th January 2023.

By N. Raghuraman Ji, Management Guru, Author & columnist, Dainik Bhaskar (दैनिक भास्कर)

dainikbhaskar.com

11/01/2023

मैनेजमेंट फंडा

एन. रघुरामन, मैनेजमेंट गुरु [raghu@dbc.org.in]



2023 में पासपोर्ट की तुलना में फूड लोगों को बेहतर जोड़ेगा

'याद करें, स्कूल ने सिखाया था कि जब सही मात्रा में अम्ल और क्षार को मिलते हैं, तो एक उदासीन या न्यूट्रल तरल बनता है, इसे निष्प्रभावीकरण कहते हैं। है ना?' इंदौर में जैन रुद्र नाम से सुपर फूड बेचने वाले फूड रिसर्चर गौतम धाकड़ ने ये सवाल मुझसे पूछा तो मैंने 'हां' में सिर हिलाया। उनका दूसरा सवाल था कि 'फिर बताएं हमारे खानपान की अच्छी आदतों में शामिल सभी बेहतरीन भारतीय मसाले (क्षार) मिलाने के बाद हम उसमें लाल मिर्च (अम्ल) क्यों डाल देते हैं इससे उसका प्रभाव और मसालों की गुणवत्ता पर असर आता है। सदियों पहले अफगानिस्तान से लाल मिर्च आने के पहले तक पूर्वज इसे जानते तक नहीं थे।' मेरे पास कोई जवाब नहीं था।

वह बोलते रहे- 'दूध ठंडा होने के बाद आप उससे मलाई निकाल लेते हैं और बटर बना लेते हैं या दूध से दही बनाते हैं, फिर मथकर मक्खन निकालते हैं। आपके घर घी कैसे बनता है?' मेरी चढ़ी भौहें देखकर उन्होंने कहा, पहली प्रक्रिया में बना उत्पाद बटर ऑइल कहलाता है और दूसरे चरण में घी बनता है, भले ही इसे उच्च तापमान पर कड़ाही में डालें, तब भी यह अपनी अंदर की गुणवत्ता नहीं छोड़ता। आजकल ज्यादातर लोग 'घी' के नाम पर 'बटर ऑइल' बेचते हैं!

तब मुझे लगा कि लोगों ने दुनिया में अच्छी जगह की तलाश बंद कर दी है, वे अब अच्छी कुजीन के नाम से विख्यात जगहों पर जाने लगे हैं। 'मेरा ये भरोसा तब और बढ़ गया जब मेरा एक विदेशी मित्र 17वें प्रवासी भारतीय दिवस सम्मेलन में शामिल होने भारत आया और बोला, 'मैं भारत आने बेताब था क्योंकि मुझे याद है कि तुम हमेशा कहते हो कि इंदौर अच्छे खाने के लिए जाना जाता है।' हालांकि शहर उसके जैसे विदेशी प्रतिनिधियों को बेहतरीन स्वाद का अनुभव कराने तैयार था, पर उसे लगा उसने कुछ मिस कर दिया। उसने वह छोटा-सा ग्रुप मिस कर दिया जो कि सेहतमंद खानपान की दुनिया में धीरे-धीरे आकार ले रहा है, जो अनोखी पाककला का अनुभव देते हैं, अनुमान है कि 2023 से कुजीन आधारित ट्रैवल कई लोगों की बकेट लिस्ट में होगा।

उनके फैसी रेस्तरां नहीं होते न विज्ञापन के पैसे होते हैं या वे कभी भी लंबी शेफ टोपी के साथ कलफदार सफेद कोट में नहीं दिखते, पर लजीज दावत देना जानते हैं। दुनिया के हर शहर में यह अंडरग्राउंड कम्युनिटी है, जिसे 'होम शेफ' भी कह सकते हैं, जो पारंपरिक खानपान खोजने में मदद कर सकती है, जिसके राज उन्हें पीढ़ी दर पीढ़ी सौंपे गए थे, जो कि अब कुछ बढ़ा करने जा रहे हैं। इसलिए मेरा विदेशी मित्र 13 से 15 जनवरी, मुंबई में आयोजित 'नोमस्ते' में शामिल होने आ रहा है, होम कुजीन व बेवरेज कम्युनिटी का ये फेस्टिवल होम शेफ्स के बारे में और बताएगा। इसमें सिर्फ घरेलू उद्यमियों के फूड व लाइफस्टाइल उत्पाद और स्थानीय टेस्टमेकर्स के फूड स्टॉल होंगे। यह चुनिंदा छोटे इलाकों की अनजान- अनोखी रेसिपी को सामने लाने की कोशिश है।

भारत का घरेलू उत्पाद बाजार पोषण से भरपूर है और दादी मांओं की रेसिपी से 2023 में इसका चलन बढ़ने की उम्मीद है। आज लोग नई सामग्रियों को ज्यादा स्वीकार कर रहे हैं। खानपान के इस उद्योग में सस्टेनिबिलिटी महत्वपूर्ण है, ऐसे में सामग्रियों पर फोकस ज्यादा है। फंडा यह है कि पूरे शहर को बिल्कुल अलग अनुभव देने के लिए अपने शहर के बेहतरीन होम शेफ्स को ऐसे इवेंट में लेकर आएँ, क्योंकि फूड लोगों को किसी भी बीज की तुलना में तेजी से जोड़ता है।



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Radio Dastak

जीवन की डोर सेहत, जैन रूट्स और डॉनली के साथ



खुशहाल विश्व और स्वस्थ पीढ़ी का निर्माण: (जैन रूट्स और डॉनली के साथ) रिसर्चर गौतम धाकड़ जी



स्वास्थ्य पर भोजन के प्रभावों की महत्वपूर्ण जानकारियां

- 1) 18 वीं सदी आधारित भोजन - निर्माणपद्धति, शुद्ध, प्राकृतिक, सर्वोत्तम सामग्री और भोजन संरक्षण।
- 2) वैदिक, सात्त्विक, अनुसंधान आधारित, भोजन, नाश्ता, मुखवास, दूधमिश्रण, मसाले, शुगर विकल्प, आदि अनेक उत्पादन।
- 3) "भोजन ही औषधि" जैसा गुणकारी कैसे बनाए।
- 4) हमारे आयुर्वेदिक चिकित्सक की सहायता से किचन को रसोई घर बनाए।

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Part II



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One of the largest manufacturer, suppliers and retailers of 150+ food products
(A variety of concept based food products)

Apply For
Franchise

Brochure

New Arrivals



Thank You



Apoorva Dhakad Vice President



+91 7425077481, +91 9669439000



info@dawnlee.in, franchise@jainroots.com



www.dawnlee.in, www.jainroots.com



501 Princess Empire, Race Course Road, Indore, Madhya Pradesh 452001



Certifications



Feather's in our cap

