



Introducing
India's 1st Zero Junk Food Station
Concept

Zero Junk Food Station

Mood, Body, Inner Wellness Care Point.

Zero Palm Oil, Zero White Sugar, Zero Deep Frying,
Zero Red Chilli. Researched Based Natural Food Parlour.

www.jainroots.com

info@jainroots.com

18th
CENTURY
FOOD WORLD



Zero Junk Food Station



Introduction:

In today's fast-paced world, where time is a precious commodity, the pursuit of healthy food options often takes a backseat. The reliance on packaged and ready-to-eat or ready-to-cook foods has become the norm, perpetuated by commercial entities focused solely on profit maximization. However, amidst this trend, there's a growing consciousness regarding the quality of food and ingredients consumed.

The Concept:

Enter Zero Junk Food Station, a novel venture aimed at revolutionizing the way people perceive and consume beverages and snacks. Drawing inspiration from centuries-old traditions, our offerings are crafted with a vision of providing wholesome, nutritious, and naturally-sourced alternatives to mainstream options.

A graphic titled 'Smart Grocery List' and '1st Step to Healthy Family' is enclosed in a red border. It is divided into two main sections: a red 'NO' section and a green 'YES' section. The 'NO' section lists ingredients to avoid, while the 'YES' section lists ingredients to embrace. A red arrow points from the 'NO' list towards the 'YES' list, and a green arrow points from the 'YES' list towards the bottom right.

NO

- REFINED SUGAR
- PALM OIL
- WHITE SALT
- CASSIA
- RED CHILLI
- PRESERVATIVES, COLORS
- EMULSIFIERS, ULTRA
- PROCESSED FOOD

Smart Grocery List

1st Step to Healthy Family

YES

- POWDER OF JAGGERY, DRY DATES, MULETHI & KHAND
- A2 BILONA GHEE & COLD PRESSED OILS
- BLACK & ROCK SALT
- CEYLON CINNAMON
- BLACK PEPPER
- 100% NATURAL, GLUTEN FREE
- ANCIENT FORMULAS & Formula
- PRODUCTION TECHNIQUES

Zero Junk Food Station

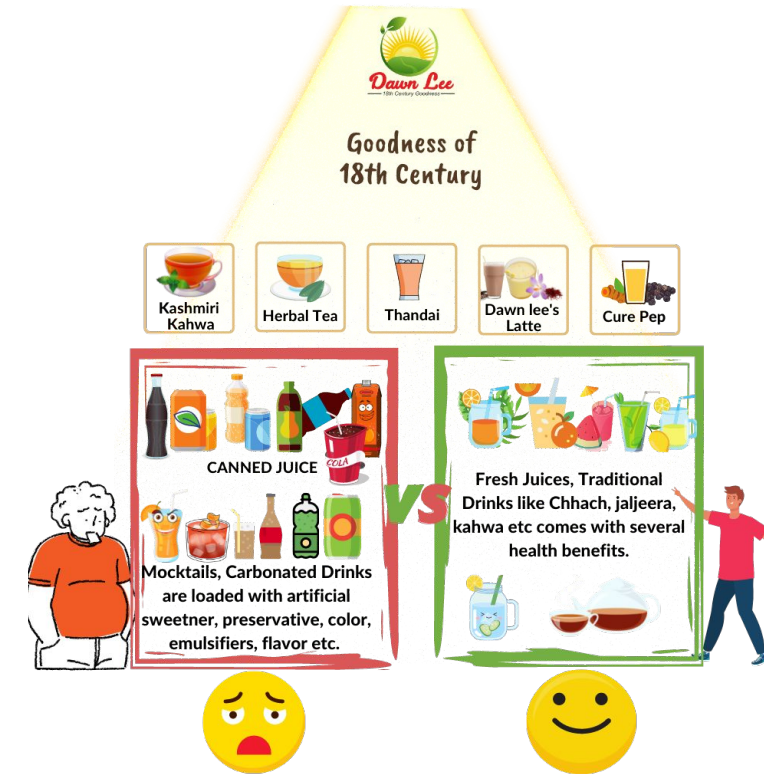
Product Offering:

At Vedic Drink Corners, we specialize in a diverse array of elixirs (drinks) made from a combination of A2 cow milk or curd, fruits, and spices. These drinks are meticulously prepared to be caffeine-free, refined sugar-free, and devoid of artificial colors and preservatives, catering to the discerning consumers desire for healthier choices.

Complementing our drinks, we offer a range of guilt-free snacks that are free from palm oil and deep frying, yet rich in essential nutrients, vitamins, and proteins. Our emphasis is on providing energy-boosting options that nourish both body and soul. From turmeric lattes for detoxification to chocolate lattes for children's well-being, our range encompasses wholesome alternatives to conventional beverages. In our endeavor to redefine convenience, we offer a range of mouth fresheners crafted from natural seeds, promoting calcium intake and refreshing the palate after meals, Explore our hand-made series, including C3 Amla, Gut Ease, and Fennel Zing, designed to offer both nutrition and rejuvenation.

Market Opportunity:

The timing for Vedic Drink Corners couldn't be more perfect, especially in the post-epidemic era where individuals are increasingly prioritizing their well-being. Our concept resonates with health-conscious consumers who seek authenticity and transparency in their food and beverage choices.



Zero Junk Food Station



Business Model:

Our business model revolves around establishing vending machines equipped with more than 10 choices of Vedic drinks, alongside an assortment of wholesome snacks and mouth fresheners. These vending machines will be strategically located in high-traffic areas such as Tourism Departments, Forest Reserves, Public Transport Stations, and Entertainment Hubs, ensuring maximum visibility and accessibility to our target demographic.

One can apply us on franchise@jainroots.com for any of the mentioned opportunities along with the financial and social strengths information.

In essence, Vedic Drink Corners encapsulate the essence of tradition, health, and convenience, offering a refreshing alternative to the monotony of mainstream food and beverage options.

Join us in our mission to redefine the way the world quenches its thirst and satisfies its cravings, one elixir at a time.

We reconnect you to the
“18th Century Goodness”
for a healthier and happier life.

 DISEASE FREE
LIFE STYLE

AYURVEDA
INSPIRED 

 TRADITIONAL
INDIAN LIFE STYLE

VEGAN-FRIENDLY
SATTVIC FOOD
CULTURE 

Our Mission

Zero Junk Food Station

Financial Viability:

The beauty of our concept lies in its low barrier to entry. With an investment amounting to less than the value of a car, aspiring entrepreneurs can embark on a journey towards establishing their own Vedic Drink Corners. Our projected returns offer the potential to earn the equivalent of a car's value annually, presenting an attractive opportunity for young professionals seeking a lucrative business venture.

Welcome To Dawnlee India

Small Step For A Great Goal

adding
Ayurveda
to routine



Neutraceuticals



Tea & Milk Boosters



Dry Fruits & Seeds



Magic Masala



Healthy Snacks



Mouth Fresheners



Sugar Alternatives



Wellness Oil

Satvik & Vegan friendly

Preservative & Emulsifier Free

Dye & Chemical Free

Saving Carbon Point

Sourced From Best Origin

Fumigation & Polish Free

Small Batch Production

Health Centric

Health Education

Disease Free Lifestyle

#dawnleeindia

Zero Junk Food Station

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Zero Junk Food Station

Unique Selling Points

- Authentic Vedic Recipes
- Health and Wellness Focus
- Customization Options
- Eco-Friendly Packaging
- Target Market (health-conscious individuals, yoga enthusiasts, wellness seekers, and anyone looking for nutritious refreshments.
- Location: Shopping malls, office complexes, fitness centers, and tourist destinations.

Marketing Strategy

Collaboration, Sampling Events, Loyalty Program.

Step Back Towards Healthier Life



FOR A HEALTHY HAPPY FAMILY

www.dawnlee.in

VM Inauguration

By Union Health Minister Dr. Shri Mansukh Ji Mandaviya and Hon. CM of Madhya Pradesh Dr. Shri Mohan Ji Yadav.

At Country's 1st Health and Hygienic Food Street in Ujjain, MP.



VM Key Details



- ☑ Machine Weight 19.3 KG
- ☑ Power Point (Watt 220)

- ☑ Smart Cleaning Process
- ☑ Easily Deep Cleaning
- ☑ Easily Operate System



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

"Cost Less Than A Caffeine Drinks"

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



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Prospects For Franchise



	Franchise Fee*	Area	Stock	Investments
Metro Cities	INR 2 Lakhs One Time	Minimum 100 Sq.ft. size, Front Facing , Ground Floor	At Cost INR 2.5 Lakhs	INR 8 Lakhs assumed to be invest immediately
A Class Town	INR 1.5 Lakhs One Time	Minimum 100 Sq.ft. size, Front Facing, Ground Floor	At Cost INR 1.5 Lakhs	INR 7 Lakhs assumed to be invest immediately
Others	INR 1 Lakhs One Time	Minimum 100 Sq.ft. size, Front Facing, Ground Floor	At Cost INR 1.5 Lakhs	INR 6 Lakhs assumed to be invest immediately

100% Return On Investment in FEW Months.

Station Pattern

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

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

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.



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.

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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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Dainik Bhaskar

Food will Connect People Better than Passports in 2023.

18th
CENTURY
FOOD WORLD

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@dbcorp.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 बाजरा 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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जीवन की डोर सेहत, जैन रूट्स और डॉनली के साथ



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जीवन की डोर सेहत भाग-1
स्वास्थ्य पर भोजन के प्रभावों से जुड़ी महत्वपूर्ण जानकारीयां

रेडियो दस्तक 90.8 FM
सुनेगा उज्जैन - बढेगा उज्जैन

रिसर्चर गौतम धाकड़ जी

शनिवार 19 अगस्त 2023 शाम 5:30 बजे
पुनः प्रसारण रविवार 20 अगस्त 2023 प्रातः 10:30 बजे

रेडियो दस्तक 90.8 FM
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/radiodastak 90.8 FM
94068-94068

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- 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।

Be Part of Our Healthy Mission. Connect With Us.



(A variety of concept based food products)

VM
Inquiry



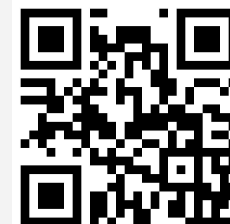
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Franchise



Brochure



New Arrivals



Thank You

 Apoorva Dhakad Vice President

 +91 7425077481, +91 9669439000, +91 9425460848

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 www.dawnlee.in, www.jainroots.com

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Certifications



विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF
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Feather's in our cap

