EXPANSION DECISION · FRANCHISE → LOCATION

Naturals Ice Cream in Pune

Location intelligence report · 12 sites evaluated and ranked

DECISION SIGNAL

Deccan is an excellent fit for Naturals Ice Cream (91/100). It scores because of estimated footfall (top 5% of the city), family household index (top 5% of the city), catchment affluence (top 5% of the city). The clearest weakness is estimated rent per sq ft (top 5% of the city).

Report ba775335-dfc6-4955-86fb-6cedd98b85e2 · Generated 16 Sep 2026, 14:48 UTC · Scope Naturals Ice Cream + Pune · Confidence Moderate

EXECUTIVE SUMMARY

Deccan is the strongest Naturals Ice Cream location in Pune within a ₹5.00 Cr budget

Deccan is an excellent fit for Naturals Ice Cream (91/100). It scores because of estimated footfall (top 5% of the city), family household index (top 5% of the city), catchment affluence (top 5% of the city). The clearest weakness is estimated rent per sq ft (top 5% of the city). Market rent here is around ₹191 per sq ft per month; this format models paying ₹178 for the frontage it needs.

Deccan recommended · ₹10.02 L monthly revenue · ₹2.06 L monthly ebitda · ₹33.41 L investment · 25 mo payback

Financial verdict. Strong — cash returns above what the capital could earn elsewhere, with the outlay back inside three years.

FRANCHISE OVERVIEW

What Naturals Ice Cream needs from a location

Fruit-forward premium parlour; over-indexes on family and evening trade.

These commercial parameters drive both the location weighting and the financial model below. The format's requirements are what make one Pune hexagon a better fit than another.

Category	Ice Cream Parlour
Positioning	Premium
Typical investment (excl. security deposit)	₹15.00 L – ₹30.00 L
Shop area	300 – 700 sq ft
Gross margin	58.0%
Royalty	5.0%
Brand strength	0.85 / 1.00

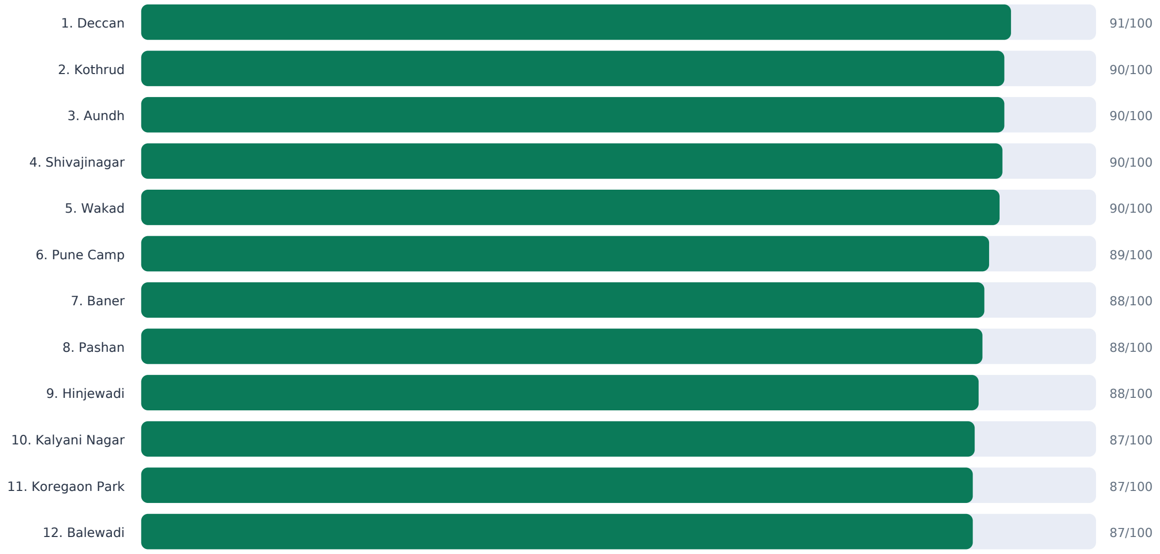
Why the ranking below shows a larger figure. The typical investment above is the brand's own entry ticket — fit-out, brand fee and working capital — and excludes the security deposit, because the deposit depends on the address rather than the brand. The Investment column in the ranking adds ten months' rent at each specific location, so it is the higher number and it is the one to budget against. Section 10 breaks it back down. The deposit is refundable at the end of the lease; the rest is not.

Commercial terms are indicative, drawn from published disclosures. Confirm current terms with the franchisor — they change, and they change the return profile.

LOCATION RANKING

Best Naturals Ice Cream locations in Pune

All 1,849 mapped hexagons in Pune were scored against the Naturals Ice Cream format profile. 1,373 passed the data-confidence and saturation filters, and the survivors were de-duplicated by locality so one strong neighbourhood cannot occupy the entire shortlist. These are the 12 strongest.



Location score out of 100, city-relative. Colour indicates the suitability band. What this implies: the gaps between neighbouring bars matter more than the heights. A clear step down after rank one means the recommendation is robust; four bars within a couple of points mean the model cannot separate them, and the choice should be made on rent, availability and what you see on the ground.

#	Locality	Band	Score	Demand	Saturation	Rivals	Market rent /sq ft	Investment	Monthly EBITDA	In budget
1	Deccancbd · cell 88608850e…	Excellent	91	99 (100th)	52 (21st)	147	₹191	₹33.41 L	₹2.06 L	Yes
2	Kothrudsuburb · cell 88608850d…	Excellent	90	98 (100th)	53 (22nd)	144	₹190	₹33.39 L	₹2.04 L	Yes
3	Aundhsuburb · cell 886088424…	Excellent	90	98 (100th)	49 (17th)	115	₹190	₹33.36 L	₹2.04 L	Yes
4	Shivajinagarcbd · cell 88608850e…	Excellent	90	97 (99th)	51 (19th)	126	₹190	₹33.41 L	₹2.05 L	Yes
5	Wakadsuburb · cell 886088405…	Excellent	90	96 (99th)	52 (20th)	129	₹168	₹32.35 L	₹2.14 L	Yes
6	Pune Campcbd · cell 886088501…	Excellent	89	96 (99th)	52 (22nd)	134	₹190	₹33.41 L	₹2.03 L	Yes
7	Banersuburb · cell 886088420…	Excellent	88	96 (99th)	53 (23rd)	135	₹220	₹34.78 L	₹1.85 L	Yes

#	Locality	Band	Score	Demand	Saturation	Rivals	Market rent /sq ft	Investment	Monthly EBITDA	In budget
8	Pashansuburb · cell 886088425…	Excellent	88	96 (98th)	52 (21st)	128	₹188	₹33.27 L	₹2.02 L	Yes
9	Hinjewadiit hub · cell 88608842a…	Excellent	88	96 (98th)	54 (24th)	137	₹184	₹33.10 L	₹2.03 L	Yes
10	Kalyani Nagarsuburb · cell 886088515…	Excellent	87	94 (96th)	53 (23rd)	121	₹186	₹33.20 L	₹2.01 L	Yes
11	Koregaon Parkcbd · cell 886088502…	Excellent	87	94 (97th)	53 (24th)	128	₹187	₹33.24 L	₹2.01 L	Yes
12	Balewadi suburb · cell 886088423…	Excellent	87	96 (98th)	56 (29th)	158	₹220	₹34.78 L	₹1.84 L	Yes

Demand and Saturation are model indices out of 100, each followed by where that cell ranks among all scored cells in this city. The two say different things and are worth reading together: saturation compares supply against modelled demand, and because most of a city sits close to balance, an ordinary-looking index of 52 can still be the 99th percentile — one of the most contested addresses here. Higher demand is better; higher saturation is worse. Market rent is the area's headline ground-floor rate; the financial sections model what this format pays for the frontage it actually needs, which is lower, and it is that figure the deposit and the P&L use. "Rivals" counts comparable outlets already trading in the primary catchment. EBITDA is modelled at steady state. Investment is what opening at that address costs — fit-out, brand fee, working capital and a ten-month security deposit — so it moves with the local rent rather than being one figure for the whole city. Filtered to your ₹5.00 Cr budget: 1,373 of 1,373 qualifying sites can be opened for that, and only those are ranked above.

AREA COMPARISON

The shortlist, side by side

The shortlisted areas compared on the same measures, so the trade-offs behind the ranking are visible rather than implied.

Deccan has the single best site for Naturals Ice Cream at 91/100, but the field is tight — within 0.7 points of the next area, so the specific shop will decide it.

Measure	Deccan	Kothrud	Aundh	Shivajinagar	Wakad	Pune Camp
Footfall	96.0	92.0	86.0	84.0	84.0	86.0
Residential density	84.0	91.0	80.0	79.0	93.0	65.0
Employment density	88.0	88.0	80.0	85.0	87.0	70.0
Retail intensity	94.0	85.0	79.0	70.0	87.0	86.0
Transit access	97.0	94.0	89.0	89.0	73.0	88.0
Affluence	96.0	90.0	81.0	78.0	87.0	88.0
Lifestyle amenities	97.0	87.0	77.0	69.0	86.0	89.0

Measure	Deccan	Kothrud	Aundh	Shivajinagar	Wakad	Pune Camp
Student population	97.0	88.0	75.0	82.0	79.0	86.0
Best cell score	91.1	90.4	90.4	90.2	89.9	88.8
Rent INR/sq ft	₹185	₹177	₹167	₹164	₹146	₹170
Points of interest	4,207	2,940	5,045	2,806	4,453	3,612
Data confidence	0.80	0.72	0.79	0.74	0.73	0.84

All values are city-relative percentiles unless a unit is given.

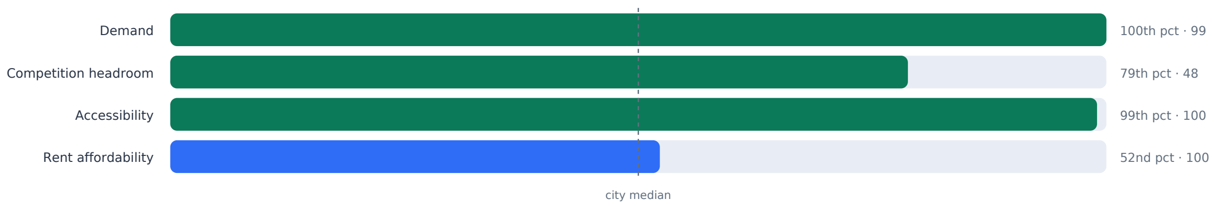
RECOMMENDED LOCATION

Deccan in detail

Deccan is an excellent fit for Naturals Ice Cream (91/100). It scores because of estimated footfall (top 5% of the city), family household index (top 5% of the city), catchment affluence (top 5% of the city). The clearest weakness is estimated rent per sq ft (top 5% of the city). Market rent here is around ₹191 per sq ft per month; this format models paying ₹178 for the frontage it needs.

91 city rank · 147 direct rivals · 230 demand drivers · ₹191 market rent · ₹178 modelled rent · 9.1% rent to sales

“Demand drivers” counts the businesses this format trades well beside — for a pharmacy that is clinics, hospitals and housing; for a café it is offices and colleges. The ratio matters more than the count: 230 drivers against 147 rivals is a very different proposition from the same drivers against three times as many.



How Deccan compares with the rest of Pune on the four dimensions that drive the score. What this implies: a bar far past the median is a reason this site was recommended and a thing to confirm on foot. A bar well below it is the constraint you will be trading against for the length of the lease — it will not improve because the overall score is good.

What works in its favour

Driver	Domain	City percentile	Format wants	Score impact
Estimated footfall	Lifestyle & footfall	100	higher	+5.1
Family household index	Demographics	97	higher	+4.5
Catchment affluence	Property & rent	100	higher	+4.4
Lifestyle & leisure amenities	Lifestyle & footfall	100	higher	+3.8
High-street character	Commercial activity	100	higher	+3.8
Evening economy strength	Lifestyle & footfall	100	higher	+3.5

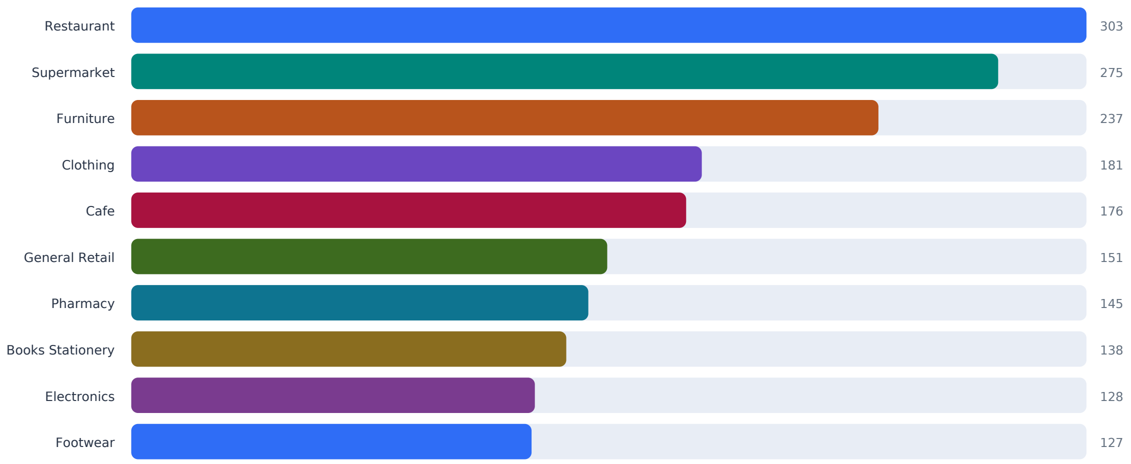
What works against it

Driver	Domain	City percentile	Format wants	Score impact
Estimated rent per sq ft	Property & rent	98	lower	-2.4

COMPETITIVE LANDSCAPE

Who already trades in Deccan

Of 3945 mapped points of interest in the Deccan catchment, 2628 are trading businesses. The rest — housing, offices, institutions — are not competitors; they are the reason a competitor would want to be here, and are listed separately below.



Count of trading outlets by category within the primary catchment. What this implies: a tall bar in your own category is direct competition for the same spend. A tall bar in a neighbouring category is usually the opposite — it means people already come here for that errand, and a compatible trip is the cheapest customer you will ever get.

Demand drivers nearby

Type	Count
Gym	168
Apartments	127
Office	119
Salon	100
School	99
Clinic	93
Hospital	89
Place Of Worship	77

Named outlets in the catchment

Outlet	Category	Brand
Vaidya Upahar Gruha	Restaurant	vaidya upahar gruha
Neelkanth Jewellers Pvt. Ltd.	Jewellery	neelkanth jewellers
PNG Jewellers - Pune - Laxmi Road - Gold	Jewellery	png jewellers
Unicorn, Apple Premium Partner	Electronics	unicorn

Outlet	Category	Brand
Swamini Saree	Clothing	swamini saree
Moolchand Mill - Corner	Clothing	moolchand mill
Koskii	Clothing	koskii
Mens Avenue	Clothing	mens avenue
Manyavar & Mohey	Clothing	manyavar mohey
RAMESH DYEING RETAIL LLP - HEAD OFFICE / MAIN BRANCH	Clothing	ramesh dyeing retail
Shri Jogeshwari Silk & Saree	Clothing	shri jogeshwari silk saree
Tathastu	Clothing	tathastu
Laxmi Market	Atm	laxmi market
Manakarnika Aushadhalaya	Pharmacy	manakarnika aushadhalaya
Wellness Forever Pharmacy - Shaniwar Peth, Pune	Pharmacy	wellness forever pharmacy

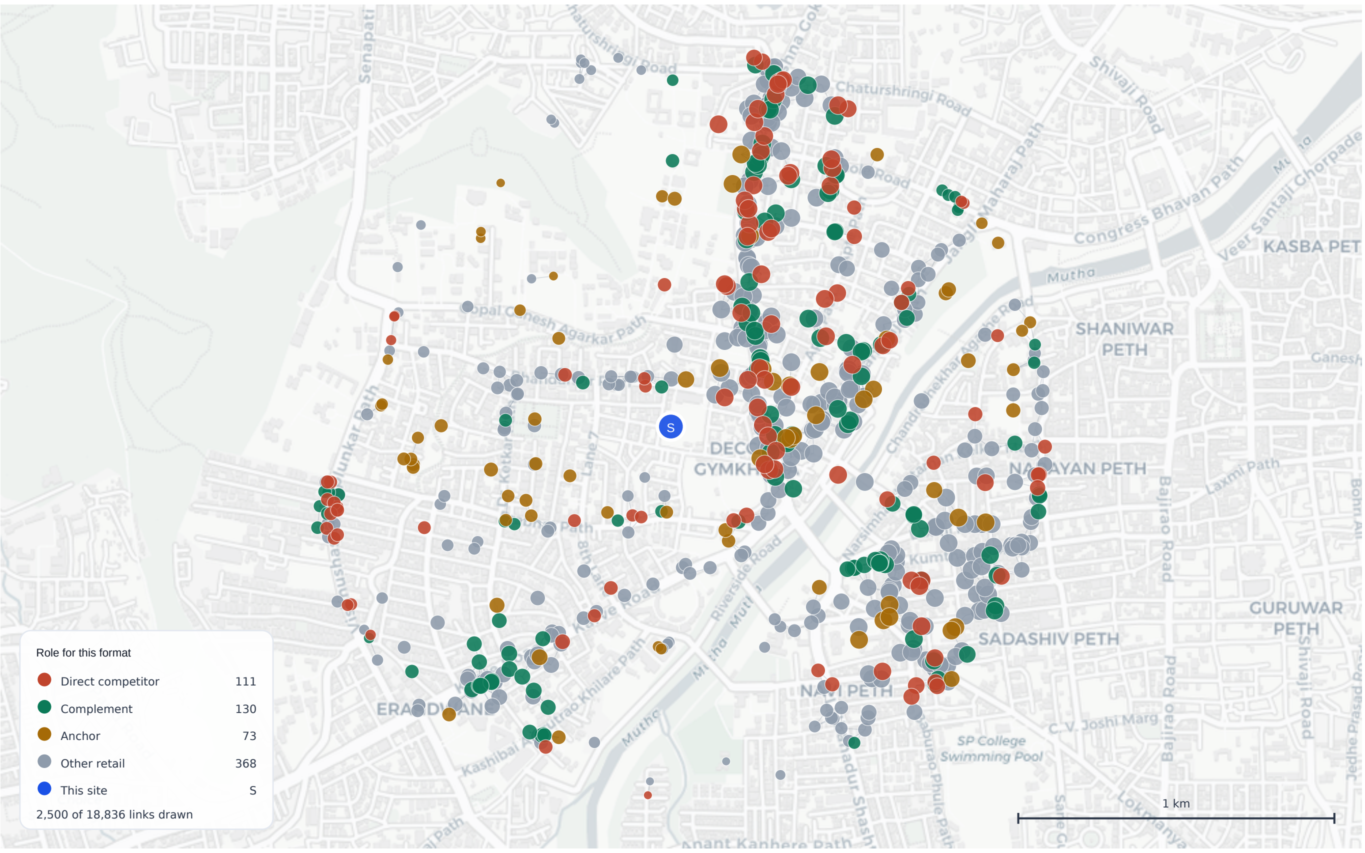
Outlet categories come from the mapping provider's own tag where it publishes one. Where it does not, the category is inferred from the business name and marked inferred from the name; where neither is available the row is marked not classified rather than filed under a category we cannot support. Counts reflect the last data refresh and may omit very recent openings — verify on the ground before relying on a low rival count.

MARKET STRUCTURE

How the retail around Deccan is wired

These outlets form one connected pitch: a shopper on foot can move between them without crossing a gap in the retail.

682 outlets in reach · 18,836 links · 55.2 mean neighbours · 190 m median link



Every mapped retail outlet within 1.2 km of Deccan, coloured by what it is to this format. Two outlets are linked when they sit within 300 m of each other; dot size is the number of neighbours. S marks the recommended site.

Role for this format	Outlets
Direct competitors	42
Anchors	72
Complements	50
Other retail	533

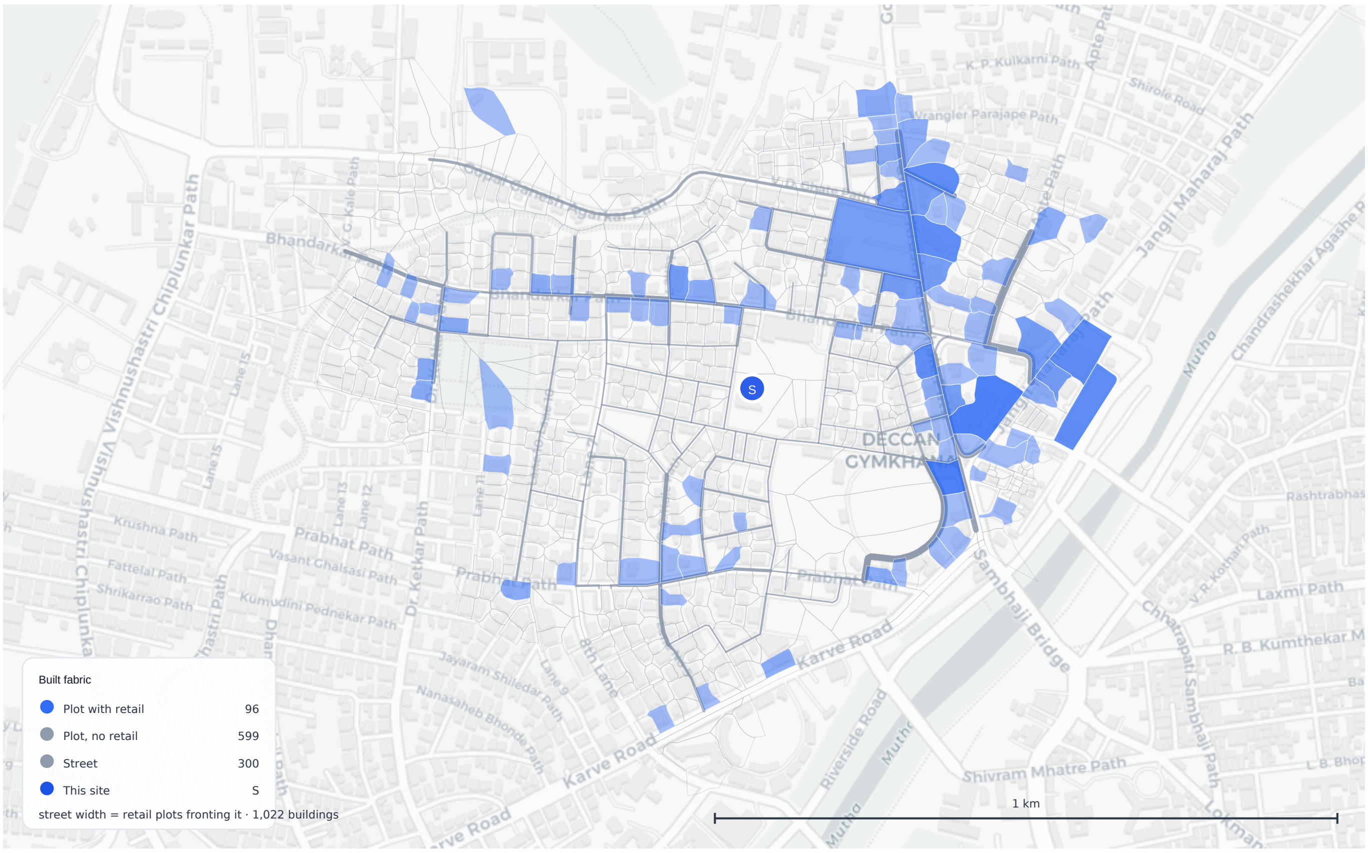
Straight-line distance, not walking distance: a river or a rail line between two shops does not appear here. Treat a dense cluster as a claim to verify on foot, not as proof that the walk between two points is short.

BUILT FABRIC

What the ground around Deccan is like

The ground within a 600 m walk of Deccan divides into 695 plots, of which 96 (13.8%) currently carry retail. Retail concentrates on frontage, not on area: the streets listed below are where a unit puts a shopfront in front of passing trade, and a plot one street back can be metres away and commercially elsewhere.

695 plots · 96 retail plots · 300 streets · 3.23 frontage per plot



Plots within a 600 m walk of Deccan. Filled plots carry retail; outlined plots do not. Street thickness is the number of retail plots fronting onto it. S marks the recommended site.

Where the retail frontage is

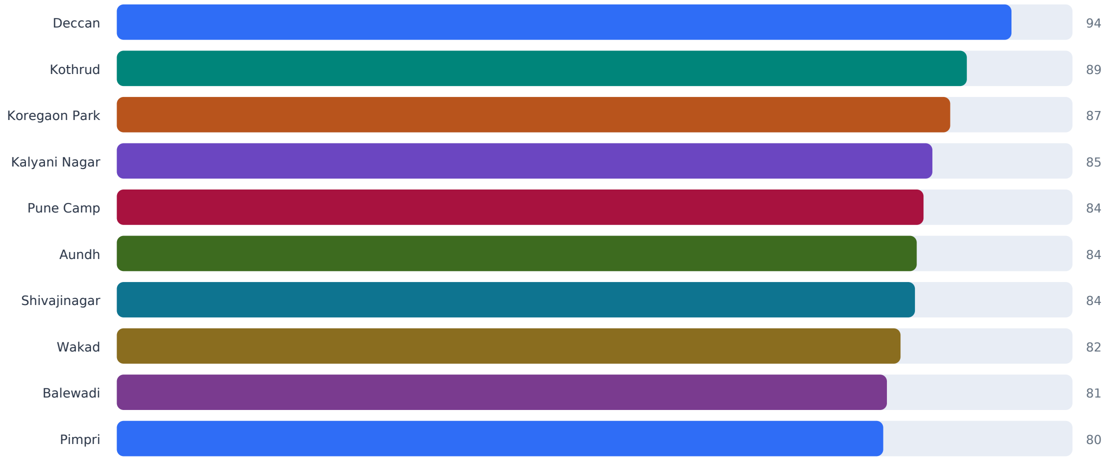
Street	Type	Length	Retail plots facing
Gopal Krushna Gokhale Path	primary	61 m	10
Apte Path	tertiary	194 m	8
Narubhau Limaye Path	primary	115 m	7
Gopal Krushna Gokhale Path	primary	98 m	6
Gopal Krushna Gokhale Path	primary	113 m	6
Gopal Krushna Gokhale Path	primary	38 m	6
Manohar Mahadev More Path	residential	289 m	6
Manohar Mahadev More Path	residential	289 m	6
Gopal Krushna Gokhale Path	primary	86 m	5
Gopal Krushna Gokhale Path	primary	64 m	5

Plot geometry is derived from mapped building footprints and street centrelines. It describes how the ground is divided, not who owns it or what is available to let — confirm both with a local agent before acting on any single plot.

LOCALITY FUNDAMENTALS

How Pune trades

The trading fundamentals of Pune's main localities, independent of any one format. Use this to sanity-check the ranking: a site should score well because its locality has the footfall, affluence and retail density to support it.



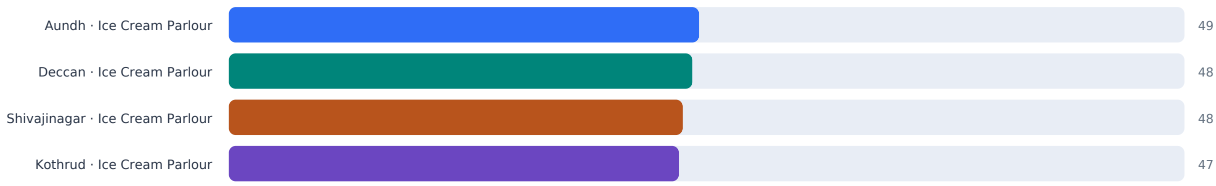
Footfall index by locality, city-relative. What this implies: footfall is a measure of how many people plan, not of how many buy. The tallest bars are usually also the most expensive and most contested addresses in the city — read a high bar as "this location must be worth its rent", and a mid bar beside strong affluence and thin retail as the more interesting trade.

Locality	Points of interest	Footfall	Retail intensity	Affluence	Rent /sq ft
Deccan	4,207	93.6	98.1	94.4	₹185
Kothrud	2,940	88.9	93.9	88.2	₹177
Koregaon Park	2,366	87.2	92.3	86.1	₹175
Kalyani Nagar	2,245	85.3	92.5	85.1	₹172
Pune Camp	3,612	84.4	94.9	85.2	₹170
Aundh	5,045	83.7	91.4	79.5	₹167
Shivajinagar	2,806	83.5	88.3	77.4	₹163
Wakad	4,453	82.0	94.6	85.4	₹146
Balewadi	1,705	80.6	88.3	77.2	₹177
Pimpri	4,773	80.2	91.7	75.6	₹160
Baner	2,683	79.8	91.1	78.0	₹178
Pashan	1,358	77.9	87.6	75.4	₹156

MARKET GAP

Where demand outruns supply

Places in Pune where demand runs well ahead of the outlets serving it. These are city-wide opportunities rather than recommendations for your format — read them as evidence of where the market is thin, and as candidates should you buy another plan.



Gap score combines high demand with low competitor density. What this implies: a gap is a hypothesis, not a finding. Nobody trading in a place is sometimes evidence of unmet demand and sometimes evidence that others already tried; the score cannot tell the two apart. Check the demand column — a high gap on a low demand base is a thin market, not an opening.

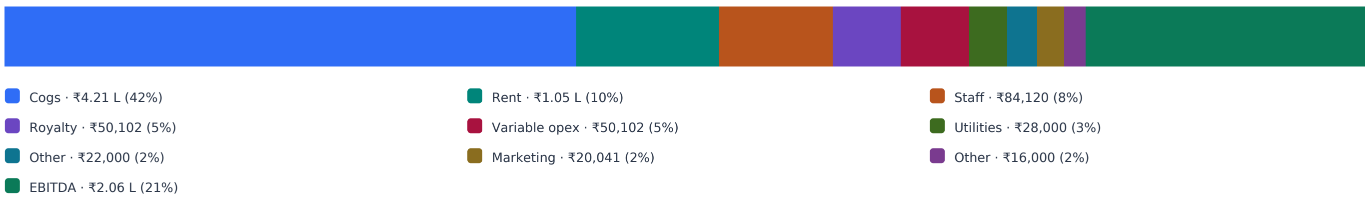
Locality	Category	Example brand	Gap	Demand	Rivals
Aundh	Ice Cream Parlour	Amul Preferred Outlet	49	95	92
Deccan	Ice Cream Parlour	Amul Preferred Outlet	48	98	124
Shivajinagar	Ice Cream Parlour	Amul Preferred Outlet	48	95	109
Kothrud	Ice Cream Parlour	Amul Preferred Outlet	47	96	115

FINANCIAL ANALYSIS

Unit economics at this location

Modelled at steady state for Naturals Ice Cream at Deccan, before financing costs, depreciation and tax. Every line is derived from the location's own demand, footfall and rent estimates — not from a brand-level average applied uniformly across the city.

₹10.02 L monthly revenue · ₹2.06 L monthly ebitda · ₹18.84 L annual ebitda · ₹1.05 L monthly rent



Where each rupee of monthly revenue goes. A healthy retail format keeps rent under roughly 10% of sales; above 15% the location is usually working against you.

Line item	Monthly (INR)	% of revenue
Revenue	1,002,042	100.0%
Cogs	(420,857)	42.0%
Rent	(105,144)	10.5%
Staff	(84,120)	8.4%
Royalty	(50,102)	5.0%
Marketing	(20,041)	2.0%
Variable opex	(50,102)	5.0%
Utilities	(28,000)	2.8%
Other	(22,000)	2.2%
Owner draw	(16,000)	1.6%
EBITDA	205,675	20.5%

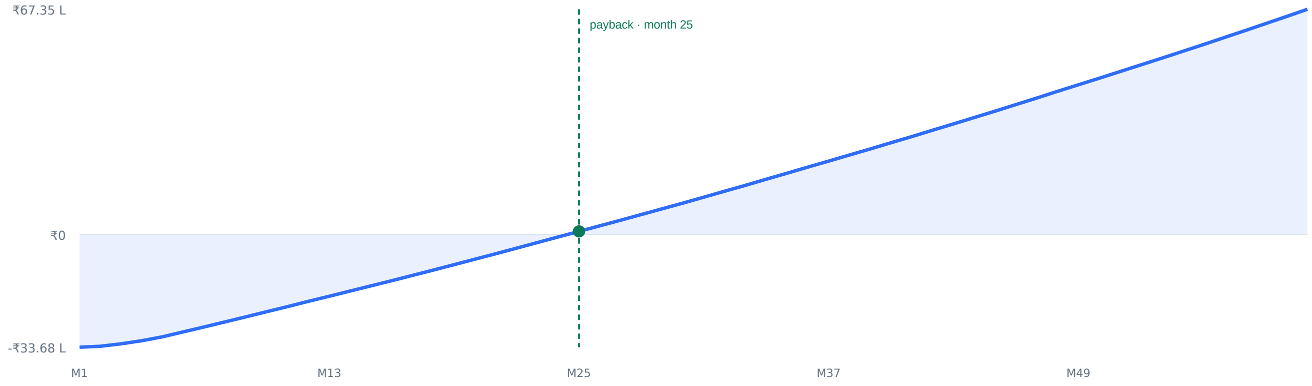
INVESTMENT & RETURNS

Capital required and when it comes back

₹33.41 L total investment · 25 mo payback · 40.2% year-1 roi · 58.6% 5-year irr

Capital expenditure (fit-out, equipment)	₹18.00 L

Brand / franchise fee	₹4.00 L
Working capital	₹2.50 L
Security deposit (500 sq ft @ ₹178/sq ft per month effective, 10 months, refundable)	₹8.91 L
Total capital required	₹33.41 L
EBITDA break-even	Month 2



Cumulative cash position over 60 months, starting from the full capital outlay. The marked crossing is the month the business has returned your invested capital.

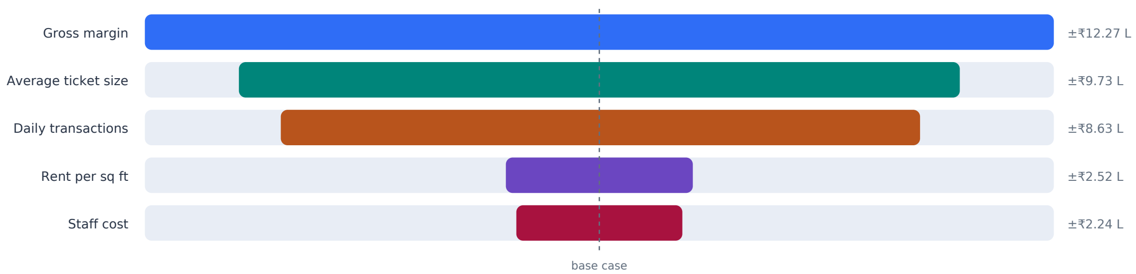
SCENARIOS & SENSITIVITY

How wrong can the model be?

Three demand environments, holding the location and format fixed. The pessimistic case is the one to plan your cash reserves against — not the base case.

Scenario	Monthly revenue	Monthly EBITDA	Year-1 ROI	Payback
Pessimistic	₹6.91 L	₹65,605	8.0%	— mo
Base	₹10.02 L	₹2.06 L	40.2%	25 mo
Optimistic	₹13.53 L	₹3.60 L	76.3%	15 mo

Which assumption matters most



Range of annual EBITDA when each assumption is varied ±20% in isolation. The widest bar is the number worth validating hardest before you sign a lease.

RISKS

What could go wrong

Every risk below is derived from this specific location's data, not a generic checklist. Treat them as the due-diligence agenda for your site visit.

- An outlet of this brand already trades inside the catchment — check territory rights.
- Existing competitors are well rated, so share will have to be won, not found.

RECOMMENDATIONS

What to do next

Primary recommendation. Pursue Deccan — excellent fit, ranking 91st percentile of Pune for this format. Strong — cash returns above what the capital could earn elsewhere, with the outlay back inside three years.

Next steps, in order

1. Walk the Deccan catchment at peak trading hours and count actual footfall against the modelled demand index of 99 (100th in Pune).
2. Obtain three real rent quotes. Listings here ask about ₹191/sq ft; the forecast assumes this format pays ₹178/sq ft, because it does not need prime frontage. Anything materially above that changes the return profile — re-run the numbers before signing.
3. Verify the 147 competing outlets identified in the catchment and check for any opened since the last data refresh.
4. Confirm current franchise terms with Naturals Ice Cream directly — fee, royalty and fit-out specification drive the ₹33.41 L capital estimate.
5. Plan cash reserves against the pessimistic scenario, not the base case.

Credible fallbacks

- Kothrud — score 90, 144 direct rivals, rent ₹190/sq ft. Kothrud is an excellent fit for Naturals Ice Cream (90/100). It scores because of estimated footfall (top 5% of the city), catchment affluence (top 5% of the city), family househol
- Aundh — score 90, 115 direct rivals, rent ₹190/sq ft. Aundh is an excellent fit for Naturals Ice Cream (90/100). It scores because of estimated footfall (top 5% of the city), family household index (top 5% of the city), catchment affl
- Shivajinagar — score 90, 126 direct rivals, rent ₹190/sq ft. Shivajinagar is an excellent fit for Naturals Ice Cream (90/100). It scores because of estimated footfall (top 5% of the city), catchment affluence (top 5% of the city), family hou

REAL-WORLD DATA

How much of this is observed, and how much is modelled

4 validated real-world observations stand behind this analysis, covering 54 of the locations scored. Where a location has been surveyed, an average of 26% of its rent and footfall figures come from collected data rather than from the model. The strongest evidence available is customer-reported, not yet corroborated.

Collected data does not simply sit alongside the model — it displaces it, in proportion to how much of it there is. One customer's reported rent nudges an estimate; several independent reports and a surveyor's visit effectively replace it. Every submission is validated before it is allowed to count: figures that contradict themselves, duplicate an earlier submission, or sit implausibly far from what the locality's other records show are held back and reviewed rather than averaged in.

CONFIDENCE

How much to trust these numbers

Moderate confidence — data confidence score 0.75 on a 0–1 scale. Reasonable source coverage. The ranking is dependable; individual absolute values carry more error.

Confidence measures how well this area has been surveyed, not how busy it is: the share of mapped outlets that carry a name, a named operator and a specific category rather than a generic building outline, plus whether more than one source saw them. It is deliberately independent of how many outlets there are, so a quiet high street that has been properly recorded can be trusted more than a dense suburb of unlabelled shapes. A high-scoring location with limited confidence needs verifying, not discarding.

What this ranking does not cover

1,491 of 1,849 mapped locations had enough survey detail to be ranked. The remaining 19% were set aside — not because they scored badly, but because too few of the outlets mapped there carry a name, an operator or a specific category to judge them fairly.

Most affected: Hinjewadi (15 cells), Warje (33 cells), Magarpatta (3 cells), Shivajinagar (1 cells), Viman Nagar (2 cells), Kothrud (1 cells).

Thin data is a reason to visit, not evidence against a location. If you already know one of these areas, treat its absence here as a gap in public mapping rather than a verdict — and tell us, so the next build covers it.

DATA SOURCES

Where these numbers come from

Each score traces back to attributed source data. Nothing in this report is scraped from a provider whose terms prohibit it, and no restricted third-party data is stored or redistributed.

Where a source is silent, the platform models the value rather than guessing it, and the resulting uncertainty is reflected in the confidence score above rather than hidden.

METHODOLOGY

How the analysis works

The city is divided into H3 hexagons at resolution 8 (~0.74 km² per cell). For each cell the platform builds a feature vector — footfall, residential and employment density, retail intensity, transit access, affluence, competition and modelled rent — then converts every feature to a city-relative percentile. A score of 80 means "better than 80% of this city", never an absolute claim.

Percentiles are weighted by a format-specific profile: a courier franchise weights employment density and vehicle access, an ice-cream parlour weights footfall and affluence. The weighted sum is the location score. Financial projections then flow from that score through a transaction model calibrated to the format's own ticket size and margin structure.

This report's exact parameters

- SiteFinder — franchise fixed, location variable
- City: Pune · Franchise: Naturals Ice Cream
- Cells evaluated: 1,849 · Passed confidence and saturation filters: 1,373 · Shortlisted: 12

- City median score: 48.1 · Best in city: 91.1 · Mean data confidence: 0.68
- Scoring engine: rule-engine-0.4 · H3 resolution 8 (~0.74 km² per cell)

What this report is not. It is decision support, not a guarantee. It does not predict your execution, your staff, your landlord negotiation or your franchisor's approval. Scores rank options against each other within one city; they are not a forecast of profit. Verify on the ground before committing capital.

What each analysis cannot show

- Location scores. A score is a comparison, not a measurement. This cell is ranked against the rest of the city on mapped evidence — businesses, amenities, transport and modelled rent — so it says where this location sits relative to its alternatives, never how much a shop here would sell. Demand and footfall are proxies built from what is mapped; a high score on thin evidence is a thin claim, which is what the confidence figure is for. Count the people, get the rent quoted, and confirm the franchisor will allow the territory.
- Catchment figures. Rings are geometry, not customers. The bands here are drawn by distance and travel time, and the household and footfall figures inside them are proxies derived from mapped activity — not counted people, not observed visits, and not anyone's decision to walk in. Where the built fabric has been drawn, the barrier-adjusted figure says how much of the ring is genuinely reachable on foot; where it has not, read the ring as an upper bound. Walk the catchment at the hour your format trades and count what actually plans.

APPENDIX

Methodology, licensing and disclaimer

Methodology & versioning. Scoring engine rule-engine-0.4, report template paid-report-1.1, platform 0.4.0. Parameters were snapshotted at generation time so this report can be reproduced exactly.

Investment, margin and ticket-size figures are indicative planning benchmarks compiled from published franchise-industry ranges for the Indian market. They are modelling defaults, not offers or brand-supplied figures. Verify against the brand's own franchise disclosure before investing.

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