

# masaledaar.

CATERING - CONSULTING - RESTAURANTS



## FRANCHISE BROCHURE

masaledaar  
FIRANGI TADKA

masaledaar  
Desi Rasoi  
Pure Vegetarian | Jain Specialties

JALANDHAR JUNCTION  
— PURE VEG PURE HEALTH —

masaledaar  
urban rasoi

masaledaar  
DHABA

A brand by Green Kitchens



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## Your opportunity for growth

If you are looking for a solid business opportunity designed for growth, then join hands with Masaledaar – one of the best pure veg culinary destinations delivering a spectacular menu of success while introducing a world of prosperity not just to your business but to your taste buds too!



### Fine Dining Global Fusion

A perfect embodiment of International food with an Indian twist; Firangi Tadka houses some of the most unique and exclusive dishes that will take your palate on a journey around the world. Every dish served at Firangi Tadka has been fashioned out to suit the Indian taste buds and our love for strong aroma and flavors.

#### Project Cost ₹1.2 Crores



Min. Area Required (sq.ft.) 1500

Total Projected Cost (₹) 1.20 Crores\*  
Infrastructure: 62 Lakhs | Equipment: 21 Lakhs  
Franchise Fee: 25 Lakhs | Training Fee: 2 Lakhs  
Other: 10 Lakhs

Royalty 6%

Net Profit Above 20%

Payback 4 years

### A Celebration Of Classical North Indian Flavours

Touted as the shrine of all that is glorified in North Indian cuisine, Masaledaar Desi Rasoi is known for its terrific paneer and wonderful vegetarian delights. The richness of flavours and traditional recipes from Punjab are guaranteed to make any food lover fall in love with Desi Rasoi.



Pure Vegetarian | Jain Specialities

Min. Area Required (sq.ft.) 1000

Total Projected Cost (₹) 80 Lakhs\*  
Infrastructure: 35 Lakhs | Equipment: 17 Lakhs  
Franchise Fee: 18 Lakhs | Training Fee: 2 Lakhs  
Other: 8 Lakhs

Royalty 6%

Net Profit Above 20%

Payback 3 year 6 months

#### Project Cost ₹80 Lakhs



**\*IMPORTANT:** In addition to the project cost an interest-free refundable security deposit of ₹2,00,000/- is payable towards stock and material purchases from Masaledaar. The given cost structure is only indicative and may vary depending on site conditions. The cost structure does not include rental advance, civil work, EB or plumbing lines - as this cost may vary depending on the actual size of the outlet and other variables. The franchise fee does not include any TBL (Travel, Boarding and Lodging) cost for the Masaledaar team to travel during outstation (out of Chennai) set-up, purchase or reviews and the same will have to be paid by the franchisee.



## Fun & Quirky, Fully Punjabi

True to its name, Jalandhar Junction transports you to the land of Punjab as you step inside the restaurant. The quirky, vibrant and fun interiors and decor ooze a Punjabi vibe that cannot be missed. The cozy ambiance and distinct and authentic desi taste make the experience of dining at Jalandhar Junction very special.

### Project Cost ₹70 Lakhs



Min. Area Required (sq.ft.) 1000

Total Projected Cost (₹) 70 Lakhs\*  
Infrastructure: 36 Lakhs | Equipment: 11 Lakhs  
Franchise Fee: 15 Lakhs | Training Fee: 2 Lakhs  
Other: 6 Lakhs

Royalty 6%

Net Profit Above 20%

Payback 3 year 6 months

## Where Desi Cuisine Meets New Age Fun and Quick Service

The best of Indian food with amazing palate-pleasers and vegetarian delights served with a quick pace in a fun and quirky atmosphere. Hot desi food now in minutes at this quick service format, which brings to your tray a delicious experience, with a hefty serving of quirky fun that incredible India has to offer.

Min. Area Required (sq.ft.) 1300

Total Projected Cost (₹) 90 Lakhs\*  
Infrastructure: 46 Lakhs | Equipment: 15 Lakhs  
Franchise Fee: 18 Lakhs | Training Fee: 2 Lakhs  
Other: 9 Lakhs

Royalty 6%

Net Profit Above 20%

Payback 4 years



### Project Cost ₹90 Lakhs



## A Colourful Journey To Desi Highway Food

Masaledaar Dhaba celebrates the rustic highway style food culture of Punjab. With the finest choices of traditional Punjabi cuisine set in a warm and welcoming Dhaba atmosphere, customers are delighted with an experience that takes them on a colorful journey to the Highways filled with love and laughter!

### Project Cost ₹60 Lakhs



Min. Area Required (sq.ft.) 700

Total Projected Cost (₹) 60 Lakhs\*  
Infrastructure: 25 Lakhs | Equipment: 10 Lakhs  
Franchise Fee: 18 Lakhs | Training Fee: 2 Lakh  
Other: 5 Lakhs

Royalty 6%

Net Profit Above 20%

Payback 3 years



# NOT JUST BUILDING GREAT RESTAURANTS, BUT CRAFTING BUSINESS SUCCESS.

The Masaledaar advantage,  
Franchise support planning and deliverables.

## FRANCHISE STEPS AND TIMELINES

Get ready to take on an exciting journey towards entrepreneurship and be a part of the evergreen vegetarian foodservice revolution.

Identifying the right location takes a lot of patience, but this is just the beginning, setting-up world class interiors and train the staff to offer unparalleled customer service is what we strive for.

Following will be the milestones from today to launch of your restaurant.

Sign Letter of Intent (LOI)	Day 0
Sign Franchise Agreement	Day 15
Finalize premise	Day 30
Interior Fit out completion	Day 90
Training and soft launch	Day 100
Mega Launch	Day 110

## WALKING EVERY STEP WITH YOU

We will help you zero in on the right premises, design and provide guidance for fit out, ensure you get the best staff, help you market locally, and support you every step of the way. We will fully support you in all these areas:

- Site validation
- Lease negotiation
- Store fit out & signage
- Purchasing of equipment & stock
- The franchise agreement
- Induction training
- Pre-launch marketing planner
- Store launch

## TRAINING & BUSINESS SUPPORT

This is where you can very clearly see the incredible advantages of joining a top class franchise management restaurant as opposed to opening a new venture of this size on your own.

Included in the initial Franchise fee is:

1. Exclusive rights to operate the designated Masaledaar brands within an agreed premises and within a specified marketing territory.
2. 5 year Franchise agreement, renewable after 5 years subject to prior approval from the Franchise or and signing a new Franchise agreement.
3. 2 week initial induction training program covering: brand values, operations manual, operating templates, use of operational software, customer service, training, sales and marketing and business administration.
4. Central web page & social media webpages training (Administration and marketing at additional cost)
5. Access to 24/7 franchise support with top management and support staff.
6. Centralized marketing support.
7. Business mentoring support.
8. Location validation & design support.
9. Staff recruitment support.
10. Start up set of branded clothing (additional cost- variable by team size).
11. Start up set of branded menus (additional cost- variable by outlet size).
12. Start up set of branded stationary.
13. Start up branded packaging (tissues, poly-bags and takeaway sets)
14. Access to nominated supply chain (direct billing to franchisee)
15. Access to preferential supplier pricing.
16. Access to the nominated EPOS & operating systems (additional cost).

## WORKING WITH THE MSALEDAAR FAMILY

Masaledaar is a family, and we try never to let family down or not be there for them when they need us. It should come as no surprise that training and support doesn't stop once you've sold your first meal.

1. At least 4 weeks on-site aftercare within your restaurant upon opening.
2. Access to our on-going support and development programmes which have been developed to help you accelerate the growth of your business especially in the crucial early stages.
3. Daily operational support telephone line.
4. Access to nominated suppliers (food production, packaging, insurance, accountants, vehicle delivery and branded raw material).
5. Regular onsite business mentoring and support visits from Franchisor support teams.
6. Centralised sales & marketing/PR support (additional cost)
7. Centralised proofing service for all local PR and marketing.
8. One to one business coaching and planning.
9. Sharing of best practice.
10. Supply of proprietary masala and pastes.
11. Menu & recipe creation & development.
12. ... and so much more!

# FRANCHISE OBLIGATIONS

## **1. Location Identification and Accommodation**

The franchisees primary focus from the time of signing LOI is to ensure the right location is identified and ensure the same suits the brand that they will be operating. Masaledaar will validate the shortlisted locations and further help with negotiations with property owners if franchisee requests for the same.

Additionally, the franchisee is also required to identify and finalize facilities for staff accommodation. The accommodation size and number of facilities will vary depending on the business model, Masaledaar team will de-brief franchisee on the same once restaurant location is finalized.

## **2. Investment Towards Store Fit-Out & Equipment**

The level of investment for the store fit-out and equipment will vary depending on the business model you select and of course on the size of your premises and level of refurbishment required. Each site will be subject to a full survey by Masaledaar team and the appropriate design will be provided to ensure the best possible ergonomic, attractive and best value solution.

Franchisee is expected to follow these specifications and recommendations by Masaledaar and complete full fit-out and purchase specified equipment within a timely period.

## **3. Working Capital**

Franchisee will need funds for start up stock, as well as on-going working capital required to cover operational and business costs in the first 4 months.

This amount again will vary depending on the business model and size of premises, a guideline working capital amount will be shared by Masaledaar team at the time of location finalization to ensure you can plan for the same.

## **4. Launch Marketing**

Franchise partner will require funds for a launch marketing budget in order to get you off to a strong start and build the brand in your local area. This become especially important for a successful launch, this again is a variable cost basis location and media cost factors and the budgeting for this will be worked together by Franchisee and Masaledaar team after location finalization to ensure you can plan for the same.

## **5. Royalty**

A monthly Royalty is payable to Masaledaar for usage of their brand, recipes, operational procedures and for a range of on-going business and operational support. The royalty is fixed at 6% on revenue, payable monthly.

This payment is exclusive of the franchisee fee and training fee indicated by Masaledaar for the respective business models.

## 6. Marketing Service Fee

A quarterly central marketing fee is payable to the brand which will be spent on centralized brand promotion activities.

## 7. Marketing Support Services

On behalf of the franchisee, Masaledaar will negotiate with marketing partners and online ordering platforms. Franchisee is obligated to honour these services, rates and schemes finalized by Masaledaar and also work only with these designated partners.

# GREAT REASONS TO PARTNER WITH MSALEDAAR

Our comprehensive menu serves the best designed food for the vegetarian customer with unique formats-Indian or Global Fusion food; there is something for every diner and this is what makes us both unique and popular.

- We try to keep your investment costs as low as possible and at the same time our objective is that you should earn maximum return on your investment.
- We offer full support when you're setting up, helping you to choose menu items, decide on pricing, conceptualise the look and feel of your outlet, and help organise a launch.
- We provide hiring support along with on-site training for you and your staff.
- Innovative recipes to give you novelty and differentiation in the market (new dishes, flavours, presentation concepts, etc.).
- Full marketing and operational support for ensuring success of franchisee.
- End-to-end support for set-up and training directly by brand owners.
- The franchise is on offer across all of South India.
- Competitive start-up cost.



## Restaurant & Hotel Consultants

GK Consulting carries a rich experience of having successfully opened and set up multiple restaurants and hotels as turnkey project consultants. Our consultation services include restaurant set-up, menu planning, staff hiring/training/management, kitchen plan & set-up, interiors and 360 degree operations. GK Consulting carries expertise in setting up restaurants & hotels not only in India but in other countries like Sri Lanka and Oman too.



For Franchising and Consultation Queries, Please Contact:

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