



invites



PARTNER FOR GROWTH

PIONEERS OF **ORGANISED BHAJIYA CULTURE**  
**IN INDIA,**



TM

*Bhajiawala & Co.*  
*Tastefully Yours*

**STARTED IN**  
**2020**



# WHAT IS BHAJIYAWALA & CO. ?



- We are the creators of everyday Bhajiya's, that are a great choice anytime, anywhere.
- Bhajiya's as a starter before your proper meal is such a great thought which no one had ever imagined in a fine dine.
- We have successfully made Bhajiya's & more, everyday meals, more accessible, healthier & approachable.
- The food industry is growing on a fast scale & we make sure we are always ahead of the curve.
- Our confidence in our products & love from our customers has helped us in making one of the best restaurants in Mumbai even in these toughest times. Bhajiyawala & Co. "WE ARE PEOPLE'S CHAMPION".

Drive the channel business of growth where our partners co-exist & co-prosper

OUR PHILOSOPHY



# OUR VALUES



- **Leadership** - Drive business goals by dedication & excellence in execution
- **Integrity** - Transparency & honest of risks & productivity
- **Responsiveness** - Listen to needs and deliver our best
- **Responsibility** – lead with an attitude of ownership



# WHERE ARE WE



## MUMBAI



DINE IN



OUTDOOR SEATING

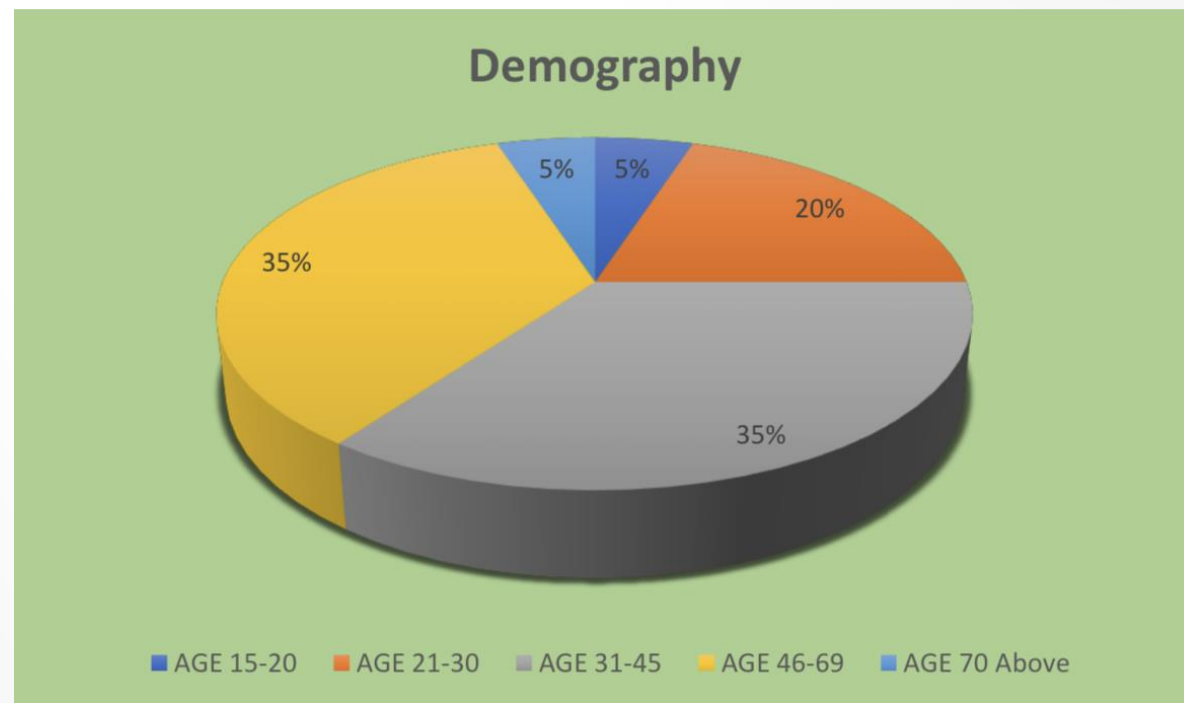


**Bhajiya** & Co.<sup>TM</sup>  
*Tastefully Yours*



## OUR AUDIENCE/ GUESTS

- Bhajiya & Co. Guests falls within the age group of 20 to 69 years which accounts for 85-90% of the overall percentage.
- The group comprises of mainly Family, Young Urban Professionals etc.





# OUR MENU



Indian



Mexican



American



Chinese



Lebanese



Continental



Italian



# Our Superstars



**Spicy Paneer Burgers**



**Cheese Paneer Peri-Peri**



**Falafel wrap & Platter**



**Mighty Rice Bowls & Salads**



# WE BUILD MEMORIES (HAPPY FACES)







**OUR CSR INITIATIVE-  
GIVING BACK TO THE  
SOCIETY**





# BRAND VALUE

- **BRAND POSITIONING**

Bhajiyaawala & Co. has been positioned comfortably & has a brand recall for healthier alternatives & meals prepared fresh

- **SUCCESSFUL BUSINESS MODEL**

Bhajiyaawala & Co. has a strong foothold in Borivali, Mumbai and has been well accepted, making it a successful business model ready to be scaled to different locations both domestic & worldwide

- **TECHNOLOGICALLY ENABLED**

Bhajiyaawala & Co. has enabled tech in various departments making it simpler & convenient to operate the business for our franchises.

# BRAND VALUE

- **DEDICATED SUPPLY CHAIN**

To ease operations & for the importance of consistency, 90% of our supplies are routed through dedicated warehouses with stringent quality assurance check

- **MARKETING SUPPORT**

Bhajiya & Co. has a dedicated team to support our franchises for marketing & PR at all levels

- **INNOVATIONS**

Bhajiya & Co. core team is working entirely to enhance the current menu with innovations, to keep up the buzz & also creating a differentiation from their competition

# BRAND VALUE

- **TRAINING**

Over the years Bhajiyaawala & Co. , has spent a lot of resources in creating modules & manuals to ensure a consistent & detailed training program.

- **ONE PRICE FOR ALL**

Bhajiyaawala & Co. has worked hard to ensure, the company treats all its franchises equally & has always looked at one price for all from franchise fee to royalty to supplies



# WHAT MAKES US DIFFERENT



- **PIONEERS OF BHAJIYA CULTURE**

“We are proud to be pioneers in the art of organised bhajiya’s using only the freshest ingredients and our own unique herbs & spices blends for a truly delicious experience.”

- **TECH ENABLED OPERATIONS**

Integrated SAAS software to run successful operation & document performances for all outlets

- **TAILOR MADE TO INDIAN TASTE**

Bringing the best of both worlds, we serve other cuisines tailor-made to the Indian taste, with a fusion of traditional herbs & spices & taste in every single bite.

# OUR STORE REQUIREMENTS

## AFFORDABLE CASUAL DINE-IN

[600-1500 SQ. FT.]



## EXPRESS OUTLET/ TAKE AWAY

[300-500 SQ. FT.]



# - Capital - Investment Structure



	Express Model		Traditional Model	
	Takeaway (300 Sq. Ft)	Dine In (600 Sq. ft)	Takeaway (300 Sq. Ft)	Dine In (600 Sq. ft)
Heads	Investment (INR Lac)	Investment (INR Lac)	Investment (INR Lac)	Investment (INR Lac)
Franchise Fees	7.5	7.5	10	10
Kitchen Setup (Equipments, Smallware, Freezers etc.)	9	9	10.5	10.5
Civil & Interior Setup (Signage, Branding, Electrical, Plumbing etc.)	9	17	9	17
New Store Marketing	2	3	2	3
Miscellaneous Expenses (Licenses, Housekeeping, Wifi, etc)	0.5	0.5	0.5	0.5
<b>Total Investment of Franchisee (excl. tax)</b>	<b>28</b>	<b>37</b>	<b>32</b>	<b>41</b>

## Additional Costs & Considerations

\* We ask for a refundable Security Deposit of INR 1 lac to be kept with our company for the duration of the franchise agreement. This deposit is refunded in full, after adjusting for dues (if any), at the expiration of the franchise agreement

\*\* As with all businesses, we recommend keeping a working capital for set up, licenses, raw material purchases, security deposit on property and any other out-of-pocket expenses (travel/lodging/training), as required



# *- Return On -* Investment

	Monthly Net Sales				
Model	y1	y2	y3	y4	y5
Traditional Dine In Model - Highway (600 Sq. Ft)	8.00 lacs	8.80 lacs	9.68 lacs	10.65 lacs	11.71 lacs
ROI	20 months	17 months	15 months	13 months	12 months
Traditional Takeaway Model (300 Sq. Ft)	10.00 lacs	11.00 lacs	12.10 lacs	13.31 lacs	14.64 lacs
ROI	19 months	16 months	14 months	13 months	12 months
Traditional Dine In Model (600 Sq. Ft)	12.00 lacs	13.20 lacs	14.52 lacs	15.97 lacs	17.57 lacs
ROI	18 months	15 months	13 months	12 months	10 months

# - Work Flow for - New Store Opening



E-mail Franchise Program, Meeting & Verbal Communication

Profiling of the Investor & Assessing Location of Interest

Signing Letter of Intent & Token Amount Deposit

Introducing the Franchise partner to Site Approval Form & NSO Form for further steps.

Property scouting, Visit, approval. Application for company & GST No.

Signing of the Franchise Agreement & Depositing the balance franchise fees.

Coming Soon Banner, Staff Recruitment & Training to be initiated. Application for all necessary licenses to be submitted.

Franchise partner releases advance towards construction contractor & Equipment Vendor. Outlet Handover date to be provided by the contractor.

Complete set of 3D drawings & construction BOQ to be provided by brand.

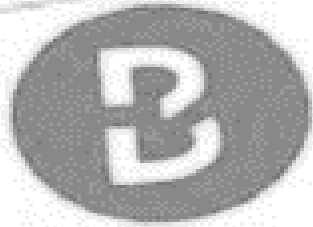
2D Drawings submitted for approval by operations team & franchise partner.

Submission of Site approval form. Site Visit by brand Projects Team.

NSO Team is aligned for store setup, equipment & Inventory check, POS activation Establishing SOP's of the outlet. Ready for Launch.

NSO team takes NOC's from all departments for outlet opening.

**OUTLET OPEN**



TM

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THANK YOU

