

# Franchise Details

Manaswini foods Pvt.Ltd

Purnabramha / Dhekar

"**☀️ Embrace a golden opportunity with Purnabramha! ☀️ Secure your city's prime spot and embark on a prosperous journey with our Dhekar franchise. 🏠 Transform your entrepreneurial dreams into reality and become part of a legacy that celebrates the rich flavors and culture of Maharashtra. Book your area shop now and join us in spreading culinary delight! #PurnabramhaFranchise #YourBusinessYourLegacy 🌟**"

1. **\*FOCO Model\***: The business operates on a Franchise Owned Company Operated (FOCO) model, ensuring that the franchisor handles operations while the franchisee owns the outlet.
2. **\*5-Year Capital Return\***: Within the first five years, all capital is returned to the franchisee as revenue share.
3. **\*Interest Payment\***: For the first two years, the franchisee is paid interest up to 22%, making it a lucrative early phase investment.
4. **\*7-Year Full Return\***: Combining the capital return and interest, within seven years, the franchisee receives the full franchise cost and interest back as return.
5. **\*Renewal Agreement\***: After the initial return period, the agreement can be renewed to continue the partnership/franchise .
6. **\*Revenue Timeline\***: Revenue generation starts from the 10th month, with payments made in the 11th month from the start of the center.
7. **\*Operations and Staff\***: The franchisor takes complete responsibility for operations, profit/loss, and staff management, ensuring a hassle-free experience for the franchisee.
8. **\*FOFO Option\***: For the express & Lite version of the franchise, a Franchise Owned Franchise Operated (FOFO) model is available, where the franchisee manages both ownership and operations.

This structure aims to provide a balanced and potentially profitable venture for the franchisee with a defined timeline for capital return and profit-sharing.

## Type of Franchise Available

**Sanskriti :**

**Size: 2500 sq.ft or above.**

**Seating: 90 to 100 seats.**

**Cost: Approximately 90 lakhs to 1.2 crores.**

**Includes: Full setup, working capital, franchise fee, and more.**

**Model: FOCO (Franchise Owned Company Operated).**



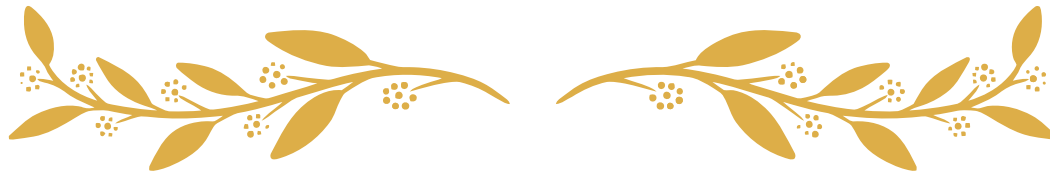
**Mazha Seto:**

**Size: 1500 sq.ft to 2000 sq.ft.**

**Seating: Around 60 seats.**

**Cost: 70 to 80 lakhs.**

**Model: FOCO (Franchise Owned Company Operated).**



**Potoba:**

**Size: 1200 sq.ft to 1500 sq.ft.**

**Cost: 50 to 60 lakhs.**

**Model: FOCO (Franchise Owned Company Operated).**



**Express:**

**Size: 200 sq.ft.**

**Cost: 10 lakhs.**

**Model: FOFO (Franchise Owned Franchise Operated).**

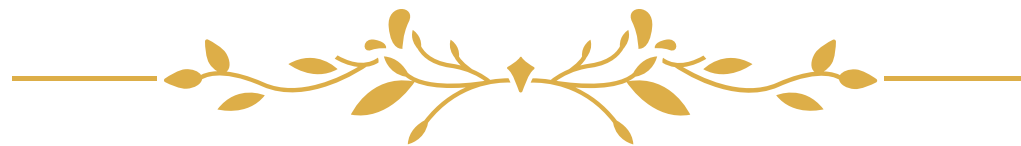


**Lite:**

**Size: 200 sq.ft.**

**Cost: 5 lakhs.**

**Model: FOFO (Franchise Owned Franchise Operated).**



**Note: Detailed bifurcation will be provided in the next stage. Funds are used for setup and operational costs, not paid directly to us.**

**Please decide based on your financial capacity and the type of franchise you're interested in. Once you've made a decision, inform us of your agreement timeline so we can proceed to the next steps. Your choice will determine the detailed plans and support we provide to ensure your franchise's success.**



## Purnabramha Express / Lite

- **Initial Setup Cost:** The setup fee of 10 lakhs includes infrastructure setup, menu planning, kitchen equipment, billing systems, surveillance cameras, and more.
- **Training Period:** Comprehensive guidance on how to run the business effectively will be provided for 1 to 2 months.
- **Revenue Share:** There's a 5% revenue share that goes back to the parent company.
- **Goods and Services Tax (GST):** A 5% GST will be applicable.
- **Rental Management:** The rental costs for the location will be managed by us, and the remaining funds will be transferred to your account.
- **Monthly Expenses and Sales:** We will assist with consolidating and managing monthly expenses. Cash sales will be deposited weekly into the provided accounts to help grow the business faster.
- **Malpractice Penalty: Engaging in malpractices will lead to the closure of the account and center, emphasizing the importance of ethical operations.**

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### All FOCO models

#### 1. **\*\*Franchise Type Decision\*\*:**

- Decide on the type of franchise you want to opt for. Consider factors like size, investment, and the kind of audience you aim to cater to.

#### 2. **\*\*Location and Agreements\*\*:**

- Find an excellent location that fits the criteria for your selected franchise type.
- Finalize the location and enter into a tri-party agreement with the rental owner.
- Sign the franchise agreement with us and provide the franchise fee.

#### 3. **\*\*Infrastructure and Setup\*\*:**

- The kitchen setup will be done by us to ensure consistency and quality.
- You will be responsible for the exterior and interior design of the franchise, except for the kitchen area.
- Make payment for working capital and brand products.
- Arrange staff accommodation nearby.

#### 4. **\*\*Preparation and Launch\*\*:**


- Our setup team will travel to your location 1 month before where as operational team will travel 10 days before operation begins.
- We'll conduct a dry run to ensure everything is functioning correctly.
- Finalize the setup and prepare for the grand opening.
- Cover initial costs such as the first month's rent, groceries, opening costs, and salaries for the 4-member setup team for one month.

#### 5. **\*\*Marketing and Support\*\*:**

- We will take care of the social media and digital marketing to ensure your franchise gets the visibility it deserves.
- Management of orders through Swiggy and Zomato will be handled by us to streamline the delivery process.

By following these steps and understanding your responsibilities, you can smoothly transition into becoming a successful FOCO model franchise owner with Purnabramha. We're excited to have you on board and look forward to a prosperous partnership!

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## Summary chart for all type

### \*Approximate Initial Investment Requirement

\*Indicate that Actual Numbers may vary due to City, Place and few more factors

	Purnabramha Sanskruti	Purnabramha Maza	Purnabramha Potoba	Purnabramha Express	Purnabramha lite
<b>(A) Kitchen Setup*</b>	₹ 20,00,000	₹ 15,00,000	₹ 9,00,000	₹ 2,00,000	₹ 1,00,000
Kitchen civil work (Dadoing /Kota tiling for cleaning area/ Exhaust)					
Kitchen Equipment					
Kitchen Crockery /					
<b>(B) Interior Setup*</b>	₹ 40,00,000	₹ 30,00,000	₹ 15,00,000	₹ 3,00,000	₹ 1,00,000
Table chair					
Software / Laptop /Printer					
Vinyl /Frames /Signboard/Painting- uncleaned area/Electric work					
Extra -Menu print / Flyers / adv boards					
Many other Location wise details					
<b>(C) Fees</b>					
<b>Franchisee Fee</b>	₹ 9,00,000	₹ 7,00,000	₹ 5,00,000	₹ 2,00,000	₹ 1,00,000
(Non-Refundable fees that Includes digital Marketing, Project Consultancy ,Training Fees)					
<b>Brand Product</b>	₹ 9,00,000	₹ 9,00,000	₹ 7,00,000	₹ 2,00,000	₹ 50,000
<b>Admin /Grocery - initial Pbmasale</b>	₹ 3,50,000	₹ 3,00,000	₹ 2,00,000	₹ 1,00,000	₹ 50,000
<b>Working capital</b>	₹ 9,00,000	₹ 9,00,000	₹ 7,00,000	₹ 2,00,000	₹ 1,00,000
<b>Intitial Opening Cost ( First month salry , Grocery, Rental, opening day)</b>	₹ 7,00,000	₹ 5,00,000	₹ 3,00,000	₹ 0	₹ 2,00,000
<b>Approximate Investment (A + B + C+D)</b>	₹ 97,50,000.00	₹ 78,00,000.00	₹ 48,00,000.00	₹ 12,00,000.00	₹ 7,00,000.00

## Deposit of the Place extra on top of This

\* Means It is approximate cost for calculation - this may change as per location and case to case basis

