

# FRAN CHISE DECK

PRESENTED BY :

**GIM GEORGE**

**VANGARD  
HOSPITALITY**





**AUTHENTIC  
AFFORDABLE  
ACCESSIBLE**



**SINCE 2016  
ALMOST A  
DECADE**

**OPERATING 6  
OUTLET 4  
CITIES**

**200+ TRAINED  
STAFF**

**HANDLING  
20K+  
FOOTFALLS  
PER MONTH**



# LOCATIONS

FORT KOCHI



KALYANI  
NAGAR



CHEMBUR







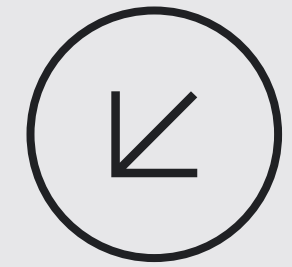
**BANER**



**VASAI**

# LOCATIONS

**BANGALORE**









# KEY PRODUCT PORTFOLIO



**BREAKFAST**



**MEALS**



**SEAFOOD**



# KEY PRODUCT PORTFOLIO



**BIRYANI**



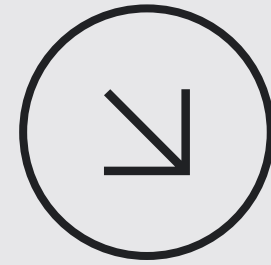
**POTHI**



**COMBOS**



# FULL MENU LINK



[CLICK HERE](#)





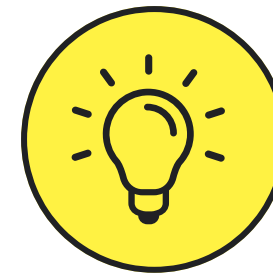
# MAIN DIFFERENTIATOR

01  
—



**DATA  
DRIVEN**

02  
—



**UNIT LEVEL  
ECONOMICS**

03  
—



**NETWORK &  
SCALABILITY**



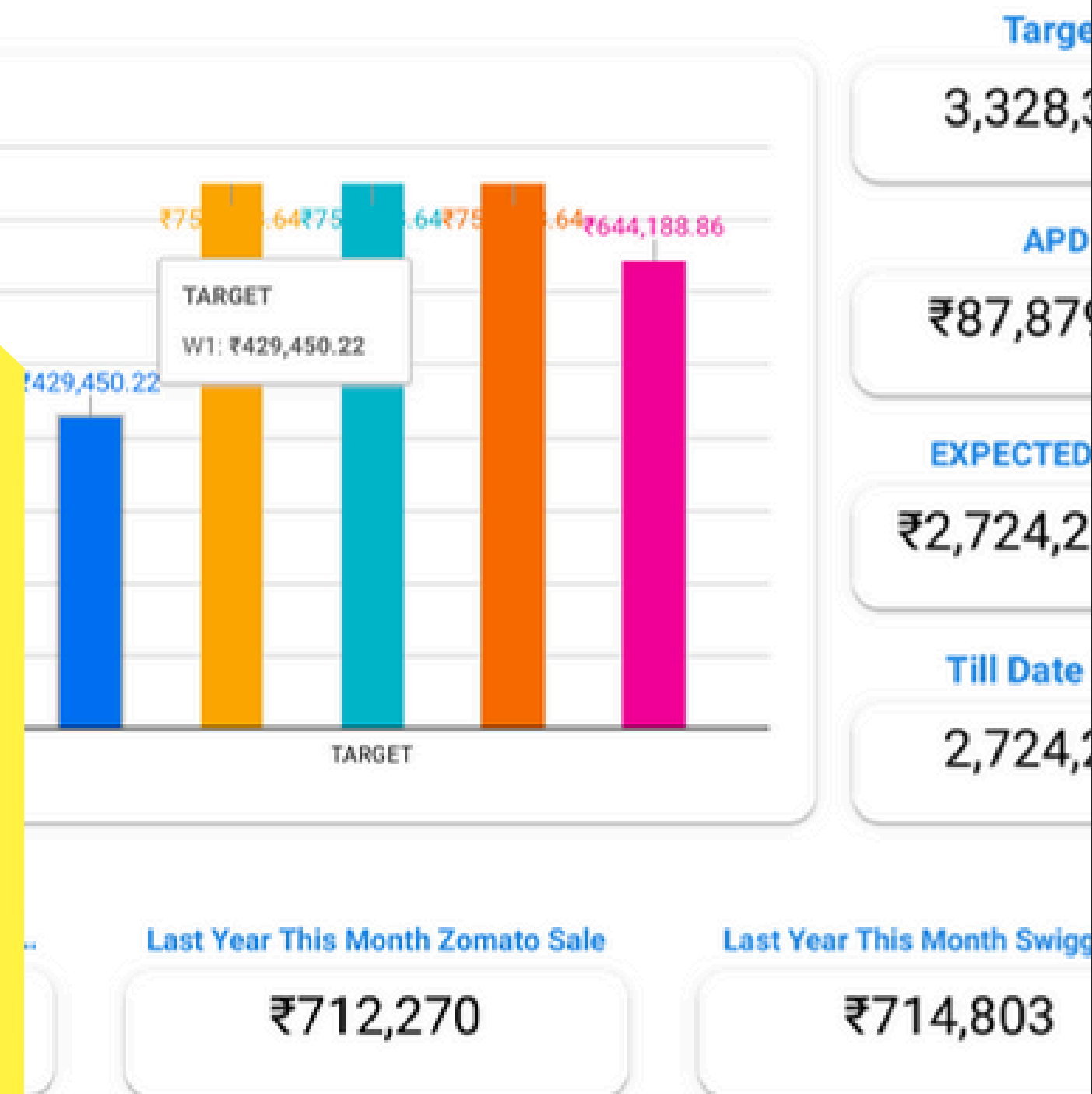


# DATA DRIVEN

REAL-TIME OPERATIONAL VISIBILITY  
MENU ENGINEERING AT SCALE  
PREDICTIVE PROCUREMENT  
PEOPLE & PERFORMANCE ANALYTICS  
CUSTOMER BEHAVIOR INTELLIGENCE

Kerala Cafe - Baner

May 1, 2025 - May 31, 2025







# UNIT LEVEL ECONOMICS

FOOD COST < 30%  
RENT < 10% IN KEY CITIES  
6-MONTH MONTHLY BREAK-EVEN PERIOD  
LOW WORKING CAPITAL REQUIREMENT

(A) ANALYSIS OF PROFIT & LOSS					
REVENUE SUMMARY (NET)					
Food & Non-Alcoholic Beverages					
(A) Dine + Pick up	-	-	-	-	-
(B) Online Sales	-	-	-	-	-
BVG Sales (Petpooja)	-	-	-	-	-
Food Sales	-	-	-	-	-
Total - Aerated Beverage & Food	-	-	-	-	-
TOTAL NET REVENUE					
Covers - Restaurant	1,505	1,224	1,647	1,795	1,597
Restaurant Dining in Rs.	-	-	-	-	-
Number of Orders	1,625	2,006	1,977	1,952	1,959
Average Order Size per Order	-	-	-	-	-
Beginning Balance	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Purchases	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Closing balance	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Average Sale	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Beginning Balance	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Purchases	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Closing balance	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
to Food Sale	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Net Revenue	-	-	-	-	-
Net Revenue	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Net Revenue	-	-	-	-	-
Net Revenue	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!





# SCALABILITY & NETWORK

SOP-DRIVEN OPERATIONS  
MODULAR & FAST DEPLOYMENT  
TECH-INTEGRATED ECOSYSTEM  
CLUSTER-BASED EXPANSION







# Revenue Model

Currently Kerala Cafe is offering the  
FOFO (Franchisee owned, Franchisee Operated) format to partners who wish to  
collaborate and operate with us in return of 6% monthly royalty fees & 2% Admin  
Charges

01

60 seater,  
1800 sqft Area

02

Family Restaurant  
without alcohol  
8am - 11pm

03

Dine In  
Delivery  
Takeaway

04

Est. Avg. Monthly  
Cover - 2000  
APC - 500

05

Est. Avg. Monthly  
Delivery Orders - 2500  
APC - 450

06

Est. Monthly Sale  
22 - 28 lacs

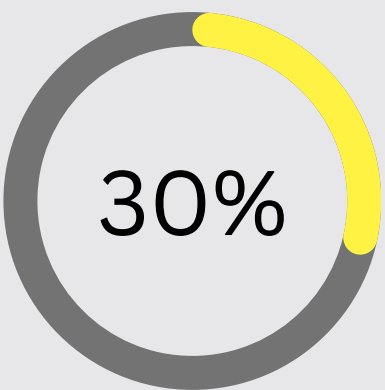
**\*\* DATA PROJECTED ARE BASED ON ASSUMPTIONS AND SHOULD NOT BE TREATED AS FIXED COMMITMENT**



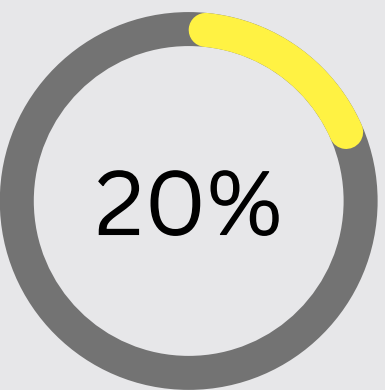


# PARTNER RETURNS

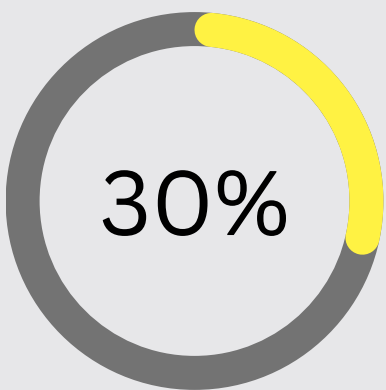
Our key performance indicators project 18% returns on outlet operations and 10% returns to partners after royalty fees or higher, if self employed at the outlet.



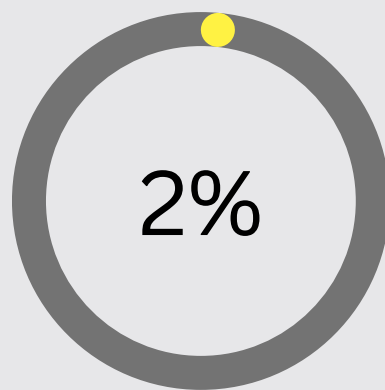
KPI 01  
FOOD COST



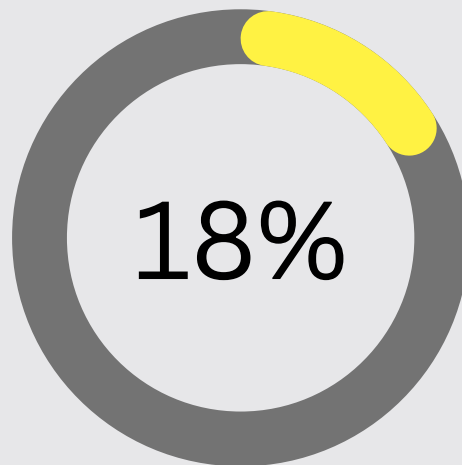
KPI 02  
EMPLOYEE COST



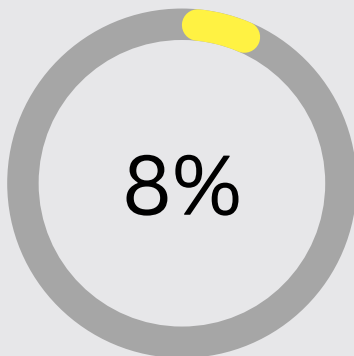
KPI 03  
OPERATIVE COST



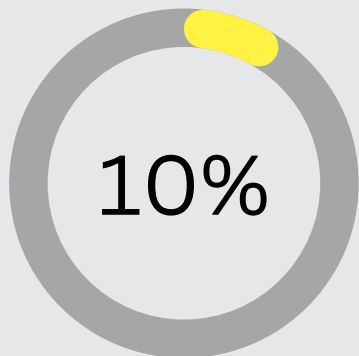
KPI 04  
MARKETING COST



OUTLET EBITA



ROYALTY FEES



PARTNER RETURNS

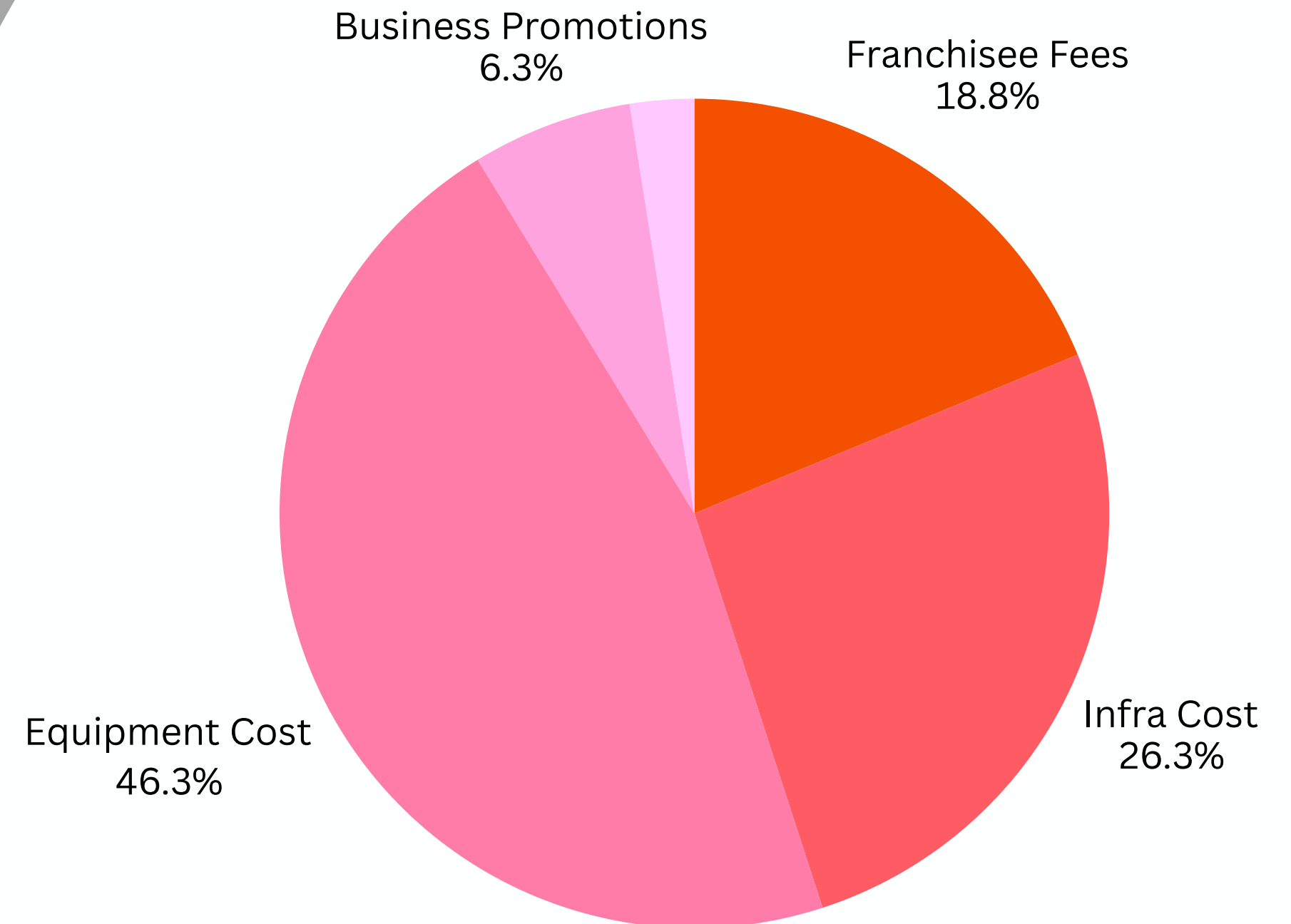
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# Setup Cost

Setting up a Kerala cafe is possible at an approximate cost of 75 lakhs\*

- 01** 15 lacs Franchisee Fees
- 02** 21 lacs Infrastructure Cost
- 03** 37 lacs Equipment Cost
- 04** 5 lacs Business Promotions
- 05** 2 lacs Legal & Lisc fees



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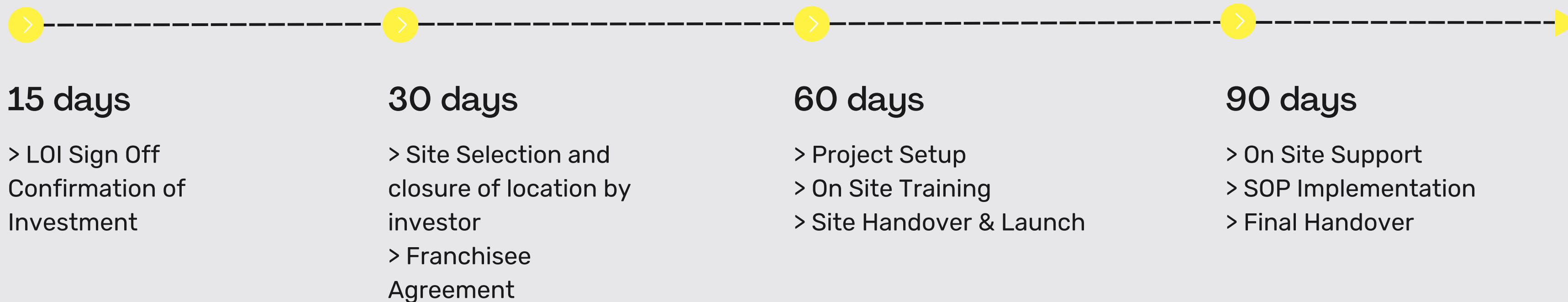






# Schedule and Deadlines

Estimated timelines for successful launch of a  
Kerala cafe franchise outlet





# FREQUENTLY ASKED QUESTIONS



# FREQUENTLY ASKED QUESTIONS

## GENERAL QUESTIONS

A) What do I need to do to qualify for a Kerala Cafe Franchise?

- Location in which the Kerala Cafeoutlet is being considered (google pin). If you do not have a location in mind, you can speak to our franchise sales agents to help you narrow it down.
- Looking at opening the store in next 60-80 days
- Have the minimum Capital required to set up the specific model you want to do. In addition, we need all franchise owners to have a marketing launch spend of 5 lacs + operating capital to sustain the business for 6 months
- Extra Storage space of 300 sqft for Raw material (over above the restaurant space mentioned)

B) How do I go about the process of opening a Kerala Cafe Franchise?

- Schedule an appointment with us on 8459250462

C) What is the ROI on my investment?

- The ROI on any investment depends on multiple factors like Location, Rentals, Expected Revenue, etc. There is no one answer to that question. To get a better idea of what it is likely to be for you, please book an appointment

# FREQUENTLY ASKED QUESTIONS

## FRANCHISE INVESTMENT DETAILS

A) How much does the Dine-In Model cost?

- Franchise Fee of 15 lacs + GST. A Dine-in location with a minimum of 60 covers can be opened in a space of 1800 sq ft. Total setup cost is in the range of 65 lacs

B) Which Licenses will I need to run the outlet?

- FSSAI, Shop & Establishment, Municipal Trade license

C) Who will look after Marketing?

- All central level marketing promoting the brand - Social Media, Radio, Newspaper, TV, etc is done by the brand. All location specific marketing like ads on Zomato/Swiggy, Flyers in local neighbourhood, Hoardings arounds the outlet, etc to be done by the outlet

D) How much Marketing Budget do I need?

- An outlet launch budget of 5 lacs is needed to launch any outlet in the first 3-4 months of its operations. This is a mandatory spend for the franchise owner and the cheque is to be provided at the time of opening of the outlet. The decision on how to spend this money will be made in consultation with the Franchise owner. Once the outlet is open, marketing spends will be done as per requirement, but our experience has taught us that one should allocate at least 2% of the monthly revenue towards marketing.



# FREQUENTLY ASKED QUESTIONS

## FRANCHISE INVESTMENT DETAILS

E) What is the Initial stock Cost?

- At the time of signing up the outlet, we will make a projection on the revenue we expect to do. 35% of the projected Revenue in the first month will be considered for the initial stock indent.

F) What is the Royalty ?

- Royalty is fixed at 6% on net revenue per month & 2% Admin Charges

G) Which franchise models does Kerala Cafe do?

- Franchise owned franchise operated model only

H) What is my expected rental going to be?

- Dine-In rental range (1.5L - 3.5 lacs)

I) What about other costs?

- Once we are aligned on the location, set up cost, etc, we will book an appointment with our Franchise Experts. They will make a monthly Profit And Loss Statement with you which will include all monthly expenses and give you a provisional view of profitability at each outlet.

J) Which cities is Kerala Cafe looking to expand to?

- Currently our focus is on Mumbai, Bangalore, Kerala, Hyderabad and Goa

# FREQUENTLY ASKED QUESTIONS

## HR PROCESS

A) Who will be responsible for Hiring ( Brand guideline)?

While the accountability of the hiring lies with the Franchise, the brand provides complete support in helping source CV's and take interviews along with the Franchise owner.

B) Skilled / Non- skilled labour?

Non- skilled labour with relevant experience can be considered

C) No. of employees needed?

Dine-In (17-22 employees) This is an estimate based on average revenues. The number of employees will increase if order volumes are higher. Other factors like delivery, valets, guards etc may be applicable based on location.



# FREQUENTLY ASKED QUESTIONS

## TRAINING PROCESS

A) How long is the training process?

Training for Franchise Owners: Will be conducted by Kerala Cafe Management team. This training is designed to teach you everything you need to know about running a franchise store profitably. Training for Staff: Will be conducted by operations staff and conducted at the Franchisee Location. Kerala Cafe will provide a New Store Opening Team that will come to your location and hand hold the new staff till they are certified and ready to take on operations themselves

B) Where does the training take place?

Training for the outlet staff is carried out at the Franchise store itself. In some special cases, we may need the staff to visit and train at existing Kerala Cafe stores. The training of the Franchise owners can either happen online or in person at our Head Quarters (HQ) in Pune.

C) What if a Refresher Training is required?

Refresher training is carried out based on requirement

# **FREQUENTLY ASKED QUESTIONS**

## **MARKETING**

A) Who looks after Digital Marketing?

Our in-house marketing team will assist you on digital marketing like Zomato/ Swiggy carousals and clicks, Facebook ads, instagram ads, google ads etc.

B) Who looks after Offline Marketing?

Our in-house marketing team will assist you on offline marketing like billboards, newspaper flyers etc. The local marketing plan will be put together in consultation with the Franchise Owner.

C) Who is our Target Audience?

Our target audience is the average middle-class Indian between the age of 14-50. A high density of population with that demographic is the most ideally suited for Burger Singh. High density of students and young adults is another indicator of ideal demographics.



# **FREQUENTLY ASKED QUESTIONS**

## **AGREEMENT TERMS**

A) What is the Franchisee Agreement Term ?

Franchise Agreement term for a Dine-In model is 5 years.

B) What is the Franchisee Agreement Renewal Fee ?

To be determined at the time of renewal.

C) What is a Term Sheet?

The Term Sheet is prepared and signed once the Franchise fee is paid. This is the confirmation of the offer to finalise a franchise license for a particular area. The letter consists of the details of the Franchise, City, Area, Store Model, Fee, Royalty and any special conditions if applicable. The letter states that the outlet should be made operational within 3 months of signing.

# **FREQUENTLY ASKED QUESTIONS**

## **PROJECT**

A) Who will do the project?

The outlet setup project work will be carried out only by Kerala cafe approved vendors. A list of vendors and their costing will be shared with the Franchise

B) Can I do the project on my own?

'Yes, the project setup can be carried out by your own Vendor, provided the vendor you are recommending has significant experience in building restaurants of good reputation'

C) How long will the opening of the store take?

60-70 days is the timeline to make the store operational once the Franchise agreement has been signed



# FREQUENTLY ASKED QUESTIONS

## LOCATION

A) Will Kerala Cafe help with finding a location?

Yes, Kerala Cafe can share top locations in a particular city basis data analysis of the market competition + online delivery sales data

B) I have my own shop. Can I use that for the outlet?

Yes, if the shop matches the requirement of the franchise model of the brand, the self owned shop can be considered, post due diligence carried out

C) How much Sale can I expect my outlet to do?

Schedule a call now to speak to our Sales Expert

D) How should I choose the ideal model for my location?

Schedule a call now to speak to our Sales Expert

E) Can I get a discount?

Schedule a call now to speak to our Sales Expert

# FREQUENTLY ASKED QUESTIONS

## OTHERS

A) How much operating capital will I need?

10-15 lacs of operating capital is recommended for the initial few months of operations

B) Can I suggest my own products?

Products are fixed as per the brand finalized menu only





# LET'S WORK TOGETHER



8459250462



[www.vangard.in](http://www.vangard.in)



[franchise@keralacafe.co](mailto:franchise@keralacafe.co)