

INDIA'S MOST UNIQUE
FAST FOOD BRAND

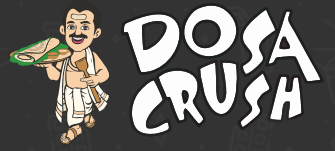


DOSA CRUSH

**EK SE MAN
NAHI BHAREGA**



[f](#) [@](#) [in](#) [t](#) /@DOSACRUSHINDIA



We Have **Working Model**

Dosa Crush



- Franchise Fees **6 Lakhs + GST**
- Area Requirement **500 To 1000 Sq.Ft.**
- Total Staff **8 Members**
- **360* Support By Company**
- South Indian, Continental, Pav Bhaji, Pulav And Chinese(optional)menu Served



**Total Investment :
Upto 20 Lakh**



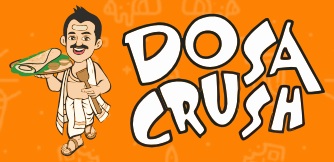

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We At The **Dosa Crush**  
Serving More Than  
**111+ Varieties** Of Fusion Dosa  
With **Quality And Unique Taste** Of  
Delicacy!

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# WHY SHOULD AN INVESTOR BUY DOSA CRUSH FRANCHISE



The brand "Dosa Crush" is a Symbol of Quality, Taste and Varieties. Our First Priority is to Serve the Best Taste With Quality in Town.

Dosa Crush Franchise Offers Anexciting, Sustainable business With Great Margins.It Also Provides a Fantastic Opportunity to Build a Loyal Customer Base With Trust And Courage , Will Continue to Come Back Againand Again.

In Food Industry No One will Provide Kitchen Staff For Permanent.

**Taking a Dosa Crush Franchises with  
Easy to Operate Model with**

## **24\*7 SUPPORT**

**BY COMPANY**



By Investing In Your Franchise Rather Than Starting Up Your Own Food Business From Scratch, You Can Also Take Advantage Of The Many System's Already Inplace - From Sourcing And Ordering

**The Company Will Provide The 360 Degree Support To The **Franchise** Such As Product **Development**, Operational Training, And Staff Support Etc**



## ATTRACTIVE ROI (RETURN OF INVESTMENT)

The Business Will Be Able To Provide Average **8-10% ROI** Per Month Which Is Very Attractive In The Franchise Terms And Condition





# Anchal Chourasia

CEO & FOUNDER



Recently Mr. Anchal Founder Of Dosa Crush Is Featured On JoshTalk's On This Platform Of JoshTalk's Mr. Anchal Has Shown Her Struggling And Inspiring Journey Of Dosa Crush.





# TOTAL

# INVESTMENT



## FEES & ROYALTY

**Company Charges Dosa Crush Only 6 Lakhs Rupees Franchise Fees + GST For Pan India For 3-year Agreement.**

**Global Franchise Fees: 8 lakhs + GST**

**This Amount Is Non-refundable.**

**Company Charges 3% Royalty On Monthly Sale's**

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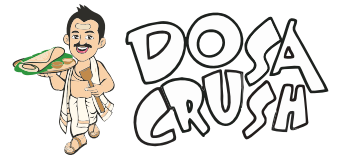


## OUTLET SET UP COST

**Outlet Cost Depends On Shop Area Should Be 750 To 2000 Sq. Ft.**

**Shop Area Estimated Cost Should Be Rs. 15 To 20 Lakhs Upto 1000 Sq. Ft. (Approx)**

# FRANCHISE PROCESS



## Token Amount:

₹1 Lac + 18% Gst  
(payable Upon Signing Of  
This Agreement)



## Letter Of Intent:

To Be Signed On The Same Day As This Agreement

## Research And Development (R&D) Schedule:

To Be Finalized Within 7 Days Of Signing This  
Agreement



## Location Finalization:

To Be Determined By The Franchise Owner In  
Consultation With The Company



## Franchise Fees:

To Be Paid In Full By The Franchise Owner Upon Signing Of This Agreement

## Franchise Agreement:

To Be Executed Upon Signing Of This Agreement

## Design:

The Company Shall Provide 3d Or 2d Design For The Franchise Outlet

## Interior And Kitchen Setup:

- The Franchise Owner Shall Decide Whether To Engage The Company Or Handle It Themselves.
- The Company Shall Send A Representative To Inspect The Setup Within 15 Days Of Commencement.

## Pre-Opening:

- The Franchise Owner Shall Determine The Opening Date Based On Auspicious Timings (subh Muhuratha) And Traditional Dates, And Inform The Company Accordingly
- The Franchise Owner Shall Arrange For:

- Accommodation For Kitchen Staff
- Food Arrangements For Staff
- The Company Shall Send Kitchen Staff 3 Days Prior To Opening

## Staffing:

The Company Shall Provide Kitchen Staff Only

The Franchise Owner Shall Arrange For Cleaning And Service Staff

## Grand Opening:

The Company Representative (head Or Director) Shall Attend The Grand Opening Ceremony, 1 Day Prior To Opening

**We Wish You The Best Of Luck In Your  
New Venture And Extend A Warm Welcome  
To The Dosa Crush Family!**

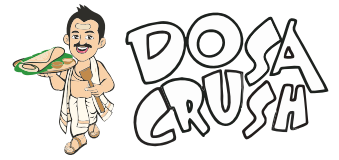




# How Many Employees Will You Need Run The Outlet For Dosa Crush ?



| POSITION                                                | SALARY                                |
|---------------------------------------------------------|---------------------------------------|
| <b>Dosa Head Chef</b><br>(PROVIDED BY THE COMPANY)      | <b>30,000/- Per Month</b>             |
| <b>Pav Bhaji Head Chef</b><br>(PROVIDED BY THE COMPANY) | <b>24,000/- Per Month</b>             |
| <b>Helper</b><br>(PROVIDED BY THE COMPANY)              | <b>12,000/- Per Month</b>             |
| <b>Continental Chef</b><br>(PROVIDED BY THE COMPANY)    | <b>16,000/- Per Month</b>             |
| <b>Cleaning Staff</b><br>(NOT PROVIDED BY THE COMPANY)  | <b>8,000/- To 12,000/- Per Month</b>  |
| <b>Captain Manager</b><br>(NOT PROVIDED BY THE COMPANY) | <b>12,000/- To 15,000/- Per Month</b> |
| <b>STAFF</b>                                            | <b>75,000/- To 85,000/-</b>           |



# GLOBAL FRANCHISE

**Cost : 8 lakhs INR + GST**

## STAFF REQUIRED

Below Are The Positions Needed And Their Respective Salaries:

| POSITION                                                | SALARY                             |
|---------------------------------------------------------|------------------------------------|
| <b>Head Chef</b><br>(PROVIDED BY THE COMPANY)           | DEPENDS ON YOUR COUNTRY'S CURRENCY |
| <b>Helper</b><br>(PROVIDED BY THE COMPANY)              | DEPENDS ON YOUR COUNTRY'S CURRENCY |
| <b>Continental Chef</b><br>(PROVIDED BY THE COMPANY)    | DEPENDS ON YOUR COUNTRY'S CURRENCY |
| <b>Cleaning Staff</b><br>(NOT PROVIDED BY THE COMPANY)  | DEPENDS ON YOUR COUNTRY'S CURRENCY |
| <b>Captain Manager</b><br>(NOT PROVIDED BY THE COMPANY) | DEPENDS ON YOUR COUNTRY'S CURRENCY |
| <b>STAFF</b>                                            | DEPENDS ON YOUR COUNTRY'S CURRENCY |





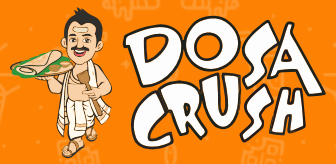
# RANGE OF PRODUCTS



- 111 Variety Of Fusion Dosa
- 25+ Varieties Of Uttam
- 25+ Varieties Of Shakes And Mocktail's
- 7+ Varieties Of Pizza
- 7+ Varieties Of Sandwiches
- 7+ Varieties Of Burger
- 7+ Varieties Of Pav Bhaji
- 7+ Varieties Of Tawa Pulao



# PRODUCT RANGE



**SIZZLER  
DOSA**



**PASTA DOSA**



**MATKA GRAVY  
DOSA**

**SANDWICH**



**PIZZA STAR  
DOSA**



**JINI DOSA**



**MYSORE MASALA  
DOSA**

**CHINESE**



**MASALA  
DOSA**



**VEG BURGER**



**COLD  
COFFEE**



**FRENCH  
FRIES**

**PAV BHAJI**



**IDLI**



**MOMOS**





# With Us You Don't Have To Worry About The Following Things!



**Chef's & Labor**



**Innovative Idea**



**Unique Making  
Of Dosa**



**Variety, Taste  
& Quality**



**Sales Monitoring**



**High Involvement**

# ROI ON SALE PROJECTION



- Prices Change From Place To Place

- At Dosa Crush We Will Advise You The Best

- Possible Pricing Structure To Get Maximum Sale

But Final Decision On The Menu Price Will Be Your's



| DESCRIPTION        | CASE A          | CASE B          | CASE C           | CASE D           |
|--------------------|-----------------|-----------------|------------------|------------------|
| AVG PER DAY SALE   | 7000            | 10,000          | 15,000           | 20,000           |
| TIME FRAME REVENUE | 1st - 2nd MONTH | 2nd - 5th MONTH | 5th - 10th MONTH | 10th - 5th MONTH |
| TOTAL              | 2,10,000        | 3,00,000        | 4,50,000         | 6,00,000         |

## PROFIT CALCULATION SHEET

|                   |            |
|-------------------|------------|
| Per Day Sale      | 15,000/-   |
| Monthly Sale      | 4,50,000/- |
| Shop Rent         | 50,000/-   |
| Electric Bill     | 10,000/-   |
| Raw Material Cost | 1,80,000/- |
| Labour Cost       | 1,00,000/- |
| Royalty 3%        | 13,500/-   |
| Net Profit        | 96,500/-   |

**NET PROFIT**  
20% TO 25% ON  
MONTHLY  
SALE'S  
100000  
**TO**  
150000



# OUR VISION

Our Vision Is To  
Serve Our Products  
**All Over India.**



It's No Secret That Quality Relationships Are The Key To Success In Business. In Franchising, Building Relationships Is Especially Important. The Franchise Industry Is Made Up Of A Unique Network Of Relationships Consisting Of Players Who Rely On Each Other For Success.

Folks In Franchising Affectionately Call This Network The "Franchise Family." I Happen To Like That Name As It Accurately Describes The Many Valued Relationships I Have Developed In My Year In Franchising.

Just Like Large, Extended Families, Franchise Families Are Built On A Foundation Of Respect, Trust, Communication, Support, Mutual Goals And Shared Experiences.

The Success (Or Failure) Of Any Franchise System Is A Culmination Of All Of Its Relationships. Here Is A Look At The Key Relationships In Franchising And How They Work.

Thank  
You