

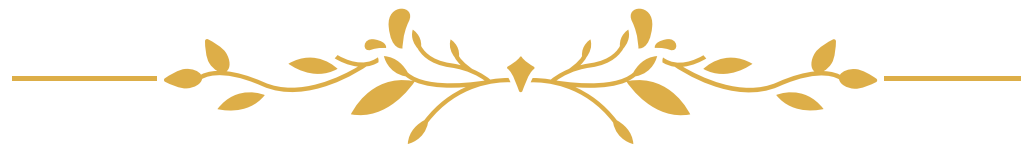
Franchise Details

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 🌟"

Here's a detailed outline of the franchise process for Purnabramha, incorporating the provided points and additional relevant details:



Franchise Models

1. Standalone Restaurants:

- Size: 2000 to 3000 square feet.
- Location: Prime commercial areas.
- Experience: Full-scale dining with complete Purnabramha menu offerings.

2. PB Express:

- Size: Around 250 square feet.
- Format: Compact, quick-service restaurant (QSR) model.
- Offering: A selection of Purnabramha's most popular dishes.

Investment Requirement

- Estimated Investment: \$250,000 to \$300,000.
- Includes: Leasehold improvements, equipment, inventory, marketing, and startup costs.

Partnership Model

- Ownership Split: 80% franchise owner, 20% Purnabramha.
- Responsibilities: Purnabramha handles menu development, supply chain, and staff training.
- Agreement Duration: 5 years with a 3-year lock-in period.

Additional Franchise Options

3. Sanskriti Model:

- Size: 2500 to 3500 square feet.
- Capacity: 90 to 100 patrons.
- Investment: \$ 250 K to \$350K

4. Mazha Model:

- Size: 1500 to 2000 square feet.
- Capacity: 60 to 70 guests.
- Investment: \$ 150 K to \$ 250K

5. Potoba Model:

- Size: 1200 to 1500 square feet.
- Capacity: 40 to 45 patrons.
- Investment: \$ 150 K to \$200K

Next Steps after Model Selection

- Agreement Signing: Reserve your location for 8 months.
- Support: Guidance and assistance from the Purnabramha team.

Franchise Profit-Sharing Model

- Revenue Split: 80% franchisee, 20% Purnabramha.
- Operational Assistance: Includes staff hiring, procurement, rental management, etc.
- Profit Share: 10-18% from the 8th month of operations.
- ROI: 5-7 years for larger investments; within 5 years for smaller investments.

Capital and Operational Details

- Initial Capital: Provided by the franchisee.
 - Visa Assistance: For the operational team, with costs covered by the franchisee's capital.
 - Franchise Fee: \$5,000 transferred during the agreement signing.
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Travel and Setup

1. Initial Visit:

- Purpose: Location finalization, agreement signing, brand introduction, food tasting.
- Team: Business leaders on a business/temporary entry visa.

2. Operational Team Deployment:

- Team Size: 2-3 people.
- Duration: 2 years.
- Arrival Timing: 1 month before the setup.
- Stay Arrangements: Covered under the capital.



Summary Details

*****Approximate Costing as per our experience ! No commitment on any of the Variable cost given below

Purnabramha / Dhekar outside India Capex

	ITEM PERTICULAR	Total in \$	CAPEX-PB in Dollars	CAPEX-PB-Outside India Team
1	Franchise fee as per Model and Type	₹ 7,000.00		\$ 7,000.00
2	Deposit	₹ 10,000.00	\$ -	\$ 10,000.00
3	Brand products and services (details)	₹ 11,500.00	\$ 1,500.00	\$ 10,000.00
4	First salary Invoice	₹ 12,000.00	\$ -	\$ 12,000.00
5	Security deposit for staff room	₹ 1,500.00	\$ -	\$ 1,500.00
6	Interior cost on actual (details = kitchen Infrastructure, kitchen Equipment, dine in (table chair) ,Signages,Exhaust, fresh air	₹ 5,000.00	\$ -	\$ 5,000.00
7	Kitchen Infra (Exhust, Fresh air, Gas pipeline)	₹ 8,000.00	\$ -	\$ 8,000.00
8	Kitchen Equipment	₹ 10,000.00	\$ -	\$ 10,000.00
9	Kitchen Utensils	₹ 7,000.00	\$ -	\$ 7,000.00
10	Admin / store containers	₹ 2,000.00	\$ -	\$ 2,000.00
11	Service Side (Interior Cost , Table Chair, AC, Sinage, Vnyl, Advertising Hordings)	₹ 15,000.00	\$ -	\$ 15,000.00
12	Licensing	₹ 1,500.00	\$ -	\$ 1,500.00
13	Construction Cost : Kitchen, Service, Bathroom, Sink Area	₹ 8,000.00	\$ -	\$ 8,000.00
14	1st month consulting contract (If paid for a year one month discount)	₹ -	\$ -	
15	Revenue share for 5 year (will start after 3 months 4th month paid in 5th month)	₹ 20,000.00	\$ 20,000.00	\$ -
16	Openaing Grocery (30k) + Monthly Grocery -(first month will be for 45 days- 1.35 lakhs)	₹ 5,000.00	\$ -	\$ 5,000.00
17	Packeging / Admin / Cleaning Material	₹ 2,000.00	\$ -	\$ 2,000.00
	TRAVEL visa cost FOR TEAM	₹ -	\$ -	\$ -
18	Visa for 5 people	₹ 1,500.00	\$ -	\$ 1,500.00
19	Travle for 5 people	₹ 7,000.00	\$ -	\$ 7,000.00
	Sub total	₹ 1,34,000.00	\$ 21,500.00	\$ 1,12,500.00
20	Contengency Cost	₹ 11,250.00	\$ -	\$ 11,250.00
21	OPE (out of pocket expenses) 5% for extra stay for on actual	₹ 5,625.00	\$ -	\$ 5,625.00
22	Working Capital	₹ 25,000.00	\$ -	\$ 25,000.00
	Total	₹ 1,75,875.00	\$ 21,500.00	\$ 1,54,375.00
		100%	34%	66%



US-specific Information

- Brand Registration: Purnabramha is registered for 24 years in the USA.
- Legal Entity: Can operate under Purnabramha LLC.

Closing Statement

"Join us in making this venture a resounding success for both parties. With Purnabramha, step into a world of opportunity and rich culinary tradition."

This detailed process aims to provide a clear understanding of the franchise opportunity with Purnabramha, addressing various aspects from investment to operations, ensuring prospective franchisees are well-informed and prepared for a successful partnership.