

# Highway Franchise Details

Manaswini foods Pvt.Ltd

Highway Purnabramha

"**🌟 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.

Highway Franchise Available

**Purnabramha Highway Franchise Overview**

**Vision: To establish the first-ever glamorous setup for Marathi cuisine along key highways connecting to Maharashtra, creating a unique dining experience for travelers.**

### **Location & Infrastructure:**

- **Area Requirement: Minimum of 4000 sq.ft to accommodate dining and take-away services.**
- **Essential Amenities: Ample parking space and major connectivity to water, electricity, and product lines.**

### **Investment:**

- **An investment range of 1.2 to 2.0 crores is envisaged for each center, covering setup to operation transition.**

### **Model:**

- **Operating under the Franchise Owned Company Operated (FOCO) model ensures the franchisee owns the outlet while operations are managed by the company.**

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### **ROI and Financial Model:**

- **Initial Investment: Aimed at setting a glamorous yet traditional Marathi cuisine experience.**
- **Revenue Share: Starting from the 10th month, with a defined path to achieving ROI through a collaborative operational model.**
- **Focus: On quality, experience, and efficiency, aligning with Purnabramha's brand ethos.**

### **Strategic Approach:**

1. **Capital Allocation: For initial setup, emphasizing quality and brand consistency.**

**2. Operational Excellence: Ensuring high standards and customer satisfaction.**

**3. Marketing and Branding: Leveraging the unique theme to attract a broad customer base, from families to working professionals and travelers.**

## Conclusion:

**This setup not only aims to revolutionize highway dining but also ensures a sustainable and profitable model under the FOCO framework, celebrating the richness of Marathi cuisine on a grand scale.**



## Summary Calculation For Actual Capex

### \*Approximate Initial Investment Requirement

	Purnabramha Highway	Purnabramha Sanskruti	Purnabramha Maza	Purnabramha Potoba	Purnabramha Express	Purnabramha lite
<b>(A) Kitchen Setup*</b>	₹ 30,00,000	₹ 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 is extra cost on actual)						
Kitchen Equipment						
Kitchen Crockery /						
<b>(B) Interior Setup*</b>	₹ 50,00,000	₹ 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>	₹ 12,00,000	₹ 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>	₹ 10,00,000	₹ 9,00,000	₹ 9,00,000	₹ 7,00,000	₹ 2,00,000	₹ 50,000
<b>Admin /Grocery - initial Pbmasale</b>	₹ 4,50,000	₹ 3,50,000	₹ 3,00,000	₹ 2,00,000	₹ 1,00,000	₹ 50,000
<b>Working capital</b>	₹ 11,00,000	₹ 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>	₹ 10,00,000	₹ 7,00,000	₹ 5,00,000	₹ 3,00,000	₹ 0	₹ 2,00,000
<b>Approximate Investment (A + B + C+D)</b>	<b>₹ 1,27,50,000.00</b>	<b>₹ 97,50,000.00</b>	<b>₹ 78,00,000.00</b>	<b>₹ 48,00,000.00</b>	<b>₹ 12,00,000.00</b>	<b>₹ 7,00,000.00</b>

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



## Highway infra for sitting



## Takeaway Infra for Highway setup

