



### Franchise Termsheet for Purnabramha HSR Location

#### 1. Franchisee Details:

- Full Name: Purnabramha HSR Location
- Contact Information: 9741399190, Jayanti.kathale@purnabramha.com
- Business Experience: 11 years of experience in running the brand
- Available Capital for Investment: Required capital is 1.9 crore.

#### 2. Franchise Location Details:

- Address: 780 19th main 17th cross HSR sector 1, Bangalore 560102
- Size of the Space: 2700 sq.ft (including store) + basement approximately 2000 sq.ft
- Rental/Lease Agreement: 5 years renewable

#### 3. Franchise Fee and Capital Payment Schedule:

- Franchise Fee: 9 lakhs (non-refundable) + 2 lakhs (Deposit)
- Capital: 1.9 crore to be paid in three slots within a maximum period of 3 months.
- Payment of franchise fee and deposit: At the time of agreement.
- Payment of capital: In three slots within a maximum period of 3 months from the date of agreement.
- Please note that the franchise fee and deposit are due at the time of agreement, and the capital of 1.9 crore can be paid in three equal installments within a maximum period of 3 months.

#### 4. Royalty Fees:

- Royalty Fees: IT will start at 15% or 2.4 lakhs per month, whichever is higher, after full capital payment.
- Payment Schedule: Monthly, to be paid immediately after full payment of capital.



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5. Marketing and Advertising:

- Contribution towards Local Marketing and Advertising: 8% of the revenue.
- Marketing Support: The franchisor will handle social media and print media advertising as part of the operational cost, which will not exceed 7% per month.

6. Initial Training and Support:

- Initial Training: 20 days of online training for detailed orientation.
- Ongoing Support: The franchisor will take care of profit and loss and share revenue with franchise owners as agreed upon.

7. Operations and Standards:

- Operational Guidelines: Franchisor team will provide operational guidelines and access to merchant ID dashboards and camera surveillance.
- Quality Control: Regular quality audits will be conducted every 15 days.

8. Term of the Franchise Agreement:

- Initial Term: 5 years contract with a 3-year lock-in period.
- Renewal Terms: Every five years.
- Conditions for Termination or Non-Renewal: To be discussed mutually in person.

9. Territory and Exclusivity:

- Exclusive Rights: Purnabramha brand has registered trademarks in India and the USA.

10. Intellectual Property:

- Usage Rights: Usage rights for Purnabramha's trademarks, logos, and other intellectual property are with Manaswini Foods Private Limited.



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11. Insurance and Legal Compliance:

- Insurance Requirements: Place and staff insurance will be taken care of by the franchisor.
- Compliance with Local Laws and Regulations: The franchisor will handle all licenses and required details.

12. Dispute Resolution:

- Mechanism: Disputes or conflicts will be resolved with the assistance of local authorities and the legal team in Bangalore.