

FRANCHISEE PRESENTATION

# KERALA CAFE



2023





# RISE OF REGIONAL

Globally, the ethnic food market projects to expand from \$49.27 billion in 2021 to \$98.06 billion in 2028 at a CAGR of 10.33%.

## TOP REASONS :

- ✓ EXPOSURE TO GLOBAL TRENDS
- ✓ WILLINGNESS TO SPEND ON NEW EXPERIENCES
- ✓ WELL TRAVELED AND DOUBLE INCOMES
- ✓ VOCAL FOR LOCAL. PRIDE FOR THE ORIGINAL AND AUTHENTIC





# KERALA CUISINE

## STRENGTHS

Rich Culinary Heritage  
Use of Fresh Ingredients  
Health Benefits  
Mass Appeal. Taste very similar to Indian Cuisine  
Kerala as a state has a positive vibe hence easy acceptance

## WEAKNESSES

Complex Preparations  
Spice Levels  
Dependency on Coconut

## OPPORTUNITIES

Health and Wellness Trend  
Culinary Tourism  
Restaurant Chains  
Food Export

## THREATS

Supply Chain Disruptions  
Changing Global Trends



**VANGARD  
GROUP  
TODAY.**  
ONE OF THE  
FASTEST  
GROWING  
SPECIALIST  
REGIONAL  
CUISINE  
HOSPITALITY  
GROUP OF  
INDIA.

OPERATING  
5 OUTLETS  
IN 2 MAJOR  
METRO CITIES

MORE THAN  
150 TRAINED  
EMPLOYEES

SPREADING  
KERALA  
CUISINE SINCE  
2016

SERVING 2  
LAKHS  
GUESTS  
ANNUALLY  
WITH KERALA  
CUISINE

2  
SUCCESSFUL  
FRANCHISEE  
OUTLETS





# GROUP STRENGTH.

UNIT LEVEL ECONOMICS  
RETURN ON CAPITAL EMPLOYED  
SCALABILTY  
PROMOTER QUALITY





**VISION.**

**BE REGIONAL.**

**BE AFFORDABLE.**

**BE ACCESSIBLE.**

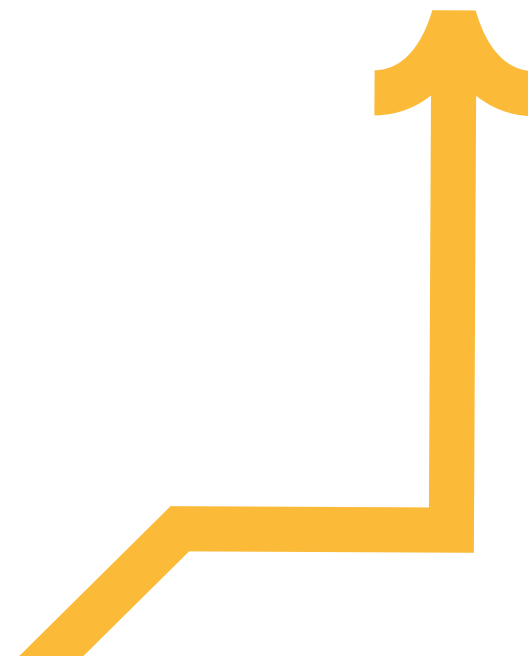




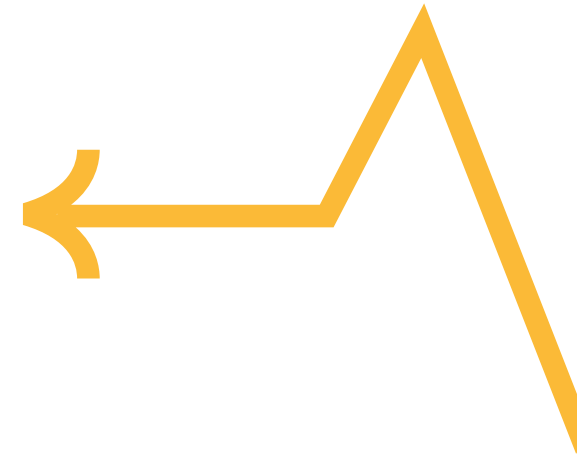
# Agenda



<b>1</b>	Team Vanguard
<b>2</b>	Key Products
<b>3</b>	Sales Channels
<b>4</b>	Potential Locations
<b>5</b>	Revenue Model
<b>6</b>	Partner Returns
<b>7</b>	Setup Cost
<b>8</b>	Benefits of Partnership



# Team Vanguard



**Gim George**  
CEO



**Bibin Gomez**  
Brand Chef



**Sandhya Nair**  
Marketing Manager



**Deepak Devraj**  
Purchase Head



**Manvendra N**  
Finance Head





# Key products

Top selling categories that dominate sales within our customer ordering cycle and contribute to the total market mix .

## Meals



Price Range: 190- 300

Homely & Traditional

Rich and Nutritious

Value Package

Target Group

All Age Groups

## Biriyanis



Price Range: 300 - 500

North Kerala Malabar

Style Biriyani

Target Group

Malayalees / Muslims/

Biriyani Lovers

## Coastal



Price Range: 350 - 800

Spicy & Tangy Flavor

Perfect Blend of Kerala Spices

Target Group

Coastal Region and Seafood

lovers

## Specialty



Price Range: 500 - 900

Rich Taste

Unique Preparation

Target Group

Malayalees / New Age

Experimental /Coastal





# Sales Channels

Revenue earnings primarily comes from three channels, with Dine-in Sales being the largest contributor and the main source of our profit margins.



**Dine In**  
80% of revenue



**Delivery**  
15% of revenue



**Special Events**  
5% of revenue





VANGARD HOSPITALITY LLP



Mumbai



Bangalore



Chennai



Delhi

# Potential Locations



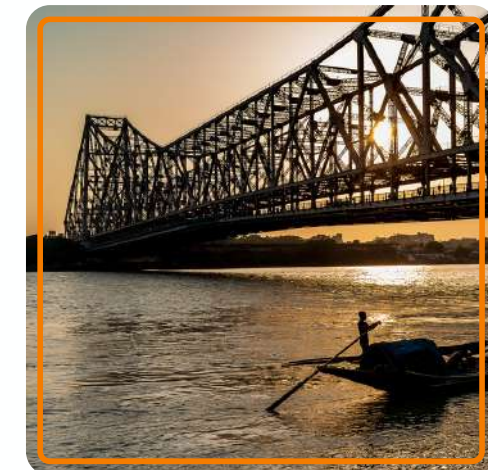
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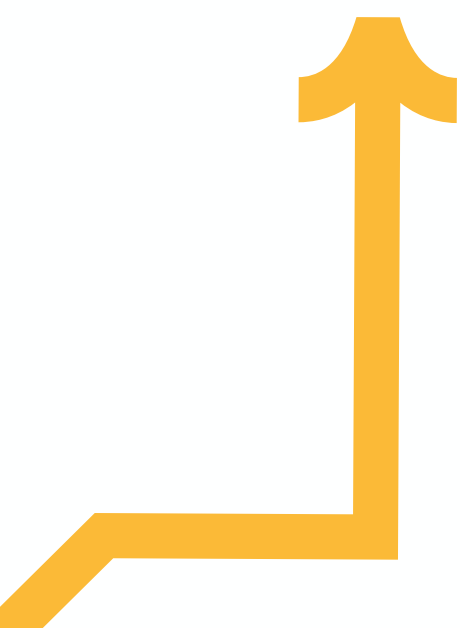
Kerala



Gujarat



Kolkata







# 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

01

60 seater,  
2500 sqft Area

02

Family Restaurant  
without alcohol  
11am - 11pm

03

Dine In  
Delivery  
Takeaway

04

Est. Avg. Monthly  
Cover - 3000  
APC - 600

05

Est. Avg. Monthly  
Delivery Orders - 950  
APC - 550

06

Est. Monthly Sale  
18 - 24 lacs



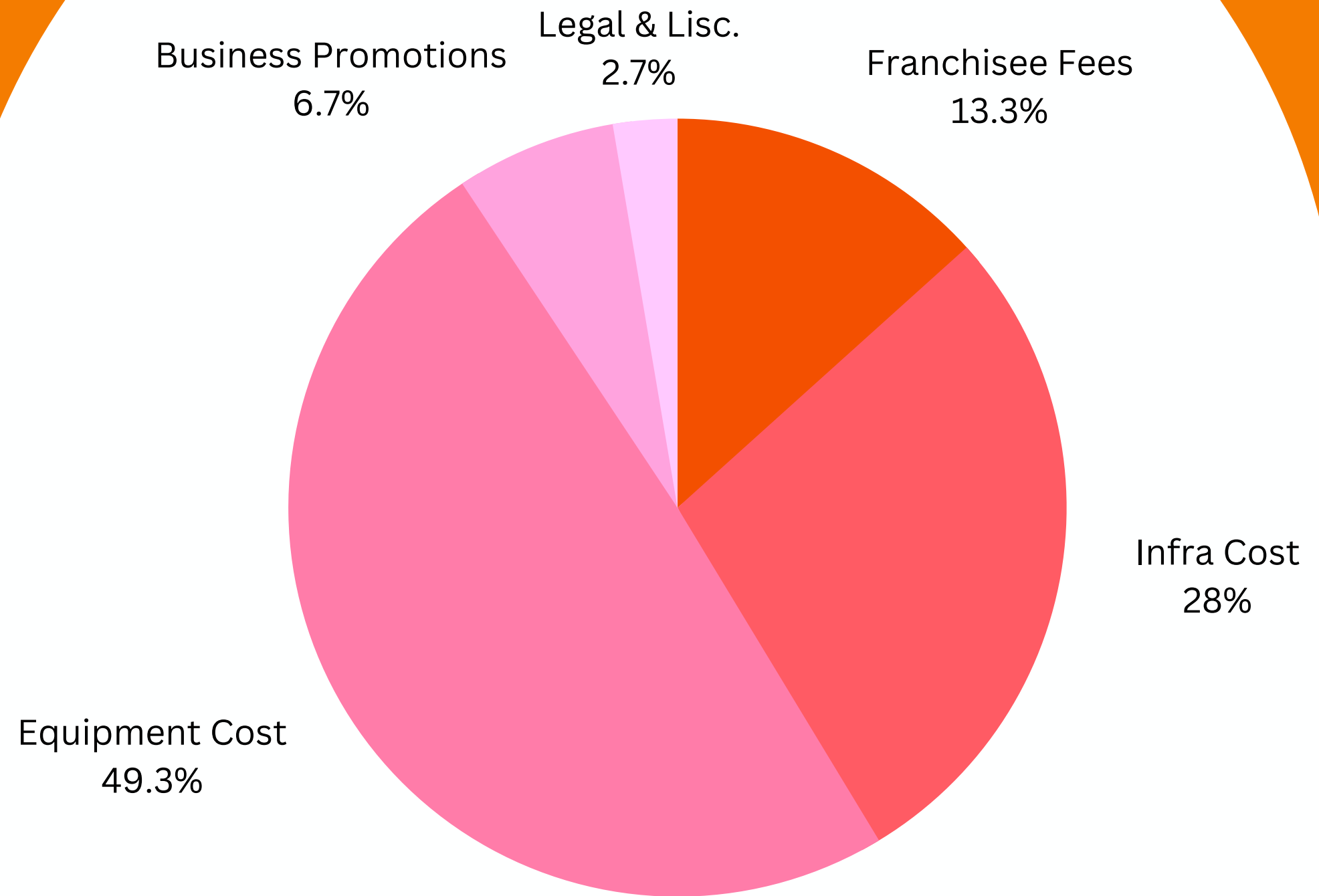
VANGARD HOSPITALITY LLP



# Setup Cost

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

- 01** 10 lacs Franchisee Fees
- 02** 21 lacs Infrastructure Cost
- 03** 37 lacs Equipment Cost
- 04** 5 lacs Business Promotions
- 05** 2 lacs Legal & Lisc fees





# Benefits of Partnership

Launch & Training  
SOP Implementation  
HR Support  
Marketing Support  
Training Support  
PNL Management & Guidance





# CONTACT US



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