



# INDIAN SPICE<sup>®</sup>

Group of Multi-cuisine Restaurant

SURYMERLIN HOSPITALITY LLP  
Our Taste is Our Religion

<https://www.indianspice.net.in/>

# AGENDA



- ❖ ABOUT THE COMPANY
- ❖ MARKET ANALYSIS
- ❖ FRANCHISE PROPOSAL



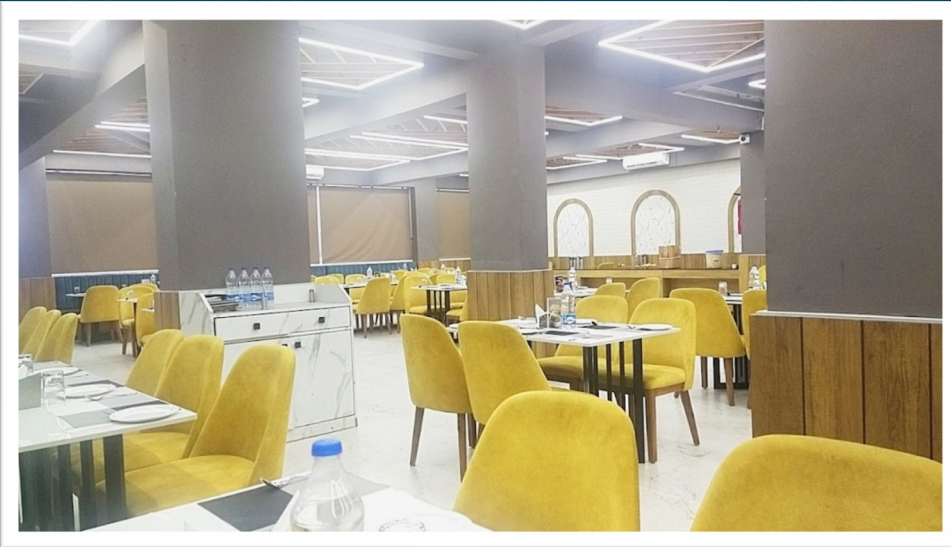
# ABOUT THE COMPANY

INDIAN SPICE is a leading restaurant management and development company in South Asia since its inception in 2018

We are into this industry since last 25+ years with a team size of 1200+ hospitality Professionals.

We are having projects of now 16 Restaurants in Key cities and also have operate Nexottel Chain of Hotels

*We give expertise in restaurant, Food Kiosk as well as in all formats of Dining covered more than 10 + cuisines with integrated fusion recipes by our Industry dominating Chefs.*



# OUR PRESENCE

ESTD. 2018



LONI KALBHOR



PIMPRI CHINCHWAD



SASWAD PUNE



MAHABALESWAR



SAPUTARA



VESU SURAT 1



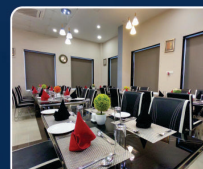
DWARKA PARK



BARDOLI



VADODARA 1



VADODARA 2



VIRPUR



CHOTILA



SASAN



BHARATPUR



KUTCH



MORBI



KESHOD



GOA

## UPCOMING



RAJKOT



AHMEDABAD



NANDED



KUTCH





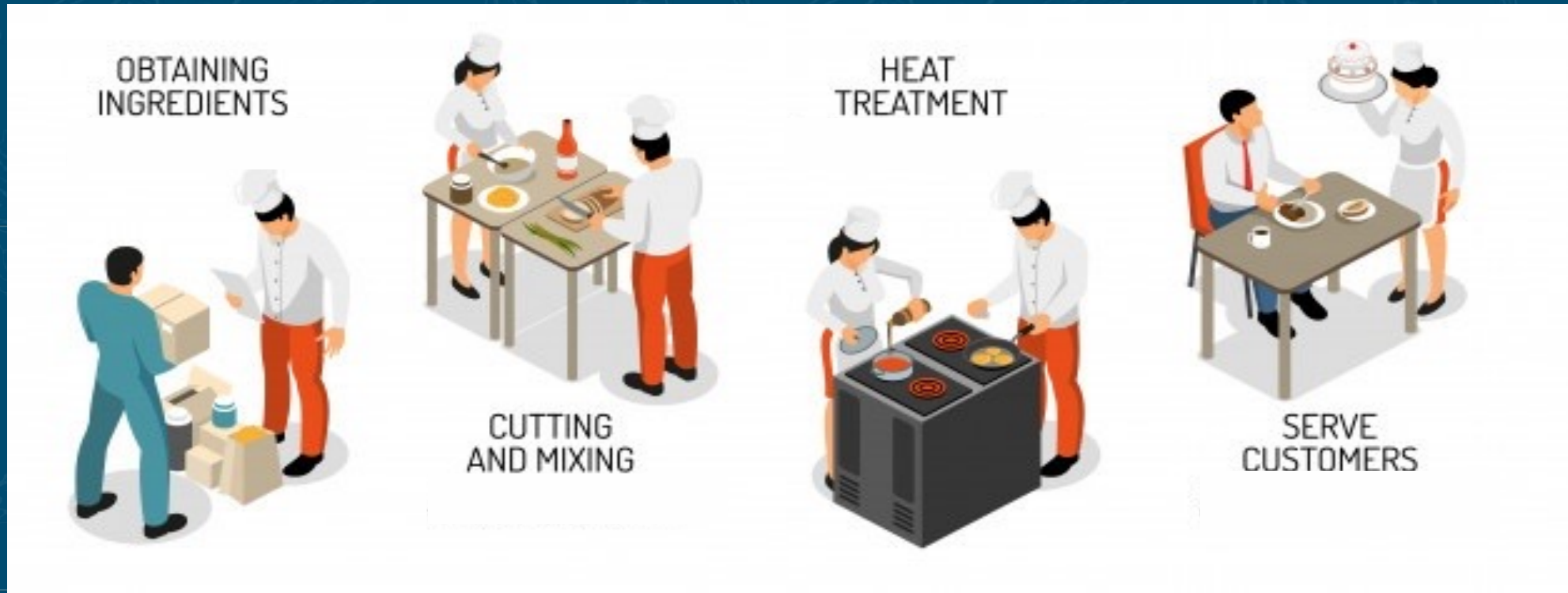
# WIDE RANGE OF CUSINES

*Our dishes have a unique combination  
of **Taste** and **Happiness***

- NORTH INDIAN
- CHINESE
- CONTINENTAL
- THAI
- EUROPEAN
- SEA FOOD
- TANDOORI
- SIZZLER



# HOW WE FUNCTION AT INDIAN SPICE



Fresh Ingredients are sourced everyday to ensure the **Quality & Taste** is always maintained

Ingredients are then prepared and sorted properly (Veg. & Non Veg.).

Food is prepared fresh as per order so that food is served Hot and retains all flavors

We believe that food is “Eating from the heart”, thus, we do not compromise with our portions and the menu items are set to cater to all Palettes



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# FOOD SERVICE INDUSTRY IN INDIA

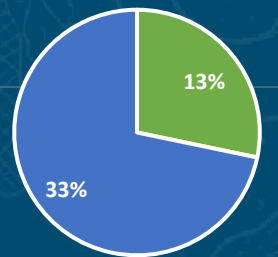


Indian food service industry declined in FY'21 by 53% due to Covid-19 vs YA, however, saw recovery at 27% in current Fiscal year & is expected to grow by 54% in 2025, with FY22 value forecast of 4.72L crores.

Average order value increased by 43% from Digital Platform, with Takeaway & delivery market expected to expand by ~18% by FY'25

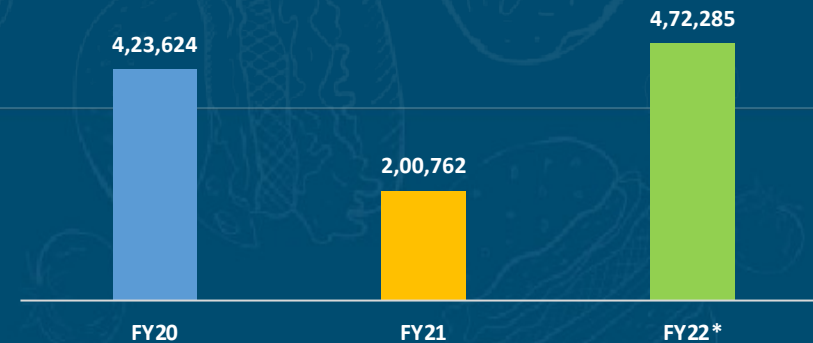
Trend mainly visible in younger generation 25 to 40 years, primarily due to being influenced by international lifestyle and culture and eating out to try different cuisines

Delivery & Takeaway Share (Restaurant Players)



■ Pre Covid ■ Post Covid

Indian Food Services Market (Rs. Crore)





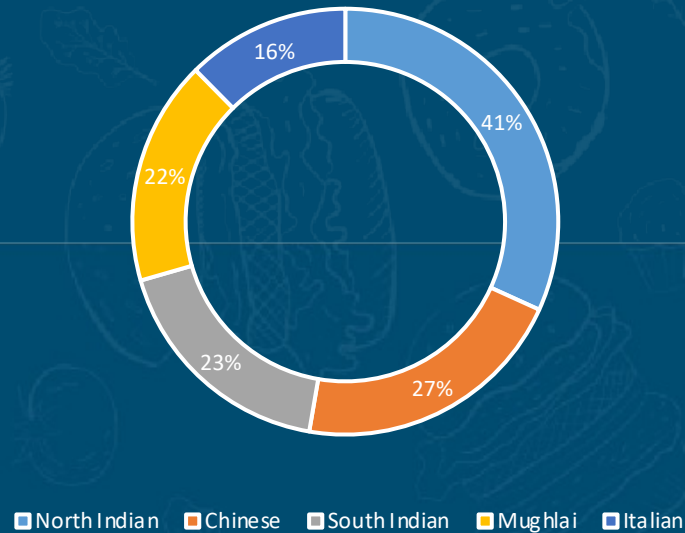
# INDIANS FOOD PREFERENCE



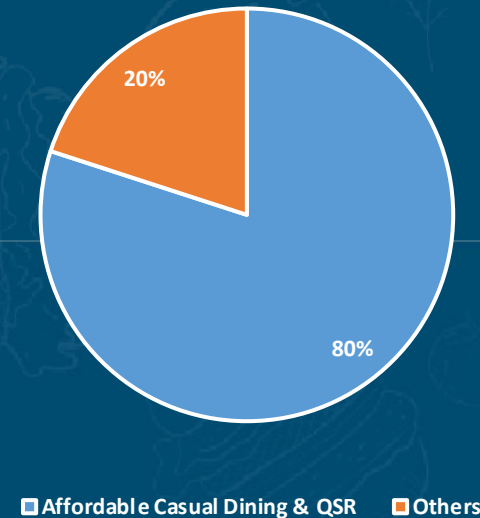
Mumbai, Delhi & Bangalore are the three largest markets for organized food service which are collectively pegged at around 1L Crores.

Average monthly household spend on eating out has increased to Rs. 2500, with Bangalore being the city splurging the most with average spend of Rs. ~Rs. 3600, followed by Mumbai at ~ Rs. 2900

PREFERRED CUISINES



WHERE INDIANS PREFER EATING



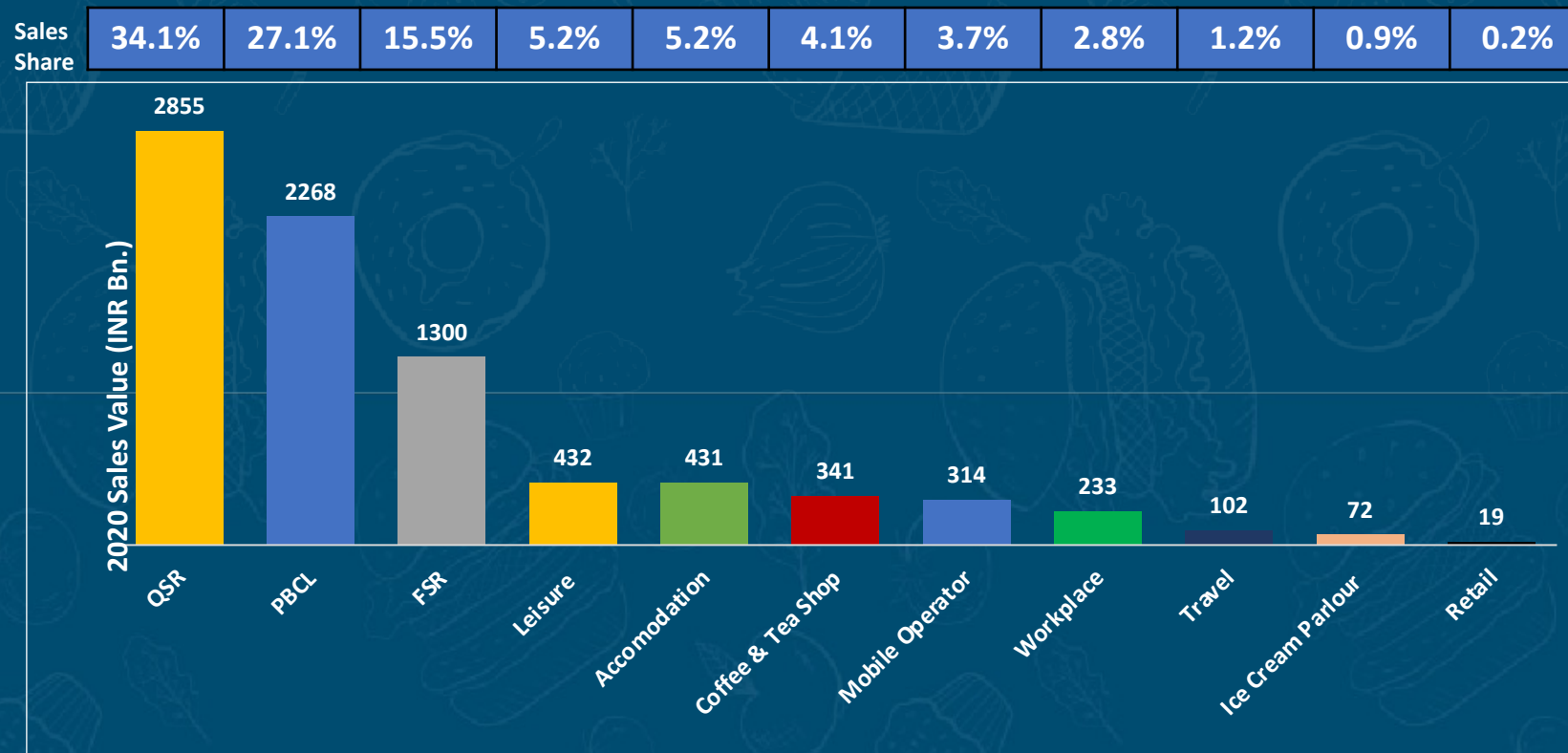
DATA BASED ON STATISTICAL SURVEYS AND ANALYSIS OF AGENCIES

# QSR & FSR DRIVING RECOVERY FOR FOOD SERVICE INDUSTRY



Full service restaurants & QSRs control majority of the Food Service Industry sales, with nearly **50%** of market in India, with both segments seeing double digit growth in FY'22

Chinese food is seeing strong double digits growth in India with shift being seen from unorganized to organized segment





# EVOLVING INDIAN DINER



## DEMOGRAPHIC SHIFT

43.82% of the population is below 24 years, numbering at over 581 million - CIA estimation in 2020



## WORKING POPULATION

41.56 % of the professional population is between 25-54 years – CIA (2021)



## INCREASING URBANIZATION

2020 – 35% of the total population  
2025 – 42.5% of the total population

## GROWTH DRIVERS

Urbanization

Food Experimentation

Awareness and access to market offerings

Female professionals

Nuclear families

Trend of eating out

Frequency of eating out and expenditure on food are low and have room to grow;

Eating-out frequency per week

4.3 SPAIN

3.8 CANADA

1.1 INDIA

Per capita expenditure on meals outside home

US \$ 1,870

China \$ 750

Brazil \$ 745

India \$ 110

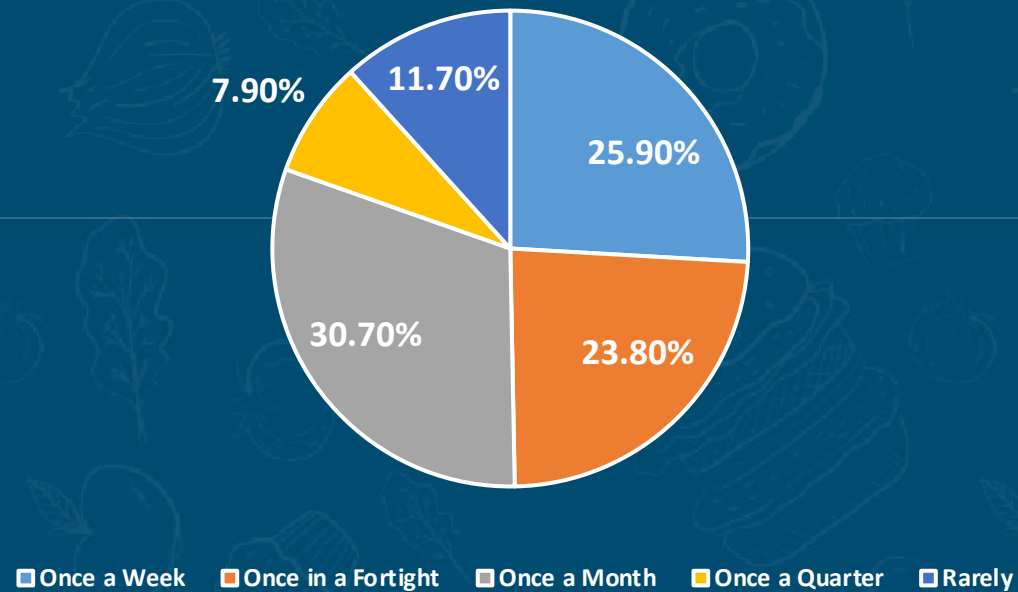
# IMPACT OF CHINESE CUISINE IN INDIA



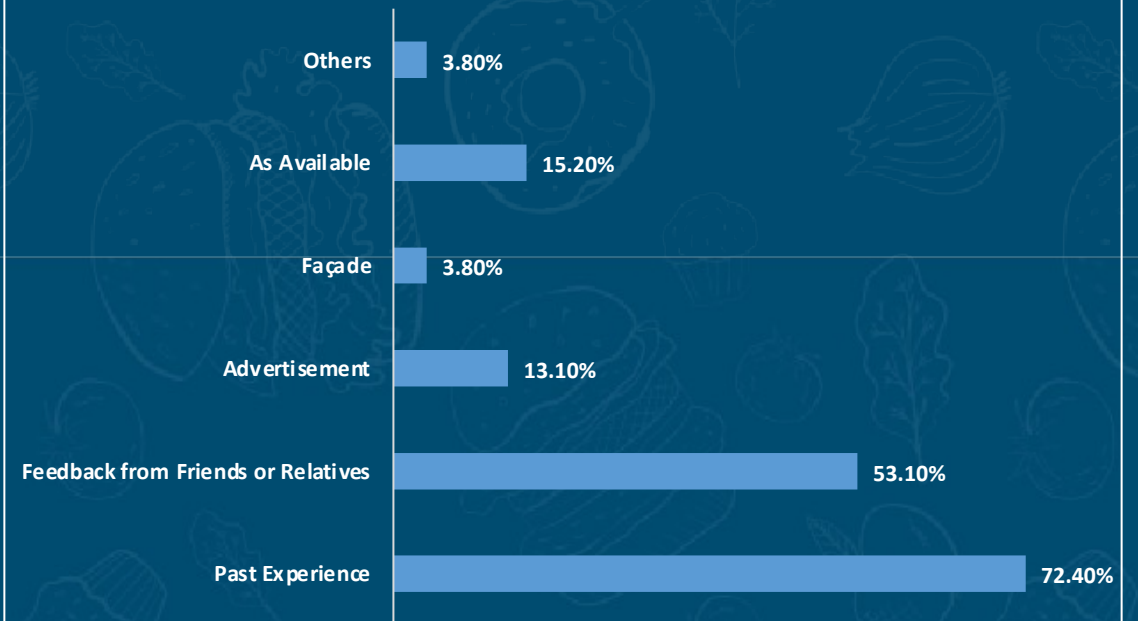
In India most of the Chinese cuisine intake happens through traditional restaurant offering Chinese food as an addition to their existing menu with more than 50% restaurant having Chinese in some form or the other and there are limited Authentic Chinese/Asian Cuisine restaurants, most of them being in unorganized segment

Past Experiences play a vital role in Indian Consumers choosing Chinese cuisine per studies and also helps with word-of-mouth marketing

FREQUENCY OF EATING CHINESE CUISINE



REASONS FOR EATING CHINESE CUISINE





# KEY GROWTH DRIVERS & DETERENTS IN THE MARKET



## GROWTH DRIVERS

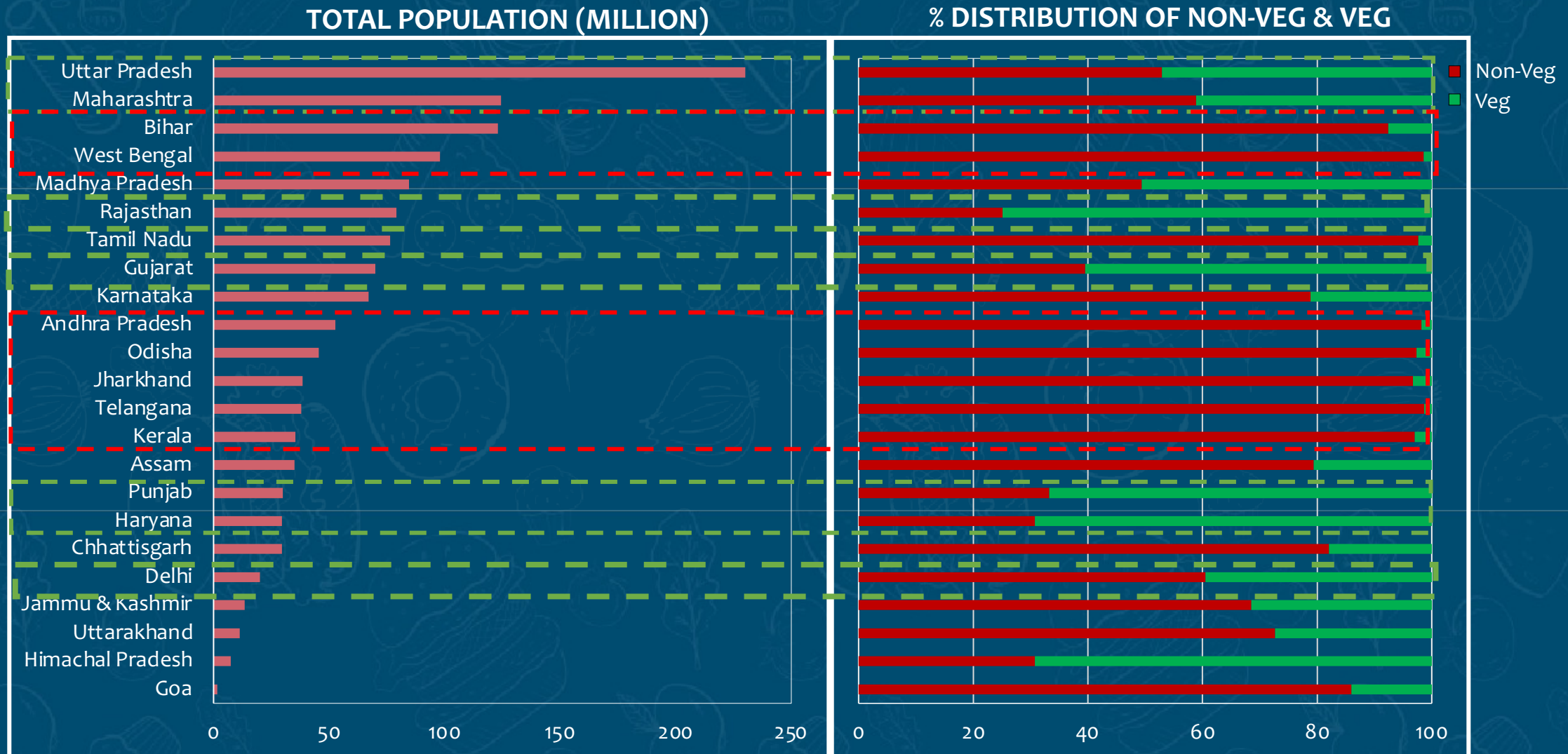
- Increasing trend of eating out in Urban cities in India across economic classes has boosted the food service industry, especially QSRs
- Trend mainly visible in younger generation 25 to 40 years, primarily due to being influenced by international lifestyle and culture and eating out to try different cuisines
- Rapid Urbanization due to increase in population & rise in disposable income due to economic growth increased eating out culture
- Per Capita income has increased
- Tier 2 & 3 cities expansion has led to increase in Quick Service Restaurants

## DETERRENTS

- Setting up Restaurants in India is generally a time consuming & tiresome process due to need for multiple government clearances
- Lack of skilled workforce, usually in small cities and towns

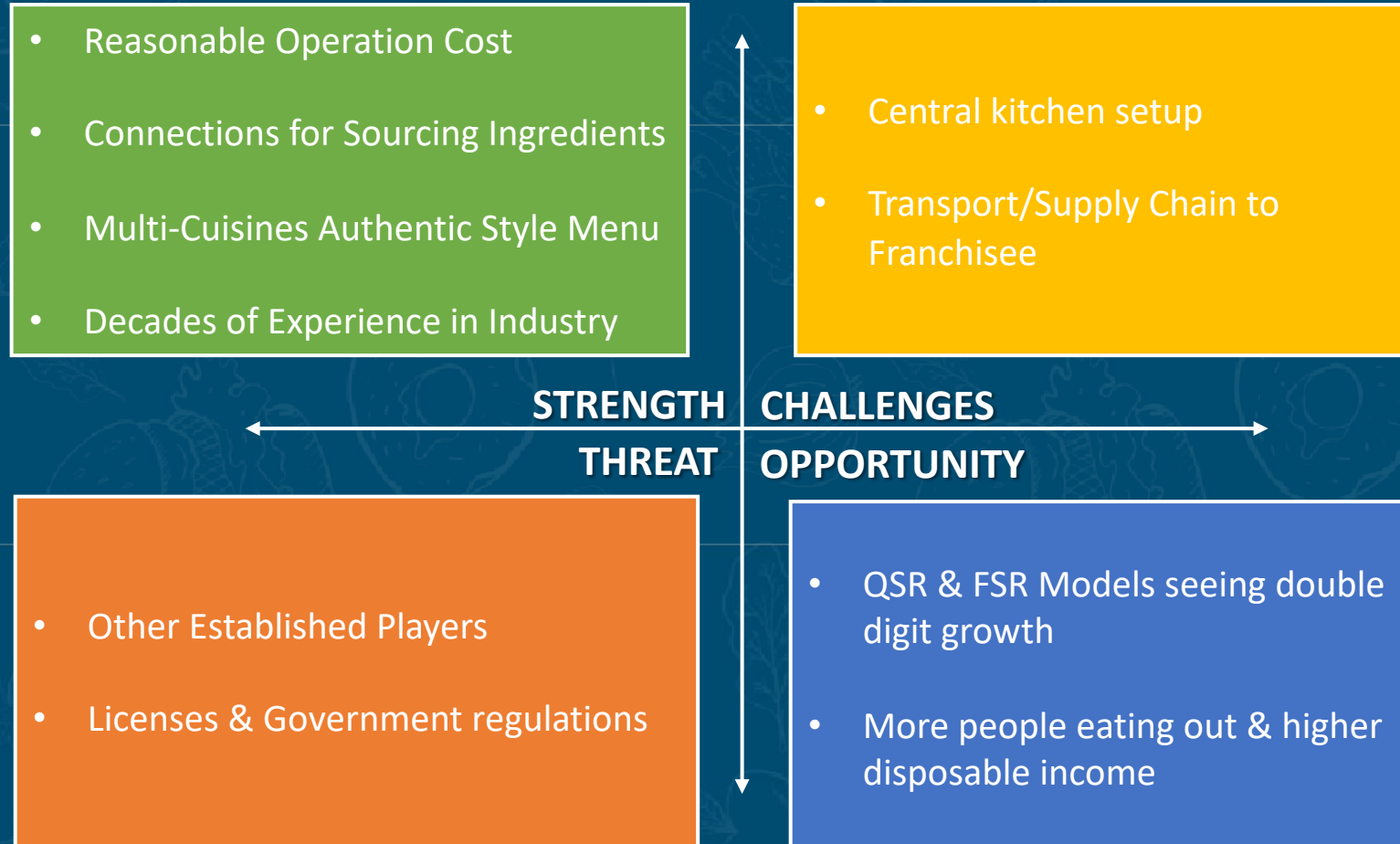
# CONSIDERATION FOR PAN INDIA EXPANSION

INDIA HAS ~70% NON-VEGETARIAN POPULATION





# SWOT ANALYSIS



# TOP THEME BASED RESTAURANTS IN INDIA



☐ Kaidi Kitchen, Kolkata/Chennai

☐ UFO Revolving, Mumbai

☐ Black Pearl, Bangalore

☐ Taste of Darkness, Hyderabad

☐ Silver Metro, Bangalore

☐ Nature's toilet cafe, Ahmedabad

☐ 70mm, Hyderabad

☐ Hijack Restaurant, Ahmedabad, Chennai, Suraj, Rajkot

☐ The Bar Stock Exchange, Mumbai

☐ Rain Forest, Chennai

☐ The Gufa, Bangalore

☐ Odeon Social, Delhi

☐ Firangi Dhaba, Mumbai

☐ The Ciclo Cafe, Chennai

☐ Veli Lake Floating Restaurant, Trivandrum

☐ Seva Cafe, Ahmedabad

☐ New Lucky Restaurant, Ahmedabad

☐ Tihar Food Court, Delhi





# FRANCHISE PROPOSAL





# OUR VALUE PROPOSITION





# IDEAL PARTNER PROFILE



- Successful /Aspiring Young Entrepreneurs
- Corporate Employees looking to become Entrepreneurs.
- Experience in Food service Industry
- Goal driven, Passion for Customer Service.
- Ready to invest time and energy in running a successful Restaurant .



## Property Owners

- Facility owner in a high footfall locations (residential / mall / high streets) with investment capacity
- Owner may want to invest in FOFO for better returns than just rental prospects
- Alternatively, Long Lease deals

1

2

3



## FOFO by Investor Operator Develop as Unit Partner New Investors

- Visionaries who would like to grow and evolve with a reputed brand
- Young local investors having time to invest in day to day operation of the Unit



## Young Entrepreneurs'

- New setup
- FOFO

# ROLL OUT PLAN



INDIAN SPICE plans to expand in West & North Zone and Key Metro cities in first Phase and other key Tier 1/2 cities in Phase 2 with Pan India expansion as part of future vision

## NORTH

- Delhi NCR
- Chandigarh
- Amritsar
- Ludhiana
- Jaipur
- Alwar
- Rishikesh
- Shimla
- Sonipat
- Karnal
- Dehradun
- Lucknow
- Meerut

## WEST

- Ahmedabad
- Surat
- Vadodara
- Indore
- Bhopal
- Ujjain
- Raipur
- Mumbai
- Pune
- Nashik
- Thane
- Nagpur
- Goa

## SOUTH

- Bengaluru
- Nellore
- Mysore
- Chennai
- Trivandrum
- Madurai
- Vizag
- Kochi
- Kozhikode
- Erode
- Kurnool
- Coimbatore
- Hyderabad

## EAST

- Kolkata
- Rourkela
- Ranchi
- Guwahati
- Imphal
- Patna
- Gaya
- Jamshedpur
- Cuttack
- Asansol
- Muzaffarpur
- Bhubaneswar
- Malda



# FRANCHISE BUSINESS MODEL

Parameters	FICO	FOCO	COFO	FOFO	Management Contracts	Licensed Franchisee Partner
Ownership	Company	Franchisee	Company	Franchisee	Investor	Franchisee
Investments by	Investor	Franchisee	Company	Franchisee	Investor	Franchisee
Operations by	Company	Company	Franchisee	Franchisee	Company	Franchisee
Brand guidelines	Company	Company	Mandatory	Mandatory	Mandatory	Not Mandatory
Revenue to	Company	Company	Franchisee	Franchisee	Investor	Franchisee
Expenses by	Company	Company	Franchisee	Franchisee	Investor	Franchisee
Franchisee gets	Fixed payout	Fixed payout	Net Profit	Net Profit	Net Profit	Net Profit
Company get	Net Profit	Franchise Fee Net Profit	Franchise Fee & Margin	Franchise Fee Min. Guarantee/Royalty	Management Fee as % of sales	Franchise Fee Margins

# DIRECT UNIT FRANCHISEES

Master Franchise	Area Franchise	Multi-Unit Franchise	Single Unit Franchise
Control of franchising activities given to an entity in a large territory	Limited to a city/ state on a case to case basis	Open a pre-determined number of units in a certain geographic territory	Control of a single unit by the franchisee
Sub-franchisor assumes the role of the franchisor	Area developer oversees all the units at a higher level	Not limited by geography; however within a certain timeframe	Typically has a particular territory that is covered by the unit
Allows instant penetration of a brand	Mix of both AF unit + sub franchise units	Can club emerging areas with sought after location	Lower investment costs and franchisee involved with daily business operations
International giants penetrating new territories	Brands looking to aggressively penetrate	Current Trend in the space	New entrepreneur led



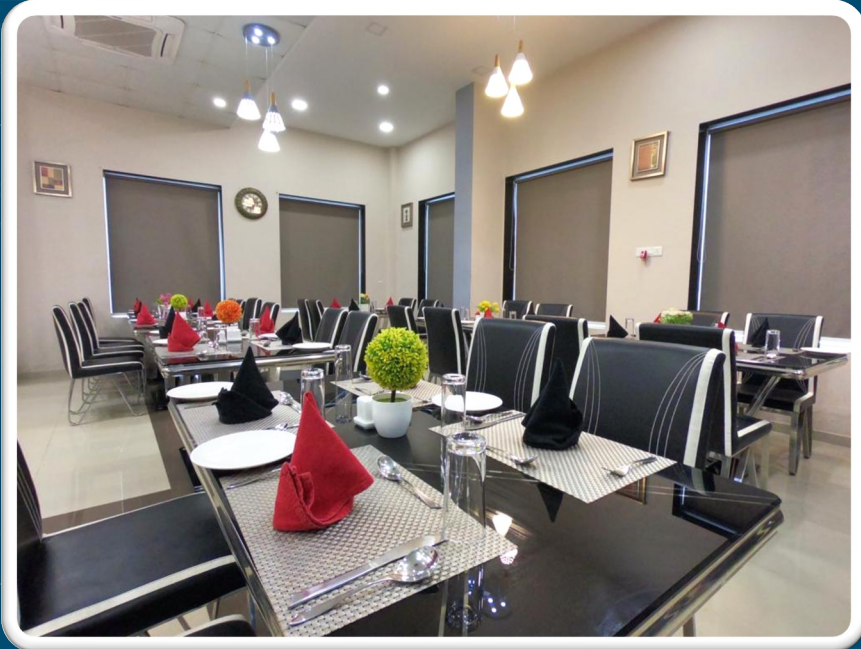
# UNIT FRANCHISEE MODEL | FOFO



- ❖ Can Also look into having Multi-Unit Franchise



# INDIAN SPICE (FSR)



**Model:** Dine-in Model with option to add Alcohol to Menu

**Size:** 2500-3000+ sq.ft.

**Location:** Affluent Areas, High-footfall markets, Near Premium category shopping complexes

- Dine-in, Take-away & delivery, Alcoholic Drinks (As additional Scope for Investors, Preferably beer + Full Bar wherever applicable)
- Reasonable seating area (Min. 80-100 seater)
- Comfortable Ambience
- Competitive Price Points



**Model:** Dine-in Model

**Size:** ~1500 sq.ft.

**Location:** Affluent market areas, Near Premium category malls and office complexes (SEZ)

- Dine-in, Take-away
- Reasonable seating area (50-70 seater minimum)
- Comfortable Ambience
- Reasonable food cost



# ROLES & RESPONSIBILITIES

## FRANCHISEE

- ❖ Run operations on a day to day basis
- ❖ Adhere to Protocols and guidelines
- ❖ Keep employees motivated (Including Hiring)
- ❖ Ensure cleanliness & hygiene
- ❖ Ensure implementation of local marketing activities
- ❖ Maintain accounts & records in the required formats (On Central Server)
- ❖ Inventory Management
- ❖ Training mandatory for each franchisee before starting operation
- ❖ Maintain Good Customer Relationship

## BRAND

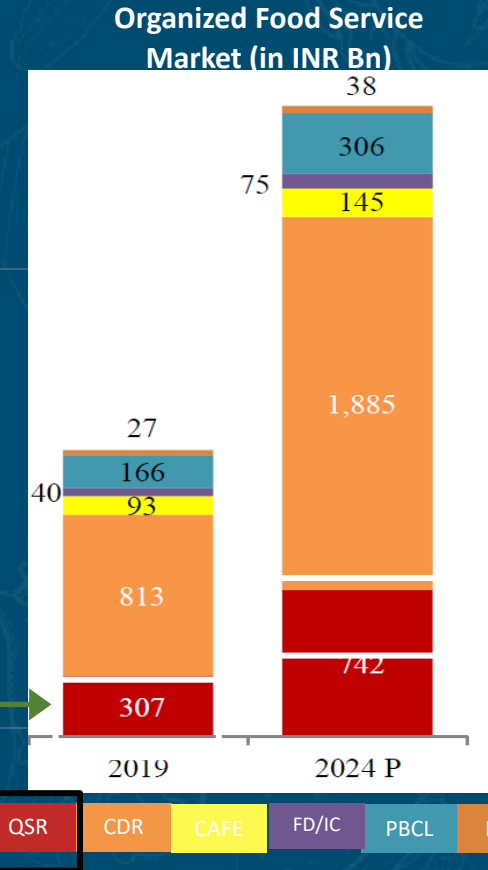
- ❖ Help Franchisee with Site Selection, Licenses and permissions & Fit out
- ❖ Provide training to the Franchisee before operations begin & help with Staff Selection
- ❖ Conduct marketing at National level through different platforms
- ❖ Supply of equipment's (wherever applicable) & ingredients (spices etc.) for quality service
- ❖ Conduct audits and provide feedback to the franchisee for improvement in performance and higher efficiencies
- ❖ R&D on Service Offerings
- ❖ Help with Strategic Tie-ups with suppliers



# QSR FORMAT GROWING AT 17.3% IN INDIA



QSR space in India has transitioned from being just a hygienic & affordable format to also being comfort food format



Low Capex model

High Profitability model

Partnership with top raw-material suppliers

Quick service with premium quality product

Minimum staff for providing satisfactorily service

Easy access in multiple location

We can look at 2 approaches for the QSR Model:-

## 1. Food Court (150-300 Sq. Ft.)

Franchisee can establish setup similar to Takeaway Restaurant in popular food courts, travel retail location, corporate parks etc.

\*Additional charges of the mall/location to be borne by Franchisee

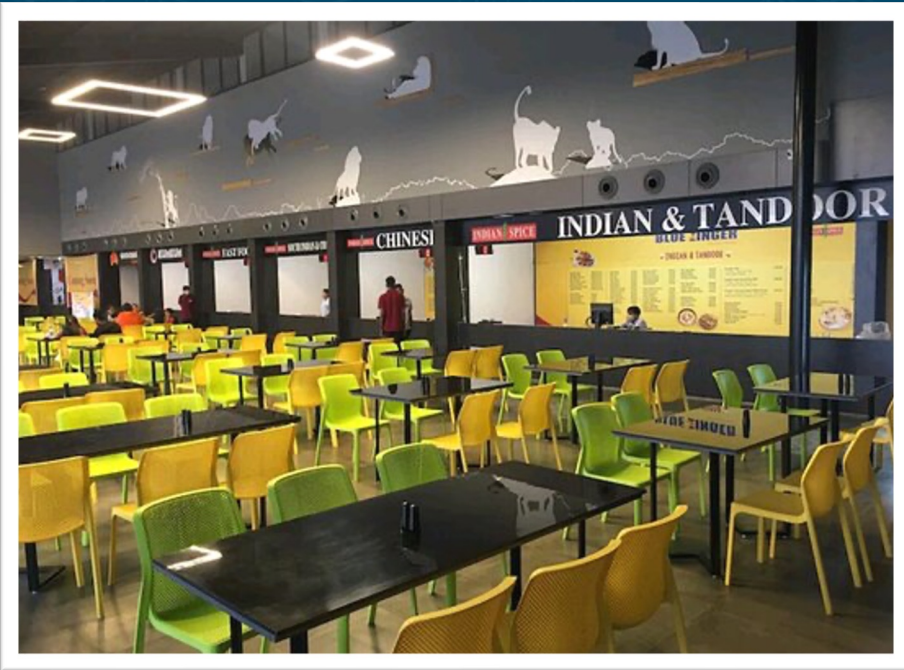
## 2. Web Kitchen (Hybrid) & QSR Dine-in

**Area:** 300-800 Sq. ft.

**Location:** Affluent market areas, Near Premium category malls, office complexes (SEZ), Travel Locations, Educational Hubs

### ▪ Store Front Kitchen

- Online Orders delivery through various platforms
- Walk-in/Drive through customer for takeaway orders
- Option for 20-30 Seater





# KEY SUPPORT FUNCTIONS

- All support inclusive but not limited to



## PRE-OPENING

- Site Selection & Approval
- Brand Book For Unit Design & Layout
- Site Design & Development
- Complete Equipment Sourcing
- Training For Efficient Unit Operations
- Operations Manual
- Recipe Manual
- Technical Support
- Legal & Licenses
- Launch marketing

## POST OPENING

- Product Supplies
- Menu Innovation
- Marketing & Brand Pull
- Promotional Schemes
- Technical Support

# SUGGESTIONS & RECOMMENDATION

- ❖ **Create a Robust Centralised platform which not only takes care of delivering food services to client, but also link all franchisees together. Helps with the following aspects:-**
  - ❑ All billing to be done through the central server, this helps avoid manipulation & theft
  - ❑ Franchisee Equipment, Food Material (Batter, Ingredients etc.) & other needs can be processed fast through the central servers & track record can be maintained to control wastage & inventory management
  - ❑ Performance evaluation for franchisee can be easily done through this
- ❖ Enter into Strategic Tie-ups with Local vendors for supply of produce to Franchise
- ❖ Can utilize Mobile Application to upload marketing items such as Fun Recipes, Cooking videos, Tutorials etc.
- ❖ Create dedicated Franchisee Management Team
- ❖ Focus also on creating recall value for the brand through goodies, deliveryman with branded kits etc.



# FINANCIALS



❖ To be updated once Financials are Approved

PARTICULARS	500 Sq. Ft.	1500 Sq. Ft.	2500 Sq. Ft. +
INVESTMENT			
FRANCHISE FEES			
REVENUE			
EBITDA			
AVERAGE ROI			
PAYBACK PERIOD (IN MONTHS)			

❖ Royalty 7%



# THANK YOU



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