



tandooriwala™

The Great Indian BBQ Restaurant

Food Court

150 sqft to 500 sqft





# Welcome to a world of possibilities.

We are here to create history, which is made only if you are with the right partner. Tandooriwala invites you to its exquisite dining experience, and we are delighted to have you here.

Franchise owned franchise operated (FOFO) is a business model where a franchisee owns and operates a franchise business under the established brand and business model of the franchisor.

We are present in

6 Countries



Currently Expanding in

42 Locations



Creating history from past

10 Years in the Making



Expanding Globally

100 Stores to Go by 2025



# Introduction

Tandooriwala was founded in 2013 by the renowned Master Chef. Shajahan Mohamed Abdul (Chef Abdul).

Since then, Tandooriwala has been the best destination for food connoisseurs to experience tongue-tickling tastes of unique & exciting recipes of Master Chef. Abdul.

We are a chef-led global chain of Indian restaurants specializing in unique Indian barbecue cuisine.

Our commitment is not just to bring our self-innovated Indian barbecue recipes to the worldwide palette but also to allow our patrons the chance of a memorable dining experience.



## **Intention :**

This is to develop a world-renowned brand with a Minimal investment setup.



## **Vision :**

To be the world's best Indian restaurant franchise chain.



## **Mission :**

To serve the best Indian gastronomic cuisine using high-quality ingredients.





## From the Founder

Hello, welcome to Tandooriwala – The Great Indian BBQ Restaurant Chain. I was born into a humble Indian business family. I completed my UG and PG in Hotel Management from the University of Perpignan, France. I also achieved a double degree from the Eurhodip in Hotel Management and Tourism, Brussels, Belgium. During my schooling in France, I worked in a Bistro as a kitchen Helper and then as a trainee under Chef Jean-Luc Heilmann.

I have worked with Chef Chris Cleghorn's The Olive Tree in Brugge, Belgium. I then worked with Chef Alain Passard, a Two Michelin Star Chef at that time, and it gave me a world-class opportunity to master my skills. I also got to work with Chef Thomas Kellar, Chef Pierre Koffmann, Chef Gordon Ramsay, and Chef Sean Kommer before joining as Sous Chef for Chef Christian Morissette in Juan Les Pins, France. I was appointed Executive Chef during the 2004 Cannes Film Festival and was privileged to serve world cinema celebrities.

I have served explicit Mediterranean and Indian cuisines to foreign dignitaries, including Japanese Prime Minister Mr. Junichiro Koizumi. My last job was in Center Parcs as Corporate Chef, Longleat Forrest, UK. I later resigned, returned to India, and established the Indian barbecue concept in the name of Tandooriwala. It's been a decade since I started the journey to cook and serve healthy and delicious barbecue food. I look forward to meeting you and helping you in achieving your dreams.

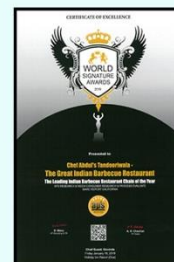
# We Don't Say It, The World Says It.



2023  
Most Promising  
Brand  
Tandooriwala.



2023  
Best Chef Led  
Restaurant of the  
Year.



2019  
The Leading Indian  
BBQ Restaurant  
Chain Of the Year.



2022  
India's Most Prominent  
Food & Hospitality  
Award.



2018  
The Innovative Chef  
of the Year 2018.



2018  
Best Indian BBQ  
Restaurant Chain  
of 2018.



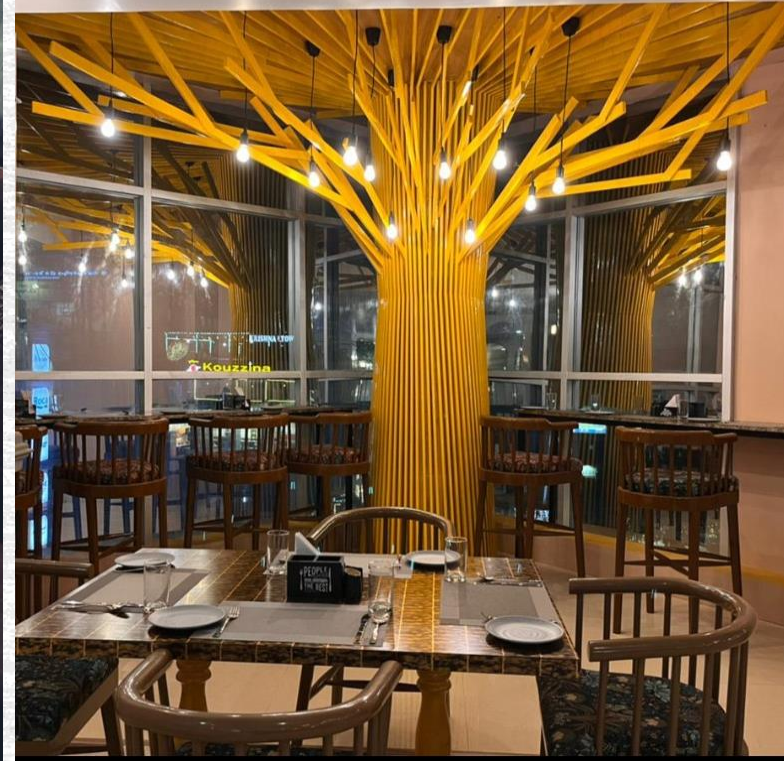
2018  
The Best Indian BBQ  
Restaurant Menu  
of the Year.



2017  
Best Chef Led  
Restaurant of the Year.



# Our Store's Interiors





## Up Coming stores in India

- t Mumbai
- t Nasik
- t Kolhapur
- t Pune
- t Goa
- t Hyderabad
- t Nagpur
- t Ahmedabad
- t Latur
- t Sholapur

## Up Coming stores International

- t Bangladesh
- t North Korea
- t Ireland
- t Saudi
- t UAE
- t KSA







## About

# tandooriwala™ Food Court

The Great Indian BBQ Restaurant

- This concept is for Malls.
- Step into our bustling food court and be greeted by the mouth-watering aromas of diverse cuisines from tandoor pot.
- Tandooriwala Food court offers a luxurious QSR experience with a wide variety of options to choose from, our food court offers something for every taste and craving.
- It is feasible for any floor in the mall.



## Why?

**tandooriwala**™ *Deluxe*  
The Great Indian BBQ Restaurant

- t World's first recognized Indian barbecue restaurant chain.
- t The only Indian brand that has been nominated for more than 200 global awards and won more than 50 awards.
- t Chef-led restaurant chain, where you get in-depth support from the master chef.
- t We manufacture our own spices and masalas to maintain the standard of quality.
- t We take care of your kitchen by managing the skilled chefs provided by the company.
- t Transparent business dealings throughout the journey.
- t A Dedicated marketing team throughout the journey.
- t Less investment compared to similar concepts in the market.



# Onboarding Support

Onboarding is a necessary process for any restaurant to be successful and self-sufficient. We at Tandooriwala hand-hold the franchisee from the start. Following are the onboarding activities that we deliver on excellence:

- Location visit and market research.
- Rent agreement and negotiations.
- Project reports for bank loans if required.
- Designing and execution of the project.
- Consultation for registering the company.
- Consultation towards all certifications and statutory obligations.
- Marketing activities.
- Pre-launch food tasting.
- On-boarding with home-delivery aggregators.
- Restaurant start-up ;





# Marketing Support

Marketing is crucial for any restaurant to be successful, and the primary and most important process is brand awareness. We are more into digital than print media to reach our customers locally. Following are the digital marketing activities and a few print marketing for which we take responsibility.

## Pre-Opening Marketing Activities:

- Social Media Presence, Awareness Campaign, and Increase Followers.
- PR activities through Digital News Papers and Viral Media.
- Inviting Influencers and Food Tasting.
- Offers through Home-Delivery during the Soft-Launch.
- Distributing Offer Coupons to nearby Apartment Societies.
- Students Awareness Campaign with Launch Period Discounts.
- Auto Back Posters.
- Local Theatre Screening.





## Post-Opening Marketing Activities:

- Cross-Marketing Activities.
- Celebrity Dine-in once a Month.
- Influencers Dine-in regularly.
- Loyalty Programs.
- Post-Opening Offers through Home-Delivery.
- Social Media Campaigns every Month.
- Reputation Management to Maintain to Rating above 4.5 Stars.
- Corporate Tie-ups for group Dine-in and Events.

## Complete Recruitment & Training Support

The kitchen is the heart of any restaurant, and we at Tandooriwala, a Chef Led Restaurant Chain, are strong in recruitment and training. Following are the advantages you get from the Tandooriwala franchise.

1. We complete recruitment and provide training as per our SOPs.
2. The company manages the kitchen staff daily.
3. The company directly manages any customer reviews regarding food quality.
4. The Manager/Owner will strictly manage the service staff per our SOPs.
5. The Owner will pay the salary to the Company and the Company will pay the salaries to the kitchen staff. The service staff's salary will be paid directly by the Owner.
6. Wastage management will be in control all the time.
7. Food quality will be as per the high standards of Master Chef Abdul.
8. Any re-recruitment and training of kitchen staff will be managed by the company free of cost.
9. High standards of food safety and hygiene at all times.
10. Quick and efficient food delivery and cost control over raw materials usage.

# Our Secret Masalas & Premix



To become successful, your foundation must be strong; to remain successful, your products must be consistent 365 days a year. Your business foundation will be strong as we are experts in laying a strong Tandooriwala restaurant start-up, and your business will be consistently successful as we have developed cost-effective and flavorful masalas and premixes which will help you in the following aspects of your restaurant business:

**Cost Effective:** Our masalas and premixes are highly cost-effective as it is directly billed from the factory to your outlet without intermediaries like distributor, wholesaler, and retailer.

**High Yield:** Our masalas and premixes are manufactured with high-quality first-grade raw materials from Kerala and Karnataka, giving you more yield than what is available in the market.

**Reduce Skill Staff Dependency:** Our masalas and premixes reduce any dependency on Chefs, and we are more of a process-oriented business operation rather than dependent on any Chefs.

**Reduce Preparation Time:** Our masalas and premixes reduce the marination and cooking time. Even though our Indian cooking techniques are based on slow cooking, our masalas help chefs to deliver high-quality food quicker than any other regular restaurant.

**Reduce Wastage:** Our masalas and premixes reduce uneasy wastage and increase profitability.

**Free Packing & Delivery:** We are in this together, so we deliver the goods to your doorstep free of cost anywhere in India.





# *Our Menu Chronicles*

Our Tandooriwala Food Court concept is all about celebrating your life's most important moments with us. We make it possible without rules and allow you to enjoy our freshly prepared food and beverages to make it a special unforgettable event for our customers.

- Our Dine-in menu is unlimited, where the starters, Indian Breads, and Beverages are served on the table.
- The buffet spread is for enjoying unlimited and freshly prepared Soups, Salads, Chats, Main Courses & Desserts.
- All beverages are charged extra.
- Loyalty benefits the customers every time they dine with us.
- The simple menu changes daily to make the menu interesting, exciting, and cost-effective.
- Menu based on national and local celebrations/ events.
- The well-planned menu per seasonal availability and cost factors is done three months in advance.
- Home-delivery menus will be prepared fresh on order.
- Takeaway menus will be a fixed menu with individual pricing and availability.
- Complementary signature dips of 8 varieties for dine-in and 2 dips for take-away as complementary.
- Dips are charged separately for home delivery.





## *Our Seasonings*

We are the only restaurant chain involved in making our dishes flavorful and tastier with our exclusive seasonings prepared by Master Chef Abdul. These seasonings are prepared with 100% natural ingredients and used on our chefs' delectable dishes. After all, seasoning is not just salt and pepper anymore.

- Salad Seasoning
- Soup Seasoning
- All Purpose Spice Seasoning
- Table Chatpata Seasoning
- Aromatic Seasoning
- BBQ Seasoning

You will love these dips, and customers' footfall will instantly grow once they get addicted to these magical seasonings.





# BBQ Tomato Soup

Deliciously comforting tomato soup.





# *Our Specialties*

*Peri Peri*

**Tandoori** *Chicken*

"Periperi chicken: the perfect  
combination of spice and flavor."  
Experience the best of culinary delights,  
with Masterchef.



# Chilli Barbecue Drumsticks

Unleash your inner chef and amaze the world.





# Barbecue Panja

Let Masterchef inspire your culinary journey.





# Barbecue GHEE ROAST

"The definition of pure deliciousness."







# Mutton Rogan Josh

Mutton tenderloin is still the best choice.





## Dum Pukht *Biryani*

“Biryani is nothing but,  
just a state of happiness”

# “Get Set to Launch your Business with us”

## Investment Proposal

AREA (Min-Max) : 150 Sqft – 500 Sqft  
INVESTMENT : INR. 15 Lakh (Including Franchise Fee)  
FRANCHISE FEE : INR. 3 Lakh  
ROYALTY : INR. 25,000 Fixed Monthly  
FRANCHISE TERM : 5 Years

### LOCATION REQUIREMENTS

- ✚ Standalone High Highway Location.
- ✚ Parking Facility.
- ✚ Water & Drainage Facility.
- ✚ Nearby to any known Landmark.
- ✚ Any Floor with a Lift or Ground Floor.





# Investment Break-Up

## **tandooriwala**™ *Food Court* 150 Sft – 500 Sft The Great Indian BBQ Restaurant

<u>DISCRIPTION</u>	<u>AMOUNT</u>
<ul style="list-style-type: none"><li>• Kitchen Equipment</li><li>• ( Range of Burners, refrigerators, Freezers, Working tables, pickup Tables, Tandoor Grill &amp; Ovens. )</li></ul>	586,000.00
<ul style="list-style-type: none"><li>• Exhaust</li><li>• (SS Commercial Kitchen Exhaust Hood and Ventilation System)</li></ul>	96,000.00
<ul style="list-style-type: none"><li>• Operation Tools</li><li>• (Utensils, Cutlery &amp; Crockery and Collateral)</li></ul>	354,000.00
<ul style="list-style-type: none"><li>• Interiors &amp; Branding</li><li>• ( Interior Enhancements, Furniture, Wall Designs and Pattern)</li><li>• (Branding : 3D Acrylic LED Board)</li></ul>	84,000.00
<ul style="list-style-type: none"><li>• Uniform</li><li>• (Front of the House (FOH), Back of the house (BOH),</li><li>• House Keeping (HK) and Kitchen Stewards (KST) Uniforms)</li></ul>	46,000.00
<ul style="list-style-type: none"><li>• Gas Pipeline</li><li>• (Pressure Value with Single Pipe Line, Auto Cut Off Value for Safety)</li></ul>	34,000.00
<ul style="list-style-type: none"><li>• Billing Solution</li><li>• (PC, POS and KOT Printers)</li></ul>	NA
<ul style="list-style-type: none"><li>• Total Project Cost Excluding GST</li></ul>	1,200,000.00
<ul style="list-style-type: none"><li>• Unit Franchise Fee</li></ul>	300,000.00
<ul style="list-style-type: none"><li>• Total Investment Cost Excluding GST</li></ul>	1,500,000.00

# Return On Investment (ROI)

AVERAGE SALES FOR TANDOORIWALA - FOOD COURT				
Facility	Unit	Scenario 1	Scenario 2	Scenario 3
Daily Sales (Walk-ins, Parcel, Home Delivery, Party Orders, ODC)	Rs./day	60,000	50,000	40,000
<b>Annual Turnover</b>	<b>Rs./Year</b>	<b>2,19,00,000</b>	<b>1,82,50,000</b>	<b>1,46,00,000</b>
FIXED COSTS				
Workforce Laundry, Food on Duty & Other Welfare		66,000	66,000	66,000
Staff Room Rental		30,000	30,000	30,000
Monthly Shop Rental @ 250/ Sqft		1,25,000	1,25,000	1,25,000
Monthly Manpower Cost		1,86,000	1,86,000	1,86,000
<b>Total Monthly Fixed Costs</b>		<b>4,07,000</b>	<b>4,07,000</b>	<b>4,07,000</b>
<b>Annual Fixed Expenses</b>		<b>48,84,000</b>	<b>48,84,000</b>	<b>48,84,000</b>
VARIABLE COSTS				
Monthly Food Cost	30%	5,47,500	4,56,250	3,65,000
Monthly Energy Cost	8%	1,46,000	1,21,667	97,333
Royalty	Fixed	15,000	15,000	15,000
Marketing	Fixed	10,000	10,000	10,000
<b>Total Monthly Variable Costs</b>		<b>7,18,500</b>	<b>6,02,917</b>	<b>4,87,333</b>
<b>Annual Variable Expenses</b>		<b>86,22,000</b>	<b>72,35,000</b>	<b>58,48,000</b>
<b>Total Expenses PA</b>		<b>1,35,06,000</b>	<b>1,21,19,000</b>	<b>1,07,32,000</b>
Gross Profit		83,94,000	61,31,000	38,68,000
Gross Profit/Month		6,99,500	5,10,917	3,22,333
INVESTMENT				
<b>Project Cost</b>		<b>12,00,000</b>	<b>12,00,000</b>	<b>12,00,000</b>
<b>Franchise Fee</b>		<b>3,00,000</b>	<b>3,00,000</b>	<b>3,00,000</b>
<b>Total Investment</b>		<b>15,00,000</b>	<b>15,00,000</b>	<b>15,00,000</b>
<b>Return on Investment in Months</b>		<b>2</b>	<b>3</b>	<b>5</b>
Remaining Months for 3 year period		34	33	31
Total income for 3 years over and above the return on investment period		2,36,82,000	1,68,93,000	1,01,04,000
Number of times the return on investment for 3 years period		17	12	8



# Heartbeat

Our Support System is like a heartbeat, and it Never Stops!  
We empower you first and give you the control which will excel customer experience.



**SITE SELECTION**



**DIGITAL MARKETING**



**RECRUITMENT, TRAINING, AND  
CONTROL OF THE WORKFORCE.**



**VENDORS SELECTION &  
SUPPLY CHAIN SYSTEM IMPLEMENTATION.**



**COMPLETE DESIGN  
& SETUP**



**TECHNOLOGY INTERFACE.**



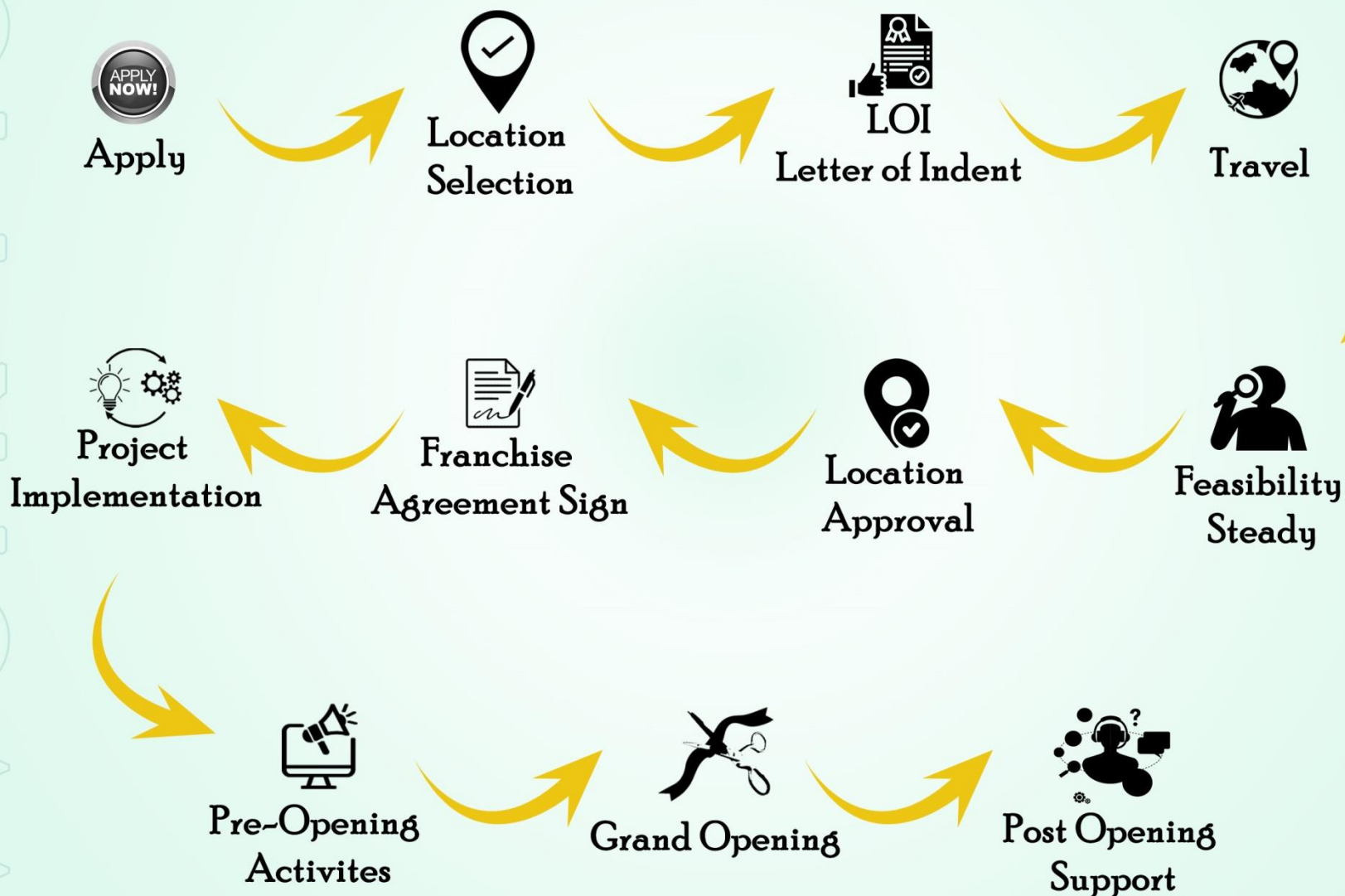
**RESTAURANT LAUNCH ACTIVITIES  
(PRE & POST-OPENING)**



**CONTINUOUS OPERATION AUDIT &  
OPERATION SUPPORT.**



# Work Flow





1. When was Tandooriwala found?
  - a. In the year of 2013.
2. Who is the founder of Tandooriwala?
  - a. Three Star Michelin Master Chef, Shajahan Mohamed Abdul (Chef Abdul)
3. Is Tandooriwala a registered trademark?
  - a. Yes
4. Where is the registered office of Tandooriwala?
  - a. Mysore, Karnataka. India.
5. How many owned and franchised stores does Tandooriwala has?
  - a. In the year of 2023, we have 43 successfully operational stores and 26 stores in the pipe-line.
6. How many years old is Tandooriwala's restaurant brand?
  - a. More than a decade.
7. What is the future of Tandooriwala?
  - a. At the end of 2025, Tandooriwala will reach to 100 stores mark Pan India and Globally.
8. What is Franchise Owned Franchise Operated (FOFO) Tandooriwala Opportunity?
  - a. FOFO model provides an opportunity for entrepreneurs to own and operate their business under an established brand name and proven business model.
9. What is Tandooriwala *Food Court* Concept?
  - a. This concept is for Malls.



# Frequently Asked Questions



**tandooriwala**  
The Great Indian BBQ Restaurant

## Food Court

10. What are the criteria required to start Tandooriwala *Food Court* Concept?
  - a. A minimum of 200 to 500 square feet is required; on the high way.
11. What is the location preference of the Tandooriwala *Food Court* Concept?
  - a. Close to the Highway preferably next to the petrol pump.
12. What is the Franchise Fee for Tandooriwala *Food Court* Concept?
  - a. INR 3 Lakhs +18% GST.
13. What is the Royalty and Marketing Fee for Tandooriwala *Food Court* Concept?
  - a. Royalty of 4% on sales and for Marketing 2% on sales.
14. When should I pay the Royalty and Marketing Fee?
  - a. Before 10th of Every month.
15. What is the project cost for Tandooriwala *Food Court* Concept?
  - a. INR 2500 per Sqft (Approx.)
16. How much time is required to start the restaurant from the time of signing the agreement?
  - a. 45 to 60 days



# Thank You Contact



**Registered Company :** M26, Billion Dreams Av., 2<sup>nd</sup> Floor, 1<sup>st</sup> Stage,  
Nrupathunga Road, Kuvempunagar, Mysore, Karnataka,  
India 570023.

**Franchise Training Centre :**

354, Infocity Road, Sishu Vihar,  
Patia, 751024. Orissa, India.

USA Office: Charlotte, 716 Main St, Pineville, NC 28134, USA.

UK Office: 169-171 Hagley Rd, Birmingham B16 8UQ

UAE Office: Omniya center, Salem Mubarak Street, Kuwait.



0821 3500612 | 3500613 | +91 9035982320



inquiry@tandooriwala.com



www.tandooriwala.com



+91 9035982320