



**BIRYANI
QUEEN**[®]

**INVITING
FRANCHISEES
ALL ACROSS
INDIA**



**AWARD
WINNING**

**UNIQUE & CONCEPTUALIZED AWARD
WINNING BIRYANI QSR BRAND**

Serving Delectable & Flavorful Dum Biryanis



GROWING via PARTNERSHIPS

BIRYANI QUEEN A RENOWNED BIRYANI QSR BRAND OF GURGAON NOW LOOKING FOR EXPANSION ACROSS INDIAN CITIES.

WHY CHOOSE BIRYANI QUEEN?

- It's the most popular Biryani QSR Restaurant chain in Gurgaon.
- Vision to open 100 QSR units in next 3 years across India.
- We offer fresh, healthy, delicious, made-to-order biryani options with universal appeal.
- Our brand and concept are well established.
- We have a relatively low investment compared to major QSR competitors.
- We use the highest quality ingredients.
- Our operation requires no cooking or procurements of raw materials.
- Our store designs are flexible, with space requirements kept to a minimum.
- We provide a comprehensive training course and on-going support from our headquarters, local Master Franchisee and field staff.



FRANCHISE REQUIREMENTS

- The investment required for setting up a store ranges between Rs 15 to 50 Lakhs
- Person with zeal to become successful as an entrepreneur
- Person looking to start a new business with a reputed Biryani brand
- Person with entrepreneurial excellence and sound managerial skill
- Individual ready to put full endeavours to be the leading brand name
- Person with aim to serve the given purpose, one should be well qualified

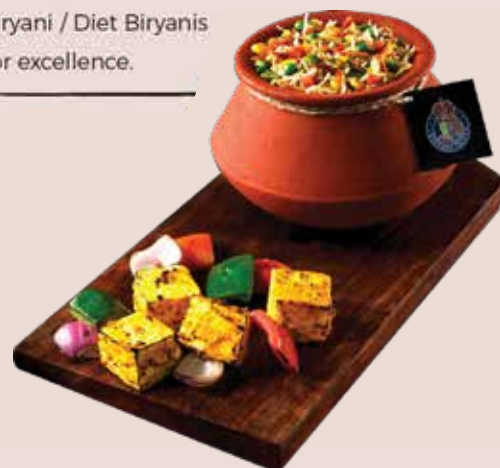


SUPPORT & BENEFITS

- Location assessment and finalization.
- Outlet design and fit-out
- Franchisee training & 100% staff recruitment support
- Field assistance available for franchisees
- Marketing support & Advertisement assistance
- Inventory Management and logistics support
- Ongoing operational support

MERITS

- Flavours that leave an impression!
- Introducing Exquisite #Aromatic #Scumptious #Authentic #Appetizing #Succulent Biryanis
- Now is the time to taste that everyone is talking about.
- Signature Biryanis - Kathal Biryani / Mutton Biryani / Prawns Biryani / Diet Biryanis
- Passion for excellence.



MF (Master Franchisee) will be responsible for setting up & running the central kitchen & will guide & support the franchisees in all aspects of running the unit operations smoothly & efficiently. The MF will facilitate the franchisees in terms of set-up, training, inventory, audit, monitoring, process control, online revenue generation, pricing, tie-ups, marketing & brand promotion of **Biryani Queen**.

Besides opening 1 own Delivery/QSR unit, the MF will be responsible for franchising Biryani Queen in multiple formats within the assigned zone/city.

OUR FRANCHISE BUSINESS INVESTMENT & RETURNS

TYPE	INVESTMENT	BUSINESS SEGMENT	FRANCHISE FEE*	ROYALTY	PROJECTED RETURNS	PROJECTED PAYBACK
Restaurant	-50 Lakhs -Area: 1500 Sqft.	-Counter Sale -Online Sale -B2B / Corp Sale	10 Lakhs	8%	20-30%	12 Months
QSR Dine-in & Delivery	-35 Lakhs -Area: 1000 Sqft.	-Counter Sale -Online Sale -B2B / Corp Sale	10 Lakhs	8%	20-30%	12 Months
QSR Takeaway & Delivery	-22 Lakhs -Area: 400 Sqft.	-Counter Sale -Online Sale -B2B / Corp Sale	7 Lakhs	6%	20-30%	12 Months
QSR Food Court	-22 Lakhs -Area: 300 Sqft.	-Counter Sale -Online Sale	7 Lakhs	6%	20-30%	10 Months
QSR Express	-15 Lakhs -Area: 250 Sqft.	-Counter Sale -Online Sale	4 Lakhs	6%	20-30%	6 Months
Master Franchise	Upto -1 Crore -Area: 1500 Sqft.	1 Own Unit + 10 Franchisees	70:30	50:50	20-30%	15-18 Months

* INCLUDED IN TOTAL INVESTMENT

AWARDS WON



Gurgaon Foodie
Award 2015 & 2016



Indian
Restaurant
Award 2016



Big F Popular
Choice Award

Smita Sabharwal
FOUNDER

Upcoming
Franchisor
of the year 2019



OUR DISTRIBUTION & MEDIA PARTNERS



For Franchise Enquiries:

Email: chaitanya@arshiafoodworks.com, Contact: +91 9910534190