



**BIRYANI
QUEEN**[®]

**INVITING
FRANCHISEES
ALL ACROSS
INDIA**



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

Serving Delectable & Flavorful Dum Biryanis

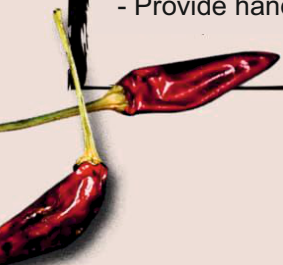


GROWING via PARTNERSHIPS

BIRYANI QUEEN A RENOWNED BIRYANI QSR BRAND OF INDIA NOW LOOKING FOR EXPANSION ACROSS THE WORLD.

WHY CHOOSE BIRYANI QUEEN?

- It's the most promising Biryani restaurant chain of India
- Envision to be the first choice and best Biryani chain across the world
- Relatively low investment and budget friendly models as compared to major competitors
- Offering 40+ delicious, freshly cooked Dum Biryanis with universal appeal
- Lavish Menu and not just limited to Biryani but Kebabs, Rolls, Curries, Breads, Dessert & Beverages
- Well established brand serving customers since February 2014
- Highest quality ingredients producing unmatched taste
- Provide hand-in-hand support to Franchisee on how to run this business



FRANCHISE REQUIREMENTS

- The investment required for setting up a store ranges between 20 Lakhs to 90 Lakhs
- Candidate with zeal to become a successful entrepreneur having required net worth
- Candidate with business acumen looking to start a new business / restaurant
- Candidate with strong entrepreneurial skills and sound managerial knowledge
- Individual ready to put full endeavours with Biryani Queen brand
- Candidate with aim to serve the given purpose, one should be well qualified

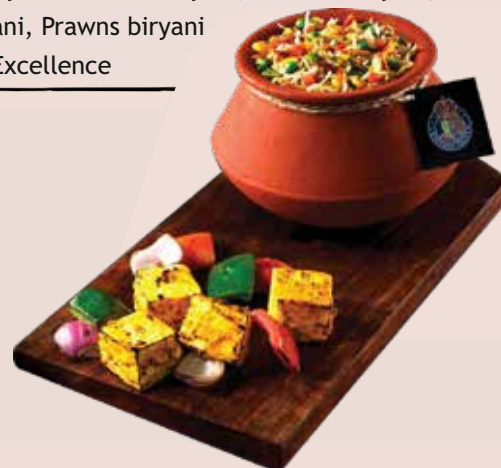


SUPPORT & BENEFITS

- Location assessment and finalization
- Mall negotiation for lowest possible rent
- Outlet design and fit-out
- 100% staff recruitment & training support
- Marketing Collateral, PR & branding assistance
- Low commission rates with food aggregators
- Ongoing operational support

MERITS

- 40+ Biryani flavours that leave an impression!
- Introducing Exquisite #Aromatic #Scumptious #Authentic #Appetising #Succulent biryanis
- Now is the time to taste what the world is talking about
- Signature biryanis: Kathal biryani, Chicken biryani, Mutton Biryani, Prawns biryani
- Passion for Excellence



Master Franchisee (MF) will be responsible for developing their assigned territory and for the operations and growth of all outlets within the territory. MF will also provide support, guidance and training to their sub-franchisees ensuring seamless operations.

MF will facilitate the franchisee in outlet setup, operations, process control, audit, price control, revenue generation, marketing management on behalf of the brand.

Besides opening 1 own Dine-in / QSR outlet, the MF will be responsible for sub-franchising Biryani Queen in multiple formats within the assigned territory.

OUR FRANCHISE BUSINESS INVESTMENT & RETURNS

MODEL	INVESTMENT / AREA REQ.	BUSINESS SEGMENT	FRANCHISE FEE*/ TERM	ROYALTY	PROJECTED RETURNS	PROJECTED PAYBACK
Restaurant Dine & Delivery	-90 Lakhs -Area: 2000 Sqft.	-Counter Sale -Online Sale -B2B / Corp Sale	12 Lakhs 5 years	8%	20-30%	10 Months
QSR Dine-in & Delivery	-60 Lakhs -Area: 1200 Sqft.	-Counter Sale -Online Sale -B2B / Corp Sale	10 Lakhs 5 years	8%	20-30%	10 Months
QSR Takeaway & Delivery	-30 Lakhs -Area: 400 Sqft.	-Counter Sale -Online Sale -B2B / Corp Sale	7 Lakhs 5 years	6%	20-30%	10 Months
QSR Food Court	-30 Lakhs -Area: 300 Sqft.	-Counter Sale -Online Sale	7 Lakhs 5 years	6%	20-30%	10 Months
QSR Express	-20 Lakhs -Area: 250 Sqft.	-Counter Sale -Online Sale	5 Lakhs 5 years	6%	20-30%	6 Months
Master Franchise	Upto 2 Crores -Area: 1500 Sqft.	1 Own Unit + 10 Sub-Franchisee	70:30 9 years	50:50	30-35%	18 Months

* FEE 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



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