



**BIRYANI
QUEEN**®

**INVITING
FRANCHISEES
ALL ACROSS
THE WORLD**



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

Serving Delectable & Flavorful Dum Biryani



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
- Well established brand serving customers since February 2014
- 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, Wazwan, Sizzlers, Rolls, Curries, Breads, Dessert, Beverages and more.
- 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 USD 200T to 425T
- 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



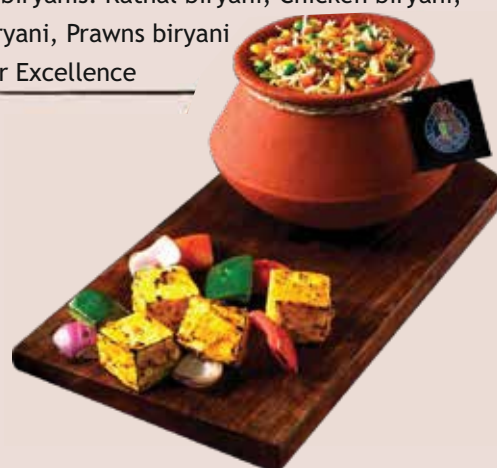
SUPPORT & BENEFITS

- Location assessment and finalization
- Mall negotiation for lowest possible rent
- Outlet design and fit-out
- Staff recruitment and 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 franchising Biryani Queen in multiple formats within the assigned zone/city.

OUR FRANCHISE BUSINESS INVESTMENT & RETURNS

MODEL	INVESTMENT / AREA REQ.	BUSINESS SEGMENT	FRANCHISE FEE*/ TERM	ROYALTY	PROJECTED RETURNS	PROJECTED PAYBACK*
Restaurant Dine-in & Dly	-USD 250000 -Area: 1500 Sqft.	-Counter Sale -Online Sale -B2B / Corp Sale	\$25000 5 years	5%	20-30%	12-15 Months
QSR Dine-in & Delivery	-USD 175000 -Area: 1000 Sqft.	-Counter Sale -Online Sale -B2B / Corp Sale	\$22000 5 years	5%	20-30%	12-15 Months
QSR Takeaway & Delivery	-USD 110000 -Area: 400 Sqft.	-Counter Sale -Online Sale -B2B / Corp Sale	\$20000 5 years	5%	20-30%	12-15 Months
QSR Food Court	-USD 120000 -Area: 400 Sqft.	-Counter Sale -Online Sale	\$20000 5 years	5%	20-30%	12-15 Months
Master Franchise	-USD 300k - 375k	1 Own Unit + 9 Sub-Franchisee	50:50 10 years	50:50	25%	24 Months

* FEE INCLUDED IN TOTAL INVESTMENT

CONDITIONS APPLY

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



Emerging QSR Brand
of the year 2024

OUR DISTRIBUTION & MEDIA PARTNERS



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