



**BIRYANI  
QUEEN<sup>®</sup>**

**INVITING  
FRANCHISEES  
ALL ACROSS  
INDIA**



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

*Serving Delectable & Flavorful Dum Biryanis*



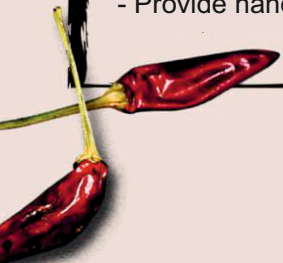


## GROWING via PARTNERSHIPS

**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 and premium Biryani restaurant chain of India
- Envision to be the first International Biryani chain of the world
- Relatively low investment and budget friendly models as compared to major competitors
- Offering 40+ delicious, freshly cooked Dum Biryani with universal appeal
- Lavish Menu and not just limited to Biryani but Kebabs, Wazwan, Sizzlers, Rolls, Curries, Breads, Dessert, Beverages and more.
- Well established brand serving customers since 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 15 Lakhs to 120 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 & backup 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 #Scrumptious #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 <sup>^</sup>	ROYALTY	PROJECTED RETURNS	PROJECTED PAYBACK <sup>#</sup>
<b>Restaurant Dine &amp; Delivery</b>	-100-120 Lakhs -Area: 2000 Sqft.	-Counter Sale -Online Sale	14 Lakhs Lifetime	4%	20-30%	18 Months
<b>QSR Dine-in &amp; Delivery</b>	-60-75 Lakhs -Area: 1200 Sqft.	-Counter Sale -Online Sale	12 Lakhs Lifetime	4%	20-30%	15 Months
<b>QSR Food Court</b>	-35-45 Lakhs -Area: 300 Sqft.	-Counter Sale -Online Sale	10 Lakhs Lifetime	4%	20-30%	12 Months
<b>QSR Takeaway &amp; Delivery</b>	-25-30 Lakhs -Area: 400 Sqft.	-Counter Sale -Online Sale	8 Lakhs Lifetime	4%	20-30%	12 Months
<b>QSR Satellite</b>	-18-20 Lakhs -Area: 150 Sqft.	-Counter Sale -Online Sale	5 Lakhs Lifetime	4%	15-25%	10 Months
<b>QSR CART</b>	-12-15 Lakhs -Area: 30 Sqft.	-Counter Sale	3 Lakhs Lifetime	4%	25-35%	10 Months
<b>Master Franchise</b>	Upto 1-2 Crores -Area: 1500 Sqft.	1 Own Unit + X <sup>n</sup> Sub-Franchisees	70:30 Lifetime	50:50	20-25%	22 Months

\* FRANCHISE FEE INCLUDED IN TOTAL INVESTMENT

<sup>^</sup> LIFETIME = 15 YEARS

<sup>#</sup> 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



For Franchise Inquiry:

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