



**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 12 to 40 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

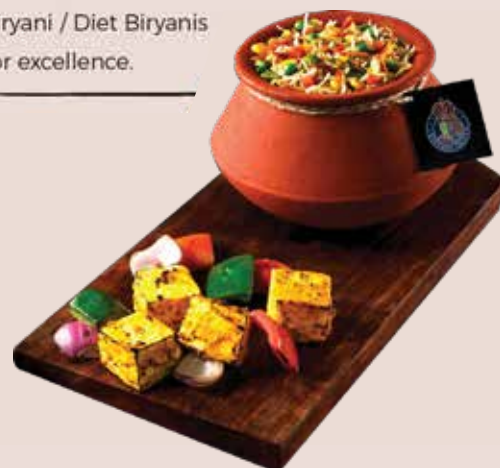


## SUPPORT & BENEFITS

- 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
<b>Restaurant</b>	-40 Lakhs -Area: 1200 Sqft.	-Counter Sale -Online Sale -B2B / Corp Sale	10 Lakhs	8%	20-30%	12-15 Months
<b>QSR Dine-in &amp; Delivery</b>	-25 Lakhs -Area: 700 Sqft.	-Counter Sale -Online Sale -B2B / Corp Sale	7 Lakhs	8%	20-30%	7-12 Months
<b>QSR Takeaway &amp; Delivery</b>	-20 Lakhs -Area: 400 Sqft.	-Counter Sale -Online Sale -B2B / Corp Sale	5 Lakhs	8%	20-30%	7-12 Months
<b>QSR Food Court</b>	-18 Lakhs -Area: 300 Sqft.	-Counter Sale	5 Lakhs	6%	20-30%	7-12 Months
<b>QSR Express</b>	-12 Lakhs -Area: 250 Sqft.	-Counter Sale -Online Sale -B2B / Corp Sale	3 Lakhs	6%	20-30%	7-12 Months
<b>Master Franchise</b>	-70 Lakhs -Area: 1500 Sqft.	1 Own Unit + 6 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:

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