


BH
BIRYANI
— HAVELI —

THE DELICIOUS FOOD FACTORY

Freshness, flavors and tradition
- all at one place!



Visit us at: www.biryanihaveli.com

OUR FOUNDER



MR. MANISH RAJPUT

Born in a small business family with lots of aspirations to take his family business to a new verge with latest ideas and innovation.

The thrive of Entrepreneurship pulls an engineer from a corporate employee to a business owner. The expertise and learning from MNCs helps in innovating and advancing the business. Moving forward With the Aspiration of satisfying the appetite of millions with the healthy and motherly food around the globe.

OUR MISSION:

We Stand For Something Good in everything we do: This means carefully sourced premium ingredients from like-minded purveyors we admire and love; thoughtful, well-crafted and responsible design for its place; and deep community support through donations, events and volunteering.

OUR VISION:

Through a shared commitment to excellence, we are dedicated to the uncompromising quality of our food, service, people and profit, while taking exceptional care of our guests and staff. We will continuously strive to surpass our own accomplishments and be recognized as a leader in our industry.



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OUR STORY

Established in 1982, Lalan Singh Dhaba (LSD) was started on the day of Gandhi Shetu's inauguration.

Our journey started at a small food place which turned into the famous, Lalan Singh Dhaba. Catering to over 5000 people daily on an average, we take immense pride in serving our customers with the rich taste of biryani, all around the clock.

It is our mission to continue and treat our biryani lovers with the best, authentic recipes. Our core ingredients that lead to the finger-licking taste include experience, tradition, and our uniqueness.



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EBITDA MARGINS

Most Restaurants in India and around the world work on slim 10%-15% EBITDA margins with hardly three weeks of cash flow.

Indian Restaurants work on slim EBITDA margins together with being the second highest waster of food.



CHALLENGES

THE RESTAURANT INDUSTRY FACES LOW ROI DUE TO SEVERAL ISSUES

DESIGN ISSUES

- Interior Design
- Menu Design
- Kitchen Design

HIRING CHALLENGES

- Poor Skill Level
- High Turnover
- Higher Hiring Cost

COST INFLATION

- High Food Wastage
- Optimizing Expenses

INSUFFICIENT BRANDING

- Developing and maintaining brand name



MAJOR ISSUES



OTHER MAJOR FAILURE ISSUES

- Ignoring your food costs.
- You're only calculating your cost of goods sold once a month.
- You're never meeting with your suppliers.
- You're blindly placing orders.
- You're ignoring your prices.
- You choose the wrong tech for your restaurant.
- Ignoring your inventory.
- You're not keeping a waste log.
- You're not being smart with your hiring.
- Ignoring staff feedback.

FRANCHISE IMPORTANCE



- Weekly audit.
- Inventory management.
- Grocery management.
- Food waste control.
- Staff management.
- Corporate chef support in ROI management.
- Staff feedback control.
- 2X success rate as compared to unrecognized restaurant.
- Purchase control.

ACCORDING TO SERVE OF MINISTRY INDIAN TOURISM.

Around 60% of new restaurants fail within first year. And nearly 80% shutter before their fifth anniversary. Often, the no. 01 reason is simply location - and the general lack of self-awareness that you have no business actually being in that location.

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SERVICES OFFERED

SERVICES WE OFFER TO FRANCHISE PARTNER

INFRASTRUCTURE SUPPORT

- Interior Design - Kitchen Layout

BRAND CONSULTING

- Concept based menu.
- Fine dine base culinary presentation.
- Highly qualified and trained staff.
- Brand development / social media marketing.
- Offline support / monthly audit / ROI management.



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OUR SILENT FEATURES

- Emphasis on good quality food at affordable price.
- Comprehensive menu covering best selling items.
- Variety of cousins.
- Luxury and modern outlet design
- Customer friendly and well trained staff.
- Quick turnaround.
- Tie-up with all major delivery service providers.

The franchise program of Biryani Haveli is designed in a way that offers an abundance of essential leverage ingredient which assures smooth operations, increased profitability, strong sales building and marketing skills, more successful franchise start-up. Tie-Up with all major delivery service providers viz. Zomato, OMI etc.

TRAINING & SUPPORT



- Transfer of business concept know-how through initial and on-going training and provision of material, operating manual, software and literature
- Centralized Inventory management and supply chain support
- Provision of full set of operating manuals including pre-opening and day-to-day operations
- Technical support in relation to customized store designs and layouts.
- Supply of lists and specifications of equipment, furniture fixtures and fittings
- Assistance in the development of a launch marketing program and annual marketing plan
- Provision of management, operational, technical advice and guidance
- Visits to franchised territory for the purpose of management & financial review
- Business analysis and evaluation based on historical sales
Provision of on-going training as and when agreed between parties
- Continuous market research, development and introduction of new products
- Continuous update of operational manuals viz. Zomato, OMI etc.

FRANCHISE BENEFITS

BENEFITS WE PROVIDE TO OUR FRANCHISE PARTNER



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WHY CHOOSE US?



Open Your Own outlet & Be Your Own Boss.
Be A Part of Most Profitable Biryani Venture.
Low Investment High Profit Business.
Inviting Franchise Partners Across The Country.

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MENU KEY FACTORS



- MUTTON GRAVY
- CHICKEN GRAVY
- VEG DELICACY
- PANEER GRAVY
- RAITA AND SALAD
- CHINESE
- NOODLES
- BIRYANI
- RICE
- TANDOOR
- PANEER
- DRINKS
- SPECIAL
- ROTI
- DAL
- EGG
- PAPAD
- SOUP
- ROLL
- DESSERT

SALARY STRUCTURE



BIRYANI HAVELI HAS 2 TYPES ON MENU



STANDARD MENU

- Commi 1 Chef ₹18000
- Commi 2 Chef ₹14000
- Commi 3 Chef ₹9000



PREMIUM MENU

- CDP Chef ₹22000
- Commi 1 Chef ₹17000
- Commi 2 ₹14000
- Commi 3 ₹8000

FRANCHISE COST



CLOUD KITCHEN

Franchise cost for Cloud Kitchen

₹2 LAKH + 18% GST ONLY



TAKE AWAY

Franchise cost for Take Away

₹3 LAKH + 18% GST ONLY



FINE DINE IN

Franchise cost for Fine Dine In

₹3 LAKH + 18% GST ONLY

SET UP COST



CLOUD KITCHEN

Franchise cost for Cloud Kitchen

₹4 LAKHS ONLY



TAKE AWAY

Franchise cost for Take Away

₹6 LAKHS ONLY



FINE DINE IN

Franchise cost for Fine Dine In

₹8 LAKHS ONLY

FRANCHISE COST IS INCLUDED IN SETUP COST

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MARKETING SUPPORT

WE PROVIDE OFFLINE AND ONLINE MARKETING SUPPORT TO OUR PARTNERS



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JOB & RESPONSIBILITY



CDP chef mean chef de partie responsible for kitchen management hygiene quality control sop management.

Commi 1 Chef Is Responsible Order Handling Work Section In The Absence of CDP Chef, If CDP is Brain of Kitchen Commi 1 Is Backbone .

Commi 2 Chef Is Back Up Chef As Well As Biryani Maker.

Commi 3 Is Kitchen Helper Vegetable Cutting Making Gravys.



KINDLY NOTE: COMMI 3 IS NOT RESPONSIBLE FOR
CLEANING AND DISHWASHING

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CONFIDENTIAL



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