



Franchise Partners
Invited

One-stop-destination for authentic Taste of South!

ONE OF THE RENOWNED NAMES FOR
South Indian Food

Bringing Franchising Opportunities For

Casual Dining Restaurant





Brand *Introduction*

Welcome to *South Samarth*



- South Samarth is an upscale pure vegetarian South Indian restaurant in Bharuch, that gives you a taste of authentic South Indian cuisine in an ambience that is equally tasteful.
- The restaurant is one of its kind, serving best enjoyed delicacies from all the 4 southern states in an upscale format.
- South Samarth is committed to providing the consumer the highest level of hospitality services.
- From upscale south Indian restaurants that have created a niche for themselves, to a highly scalable professional catering service which has set new benchmarks in quality, efficiency and service.
- Fueled by a successful beginning, the company is on a rapid expansion drive, with plans to open more restaurant and catering units across India and overseas.
- The vision of the company is “to build the most respected and highly scalable South Indian food brand offering the highest quality, experience and value”



Our *Experience*

South Samarth Restaurant practices a uniform system of operation, so that consumers receive excellent quality of product with utmost efficiency. The establishment of South Samarth Restaurant was based on the inherent desire to give customers authentic South Indian Restaurant. Increasing addition of innovative menus to its repertoire and regular food festivals has made the South Samarth Restaurant experience an unforgettable one, South Samarth Restaurant has become synonymous with professionalism, expertise, teamwork, consumer orientation and finesse. Our reputation precedes us and we at South Samarth Restaurant work very hard to stay true to our name. We are stringent on quality control and adhere to critical parameters. This has made South Samarth Restaurant a brand that you can rely on. Today, the growing South Samarth Restaurant family is an ever growing bond-of-trust.



About Our *Founder*



Mr. Bharat Mehta

Mr. Bharat Mehta is a Serial entrepreneur and businessman. He is founder of The South Samarth Restaurant which has gained popularity for its innovative approach and wide varieties of recipes. From a humble inception, The South Samarth Restaurant grew into a lavish success story that it has become today. It has sailed different waves and seen different tides before achieving its current position - India's fastest growing food chain of south Indian cuisine.



Why Choose Us



Besides redefining industry standards, South Samarth aims to create wealth opportunities for every single stakeholder, employee and professional who contributes to making it a brand that brings a smile to every single customer that experiences the brand.



Our *Restaurant* at Bharuch, Gujarat



Our Offerings

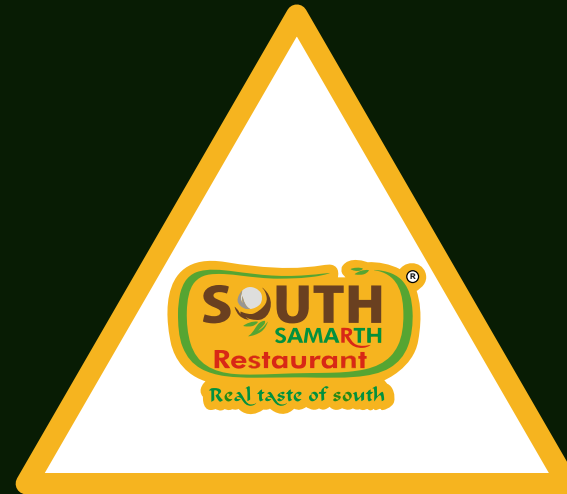


Intangible Parameters Differentiating Brand



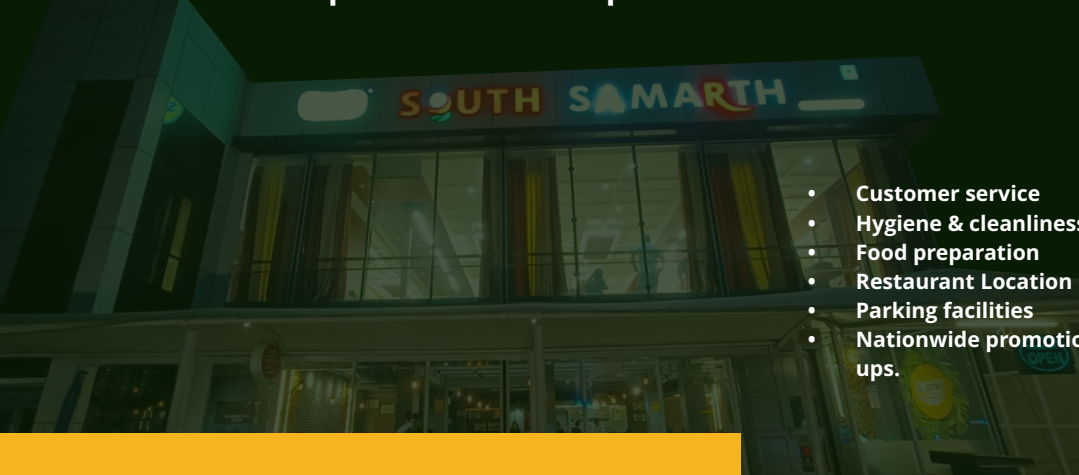
- Opportunity to become a part of a large and well established business.
- Business risks are nominal.
- Advantage of the brand identity & recall value.
- Standard operating guidelines.
- Advanced technology, systems and procedures.
- Continuous training support for business as well as manpower.
- Research and development support of our organization.
- Reduced cost of business due to economy of scales.
- Nationwide promotional tie-ups.

- Brand Identity
- Brand Recall



- Customer service
- Hygiene & cleanliness
- Food preparation
- Restaurant Location
- Parking facilities
- Nationwide promotional tie-ups.

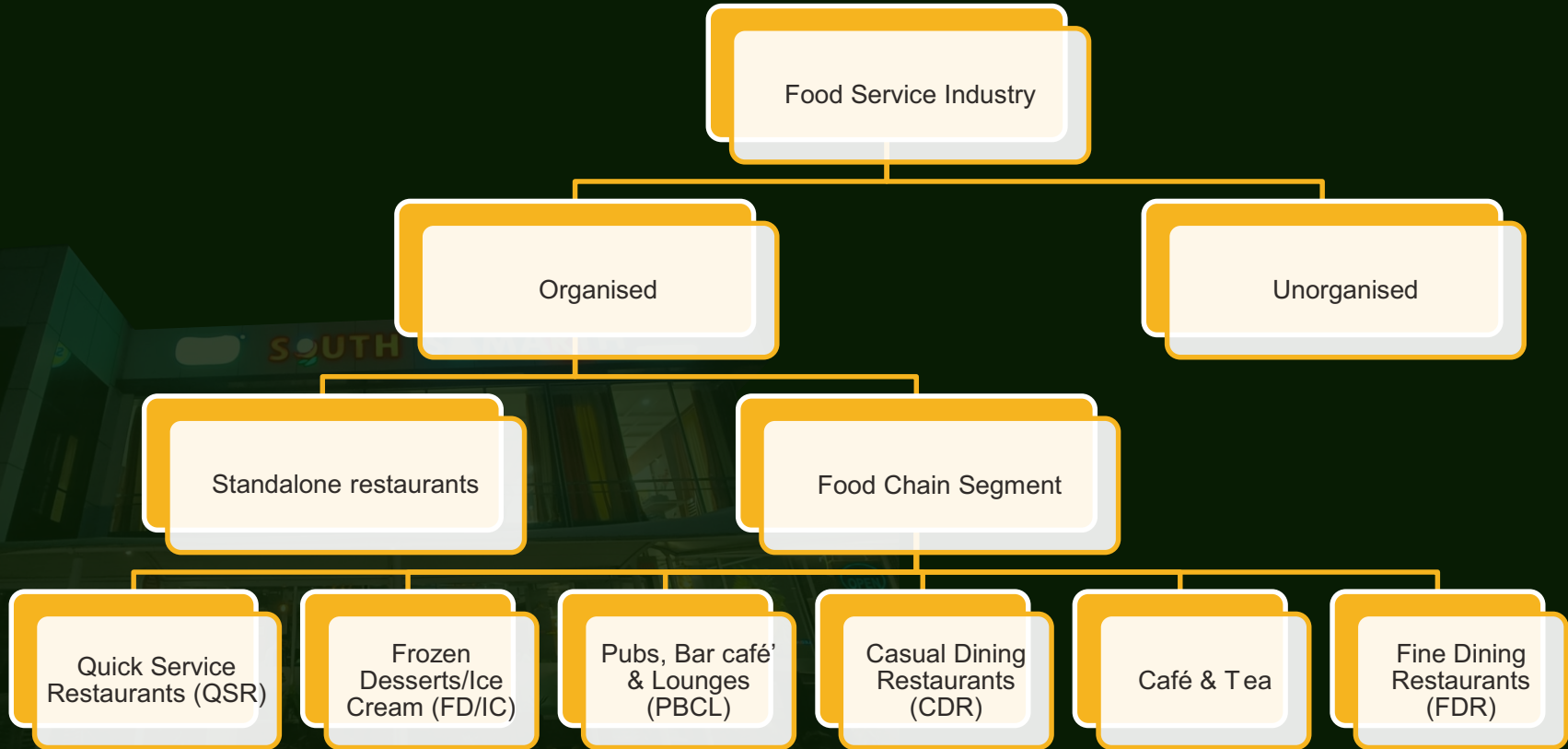
- Decoration
- Furnishings
- Furniture
- Lighting
- Food





Industry *Landscape*

India: *Structure Of Food Service*

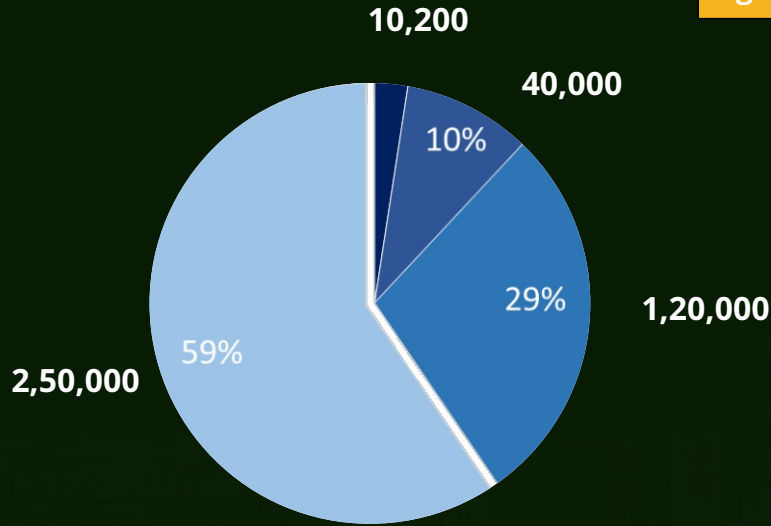


India *Food Service Market*

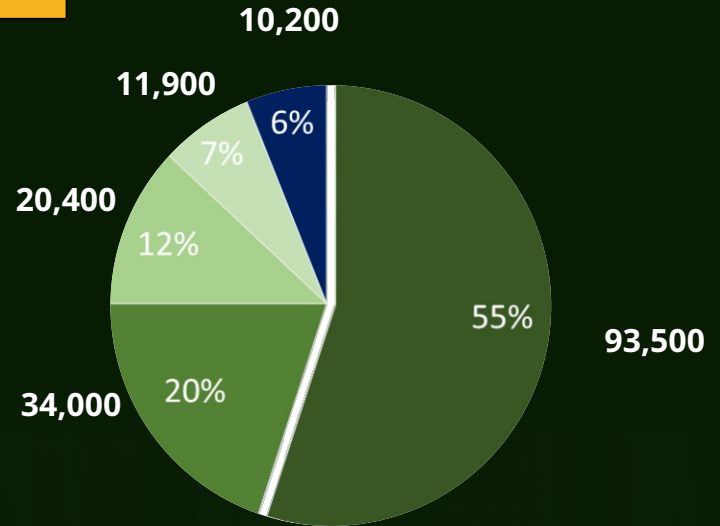


Market value of Restaurants and Food Service Industry in India was estimated at INR ~4.2 Lakh Crore in FY 2020.

Figures in INR Crore



- Restaurants in Hotels
- Organised Segment Chains
- Organised Segment
- Unorganised Segment

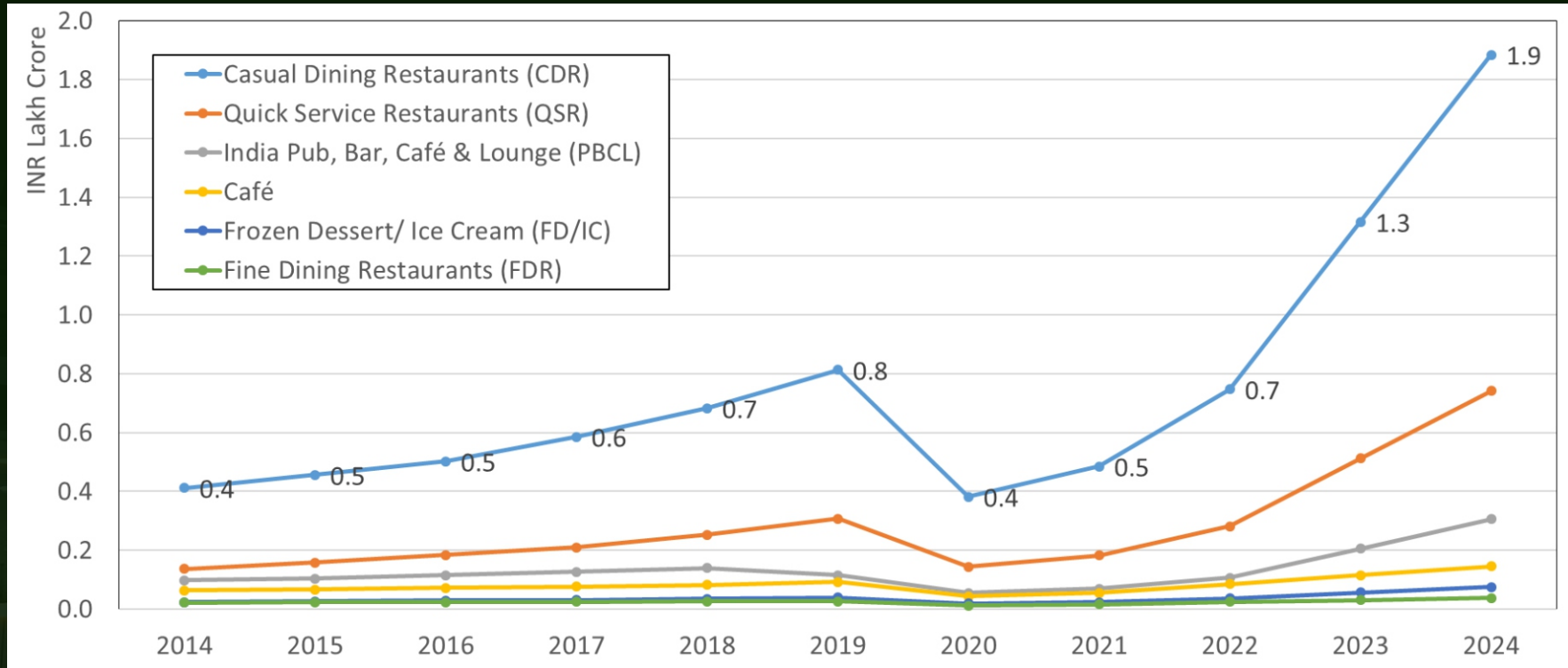


- Casual Dining
- QSR
- Pub & Bar
- Café
- Restaurants in Hotels

Organized Food Market 2014-2024



Casual Dining Restaurants (CDR) is the largest growing segment in organized food market of India.



Key Drives *For Food Industry*



Casual Dining Restaurants (CDR) is the largest growing segment in organized food market of India.



Restaurants & Food Service Industry: INR ~4.2 Lakh Cr (2020) & Growing at CAGR 10-11% Y-o-Y.



CDR - Largest growing segment in organized food market.



Post pandemic - Best time for investment in F&B sector (Upward Trajectory)



Sustainable investment solution with good returns & minimum risks



Lower procurement, manpower, marketing and admin costs in franchisee restaurants.



400% higher chance of turning a profitable franchisee.



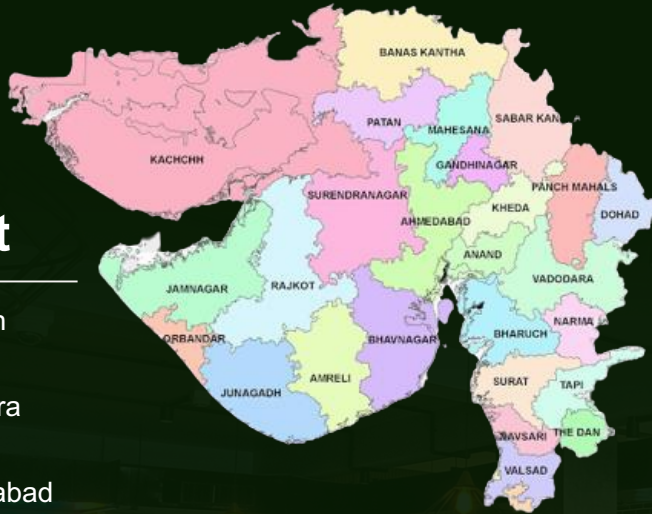
Franchisee *Proposal*

Expansion Plan



Gujarat

- Bharuch
- Surat
- Vadodara
- Anand
- Ahmedabad
- Gandhinagar



Pan India



Franchisee Proposal



Model	FOFO
Area Required (Sqft)	3,000
Restaurant Setup (INR Lakh)	55
Franchise Fee (INR Lakh)	10
Total Capex (INR Lakh)	65
Annual Revenue (INR Lakh)	217
Annual Expenses (INR Lakh)	174
Royalty to the Brand (%)	6%
Cumulative ROI (%)	480%
Payback Period (Months)	17
Agreement Period (Years)	5

Responsibilities of FOFO Partner

- Investment by ✓
- Ownership by ✓
- Rental by ✓
- HR Expenses by ✓
- Utility Bills by ✓
- Operations by ✓
- Expenses by ✓
- Net Profit to ✓



Extensive *Brand Support*



- Assistance in site selection and feasibility study.
- Restaurant and kitchen layout support.
- Equipment selection and placements.
- Vendor support during project stage.
- Unique installer team placed at the outlet at the time of opening to minimize initial operational issues.
- Unique software placement with food control backup from H.O.
- Provision of products / raw material from an export oriented production unit to maintain uniformity of taste.
- Providing a standard recipe.
- Selection of staff and training at our Head Office and Kitchen in Bharuch
- Operating procedures and guidelines on how to handle the business efficiently.
- Identity & Brand design.
- Monthly check up on Standard Recipe and Standard Portion Size by an audit team.
- Publicity and initial market presence advertisement.
- Assistance by dedicated team to each franchisee to ensure quality, operational and cost related support when needed.
- Periodic visit by our qualified and highly experienced restaurant experts to upgrade/ maintain/ improve business standards

Suitable *Partner Profile*



- Franchise owners with sizeable property at apt location
- Motivated partners who are dedicated to growth
- Young investors with operational bandwidth
- Experienced in F&B and customer service
- New Investors keen to enter in F&B industry
- Anyone with financial bandwidth & operations capability.

SKILLS REQUIRED

Strategic Fit:
Access to Locations
Malls | High Street | Residential

Operations Fit:
Food service operations |
Customer management |
Compliance with Brand
standards

Financial Fit:
Investment bandwidth |
Realistic aspirations for ROI

Marketing Fit:
Local marketing expertise





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Thank You!

For Any Franchising Related Queries, Contact Us At:

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