



Get the Fly
of Growth with a

MUGHLIAAZ FRANCHISE

UNIT FRANCHISE PURPOSAL





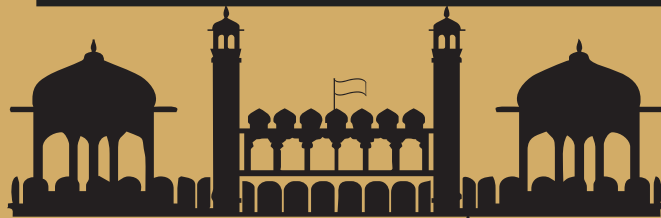
**INDIA'S MOST AFFORDABLE
MUGHLAI RESTAURANT FRANCHISE**



**NOW PURANI
DELHI'S DELICACIES
ACROSS THE NATION**



**FAMOUS DISHES LIKE
KORMA ,NIHARI, BIRYANI,
BUTTER CHICKEN ,SEEKH KEBAB & MANY MORE
AUTHENTIC TASTE OF PURANI DILLI**



MUGHLIAAZ

TASTE OF PURANI DILLI





OVERVIEW

Mughliaaz Is One Of The Largest Mughlai Cuisine Brand Of India Having A Authentic Taste Of Old Delhi's Mughlai Food

What Makes us Different is the Authentic Taste and the Unique Ingredients we use.

We have over 30 years of experties in mughlai cusine & the authentic spices we used

We serve a generous & healthy meal to each customer without compromising the taste & quality of food

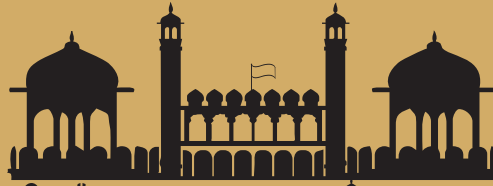


Our Vision

To democratize access to good quality Mughlai Food, delivered through a hygienic and trusted environment

Our Mission

To create the world's largest Mughlai Food enterprise by making our products accessible and affordable to all, empowering local entrepreneurs to build profitable businesses and delivering positive impact to farmers and communities we work with.



MUGHLIAAZ

WHY MUGHLIAAZ ?

Our company's reputation has quickly grown mainly by word of mouth in non-veg community . Each blend is uniquely crafted to in mughliaaz and non-veg community. Each dishes is uniquely crafted to invoke an authentic lips smaking experience and made to satisfy our addiction and love for mughliaaz . Find out what keeps our customers happy and coming back for more. Let's just say that once you've tasted the natural goodness, you'll be proud to give our foods a go.

Fast-growing
Brand

25,000 +

Customer's

**NET PROFIT
MARGIN**

30-50 %

Less
Investment
STARTING
15 LACS

****Disclaimer: The above figures are indicative only and the acutal result may vary subject to the business dynamics and market conditions. The franchise is advised to work out his own estimates.**



Less Investment

15-40 Lakhs is the total amount required to start a unit franchise of mughliaaz. It includes the franchise fee, marketing fee and the complete Setup consists of the movable equipments (Refrigerator, Deep Freezer, Furniture ,Stoves, Utensils etc) & an initial stock to start the business. Exclusive Of All Taxes.



HIGH PROFIT MARGINS

Profit margin ranges from 30% to 50% Average payback period is from 12 to 18 months.



Unit Franchisee Requirements





Outlet

Minimum 350 sqft

Amenities

The outlet should have
tile flooring, kitchen
partition, water
connection & sewerage
Toughened Glass Gate

Staff

Get employees who
will be trained by our
team to run your
business. Anybody can
learn the entire mughliaaz
menu in 7-10 days.



Integrations

Website, apps, mpos, digital menu & Swiggy Zomato etc..

Marketing

Centralized marketing from our side & aggregators like Swiggy, Zomato from franchise.

Raw Material

all the ingredients and packaging material provided by us. as per actual cost



Less Investment **HIGH ROI**

Unit franchises of mughliaaz spread across India,
The brand will soon open stores in All over India.

This brings your ROI within 12-18 months.

Return of Investment Profit Margins

ESTIMATED SALE AND FORECAST

	SALE PROJECTIONS					
	CASE 1	CASE 2	CASE 3	CASE 4	CASE 5	CASE 6
EVERYDAY SALE	10,000	15,000	20,000	25,000	30,000	35,000
MONTHLY TURNOVER	3,00,000	4,50,000	6,00,000	7,50,000	9,00,000	10,50,000
MINIMUM GROSS MARGIN @ 60%	1,80,000	2,70,000	3,60,000	4,50,000	5,40,000	6,30,000
	EXPENCES PROJECTIONS					
RENT	25,000	30,000	40,000	45,000	50,000	60,000
STAFF SALARIES	30,000	40,000	50,000	50,000	60,000	70,000
GAS & ELECTRICITY	10,000	15,000	20,000	25,000	30,000	35,000
Misc expenses	7,000	7,000	7,000	7,000	7,000	7,000
MONTHLY OVERHEADS	72,000	92,000	117,000	127,000	1,47,000	1,72,000
	PROFIT MARGIN					
GROSS MARGIN PER MONTH	1,80,000	2,70,000	3,60,000	4,50,000	5,40,000	6,30,000
EXPENCES PER MONTH	72,000	92,000	117,000	127,000	1,47,000	1,72,000
PROFIT PER MONTH	1,08,000	1,78,000	2,43,000	3,23,000	3,93,000	4,58,000
PROFIT PER ANNUM	12,96,000	21,36,000	29,16,000	38,76,000	47,16,000	54,96,000

Disclaimer: The given figures in the above sheet are indicative only and actual result may vary subject to loction, business dynamics and market conditions. Franchisee is advised to work out his own estimates based on the real business condition to reach the more appropriate business decision.



Our Support

Yes, we are entrepreneurs too..! Hence we know all about the desire to have your own business. At the same time, being in business for yourself doesn't mean you have to be in it by yourself...! And this describes our approach to franchisee support. It is your business in your community. We want to offer you all the resources that our most successful franchises use to create their winning formulae. Our job is to get you to the dance, so you can shake your groove thing...!

- ✓ Support to prepare Mughliaaz menu.
- ✓ Operational Support.
- ✓ Initial Management Training.
- ✓ Research & Development updates.
- ✓ Grand Opening Marketing & Advertising.
- ✓ Use of brand's trademarks & slogans.



ERP & CRM

Digital Solutions To Drive The Business

Our operations are administered with digital tools that are developed to ensure efficient results are delivered consistently. As we grow, our innovative ERP system is made to help our franchisees manage sales effectively and drive the outlet's success



Quality Audit

**Quality Measures Combined with Standards.
The Result is Premium Mughlai in Every Tub.**

To provide a great customer service to our customers, every process at mughliaaz undergoes quality audit at regular intervals. Professional Mughlai food tasters examine the quality of the product.

Let's Keep Nature's Balance Sheet Intact.

Welcome Biotubs at Your Outlet



Switch to Biotubs. Switch to a Cleaner Future.

Since the inception, Mughliaaz has aimed to create a benchmark in quality and safety. The introduction of biotubs is a step towards protecting our planet. Made with food grade flexo printing technology, these tubs are ideal for our customers as well as the environment. So do your bit for nature. Shift to Biotubs.



Made without
any Human
Touch



Chemical-Free
Cups



No Bad Smell
or odour



100%
Eco-Friendly



Doesn't Cause
any Harm
to Health

**Our Biotubs has passed many Government Tests.
Certified by CIPET & many other Certifying Bodies.**



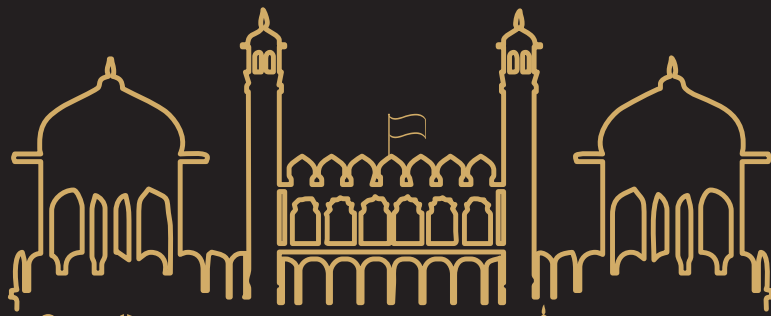
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MUGHLIAAZ

THANK YOU!!