

MR. KUTCHHI **FRANCHISE** **PROPOSAL**



THE REAL TASTE OF KUTCHH



ABOUT US !



MR. KUTCHHI IS A FAST FOOD CHAIN, ORIGINATED FROM THE IDEA OF SERVING KUTCCHI FOOD WITH REAL KUTCHHI TASTE TO THE PEOPLE. OUR MENU IS CONSISTING OF AUTHENTIC KUTCHHI FOOD ITEMS LIKE - KUTCHHI DABELI, TOAST, KADAK, BHAJI CONE & KATAKA ROTI.



OUR MENU IS REFLECTION OF THE GAP THAT WE FILLED IN THE MARKET FOR KUTCHHI FOOD THAT IS TEMPTING & BUT ALSO ENTICING FOR PEOPLE WITH SOFT CORNERS FOR BUTTER & CHEESE. INCLUSIVE OF JAIN OPTIONS FOR ALL ITEMS.



WE OPENED OUR FIRST LOCATION IN AHMEDABAD OF 2018. WITH A VISION TO MAKE KUTCCHI FOOD COMMON AMONG PEOPLE OF OTHER CULTURES, WE WANT TO EXPAND THROUGH GUJRAT & PAN INDIA



MR & MRS KUTCHHI

WELL EDUCATED COUPLE FROM KUTCHH WITH STABLE JOB SHIFTED TO AHMEDABAD, NEARLY AFTER GETTING MARRIED. LIFE WAS GRACEFUL, ONLY THING MISSING WAS "FEEL-GOOD KUTCHHI FOOD". THE HOME-SICK COUPLE NEVER FOUND THAT AUTHENTIC TASTE OF KUTCHH, HERE IN AHMEDABAD. THE CRAVING FOR "KUTCHHI DABELI" GAVE BIRTH TO THE IDEA OF OPENING A FOOD JOINT THAT SERVES KUTCHHI STAPLES.

"MR KUTCHHI" WAS LAUNCHED IN MAY OF 2018 & IS RAD POPULAR AMONG LOCALS NEAR THE OUTLET.



**HARDIK & RIDDHI
BAMBHANIYA**

CO-Founders

FRANCHISE MODEL

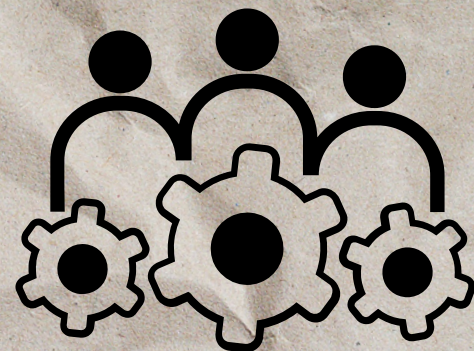
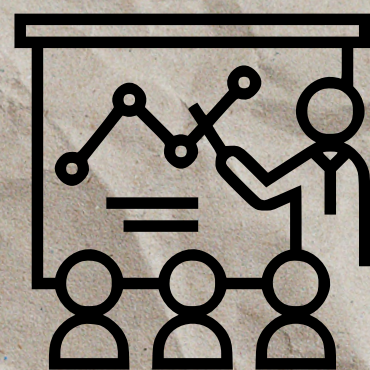
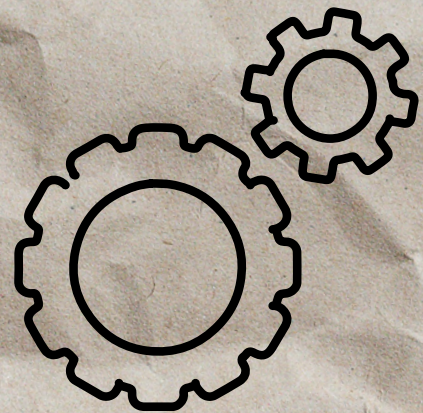
TOTAL INVESTMENT : 11 LACS ROI - 12 MONTHS

ELEMENT	SPECIFICATIONS
CATEGORY	QUICK SERVICE RESTAURANT
AREA	300-500 SQ FT
STAFF	4 PEOPLE
FRANCHISE FEE	3 LAC
SET-UP	7 LAC
AGREEMENT TERM	5 YEARS

FOFO
MODEL



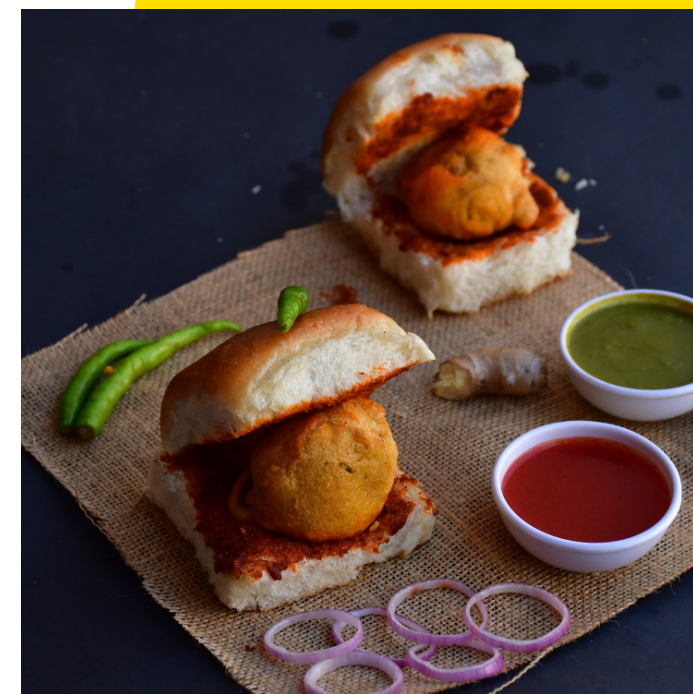
FRANCHISOR SUPPORT



- **SITE & BUSINESS SET UP**
- **TRAINING**
- **SOURCE & SUPPLY**
- **MARKETING**
- **OPERATIONS GUIDELINES**
- **ADVERTISEMENTS & PROMOTIONS**

WHY CHOOSE MR. KUTCHHI?

- Hugely popular and catering to a vast customer segment. A modern-day seating blended with authentic decor and aesthetics Specific focus on Kutchhi food has been very well received in the Ahmedabad.
- A potentially quick Return on Investment (ROI) period in 12-15 months.
- A pocket friendly business opportunity to get into one of the fastest growing segment.





Kutchhi Dabeli

Katka Roti

Kadak & Masala Toast

Bhaji Cone

Vadapav

Double Roti	25	30
Butter Roti	30	35
Fruit Jam Roti	30	35
Butter Garlic Roti	40	-
Butter cheese roti	60	65
Butter cheese Jam	70	75
Mr Kutchhi Special	80	85
children special		
Chhota bhim	25	25
cheesy Tom&jerry	50	50

Regular Katka	40	50
Lasaniya Katka	50	-
Cheese Katka	60	70
Cheese lasanya	70	-
Katka		
Masala Pav	20	-

Regular Kadak	30	40
Chees Kadak	50	60
Regular Toast	30	40
Cheese Toast	50	60

Bhaji cone	30	40
Butter Cone	40	50
Cheese Cone	60	70

Regular VP	25
Bombay VP	25
Butter VP	35
Cheese VP	60

• Regular • Jain



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ratings & review



follow us



thank you

CONTACT US

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