

INTRODUCTION

ANAND HEENA THAKKAR

& Comapny background

Food Kraft began its journey on 1st December 2004.

What began as a one man outfit has grown into an organisation of over 500 hand-picked professionals; with strong quality branding and mass appeal.

ANAND HEENA THAKKAR'S

& Company's Background

A degree from the Asia Pacific Institute of Management, correspondence from University of Netherlands, and schooling from St. Xavier's Loyola Hall – Ahmedabad, Anand Heena Thakkar always paved his way for an exemplary career.

After taking training from the ITC group and working with leading chain of hotels (Holiday Inn, ITC Group, le Meridian, Sarovar Park Plaza) for almost 4 years, in 2004 Food Kraft came to be.

RESTAURANTS

ACROSS THE COUNTRY

P-E-P-P-E-R-A-Z-Z-I

PEPPERAZZI - THE DINER

AHMEDABAD | RAJKOT | BARODA | KOLKATA | JAIPUR | VIZAG

RATATOUILLE By P.E.P.P.E.R.R.Z.Z.I RATATOUILLE

AHMEDABAD



RAISIN - THE GOURMET EUROPEAN CAFÉ

AHMEDABAD | MUMBAI



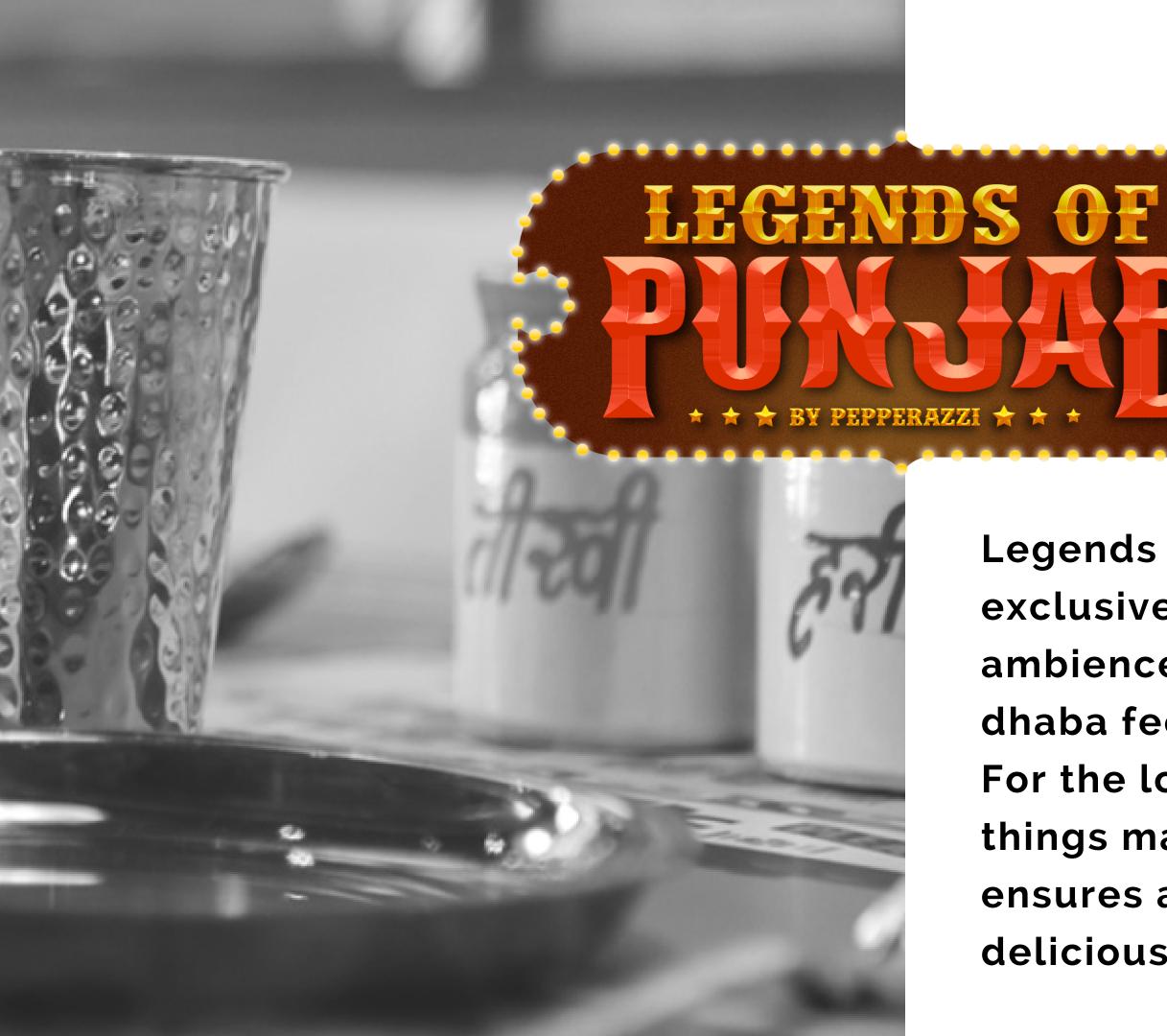
LEGENDS OF PUNJAB

BARODA | JAIPUR

P-E-P-P-E-R-A-Z-Z-I
OUTDOOR CATERING

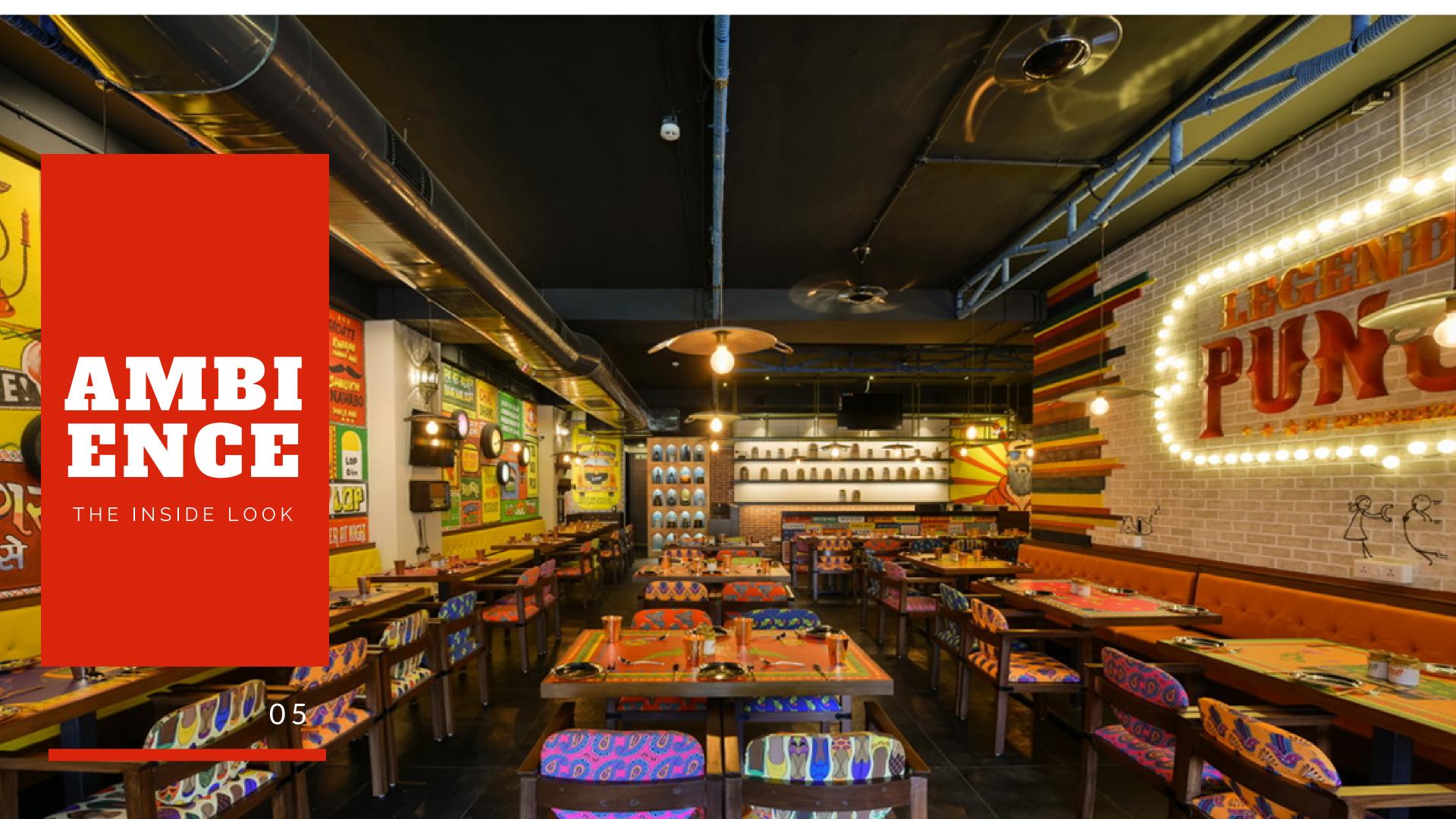
PEPPERAZZI OUTDOOR CATERING

CAPACITY OF 3000 PEOPLE CATERING AT A STRETCH



Legends of Punjab serves exclusive North Indian food in an ambience that gives an urban dhaba feel.

For the love of spices and all things masala, Legends of Punjab ensures an authentic and delicious experience.







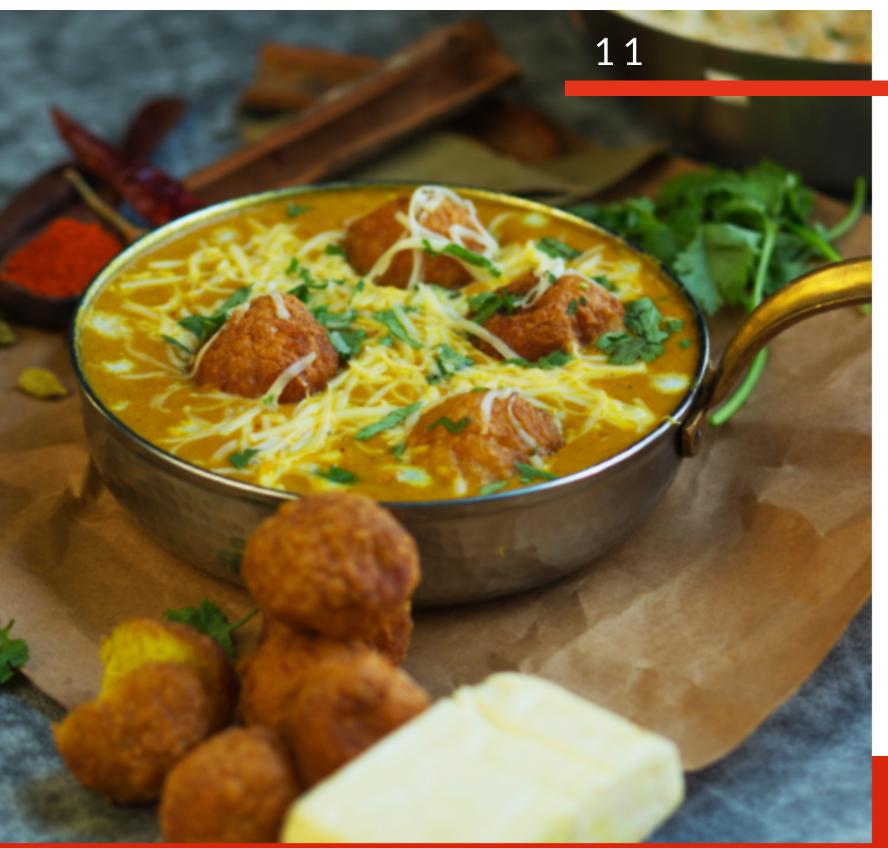












WHAT WE SERVE





WHAT WE SERVE



307/-406/-

307/-

307/

Stuffed mushroom cooked in tandoor with tandoori spices • BHARWAN KHUMDH Murgh khurchan made in style of Mumbai chatpati bhel 406/-SHREDDED CHICKEN BHEL

Chicken drumstick infused with tandoori spices and cooked to perfection 730/-Chicken tikka / Mutton seekh / Afghani tangdi kebab / Fish tikka / Tandoori Chicken 406/-TANDOORI KHAZANA

A mouth melting pan seared galouti, garnished with silver varq **■ GALOUTI KEBAB**







FRANCHISE DETAILS

AREA	3000 sq. ft
FEES	20 lacs
	80 lacs -1 crore
	7%

FRANCHISING

BRAND EXPANSION STRATEGY

Make things happen

- Delicious, competitivelypriced Punjabi food available to eat in, take away or delivered.
- Catering for a variety of consumers groups across age, gender, status and lifestyle.

Flexibility and ROI

- Allowing full location flexibility.
- Strong intrinsic
 economics, from food
 cost to labour ratios,
 resulting in high ROI
 potential:

Our Next Step

- We already operate 2
 franchise stores with 10+
 in development
- Alongside owner or operators, our franchise is available also to passive investors via our managed franchise programme



FRANCHISOR SUPPORT

14+ YEARS EXPERIENCE



- Access to off-market location opportunities in the most competitive areas.
- Provision of a turn-key design and construction solution at competitive rates
- An operations director with 14+ year experience in the industry will assist with the project-managing of any new franchise opening
- Quality and operational audit on regular basis.
- Launch marketing plan tailored to the franchisee's trading area intensive ongoing auditing by experienced operations personnel to ensure your business is on track to deliver the return you expected.
- Continuous development of the menu offer to improve sales and marginality
- Existing national supply chain constantly reviewed by ongoing tendering



OPENING HOURS

12PM TO 3PM | 7PM TO 11PM

ADDRESS

1ST FLOOR, TIRUPATI HOUSE, PANJARAPOLE CROSS ROAD, AMBAVADI, AHMEDABAD, GUJARAT 380015

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