



FRANCHISE PROPOSAL

A GREAT FRANCHISING OPPURTUNITY !



Franchising is a key component of modern business models. A successful franchise business is determined by identifying the right franchising model and the right franchise brand .

Deli FC is the right choice for aspiring investors who are passionate about the food industry and vow to start a franchise business. Deli FC's proposed business model is all set to go franchising to like-minded and passionate entrepreneurs.

We at Deli FC are a young team of dedicated professionals, continually strives to improve the various aspects of business, such as quality, kitchen and menu innovations, identifying the most appropriate business locations, assistance in hiring skilled human resources, accounting systems, and marketing.

INDUSTRIAL HIGHLIGHTS

QSR has gained popularity due to growing eating-out habits, rising disposable income, changing lifestyle, and the online food delivery system's growth.

90 billion transactions expected in food service industry by 2023

During the FY 2016 - FY 2020 period, the QSR market increased at 17.27% and is expected to reach INR ~827.63 Bn by FY 2025

Over 45 million Indians satiated their food cravings by dining out at their favorite restaurants in 2021.

Organized market within food services is expected to increase to 54 per cent by FY2025, up from 27 per cent in FY2021. QSR outlets holding 52% of market share in organized restaurant sector.

ABOUT US



INFIIN FOODS (IFPL) launched in the year 2022 with the dream of building an organized QSR chain of restaurants. Its primary goal is empowering entrepreneurs and developing sustainable self-employment across India.

Infiin Foods is manned by a team of passionate leaders with over two decades of experience in the QSR food industry, franchise management, and building brands with value creation.

At launch, Infiin Foods will operate three business verticals (Happy Bear - a one-of-a-kind seafood QSR chain | Deli FC - a redefined Hot villa glazed Fried Chicken & Grilled Burger QSR chain | Deli 65 - an innovative concept store that serves all well-known local foods under one roof) and two additional ventures will be added in the future (Vegan Brand - a specialized and unique QSR concept that caters to vegans and veg food lovers looking for plant-based alternatives to meat | Food Retail Brand - A high quality marinated RTE & RTC veg)

Having proven SOPs & strategies in all segments to ensure operational efficiency, corporate governance & growth focus to create a Pan India presence in the QSR Industry

The aim is to capture the increasing affordability in tier 1/2/3 cities across the mass affluent, urban and healthy eating segments, either be at home or restaurants.



Deli Fc is a redefined Hot villa glazed Fried chicken and Grilled Burger QSR chain with a menu focused on healthy chicken recipes.

We house state-of-the-art technology to produce exquisite meat-based culinary delights and our experienced chefs strive to artfully combine international taste with dishes of Indian flavor to build a delicious menu.

Deli Fc outlets serve wide assortments of menu products options to consumers, such as Hot chilly glazed Fried Chicken, Grilled burgers, Succulent glazed wings, Rolls, Short Eats, Drinks & Desserts.

Our daily focus is to maintain Deli Fc's strength and robustness while reaching new heights with new products and an ever-evolving business model.



OBJECTIVES & GROWTH FOCUS



Employment

Creating direct & indirect entrepreneurial opportunities over 2000 people

Proven Standard Operating Procedures

Implement of proven SOP's ensure consistency and scale in the training & development of internal and franchise employees and enabling the capability to expand PAN India while maintaining quality and consistency

Marketing Strategy

Implement a focused strategy aimed at capturing the growing affordability in tier 1/2/3 cities across the mass affluent, urban, and health-conscious segments, whether at home or in restaurants and build a reputation as a brand that is affordable and accessible.

Technology

Implement an automation and digitization technology with real-time data capture and tracking to reach operational efficiency

Customer Service

Implement customer lead management system and enable contextual customer service driven by data backed with end-to-end ERP system

VISION AND MISSION

VISION :

To be the most preferred national brand in QSR segment

MISSION :

The company's mission is to become a leading QSR chain, promoting healthy eating habits, and offering franchise partners ever-growing opportunities.

USP :

- Innovative menu & Custom made Recipe
- High Quality and Hygiene
- Great Value for Money



WHY

del! FC ...?



- ❑ Redefined Hot Villa Glazed Fried Chicken & Grilled Burger QSR Chain
- ❑ 360° Operational Support
- ❑ End-to-end Business Solution
- ❑ Lower Start-up Entry Cost
- ❑ Most Lucrative business model
- ❑ State-of-the-art Processing Plant, ISO 22000:2005 Food safety standard, GMP and Halal Certified Brand
- ❑ Innovative Menu and Unique Products
- ❑ Constant Training and Development
- ❑ Experienced and Knowledge Support Team



MENU PRODUCTS

VEG BURGER	CHOTA BURGER  Single 000 Combo 000 French Fries + Ice Lemon Tea	CLASSIC VEG BURGER  Single 000 Combo 000 French Fries + Ice Lemon Tea	PANEER BURGER  Single 000 Combo 000 French Fries + Ice Lemon Tea	CHILLI CHEESE BURGER  Single 000 Combo 000 French Fries + Ice Lemon Tea	TOWER BURGER  Single 000 Combo 000 French Fries + Ice Lemon Tea	NOODLES BURGER  Single 000 Combo 000 French Fries + Ice Lemon Tea
	CHICKEN BURGER  Single 000 Combo 000 French Fries + Ice Lemon Tea	BIRYANI BURGER  Single 000 Combo 000 French Fries + Ice Lemon Tea	FISH BURGER  Single 000 Combo 000 French Fries + Ice Lemon Tea	GOURMET BURGER  Single 000 Combo 000 French Fries + Ice Lemon Tea	DELI FRIED CHICKEN BURGER  Single 000 Combo 000 French Fries + Ice Lemon Tea	DELI DOUBLE FILLET BURGER  Single 000 Combo 000 French Fries + Ice Lemon Tea
MON VEG BURGER						

BUCKET  CHICKEN POPPERS BUCKET		NUGGETS BUCKET Pepper Spicy / Chilly Spicy 000 POPPERS BUCKET Pepper Spicy / Chilly Spicy 000 STRIPS BUCKET Pepper Spicy / Chilly Spicy 000 DRUMSTICKS BUCKET Pepper Spicy / Chilly Spicy 000 
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FRIED CHICKEN HOT CHILLY GLAZED FRIED CHICKEN 2 Piece 000 4 Piece 000 8 Piece 000 12 Piece 000 PEPPER CHILLY GLAZED FRIED CHICKEN 2 Piece 000 4 Piece 000 8 Piece 000 12 Piece 000 		CHICKEN WINGS 4 Piece 000 Pepper Spicy 4 Piece 000 Chilly Spicy 4 Piece 000 Pepper Spicy 4 Piece 000 Peri Peri and Honey 	GRILLED CHICKEN Griller Chicken Drumstick 2 Piece 000 4 Piece 000 8 Piece 000 12 Piece 000 BIRYANI Deli Veg Biryani 000 Deli Chicken Biryani 000 Deli Veg Biryani 000 Deli Chicken Biryani 000 
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SANDWICH  Veg Sandwich 000 Chicken Sandwich 000 Tandoori Sandwich 000	WRAPS  Veg Wrap 000 Chicken Wrap 000 Tandoori Wrap 000	DESSERT & PIE  Brownie 000 Brownie with Ice Cream 000 Mid Pie 000 Apple Pie 000	FRAPPE  Vanilla Frappe 000 Choco Frappe 000 Strawberry Frappe 000 Apple Pie 000	EXTRA ORDER Extra Mayo 000 Extra Cheese 000 Cool Drinks 000
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2022**Beginning of an Era!**

Beginning of a new
Era in QSR Segment

2023**Tamil Nadu & Puducherry (Urban)**

To launch 50+ outlets across Puducherry, Chennai,
and other Urban cities of Tamil Nadu.

2024**Tamil Nadu (Tier 2 & Tier 3)**

To launch 125 + outlets across all districts of Tamil
Nadu (Growth Focus in Tier 2 & Tier 3 cities)

2025**South India expansion**

Expansion to other southern regions and to
launch 75+ outlets across Karnataka, Andhra
Pradesh, Telangana & Kerala

2026**Market Leader !**

To become a market
leader and to be the most
preferred national QSR
chain in India with around
250+ operational outlets
across South India

del! FC

FRANCHISING RESPONSIBILITIES

FOR FRANCHISE CONTACT :
+91 98844 73241

Franchisee
Operation

- Complete Operation Support

Project

- Project Completion and Execution

Training

- Regular Field Training

Marketing

- Brand Marketing on regional / City Level

Supply
Chain

- Proper Supply chain Management

- ✓ Inaugural Leaflets & Promotional Offer Products
- ✓ Technical Support
- ✓ Market & Feasibility Study
- ✓ Field Assistance
- ✓ Equipment Ordering Guidance
- ✓ Staff Recruitment Guidelines & Training
- ✓ Restaurant Setup and Project Assistance
- ✓ Accurate Accounting and Control System (POS)
- ✓ Streamlined Food Supply
- ✓ Local Store Marketing Assistance
- ✓ Detailed Standard Operating Manuals / Training Manuals
- ✓ Dedicated on-site support and training
- ✓ Periodic Evaluation and Ongoing Operational Support
- ✓ Informative Publications

FRANCHISE

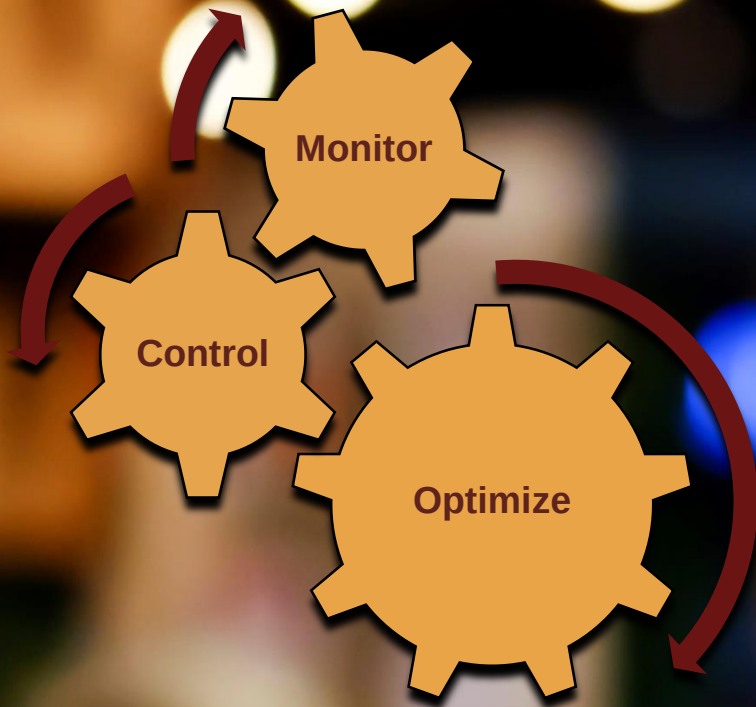
BUSINESS OPERATION MODEL :

- ✓ All Raw Materials will be supplied / recommended by Deli FC (IFPL) to the Franchisee
- ✓ All Packed & Un Packed Food Item will be supplied / recommended by Deli FC (IFPL) to the Franchisee
- ✓ All Food & Packaging Materials from by Deli FC (IFPL) will be supplied against advance payment
- ✓ All FMCG Vendors Finalization shall be done by Deli FC (IFPL) to the Franchisee
- ✓ Franchisee shall sell only those products / items which are referred or provided by Deli FC (IFPL)
- ✓ Franchisee shall follow SOP without any deviation
- ✓ Franchisee shall be governed by franchise agreement with Deli FC (IFPL)
- ✓ End to End Implementation & Support on regular a basis



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FRANCHISEE RESPONSIBILITIES :



- ✓ **Startup Franchise fee**
- ✓ **Finding Locations**
- ✓ **Leasehold / Freehold and Interior**
- ✓ **Identified improvements for the outlet's infrastructure**
- ✓ **Maintain Standard as per Operating Procedure and Guidelines**
- ✓ **Acquiring Required License (FSSAI / GST / CORPORATION / LABOUR / PPL)**
- ✓ **Hiring Ideal Employees as per Requirement**
- ✓ **End to End Restaurant Operation**

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FRANCHISE MODEL INVESTMENT DETAILS

**Express Counter / Standalone Dine In
Format (Small) - 2 Lakhs
Franchise Fee + GST**

- ☐ Limited Menu
- ☐ 100 to 250 Sqft Outlet
- ☐ 2 to 4 Staffs
- ☐ 10 -12 KVA Power
- ☐ Investment 8-12 lakhs



**Standalone Dine in Format - 3 Lakhs
Franchise Fee + GST**

- ☐ Wide Range of Menu
- ☐ 300 to 500 Sqft Outlet
- ☐ 4 to 6 Staffs
- ☐ 12-15 KVA Power
- ☐ Investment 12-15 lakhs

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+91 9884473241

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ESTIMATED RETURN ON INVESTMENT Break-up

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Sales (100 %)



Direct Expense (FPC) 45 %



Gross Operating Profit 55 %



Indirect Expense 35 – 40 %



Net Operating Profit 15 – 20 %

FRANCHISE SIGN-UP PROCEDURE



- Background information form to know about the franchisee and location information
- Finalization of terms and conditions with Franchisee, Signing up a letter of intent
- Site information location chart, demographics, and market survey for finalization
- Final documentation between both parties
DeliFC (IFPL) and Franchisee



CONTACT US :



WEBSITE :

www.delifc.in >> Live activation in progress

SOCIAL MEDIA :

Facebook : www.Facebook.com/delifc

Instagram : www.Instagram.com/delifc

] >> Live activation in progress

CORPORATE OFFICE :

Infiin Foods Private Limited

Plot no -14/A , Erikarai Street

Shawhallace colony , Adambakkam,

Chennai – 600 088 .

Contact No : +91 9884473241



THANK YOU