



NO OBLIGATION PROSPECTIVE FRANCHISEE QUESTIONNAIRE

YASH FOODS thanks you for your interest in starting a ARYAN's Family Delight Restaurant.

We will be happy to explore possibilities of partnering with you.

Kindly fill in the 'No Obligation Preliminary Franchisee Questionnaire' below:

Name: _____

Position: _____

Date: _____

Telephone: (Pls Enter with Area code) Landline _____ Mobile _____

Best Time To Call You _____

E-mail: Work _____

Personal _____

Company Name: _____

Nature of Current / Principal Business: _____

Your Current Role In Business: _____

Company Address: _____

(City) (State) (Pin Code)

Type of Entity: Sole Proprietorship Partnership
 Private Limited Others _____

Current Turnover : _____

Business In Operation Since: _____

FRANCHISEE INFORMATION

Why are you looking to invest in a Aryan Franchise? : _____

What attracts you most about the Aryan Opportunity? _____

Who will manage the franchise? Please provide details.: _____

Capital Available to invest: _____

Investment Time Frame: _____

Previous Experience of franchise, If any _____

City(s) of business: _____

Do you now or have ever owned / had an interest in restaurant trade; specify _____

Means of funding the project Institutional Finance Own / Self
 Other (Specify) _____

Will u have business partner(s) Yes No
Mention no's & specific details _____

Franchisee sought in which city _____

Property Details Owned Rented

Site Address _____

Please specify Carpet Area of the chosen Franchise Module (in Sq Feet) _____

Basement _____ Ground Floor _____

First Floor _____ Second Floor _____

Is the site commercially approved Yes No

Site Details High Street Location Local Shopping Arcade
 Mall Other Public places
 Residential locality _____

Franchise Module Interested in Food Court (in Mall) Quick Service Outlet
 Restaurant (in Mall) Express / Delivery outlet
 Mega Store Consultancy
 BOOT

I would like to start my Outlet in 1 Month 2 Months
 3 Months 6 Months

City / Town Demographics

1. Population (approx):
2. Surrounding towns / city :
3. Leading Restaurants or MNC food outlets
4. Approx no schools & colleges (engineering / medical / Others)

- You are requested to fill in all the details as per above
- Yash foods reserves unconditional right to accept or reject your application.
- E-Mail to yashfoods@yahoo.co.in / aryanrestaurants@yahoo.in

Return completed form to:
YASH FOODS
90, Mahatama Gandhi Marg
(opp.Raj Bhawan),
Hazratganj, Lucknow,
U.P. – 226001
Mob: +91-09415023031 / +91-786000123
E-mail: yashfoods@yahoo.co.in
ruchir32@yahoo.com



YASH FOODS

90, Mahatama Gandhi Marg, (opp.Raj Bhawan),
Hazratganj, Lucknow, U.P. – 226001
Ph: 0522-2236000 / 2238000
Mob: +91-09415023031
E-mail: yashfoods@yahoo.co.in / ruchir32@yahoo.com

FRANCHISEE PROJECT OVERVIEW

Company Background

A modest beginning that came in being in Jan 2000; spiraled to a revolutionary style growth and style which introduced new age dining concept in Lucknow city. Although being a startup company; stakes were high – but for modern customers and a rising demand for a better eatery paved the way.

Aryan's flagship store at M.G.Marg, Hazratganj, was a total eye-opener in those times in Uttar Pradesh itself; started of with a 80 seater–Quick Service Restaurant, 75 seater- Multi-cuisine Fine Dining & a Banquet Hall for 80 pax all in one integrated complex. Our main aim was to serve its customers a better ambience and a value for money backed by honesty and good service. We were well accepted by the people of Lucknow. Today this mutual trust has embodied us to serve our customer near to their homes or work-places.

This encouraged us to open new places in several locations in the city. At present we have 12 Company owned & operated stores in Lucknow at Hazratganj, Kapoorthala, Gomtinagar, Alambagh, Indiranagar, RajajiPuram & Aliganj). Recently Aug 2010 (Lucknow)– Food court in Phoenix Mall , Alambagh, Lucknow. / Nov-2011 – at Telibagh, near SGPGI, Raibarielly Rd; Oct-12- Casual Dining outlet in Vikas Nagar (north Lucknow) & Dec-12 – Chowk (old Lko). Other projects - Exclusive world cuisine outlet in Gomtinagar, Lucknow.- by Jan 2014

We have opened our first franchisee outlet in Allahabad- May 2010 & second in Pratapgarh – May 2013. (Others)- Initial stages for sites in Dubai, Muscat, Goa, London & Kanpur, Varanasi & Gorakhpur.

Besides operating restaurants we are also actively involved in Banqueting, Outdoor catering, Govt. Caterings & supply of food packets and also institutional caterings for government agencies as well as corporate clients.

Code of Ethics

The vision of Aryan's and its success are based on the strong principle that should form the common basis of any future relationship.

1. Honesty and Mutual Trust
2. Purity
3. High standards of cleanliness and hygiene
4. Courteous Management and personnel
5. Provide Value for Money for class & mass

6. Consistency & quality of products served
7. Transparency and accountability

Basic Requirements

Space:

For Quick service outlet - Approximately 2500-3000 sq.ft in popular commercial zone / High street / or a Mall preferably on ground floor with ample parking space. Also we require for outstation locations - 1000 sq.ft for store & base kitchen operations.

Experience:

Basic knowledge or interest in food trade and aptitude for hardwork. Transparent business ethics.

Investment:

Largely dependent on city and class and model of operation – but approximately Rs.65-80 lacs.

Scope / Obligation of Yash Foods

1. Aryan (Yash Foods) will allow the use of its brand name as per our specifications.
2. Give all assistance; provide know-how for setting up of restaurant.
3. Will co-ordinate with architectural firm regarding interior designing, kitchen designing & execution of various works.
4. Provide specialty raw materials / products on chargeable basis.
5. Assist in vendor and material selection; provide assistance for procurement of material from outstation vendor; recruitment of local staff.
6. Provide billing software's as per requirements of the outlet.
7. Aryan's will provide our selected 1 Senior Manager/ Coordinator & 1 Senior Chef who will assist in setting up the unit & thereafter day to day operations on franchisees payroll.
8. Will provide training to the staff at any one of its outlets.
9. Menu designing & rate costing / approval.
10. To secure the interest of the franchisee, Aryan's will not offer a similar agreement to any other party in the same city within the radius of 10kms; however if the franchisee does not takes interest in setting up a new branch / outlet- Aryan's shall be free to get in alliance with other party.

Scope / Obligation of Franchisee

1. Entire investment of construction, interiors, signage, air-conditioning, kitchen equipments, fixtures, gadgets, other equipments, appliances, cutlery, crockery, linen, staff dress, set up of base kitchen, staff accommodation.
2. Procurement of perishables like milk, cheese, vegetables, groceries, meat etc as per specifications provided.

3. Maintain high standards of cleanliness in kitchen, toilets and regular pest control. Also arrange for routine maintenance of equipments & fixtures.
4. Shall observe and comply with all rules & regulations as laid by various Government agencies that may be applicable, including obtaining licenses as may be required in the state.
5. The franchisee shall ensure the proper record & account book-keeping as per requirement of Sales Tax / Income tax and responsible for collection and timely payment of all Taxes as per schedule.
6. Manpower / Management shall be on Franchisee's roll and all related laws shall be honoured in respect of payments of salaries, EPF, ESI, bonus, gratuity, compensation & minimum wages act as may be applicable from time to time. Aryan's / Yash Foods will be bear no responsibility on this behalf.
7. Uniform to be provided to staff as per specification & design provided by us.
8. Expenses borne during the training period shall be reimbursed by the franchisee as per actual.
9. Shall personally be liable for the quality and purity of ingredients used for the preparation of food & in case any adulteration or defect found used in the preparation of the said food, the Franchisee is personally liable for any civil or criminal offence / penalty imposed under Food & Adulteration Act 1954.
10. The franchisee shall nominate one of his representatives as per the requirement of Food & Adulteration Act.
11. The franchisee shall furnish a bank Guarantee for Rs.5 lakhs at the time of signing the agreement.

Royalty / Monetary Implications

An amount of Rs.10 lakhs (non-refundable) as signing amount / security deposit as Franchisee acceptance fees shall be payable at time signing the MOU / LOI & thereafter every 5th year with an flat 10% increase. All expenses pertaining to staff training; procurement; material transportation; boarding & lodging during site visits; by architects; by Aryan senior management or any other person / vendor outside Lucknow shall also be payable as per actuals.

A fixed 7.5% of amount on daily sales (exclusive of all taxes) shall be payable to the franchisor on monthly basis. The word 'Sales' refers to – all sales including home delivery, parties, banqueting, outdoor caterings, ice-cream & beverage, liquour sales, other allied products, all packing (credit/cash).

General Terms

1. The duration of agreement is initially for a period of 12 years renewable for a further period on mutually agreed terms.
2. The name & insignia of the restaurant 'ARYAN – family's delight' is the exclusive and registered trademark and property of the Franchisor, and the

Franchisee has no lien on it. On expiry / termination of the franchisee agreement; the franchisee cannot use identical names & style or their likeness their-of-what-so-ever.

3. The Franchisee or their representatives are restricted to open on their own any other similar outlets or take up any other franchisee in the same trade of restaurants / food business in the same city or other cities in any part of India.
4. Menu / Rates decided by the Franchisor cannot be altered by the franchisee without authorization.
5. Packaging, printing, advertising & other costs involved in the promotions shall be payable the franchisee.
6. Yash Foods shall have the rights to inspect and audit all books of accounts by its authorized representative.
7. Yash Foods has the rights to inspect all food items & raw materials through its representative & point out deficiencies for correction at all times.
8. The Franchisee cannot ever represent as the Franchisor to any Government or other body or individual / firm what so ever for any business promotion or otherwise without written authorization.
9. Any amendment to franchisee agreement has to be in writing with the endorsement of both parties.
10. Any disputes / or differences arising between this agreement shall be settled by in accordance with the provisions of the Indian Arbitration Act 1940.
11. The agreement can be terminated by the Franchiser in the event of any violation of the clauses by issuing one month notice.
12. In case, of the termination of the agreement the Franchiser shall not be liable to pay any of the debts of the vendors / or the persons employed by the franchisee on his rolls.
13. However, if in case the Franchisor takes over the operation of the Franchisee all by himself / appoints a new franchisee; the franchisor shall pay the investment amount after in the ratio as:- fixed costs of the usable assets only minus depreciation minus the dues / liabilities of the market & staff / or other related costs or expenses.

14. Site Visit – if the franchise is satisfied with the above terms & conditions and desires to sign up for the franchisee; then he shall firstly send us the signed copy of the franchise form attached to this document & arrange for the site visit at his cost & expenses. If, in case the site is not viable / disapproved, the cost of travelling, professional fees & other incidental fees shall still be payable in cash at that time itself.

Accepted & Signed by _____

(Franchise)

Name & Address & Contact details in full
