

Yashmina Hospitality P. Ltd.

An Introduction



Yashmina Hospitality



*“To take the delectable & authentic
Hyderabadi Cuisine to every
corner of the country”*



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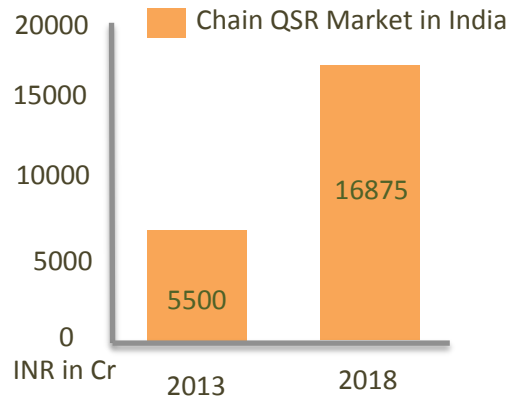
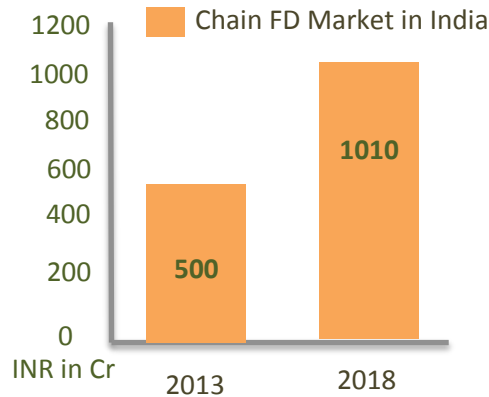


Executive Summary

- The Golconda Bowl Today
- Market Context
- Historical Data & Business Plan



Executive Summary



Market Opportunity

- The Indian Food Service Industry is projected to grow to INR 408,040 CR (USD 78 Billion) by 2018 at a CAGR of 11%
- The **Fine Dining (FD)** market thrives largely on affluent consumer. The segment is growing at a healthy rate of around 15%
- The **Chain Quick Service Restaurant (QSR)** market size is estimated to be INR 5500 CR (USD 1060 M) in 2013 and estimated to reach INR 16785 CR (USD 3230 M) by 2018
- The **Chain FD** market size is estimated to be INR 500 CR (USD 95 M) in 2013 and estimated to reach INR 1010 CR (USD 195 M) by 2018

The Golconda Bowl has been setup by Mr. Gautam Chadha with a vision to create a Pan India presence for the cuisine of Hyderabad



Executive Summary

The Golconda Bowl

- ◆ Yashmina Hospitality was successfully established in 2011. The business grew many folds in the short span of 3 ½ years and today there are 4 outlets across Delhi, Mumbai, Noida & Indirapuram.
- ◆ Yashmina Hospitality is engaged in the business of FD & QSR under the brand names of “The Golconda Bowl” & “The Golconda Bowl Express”, serving authentic Hyderabad Cuisine.
- ◆ The restaurants in Delhi, Mumbai & Noida are FD and the one in Indirapuram is a QSR.

Investment Rationale

- ◆ Conducive and high growth industry environment.
- ◆ Popular brand, gaining wide acceptance in the Indian market.
- ◆ High brand recall value/sticky customer.
- ◆ Efficient operational team with expertise in authentic Hyderabad cuisine.
- ◆ Highly rated by patrons, awarded certificate of excellence many times.
- ◆ To capitalize on the goodwill & brand value created through Fine Dine & Quick Service restaurants.

Transaction Overview

- ◆ Opportunity to create a pan India presence and reap the rewards of high returns.
- ◆ With the overwhelming response of FD & QSR in Delhi, Mumbai, Noida & Indirapuram, the company is now planning to scale up QSR & FD operations.
- ◆ The company is looking to raise INR 350 Million for its phased expansion in 36 months through primary issue.



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Company	Yashmina Hospitality P. Ltd. is engaged in the business of FD & QSR under the brand name of “The Golconda Bowl” serving authentic Hyderabadi Cuisine.
Established Presence	Currently there are 4 outlets across Delhi, Mumbai, Noida, Indirapuram (Ghaziabad). The restaurants in Delhi, Mumbai & Noida are fine dine and Indirapuram, a QSR.
Product Line	The brand serves royal authentic Hyderabadi cuisine. A fusion of Hindu Kayastha & Muslim delicacies.



Particulars	Fine Dine			QSR
	<i>Delhi</i>	<i>Mumbai</i>	<i>Noida</i>	<i>Indirapuram</i>
Launch Date	Jul-11	May-12	Nov-12	Dec-13
Location	Hauz Khas Village	JVPD	Sector 18	Vaibhav Khand
Restaurant Size	2000 Sq. Ft.	2000 Sq. Ft.	2000 Sq. Ft.	600 Sq. Ft
Covers	48	55	70	-
Average Monthly Net Sales	1500000	1300000	800000	250000
Average Monthly Tickets	1666	1445	1145	
Average Sales Per Ticket	900	900	700	



Management Profile

Gautam Chadha:

An Advertising Professional with 25 years of experience. An expert in business communication and operational management.

Manu Shourie

A hotelier with a Masters in Hospitality Management from IHTTI Neuchatel Switzerland. Diverse experience of over 30 years in the business. Huge international exposure.

Sangeeta Chadha:

Master of Business Administration from Nagpur University. Hard working and an eye for quality.

Rahul Chadha:

An award winning Video Editor and Media Professional with 18 years of experience. A hard working and versatile person, a good cook, a foodie with good management skills.

Organisation Structure

Managing Director

CEO

CFO

General Manager

Restaurant Manager

Restaurant Staff



How it Started ?

- Passion of the promoters
- Focus on quality & branding
- Service of Paramount importance

How it Grew ?

- The Golconda Bowl started with a fine dine in Delhi and gradually established its presence in Delhi NCR & Mumbai by opening FD's & a QSR
- Its total revenue has increased from INR 8.48 million in FY 2011-12 to INR 36.21 million in FY 2013-14 with a CAGR of 62.23%

Awards & Appreciation

- Certificate of excellence by Trip Advisor for 2 consecutive years.
- Rated best Hyderabadi Cuisine by Mouthshut.com
- Rated best in regional cuisine by zomato.com

Vision Statement

- To capitalize on the goodwill of the brand.
- No compromise on quality.
- Increase in number of customers by opening more FD's & QSR's.
- Provide customers with quality food, focused on service beyond expectation



The Golconda Bowl

●●●●● 90 Reviews | #72 of 8,283 Restaurants in New Delhi | #74 of 9,356 Places to Eat in New Delhi | 🏆 Certificate of Excellence

□ Indian

Congratulations!



Certificate of Excellence 2013

Congratulations! The Golconda Bowl is a 2013 Certificate of Excellence Winner.

Certificate of Excellence
— 2014 WINNER —



The Golconda Bowl

CERTIFICATE of
EXCELLENCE
— 2015 Winner —



tripadvisor®

Congratulations to The Golconda Bowl!

TripAdvisor is delighted to award The Golconda Bowl the 2015 Certificate of Excellence. This achievement is a direct result of your consistently great reviews from TripAdvisor travellers.



Yashmina Hospitality



Customer Testimonials



Neelima Arora

18 Reviews , 34 Followers



Rated 5.0 Amazing place what beautiful interiors and décor they have designed mind blowing it is. I just got crazy seeing the entrance was so lavishing like entering a palace. The food is also very good very perfect to taste. Just loved their starters they were outstanding better than anything best was Golconda Murg Badshahi Kabab. For main course veg part was better than non-veg. All in all had a wonderful experience there.



Prabhleen Kaur Nagpal

26 Reviews , 31 Followers



Rated 5.0 A worth every penny place.. authentic hyderabadi cuisine. Loved the service,the ambience,the food and d hospitality of the manager. It was such a warm n delightful experience.

Pathar ka ghosht and chicken 65 and dum biryani are must haves



Hariharan S

25 Reviews , 3 Followers



Rated 5.0 This place never fails to impress....
Excellent ambience...exceptional service.....Excellent food cooked in slow heat and charcoal...

Try nali nihari and haleem....

GM Mr. Nitin is a wonderful person and really makes sure you relish your food. the service industry would reach different heights if every restaurant could have a GM like him.

Best wishes to this great place...



Happy Customers



The Golconda Bowl Overview

Promoters & Organization Structure

Our Story

Some of Our Signature Dishes



Bagara Baigan



Nalli Nihari

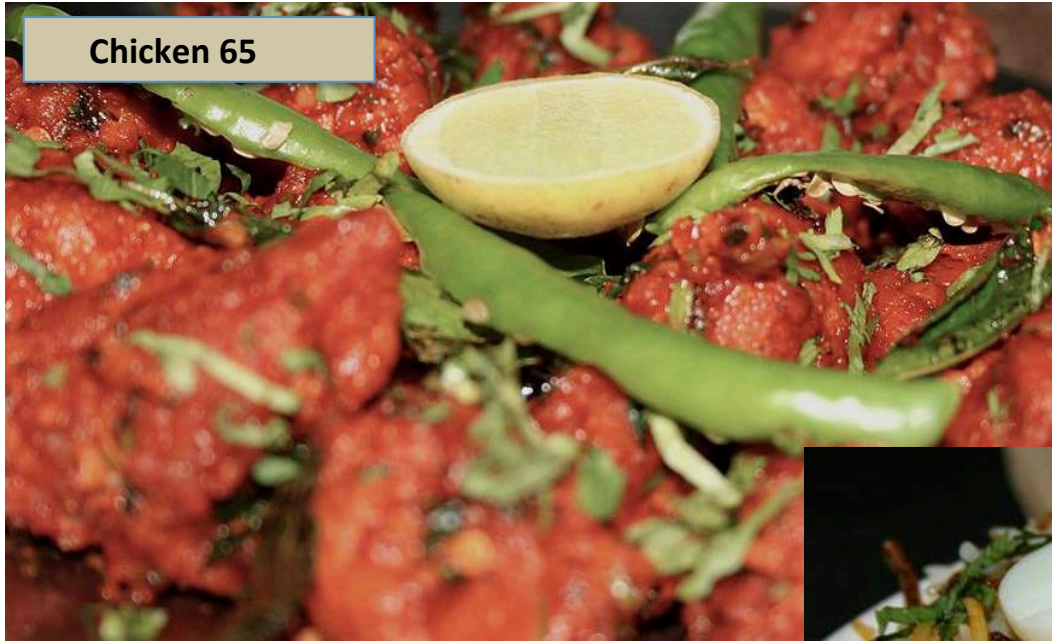


Patthar Ka Gosht



Gosht Haleem

Chicken 65



Kacche Gosht Ki Biryani



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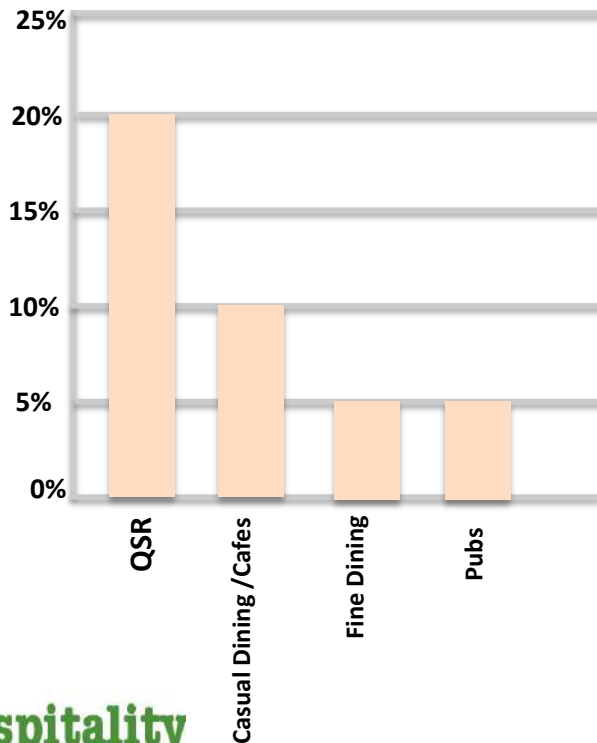
Industry Analysis

Deals in this Space

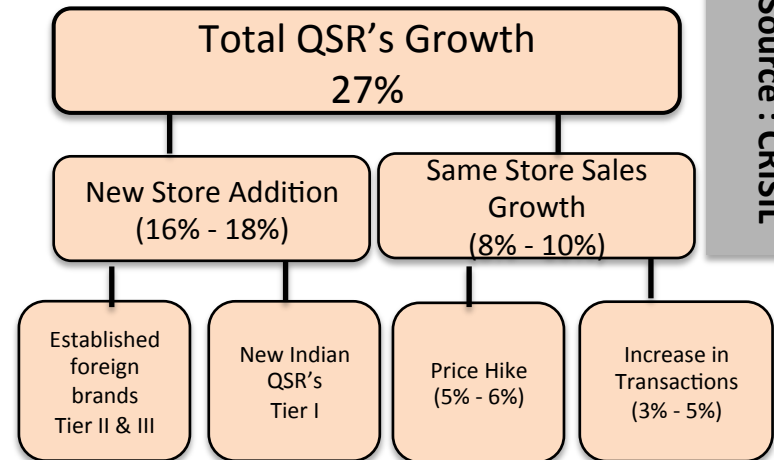
According to the National Restaurant Association of India (NRAI) the overall Food & Beverage (F&B) industry is growing at a rate of 5%-6% per annum and is currently estimated at Rs. 5.6 Lakh Crore (Rs 560 Tn) and is likely to grow to 8.6 Lakh Crore (Rs. 860 Tn) by 2017.

There are several demand side factors contributing to this growth, such as increasing time poverty, longer travel times, increased number of households where both spouses are working, along with factors such as increasing disposable income and changing lifestyles.

Source : NRAI



Growth



Source : CRISIL



Industry Analysis

Deals in this Space

Growth Drivers

Better
Logistics

Nuclear
Spending

Youth
Spending

Urbanization

Expanding
Middle Class



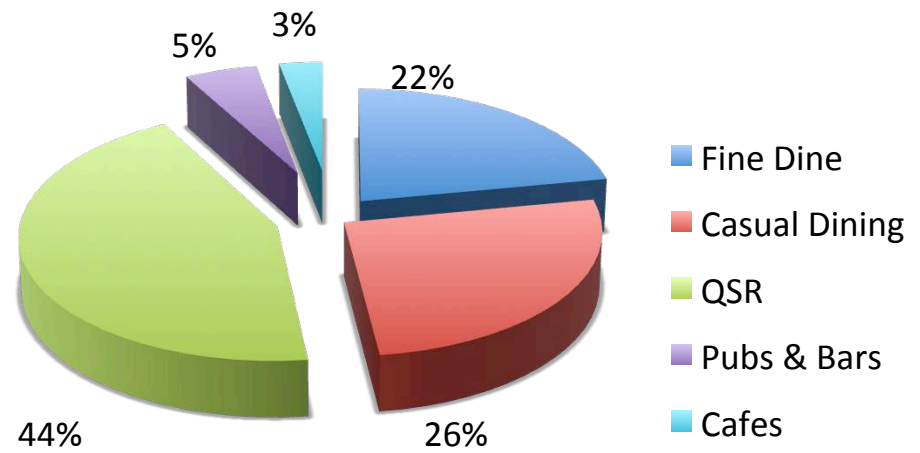
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Industry Analysis

- Eating out has never been more exciting. As the country gets younger, the QSR industry in India is clearly on a roll.
- Changing lifestyles, a younger workforce with higher disposable incomes and better standards of living have added muscle to the growth of QSR's.
- Says marketing consultant Harish Bijoor "The QSR brand is an eclectic mix – it is young, global, quick and caters to the impatient generation with panache, and the mix works.
- Fine & casual dining restaurants are the ones which have elaborate menus and take pains over garnishing and quality of service, usually serving liquor as well. They are much more capital intensive, with each new restaurant costing anything between INR 1 Crore to INR 3 Crore.
- "Typically operating margin in the fine dining space range between 25% - 40% while in the quick service category is between 15% - 25%" Says Lite Bite Food's Amit Burman.

Deals in this Space



Source : E&Y



GROWING GIRTH

Size of the industry:

₹43,000 crore

Overall

₹7,000-₹8,500
crore

Organised sector

₹3,000 crore

Fine/Casual dining sector

₹4,000-₹5,500 crore
Quick service sector

₹10,000 crore

Estimated size of fine/
casual dining sector by
2015

Source: Industry estimates



Industry Analysis

- **2013:** SAIF Partners increased its holding in fine dine chain operator Specialty restaurants by buying approximately 3.2% from the open market.
- **2013:** Private equity fire CX Partners invested \$ 20 Mn in Barbeque Nation Hospitality for a 12.89% stake.
- **2012:** NSR picked up minority stake in fast food chain Vasudev Adiga's.
- **2011:** Aditya Birla Private Equity invested INR 700 Mn in Olive Bar & Kitchen.
- **2011:** Everstone invested \$20 Mn for a 45% stake in Pind Balluchi, a New Delhi based restaurant chain.
- **2011:** ICICI Ventures invested INR 2.5 Bn for a 10% stake in RJ Corp's Devyani International, which runs KFC, Pizza Hut & Costa Coffee chains in India.

Deals in this Space

Key Private Equity (PE) & Venture Capital (VC) firms which have invested in the Restaurant Industry in India

- NSR: Coffee Day (360 Cr), Adiga's (200 Cr), Ohri's (200 Cr)
- India Equity Partners: Sagar Ratna (180 Cr)
- SAIF Partners: Specialty Restaurants (120 Cr), Ammi's Biryani (40 Cr)
- Everstone Capital: Pind Balluchi (120 Cr)
- ICICI Venture: Devyani Intl-Pizza Hut, KFC, Costa (250 Cr)
- Premji Corp: HRC, Shiro, CPK (130 Cr)
- TVS Capital: Om Pizza (50 Cr), Yellow Chilli
- Helion Venture: Mast Kalandar (33 Cr), Booster Juice (16 Cr)
- Sequoia Capital: Fasso's (28 Cr)

For a 30-40% stake, a typical PE investment is **Rs.150-200 crores** and a typical VC investment is **Rs.20-30 crores**. Funds are used for brand building, to open new outlets, standardize, and to expand to other geographic location.

Source: India - TTM Multiples as on 14 March 2013



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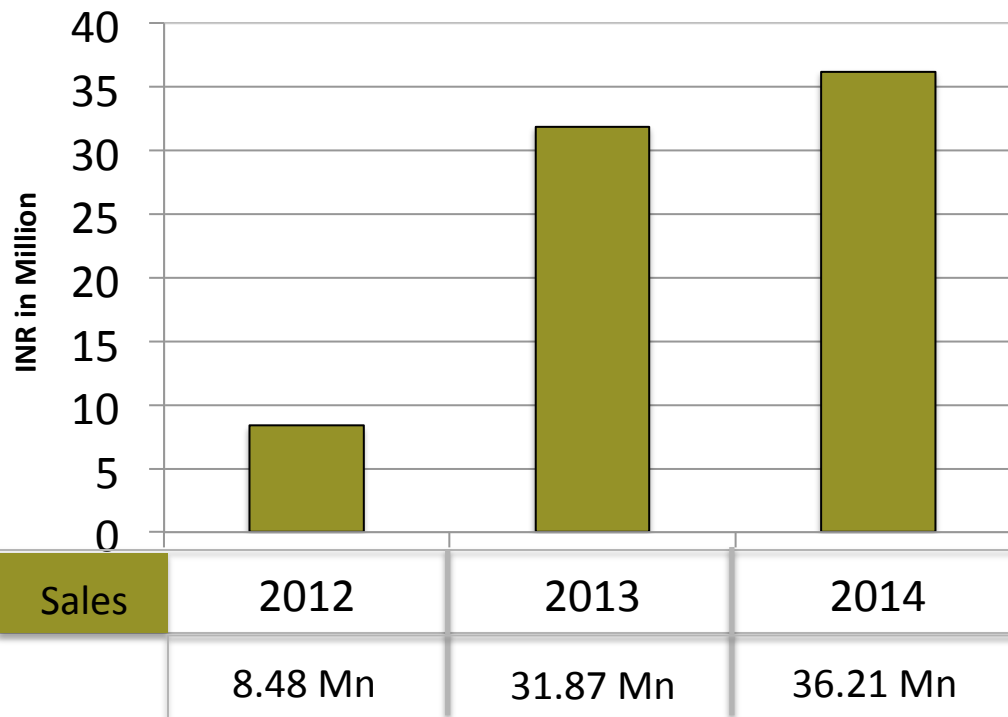
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Historical Data

Expansion Plan

Projected P&L



	2012	2013	2014
Sales	8.48	31.87	36.21
Cost of Goods Sold	3.80	9.73	17.38
Gross Profit	4.68	22.14	18.83
Operating Expenses	4.38	25.62	36.13
EBITDA	0.30	-3.49	-17.3
Margin	4%	-11%	-48%



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EXPANSION PLAN PHASE 1 : FY 16 – FY 18

City	2016			2016			2016			2016			2017			2017			2017			2017			2018			2018			2018			2018			TOTAL		
	Q1			Q2			Q3			Q4			Q1			Q2			Q3			Q4			Q1			Q2			Q3			Q4					
	QSR	FD	CK	QSR	FD	CK	QSR	FD	CK	QSR	FD	CK	QSR	FD	CK	QSR	FD	CK	QSR	FD	CK	QSR	FD	CK	QSR	FD	CK	QSR	FD	CK	QSR	FD	CK	QSR	FD	CK	QSR	FD	CK
Delhi/NCR	4	1	1	4			4			4			4	1		4			4			4			4			4			4			4			48	2	1
Mumbai	4	1	1	4			4			4	1		4			4			4			4			4			4			4			4			44	2	1
Bangalore					1		4		1	4			4			4			4			4			4			4			4			4			40	1	1
Pune					1		3		1	3			3			2			2			2						1			2			2			20	1	1
	8	2	2	8	2	0	15	0	2	15	1	0	15	1	0	14	0	0	14	0	0	14	0	0	12	0	0	13	0	0	14	0	0	10	0	0	152	6	4



EXPANSION PLAN PHASE 1 : FY 16 – FY 18

Fund Requirement & Utilization				
FY 16				
	No. of New FD's	No.of New QSR's	Central Kitchen	Fund Requirement (INR MN)
Delhi/NCR	1	16	1	160
Mumbai	2	16	1	
Bangalore	1	8	1	
Pune	1	6	1	
FY 17				
	No. of FD's	No.of QSR's	Central Kitchen	Fund Requirement (INR MN)
Delhi	1	16	0	250
Mumbai	0	16	0	
Bangalore	0	16	0	
Pune	0	9	0	
FY 18				
	No. of FD's	No.of QSR's	Central Kitchen	Fund Requirement (INR MN)
Delhi	0	16	0	130
Mumbai	0	12	0	
Bangalore	0	16	0	
Pune	0	5	0	
TOTAL FUNDS NEEDED				540



Historical Data

Expansion Plan

Projected P&L

In INR MN					
Particulars	FY16	FY17	FY18	FY19	FY20
Revenue	155.00	548.00	980.00	1230.00	1353.00
Other Income (Service Charge)	2.18	4.65	6.27	6.69	7.36
Total Income	157.18	552.65	986.27	1236.69	1360.36
COGS	51.15	181	323	406	435
Gross Profit	106.03	371.81	662.9	830.79	925.04
<i>Margin</i>	2.07	2.06	2.05	2.05	2.13
Payroll	50.20	123.29	180.00	196.55	196.55
Operational Cost	16	46.00	70.00	78.00	78.00
Rental (including eletricity)	48	115	140	155	155
Total Expenses	114.20	284.29	390.00	429.55	429.55
Operational Profit	-8.17	87.52	272.87	401.24	495.49
<i>Margin</i>	-0.05	0.16	0.28	0.32	0.36
Central Cost	4	4	4	4.5	4.5
EBITDA	-12.17	83.52	268.87	396.74	490.99
<i>Margin</i>	-0.08	0.15	0.27	0.32	0.36
Depreciation	8.32	18.03	26.29	29.19	29.19
Interest					
Profit before tax	-20.49	65.49	242.58	367.55	461.80
<i>Margin</i>	-0.13	0.12	0.25	0.30	0.34



Thank you !

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