



# **BISMIL<sup>KI</sup> NIHARI**

**JAMA MASJID KI MASHOOR NIHARI**

Bring the legendary flavors of authentic Nihari to your city.

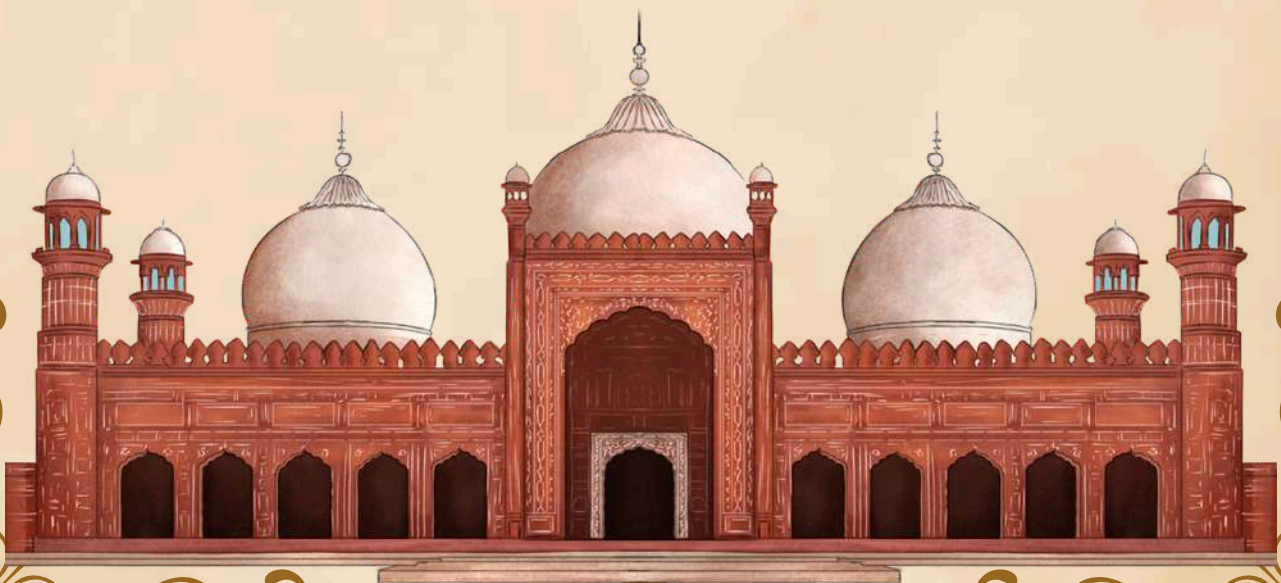


# Our Story

At Bismil ki Nihari, we are not just serving food – we are carrying forward a culinary legacy born in the heart of Old Delhi's Jama Masjid. Guided by masters with over 60 years of cooking expertise, our journey began with a vision to preserve the age-old art of slow-cooked Nihari and share its authentic flavors with the world.

Every bowl we serve is steeped in tradition – from handpicked spices blended to perfection, to recipes refined over generations. What began in the bustling lanes of Jama Masjid has now become a name synonymous with authenticity, heritage, and excellence.

At Bismil ki Nihari, every bite is more than a meal – it's a taste of history.



# Why Partner with Us



## Unique Concept

A restaurant brand dedicate to Nihari, standing out in the F&B market.



## Proven Success

Loyal customer base and repeat visitors.



## Standardized Operations

Recipes, training , and systems ready for replication.



## Strong Support:

From setup to marketing, we guide every step.

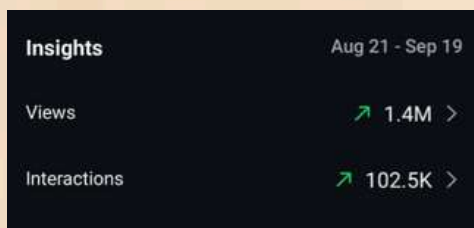


## Scalable Brand

Growing demand for authentic Mughlai flavors across India.



## Great Social M edia following



# Franchise Models

**We currently offer the FOFO Model (Franchise-Owned, Franchise-Operated)**

- **Franchise Fee:** 3 lakh
- **Setup Investment:** ₹3-5 lakh (includes interiors, kitchen equipment, branding)
- **Royalty:** 10% of sales until Franchise fees is paid post that 5%
- **Expected ROI:** 8-12 months



# Our Menu



Nihari gude wali (half)	160/-
Nihari gude wali (full)	300/-
Nihari (Half)	130/-
Nihari (Full)	260/-
Kheer	50/-
Desi Ghee ka tadka	50/-
Butter ka tadka	40/-
Extra Boti	50/-
Extra Guda	30/-
Extra gravy	30/-
Cold drink	MRP...
Water Bottle	MRP...

# Testimonials & Customer Love

faiz\_khan2189 Bismil ki nihari har nihari par hey bhari.

\_asimuddin\_ Kaafi aala hai bismil ki nihaari 🍲🍲❤️

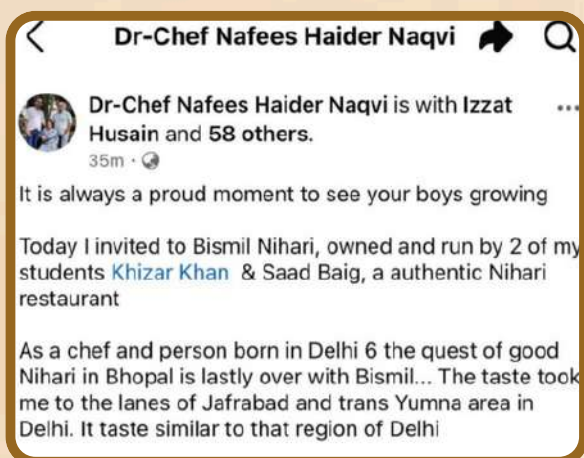
aaru\_tfc Seriously koi comparison nahi ha  
@bismil\_ki\_nihari ka.... ❤️

aqsafarooq9798 Bohot maze ki hai bhai

ni.khat5235 One of the bestest video of @bismil\_ki\_nihari 🍲🍲 I  
went there and I loved the taste and nihari @blogger\_saniya  
we really need more video like this. Keep it up ❤️

nizamhamza1130 Bhai kha ke aaye zabardast taste hai

zain\_baaz Shaandar taste hai.. maza aagya bhai



# Approximate Setup Cost

Particulars	Amount
Board & Flex	20000
Copper Deg	25000
Kitchen platform	40000
Chairs & tables for 8 tables seating	39800
Other Kitchen equipments	30000
Roti Tandoor	25000
Electricity & Plumber mislenious	30000
Painting	15000
Pos System	8800
Tablet for pos system	15000
Miscellaneous	30000
Advance Franchise fees for markeitng and staff travel	50000
Total	328600
Fixed salary cost	
Roti	700 per day
Nihari	600 per day
Waiter 1	400 per day
Waiter 2	400 per day

# Approximate Daily Sales

## Daily Nihari Sales Calculation



→ Gosht 7 kg



After Cooking Nihari: 4500 gm Gosht



Per Plate: 55 gm Gosht



Total Plates:  $\frac{4500}{55} = 80$  Plates



Roti per Plate: 4 Rotis



Cost per Plate: 160 Nihari + 4 Roti = 200

Total Revenue:  $200 \times 80 = 16,000$



# Locations

**Bhopal**



**Indore**

**Coming Soon**

**Kolkatta**

**Dewas**

**Mhow**

Carry forward the rich legacy  
of Jama Masjid's 60-year-old  
Nihari tradition."

"Join the Bismil ki Nihari family today."

#### Contact Information

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**Scan to check social media**

