



PERPETUAL VISION Group Thane

Information Memorandum

SS01

All about Shawarmaji





Table of Contents

Presentation Outline

- About Shawarmaji
- Business Highlights
- Journey of Shawarmaji
- Lip-smacking Menu
- Marketing Strategies
- Media Presence
- Our Success Stories
- Key Metrics

...



PERPETUAL VISION Group Thane

About Shawarmaji

SS03





Company Overview

- PERPETUAL VISION group Thane has a licensed trademark of Shawarmaji
- Shawarmaji, a quick-service restaurant serving Indo-Lebanese cuisine, focuses on platform tapping the huge quick-service restaurant market segment along with online delivery format through the all leading delivery platforms.
- We serve unique Lebanese shawarmas with attractive branding, fresh flavors, convenient packaging and value price points. Shawarmaji has been well received since its inception in 2019.
- With a highly curated and growing menu (like fusion shawarmas, salads, grillers, and shawarmazzas.) The model delivers high quality, freshly made, and value for money to the Lebanese food through 30+ outlets operational in Thane, Mumbai, Pune and Navi Mumbai.
- Online presence and collaborations with Swiggy, Zomato, etc. helps Shawarmaji to enter a new business vertical, which will lead to an increase in revenues and profitability



PERPETUAL VISION Group Thane

Our Outlets



SS05

Thane

- Vasant Vihar
- Hariniwas circle
- Thane station
- Hiranandani Estate
- Mira Road
- Dombivali
- Kalyan
- Ulhasnagar
- Badlapur
- Metro mall, Kalyan
- Kalwa

Mumbai

- Mulund
- Dadar
- Malad
- Thakur Village
- Powai
- Marol
- Andheri
- Ghatkopar
- Parel
- Matunga
- Vile Parle
- Chembur

Navi Mumbai

- Airoli
- Kharghar
- Seawoods

Pune

- Kothrud
- Koregaon Park
- Salunkhe Vihar
- Magarpatta
- Aundh
- Viman Nagar
- Sinhagad Road
- Bharati Vidyapeeth



SSo6

Current Scenario



About Launch

We have 30+ outlets in Thane, Mumbai, Navi-Mumbai & Pune

Future expansion

By end of 2026, Shawarmaji presence to be spread across **Mumbai, Pune, Nashik & Bangalore.**

...



PERPETUAL VISION Group Thane

Business Highlights

SS07





Our Business Highlights

INDO-LEBANESE FOOD ON THE GO

Leading QSR chain which created a niche in its segment, focusing majorly on the crowd from colleges, corporates and local, and metro cities.

SSo8

STRONG BRAND POSITIONING

Recognized as an affordable Indo-Lebanese On-the-Go QSR, with superior tastes, maintaining health standards, and meet customer expectations.

MAINTAIN HYGIENE STANDARDS

We use HALAL chicken and monthly pest control to maintain hygiene.

PROCESS AND ROBUST TECHNOLOGY DRIVEN OPERATIONS

Leverages technology, vendor management, and order management system to reduce wastage and improve efficiency and margins process-driven operations lead to high standardization in the food and robust and efficient supply chain systems.

AUDITING

We carry out a complete audit of all outlets on monthly basis for hygiene, product quality & staff training.

SCALABLE BUSINESS MODEL

We operate under the FOCO model intend to grow the business and expand to new geographies through online presence and collaborations with Swiggy, Zomato, Thrive, etc. It helps the company to enter a new business vertical, which will lead to an increase in revenues and profitability.



PERPETUAL VISION Group Thane

Journey of Shawarmaji

SS09



ALL THE RIGHTS ARE RESERVED UNDER THE PERPETUAL VISION GROUP THANE



PERPETUAL VISION Group Thane

AMEY DHADVE

B.Tech



SS10



RAJAS SABDE

MBA in Marketing



PRITISH DHARURKAR

B.Tech



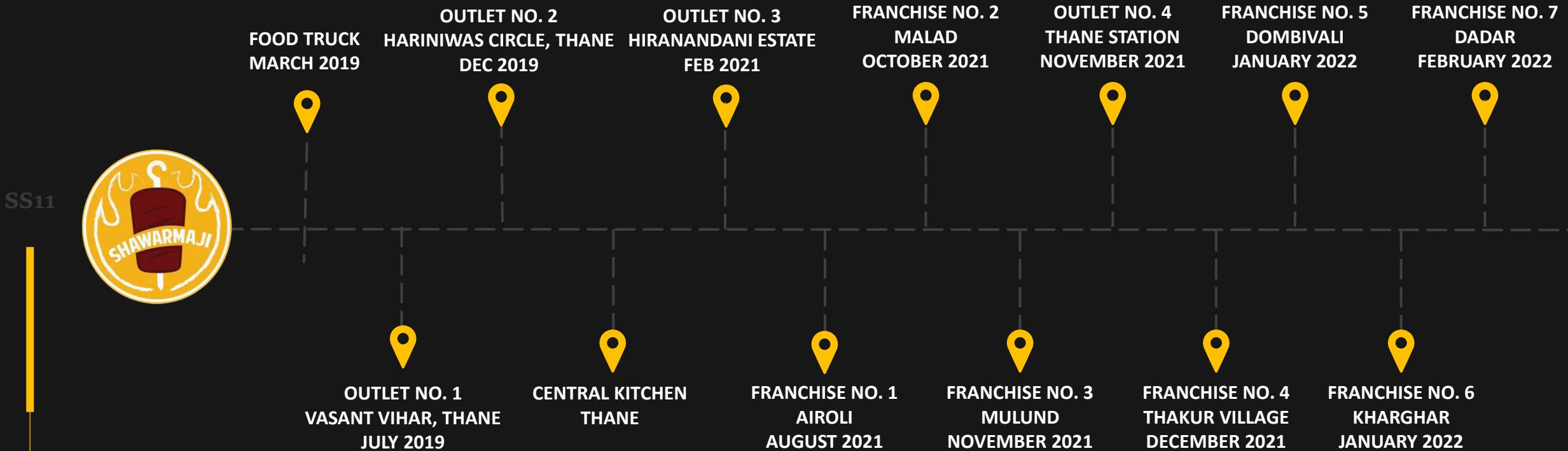
The Shawarmaji Group

Meet the Owners

...



Shawarmaji's Growth Story





PERPETUAL VISION Group Thane

Shawarmaji's Growth Story

FRANCHISE NO. 8
POWAI
SEPTEMBER 2022

FRANCHISE NO. 10
MIRA ROAD
MARCH 2023

FRANCHISE NO.12
KOTHRUD, PUNE
JUNE 2023

FRANCHISE NO. 14
ULHASNAGAR
JUNE 2023

FRANCHISE NO. 16
SEAWOODS
SEPT 2023

FRANCHISE NO. 18
CHEMBUR
DEC 2023

FRANCHISE NO. 20
PAREL
JAN 2024



SS12



FRANCHISE NO. 9
MAROL
FEBRUARY 2023

FRANCHISE NO. 11
KALYAN
MAY 2023

FRANCHISE NO. 13
ULHASNAGAR
JUNE 2023

FRANCHISE NO. 15
ANDHERI, LOKHANDWALA
SEPT 2023

FRANCHISE NO. 17
BADLAPUR
NOV 2023

FRANCHISE NO. 19
GHATKOPAR
JAN 2024

FRANCHISE NO. 21
MATUNGA
MARCH 2024

...



PERPETUAL VISION Group Thane

Shawarmaji's Growth Story

FRANCHISE NO. 22
SALUNKHE VIHAR, PUNE
APRIL 2024

FRANCHISE NO. 24
AUNDH, PUNE
SEPTEMBER 2024

OUTLET NO. 5
KALWA, THANE
OCTOBER 2024

FRANCHISE NO. 27
VIMAN NAGAR, PUNE
MARCH 2025

FRANCHISE NO. 28
BHARTI VIDYAPEETH, PUNE
APRIL 2025

SS12



FRANCHISE NO. 23
VILE PARLE
JULY 2024

FRANCHISE NO. 25
MAGARPATTA, PUNE
OCTOBER 2024

FRANCHISE NO. 26
KALYAN, METRO MALL
DECEMBER 2024

OUTLET NO. 6
SINHAGAD ROAD, PUNE
APRIL 2025

& The show
must go
ON!

...



PERPETUAL VISION Group Thane

Our Menu

SS13





Our Shawarmas

ss14

It is our belief and goal, to serve the best food to the customers coming to visit us, with a twinkle in their eye and their mouths watering. Having sourced the softest bread from across the city and with our custom-made sauces and in-house flavors, we can proudly say,

“We fulfill the taste buds of those standing at our door!”

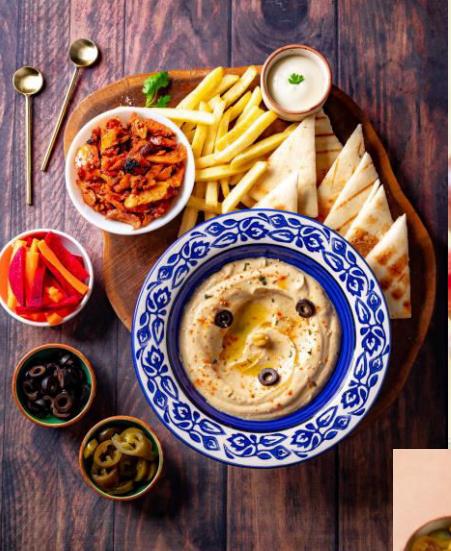


Our menu

Platters



Shawarma
22 Varieties



Coolers



Open Shawarmas



Shawarmazza
4 Varieties

Grillers



Salads
10 Varieties



Caramel Custard

...



Marketing Strategies

SS16





Marketing Strategies

SS17



Online Campaigns



Targeted social media campaigns through leading aggregators such as Facebook and Instagram page

Offline Campaigns



Targeted campaigns through fliers and banners, launch events, college fests and events to promote brand visibility

Aggregators & Alliances



Partner with Swiggy, Zomato & Thrive to have an existing large database to increase visibility of the brand.

...

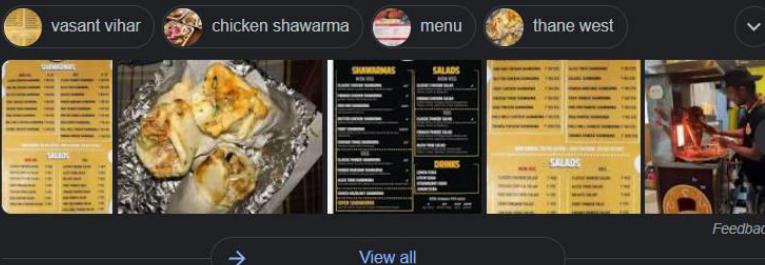


Social Media Presence

Google

Google shawarmaji

Images for shawarmaji



View all

SS18

<https://www.zomato.com/mumbai/shawarmaji-vasan...>

Shawarmaji (Harinivas) - Thane Thane West Mumbai - Swiggy

Order Food Online from **Shawarmaji (Harinivas)** Thane Thane West and see its menu for Home Delivery in Mumbai. Fastest delivery | No minimum order | GPS ...

★★★★★ Rating: 4.4 · 500 votes · Price range: ₹300 for two

<https://www.swiggy.com/Mumbai/Thane%20West>

Shawarmaji, Naupada-thane West, Mumbai - Justdial

Shawarmaji in Naupada-thane West, Mumbai. Lebanese Cuisine Restaurant. 7 photos. Get 15% Off up to 75 with SBI Credit Card / Use code SBI75~15% Off upto 100 ...

Average Cost: Price For Two-300

★★★★★ Rating: 5 · 1 vote · Price range: Price For Two-300

Which are the different cuisines served at the restaurant?

Does the restaurant provide home delivery service?

Google

shawarmaji

X |

Shawarmaji.

4.5 ★★★★★ (1T) · ₹ · Shawarma restaurant

4.8 km · Maharashtra

Closed · Opens 1PM

Takeaway · No-contact delivery



Shawarmaji

4.4 ★★★★★ (913) · ₹ · Shawarma restaurant

4.7 km · Shop No.6, Giri Heaven, Nr, Hariniwas Cir

Closed · Opens 1PM

Takeaway · No-contact delivery



<https://www.zomato.com/mumbai/shawarmaji-vasan...>

Shawarmaji, Vasant Vihar, Thane West, Thane | Zomato

Shawarmaji Thane, Vasant Vihar, Thane West; View reviews, menu, contact, location, and more for **Shawarmaji** Restaurant.

Average Cost: ₹150 for one order (approx.) E... People Say This Place Is Known For: Ba...

★★★★★ Rating: 4.3 · 6,058 votes · Price range: ₹150 for one order (approx.)

You've visited this page 3 times. Last visit: 26/8/20

<https://www.zomato.com/.../Naupada, Thane West>

Shawarmaji, Naupada, Thane West, Thane - Zomato

Shawarmaji Thane; **Shawarmaji**, Naupada, Thane West; Get Menu, Reviews, Contact, Location, Phone Number, Maps and more for **Shawarmaji** Restaurant on Zomato.

★★★★★ Rating: 4.3 · 3,925 votes · Price range: ₹150 for one order (approx.)

https://www.instagram.com/shawarmaji_shawarmas

SHAWARMAJI™ (@shawarmaji_shawarmas) • Instagram ...

SHAWARMAJI™. Restaurant. Shawarma take-away outlet in Thane! • Vasant Vihar. • Hariniwas Circle. • Hiranandani Estate.

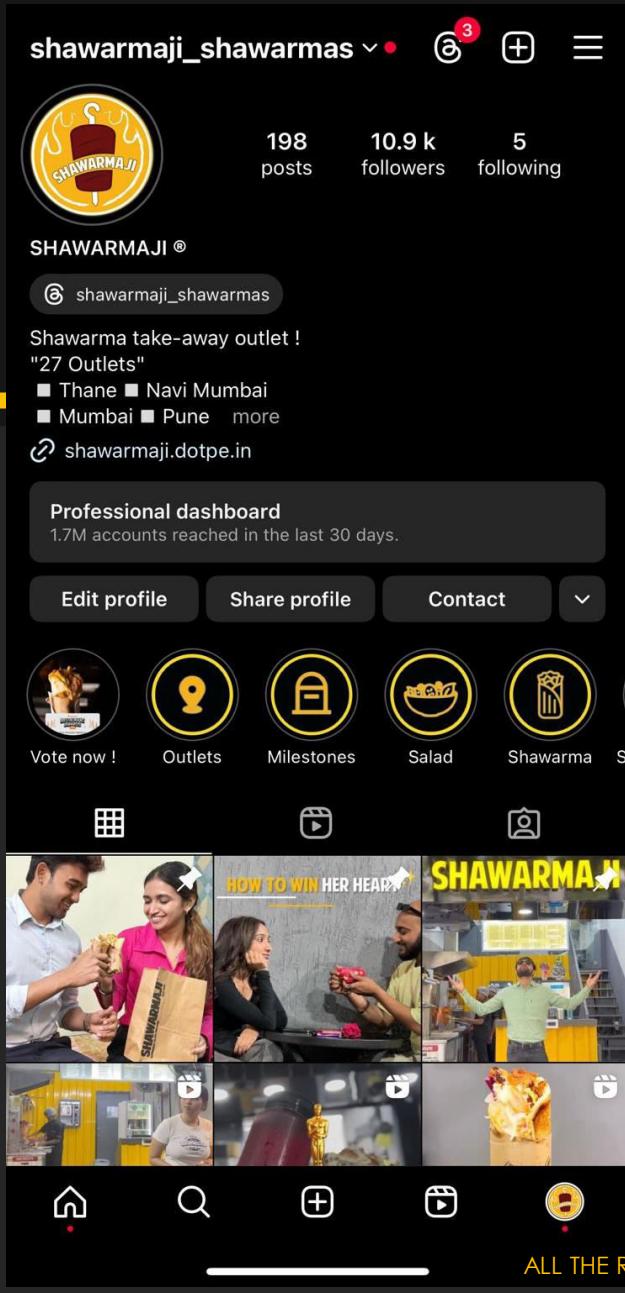
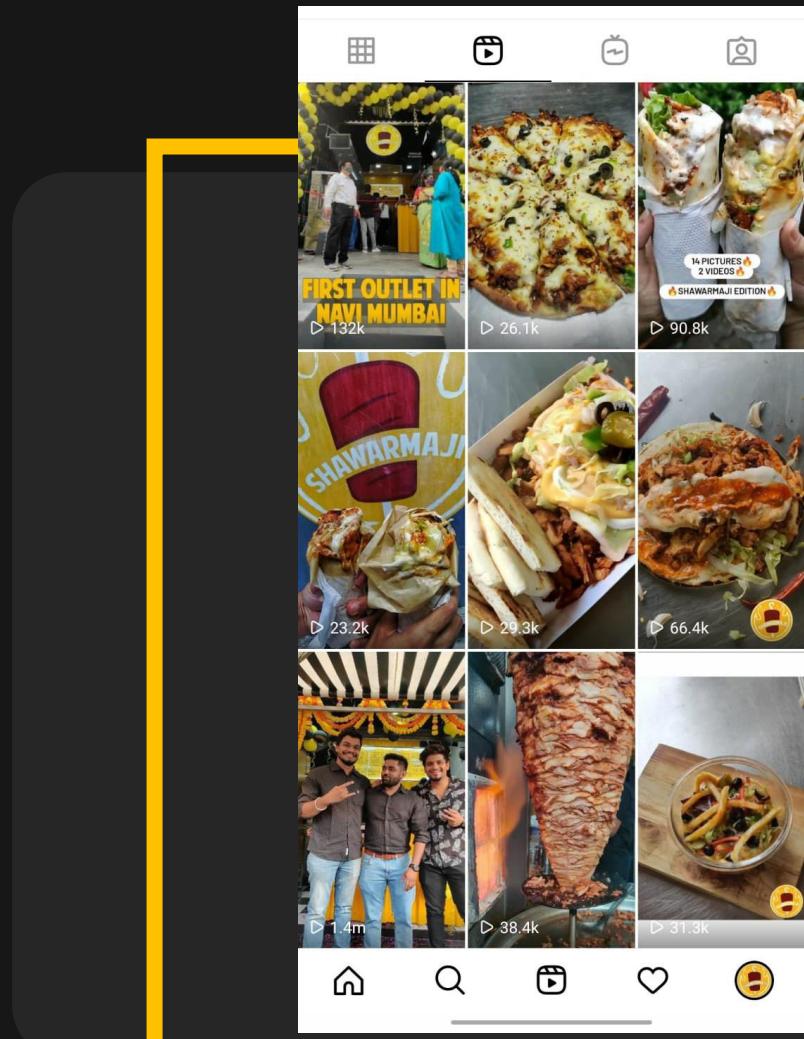


PERPETUAL VISION Group Thane

Social Media Presence

Instagram

SS19



ALL THE RIGHTS ARE RESERVED UNDER THE PERPETUAL VISION GROUP THANE



PERPETUAL VISION Group Thane

Social Media Presence

Facebook

The screenshot shows the Facebook page for Shawarmaji, a Lebanese restaurant. The page features a yellow circular logo with the word "SHAWARMAJI" and a stylized flame. The main feed includes a post from the page itself asking for food preferences, a post from a user asking about the menu, and a post from a user asking if they are located. The "About" section provides details about the restaurant's location in Leonardo, Hiranandani Estate, Thane, Maharashtra, India. It also lists statistics such as 499 likes, 520 followers, and 30 check-ins. A large image of two shawarma wraps is displayed prominently.

The screenshot shows the Facebook profile page for Shawarmaji. The profile picture is the same yellow logo. The page is identified as a "\$ · Lebanese Restaurant" located in Thane, currently "Closed Now". It has a blue "WhatsApp" button, the phone number +91 95948 55874, and a link to the business website. The "About" section includes a map showing the restaurant's location in Vasant Vihar, Thane. Below the map, there is a "GET DIRECTIONS" button. The page also lists the phone number 077388 10412, the website https://shawarmaji-food-truck.business.site/?utm_source=gmb&utm_medium=referral, and the category "Lebanese Restaurant".

SS20



PERPETUAL VISION Group Thane

Social Media Presence

YouTube

SS21

Shorts

Rs 70 Shawarma VS Rs 850 ka Shawarma || Eating Most...
6.4M views

ShawarmaJi Mulund West / Best Veg & Non-veg...
585 views

Shawarmaji Shawarma Platter| Best shawarma in...
2.6K views

Shawarmaji Dombivli #youtubeshorts...
4.9K views

Shawarmaji , Chembur #chembur #wadapav...
227 views

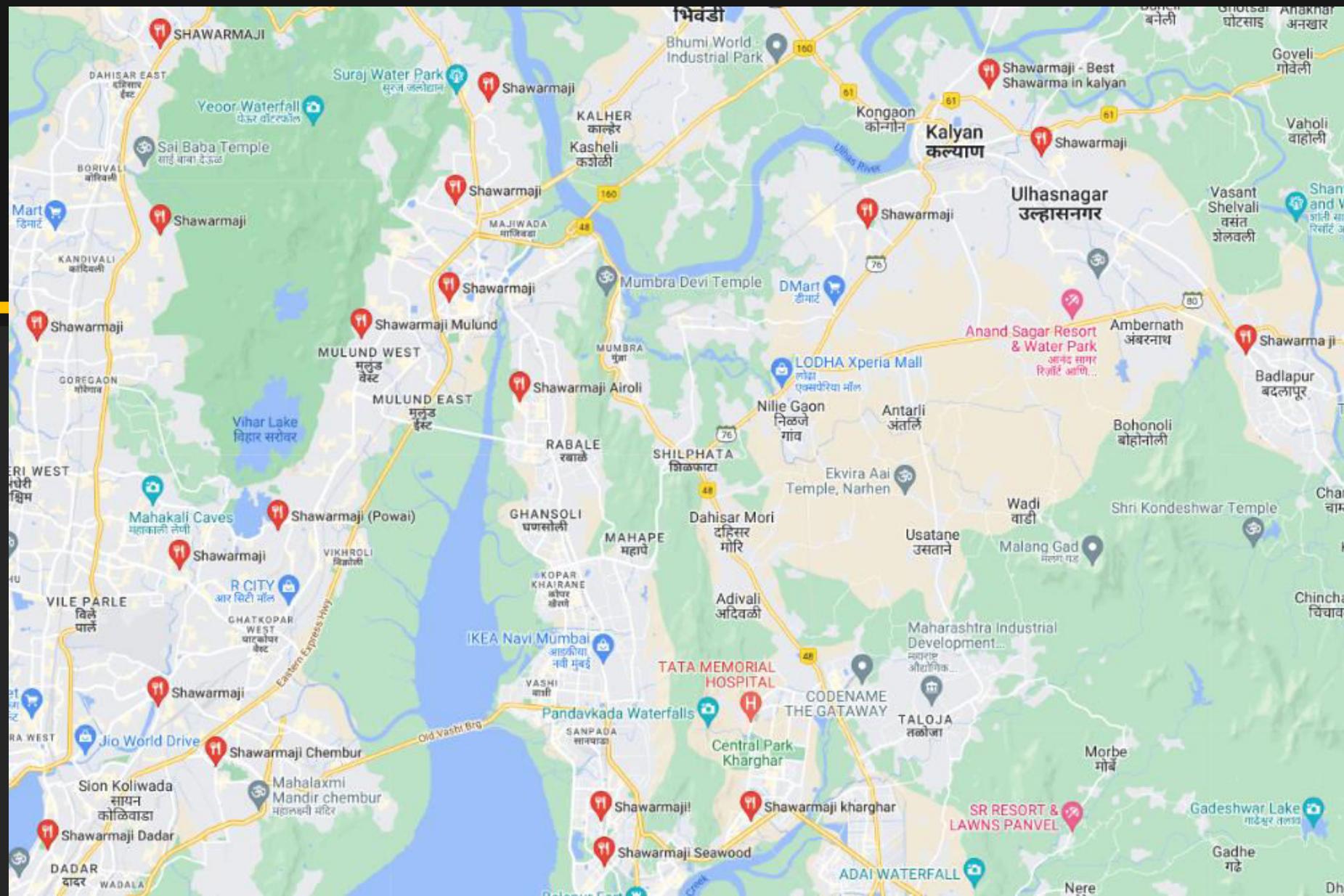




PERPETUAL VISION Group Thane

Brand Presence

SS21

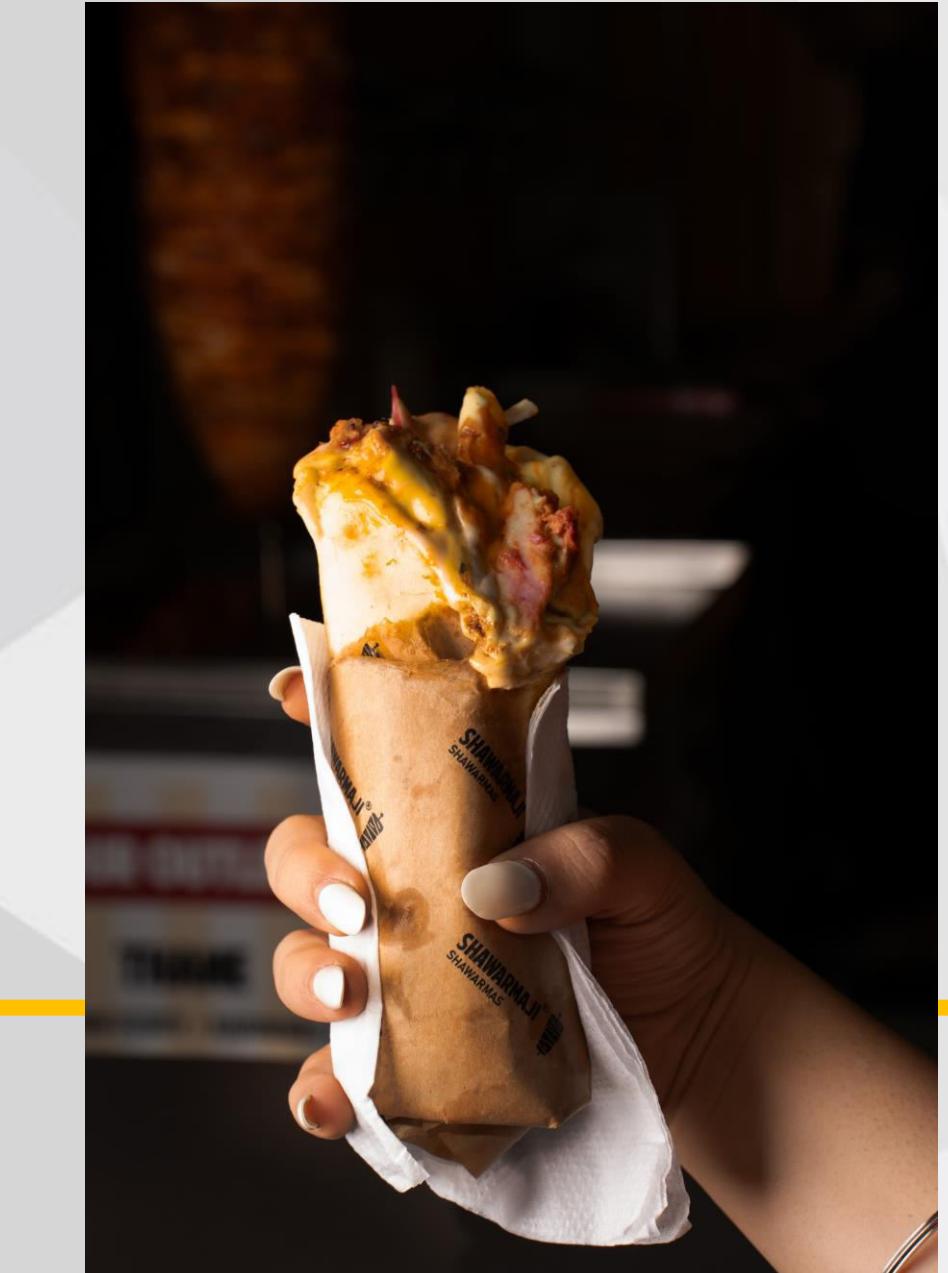




PERPETUAL VISION Group Thane

Our Success Stories

SS22





Reviews

Swiggy & Zomato

Patricia wrote a 5 star review
11918 Followers [Follow](#)

5★ delivery

Positive
firangi chicken great portions +3

Craving for shawarma; you should treat yourself at Shawarmajis then! I have eaten from here a hundred times and it just doesn't fail to impress me. Every time I find no fault to complain or to be sad about. The quality is always so amazing.

The...[see more](#)

Meri wrote a 5 star review
1919 Followers [Follow](#)

5★ delivery

Positive
good quality shawarma +1

Shawarmaji is the best place where you can get a yummy Shawarma. It is located in Harinivas. They have many varieties of Shawarma's and salads. They serve both Veg and Non-veg Shawarma's. We ordered

- BBQ Chicken Shawarma
- Chilli Milli Shawarma .

Th...[see more](#)

Ankit wrote a 5 star review
10284 Followers [Follow](#)

5★ delivery

Recently paid a visit to Shawarmaji It was bustling with people around . We tried out their . Firangi Shawarma (5/5) - It had a mix of various sauces and then heavenly chicken The portion of the chicken was so good and it blended so well with the ot...[see more](#)

SS23



Shawarmaji Highlights

SS24

Best Shawarma

MUMBAI
FOODIE

- CAIRO GRILL, KHAR
- KING'S SHAWARMA, MOHAMMAD ALI ROAD
- CARTERS BLUE, MULTIPLE OUTLETS
- BHAIJAANZ, BANDRA
- ARBAB, BANDRA
- ZA'ATAR, BANDRA & MAHALAXMI
- BAYROUTE, MULTIPLE OUTLETS
- MUMBAI ZAIKA, BANDRA
- AL-FALAH SHAWARMA, BORIVALI
- MEZBAAN, BANDRA
- SHAWARMAJI, THANE
- MODERN JUICE CENTRE, COLABA & JOGESHWARI
- SHAWARMA STREET, MALAD & CHAKALA
- YALLA YALLA, MULTIPLE OUTLETS
- MAROOSH, MULTIPLE OUTLETS
- HIT & RUN, MULTIPLE OUTLETS
- ARSALAN SHAWARMA KING, MALAD
- PEPPR PINCH, ANDHERI
- PRINCE SHAWARMA, MUMBAI CENTRAL
- RUDY'S ARABIAN SHAWARMA, MULTIPLE OUTLETS



Part of the Best Shawarma list by
MUMBAI FOODIE

...



SS25



05

☛ mumbaifoodie

Happy Grillmore, Vile Parle

Happy Grillmore goes way beyond the classic roll. If you love your desi chinese as much as you do shawarmas, you've got to drop by.



@mumbaifoodie

Shawarmaji, Multiple Outlets

Fast service and a wide selection of options to choose from, indulging your shawarma cravings doesn't get better than a trip to Shawarmaji's

SWIPE ➞

MUMBAI
FOODIE

SHAWARMA SPOTS YOU CAN'T MISS

■ SWIPE ➞

mumbaifoodie

Part of the Top 10 Shawarmas in Mumbai

MUMBAI FOODIE



SCRUMPTIOUS SHAWARMAZZAS @ SHAWARMAJI

Shawarmaji was established in 2019 by Pritish, Amey and Rajas in the form of a foodtruck envisioning an expansive spread in the food industry. It began with a simple idea and desire to set a mark on the shawarma foodline, making it the most fulfilling serve one may ask for! Keeping the customary shawarma, the menu has also expanded keeping the key ingredients in place adding a wonderful twist like salads, fusion shawarmas, open shawarmas, grillers and shawarmazza. Today, nearly 2.5 years later, they have been able to establish five outlets with a central kitchen ranging across Thane and Mumbai,



(L-R) Rajas Sabde, Amey Dhadve and Pritish Dharurkar (Partners)

touching the hearts of thousands.
Where: Shawarmaji outlets at Malad, Airoli and three outlets in Thane
Timings: 1 pm to 11 pm;
E-mail: info@shawarmaji.org
WhatsApp: 9594855874.

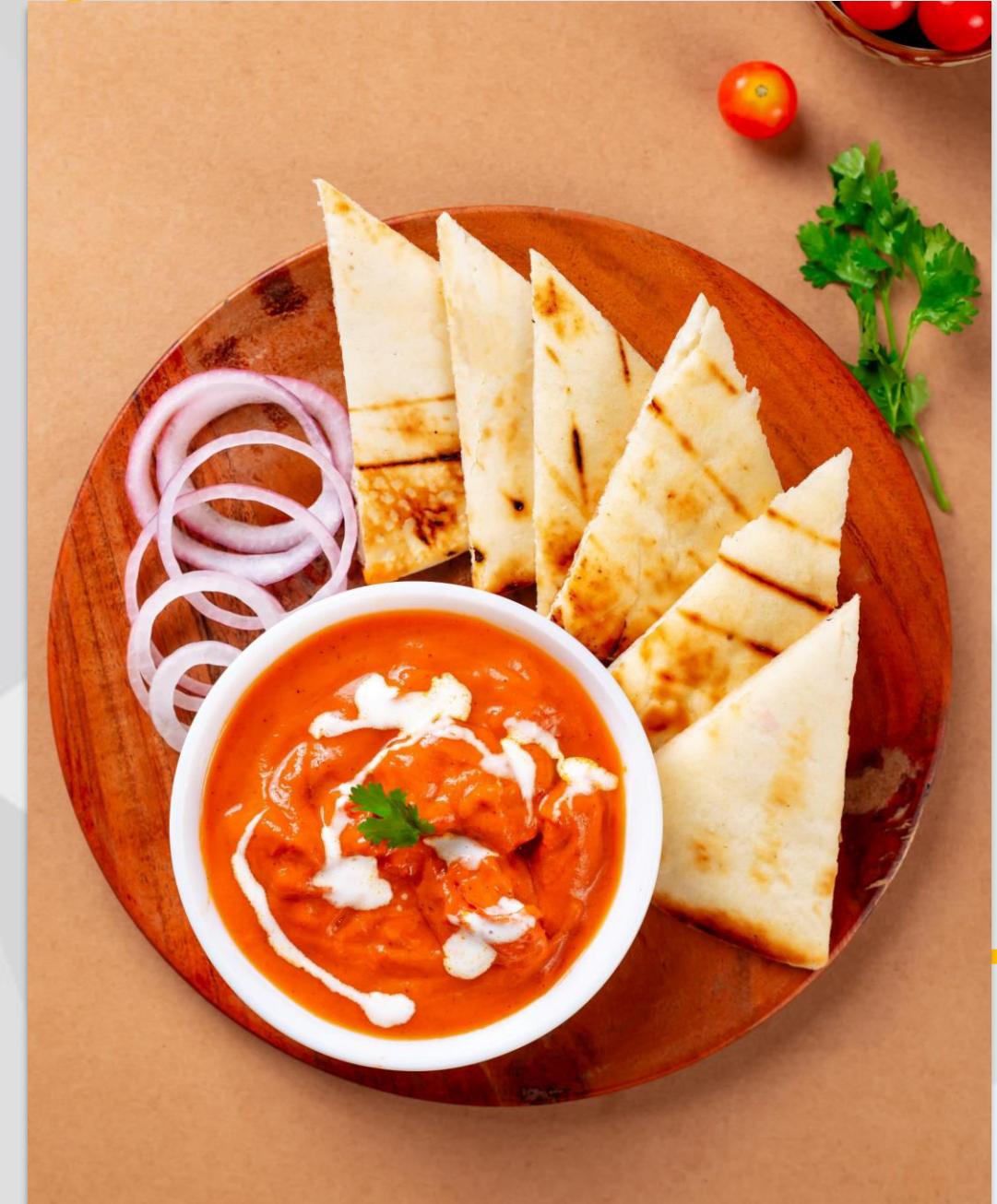
Times
Food delivery icon,
Mumbai

BOMBAY TIMES



KEY METRICS

SS27



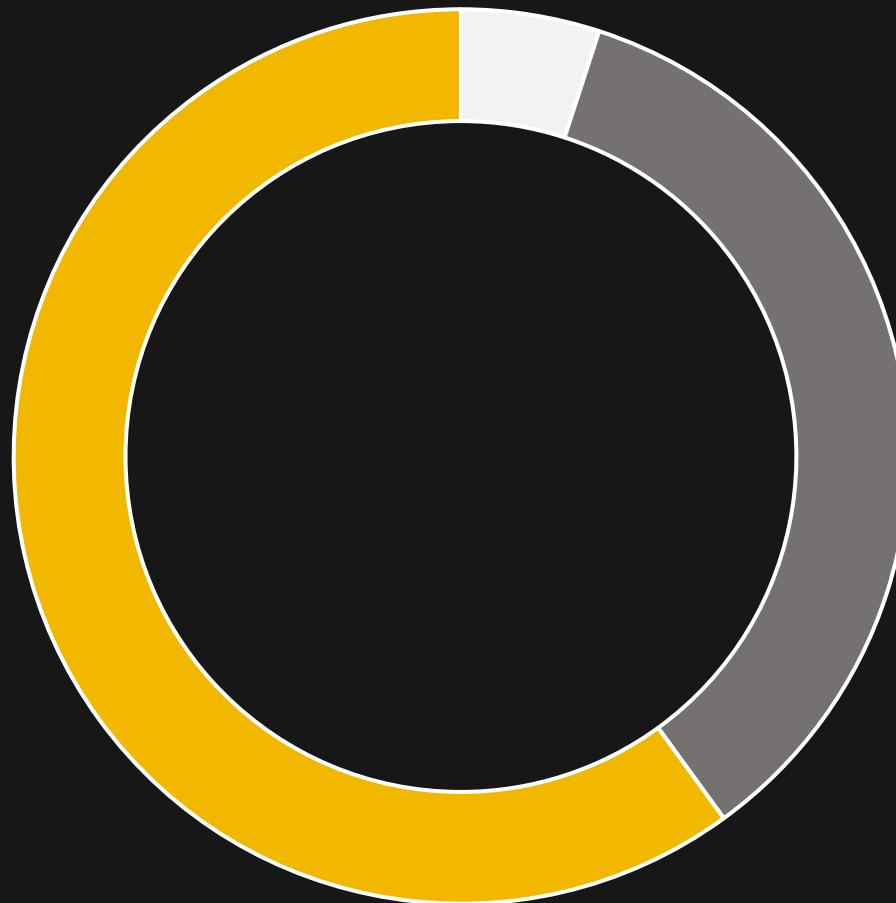


Types of Revenue

SS28

Sources of Revenue

Types of Revenue



■ Promotions

□ Online Orders

■ Take Aways

...



FACTS ABOUT SHAWARMAJI

- Served more than **50,00,000** shawarmas till date & counting.....
- Satisfied more than **10,00,000** customers
- Fulfilled more than **5,00,000** online orders

SS30

...



PERPETUAL VISION Group Thane

SS31

Let's Work TOGETHER





Franchise costing

- **Total franchise fee + setup cost: ₹ 6,31,000 + ₹ 12,00,000**

- One-time fixed fee : ₹ 4,50,000 + 18% GST
- Refundable security deposit : ₹ 1,00,000
- (The amount won't be refunded if the clauses mentioned in the franchise contract are disobeyed)
- Annual staff maintenance fee : ₹ 25,000 (inclusive of GST)
- Royalty fees : 3% of total turnover + 18% GST
- Visiting charges to be paid by client as per the location.

For Example :

- Misuse of brand image
- Multiple business under our brand name
- Degradation of product quality

...



Profit Margins & ROI

Net Profit margins would
vary between **15-18 %**

SS29

Estimated ROI would be **18 months**

...



Interior Inclusions

- All stainless-steel Kitchen equipment's
- Tiling on all walls
- Tiling for Outdoor Kitchen area with brand's design
- Wooden cash counter and door.
- Chimney exhaust and partition with ACP cladding.
- 6 CCTV cameras with 500gb storage.
- Billing machine with software for 1yr.
- Electrical work required for all heavy-duty appliances
- LED signage & Menu boards.
- Water storage and plumbing will be provided at owner's cost.
- All necessary permissions required at owner's cost

SS33

₹ 10-12 lakhs

Setup cost required for all the mentioned work

*These figures will vary as per the outlet location
The products mentioned above are allowed to omit if already owned.*

The interior design of Shawarmaji Outlets are under the copyright of
Tan Teal Studio

A design, supervision and consultancy fee of ₹ 50,000 will have to be paid separately.

Additional travel expenses to be compensated by the client as per the location (out of Mumbai)

...



Setup Inclusions

SS34

Non-Veg Kitchen

- Serving and preparation tables for shawarmas
- Shawarma machine - standard size with 2 burners
- Basic Utensils as per requirement

Veg Kitchen

- Preparation table with two burners and one fryer
- Veg serving and preparation
- Basic storage racks
- 4 pizza ovens and 2 sandwich grillers
- 400 liters deep freezer and 350-400 liters refrigerator
- Visi cooler 350 liters
- Sink vessel cleaning
- Exhaust system with 1000hp motor

...



Setup & Staff Requirements

SS34

How to find a location?

- Any shop located in a prime location around eateries, not ranging within 3-5kms from the existing shawarmaji outlets
- The area of the shop should be around 200-250 sq.ft
- Water connection, Electrical connections, Fire license, Health license if needed, then to be arranged by the franchise owner.

Staff requirements

- 3 skilled staff would be provided from our end.
- Cleaner and helper need to be arranged by the franchise owner.
- Staff house to be arranged within 1km distance from the outlet.
- Staff food to be provided on daily basis.

...



Legal & Online Inclusions

- Zomato and Swiggy integration
- Thrive integration
- MSME certification
- FSSAI certification
- Fire extinguisher and certification
- Vendor registration

A minimum of 30 days will be required for complete Kitchen & interior setup including training of the staff.



Connect with us on

SS36

Contact Numbers

- Pritish Dharurkar - 9594855874
- Amey Dhadve - 8286122587
- Rajas Sabde – 7709095901

Email

- info@shawarmaji.co.in

Website

- <https://shawarmaji.co.in/>

...

“Pull up a chair 
Take a taste. Come join us. Life is so
endlessly delicious.” 

- Ruth Reichl