



PERPETUAL VISION Group Thane

# Information Memorandum

SS01

All about Shawarmaji



TM



# Table of Contents

Presentation Outline

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

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PERPETUAL VISION Group Thane

# ABOUT SHAWARMAJI

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## 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 28 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

SSo4

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## Our Outlets



### Thane

- Vasant Vihar
- Hariniwas circle
- Thane station
- Hiranandani Estate
- Mira Road

### Mumbai

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

### Navi Mumbai

- Airoli
- Nerul
- Kharghar
- Seawoods
- Dombivali
- Kalyan
- Ulhasnagar
- Badlapur

### Pune

- Kothrud
- Koregaon Park
- Salunkhe Vihar



# Current Scenario



SS06

## About Launch

We have 25+ outlets in Thane, Mumbai, Navi- Mumbai & Pune

## Future expansion

By end of 2024, Shawarmaji presence to be spread across **Mumbai, Pune, Nashik & Bangalore.**

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# 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.



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# JOURNEY OF SHAWARMAJI

SS09



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**AMEY DHADVE**

B.Tech



**RAJAS SABDE**

MBA in Marketing

**PRITISH DHARURKAR**

B.Tech



# The Shawarmaji Group

Meet the Owners

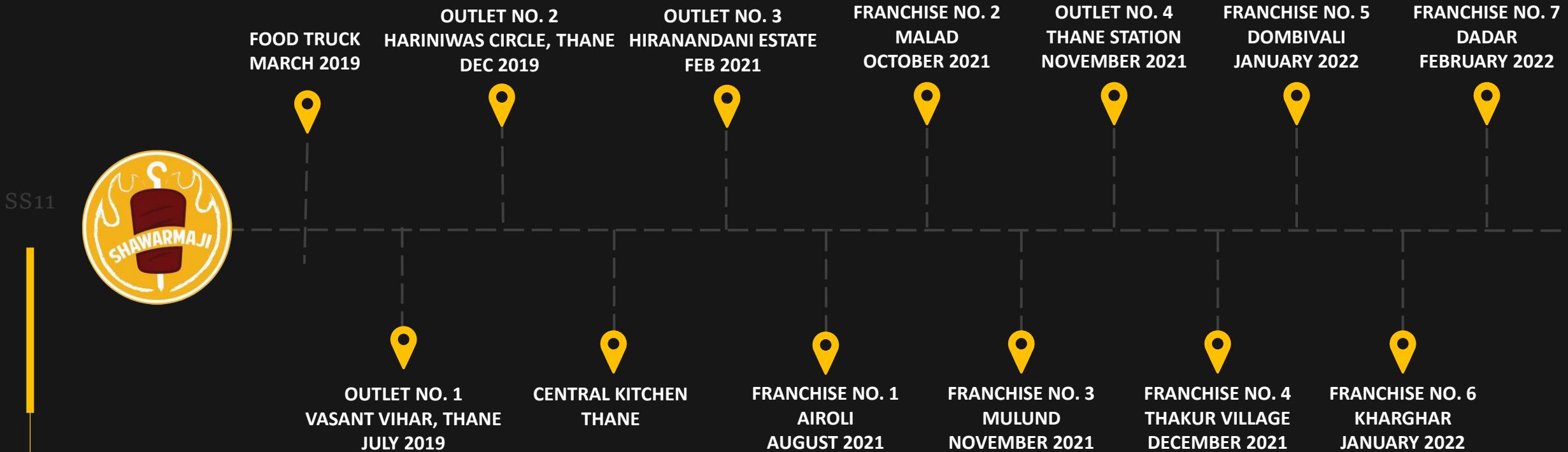
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# Shawarmaji's Growth Story





# Shawarmaji's Growth Story

FRANCHISE NO. 8  
NERUL  
APRIL 2022



FRANCHISE NO. 10  
MAROL  
FEBRUARY 2023



FRANCHISE NO. 12  
KALYAN  
MAY 2023



FRANCHISE NO. 14  
ULHASNAGAR  
JUNE 2023



FRANCHISE NO. 16  
ANDHERI, LOKHANDWALA  
SEPT 2023



FRANCHISE NO. 18  
THAKUR COMPLEX  
OCT 2023



FRANCHISE NO. 20  
CHEMBUR  
DEC 2023



SS12



FRANCHISE NO. 9  
POWAI  
SEPTEMBER 2022



FRANCHISE NO. 11  
MIRA ROAD  
MARCH 2023



FRANCHISE NO.13  
KOTHRUD, PUNE  
JUNE 2023



FRANCHISE NO. 15  
KOREGAON PARK, PUNE  
JULY 2023



FRANCHISE NO. 17  
SEAWOODS  
SEPT 2023



FRANCHISE NO. 19  
BADLAPUR  
NOV 2023



FRANCHISE NO. 21  
GHATKOPAR  
JAN 2024



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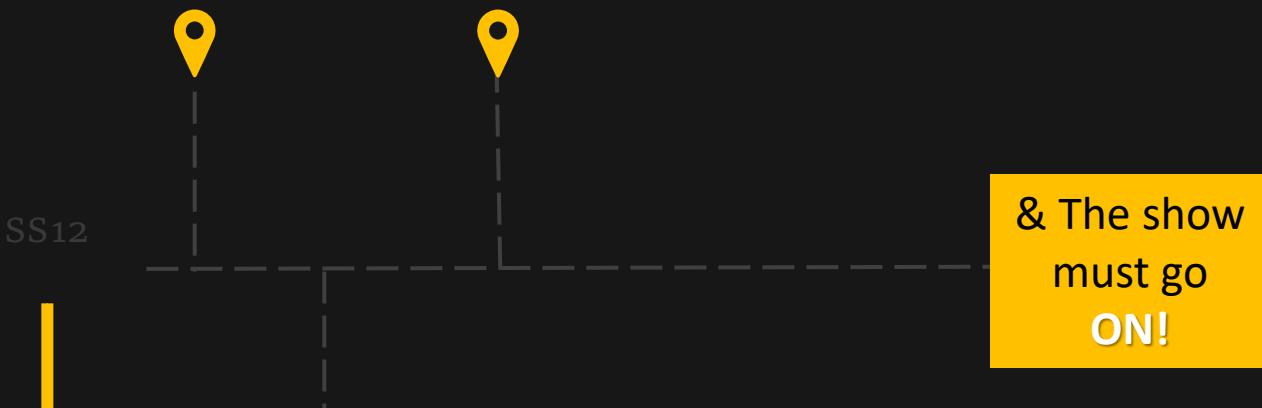


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# Shawarmaji's Growth Story

FRANCHISE NO. 22  
PAREL  
JAN 2024

FRANCHISE NO. 24  
SALUNKHE VIHAR, PUNE  
APRIL 2024



FRANCHISE NO. 23  
MATUNGA  
MARCH 2024

...



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# OUR MENU

SS13



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## Our Shawarmas

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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



**Shawarmazza**  
4 Varieties

## Coolers



**Open Shawarmas**

## Grillers



**Salads**  
10 Varieties



**Caramel Custard**

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PERPETUAL VISION Group Thane

# 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.

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# Social Media Presence

**Google**

SS18

<https://www.google.com/search?q=shawarmaji>

Images for shawarmaji

vasant vihar chicken shawarma menu thane west

View all

[https://www.zomato.com/mumbai/shawarmaji-vasant... : Shawarmaji, Vasant Vihar, Thane West, Thane | Zomato](https://www.zomato.com/mumbai/shawarmaji-vasant-vihar-thane-west-thane)

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

Average Cost: ₹150 for one order (approx.) 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/mumbai/naupada-thane-west-thane>

Naupada, Thane West - 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/](https://www.instagram.com/shawarmaji_shawarmas/)

SHAWARMAJI™ (@shawarmaji\_shawarmas) • Instagram ...

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

Which are the different cuisines served at the restaurant?

Does the restaurant provide home delivery service?

Google

shawarmaji

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-vasant... : Shawarmaji, Vasant Vihar, Thane West, Thane | Zomato](https://www.zomato.com/mumbai/shawarmaji-vasant-vihar-thane-west-thane)

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SHAWARMAJI™ (@shawarmaji\_shawarmas) • Instagram ...

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

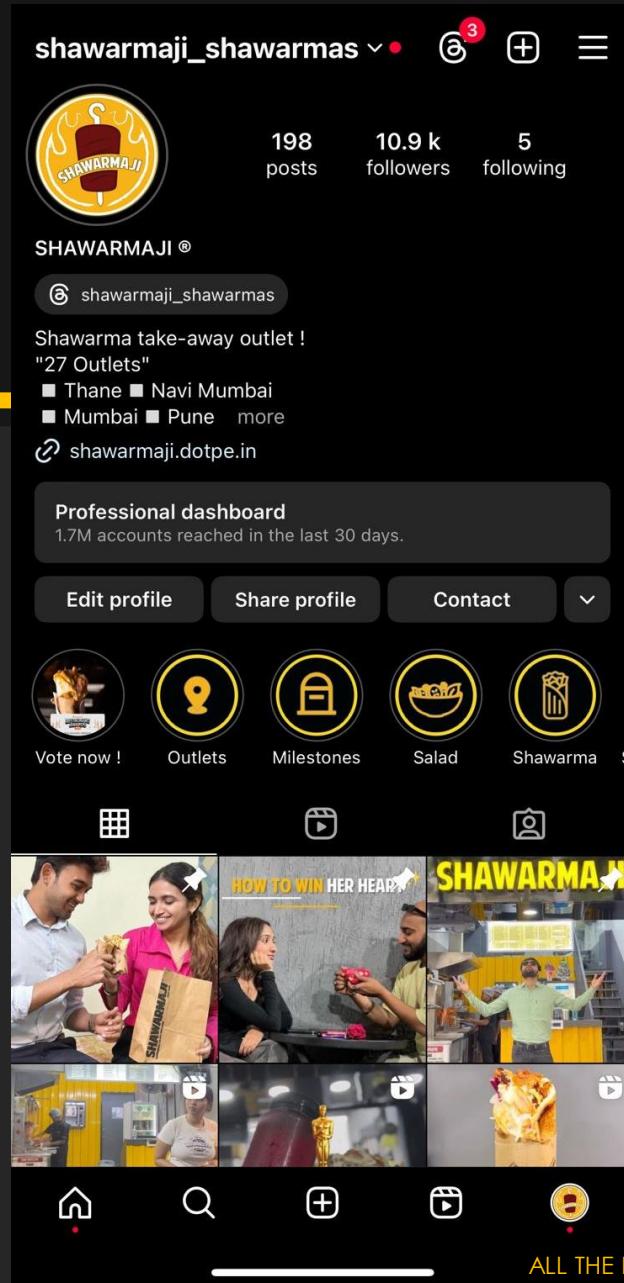
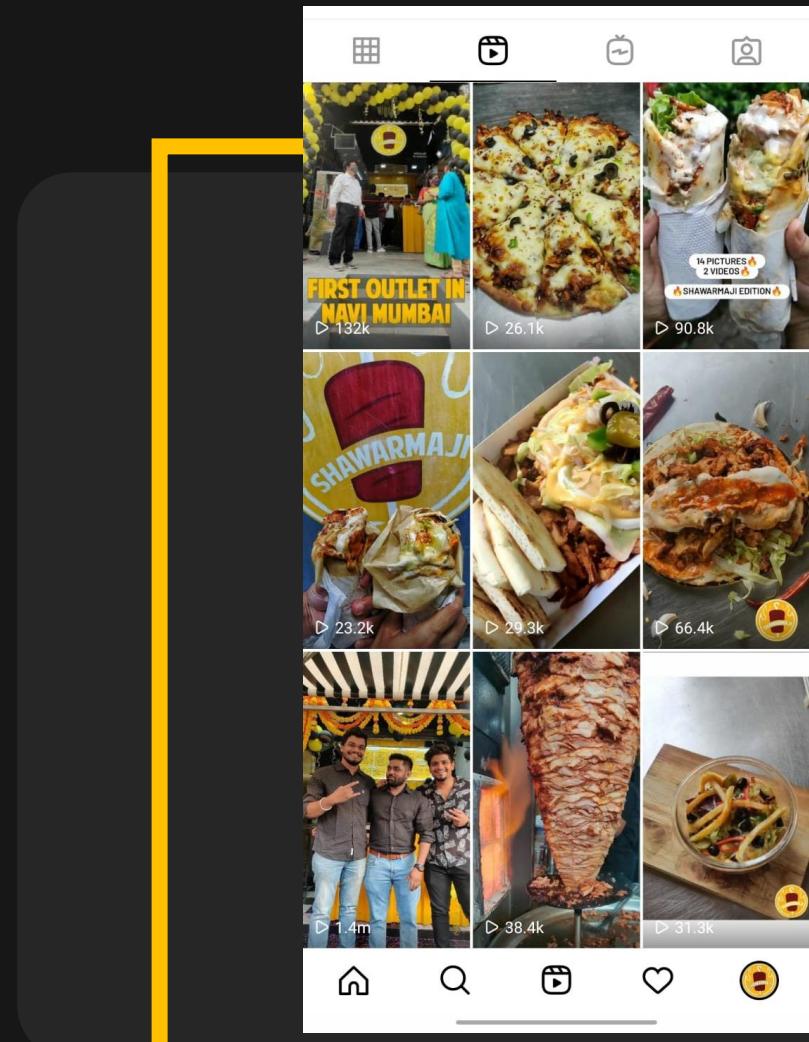


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# Social Media Presence

## Instagram

SS19



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# 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 shawarma icon. The main feed displays a post from the page itself asking for food preferences, followed by a post from a user named "Shawarmaji" sharing a photo of two shawarma wraps. The "About" section includes a map pinning the location to Leonardo, Hiranandani Estate, Thane, Maharashtra, India. The page has 499 likes and 520 followers.

**Shawarmaji**  
@shawarmajishawarmas · Lebanese restaurant

**Ask Shawarmaji**

- "What kind of food do you serve?" Ask
- "Can I see the menu?" Ask
- "Where are you located?" Ask
- "Do you deliver?" Ask

Type a question

**About**

Leonardo, Hiranandani Estate, besides Balaji veg treat Thane, Maharashtra, India

We serve lip-smacking shawarma's in thane city

499 people like this, including 21 of your friends

520 people follow this

30 people checked in here

[https://shawarmaji-food-truck.business.site/?utm\\_source=gmb&utm\\_medium=referral](https://shawarmaji-food-truck.business.site/?utm_source=gmb&utm_medium=referral)

077388 10412

The screenshot shows the mobile view of Shawarmaji's Facebook page. It features a large image of a shawarma wrap at the top. Below it, the page header includes the restaurant's logo, name, category ("Lebanese Restaurant"), and status ("Closed Now"). A "WhatsApp" button and a "Liked" button are also present. The "About" section provides the address: Leonardo, Hiranandani Estate, besides Balaji veg treat, Thane, Maharashtra, India. It shows 31 people checked in and a link to the business website. Contact information (phone number and WhatsApp) and the restaurant's category are listed at the bottom.

**Shawarmaji**  
\$ · Lebanese Restaurant  
Closed Now  
Thane

**WhatsApp**

+91 95948 55874

Anushree, Yash, Snehal and 497 others like this

**About**

Leonardo, Hiranandani Estate, besides Balaji veg treat, Thane, Maharashtra, India [GET DIRECTIONS](#)

31 people checked in here

[https://shawarmaji-food-truck.business.site/?utm\\_source=gmb&utm\\_medium=referral](https://shawarmaji-food-truck.business.site/?utm_source=gmb&utm_medium=referral)

[Send Message](#)

077388 10412

+91 95948 55874

Lebanese Restaurant



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# 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

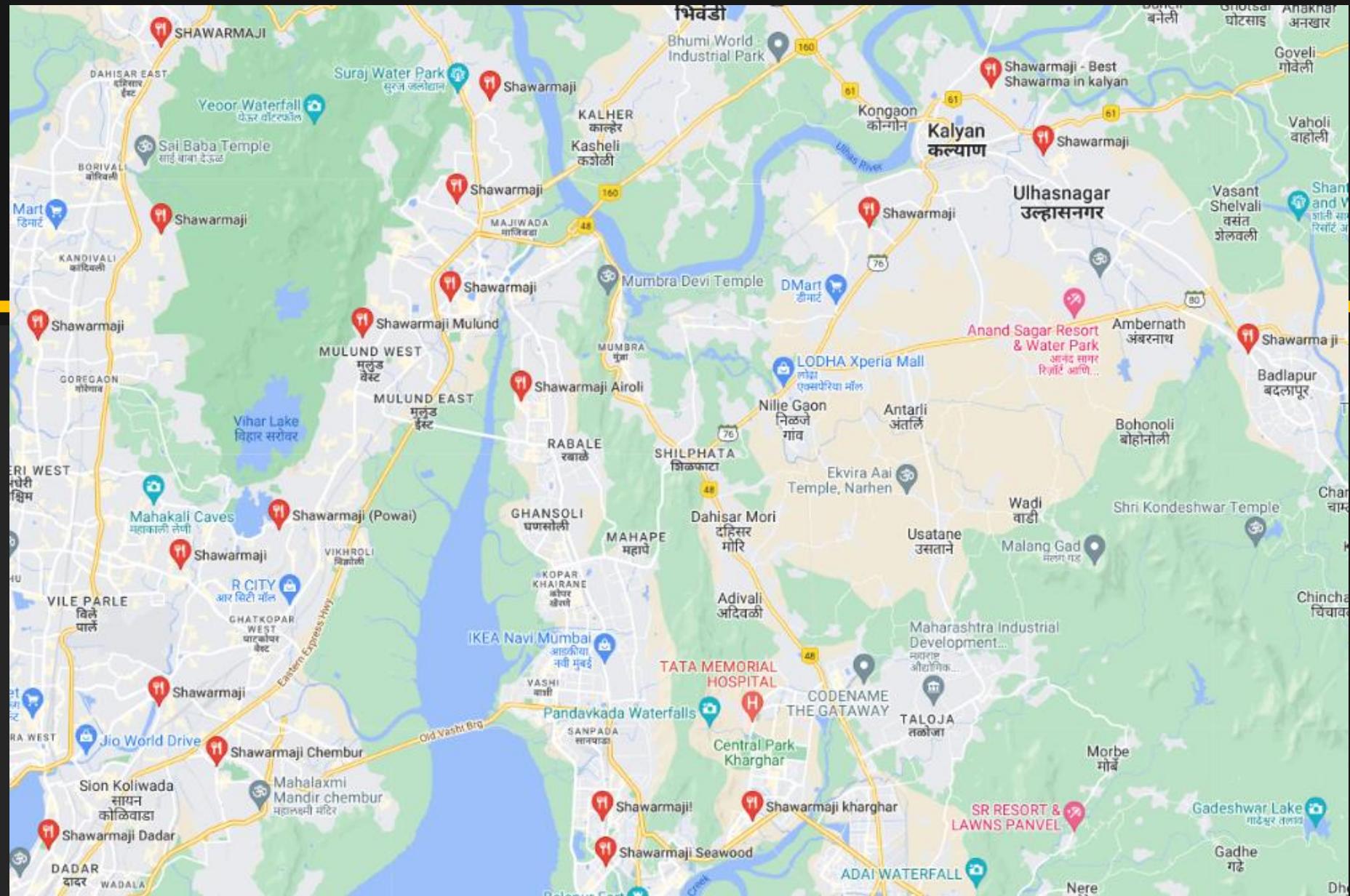
Shawarmaji , Chembur #chembur #wadapav...  
227 views





# Brand Presence

SS21

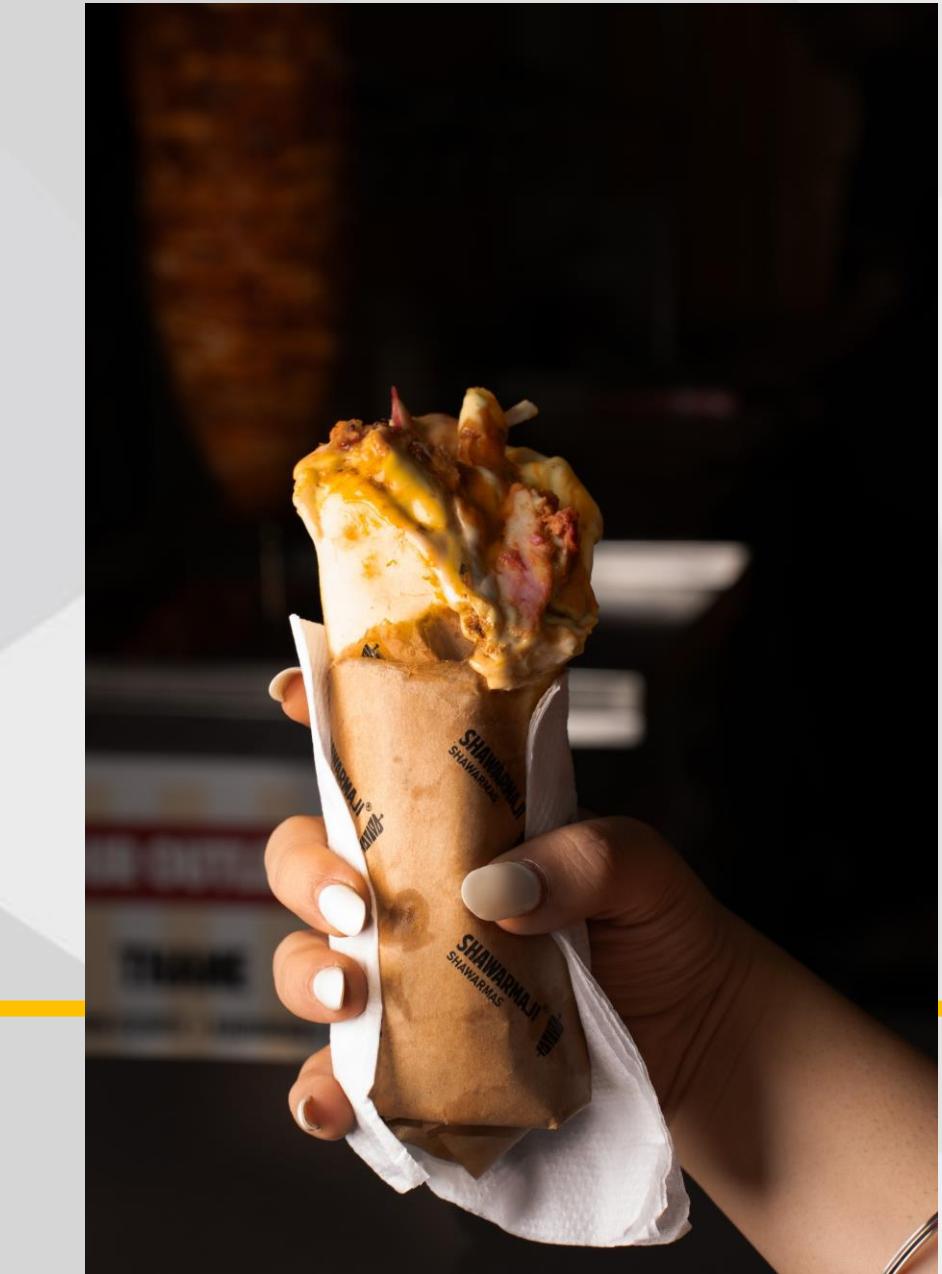




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# OUR SUCCESS STORIES

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 .

The...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

**S**hawarmaji 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](mailto:info@shawarmaji.org)  
**WhatsApp:** 9594855874.

Times  
Food delivery icon,  
Mumbai

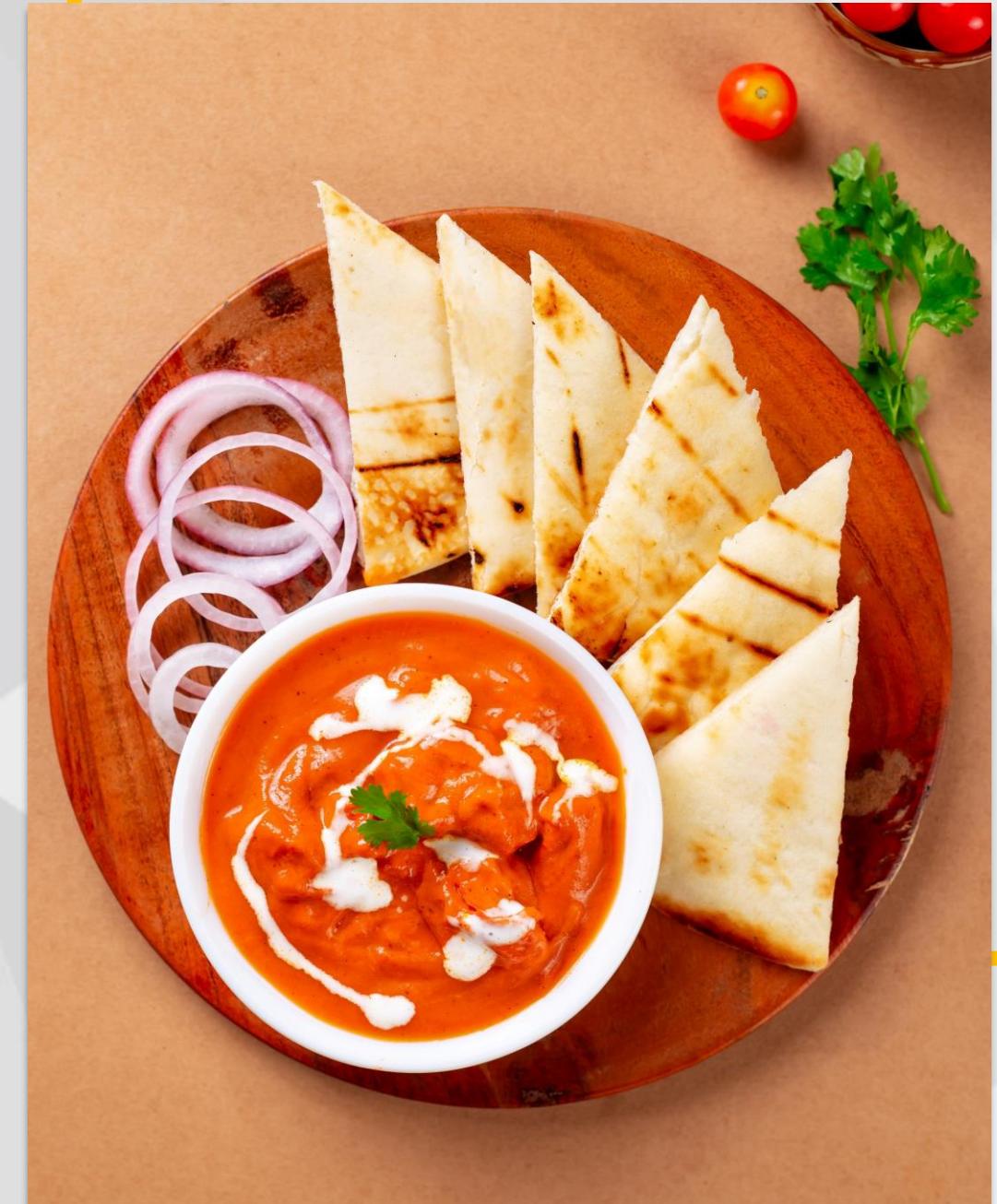
BOMBAY TIMES



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# KEY METRICS

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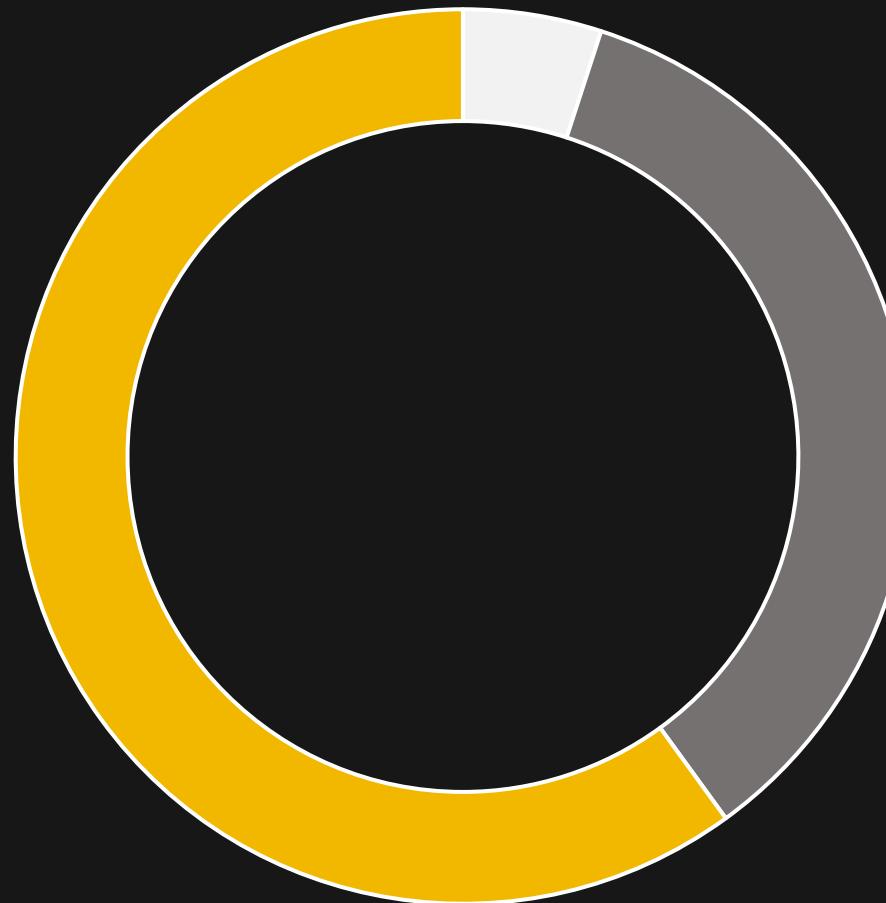


# Types of Revenue

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## Sources of Revenue

### Types of Revenue



■ Promotions

□ Online Orders

■ Take Aways

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# 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

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**LET'S WORK  
TOGETHER**

SS31



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# 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

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# Profit Margins & ROI

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

SS29

Estimated ROI would be **18 months**

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# Interior Inclusions

- All stainless-steel Kitchen equipment's
- Tiling on all Kitchen walls
- Tiling for Outdoor Kitchen area with brand's design
- Spray machine painting for counters and partitions.
- 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

₹ 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 Shawarmajji 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)**

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# 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

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# 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.

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# 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

- [shawarmajithane@gmail.com](mailto:shawarmajithane@gmail.com)
- [perpetualvisionrap@gmail.com](mailto:perpetualvisionrap@gmail.com)

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

- Ruth Reichl