



Information Memorandum

SS01

All about Shawarmaji



TM



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PERPETUAL VISION Group Thane

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ABOUT SHAWARMAJI



ALL THE RIGHTS ARE RESERVED UNDER THE PERPETUAL VISION GROUP THANE



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



Our Outlets



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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



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Current Scenario



About Launch

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

Future expansion

By end of 2025, Shawarmaji presence to be spread across **Mumbai, Pune, Nashik & Bangalore.**



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BUSINESS HIGHLIGHTS





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.

MAINTAIN HYGIENE STANDARDS

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

AUDITING

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

STRONG BRAND POSITIONING

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

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.

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





PERPETUAL VISION Group Thane

AMEY DHADVE
B.Tech



PRITISH DHARURKAR
B.Tech

RAJAS SABDE
MBA in Marketing



The Shawarmaji Group

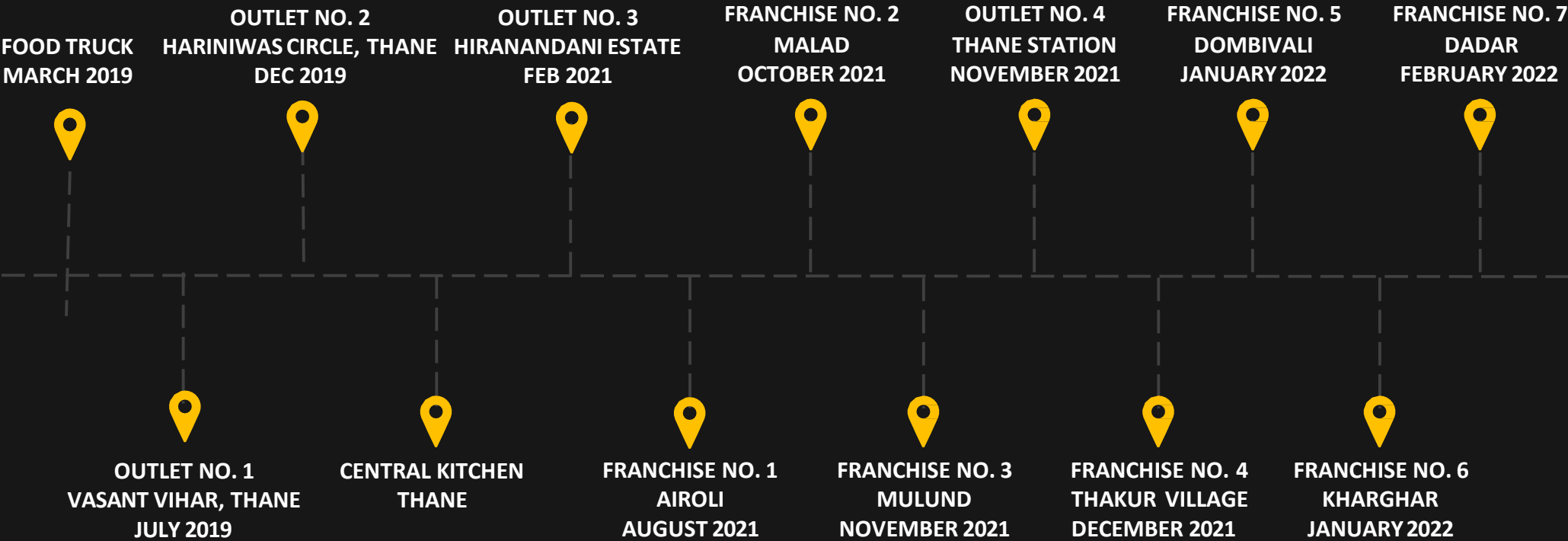
Meet the Owners

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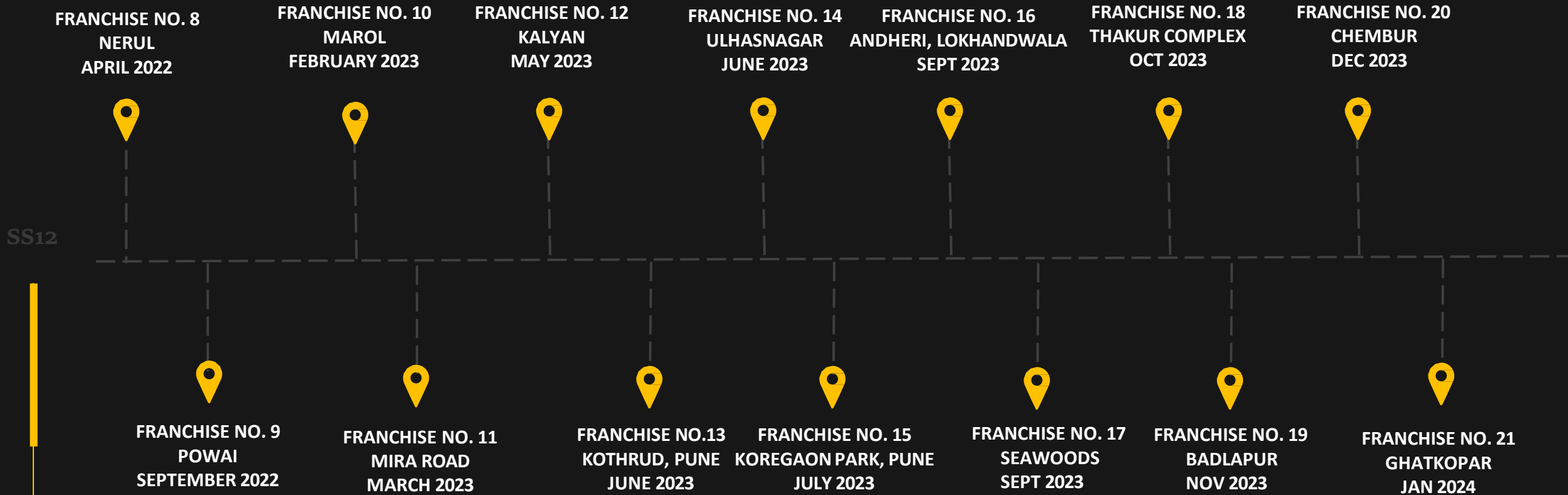
Shawarmaji's Growth Story

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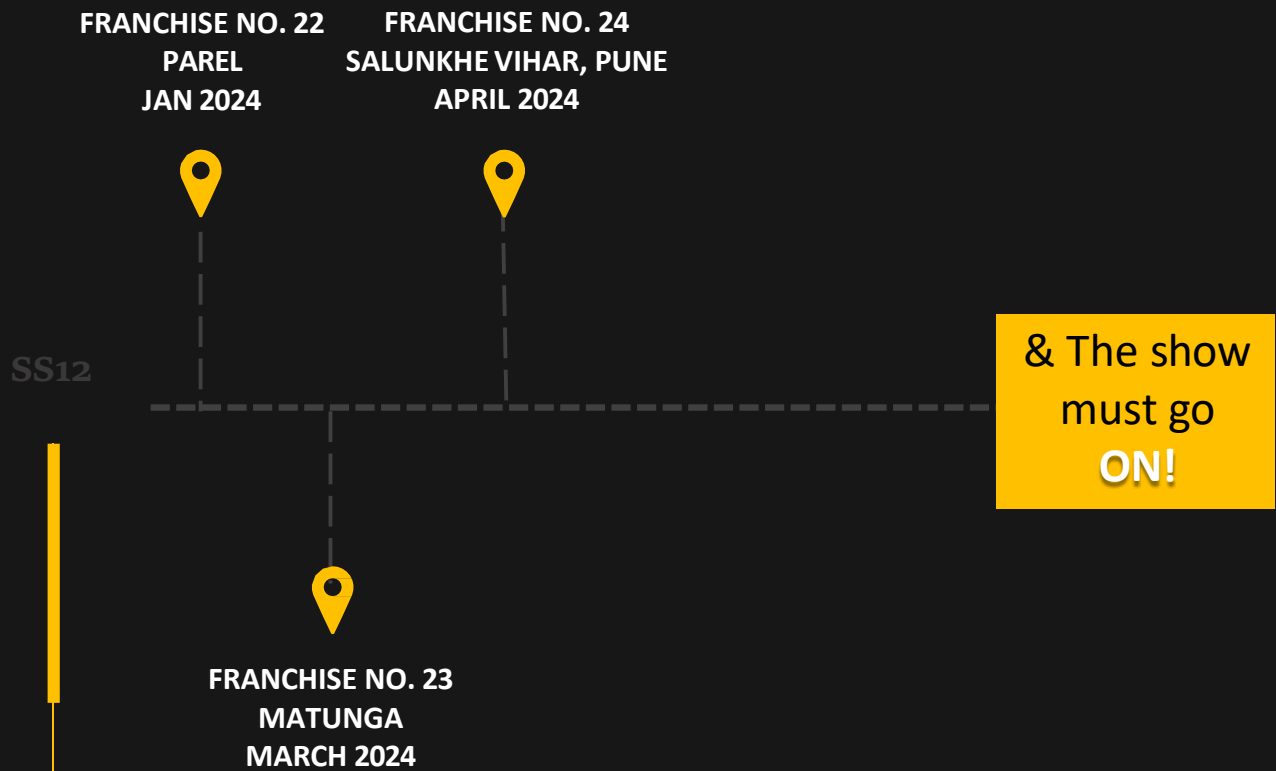


Shawarmaji's Growth Story





Shawarmaji's Growth Story



OUR MENU



Our Shawarmas

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



Coolers



Grillers



Shawarma
22 Varieties



Shawarmazza
4 Varieties



Open Shawarmas



Salads
10 Varieties



Caramel Custard



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MARKETING STRATEGIES





Marketing Strategies

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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

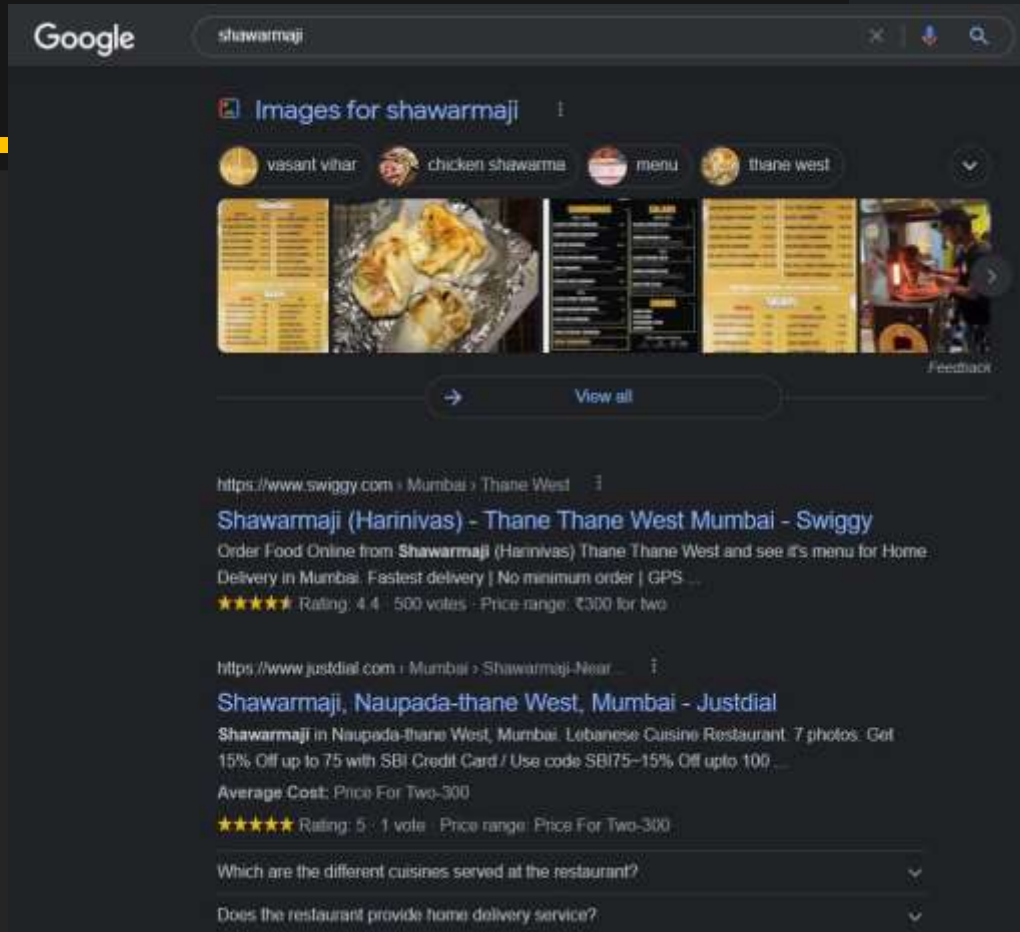


Partner with Swiggy, Zomato & Thrive to have an existing large database to increase visibility of the brand.



Social Media Presence

Google



Google

shawarmaji

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, Hanniwas 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.) | 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.



Social Media Presence

Instagram

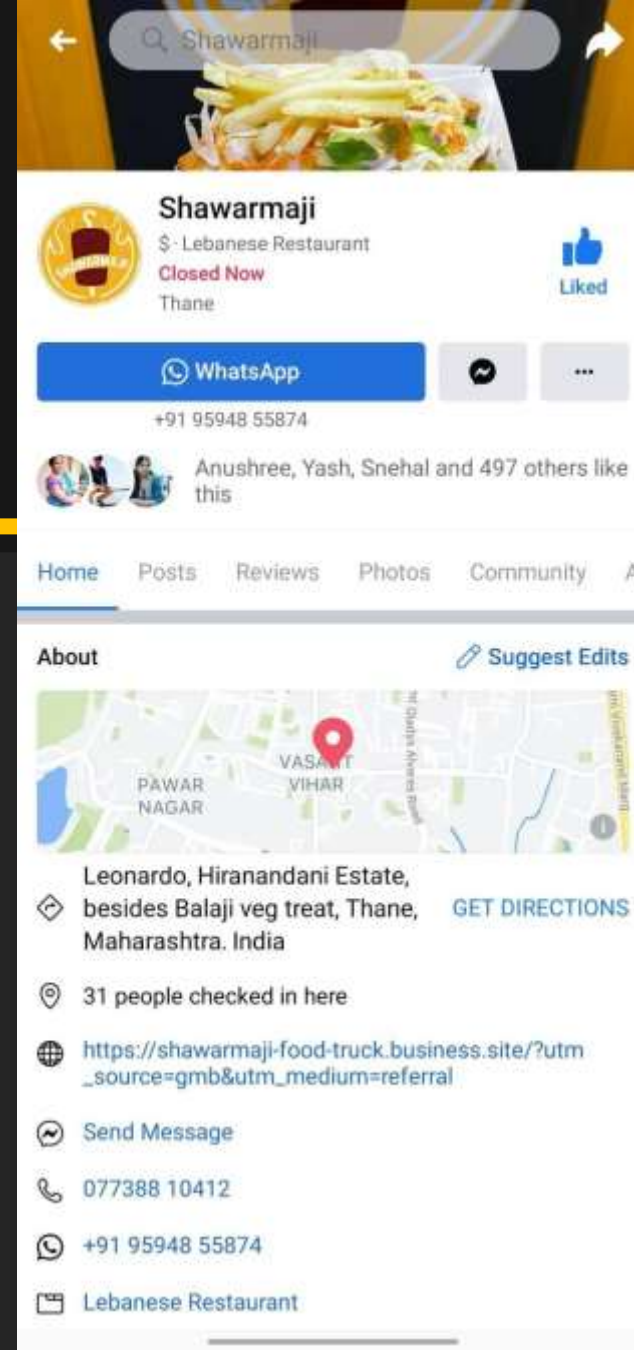
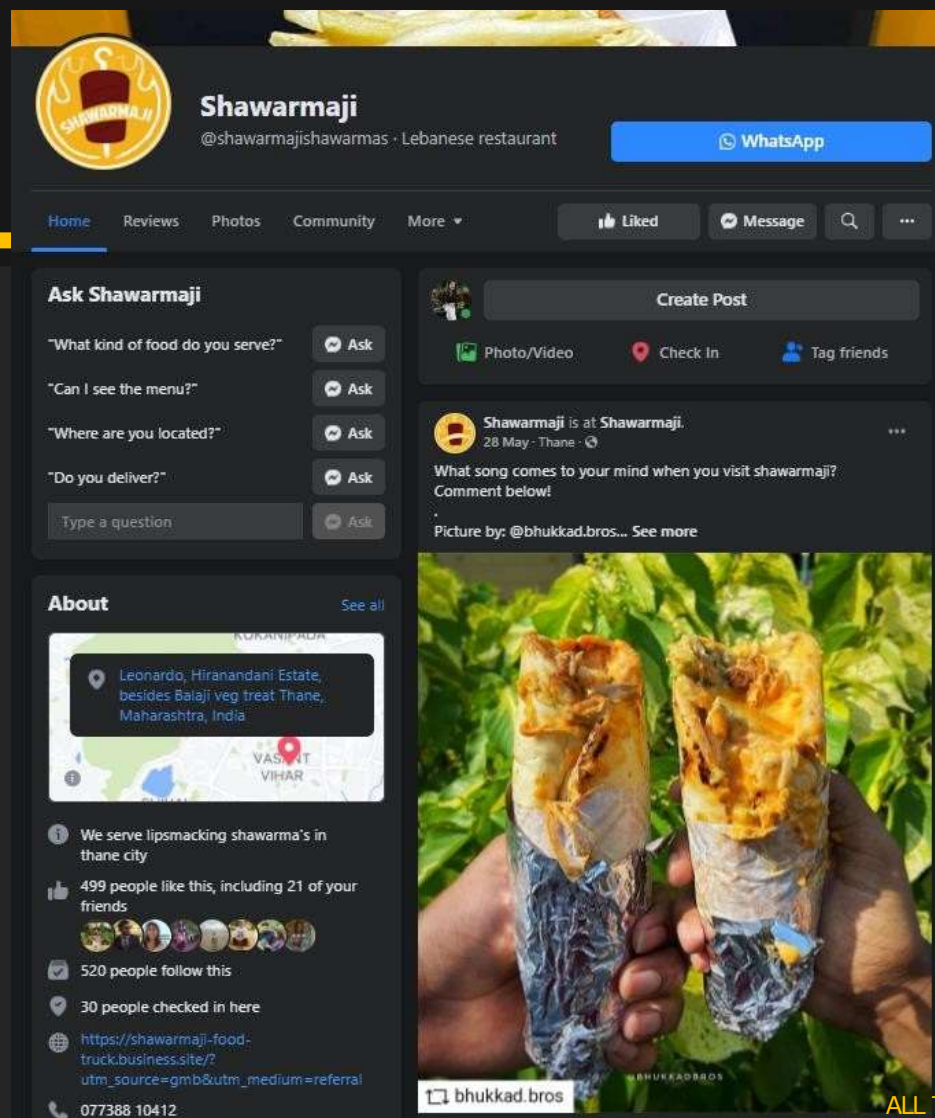




Social Media Presence

Facebook

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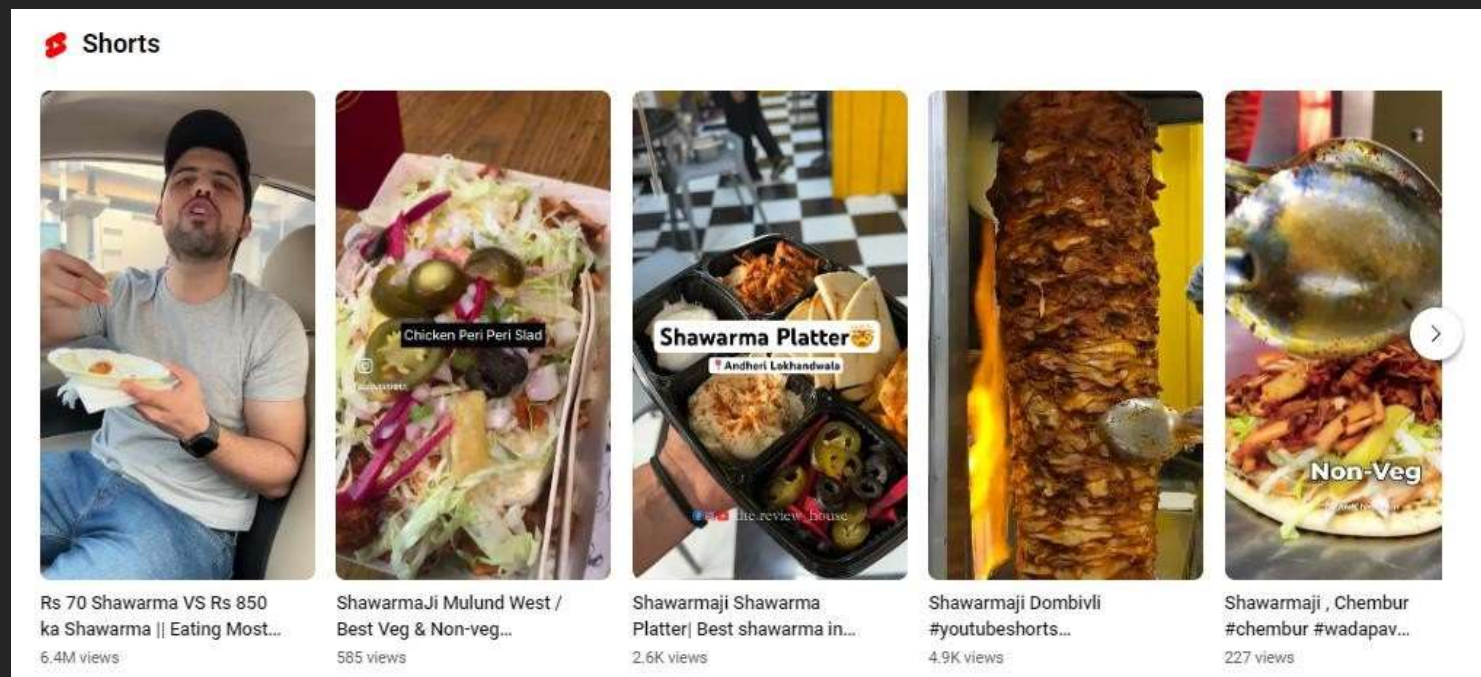




Social Media Presence

YouTube

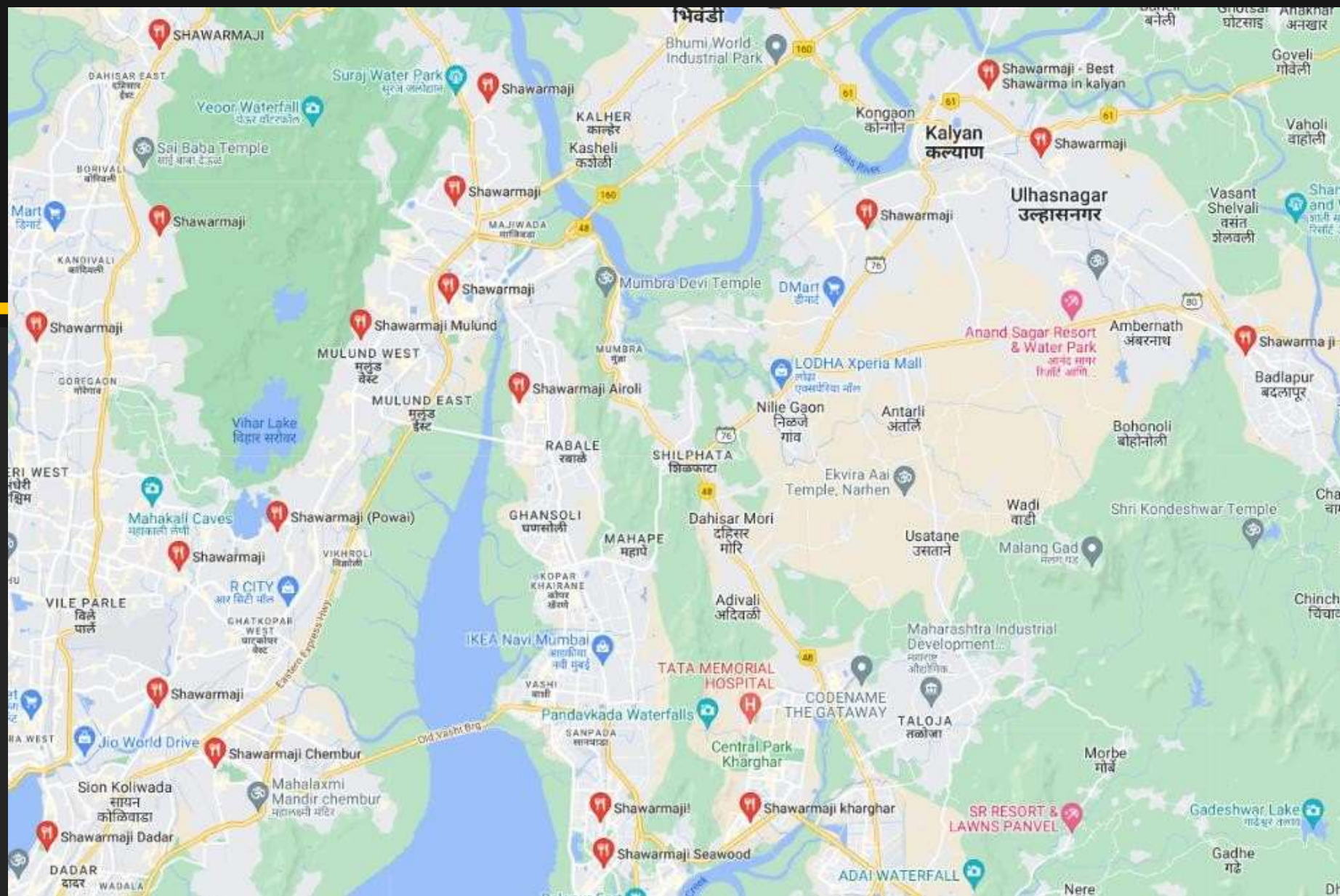
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Brand Presence

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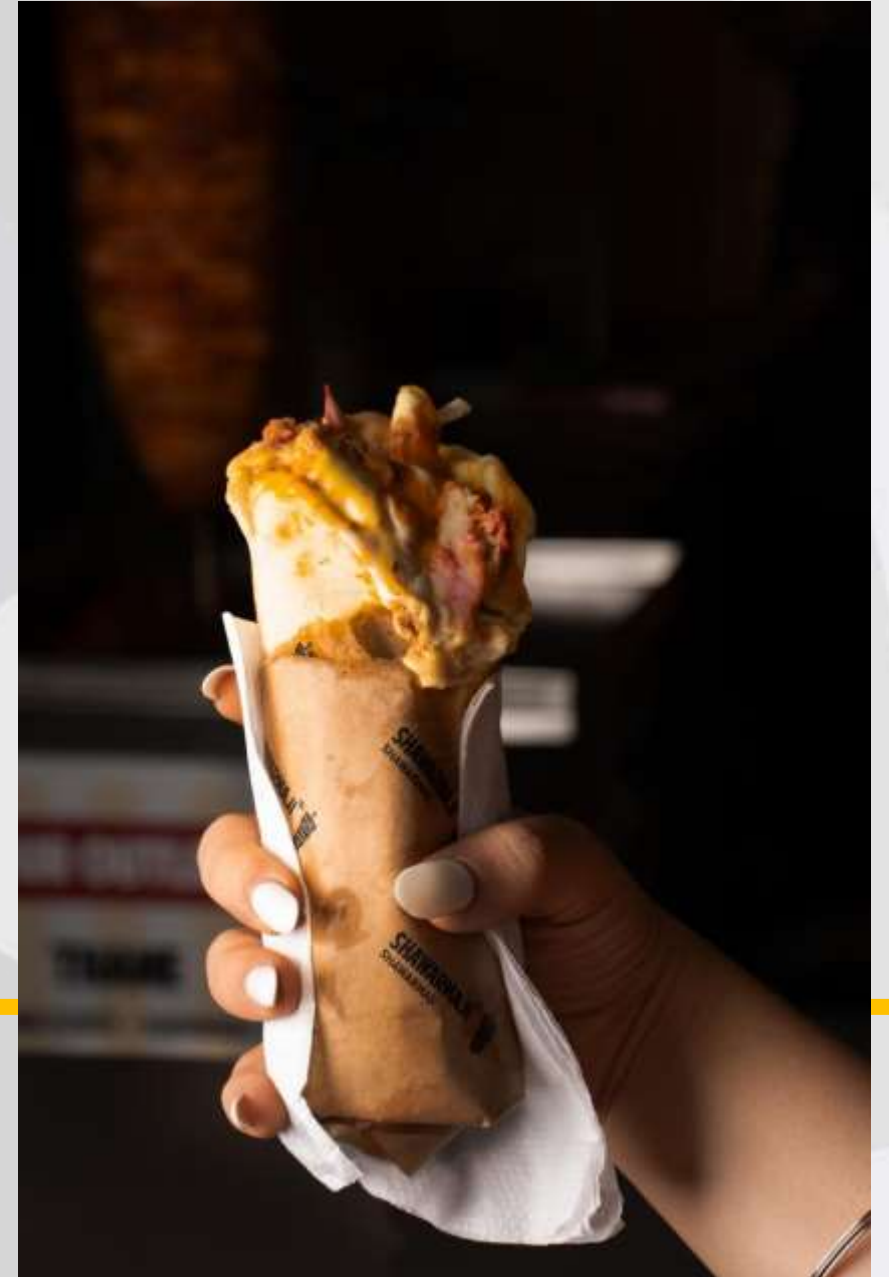




PERPETUAL VISION Group Thane

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OUR SUCCESS STORIES



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Reviews

Swiggy & Zomato

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Patricia wrote a 5 star review
11918 Followers

Follow

5★ delivery

Positive

frangi chicken great portions +3

Craving for shawarma; you should treat yourself at Shawarmaji's 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.

Th...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





Shawarmaji Highlights

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Part of the Best Shawarma list by
MUMBAI FOODIE



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@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.



*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



05

SWIPE >>

mumbaifoodie

MUMBAI
FOODIE

**SHAWARMA
SPOTS YOU
CAN'T MISS**

SWIPE >>

mumbaifoodie

Part of the Top 10 Shawarmas in Mumbai

MUMBAI FOODIE



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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



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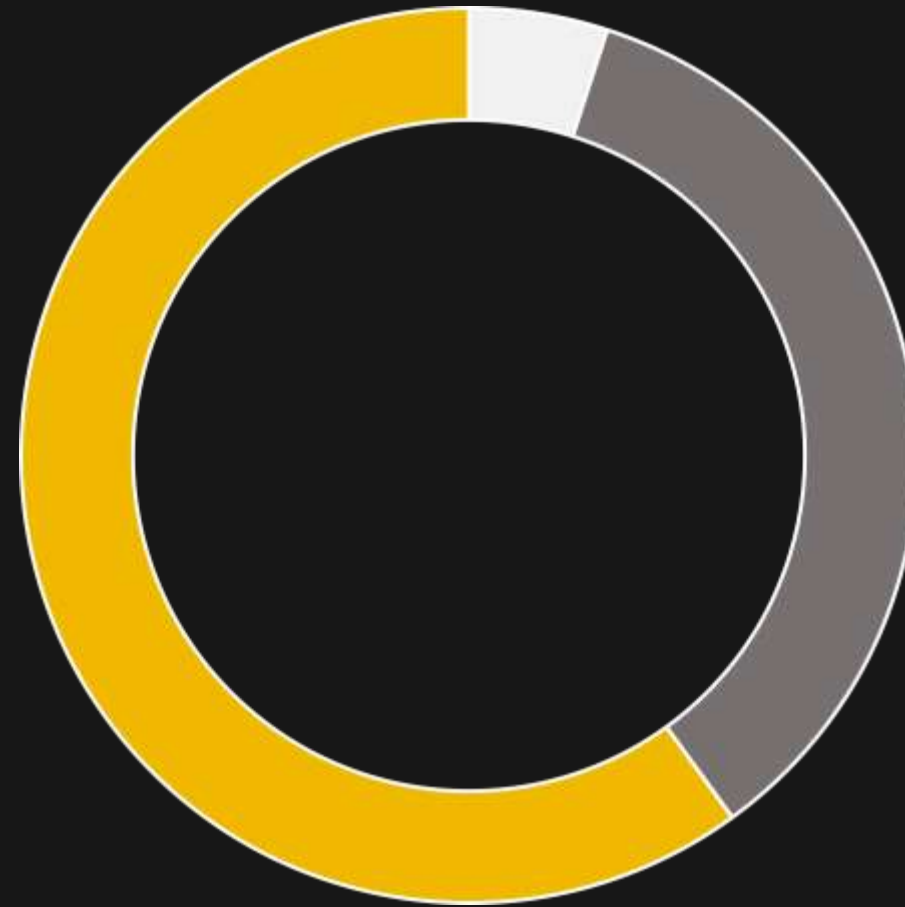
KEY METRICS





Types of Revenue

Sources 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

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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 %**

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 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

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

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.

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Connect

with us on

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Contact Numbers

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

Email

- info@shawarmaji.co.in

Website

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

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

- Ruth Reichl