

## INDEX

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## Conutz Franchisee Details

### Dishes/Menu:

1. Classic Boiled Conutz
2. Conutz Bhel Chakhna
3. Traditional Conutz Ghugni Chaat Chakhna
4. Kolhapuri Conutz Ghugni Chaat Chakhna
5. Schezwan Conutz Ghugni Chaat Chakhna
6. Mustard Green Chili Conutz Ghugni Chaat Chakhna
7. Shallow Fried Conutz Ghugni Chaat and Chakhna
8. Garlic Conutz Ghugni Chaat Chakhna
9. Sweet and Sour Conutz Ghugni Chaat & Chakhna
10. Crispy Conutz
11. Classic Salted Popcorn

### More Dishes can be added in near future:

1. Turmeric Conutz Ghugni
2. Achari Conutz Ghugni
3. Methi (fenugreek) Conutz Ghugni

### Ingredients:

1. Conutz – Agriculture based Proprietary processed Indian corn/maize which is Manufactured and Marketed by us.
2. Green Chana, Black Chana and Peanuts.
3. Oil and Spices (e.g. Red chili powder, Garam masala, Corn flour, Garlic Cloves and so on).
4. **Pickles and Sauce: We use Readymade brands of Pickles and Chutney to make dishes.**
  - a. Mustered & Green Chilly
  - b. Kolhapuri Spices.
  - c. Schezwan Chutney.
  - d. Tamarind Chutney.
  - e. Tomato Sause.
  - f. Ginger Garlic Paste.
5. Tomato, Onion, Green chili is part of dishes.
6. Popcorn kernel, Himalayan Rock salt and cold press coconut oil.

### Ingredients Supply and Availability:

- Only Conutz Corn/Maize will be provided and sold as part of franchisee which is main ingredients.
- Rest of ingredients available in market and you can purchase it. We will share brands quality and quantity of each item for easy regular operation.
- We can check availability of same brand in local market and plan to use alternate available good brand.

### **Food Preparing procedure per kg:**

- Mix Conutz (corn/maize 600 gm) + Green Chana (100 gm) + Black Chana (100gm) + Peanuts (200 gm) and soak in water over night in food grade container and hygiene place as part of next day use.
- Next day Boil it in pressure cooker with salt for around 8-10 whistle and raw material will be ready to use to make all dishes.
- Raw material will be double in weight after soak and boil. I.e. 1 kg will become 2kg.

### **Franchisee Requirement:**

- Area of around 20 sq. ft. at any front of shop Legally authorized to keep food cart permanent.
- One Room/Kitchen for chef if required and same can be used as back-end kitchen to prepare daily food.
- Kitchen equipment for preparation LPG gas/stove and pressure cooker and other supporting equipment.
- Food stall kitchen equipment include gas/stove and some wok and other supporting equipment.
- Food License (FSSI), Shop Act and GST Registration.
- Minimum 1 chef/cook.

### **Food Serving and Online Delivery:**

- Approx. 200 gm is the serving quantity per dish.
- Approx. 10+ Dishes could be made and served per 1kg dry raw material.
- Tie-up with Swiggy and Zomato for online Delivery. We will work together.
- Packaging container for serving and delivery. We will share details.

### **Profit & Margin:**

- 45% to 50% Margin. If we make any changes in menu or price but will maintain margin.
- We have used benchmark and average of 80 INR price of dish in order to calculate margin and Conutz Rawmaterial price is managed accordingly.
- Life of Raw Conutz material is approx. 6-8 Month when proper stored similar to grains.
- Conutz Raw material price will use to control profit/margin and price could be approx. 400 INR per kg (Buying in Bulk will have discounts).
- GST will be excluded from Margin and as part of restaurant sell you have to file it.
- There will not be any profit sharing or royalty with us on sell at all.
- Although there will more than 50% Margin on few dishes since online price is high and all extra profit is yours only.
- Popcorn sell profit is 100% yours only.
- Our main purpose is to sell Conutz raw material at right price and boost Agriculture.

For e.g.

If Dish price is 100 INR. Then cost of dish would be approx. 50 INR to you (include Raw Conutz price, other raw material, Commercial LPG cylinder and Packaging)

In this case manner 50 INR will be Margin.

### **Franchisee Cost:**

- 2 L will be Non-Refundable One Time Franchisee Fee which will have to pay during Agreement.

### **Food Cart Setup Cost Approx:**

- 1L will be setup cost which include following:
  - Food Cart cost: 30,000 INR
  - Kitchen equipment: 40,000 INR
  - Licenses: 2000 INR
  - Food cart rent Advance deposit (If Rented): 10000 INR
  - Room kitchen rent deposit (If Rented): 5000 INR

### **Monthly Operational Cost Approx:**

- Raw Material and Commercial LPG cylinder cost (Depend on sell)
- Food Cart Rent (If Rented) – 7000 INR
- Room/Kitchen Rent (If Rented) – 5000 INR
- Menu board and Conutz Logo board – 10000 INR
- Chef/Cook Salary If Hired (1 Chef/Cook) – 10000 INR

### **Raw Material Delivery Transportation Cost:**

- We will deliver Conutz Raw Material at warehouse in specific city and place. Cost and facility will be bear by us.
- Warehouse to your shop transportation responsibility will be yours. Cost and facility have to be arranged by you.

### **Payment Received from Customer of sold food:**

- By Cash
- Google Pay and Paytm or any UPI
- Online delivery partner usually transfers direct to linked account.
- Use saving account or current bank account.

### **GST (Goods and Service TAX):**

- Conutz Raw Material Cost will be inclusive of GST.
- Each Franchise will have to file their own GST.

### **Conutz Raw Material Payment:**

- Advance Payment (NEFT/MIPS) can be done in Vector Agro Foods Bank Account.
- We will share details during Agreement.

### **Staff Training:**

- We will provide Training to staff at our Head Quarter Pune.
- Training could be for 1-2 days.

### **Business Plan & Strategies:**

- Healthy and Unique Food product.
- Menu are designed to consider all age people so that at least one dish is for everyone.
- Dish taste always good even after 1-2 hours.
- Main dish made in advance so that other dishes prepare and served quickly.
- Less Ingredients. Easy to make and Quick to serve.
- No Frozen hence no need to have freezer.
- Raw material life is long hence easy to store.
- Popcorn is to keep crowd engage always.
- Chakhna is always needed hence should sold equal to liquor and should be reached to each home along with liquor.
- Evening Snacking option.
- Gym Diet.
- Serving cup is easy to handle and eat while walking on road. Hence no sitting required.
- Small Space required and less manpower hence less operating cost.
- More than one franchisee can be owned by you at multiple location.
- Utilize Front space of shop.