



THE
FRESHLYMADE
R E S T O C A F E

Investor's Deck

RESTO CAFE - MODEL

www.thefreshlymade.com



Welcome to our **FRESHLYMADE** family

Four years ago, The FreshlyMade began with a simple belief – when high-quality ingredients meet the hands of skilled chefs, magic comes alive on the table. Every dish we served was not just food, but an experience crafted with passion.

This belief turned into our recipe for success. We tested it, we tasted it, and our customers embraced it. Today, after years of perfecting this journey, The FreshlyMade stands as proof that quality and consistency always win hearts.

Now, we're ready to share this success with like-minded entrepreneurs who believe in the same magic. By joining us as franchise partners, you don't just invest in a brand – you become part of a story that continues to grow, inspire, and delight.

Investment Details

Category Name	Amount
1. Kitchen Equipment & Appliances	738500
2. Beverage & Pastry Equipment	277500
3. Dining & Service Area Setup	275500
4. Technology & Software	127500
5. Electrical & Lighting	450000
6. Power Backup	100000
7. Interior & Furnishing	515000

Category Name	Amount
8. Licensing & Documentation	50000
9. Marketing & Inauguration	70000
10. Ambience & Customer Experience	25000
11. Initial Setup & Operations	515000
12. Miscellaneous	25000
13. Franchisee Cost	850000
Total	4019000
Contingency	481000
Total Setup Cost	4500000

The above figures are indicative estimates based on current market standards. Actual costs may vary depending on location, store size, vendor pricing, and operational requirements. The refundable deposit will be governed by the terms of the franchise agreement. The above estimate does not include the real estate advance amount, as the investment varies according to the location.

Revenue Model

Category	Contribution (%)	Key Highlights
Starters Veg & Non-Veg	15	Wontons, Fried Chicken Tenders, Stuffed Mushroom Bites
Pastas	15	Creamy Alfredo, Spicy Arrabbiata, Chef's specials, Ravioli pasta
Drinks & Desserts	10	Milkshakes, mocktails, iced teas, brownies, cheesecakes
Main Course	10	Chicken & Paneer Steaks, BBQ Chicken Steaks
Pizzas	10	Classic Margherita, Peri-peri chicken, Al-Funghi Mushroom pizzas
Soup	10	Mushroom Soup, Pumpkin Soup, Brocoli Almond Soup
UFO Burgers	7.5	Fetta Cheese Burgers, Chicken Schintized Burger
Healthy Non-Veg Main Course	7.5	Hi Protien Combos, Keto Combos
Sandwich	7.5	Peri Peri Chicken Sandwich, Peri Peri Paneer Sandwich
Salad	7.5	Protien Salads, Detox Salad, German Potato Salad

The revenue sources and channels presented are based on current business models and market opportunities identified by The FreshlyMade. Actual revenues may vary depending on factors such as location, market demand, operating costs, and individual franchisee performance. This information is provided for illustrative purposes only and does not constitute a guarantee of earnings or returns.

Monthly Sales & Profitability

Particulars	% of Sales	Amount
Revenue (Sales)	100%	1,500,000
Cost of Goods Sold (Raw Materials,	35%	525,000
Gross Profit	65%	975,000
Operating Expenses:		
– Staff Salaries & Benefits	18%	270,000
– Rent & Utilities (Electricity, Water, Internet)	13%	195,000
– Marketing & Promotions	4%	60,000
– Misc. Expenses (Maintenance, Delivery,	5%	75,000
– Aggregator deductions	6%	90,000
Total Operating Expenses	46%	690,000
EBITDA (Operating Profit)	18%	285,000
Royalty to Brand (5%)	5%	75,000
Net Profit (before tax)	14%	210,000

*** The financial figures presented (revenue, expenses, and net profit) are illustrative estimates based on current industry benchmarks and operational experience of The FreshlyMade. Actual results may vary depending on location, market conditions, operational efficiency, and other business factors. These figures should not be interpreted as a guarantee of performance or returns.*

ROI Projection

Investment & Break-even Analysis	Details
Total Investment	₹45 Lakhs
Average Monthly Sales	₹15 – ₹20 Lakhs
Gross Margin	~60–65%
Operating Expenses (monthly)	₹6 – ₹8 Lakhs
Net Profit (monthly)	₹1,50,000 – ₹2,00,000 (after all expenses & royalty)

The ROI projections provided are based on estimated sales, costs, and market trends observed by The FreshlyMade. These are indicative figures meant to guide potential franchisees in understanding the business model. Actual ROI may differ depending on factors such as location, operational efficiency, customer demand, and overall market conditions. This is not a guarantee of returns.

Multiple Revenue Streams

Retail - Walkins

Whatsapp Commerce

Swiggy/Zomato

ONDC

Phone Orders

Corporate

E-commerce

Instagram

Diverse Brands, One **FRESHLYMADE** Promise

At The FreshlyMade, we believe in delighting every taste. Alongside our flagship brand, we proudly operate **Breakfast Club** (authentic English breakfast menus), **Healthy Life** (wholesome salads, soups, and steaks), and **Pizza Depot** (exclusive handcrafted pizzas). Each brand carries the same FreshlyMade commitment—high quality, great taste, and unmatched dining experiences.

	The FreshlyMade	Breakfast Club	Healthy Life	Pizza Depot
Dine-in	Yes	No	No	No
Swiggy	Yes	Yes	Yes	Yes
Zomato	Yes	Yes	Yes	Yes
ONDC	Yes	Yes	Yes	Yes
Brand's Ecommerce	Yes	No	No	No
WhatsApp Commerce	Yes	Yes	Yes	Yes
Online Revenue Share (%)	60%	10%	20%	10%
Menu Options	Signature Pizzas, Veg & Non-Veg Starters, Homemade Pastas, Steaks, Desserts, Coffee Drinks	Omelettes, English Sides, Beverages, Sunrise Specials, Sandwiches, Pan Cakes & Mock Tails	Salads, Main Course, Soups, Healthy Combos, Fresh Juices	Speciality Pizzas, Homemade Pastas, Burgers, Sandwiches
AOV	Offline - 896 Online - 483	388	695	480

Your Journey to Becoming a **FRESHLYMADE** Franchisee

Stage	What Happens	Timeline
1. Inquiry & Introduction	You reach out to us and receive our franchise brochure with all investment & brand details.	Day 1 – Day 3
2. Discussion & Application	Our team understands your background, location preference & business goals. You then submit a simple application form.	Week 1
3. Evaluation & Approval	We review your application, assess financial capability, and approve your location.	Week 2
4. Agreement & Onboarding	Franchise Agreement is signed, and the initial fee & caution deposit are submitted.	Week 3
5. Store Design & Setup	Interiors, branding, and equipment installation begin with our expert guidance.	4–6 Weeks
6. Training & Recruitment	Your staff undergoes hands-on training at our central kitchen & café outlets.	Parallel (2 Weeks)
7. Pre-launch Marketing	Digital campaigns, local promotions, and buzz-building activities are rolled out.	Final 2 Weeks
8. Grand Store Launch	Doors open with a grand launch event – and your The FreshlyMade journey begins!	~8–10 Weeks

THANK YOU!

Together, let's bake success and
celebrate growth.

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