

MATKAARI



EVERY MATKA HAS A STORY!

BUSINESS FRANCHISING

WWW.MATKAARI.COM





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INTRODUCTION

Welcome to Matkaari, a unique culinary experience that combines the earthy charm of traditional Indian pottery with a delectable array of flavors and creative activities. At Matkaari, we have redefined the way you savor your favorite dishes. We believe in celebrating the rich heritage of earthenware, and our dishes are served in beautifully crafted clay cups, or "matkas," adding an authentic touch to your dining experience.

ABOUT US

MATKAARI

Nestled in the heart of the city, Matkaari is a cozy café that specializes in exquisite teas, kulhad pizza, pasta, and delectable munchies. Each visit is a culinary journey, promising an unforgettable taste experience.



VISION & MISSION

OUR VISION

At Matkaari, we aspire to craft indelible memories with each visit, where the flavors of our exquisite teas, kulhad pizza, pasta, and delectable munchies linger in your heart.

OUR MISSION

Our mission is to spread our unique eco-friendly kulhad painting concept throughout India, blending art and sustainability for a delightful experience.



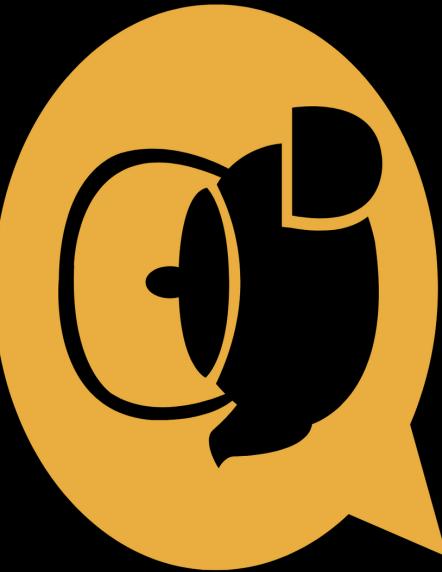
WHY MATKAARI?

- MATKAARI** We embrace a distinctive concept of reusing kulhads for planting and painting, ensuring a sustainable and creative experience for our customers, free of charge.
- MATKAARI** With low investment, high ROI, a hassle-free franchise operation, and unwavering support from Matkaari, you can embark on a rewarding business journey with us.



MATKAARI

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SANDWICH

Veg Sandwich
Healthy, satisfying, flavorful, versatile, nutritious.

Chicken Sandwich
Savory, filling, protein-packed, classic, delicious.

Paneer Sandwich
Creamy, vegetarian, flavorful, satisfying, Indian-inspired.

Cheese Corn Sandwich
Cheesy, corny, savory, satisfying, comfort food.

Overloaded Cheese Sandwich
Indulgent, cheesy, flavorful, decadent, filling.

Extras:
• Cheese - 40/-
• Chicken - 30/-



WHAT'S HOT IN KULHAD

Ginger Tea 30/-

Spicy, soothing, aromatic, warming, comforting.

Gud Wali Chai 30/-

Sweet, warm, aromatic, traditional, soothing.

Special Regular Tea 25/-

Sweet, warm, cardamom, traditional, soothing.

Masala Tea 30/-

Spiced, aromatic, flavorful, invigorating, comforting.

Coffee 25/-

• Energizing, Aromatic, Addictive, Comforting, Invigorating.



Veg Sandwich 75/-

Healthy, satisfying, flavorful, versatile, nutritious.

Chicken Sandwich 89/-

Savory, filling, protein-packed, classic, delicious.

Paneer Sandwich 89/-

Creamy, vegetarian, flavorful, satisfying, Indian-inspired.

Cheese Corn Sandwich 90/-

Cheesy, corny, savory, satisfying, comfort food.

Overloaded Cheese Sandwich 130/-

Indulgent, cheesy, flavorful, decadent, filling.

Extras:
• Cheese - 40/-
• Chicken - 30/-



BREAKFAST (SERVED ALL DAY LONG)



Poha	79/-
Pancake Chocolate/Nutella	99/-
Aaloo Paratha	99/-

Poori Sabji 89/-

Paratha Sabji 89/-

● Bread Omelette 80/-

● Bun Omelette 79/-

Paratha Omelette 99/-

● Scrambled Egg 80/-



PASTA

Red Sauce Pasta 120/-

Savor the essence of Italy with our Red Sauce Pasta: perfectly cooked pasta smothered in a rich, tangy tomato sauce.

White Sauce Pasta 130/-

Indulge in our creamy White Sauce Pasta, where tender pasta meets a velvety, Parmesan-infused sauce, creating a luscious symphony of flavors.

Extras

- Chicken 40/-
- Cheese 30/-



MOMO

Veg Momo 75/-

● **Chicken Momo** 90/-

Extras

- Fried 20/-

MAGGI

Veg Masala Maggi 70/-

● **Chicken Masala Maggi** 80/-

Extras

- Cheese 25/-
- Chicken 30/-

KULHAD PIZZA

Veg Pizza 89/-

Our Kulhad Veg Pizza features a delightful medley of fresh vegetables, aromatic spices, and gooey cheese, all baked to perfection in a traditional clay pot.

● **Chicken Pizza** 99/-

Delight in our Chicken Kulhad Pizza, where succulent chicken pieces, flavorful spices, and gooey cheese come together in a traditional clay pot for a unique and mouthwatering experience.



MATKA DRINKS

Sweet Lassi

Dry Fruit Lassi

Thandai

Kit-Kat

Cold Coffee

Oreo

80/-

89/-

89/-

90/-

70/-

90/-

Banana

Watermelon

Lime

70/-

60/-

50/-

Vanilla

Chocolate

Butterscotch

70/-

80/-

90/-

MATKA DESSERTS

Matka Kulfi

Matka Rabdi

Chocolate Mousse

Vanilla Ice-cream

Chocolate Ice-cream

60/-

60/-

150/-

80/-

89/-



OUR MENU



TESTIMONIAL

(as per google review)



Masoom Bakshi

A cozy cafe with friendly hosts, delicious food, and fun activities. From the moment you step inside, you'll feel welcomed by the warm atmosphere and cool decor.



Thefoodiebites Yazzi

A very nice cafe at Bagular road I tried recently and liked. The ambiance is very nice. They have used matkas or pots in their theme and throughout their decor. The seating is nice and you can even do painting while you wait for your order. I tried the puri sabzi and it was nice, quite different than usual. The jhal muri was ok but it was super spicy. To end with the Rabdi was good. Pricing is decent and portion size is good. Service is quick.

FRANCHISE MODEL (A)



LESS INVESTMENT OF 3 LAKHS

To start a unit franchise of Matkaari, a minimum investment of 3 Lakhs is required. This comprehensive investment covers essential elements to kickstart your business:

- **Franchise Fees - 1.5 Lakhs:** This fee grants you the rights and support to operate as a Matkaari franchisee.
- **Machinery and Equipment - 1.3 Lakhs:** This includes the necessary equipment and machinery to prepare and serve Matkaari's signature offerings, ensuring your operation runs smoothly.
- **Our Welcome Kit - Tea Powder, Masala, Kulhad Cups - Rs 20,000:** The welcome kit includes essential supplies like tea powder, masala, and kulhad cups, setting you up for a successful start.

FRANCHISE MODEL (B)



INVESTMENT OF 8 LAKHS

To establish a Model B franchise of Matkaari, an investment of 8 lakhs is required. This investment covers various components to ensure a successful and appealing café setup:

- **Franchise Fees:** This fee provides you with the rights and support to operate as a Matkaari franchisee.
- **Machinery and Equipment:** This includes essential equipment and machinery for preparing and serving Matkaari's signature offerings.
- **Painting:** The cost for the decorative painting to enhance the aesthetic appeal of your café.
- **Wallpapers:** Expenses related to wallpapers that contribute to the ambiance of your café.
- **Furniture:** Investment in café furniture, ensuring a comfortable and inviting environment for your customers.
- **LED Board:** Cost associated with an LED board for effective signage and branding.
- **Our Welcome Kit:** This kit includes essential supplies such as tea powder, masala, kulhad cups, setting you up for a successful start.

ADDITIONAL ASSISTANCE

Matkaari offers support: Online Onboarding, Marketing, Staff training, and SOP creation to empower our franchisees for success and customer satisfaction.



ONLINE PLATFORM

Matkaari facilitates **Zomato** and **Swiggy** online onboarding, empowering customers to order digitally and enhancing our franchisees' strong online presence.

PROMOTION

Matkaari offers online promotions on **Facebook** and **Instagram**, harnessing the power of social media to boost our franchisees' visibility and engagement.

TRAINING

Matkaari ensures staff training for efficient, seamless operations, delivering a high-quality customer experience at our franchisee locations.

SOP

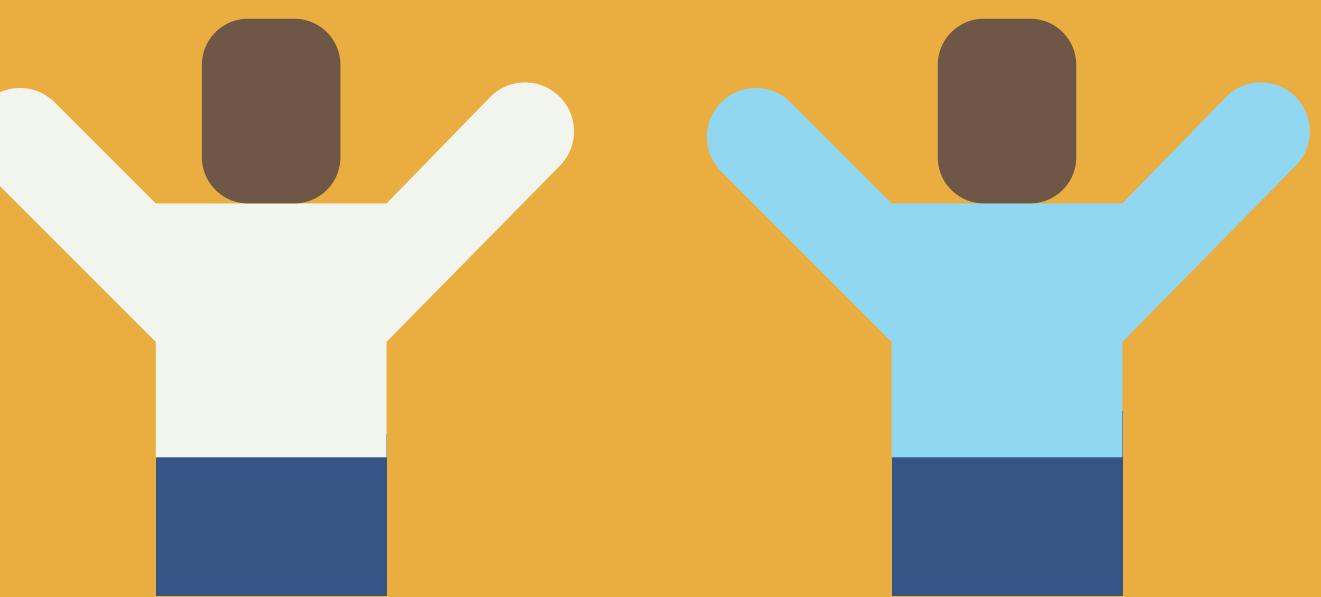
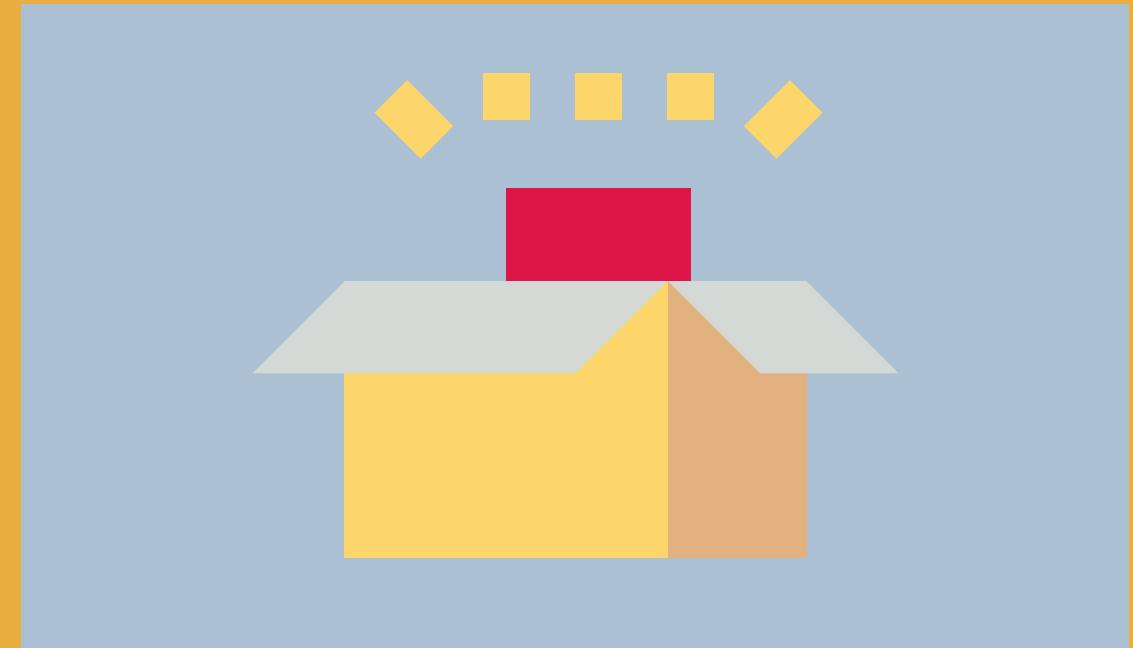
Development of Standard Operating Procedures (SOPs) to streamline daily operations, ensuring consistency and quality in every aspect of your Matkaari franchise.





BRAND SUPPORT

- ☕ Outlet Setup Design Support
- ☕ Marketing Support
- ☕ Complete Training for 2 years
- ☕ Vendor Tie-Ups
- ☕ Complete SOP to Run the Business
- ☕ Food Licensing Support
- ☕ Online Aggregators viz. Swiggy, Zomato, etc





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GET IN TOUCH!

For further information and to explore partnership opportunities, please don't hesitate to get in touch with us. We're excited to share more details about Matkaari and how you can be a part of our journey. Whether you're interested in our franchise options, have questions about our unique offerings, or just want to learn more, we're here to assist you. Please feel free to contact us through the provided channels, and our dedicated team will be happy to assist you with any inquiries you may have.



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