



New Moorthy Café

A taste, Loved for Generations

Now you can own it, Apply for Franchise
High Returns – Low Investment



A Legacy to Remember!

The history of Moorthy Cafe dates back to 1955, when it was founded by Mr. S.Dhakshina Moorthy and Mrs. Nagavalli Ammal. Originally established as **Moorthy Cafe Veg and Non-Veg Hotel**, it quickly gained fame for its unique taste and name. The venture began as a humble café in North Main Road, Chidambaram, and evolved into a full-fledged restaurant over the years.

After Mr. Moorthy, his sons took over and expanded the business in line with his vision. As a testament to its success, multiple branches under the **New Moorthy Cafe brand** have opened across various locations in Chidambaram and other areas.

New Moorthy Cafe offers a wide range of **South Indian vegetarian and non-vegetarian dishes**, prepared using exclusive hand-picked spices and ingredients. The food is crafted using **traditional methods** and a deep commitment to delighting your taste buds.

Since its inception, New Moorthy Cafe has grown in popularity due to its **exceptional service quality, generous food portions, and warm ambience** — all backed by an experienced team of chefs and management ensuring complete customer satisfaction.



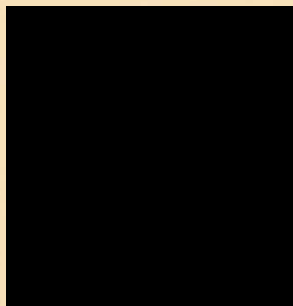
Pillars of New Moorthy Cafe

- 🕒 Over 70 years of culinary excellence in Tamil Nadu
- 🍗 Signature dishes with secret recipes — especially the legendary Parotta & Kadai Chicken
- 🎓 Deep-rooted nostalgia among Annamalai University students — now spread worldwide, serving as loyal brand ambassadors
- ☀️ A trusted legacy brand known for consistent taste, hygiene, and customer delight

Our Signature Dishes

- 🍛 Kadai Chicken
- 🍞 Parottas – Nool Parotta, Bun Parotta, Kizhi Parotta..
- 🍛 Seeraga Samba Briyani
- 🍗 Chicken 65, 🍳 Egg Dosa, & more

🎥 Watch Our Dishes in Action:





Why Partner With Us?

- 📈 **Low Investment, High Return Model**
- 👨‍🍳 **Complete Operational Support** from Day One
- 💻 **Software systems** for inventory and sales management
- 💰 **Daily Cash Flow Operations**
- 👨‍🍳 **Comprehensive Chef Training & Mentorship**
- 📣 **Marketing & Social Media Support**
- 🛒 **Centralized sourcing of Premium Ingredients**
- 📊 **Menu Engineering** and Product Optimization
- 💬 **Loyalty Tech Integration & CRM tools**








Support We Offer






Venue & Kitchen Setup

-  Layout & interior planning
-  Equipment procurement (local sourcing)
-  Custom kitchen infrastructure







Digital & Tech Support

-  Branded website with online ordering
-  POS setup with real-time dashboards
-  Franchisee performance analytics



Marketing & Branding

-  Social media campaigns
-  Local area marketing strategy
-  Flyers, menu cards, launch kits
-  Influencer & PR support









Support We Offer







Knowledge Base Access

-  Training video libraries
-  SOPs, JD templates, HR forms
-  Salary & legal agreement templates
-  Hygiene checklists & quality tools



Ongoing Operations Assistance

-  Monthly audits & feedback
-  Vendor network & sourcing help
-  POS/Billing tech support
-  Seasonal chef training





What We Expect From You

- 📍 Finalize location
- 👤 Hire trained staff as per SOPs
- 🎓 Complete onboarding training
- 💡 Maintain hygiene and service quality
- 📊 Report sales/inventory daily
- 📣 Participate in local promotions








Franchise Models

 Model	 Description	 Space Required
QSR Model	Quick Service Restaurant (Takeaway & Dine-in)	500 – 850 sq.ft
Full Service Model	Full-service Dine-in Restaurant	1250 – 1500 sq.ft



Franchise Investment (QSR Model)

 S.No	 Description	 Amount (INR)
1	Franchise Fee	5,00,000
2	Interiors & Branding	1,50,000
3	Kitchen Equipment	2,50,000
4	Training & Setup Cost	50,000
	Total Investment	9,50,000 + GST



Franchise Investment (Full Service Model)


 S.No	 Description	 Amount (INR)
1	Franchise Fee	15,00,000
2	Interiors, Furniture & Branding	25,00,000
3	Kitchen Equipment	2,50,000
4	Training & Setup Cost	1,00,000
	Total Investment	43,50,000 + GST



Royalty & Revenue Sharing

 Options	 Billing Control	 Royalty / Fee
Option 1	New Moorthy Cafe Controlled	No royalty until ₹20L/month. 3% on sales up to ₹25L, 4% thereafter
Option 2	Franchisee Controlled	₹30,000/month (QSR) ₹50,000/month (Full Service)

 This Franchise Agreement, along with the License, shall be valid for 5 years.

 Renewal is possible upon performance review and mutual consent.



Let's Grow Together!



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