

The Taste of Amritsar

Authentic North Indian Cuisine

Investor Deck



Brand Overview

- Based in Delhi with 8+ outlets across NCR
- Serving authentic North Indian cuisine
- Strong brand recall and loyal customer base
- Targeting malls, high streets, and delivery-focused locations



Franchise Models

Takeaway Model

Parameter	Details
Total Investment	₹20 Lakhs+ (All-In)
Franchise Fee	₹7 Lakhs (Valid for 5 Years)
Area Required	200 sq. ft.
Revenue Streams	Delivery + A La Carte Sales

Full Dining Model

Parameter	Details
Total Investment	₹30–40 Lakhs (All-Inclusive)
Franchise Fee	₹10 Lakhs (Valid for 5 Years)
Seating Capacity	40+ Guests
Area Required	800+ sq. ft.

Franchise Support

- Staff hiring assistance
- Training and operational guidance
- Centralized raw material procurement
- Marketing & brand awareness campaigns
- Ongoing business support



Revenue & Profit Model

Metric	Details
Avg Monthly Revenue	₹8–10 Lakhs per outlet
Gross Profit Margin	~30%
Expense Heads	Salaries, Rent, Marketing, Utilities, Aggregator Fees
Operating Model	Franchisee-Operated: Ensures Profitability & Scale

5-Year Financial Projections

Year	Estimated Revenue	Projected Profit
Year 1	₹96 Lakhs – ₹1.2 Crores	₹28 Lakhs – ₹36 Lakhs
Year 2	₹1.1 Cr – ₹1.4 Crores	₹33 Lakhs – ₹42 Lakhs
Year 3	₹1.3 Cr – ₹1.6 Crores	₹39 Lakhs – ₹48 Lakhs
Year 4	₹1.5 Cr – ₹1.8 Crores	₹45 Lakhs – ₹54 Lakhs
Year 5	₹1.7 Cr – ₹2 Crores	₹51 Lakhs – ₹60 Lakhs

Why Invest in The Taste of Amritsar?

- Strong existing presence in Delhi NCR
- Profitable & scalable business model
- High ROI with 12–15 month payback period
- Full brand support and operational expertise
- Rising demand for North Indian cuisine nationwide



Why North Indian Cuisine?

- **Most Popular Cuisine in India** – Paneer, Butter Chicken, Dal Makhani loved across regions
- **Global Acceptance** – North Indian dishes dominate international Indian restaurants
- **High Repeat Demand** – Comfort food with strong dine-in & delivery appeal
- **Versatile Menu** – Works across quick-service, casual dining & premium formats
- **Growing Market** – Increasing demand in Tier-2 & Tier-3 cities and among millennials



Thank You

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