

SAVOR TRADITION WITH  
EVERY BITE OF AHUNA



# ABOUT US

At **Seth Champaran House**, we bring you the authentic flavors of Champaran with a touch of innovation. Our signature Champaran Mutton Handi, slow-cooked with premium ingredients and secret spices, is more than just a dish—it's an experience. Every bite reflects our deep-rooted culinary heritage, passion for excellence, and unwavering commitment to quality.



**Our Goal?** To craft unforgettable dining experiences that excite and satisfy. Whether you're a food enthusiast or an adventurous palate, we promise flavors that leave a lasting impression. Join us at Seth Champaran Meat House and indulge in the true essence of Champaran cuisine—one savory bite at a time.



Bringing Authentic Champaran Flavors to Every Corner

## OUR VISION

To become a globally acclaimed franchise, renowned for delivering an unparalleled dining experience. By seamlessly blending culinary authenticity with innovation and sustainable practices, we aim to create a warm, inviting space where every guest feels at home and part of our legacy.



## OUR MISSION

To preserve and celebrate the rich heritage of Champaran cuisine by offering authentic, high-quality dishes crafted with time-honored recipes and premium ingredients. With a commitment to consistency, sustainability, and excellence, we strive to support local communities, enhance culinary standards, and create memorable dining experiences that keep customers coming back for more.



## OUR USP

- Authentic recipes passed down through generations
- Premium-quality ingredients
- Efficient, standardized operations for consistency
- Strong brand recognition in the Champaran cuisine sector



The journey of Seth Champaran,  
from a single outlet to a growing brand

CELEBRATING!  
40+ OUTLETS  
ACROSS INDIA  
AND NEPAL



## TOUCH-BASE

*Seth Champaran House  
Welcomes 200-400 guests daily,  
Earning recognition as  
Indore's best dining spot by Red FM.*

# OUR PACKAGING





→ **A VILLAGE THEME RESTAURANT** ←

Where Tradition Meets Taste. Memories for Life.




**INVEST IN A BRAND WITH A PROVEN PAN-INDIA FOOTPRINT OF 40+ SUCCESSFUL OUTLETS AND COUNTING.**



→ **INVESTMENT BREAKDOWN** ←

DESCRIPTION
1. Franchise Fees
2. Brand Name Trademark of Usage Rights
3. Bullet Setup Interior of Operational Guidance
4. Staff- Training of Operational support
5. Raw Material, Vendor & Supply Chain Spped
6. Menu Planning, Recipe Sops f Quality Standard
7. Digital Marketing, Social Media of Promotional Activities
8. Launch Event Marketing of Online
9. Post- Launch Operational of Customer Support
10. Continental for its other

**TOTAL INITIAL INVESTMENT**  
**₹4,49,999/-**

**SPACE REQUIRED**  
**300 – 500 SQ FT**



**PROFITABLE BUSINESS MODEL**  
 High demand with strong returns



**FLEXIBLE SPACE**  
 Requirement 300 – 500 Sq Ft



**ATTRACTIVE ROI**  
 Expected Return 12 – 15 Months\*



**COMPLETE SUPPORT**  
 Support & Guidance at Every Step



**LAUNCH SUPPORT**  
 Grand opening & launch event support



**MARKETING & PROMOTION**  
 Advertisement, Social Media & Promotions



**AFTER SALES SUPPORT**  
 Operational guidance & continuous assistance



**PROVEN BRAND**  
 Trusted by thousands of satisfied customers

\*ROI may vary depending on location, market conditions & operational efficiency.

# A VILLAGE THEME RESTAURANT

Where Tradition Meets Taste. Memories for Life.



INVEST IN A BRAND WITH A  
PROVEN **PAN-INDIA** FOOTPRINT  
OF **40+** SUCCESSFUL OUTLETS  
AND COUNTING.

## INVESTMENT BREAKDOWN

NO.	DESCRIPTION	COSTING (INR)
1.	Interior & Furniture	₹ 1,99,999/-
2.	Machinery & Equipment's	₹ 2,49,999/-
3.	Raw Materials & Packing	₹ 79,999/-
4.	Layout Cost	₹ 19,999/-
5.	Franchise Fees (Launch event, Advertisement, Social Media & Promotion, Marketing and After Sales Support)	₹ 4,49,999/-

TOTAL INITIAL  
INVESTMENT  
**₹ 9,99,995/-**



SPACE REQUIRED  
300 - 500 SQ FT



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**LAUNCH SUPPORT**  
Grand opening  
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**MARKETING  
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Advertisement,  
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**AFTER SALES  
SUPPORT**  
Operational guidance  
& continuous  
assistance



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## RETURN OF INVESTMENT

ESTIMATED SALE VS PROFITABILITY			
RESTAURENT MODEL	CASE 1	CASE 2	CASE 3
<b>SALE PROJECTION</b>			
Every Day Sale	15,000/-	20,000/-	25,000/-
Monthly Turnover	4,50,000/-	6,00,000/-	7,50,000/-
Minimum Gross Margin @60%	2,70,000/-	3,60,000/-	4,50,000/-
<b>EXPENSE PROJECTION</b>			
Rent ( Approx )	50,000/-	50,000/-	50,000/-
Staff Salary	55,000/-	60,000/-	65,000/-
Gas & Electricity	10,000/-	15,000/-	20,000/-
Maintenance Charge & Digital Promotion	5,000/-	5,000/-	5,000/-
Monthly Overheads	1,20,000/-	1,30,000/-	1,40,000/-
<b>PROFIT MARGIN</b>			
Gross Margin Per Month	2,70,000/-	3,60,000/-	4,50,000/-
Expense Per Month	1,20,000/-	1,30,000/-	1,40,000/-
Profit Per Month	1,50,000/-	2,30,000/-	3,10,000/-
Profit Per Annum	18,00,000/-	27,60,000/-	37,20,000/-

# CONFIRMATION PROCESS

- **STEP 1**  
You Need To make The payment as a Token Amount  
INR 1,00,000/- +GST for The Confirmation  
(NON REFUNDABLE)
- **STEP 2**  
Our Representative will Come and Finalize the  
Property (After Signing a LOI)
- **STEP 3**  
After Finalized the Shop you have to settle  
the full Franchise Fee.
- **STEP 4**  
Make Payment for Layout fee (Ops. Dep.) and Our Ops.  
Team will start work on the legal agreement.
- **STEP 5**  
Once The Layout is final Furniture Work will start  
(After Making The Advance Payment for Furniture)
- **STEP 6**  
Need to do The Payment for Machinery/  
Equipment & Raw Material
- **STEP 7**  
Rest Balance Payment and work our Ops.  
Team will take care of.

# INSIDE OUR SIGNATURE SPACE



# OUR SUPPORT

We ensure our franchisees receive complete support for seamless operations

## SITE SELECTION & SETUP

### *Ideal Location Criteria:*

- High footfall areas (markets, malls, highways, corporate hubs)
- Adequate kitchen & seating space
- Parking & accessibility

### *Interior Design & Branding:*

- Traditional yet modern ambiance
- Efficient kitchen layout for optimized workflow
- Brand-consistent decor & signage



## STANDARD OPERATING PROCEDURES (SOPS)

- Recipe & Quality Control: Strict recipe adherence for consistent taste
- Food Safety & Hygiene Standards: FSSAI-compliant operations
- Inventory Management: Streamlined procurement & stock monitoring
- Customer Service Guidelines: Ensuring a great dining experience

## MARKETING & BRANDING STRATEGY

- National & Local Marketing Support: Digital ads, influencer collaborations
- Social Media Presence: Instagram, Facebook, Zomato, Swiggy integration
- Grand Opening Promotions: Local PR, discounts, free tasting sessions

## TRAINING & SUPPORT

### *Pre-launch Training:*

- Food preparation & recipe standardization
- Customer service excellence
- Inventory & supply chain management

### *Ongoing Support:*

- Marketing & promotions
- Tech support (POS, online ordering system)
- Regular quality audits
- Staff recruitment & training



## FREQUENTLY ASKED QUESTIONS (FAQS)

- *Q: What kind of experience is required to open a Seth Champaran franchise?*
  - A: No prior experience is necessary; we provide complete training and support.
- *Q: How long does it take to start operations after signing the agreement?*
  - A: On average, 60-90 days, including setup, training, and marketing launch.
- *Q: Can I open multiple franchise outlets?*
  - A: Yes, multi-unit franchising options are available based on performance.

## HOW WE TAP THE HEARTS OF EVERYONE?



**Aman Gupta** ★★★★★

"Seth Champaran Meat House delivers an unparalleled dining experience. The Champaran Mutton Handi is a masterpiece, and the service is always exceptional!"



**Neha Sharma** ★★★★★

"Seth Champaran Meat House sets the bar high for culinary excellence. The flavors are exquisite, and the menu's diversity showcases a true passion for the art of cooking."



**Arun Rajput** ★★★★★

"Seth Champaran Meat House turned our event into a gastronomic delight. The catering service exceeded expectations, leaving our guests raving about the delicious offerings."



**Sneha Singh** ★★★★★

"Our corporate events have been elevated by Seth Champaran Meat House. The catering service is reliable, and the diverse menu options cater to varying tastes."

# OUR TEAM



**Shivani Seth**  
Founder



**Ankit Seth**  
Co-Founder



**Rahul Seth**  
Operational head

*Shivani, Ankit, and Rahul came together with one mission—to turn the timeless flavors of Champaran into a modern culinary experience.*

*From Shivani's obsession with authentic taste, to Ankit's bold brand vision, and rahul's operational precision—Seth Champaran House was born not just as a restaurant, but as a celebration of heritage.*

*Their combined passion, expertise, and commitment make this brand franchise-ready and built for the future.*





# THANK YOU FOR BEING A PART OF OUR JOURNEY!

*At Seth Champaran House, we believe in more than just serving food—we bring traditions to life, one handi at a time. Your interest in joining our growing family means the world to us. Together, let's take the rich flavors of Champaran to new heights!*

*For any queries or to take the next step in your franchise journey, reach out to us:*

## *Head Office*

📍 Hichki Hotel & Restaurant, Bodabagh Road,  
Rewa, Madhya Pradesh

## *Corporate Office*

📍 In front of UNO Business Park, Bicholi,  
Indore, Madhya Pradesh, 452016

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