

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!
20+ OUTLETS
ACROSS INDIA



TOUCH-BASE

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

OUR MENU

SETH CHAMPARAN HOUSE



CHICKEN HANDI

A delightful symphony of succulent, slow-cooked chicken infused with a rich blend of aromatic spices. Prepared in a traditional handi, this dish offers a perfect balance of tenderness and flavor, making every bite a truly indulgent experience. Choose the portion size that best suits your appetite—whether for a personal treat or a grand feast.

- **Chicken Handi | 250Gm** ● 3 Pcs | 200/-
A perfect choice for a solo indulgence, this 250g serving delivers a burst of flavors, making it an ideal portion for a light yet satisfying meal.
- **Chicken Handi | 550Gm** ● 6 Pcs | 400/-
For those with a bigger appetite or looking to share, this 550g serving provides a heartier experience while maintaining the signature richness of our Chicken Handi.
- **Chicken Handi | 750Gm** ● 9 Pcs | 700/-
A well-balanced portion for small gatherings or those who crave more of our signature handi flavors, this 750g serving ensures a fulfilling dining experience.
- **Chicken Handi | 1Kg** ● 12 Pcs | 800/-
A generous 1kg portion, perfect for family meals or group dining, where everyone can enjoy the deep, slow-cooked flavors of our handcrafted handi.
- **Chicken Handi | 1.5Kg** ● 16 Pcs | 1000/-
The ultimate feast for chicken lovers, this large 1.5kg portion is crafted for gatherings or for those who seek a truly indulgent culinary experience.

Every bite is a journey through rich, authentic flavors, cooked with passion and tradition.

SETH CHAMPARAN HOUSE



MUTTON HANDI

A slow-cooked delicacy, our Mutton Handi is a rich and aromatic blend of tender, fall-off-the-bone mutton simmered in a fragrant medley of hand-ground spices. Cooked to perfection in traditional handi-style, each portion is crafted to suit different appetites—whether for a personal indulgence or a grand feast.

- **Mutton Handi | 250Gm** ● 3 Pcs | 330/-
A perfect choice for a light yet satisfying meal, this 250g portion delivers a rich taste experience, ideal for solo indulgence.
- **Mutton Handi | 550Gm** ● 6 Pcs | 650/-
For those with a heartier appetite, this 550g serving offers a generous helping, perfect for one hungry diner or a shared treat.
- **Mutton Handi | 750Gm** ● 9 Pcs | 950/-
A well-balanced portion for small gatherings or those who crave more of our signature flavors, this 750g serving ensures you savor every bite.
- **Mutton Handi | 1Kg** ● 12 Pcs | 1300/-
A feast-worthy portion designed for families or group dining, our 1kg serving is packed with deep, slow-cooked flavors that bring people together.
- **Mutton Handi | 1.5Kg** ● 16 Pcs | 1700/-
The ultimate indulgence, our largest portion of Mutton Handi is meant for true connoisseurs or larger gatherings, ensuring an unforgettable dining experience.

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SETH CHAMPARAN HOUSE



BIRYANI

Experience the rich, aromatic flavors of our perfectly cooked biryanis, made with fragrant basmati rice, tender meat, and a blend of signature spices. Each serving is a celebration of taste, slow-cooked to perfection for an authentic and satisfying meal.

Mutton Biryani

A royal delicacy, our Mutton Biryani is a rich and aromatic feast made with succulent, slow-cooked mutton, layered with fragrant basmati rice, and infused with a blend of handpicked spices. Each bite bursts with deep, bold flavors, making it a perfect choice for those who crave an authentic and indulgent biryani experience.

Half 170/- | Full 320/-

Chicken Biryani

A perfect balance of spice and tenderness, our Chicken Biryani features juicy, marinated chicken, cooked with long-grain basmati rice and a medley of traditional spices. The slow-cooking process ensures every grain of rice is infused with rich, aromatic flavors, creating a satisfying and flavorful dish for any occasion.

Half 140/- | Full 250/-

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SETH CHAMPARAN HOUSE



ROTI | RICE

No meal is complete without the perfect accompaniment! Choose from our selection of soft, freshly made rotis and fragrant rice to complement your favorite dishes and elevate your dining experience.

- **Tawa Roti | 15/-**
- **Plain Rice** H 60/- | F 120/-
- **Tawa Roti Butter | 20/-**
- **Jeera Rice** H 80/- | F 150/-

PAPAD

Crispy, flavorful, and the perfect complement to any meal, our Papads are light and crunchy, adding a delightful texture to your dining experience. Whether enjoyed plain or with a spicy twist, they are a must-have with every meal.

- **Plain Papad | 15/-**
- **Masala Papad | 30/-**

SALAD

A fresh and wholesome mix of cucumbers, tomatoes, onions, and carrots, served with a sprinkle of chaat masala for a tangy twist.

RAITA

Cool and refreshing, our creamy yogurt-based raita is blended with fresh herbs and mild spices, making it the perfect side to balance the richness of your meal.

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OUR PACKAGING



BUSINESS PROPOSAL

NO.	DISCRIPTION	COSTING
1.	Interior & Furniture	After Visit
2.	Space Required	300-500 sq ft
3.	Machinery & Equipments	2,50,000/-
4.	Raw Materials	50,000/-
5.	Opening Ceremony + Events	25,000/-
6.	Franchise Fees (5 Year Agreement)	3,00,000/-
7.	Layout Cost	10,000/-
8.	Advertisement	35,000/-
	TOTAL	6,70,000/-
9.	Maintenance Fess (Per Month)	5,000/-
10.	Return On Investment	12 Months
	*GST 18% Applicable	

RETURN OF INVETMENT

ESTIMATED SALE VS PROFITABILITY			
RESTAURENT MODEL	CASE 1	CASE 2	CASE 3
SALE PROJECTION			
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/-
EXPENSE PROJECTION			
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/-
PROFIT MARGIN			
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



Ankit Seth
Co- Founder

Shivani Seth
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 Champan 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 Champan to new heights!

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

Head Office

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Rewa, Madhya Pradesh

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