



About

At **Grill N Chill** we believe that the experience of food should be one that brings an intense sense of pleasure and following that ideology food is prepared under a watchful care with strictest attention to detail. This adherence to quality preparation is implemented in our signature line of BBQ, Shawarmas, Burgers, Sandwiches, Mocktails and Shakes, so that when you come to our restaurant, you only taste the best !





Mission

To take our successful business model of serving quality dishes to the international market while implementing strategies which will further enhance our trademark registered brand.

Vision

To serve the world

- 100% Fresh
- 100% Quality
- 100% Hygienic
- 100% Halal Food

Awards

We as a Brand have received numerous accolades some of the following are:



**Best
Hygiene Award**



**Best
Grill Award**



**Best
Franchise Resto
Cafe Award**



**Best
Young Restaurateur
Award**



**Featured in
Forbes Magazine
100 Richest Indians**

Success

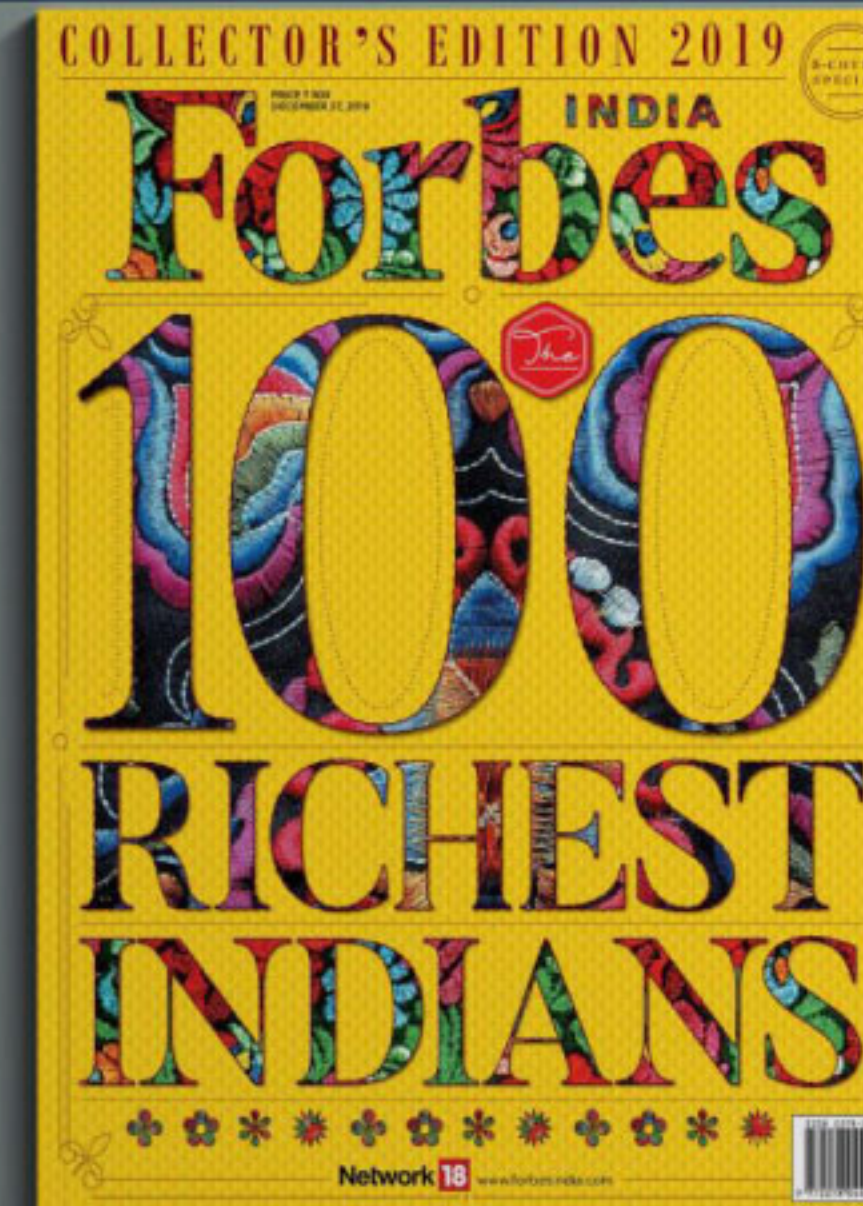
From our humble beginnings in Kochi to penetrating into Bangalore and Saudi Arabia, we are always planning the next step. Our success involves a longterm relationship with planning, developing and executing a business strategy with an emphasis on understanding the market we are operating in, besides that efficient management and leadership is an essential ingredient to our success. Grill N Chill hopes to enter the international market such as Europe and Middle East to spread the love of exceptional cuisine.

grillnchill.co.in | Thanks to Forbes magazine

THE EXCLUSIVE PRIVILEGE OF
BEING THE ONLY FRANCHISE
FOOD BRAND IN FORBES INDIA



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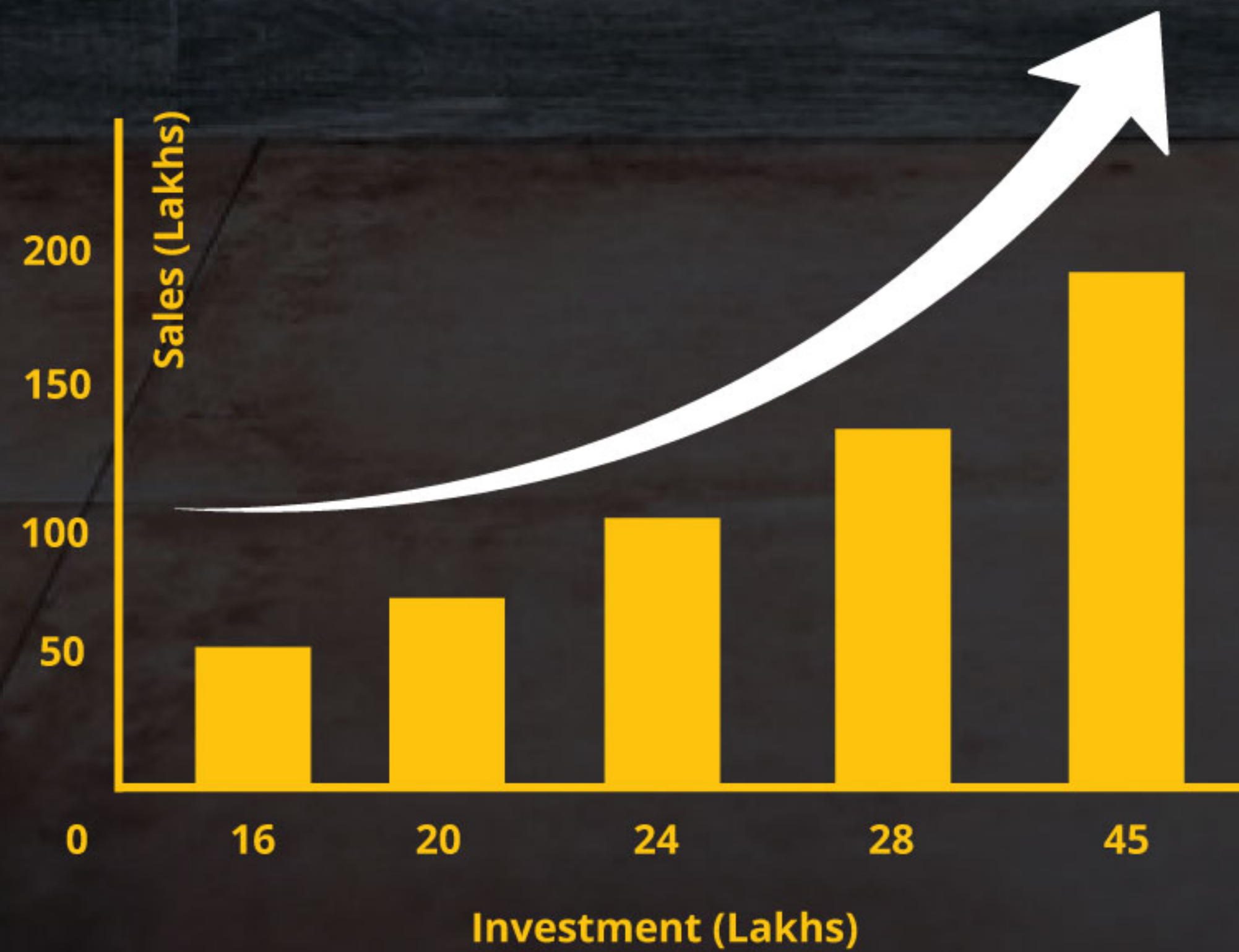
OUR PROUD CEO (FAZAL RAHIMAN CM)
IS THE ONLY INDIAN FROM FOOD INDUSTRY
TO BE FEATURED IN FORBES COLLECTOR'S EDITION

Franchise Investment Plan

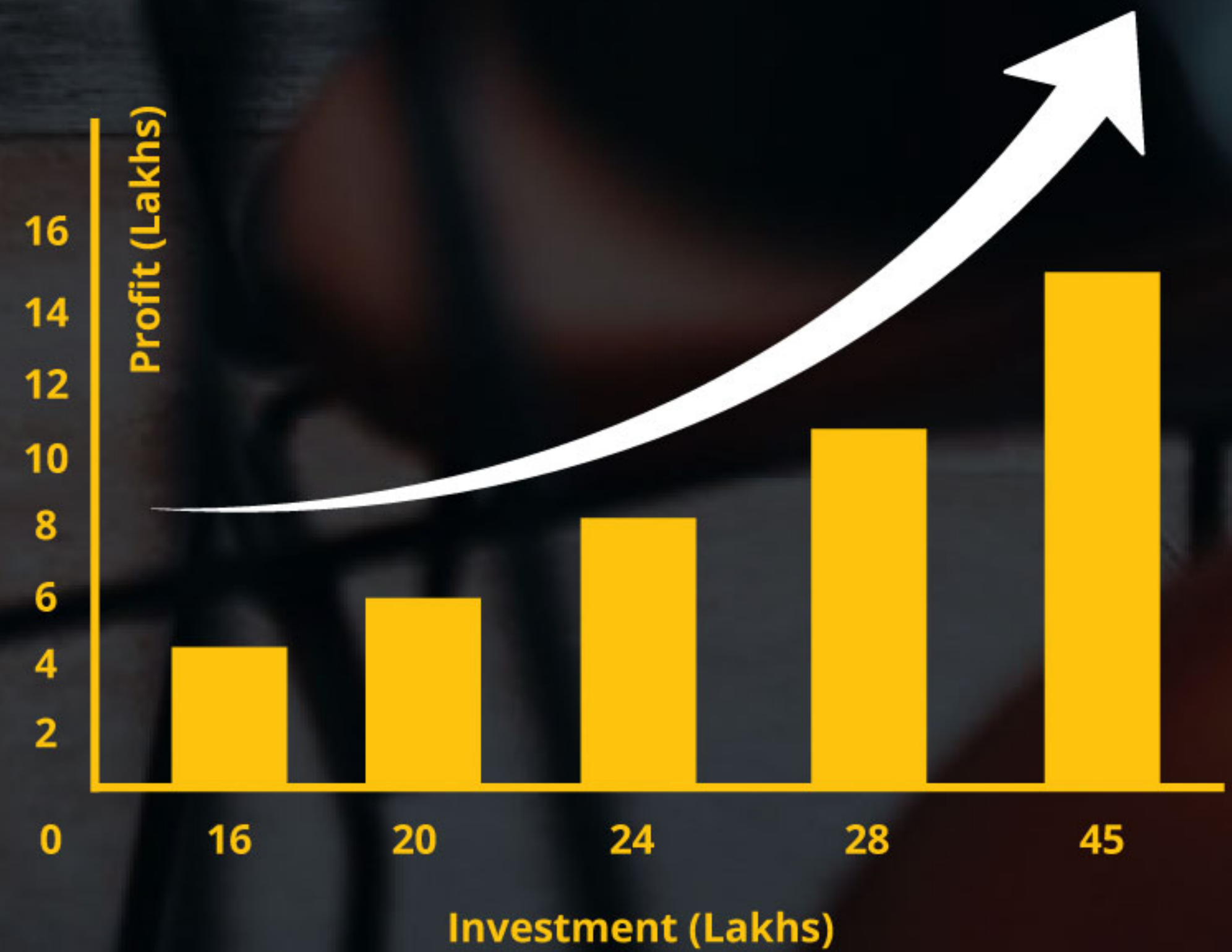
Grill N Chill Outlets & GNC Take Away Counters

AREA	250 SQ FEET	350 SQ FEET	450 SQ FEET	650 SQ FEET	850 SQ FEET
MENU	BBQ, BBQ Biryani Mojitos, Milk Shakes, Sandwiches, Tea	BBQ, BBQ Biryani Mojitos, Milk Shakes, Faloodas, Freek Shakes Sandwiches, Tea	BBQ, BBQ Biryani Mojitos, Milk Shakes, Faloodas Freek Shakes Sandwiches, Shawarma, Peri Peri Chicken, Tea	Complete Menu Non AC	Complete Menu AC
SIZE	Take Away Counter	Take Away Counter	6 SEATS	8 SEATS	16 SEATS
APPROXIMATE INVESTMENT	16 LAKHS	20 LAKHS	24 LAKHS	28 LAKHS	45 LAKHS
PROJECT DAYS	46 Days	60 Days	60 Days	80 Days	80 Days
STAFF TRAINING CHARGES	1 LAKH	1.5 LAKHS	1.5 LAKHS	3 LAKHS	3 LAKHS

Sales in One Year (Lakhs)



Profit in One Year (Lakhs)



The Problem

The main problem of today's food industry business is

- **OVER COST EFFECT**
- **LACK OF FLEXIBILITY**
- **ABSENCE OF ASSISTANCE SUPPORT**



Why Invest ?

COST EFFECTIVE

We offer lower startup cost relative to the industry.

FLEXIBILITY

The Grill N Chill brand can be used as a coffee shop or dine in restaurant according to your budget and available space.

ASSISTANCE

Grill N Chill offers guidance and expert assistance throughout the transition process to make it quick and efficient while maintaining highly stringent quality measures.



Flexible Business Options

according to your shop size

250
SQFT

CORNER
STREET FOOD

400
SQFT

COFFEE &
MILKSHAKE SHOP

800
SQFT

NORMAL SIZE
SHOP

1200
SQFT

CLASSIC SIZE
SHOP

3000
SQFT

LARGE SIZE
SHOP

6000
SQFT

COMPLETE SIZE
SHOP

Every business ultimately aims at the profit! Every store may differ from one location to another. Sales and the result will depend more on the services we cater. However, benefits are assured if you are to join hands with Grill N Chill.

Assistance Support

- **SITE SELECTION**

- **STORE DESIGN**

- **BRAND STANDARDS
& PACKAGING**

- **STANDARD OPERATION
PROCEDURES MANUAL**

- **FOOD SAFETY
POLICY**

- **EQUIPMENT
ACQUISTION**

- **BUSINESS &
FINANCIAL PLANS**

- **MENU
DEVELOPMENT**

- **ZONE MANAGER**

- **SOCIAL MEDIA
MARKETING ASSISTANCE**

- **INTERNATIONAL
ADVERTISEMENT**

- **STAFF TRAINING**

JOIN US !!!

Our business model consists of investor friendly tailor-made plans with complete support for the franchise along with management training for those who are new to the food industry. Our business focuses more on a scalable approach featuring Grilled & Chilled varieties. Healthy and Quality food with excellent service is the major challenge in such a competitive field. To stand exclusive, we tackled the challenge combining the four principles:

- **100% Fresh** • **100% Quality**
- **100% Hygienic** • **100% Halal Food**



Less Investment



More Money



Competitive Advantage !!!

The fast food business frequently has to compete with not only each other but also with frozen food business. Although we differ from other fast food brands, due to our offering of Dine-in experience (depending on the area where we are setting up) our 250 - 400 sq ft. shops have an advantage in the fact that they serve up a variety of cuisines from Italian, Arabic, Indian and so on. We differ from the frozen food industry in the fact that our produce are locally sourced and prepared in our kitchen rather than being frozen, so that they remain fresh and our customers experience the best that we can offer.

Advantages

The Flexible Menu Option (FMO) offers flexibility depending upon the market but also allows us to penetrate into a larger sector, this insemminates our brand and its values into a broader audience. We also ensure that food waste costs are observed and cut appropriately otherwise it has a tendency to snowball.



GRILLNCHILL



Contact Us

Kerala: +91 920 785 8678

Bangalore: +91 897 176 7975

 grillnchillglobal  grillnchillglobal www.grillnchill.co.in

