

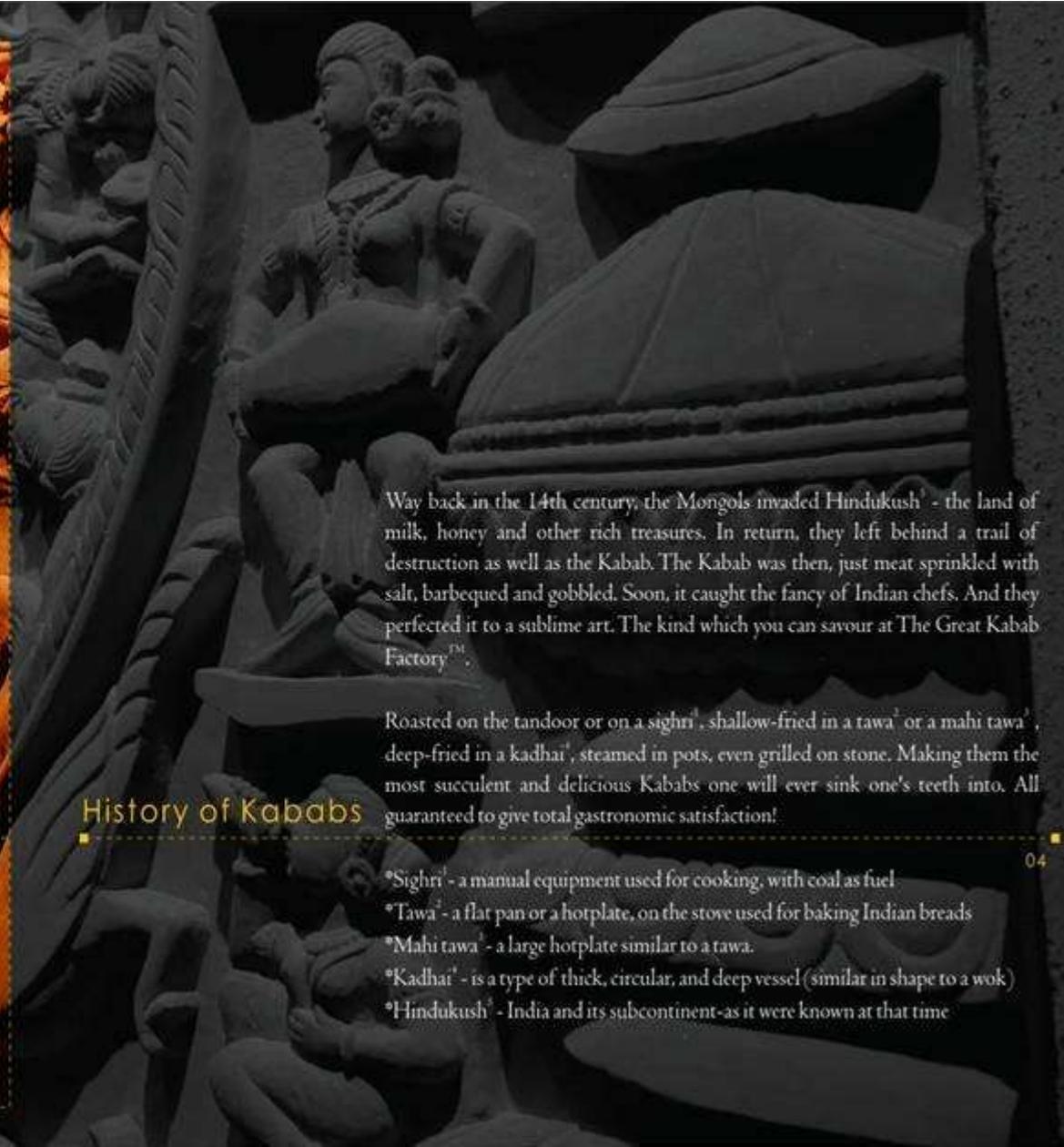


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Way back in the 14th century, the Mongols invaded Hindukush<sup>1</sup> - the land of milk, honey and other rich treasures. In return, they left behind a trail of destruction as well as the Kabab. The Kabab was then, just meat sprinkled with salt, barbecued and gobbled. Soon, it caught the fancy of Indian chefs. And they perfected it to a sublime art. The kind which you can savour at The Great Kabab Factory™.

Roasted on the tandoor or on a sighri<sup>2</sup>, shallow-fried in a tawa<sup>3</sup> or a mahi tawa<sup>4</sup>, deep-fried in a kadhai<sup>5</sup>, steamed in pots, even grilled on stone. Making them the most succulent and delicious Kababs one will ever sink one's teeth into. All guaranteed to give total gastronomic satisfaction!

### History of Kababs

- \*Sighri<sup>2</sup> - a manual equipment used for cooking, with coal as fuel
- \*Tawa<sup>3</sup> - a flat pan or a hotplate, on the stove used for baking Indian breads
- \*Mahi tawa<sup>4</sup> - a large hotplate similar to a tawa.
- \*Kadhai<sup>5</sup> - is a type of thick, circular, and deep vessel (similar in shape to a wok)
- \*Hindukush<sup>1</sup> - India and its subcontinent-as it were known at that time

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## About TGKF

A contemporary and stylish casual dining restaurant, The Great Kabab Factory™ (TGKF) was born with the creation of the first restaurant at the Radisson Hotel Delhi in 1996. The restaurant's overwhelming success paved the way for franchising the brand, leading to an incredible growth which today finds presence across five countries, making it one of the largest Indian restaurant chains in its category.

There is no single factor that accounts for the powerful appeal of The Great Kabab Factory™, rather, it is a combination of many strategic and operational elements all focused on the common goal of operational efficiency and total customer satisfaction that makes The Great Kabab Factory™ so appealing as a restaurant and as a business opportunity.

The TGKF corporate team comprising of leading hoteliers and restaurateurs, promises a wealth of experience ranging from operations & product policies to turn-key management.

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Where the  
Kabab is King!

## Company

Profile

UMAK Hospitality is the hospitality arm of Delhi based investment company UMAK Investment, with multiple interests in the field of real estate, construction, Hotels, and others.

UMAK Hospitality offers specialized services in the field of hospitality. These Services include technical support & consultancy, pre-opening & training, to Both new and existing restaurants and hotels and abroad.

UMAK markets and franchise the famous restaurant brand - The Great Kabab Factory™ and Superstars along with other unique restaurant offerings.



## Cuisine

The Great Kabab Factory™ is an Indian-specialty restaurant offering you a unique dining experience. Using recipes combining the ancient with the contemporary, TGKF brings delectable kababs from all over the world to one table.

At The Great Kabab Factory™, you will experience mouth-watering kababs prepared in seven different styles, roasted on the tandoor or on a sighri<sup>1</sup>, shallow-fried in a tawa<sup>2</sup> or a mahi tawa<sup>3</sup>, deep-fried in a kadhai<sup>4</sup>, steamed in pots, even grilled on a stone.

A different menu is set for each day and guests are served unlimited servings of each dish, either vegetarian or non-vegetarian. Besides our signature kababs such as the Galauti and the Burrah, the meal comprises of Dal factory, Biryani, a selection of Indian breads and the best of seasonal vegetables and desserts.

<sup>1</sup>Sighri<sup>1</sup> - a manual equipment used for cooking, with coal as fuel

<sup>2</sup>tawa<sup>2</sup> - a flat pan or a hotplate, on the stove used for baking Indian breads

<sup>3</sup>mahi tawa<sup>3</sup> - a large hotplate similar to a tawa.

<sup>4</sup>kadhai<sup>4</sup> - is a type of thick, circular, and deep vessel (similar in shape to a wok)

Our signature kababs have been created after a decade of extensive research and development. We proudly own a recipe bank of over 450 kababs which include many closely guarded family recipes passed down through the ages. Various imitations have been created but none match the unique flavours and aromas of the original TGKF signature kababs.

For our vegetarian clientele, our corporate chefs have introduced kababs such as tandoori broccoli and subz galouti which are unique to the TGKF dining experience. All our retail locations worldwide use the TGKF proprietary spice packs that ensure the same great taste everywhere.





## Beverages

Each TGKF has a full service bar serving international as well as local favorites, with an extensive selection of single malts and wines. Beverages whether alcoholic or non alcoholic, are offered on an à la carte basis. TGKF is also renowned for its signature Indian beverages, which include our unique chhachh, pineapple panma, etc.

"...Let me ask you, how you would refer to a place that can churn out variety of kababs. A factory of kababs, what else?" Unique assembly line of Kababs-HIT City

Unlike the traditional buffet where you have to get up and help yourself each time, at TGKF elegant service is delivered to your table by a highly professional team. But there's a twist, only one dish is served at a time. Dish after dish, indulgence after indulgence, the delicacies are endless.

Served fresh with a warm smile!

Recommendations are confidently offered, including the cooking techniques and origins of each dish. Each member of the service team offers courteous yet unobtrusive service that leaves you feeling pampered. The service at TGKF imbibes the essence of Indian hospitality and guarantees to make guests feel right at home. This attention to detail adds that special element to the guest experience which makes TGKF stand apart and create a new Indian dining concept.

## Service



The first aspect of The Great Kabab Factory™ that greets you is its energy.

The vibrant colours, the lively sounds, and the distinct ambience add an ethnic yet contemporary look to the restaurant. Fixtures that trace the evolution and origin of various types of kababs, high ceilings, light textured walls, well-lit niches that help showcase selected objects d' art, while recessed seating allow privacy. Swinging lights from the ceiling, walls with characteristic 'Factory' looks (exposed brick, metal accents) complete the ambience.

The spatial arrangement of The Great Kabab Factory™ includes an open kitchen that holds centre stage in the restaurant. This not only adds a homely touch, but also ensures that the kababs are served really hot directly from the kitchen. Dining at TGKF gives the experience of dining within a virtual food factory. Our cutlery and serving dishes resembling factory tools along with the factory style uniforms of the service staff add to the thematic concept of the restaurant. The energy at TGKF is incredible!

## Décor





The Great Kabab Factory™ restaurants can be adapted for a variety of sites, configurations and locations, including free-standing or enclosed in-malls & hotels. The flexibility of the TGKF concept enables us to capitalise on non-traditional and less expensive sites in metropolitans, smaller cities and tourist locations. Our prototypes include the following:

- **Stand Alone** : designed for stand alone, in-mall, and four star hotel locations.
- **Premium**: designed for five star luxury hotels.

Our team leverages their experience and help conduct an in-depth study of the local market in order to determine a feasible and acceptable pricing strategy for each TGKF location.

The Great Kabab Factory™ restaurants are focused on dinner, operating seven days a week. On Sundays and national holidays, the restaurants are open for lunch hours as well. Most of our stand-alone locations are now open for lunch operations throughout the week, in order to provide a number of cost and labour efficiencies to the unit.

## Adaptive Concept

and Site Flexibility



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THE  
GREAT  
KABAB  
FACTORY

*Where the  
Kabab is King!*

Following the renovation of the flagship restaurant at Radisson Hotel Delhi, we introduced a premium version of TGKF.

The new, exciting ambience with vibrant colours, great visuals, designer lighting, cross beams, vaulted ceilings and a heightened sense of space, are the hallmarks of this genre of TGKF. This version has been designed exclusively for outlets developed within five star luxury hotels, where the pre-requisites of an increased space and dramatic ceiling heights, essential for this prototype, are fulfilled.

The product and service offering at a TGKF premium outlet is quintessentially the same as at every other outlet, however, the ingredients used, elevate the guest experience to another level.

TGKF

Premium

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One of the keys to the speed and efficiency of The Great Kabab Factory™ restaurants is our thorough operations system that integrates all aspects of our business: from ordering by our guests to order processing and preparation, to inventory and cost-control, to marketing and managerial functions.

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## Operational

Efficiency

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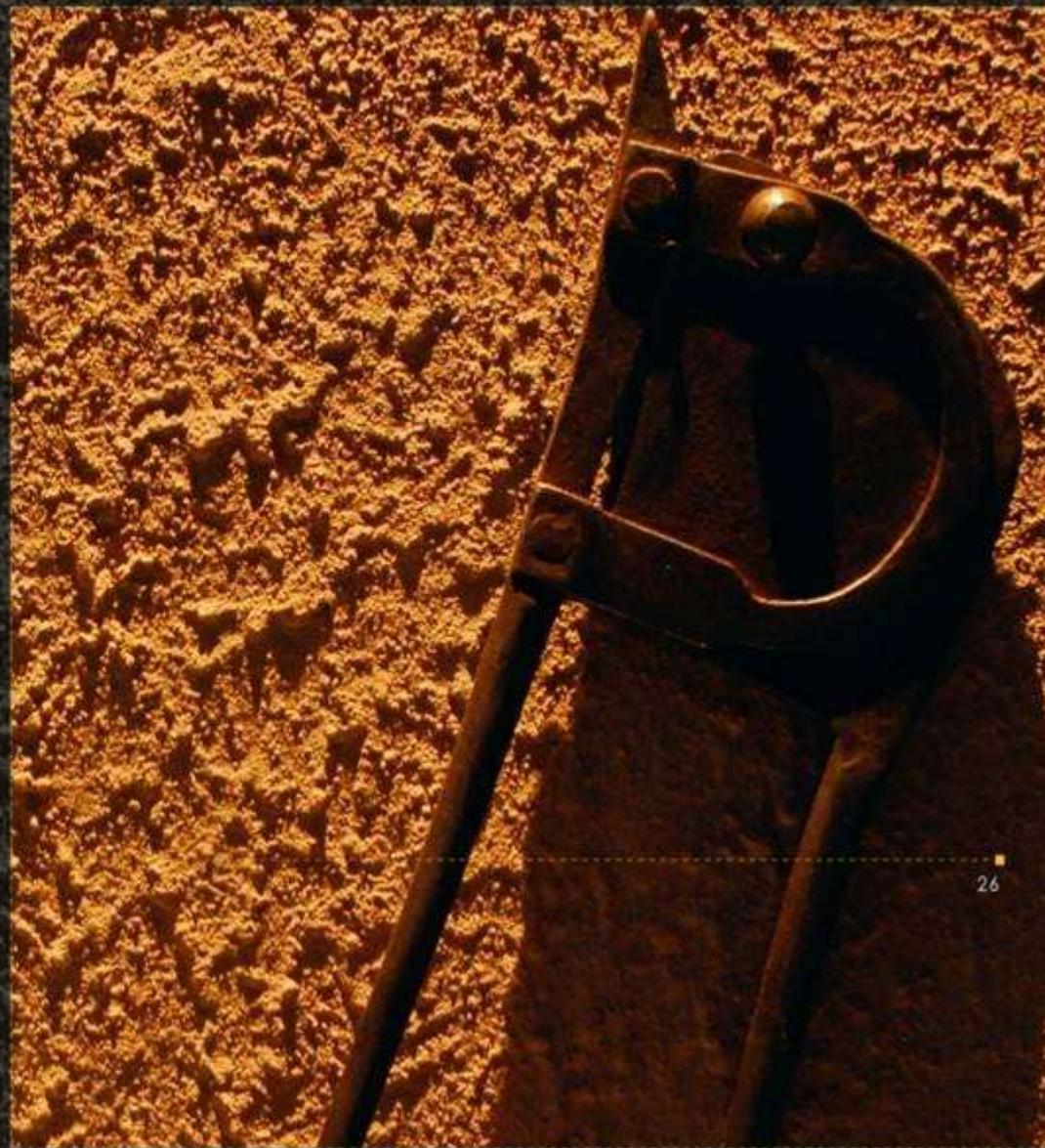


Franchising gives you the financial control of owning your own business combined with the support of a historically successful company.

The Great Kabab Factory™ franchise program provides you with training as all support, systems and processes, and programmes that enable you to establish your TGKF franchised restaurant(s) in your market, and to continually strengthen your presence and customer base in the years to come. Most of all it is our innovation that becomes your biggest advantage, with new systems and products developed, marketed, and tested internationally - we offer global scope for local operators.

## Why Franchise

With TGKF®





## Support

To Franchisees

- Site review and design
- Initial training
- Managers opening manuals
- Equipment specification
- Purchase support
- Spice packs
- System and product development
- Ongoing promotional support
- Ongoing operational support
- Ongoing HR support
- Marketing support
- Training support
- Quality assurance evaluations



We are looking for energetic and motivated partners with an unrelenting commitment to customer service, quality and freshness. Currently we are franchising in selected areas pursuant to development agreements. If you wish to be considered, we request that you kindly fill out the franchise inquiry in its entirety.

All information submitted to The Great Kabab Factory™ is used only to assist in the pre-screening of potential investors/ partners, and will be kept confidential. If you are interested in developing an outlet or a specific market and meet all of the preliminary requirements, please complete the prospective franchisee qualification form.

**TGKF**

Franchisee Profile

1. Is TGKF pursuing any international development?

Currently we are franchising in selected areas outside India, pursuant to master franchise agreements. If you wish to be considered, we request that you kindly fill out the franchisee qualification form in its entirety.

2. Does TGKF provide financing for restaurant development?

Although TGKF does not finance franchise development, we can provide you with a list of potential lenders that you are free to contact.

3. May I build one restaurant or do I have to commit to several restaurants?

Internationally TGKF is looking for franchisees that have the financial and operational ability to develop multiple restaurant locations. For the domestic market, we do offer one-unit deals; however, many of our franchisees have gone on to develop more than one unit.

4. Does TGKF purchase the real estate on behalf of the franchisee; provide real estate leases or build-to-suit arrangements?

New site locations will be acquired by each franchisee. They are also responsible for contracting and managing the construction of each restaurant.

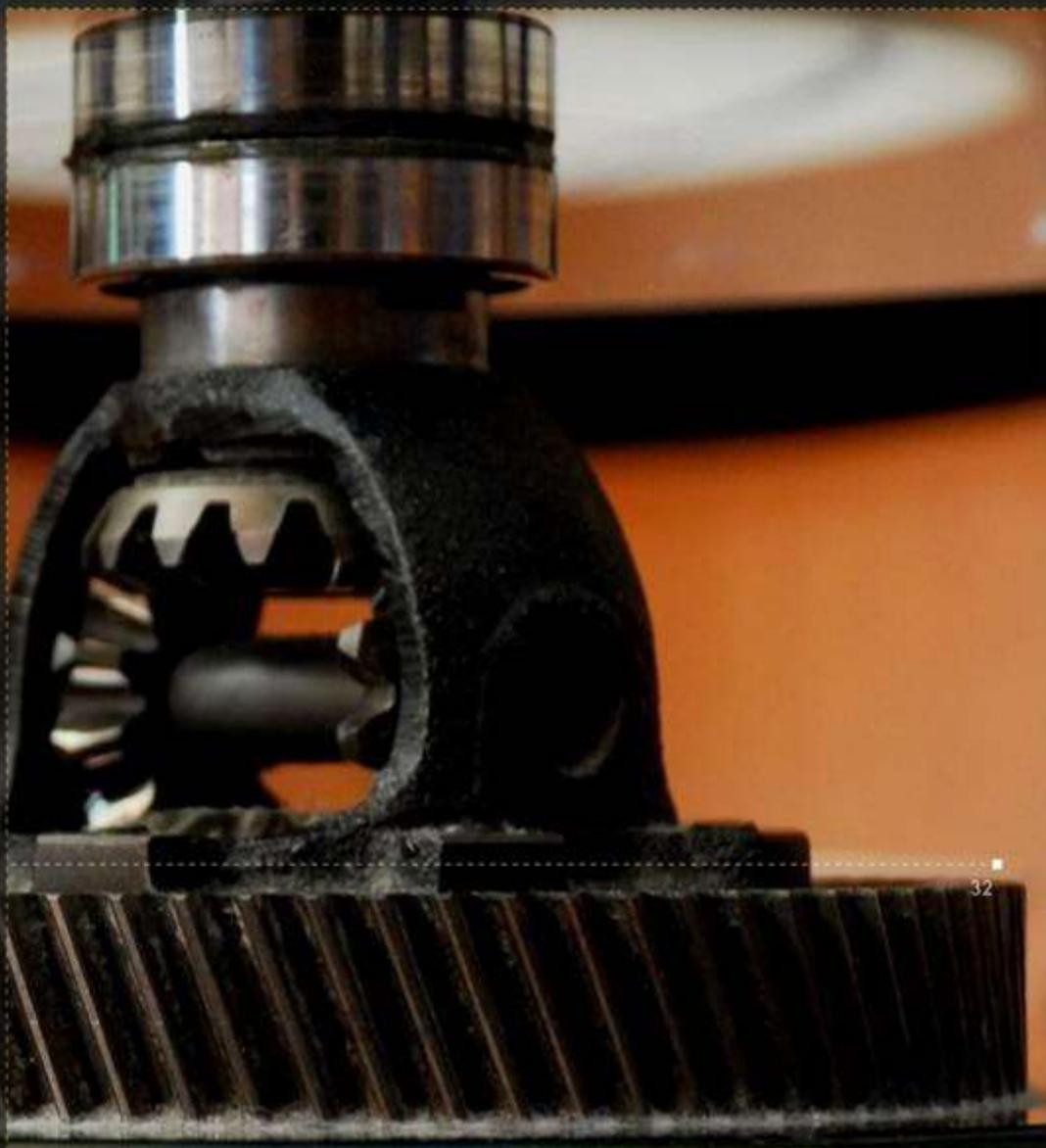
5. Does TGKF have any type of territorial restrictions?

Development areas will be defined in a Development Agreement.

6. May I "buy" a development territory?

Development Agreements are negotiated to indicate the number of restaurants to be developed in a defined geographic area over a specified period of time.

FAQs



7. What kind of support can I expect from TGKF during the site selection and planning process?

TGKF provides assistance on a local basis by offering a development and project manager to guide you in the site selection and planning processes. Sites are reviewed and approved by the development head at TGKF. We provide a list of approved vendors and consultants along with an equipments list to all our franchisees.

8. What other types of ongoing support does TGKF provide?

Refer to support to franchisees.

9. Do you have a quality assurance program? Who enforces quality?

TGKF has a two tier quality assurance program. The first is customer based where restaurants receive customer feedback on their dining experience. Performance standards are specified by the corporate team. Secondly, the corporate team conducts periodic quality audits in store and gives feedback to the operators regarding execution excellence. Franchisees are required to meet certain operating and brand standards as part of their franchise agreement.

10. What are the TGKF franchise fees?

Refer to the fact sheet.

11. How much profit can I expect from my TGKF restaurants?

Unit level performance varies from location to location and many factors influence profitability levels. There are many variables that make it impossible to predict future results with any certainty, including such factors as: sales, location, occupancy and operating costs, the financing terms, your ability to manage and control the business, execute the system and other factors. For these reasons, we do not predict sales, costs, or profits for any store or network of stores, nor can we predict whether or to what extent you may succeed at a particular location. We encourage you to discuss our business with existing franchisees as well as with a competent attorney and financial advisor

12. I want to become a TGKF franchisee. What is the process?

Our award process involves multiple steps, please refer to Pre-Opening Process. The first step is to complete the Franchise Qualification Form.





## TGKF

### Fact Sheet

Space Requirement	3500 sq feet (carpet area)
Location profile	Good mix of commercial and residential area. High street and in-mall/hotel
Project Investment *	In India : Rs. 2 Crores (excluding real estate) International : Location Specific
Development Fee	In India : Rs. 24.50 lacs International : USD 65,000
Royalty **	6% of total revenue
Marketing Contribution	1% of total revenue
Return on Investment	30% (approx.)
Payback period	3 years (approx.)

\*Amounts listed are per restaurant and are subject to change

\*\*Travel and other incidental costs on actuals

Submission/ Consent of Franchisee Qualification Form

Site Visit by VP Projects

Project Overview - Site Feasibility Study

Signing of Contracts

Hiring of Consultants

Finalization of Plans

Hiring of Unit Head

Site Development

Final Equipment list

HR Planning

Licensing Activities

Marketing Plan

Initial Financial Forecasting

Procurement Process

Recruitment Process

Setting Up of Outlet and Training

Pre-Opening Marketing Activities

Simulation

Obtaining All Licenses

Finalize Operational Budget

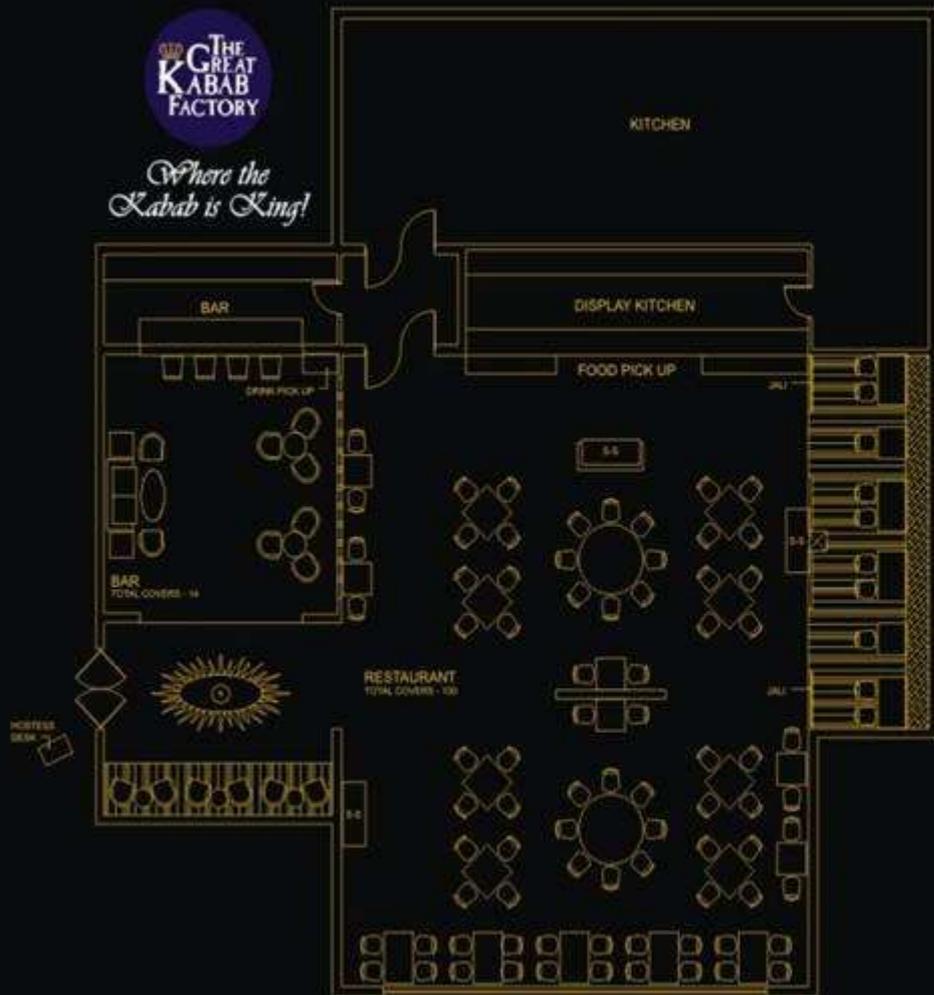
TGKF Launch

Pre-Opening Process



**THE GREAT KABAB FACTORY**

*Where the Kabab is King!*

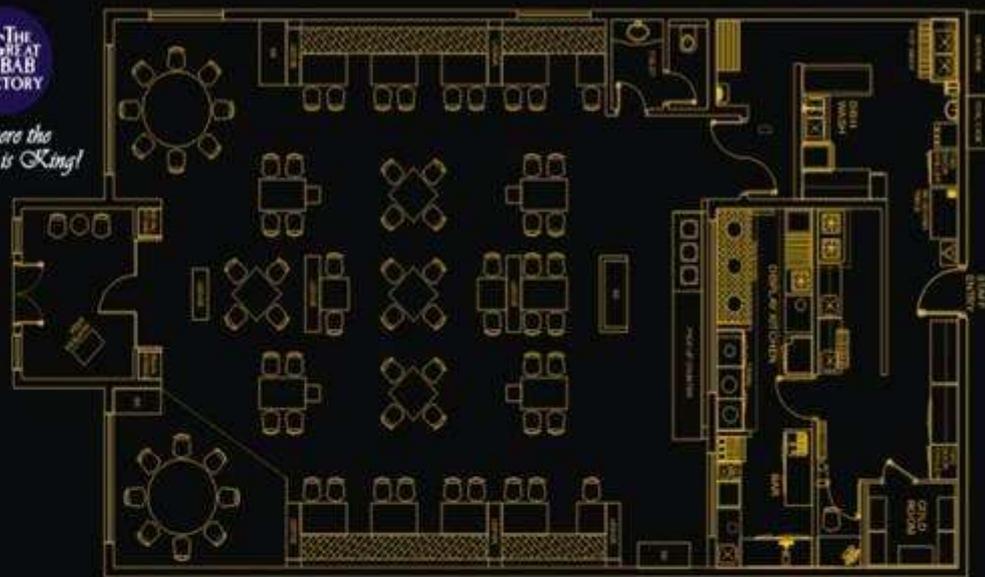


PREMIUM LAYOUT SCALE 1/8" = 1'0"

TOTAL AREA - 4500 SQ FEET

**THE GREAT KABAB FACTORY**

*Where the Kabab is King!*



PROTO - STAND ALONE  
SCALE 1/8" = 1'0"

TOTAL AREA - 3500 SQ FEET  
CARPET AREA - 2325 SQ FEET TOTAL COVERS - 92

Layout Plans



"For a person looking for an insight into Indian kebabs, this would be a place to pamper one's taste buds." - [Magandeep Singh \(Sommelier\) for Financial Express](#)

"If kabab is the king of snacks, then The Great Kabab Factory has to be the king of kingmakers" - [The Hindu](#)

"The Galoutis just melt in the mouth, leaving a lingering aroma of mace and black cardamoms. Wrapped up in the little ulte tawa ka paratha, they are a sensuous mouthful." First among Kababs - [Express Newsline](#)

"The kababs at The Great Kabab Factory (TGKF) can leave anyone yearning for more of these delicious savouries." Delicacies on a platter - [The Pioneer](#)

"...let me ask you how you would refer to a place that can churn out 160 varieties of kababs. A factory of kababs, what else!" Unique assembly line Kababs - [HT City](#)

"There are 160 types of kababs on offer which are rotated everyday. An actual feast for Kabab lovers." Kabab-E-Dawat - [The Hindustan Times](#)

"Galouti Kabab and Varqui Parantha is the stuff legends are made of - a legend which has meandered and found its way in to the Capital." King of the Kabab - [Delhi Times](#)

"It may be called a factory but its products are anything but run of the mill." A festival of kababs - [The Hindu](#)

## In the News

Media Room



- "Franchisor of the Year in Food & Beverage-Fine Dining" Award, by Franchise Plus, India's Leading Business Opportunity Publication, at Franchise Plus Awards 2010.
- Most Innovative Cuisine' RITZ Chennai Icon Award 2010
- Best of the Best' restaurant in Delhi & the NCR, 2010 by FHRAI & India Today Group
- Times Food Award, 2010 under 'Best Kababs' category
- Miele guide has recognised TGKF as one of Asia's finest restaurants for the third consecutive year in 2010-2011
- 5th Hospitality India & Explore the World Annual Exhibition International Awards, 2009 Award for Globalizing Indian Food Concept
- Franchise award, 2009 & 2008, In recognition of Best in the category.
- Frappe Lifestyle Award, 2008

## Awards

