

Franchisees Invited



Why franchise with Kake Da Hotel?

Kake Da Hotel offers more reasons than one to franchise with...



Popular Brand: Kake Da Hotel is a popular heritage restaurant brand with great fan following.



Professional Management: Kake Da Hotel's management team consists of young entrepreneurs who are instrumental in operating multiple restaurants in Delhi & NCR.



Food Innovation: Kake Da Hotel management keeps on innovating and upgrading their menu with unique dishes, attracting more food lovers.



Multiple Models: Kake Da Hotel is offering multiple franchise models to choose from...offering impressive returns.



Comprehensive Support: Kake Da Hotel management is committed to offer comprehensive guidance, training and operational support to their franchise partners.

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Ambassadors of Authentic Indian & Mughlai Cuisines

Kake Da Hotel is a legendary family restaurant, founded by Late Shri Amolak Ram Chopra during pre-independence era in 1931, in Lahore (now in Pakistan). Nicknamed as 'Kaka', meaning youngster, Amolak Ram Chopra was a visionary entrepreneur who believed in providing delicious food to as many people as possible at affordable prices.

After India's partition and independence in 1947, Amolak Ram Chopra moved to New Delhi and started his food venture on a wooden cart in Connaught Place...and the rest is history. Today, Kake Da Hotel successfully operates multiple restaurants in Delhi and NCR.

Over the years, Kake Da Hotel has become a famous landmark in Delhi. For their quality and food, Kake Da Hotel was presented with "Sanads" by the Ministry of Health, Government of India.

SIGNATURE DISHES



ALWAYS WE

Innovative Offerings

Considered as the pioneer of numerous Mughlai delicacies, Kake Da Hotel offers several unique dishes, including **Saag Chicken**, **Butter Chicken**, **Tandoori Chicken**, **Rada Chicken**, **Rada Meat**, **Mutton Barra**, etc. In fact, taste connoisseurs came to know about many dishes only from Kake Da Hotel.

Kake's famous delicacies in the era of gastronomy are **Chicken Curry**, **Dahi Wala Meat** and **Brain Curry**. One can also taste their **newly introduced Zeera Chicken**, which is their own invention. In addition, Kake's extensive barbecue menu offers the best and widest varieties of Tandoori dishes.

The restaurant offers an interesting variety of breads (Rotis and Naans), served straight out of the Tandoor. For those who eat their dish in large bites and still want to eat more Rotis can simply request extra gravy free, instead of ordering a full repeat dish.

The Real Secret

The reason why regular eaters at Kake Da Hotel prefer it to others is consistent taste, which the restaurant has maintained over the decades. "Our priority is serving high quality food with strict focus on quality and hygiene. The uniqueness of our taste lies in the perfect blend of home-made spices, carefully selected raw materials and ancient methodology - cooking in earthen Handis on coal-fired Chullah," reveals Ashok Kaka Chopra, the youngest son of Amolak Ram Chopra and present owner of Kake Da Hotel.

The real secret behind Kake's tempting flavour is the age-old recipes treated with authentic spices & traditional methods. For Tandoori dishes, the cooking process requires great experience and expertise of the chef. It takes great skill to correctly measure spices, mix marinades, and most importantly, judge the Tandoor heat and time required for dishes to be cooked perfectly.

Interestingly, all food items are prepared using pure Desi Ghee, which enhances the taste of the dishes to great extent. The dishes are kept in Dekchis (huge metal containers), which are put on simmer to ensure that the taste and freshness of the dishes remain intact.

Apart from the ever-evolving non-vegetarian fare, Kake Da Hotel offers an equally popular vegetarian food. Amongst others, the Daal Makhani is a delight.

"We wash the raw Daal 5 times...rubbing it with special salt before cooking it in the traditional way. It's a specialized process that makes our Daal Makhani not just tastier & creamier but different than others," explains Ashok Kaka.





Everyone's Favourite

Kake Da Hotel has been serving the who's who of political, entertainment and corporate world in India. Some of the personalities, whom the restaurant has served over the years, include: **Atal Bihari Vajpayee** (ex-Prime Minister of India), **Lalu Prasad Yadav** (RJD Supremo), **Dr. K.K. Paul** (Governor, Uttarakhand), **Dr. S.S. Sidhu** (Ex-Governor, Goa), **Balbir Singh** (Ex-Director, CBI), **Chetan Anand** (Late Bollywood Director), **Rajendra Singh Bedi** (Late Renowned Writer), **Jitendra** (Bollywood Actor), **Dara Singh** (Late Renowned Wrestler & Actor), **Khali** (Renowned Wrestler), **Daler Mehndi** (Punjabi Pop Singer), to name a few.

Well-trained Staff

Kake's has highly skilled and well-trained chefs who ensure that the food quality remains fine and consistent. Personally guided & supervised by Ashok Kaka Chopra, the chefs work hard to create the original taste every time. Ashok Kaka's expertise can be assessed by the fact that even without tasting a dish, he can tell if it is well cooked or needs improvement.

The restaurant's service is as fast as it can get. The staff, which has been with Kake's for a long time, facilitates guests, right from the moment they come to Kake's...till the time they leave after dining.

The Management Team

Kake Da Hotel's management team, apart from Ashok Kaka Chopra, consists of the 3rd generation of the Chopra family - Abhishek and Tushar Chopra.



Ashok Kaka Chopra, having a work experience of more than 42 years at Kake Da Hotel, Connaught Place in the field of cooking, interaction with the guests, pantry and Public Relations, has played a key role in keeping the charm of Kake Da Hotel alive. He has been instrumental in creating systems & procedures to handle the increasing customer footfall at Kake's. He is now working on Kake Da Hotel's expansion, along with his professionally qualified sons - Abhishek and Tushar Chopra.

Abhishek Chopra, a graduate from Amity Business School, has worked with leading manufacturing and trading companies. Having vast knowledge of the corporate world, he has launched his own business projects with shareholdings. Currently, he is looking after financial management of Kake Da Hotel and its upcoming ventures. He is also an excellent sportsman with numerous awards to his credit.

Tushar Chopra, a graduate from Oxford Brookes University, has worked with Marriot Hotels in the United Kingdom, where he designed numerous business models and launched them successfully. As part of his training, he revived certain loss-making restaurants. Tushar currently heads the operational management of Kake Da Hotel, and designs the growth sequel and strategies of the upcoming ventures.

Restaurants & More

A few outlets of Kake Da Hotel offer added facilities for parties, get-togethers, formal/informal occasions, home delivery and outdoor catering in addition to regular dining.

Sharing Success Recipe Taking the Franchise Route



Seeing the immense response and appreciation from the taste connoisseurs of Delhi and NCR, Kake Da Hotel management is all set to expand their presence in a big way. To reach out to a larger audience across India, the management has taken the franchise route.

As part of its expansion program, the management is offering different franchise models in franchise-owned franchise-operated (FOFO) format.

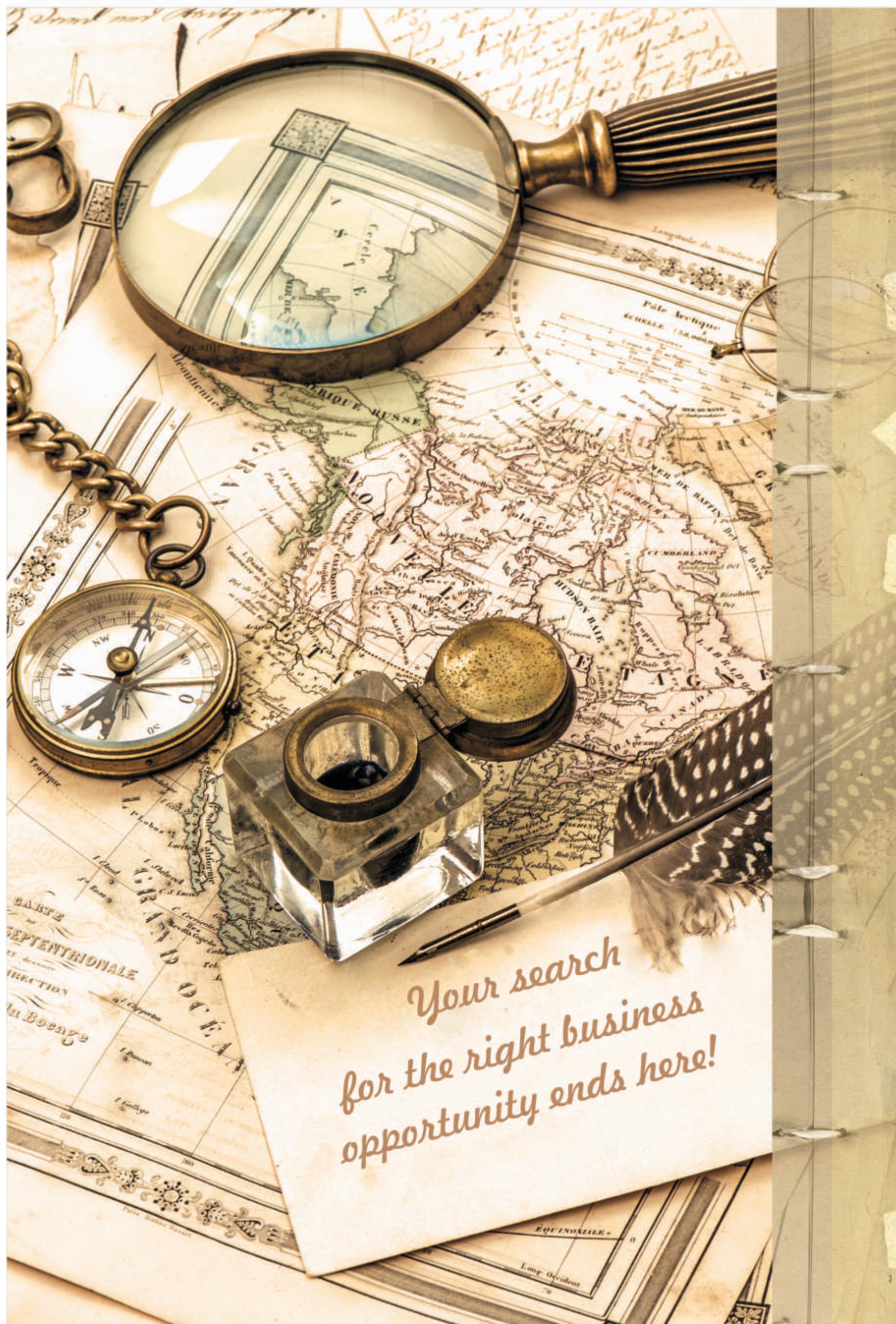
Model	Area (Sq. ft.)	Total Investment*	Franchisee Fee	EBITDA Margin (5 Years Avg.)	ROI (5 Years Avg.)	Payback
Delivery and Takeaway	600	₹ 31 - 32 Lacs	₹ 10 Lacs	19 %	67%	2 Years
Dine In	2,000	₹ 67 - 68 Lacs	₹ 15 Lacs	16 %	43%	2 Years 11 Months
Experience Center	4,000	₹ 1.37 - 1.4 Cr.	₹ 25 Lacs	12 %	43%	3 Years

*Including Franchisee fee

Financial Stats

Who can franchise with Kake Da Hotel?

- Sharp, ambitious and budding entrepreneurs with sound financial background
- Entrepreneurs meeting with the investment and space requirements
- Aspirants with sufficient back up and ability to sustain during gestation period
- Commitment to efficient customer service & long-term association
- Existing unutilized facility located in an upscale market or high street
- Willingness to devote time & resources to the business
- Investors owning & operating a food outlet, looking for conversion



What support Kake Da Hotel™ will provide?

In view of achieving a smooth and well-aligned support system, the franchisor (Kake Da Hotel) has devised a systematic assistance program for the franchisees.



Set up

Assistance in selection of best location for the restaurant besides assisting in set up operations including designing of the restaurant.



Training

- Conducting comprehensive training program on how to manage the business operations
- Providing training to chef and the main staff prior to start of restaurant operations
- Conducting refresher training programs from time to time



Supply & Sourcing

Facilitation in cost-effective sourcing of raw materials and equipment like ovens, coolers, freezers, cook tops etc. from trusted and reliable suppliers



Marketing

Sharing experience & knowledge on how to market and communicate the restaurant proposition



Operations Manual

Providing Operations Manual containing mandatory & suggested specifications, standards, operating procedures and rules for running the franchise operations



Facilitation

The franchisees will benefit from ongoing R&D, menu development and enhancement and other market development initiatives taken by the restaurant management from time to time



Advertising & Promotions

Organizing events specific to marketing & branding of Kake da Hotel at regional/national level in association with franchisees, including participation in events and tie ups with publications etc.