

2024-25 | Ver 0.9



चव परंपरेची,  
ओळख महाराष्ट्राची...



# BUSINESS PROPOSAL

FROM THE HOUSE OF VARDHAMAN GROUP OF INDIA





## About Us

Welcome to the Vardhaman Group of India, a dynamic conglomerate engaged in diverse sectors including manufacturing, trading, franchising of the food and beverage industry. At the forefront of our operations lies through a revolutionary concept catering to both rural communities and corporate environments with its innovative tea offerings. Each brand under our umbrella is crafted with a commitment to excellence and customer satisfaction, embodying our passion for innovation and quality.







## About Us

- Director -Vardhaman Bamb
- Establishment-Established in 2024,served all over Maharashtra
- Affiliation -Part of esteemed Vardhaman group of India with over a decade of franchising,tea trading and food expertise.
- Approach- Blend of tradition and innovation to a unique taste journey
- Heritage- Introduces Variations and celebrates Maharashtra's diverse food traditions.
- Craftsmanship- Dishes crafted with care by chefs merging old world recipes with contemporary concept.

## Mission

Our mission at Misalwala is simple: serve delicious Misal Pav made with the best local ingredients in a warm and welcoming environment. Plus, were on a mission to open 100 stores across Maharashtra in the next three years!

## Vision

We dream of being the best place for Misal Pav lovers. We want to mix tradition with a fresh twist, creating flavors that stay with you.



## Misalwala Financial Model



TYPE	DETAILS
Brand Name	Misalwala
Industry	Foods & Beverages
Founded	2024
Project By	Vardhaman Group Of India
Corporate Office & Factory	Pune
Area Served	Maharashtra
Models	FOFO (Franchisee Own Franchisee Operated)
Menu Offering	Varieties of Misal, Maharastrian Authentic Snacks and Beverages

TYPE OF FEE	COST AND OTHER DETAILS
Floor Area	Min. 350-450 Sq. Ft.
Store Ambiance, Interiors & Marketing Cost	Rs. 5-5.5 Lacs (As Per Floor Area)
Machinery & Equipment	Rs. 3-3.5 Lacs (As Per Floor Area)
IT Support & Online Platforms	1,00,000/-
Agreement Period	5 Years, Renewable
Total Initial Investment	Rs. 9 Lacs To Rs. 10 Lacs
ROI	12-15 Month



## The Facilities We Provide

Store Manpower Solutions

Store Operation Management Training

Store Monitoring

Variety of Products

Seasonal Product Launching

Technical and Marketing Support

Customized Concept Designing & Store Set up





## The Setup

### Location Selection

Identify and secure a strategic/ prime location.

### Legal Formalities

Complete all necessary legal and regulatory requirements.

### Interior Design

Design the interior space to reflect the brand's ambiance and theme.

### Staff Training

Train staff in operations, customer service, and menu preparation.

### Setup Installation

Install necessary equipment for Concept preparation

### Inventory Procurement

Stock up on initial inventory of tea products and supplies.





## Franchise Inauguration Procedure

### Initial Consultation

This is the first meeting where you discuss the franchise opportunity with potential franchisees. You would typically go over the franchise model, requirements, financial expectations, and support provided by the franchisor.

### Site Visit and Approval

Once a potential location is identified we evaluate it to ensure it meets the brand's requirements and standards. Factors such as visibility, accessibility, demographics, and competition in the area are considered.

### Agreement Signing

After the site is approved, both parties finalize the franchise agreement. This document outlines the terms of the franchise relationship, including investment, duration, and other points.

### Store Interior Work

Once the agreement is signed, the store interior work is initiated. This involves interior design, layout planning, and ensuring the store meets the brand's aesthetic and operational standards.

### Training and Setup

We will provide comprehensive training to the franchisee and key staff members. This training covers product knowledge, operational procedures, customer service standards, and other aspects crucial for running the franchise successfully.

### Online and Offline Marketing

Marketing efforts are crucial to attract customers to the new franchise location. We will provide marketing materials, strategies, and support to help the franchisee launch effective campaigns both online (digital marketing) and offline (traditional advertising).

### Event for Grand Opening

A grand opening event marks the official launch of the franchise location. To execute this event, which typically includes promotional activities, giveaways, special offers, and other initiatives to attract customers and create buzz in the community.





# Misalwala Menu



## पारंपारिक चवीची मेजवानी

	<b>₹ 149</b> पहाडी मिसल अनलिमिटेड		<b>₹ 89</b> मिसलवाला स्पेशल मिसल		<b>₹ 89</b> पंजाबी मिनी समोसा बकेट		<b>₹ 50</b> बन मरुका + टी (एम के) कॉम्बो
	<b>₹ 59</b> वडा उसल		<b>₹ 49</b> कोथिंबीर वडी		<b>₹ 49</b> धालीपीठ		<b>₹ 49</b> मटकी भेल
	<b>₹ 40</b> साबुदाणा खिचडी		<b>₹ 40</b> कांदा भजी		<b>₹ 40</b> बटाटा भजी		<b>₹ 40</b> मुग भजी
	<b>₹ 35</b> बन मरुका		<b>₹ 30</b> उपमा		<b>₹ 30</b> पोहे		<b>₹ 30</b> शीरा
	<b>₹ 89</b> पाव भाजी		<b>₹ 59</b> मसाला चीज पाव जोडी		<b>₹ 49</b> एक्खुरा भाजी प्लेट		<b>₹ 40</b> मसाला पाव जोडी
	<b>₹ 40</b> साबुदाणा खिचडी		<b>₹ 40</b> कांदा भजी		<b>₹ 40</b> बटाटा भजी		<b>₹ 40</b> मुग भजी
	<b>₹ 35</b> बन मरुका		<b>₹ 30</b> उपमा		<b>₹ 30</b> पोहे		<b>₹ 30</b> शीरा
	<b>₹ 89</b> पाव भाजी		<b>₹ 59</b> मसाला चीज पाव जोडी		<b>₹ 49</b> एक्खुरा भाजी प्लेट		<b>₹ 40</b> मसाला पाव जोडी

PARCEL CHARGES EXTRA



# Misalwala Menu



## पारंपारिक चवीची मेजवानी



₹79

आलु  
पराठा



₹89

मिक्ख  
व्हेज पराठा



₹99

पनीर  
पराठा



₹89

तवा पुलाव



₹119

पनीर  
तवा पुलाव



₹149

चीज पनीर  
तवा पुलाव

## मुंबई फेमस



₹20

क्रंची  
वडा पाव



₹25

उलटा  
वडा पाव



₹40

चीज  
वडा पाव

## महाराष्ट्राची सांस्कृतिक थाळी



₹79

उपवासाची  
थाळी



₹89

डुणका भाकर



₹99

पुरणपोळी

## एक्सट्रा

- शेंगदाणा लाडू ₹10
- दही वाटी ₹10
- एक्सट्रा पाव (१ जोडी) ₹10
- पापड ₹12
- फरसाण प्लेट (एक्सट्रा) ₹30
- पाणी बॉटल (५०० मिली) ₹10
- पाणी बॉटल (१ लि) ₹20

PARCEL CHARGES EXTRA



## Misalwala Menu



### ताजगी आणि कडक, मसालेदार



₹15

स्पेशल  
मसाला चहा



₹20

मुंबई  
कडक चहा



₹25

लेमन टी



₹25

हॉट कॉफी

### थंडगार सरबत आणि मिल्क शेक



₹20

मसाला  
ताक



₹30

लिंबू  
सरबत



₹30

काला खट्टा  
सरबत



₹30

मसाला पेरु  
सरबत



₹30

ऑरेंज  
सरबत



₹30

देसी जीरा  
सरबत



₹30

आम पन्ना  
सरबत



₹45

कोल्ड  
कॉफी



₹45

स्वीट लस्सी



₹59

मॅन्गो  
मिल्क शेक



₹59

पिस्ता  
मिल्क शेक



₹59

स्ट्रॉबेरी  
मिल्क शेक

### केक आणि कुकीज

- पिस्ता कुकीज ₹6
- करेला कुकीज ₹6
- मखनवाला टोस्ट ₹6
- आलमंड स्लाईस केक ₹10
- क्रिस्पी क्रीम रोल ₹12
- फिंगर केक ₹12

PARCEL CHARGES EXTRA



## Misalwala Shops







चव परंपरेची, ओळख महाराष्ट्राची

### PUNE HEAD OFFICE

Sector No. 173/2, Pandharkar Nagar, Near Beena English School,  
MIDC, Akurdi, Pune 411035. Maharashtra. INDIA.

### MUMBAI OFFICE & WAREHOUSE

Shop No 15, Ground Floor, Shah Complex III, Plot No. 2, Sector 13,  
Palm Beach Road, Sanpada, Navi Mumbai 400705.



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