

ROWDY *Cafe* **2.0**

**INDIA'S MOST INNOVATIVE
CAFÉ FRANCHISE !**



OVER 65 OUTLETS IN 8 STATES

**TAKE ADVANTAGE OF OUR 10+ YEARS
OF VAST FOOD & BEVERAGE MARKETING
EXPERIENCE TO JUMPSTART YOUR
ENTREPRENEURSHIP JOURNEY.**



**Future of QSR-
Chefless model**



**Zero
Royalty**



**100+
Food Items**



**Low
Investment**

COMPARISON WITH OTHER FRANCHISE

OTHER FRANCHISE

2-3 LAKH
FRANCHISE FEES

ROYALTY 5-10%

CHEF COST
50-60 K

FOOD WASTAGE
5-10%

INVESTMENT
10-12 LAKH

BEVERAGES 4-5
COMMON
OPTION

ROWDY FRANCHISE

1 LAKH
FRANCHISE FEES

ROYALTY 0%

CHEF COST ₹0

FOOD WASTAGE
0-1%

INVESTMENT
CAFÉ : 7-8 LAKHS

BEVERAGES
30 OPTIONS
(TRENDY PRODUCT
LIKE BUBBLE TEA)



INDIA'S FIRST BRAND OPERATING ON A CHEFLESS MODEL



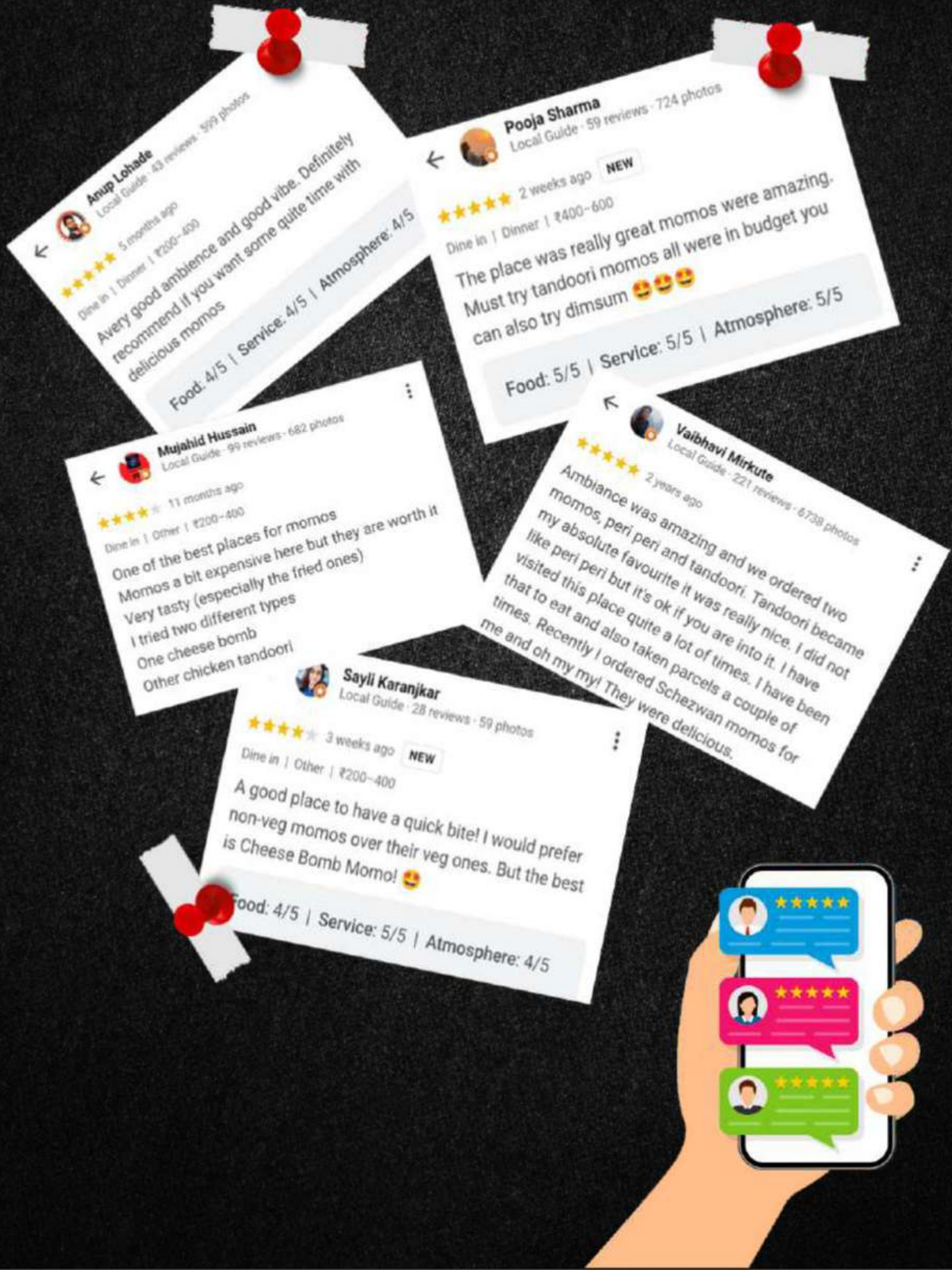
We are solving the
biggest challenge in
the hotel industry –
hiring chefs or cooks.

Save ₹40,000 – ₹50,000
per month on chef .

**100% CHEFLESS
MODEL**

Rowdy Cafe runs entirely on a
chefless model, serving 100+ unique
products like Bubble Tea, Pizza,
Burgers, Kulhad Momos, Ramen
Bowls, and more..

OUR CUSTOMER REVIEWS





**ROWDY CAFÉ
FOUNDER**

**ROWDY
Café**

VARUN

KAPOOR

Varun kapoor left his well paying job in HUL(Hindustan Unilever Ltd) to start **Rowdy Café**. He has been part of the **F&B service industry since last 8 years.**

His vision is to remove all barriers for anyone who wishes to start their own **food business in India**. He is doing this by breaking norms of **franchise Industry** by supplying best quality food & beverage products at affordable prices.

**FOOD
CONNOISSEURS**
INDIA AWARDS

**AWARDED BY PRESTIGIOUS FOOD
CONNOISSEURS INDIA AWARDS**



ROWDY Cafe

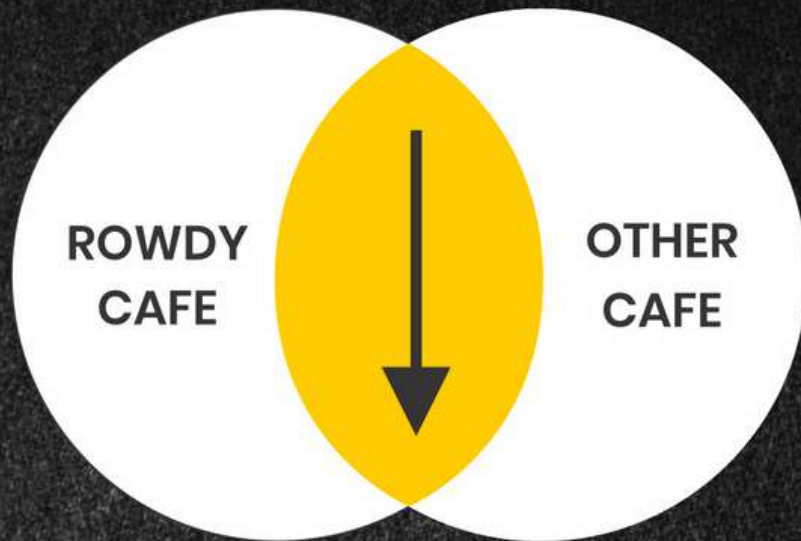
BRINGING MAGIC ACROSS INDIA

65+ STORES ACROSS 8 STATES



QUICK, EASY, FUN ! FAST FOOD CHAIN DISRUPTOR!

**MARKET
GAP**



PARTICULARS	Rowdy Café	Other Café
PRICING	MEDIUM	MEDIUM
PRODUCT RANGE	100 + VARIETIES LIKE KOREAN RAMEN , SIZZLER,MESSY WINGS, KOREAN CORN DOG	REGULAR PRODUCT LIKE BURGER,PIZZA, FRENCH FRIES
BEVERAGES	30 OPTIONS (TRENDY PRODUCT LIKE BUBBLE TEA)	NO
HANGOUT PLACE FOR YOUNGSTERS	YES (PREMIUM INTERIOR)	NO

MENU

KOREAN RAMEN

(Ramen is a Korean noodle soup that's known for its rich broth, variety of noodles and selection of proteins and vegetables)

Korean Spicy Veg Ramen	169
Korean Cheese Ramen	189
Korean Kimchi Ramen	169
Korean Chicken Ramen	179



BURGER



Veg Burger	69
Tandoori Burger	79
Peri Peri Burger	79
Chicken Burger	79
Chicken Tandoori Burger	89
Chicken Peri Peri Burger	89

MUNCHIE MUNCHIES

French Fries: Crispy potato sticks, seasoned and ideal as a snack or side.

Pizza: Baked flatbread with cheese and toppings like veggies.

FRENCH FRIES

Salted Fries	89
Peri Peri Fries	119
Cheesy Fries	139
Chilli Cheese Fries	139



PIZZA



Paneer Tandoori Pizza	179
Onion Capsicum Corn Pizza	169
Farmhouse Pizza	169
Paneer Barebeque Pizza	179
Chicken pepperoni pizza	189
Chicken pepper garlic Pizza	189
Chicken Tandoori Pizza	189
Chicken Barbeque Pizza	189

MESSY WINGS

Peri Peri Chicken Wings	179
Tandoori Chicken Wings	179
Barbeque Chicken Wings	179
Herb Garlic Chicken Wings	189



CHICKEN BITES

Chicken Tandoori Nuggets	109
Chicken Popcorn	125
Chicken Fingers	125

KOREAN CORN DOG

Chilly Garlic Corn Dog	150
Peri Peri Corn Dog	150
Tandoori Corn Dog	150
Barbeque Corn Dog	150



SIZZLER



Veg Sizzler With Noodles	259
Chicken Sizzler With Noodles	279

TANDOORI BHATTI SE

Tandoori Momo is a smoky, flavorful twist on the classic momo, blending the delicate softness of steamed dumplings with the robust, spicy charm of tandoori flavors.



(6PCS)

Creamy Veg Tandoori	139
Creamy Paneer Tandoori	149
Creamy Chicken Tandoori	149
Creamy Chicken Cheese Tandoori	159

PLATTER



	VEG	NON-VEG
Steam Platter (2pcs*6 Varieties)	199	209
Fried Platter (2pcs*6 Varieties)	229	239

SAUCY AF MOMOS



Fully drenched in a rich, flavorful sauce, this fusion of sauce and momos offers a mouthwatering twist !

	VEG (6PCS)	PANEER (6PCS)	CHICKEN (6PCS)
Peri Peri Devil	119	135	135
Shanghai Dragon	119	135	135
Kungfu Schezwan	119	135	135
Chilly Manchurian	119	135	135
Tandoori Boom Boom	139	149	149
Makhani Bae	139	149	149

PAHADI SOUP MOMO



Momos served in an authentic flavourful mountain style broth.

	VEG (6PCS)	PANEER (6PCS)	CHICKEN (6PCS)
Nepali Jhol Momo	119	135	135

CLASSIC MOMOS

Momos are steamed or fried dumplings filled with vegetables, served with spicy sauces for dipping..



	Steamed (6Pc.)	Fried (6Pc.)	Kurkure (6Pc.)
Veg Momo	69	79	89
Veg Cheese Momo	89	99	109
Veg Peri Peri Momo	109	119	129
Paneer Achari Momos	109	119	129
Paneer Peri Peri Momos	109	119	129
Pizza Momos	119	129	139
Chicken Momos	89	99	109
Chicken Tikka Momos	109	119	129
Chicken Peri Peri momos	109	119	129
Chicken Shezwan Momos	109	119	129
Chicken Cheese Peri Peri Momos	119	129	139
Chicken Cheese Corn Momos	119	129	139

SWEET WAFFLES

A waffle is a crisp, golden grid-patterned dish made from batter, cooked in a waffle iron, and served with toppings like syrup, fruits, or whipped cream.

Sandwich

Dark Chocolate Waffle	139
Milk Chocolate Waffle	139
Oreo Waffle	149
Triple Chocolate	169
Dark And White Rowdy	159
Nutella Waffle	189



DESSERTS

Chocolate Brownie	69
Sizzling Brownie Ice Cream	129

CHILL & CHOC-A-LOT

A dessert shake is a creamy, sweet blend of ice cream, milk, and flavorings, often topped with whipped cream, cookies, or other sweet treats.

DESSERT SHAKE

Oreo Shake	199
Nutella shake	249
Kit kat shake	220



COLD COFFEE

Classic Cold Coffee	129
Hazelnut Cold Coffee	169
Caramel Cold Coffee	169



MILKY BOBA TEA

Taro Bliss	199
Hongkong Fusion	199
Classic Thai	199



BUBBLE TEA

Strawberry Bliss	169
Berry Refresher	169
Blue Citrus	169
Mango Passion	169
Kiwi Punch	169
Lychee Lush	169

MOJITOS

Classic Virgin Mojito	130
Blue lagoon Mojito	130
Blueberry Mojito	130
Mango Mojito	130

(Add Bursting Bubbles @ 49

Mango , Litchi , Blueberryb, Passion , Chocolate)



FRUIT MILKSHAKE

Mango Shake	179
Strawberry Shake	179
Blueberry shake	209



SIGNATURE MOCKTAILS

Lychee Rose	120
Blue sea	120
Berry Blast	120
Kiwi Kooler	140

(Add Bursting Bubbles @ 49
Mango , Litchi , Blueberryb, Passion , Chocolate)

ICE TEA'S

Lemon Ice tea	99
Peach Ice Tea	99
Peach Passion Ice Tea	99
Mango Ice Tea	99



CAFÉ INVESTMENT

FRANCHISE FEES	₹1,00,000
KITCHEN EQUIPMENT AND UTENSILS	₹1,50,000-2,00,000
PARTITION WALL	₹12,500
CASH COUNTER	₹12,500
INTERIOR (PAINTING, LIGHTING, NEON LIGHTS, GRASS WALL, BRICK WALL)	₹1,00,000-1,20,000
TABLE CHAIR	₹40,000- 60,000
MUSIC SYSTEM	₹10,000- 20,000
AC + GLASS DOOR	₹50,000-70,000
SIGNAGE (1100 RS A SQFT)	₹20,000-40,000
BILLING SOFTWARE	₹6,000
BILLING PRINTER	₹2,500
REFUNDABLE DEPOSIT	₹50,000
TOTAL	₹ 5.5 - 7 Lacs

FRANCHISE FEE INCLUDES:

- 3-DAY TRAINING
- 1-MONTH MARKETING (REACH UP TO 2L LOCAL CUSTOMERS)
- 2 VLOGGERS – VIDEO SHOOT & PROMO
- INSTAGRAM ACCOUNT SETUP

(YOU CAN CHOOSE TO PURCHASE ALL THESE EQUIPMENTS FROM ANY VENDOR OF YOUR CHOICE OR ANY VENDOR OFFERING BEST QUOTATIONS. ALL THE REQUIRED GRAPHIC DESIGN ELEMENTS WILL BE CUSTOMISED FOR YOUR OUTLET AND PROVIDED TO YOU WITHOUT ANY ADDITIONAL FEE.)

FRANCHISE PARTNER MONTHLY PROFIT PROJECTION (ESTIMATE)

SALES PER DAY	6000 – 10000	10001 – 14000	14001 – 18000	18001 – 22000	22001 – 26000
MARGIN AT 50% (AVERAGE)	4000	6000	8000	10000	12000
MONTHLY GROSS MARGIN (AVERAGE) (A)	120000	180000	240000	300000	360000
EXPENSES					
RENT	15000 – 20000	20000 – 25000	25000 – 35000	35000 – 55000	55000 – 75000
APPROX ELECTRICITY BILL /GAS BILL	6000 – 8000	8000 – 10000	10000 – 12000	12000 – 15000	15000 – 18000
MANPOWER	15000 – 20000	20000 – 25000	25000 – 35000	35000 – 45000	45000 – 55000
MONTHLY EXPENSES TOTAL (B)	33000– 45000	48000– 60000	60000– 82000	82000– 115000	115000– 148000
MONTHLY NETPROFIT (A-B)	81000	126000	169000	201500	228500



REACH OUT TO US, TODAY!



HEAD OFFICE:

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ROAD, TTC INDUSTRIAL AREA, MIDC
INDUSTRIAL AREA, PAWNE, NAVI
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