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# Franchise Deck

*Introducing a promising  
culinary franchise  
opportunity*



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# Master Chef Sanjeev Kapoor's Culinary Legacy



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Master Chef Sanjeev Kapoor is a pioneering force in Indian cuisine, celebrated for his mastery of authentic flavors and his deep influence on food culture both in India and abroad. He first rose to prominence as the host of *Khana Khazana*, India's longest-running food show, where his affable nature and signature phrase—"Namak Swad Anusar"—made him a household name. His passion for culinary innovation has led him to blend traditional Indian recipes with modern techniques, redefining how Indian food is experienced globally. As co-founder of Wonderchef, he revolutionized home kitchens with smart, stylish cookware, and remains the only chef in the world with his own television channel, *FoodFood*. With over 200 bestselling cookbooks, a Padma Shri award, and a Harvard Business School case study to his name, Chef Kapoor has built a trusted legacy that extends far beyond the kitchen. His ventures include SK Brands, Tiny Chef (culinary AI), and the Sanjeev Kapoor Academy, along with impactful social initiatives like Akshaya Patra and pandemic relief efforts with IHCL and World Central Kitchen. As a restaurateur, he has created a thriving portfolio under SK Restaurants Pvt Ltd, including *The Yellow Chilli*, *Khazana*, *Signature*, *Sura Vie*, and *Indi*. Among these, *The Yellow Chilli* stands out as a symbol of quality, innovation, and trust—bringing the richness of Indian cuisine to diners across the world.

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The logo consists of the letters 'SKR' in a tall, thin, gold-colored serif font. The letters are closely spaced and have a classic, elegant feel.

SANJEEV KAPOOR  
RESTAURANTS

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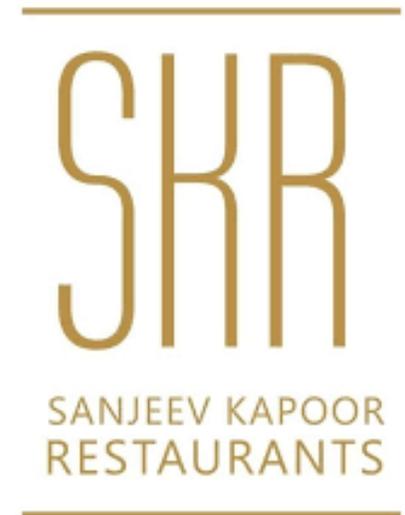
## **Sanjeev Kapoor Restaurants Pvt Ltd** Crafting Culinary Experiences with Vision and Authenticity

Founded by Master Chef Sanjeev Kapoor, Sanjeev Kapoor Restaurants Pvt Ltd (SKRPL) is the hospitality arm of his culinary legacy, built on the ethos of serving refined Indian cuisine at accessible prices. With over 50 outlets across seven countries—including India, UAE, Canada, and the U.S.—SKRPL’s diverse portfolio features acclaimed brands like *The Yellow Chilli*, *Khazana*, *Signature*, *Sura Vie*, and *Indi*. Each concept reflects Chef Kapoor’s mastery of Indian flavors, blending tradition with innovation to deliver soulful, elegantly presented dishes. Focused on consistency, authenticity, and warm hospitality, SKRPL continues to expand through owned and franchise models, bringing fine Indian dining to global audiences and tier 2 and 3 cities alike.

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# Sanjeev Kapoor Restaurants Pvt Ltd Overview

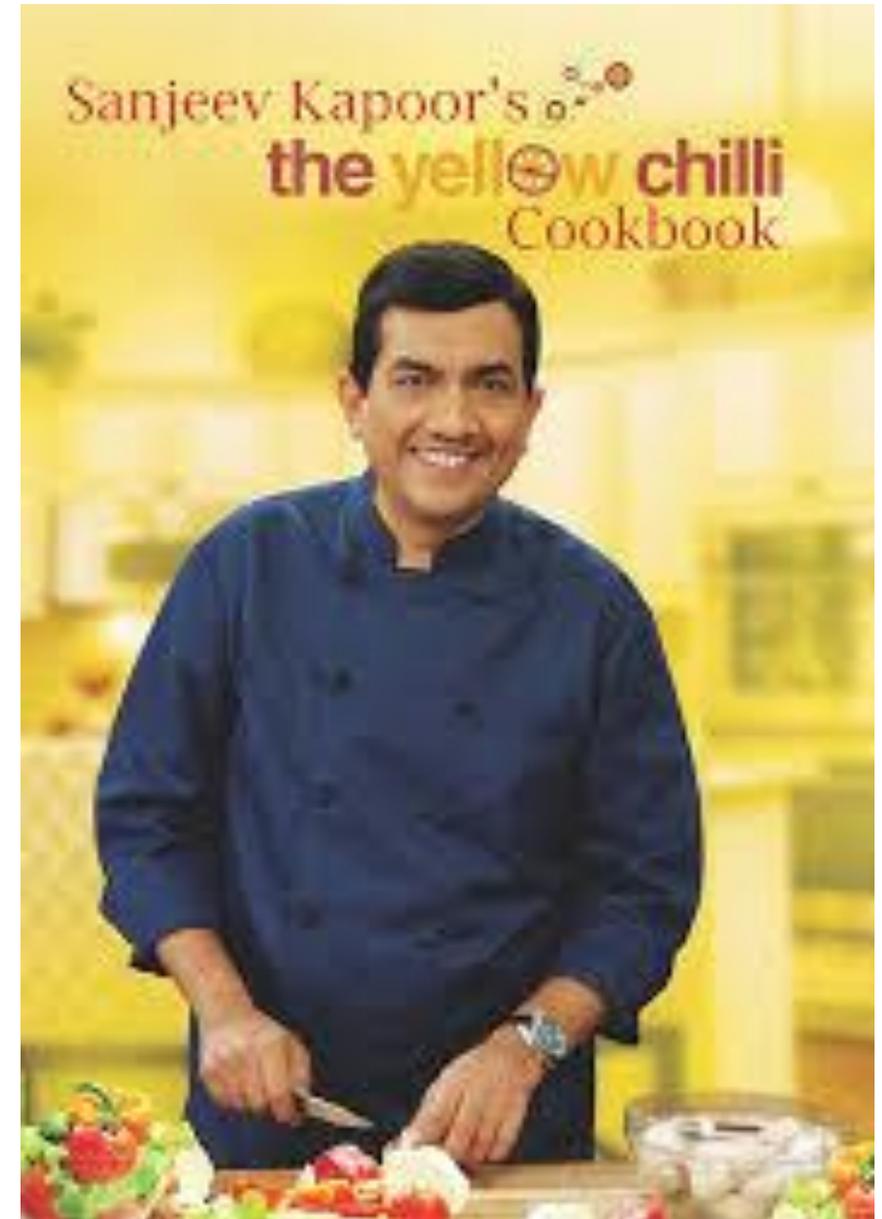
<b>Total Restaurants</b>	50+ establishments
<b>Presence in Cities</b>	25+ cities across India and abroad
<b>Top Popular Brands</b>	The Yellow Chilli, Signature, Khazana, Sura Vie
<b>Presence in Countries</b>	India, UAE, Qatar, USA, Canada, KSA and Mauritius
<b>Total Topline of Annual Business FY 24-25</b>	USD 60 million
<b>Total Annual Footfall</b>	Over 3.5 million



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# The Yellow Chilli Brand Story and Heritage

The Yellow Chilli, founded by Master Chef Sanjeev Kapoor in 2001, is the flagship brand of Sanjeev Kapoor Restaurants Pvt Ltd. With over two decades of culinary excellence, it has become synonymous with refined Indian dining at accessible prices. Inspired by Chef Kapoor's travels and his discovery of the unique yellow chilli in Meerut's chaat preparations, the brand blends regional authenticity with innovative flair. Offering signature dishes like *Shaam Savera* and *Lalla Mussa Dal*, The Yellow Chilli delivers a gastronomic tour of India in a premium yet approachable setting. Today, it continues to thrive across India and internationally, earning trust as a symbol of quality, creativity, and warmth in Indian cuisine.



# The Yellow Chilli – Core Brand Values

## **Authenticity**

Rooted in the culinary legacy of Master Chef Sanjeev Kapoor, The Yellow Chilli celebrates authentic Indian flavours that honour time-tested traditions. Each dish is a reflection of regional heritage, thoughtfully reimagined to create memorable dining experiences.

## **Quality Commitment**

The Yellow Chilli upholds Chef Kapoor's uncompromising standards of quality. From sourcing premium ingredients to executing precise cooking techniques, the brand ensures consistency and excellence in every plate—true to its founder's vision.

## **Customer Delight**

Inspired by the warmth and hospitality that define Indian culture, The Yellow Chilli delivers exceptional service that fosters genuine guest satisfaction. Every interaction is designed to build lasting relationships and emotional resonance with diners.

## **Premium Indian Dining**

As the flagship brand of Sanjeev Kapoor Restaurants Pvt Ltd, The Yellow Chilli offers a refined yet approachable Indian dining experience. Signature recipes like *Shaam Savera* and *Lalla Mussa Dal* embody the brand's ethos—where culinary artistry meets comfort and innovation.

## **Global Culinary Vision**

Driven by Chef Kapoor's international acclaim and passion for sharing Indian cuisine with the world, The Yellow Chilli aspires to be a global ambassador of authentic Indian flavours. Its expansion across borders reflects a commitment to culinary excellence and cultural storytelling.



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# Franchisor Promise

## Core Brand Assets & Operational Framework

These are foundational deliverables that define the franchise identity and ensure operational consistency.

- Brand specifications & identity guidelines
- Decor guidelines to ensure visual consistency
- Menu architecture & standardized recipes
- Operational BOQs for CCGL compliance
- Standard kitchen equipment list
- Ingredient list with purchase specifications

## Ongoing Operational Assistance & Quality Standards

Support mechanisms to maintain excellence and drive performance.

- Operational audits
- Social media collaterals
- Quality control measures

## Comprehensive Training & Onboarding Programs

Essential for preparing franchisees and teams to deliver the brand experience.

- Comprehensive brand manual with SOPs for daily operations & service standards
- Manning guide with detailed job descriptions
- Culinary techniques training
- Operations training
- Customer service training

## Site Selection, Launch & Scalability Support

Strategic inputs to ensure successful setup and long-term growth.

- Strategic site selection
- On-ground pre-opening & launch support
- Franchise scalability guidance

## Optional Assistance via Trusted Partners

Available through vetted third-party vendors to enhance execution.

- Interior design & kitchen layout planning
  - Recruitment support through approved third-party agencies
- Procurement support via approved vendors for ingredients & equipment



# Franchise Format and Overview

Aspect	Details & Description
Model Type	<b>Franchise Owned, Franchise Operated (FOFO)</b> Ownership and operations are fully managed by the franchisee, under brand guidelines and support.
Dining Format	<b>Casual Dine-In</b> Designed for relaxed, sit-down meals with attentive service and a vibrant atmosphere.
Space Requirement	<b>2,500–3,000 sq. ft.</b> Optimal layout includes dining area, kitchen, storage, and staff zones. Allows for 80–120 covers depending on configuration.
Design Theme	<b>Indian-Themed Décor with Modern Flair</b> Blends traditional Indian motifs, textures, and color palettes with contemporary design elements for a fresh, upscale feel.
Ambience	<b>Vibrant &amp; Inviting Interiors</b> Warm lighting, curated music, and thoughtful spatial flow to encourage longer dwell time and repeat visits.
Ideal Locations	<b>Malls &amp; High-Street Areas</b> Targeting high-footfall zones with strong visibility and accessibility. Preference for premium retail clusters and lifestyle destinations.
Investment	<b>INR 1.25 – 1.5 Cr</b> Varies significantly based on location, size, and whether the property is a greenfield site or a brownfield lease—especially depending on how much existing infrastructure can be repurposed.

# Commercials

<b>Component</b>	<b>Details</b>
<b>Franchise Fee</b>	INR 30,00,000 (One-time, non-refundable)
<b>Royalty Fee</b>	7.5% of Net Sales (monthly)
<b>Agreement Tenure</b>	10 Years
<b>Renewal Option</b>	Subject to mutual agreement and performance review

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# Conclusion

## **Prestigious Brand Partnership**

Joining Yellow Chilli means partnering with a respected culinary brand driven by expertise and reputation.

## **Comprehensive Training Support**

Franchisees receive thorough training to ensure operational success and maintain high standards.

## **Growth Potential**

The franchise offers strong potential for business growth and rewarding opportunities for passionate partners.