



LONDON CAFE



**WHERE GREAT
FOOD AND
GREAT FRIENDS
COME TOGETHER**

Hot & Delicious



ABOUT US

"People, Planet & Plate" is how **LONDON CAFÉ** describes our commitment to provide our guests with nutritious, high-quality and responsibly sourced food; protect the natural environment; support and develop our employees; and give back to our communities. It's our definition of corporate citizenship.

We are a restaurant company, so food is always top of mind. London Café is Multi cuisine restaurant which serves Italian, Mexican , American, Continental , Chinese, Indian Food . We know that life is better together and everyone is happiest when they're with family, whether it's immediate family, extended family, or a family of friends. That's why we treat everyone who walks through our doors like part of our family, sharing the food we love with the people we love, and spending the time we have, together.

LONDON CAFE is the modern gathering place where food and beer lovers unite. Tap in to great food, classic rock and an endless fleet of tap handles featuring the World's best craft beers and imports. We serve a wide range of guest occasions - from dinner with family at **LONDON CAFE**. We are focused on culinary innovation and execution, delivering attentive service to each and



every one of our guests and creating an inviting and engaging atmosphere inside our restaurants. London Cafe is best described as incredible. Sometimes it's a family restaurant, other times its a place to hang out. It's a place for lunch and a place for dinner. Sometimes its a place in between meals. Its a place to go when you want a snack. Its a place to go when you want to get stuffed. Its an excuse to get out of the house. Its an excuse not to go back home. Its different things, to different people, at different times. But its what everybody wants to Come, enjoy the **LONDON CAFÉ** experience.

Every day, in every London Cafe location across the World, team members spend extra time to prepare, package, freeze and store unserved, surplus food for donation to local food banks, shelters and other charitable organizations. We offers a comprehensive menu of long established classical dishes, delectable comfort food & exotic contemporary creations, all cooked & prepared to the highest standard by skilled chefs". A beautiful extension is that, the menu undergoes a change every two months with exciting add-ons. Since it was founded in 2000, London Cafe has been dedicated to providing a warm and welcoming dining experience to everyone who walks in the door. These principles combined with its delicious food led to rapid expansion until it was the largest chain of multi cuisine themed restaurants in the nation. Our food made with love, London Café's menu is always changing and expanding to ensure that there is always a new dish to try, a new flavor to discover. In Our Menu there are Italian, Chinese, Indian , Fast Food and a wide range of different variety of delicious and healthy food from breakfast to dinner.

INDIAN RESTAURANT INDUSTRY / WHAT'S ON YOUR MENU?

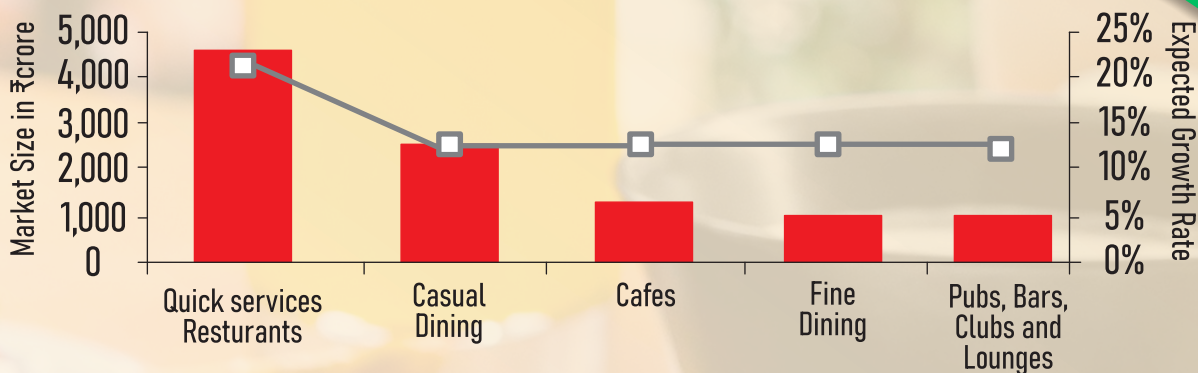
The Indian restaurant industry is worth Rs.75,000 crores and is growing at an annual rate of 7%. The industry is highly fragmented with 1.5 million eating outlets, of which a little more than 3,000 outlets form the organized segment. However, the organized segment is rapidly growing at an annual rate of 16%. Quick service segment is the clear winner in the eating out market with a growth rate of 21%.

Organized Segment is expected to reach Rs.22,000 crore by 2017, driven by :-

- Rising disposable income
- Nuclear family structure
- Increasing working population
- Rapid urbanization and consumerism
- Increased private equity interest

Segment	Market Price (Rs Cr)	Expected Growth Rate
Quick service Restaurants	4675	21.5%
Casual Dining	2365	11.9%
Cafes	1265	12.3%
Fine Dining	1045	12.0%
Pubs, Bars, Clubs and Lounges	963	11.0%

"Indians on an average eat out lesser than 2 times a month, compared to 40 times in Singapore. Even a small increase in this number provides a huge market opportunity for restaurants in India."



OUR MISSION & VISION

Today, everything we do is rooted in our mission -- to be financially successful through great people consistently delivering outstanding food, drinks and service in an inviting atmosphere, making every guest loyal. Great things in business are never done by one person, they're done by a team of people. Our Franchisees for us is the same team of people who is supporting us and counting on us in **LONDON CAFE** expansion for PAN INDIA. Being a new venture in Industry Success wouldn't be possible without our Franchisees's Alliance, Their contribution means a lot to us. We believe in that "Most good Associations are built on Mutual Trust & Respect" So give an opportunity to One Bite for becoming the successful Franchisee with Low Investment & Huge Returns.

OUR VALUES

We believe our values and culture help our team members learn, thrive and grow. In fact, we believe our culture gives our company a competitive advantage. Our values have been forged over a 70-plus-year history. We look to these values - Inclusion & Diversity; Respect & Caring; Always Learning, Always Teaching; Integrity & Fairness; Teamwork; Excellence; Being of Service - as we work to fulfill our mission.



LONDON CAFE OUR PEOPLE

Everything we do starts with people. We hire the best and create an inclusive environment where diversity of thought and background is valued, everyone is treated with respect, and everyone has opportunities to develop and grow their careers. We are a restaurant company, so food is always top of mind. But what we do starts with people. Our more than hundreds of team members as franchise and employees are what make the difference at London - they are at the heart of everything we do.



LONDON CAFE – Models

London 's family of restaurant Models features some of the most recognizable names in fullservice dining. We serve a wide range of guest occasions - from dinner with family at London Café .we are focused on culinary innovation and execution, delivering attentive service to each and every one of our guests and creating an inviting and engaging atmosphere inside our restaurants.

1. London Cafe
2. London Café Restaurant - Music
3. London Cafe Fine dining
4. London Cafe Bar & Pub
5. London Cafe Express





LONDON CAFÉ:- GREAT FOOD COMES FIRST

It's a fun & engaging Quick Service Restaurant serving wide varieties of Cheesy loafs, Sandwiches, Pizzas, Pastas, Wraps, Burgers, Snacks, Mocktail, Choco lava Cakes, Fiery Grilled & Desserts in a pleasing way to our Customers. In Our Menu there are Italian, Chinese, Indian , Fast Food and a wide range of different variety of delicious and healthy food from breakfast to dinner.

London Café



Welcome to London Cafe – a must-stop Indian restaurant ! We are serving fast food like burger pasta and shakes in our small café model. At London Café we pride ourselves on using fresh, high-quality ingredients in all of our dishes. We have an extensive menu to choose from including vegetarian and gluten- free dishes. With hundreds of unique locations around the world, it's hard to believe that it all started so innocently the search for a good food. We throw standard service to the wind, proclaiming that each meal should be an experience - whether on the road or on your lunch break. With a massive global presence, London Café International is one of the world's most globally recognized brands.



London Café Restaurant- Music

We are a restaurant company, so food is always top of mind. We know that life is better together and everyone is happiest when they're with family, whether it's immediate family, extended family, or a family of friends. That's why we treat everyone who walks through our doors like part of our family, sharing the food we love with the people we love, and spending the time we have, together. London Cafe is best described as incredible. Sometimes it's a family restaurant, other times it's a place to hang out. It's a place for lunch and a place for dinner. Sometimes it's a place in between meals. In Our Menu there are Italian, Chinese, Indian, Fast Food and a wide range of different variety of delicious and healthy food from breakfast to dinner.

● London Café Fine Dining: We Wine, We Dine, We Dazzle.

From the moment you step into LONDON CAFÉ FINE DINING, the experience is one of comfortable elegance. London Café Fine dining is a fresh grill and wine bar that offers a seasonal menu inspired by the fresh appeal of a farmer's market and what's good now. We use ingredients at their peak and rustic cooking techniques, like brick-oven roasting and open fire grilling over oak and mesquite, which bring out the natural flavors of food. In Our Menu there are Italian, Chinese, Indian, Fast Food and a wide range of different variety of delicious and healthy food from breakfast to dinner. Our menu is paired with an ever-changing collection of more than 100 wines, with 52 available by the glass, along with exceptional signature handcrafted cocktails. Enjoy music and laughter in our vibrant wine bar. Or host a group at our Chef's Table or in a private dining room.

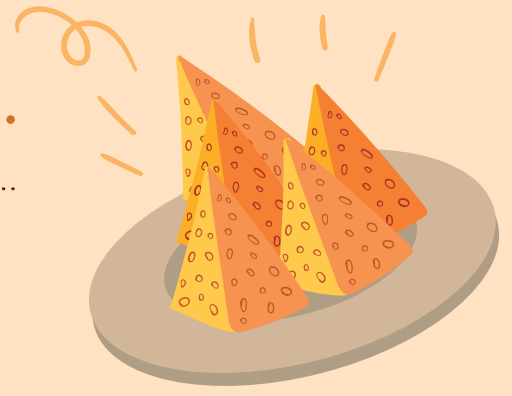
London Café - Bar & Pub

It's fun, it's quirky, and it's inspired by pubs the world over, yet, unabashedly Indian. The city that's always on the move gets another reason to head out as London Bar, with its promise to offer you anything but the usual! It has the essence of a pub and is backed by excellent food and service – at accessible prices. The menu is non-conformist and quirky, bringing together all the signature dishes that have made it a delight for food lovers. Expect to find all the delightful regulars like the signature char-grilled burgers, a delicious selection of small plates, soul-satisfying main courses to cater to every sort of craving, cocktails in Nutella jars and copper tumblers, as well as delicious desserts. The emphasis is on fresh, innovative and affordable – in a cool, yet, laidback atmosphere. London bar, is India's first Indian Cocktail bar by the London Cafe. it has acquired the reputation of being a trendy and an eclectic bar, attracting a hip, stylish, and cool crowd from all age groups. The trendy, eclectic bar is known for its award-winning, artisanal cocktails made with fresh seasonal ingredients and in-house syrups. It serves an innovative New Indian menu inspired by regional delicacies, comprising of signature Thalís and Khameeri Pizzas. The rest of the menu is divided into Half Plates (appetizer), Full Plates (main Course) and Meetha (dessert).





MENU



Asian

Spring Rolls: Crispy vegetable spring rolls served with sweet chili sauce.

Edamame: Steamed young soybeans tossed with sea salt and sesame seeds.

Mexican

Tacos al Pastor: Marinated pork tacos topped with pineapple, onion, and cilantro.

Guacamole and Chips: Homemade guacamole served with crispy tortilla chips.



Italian

Bruschetta: Toasted baguette slices topped with fresh tomatoes, basil, garlic, and balsamic glaze.

Caprese Salad: Fresh mozzarella, ripe tomatoes, and basil leaves drizzled with extra virgin olive oil.

Chinese

Dumplings: Steamed or fried dumplings stuffed with chicken and vegetables, served with soy sauce.

Hot and Sour Soup: Traditional Chinese soup with mushrooms, tofu, bamboo shoots, and a spicy-sour broth.



Indian

Chicken Tikka Masala: Tender pieces of chicken cooked in a creamy tomato-based sauce, served with basmati rice.

Vegetable Samosas: Crispy pastry filled with spiced potatoes, peas, and served with mint chutney.



Continental

Garlic Shrimp

Succulent shrimp sautéed with garlic, butter, and herbs, served with crusty bread.

Caesar Salad

Romaine lettuce tossed in Caesar dressing with Parmesan cheese and croutons.



WHY LONDON CAFE'S FRANCHISE?

Reduced Cost Of Investment

Get in touch with us to know about the lower cost of investments (compared to industry standards)

Proven Higher Return Of Investment

Starting a franchise with London Cafe presents an opportunity to increase your investment in a systematic and manner.

Special Training Offered

Special training offered to recruits from our industry experts who are well-versed in Retail line.

Don't Worry About Further Marketing !

Our core team will take care of that.

BRAND VALUE

London Café has grown from 1 Stores to 24 Stores by building their brand over the past 10 years.

Now we are inviting you to be part of this success story.

1. Established brand
2. Low franchise fee
3. Site location assistance
4. Thorough training in management, operations & marketing
5. Protected territories
6. High purchasing power to avoid over- paying for goods
7. Quality products in our restaurants
8. Six revenue streams
9. Ongoing support from our home office
10. Multi-unit development deals available

OUR FRANCHISE MODELS



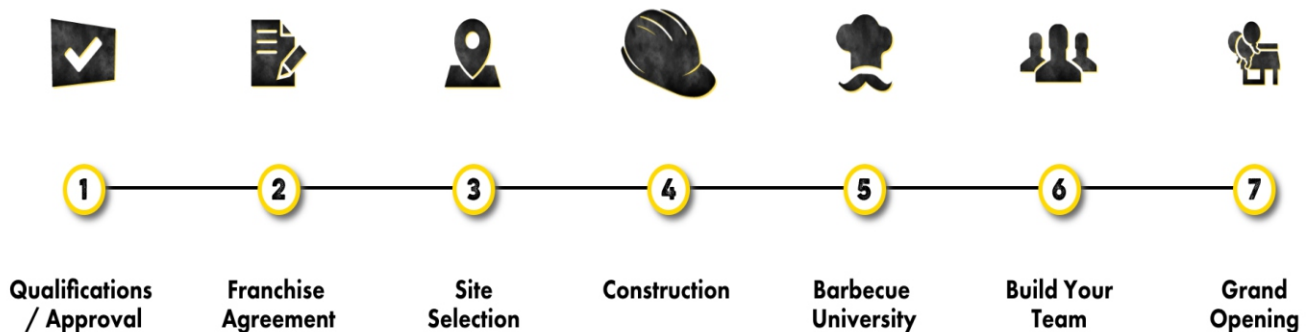
1. FOFO MODELS

{Franchise Owned Franchise Operated}

2. STATE FRANCHISE

{Master Franchise For One State}

Franchise Selection Process



USPS Of Becoming Franchise Partner

1. We are Giving more than 200 Tempting & Delicious varieties in our menu.
2. Very Economic Investment with Good Returns.
3. Break even time is 6 to 9 months, as Investment is less.
4. Trained staff support for complete Two months and would be sending after also depending on the requirement.
5. Pocket friendly menu to lure customers, Burgers starting from 31 and Pizzas starting from 61.
6. We send the Surveyors to visit the properties short listed by you and will let you know the best as per our Brand's requirement.

7. No wastage would be there, as we have the best Customised Inventory Maintenance software.

8. No chef or skilled person would be required as we have to assemble Frozen Precooked material at the store level, so a fresh guy with a very minimal salary.

9. can also mug up things with in 15 to 20 days.

10. Agreement tenure is for 5 years and the Royalty would be 5% on sales.



LONDON CAFÉ FRANCHISE

Not Just Franchise People., Restaurant People.

Start your own Restaurant Franchise in India with Lowest Investments and Higher Returns with London Café. London café has many Restaurant that Cater to Different Cuisines and Palates.

Restaurant Industry is the most profitable business in the World to invest and is seen to grow by 21% in 2020. The Indian food industry is poised for huge growth, increasing its contribution to world food trade every year. In India, the food sector has emerged as a high-growth and high-profit sector due to its immense potential for value addition, particularly within the food processing industry. There are all kinds of London Café Restaurant franchises - including cafeteria, pizza franchise, ice-cream franchise, fine-dine restaurant, veg-food restaurant, non-veg food restaurant, quick food cafe, food outlet, juice lounge, fast food parlor, international food chain etc.

London cafe! has strong niche positioning and the proven ability to get ahead of consumer preferences for fast, fresh and healthy dining. Our franchisees enter the marketplace with a unique offering and do not have to compete against players in the pizza, sub, burger, etc. categories for real estate or customers.

With the same "Everything Matters" philosophy that ensures quality, satisfaction and convenience for our customers, London cafe! has created the infrastructure, systems, and support programs that give franchisees the tools they need to build their own successful businesses. In addition to the opportunity to own a one-of-a-kind, exciting business that has a proven record of success, London cafe! franchisees enjoy the following benefits:



It's not about owing a restaurant, It's about being part of a legacy!!

London cafe has currently given out over 30 Franchises, and covers well-nigh a Lakh Sqft of retail space in all. All the London cafe outlets are doing well with a wide customer base and healthy revenues. Some of our franchisee and business partners have invested in more than one London cafe restaurant, purely based on their encouraging experience and immense faith in our brand. We welcome strategic alliances with any Governmental or Private, individual or institution with the similar vision, hunger for growth and a sound investment potential. A typical London café restaurant can be successfully operated in approx. 500 sq.ft. Area in Tier-1 & Tier-2 cities.

An irresistible menu. A welcoming experience. And a best-in-class catering platform. There are still great opportunities to bring a **LONDON CAFÉ** to your neighborhood. Be the next to bring great tastes to a fast-growing group of loyal neighbors and friends. From site selection through grand opening, our team is with you every step of the way.

Our Focus is on selling Food.

While partnering with franchisees increases growth, we know that is not the real key to our success. The real key is our food. It's the wide variety of delicious flavors at London cafe that bring new customers in and bring loyal customers back. We see it every day in our own restaurants. And our franchisees benefit from that single-minded focus.

We've successfully built and aggressively continue to build company restaurants as long-term investments in our operating model. Even so, London cafe is still the biggest franchise player in its category, creating an ideal opportunity for highly qualified franchise operators to engage with our brand.



We make money the same way you do.

Our philosophy is simple: The best franchise brands know how to build and operate their own restaurants, not just sell their restaurant "concept" to others. That's why our strong position in corporate owned restaurants is such a distinct advantage for our franchisees. We make decisions, build our brand and manage our business in ways that optimize unit economics.

We have franchise and expansion opportunities in highprofile markets across the India. Here's what we're looking for in our franchisees:

- Interest in developing multiple cafes in a market or combination of markets
- Relevant multi-unit restaurant/retail experience in market to be developed
- Demonstrated real estate expertise in market
- Existing infrastructure in place
- Strong cultural fit
- History of community involvement
- Appreciation of great food
- Best-in-class operators within your current system
- Employer of choice within your current system

Be Your Own Boss!

It's time for you to be the part of one of the fastest growing franchise business in India. Since its inception in 2000, 'LONDON CAFE has experienced phenomenal growth and it owes its success to the Franchise Partners who bring the energy to the market and work together as a team.

At '**LONDON CAFE**', we provide practical approach to retailing in Quick Service Restaurant Industry, best franchise support system and complete know how to operate your franchisee business. So, start your business with our highly profitable and attractive franchising model with low investment – high returns!

LONDON CAFÉ

serves more than 100 varieties from the cuisines of North India to satiate your taste buds and has become a trend setter in this genre, sporting a menu that one can try any hour of the day. Serving the specialty cuisine from the provinces of Punjab, Himanchal and Rajasthan, the menu of the restaurant is specially designed keeping in view the requisites of all the North Indian Food Hunters. The beverages are made to quench the thirst of the customers, which particularly include Tomato & Chicken ka shorba.

The assortment of kebab preparations is absolutely delectable and some of the must haves are the Kalmi Kebab, Tangri Kebab, Pind Boti Kebab, Dahi Ke Kebab and Mushroom Kurkure.

For the main course, the chefs have created an array of mouth watering preparations like Jalandhari Raan, Amritsari Fish, Murgh Potli, Dohra Kebab, Dhaba Meat, Dhania Murgh and Saagwala Murgh. There are more than 20 varieties of Chicken alone in a special Murgh menu.

*For vegetarians, **LONDON CAFÉ**'s favourites are Sarson ka Saag, Dal Balluchi and a wide variety of Soya preparations. Varki Paratha is favourite among diners. Everything in the dessert section is home-made, and a must-try is either the Gulab Jamun or the Tilla Kulfi.*



FRANCHISE MODELS:- **FOFO MODELS**

{Franchise Owned Franchise Operated}

London café 's focus is only on selling food. While partnering with franchisees increases growth, we know that is not the real key to our success. The real key is our food. It's the wide variety of delicious flavors at London café that brings new customers in and bring loyal customers back.

Candidate Profile

- Demonstrates a passion for the London's brand
 - Understands the value of branded concepts with a proven business system
 - Previous or current experience in the restaurant and/or retail industry
- Strong, marketing oriented company involved in food-related business
 - Access to appropriate real estate
 - Access to 10 to 20 lac for development and fees
 - Access to supply chain resources
 - Experience as a major brand restaurant/hospitality developer
 - Experience with Western level food safety & quality assurance systems
 - Ability to develop multiple sites

Support:-

With 90% of our restaurants operated by franchisees, London's is dedicated to helping our franchise community grow. We have a strategic, aggressive, long-term franchise development program that is backed by innovative, industry leading franchise support systems. Whether you are opening your first store or your 50th, you can depend on London's for support.

LONDON CAFE'S PROVIDES THE FOLLOWING SUPPORT TO OUR DOMESTIC FRANCHISEES

- Field based real estate assistance to help identify ideal real estate
- Standard prototype plans and specifications, including interior layout and décor, equipment specifications and sign design that your local architect must adapt to meet local code requirements, Management training.
- London Cafe's Project Manager will work with you, your architect and contractor to provide guidance on building your restaurant or café .
- One copy of our Brand Standards Manual for each London's restaurant you operate for the length of the franchise agreement.
- Continued menu evolution and systems innovation.
- Advertising support (e.g. POP, News Paper, TV, radio, digital, pamphlets , public relations)
- Ongoing field support
- Supply chain support



MARKETING:-

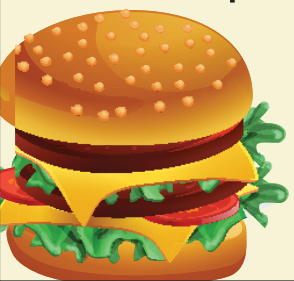
{Innovative Marketing}

We are focused on using innovative marketing strategies to position London 's as India's first choice for breakfast all day, every day.

- London's is an iconic brand with 98% awareness in the Britain.
 - London 's has broad, demographic appeal across age, gender, race and income with a "come as you are" attitude.
 - London 's uses innovative, brand building advertising to stay relevant on TV, social media, radio and print.
 - The London 's brand continually reinvents itself to stay relevant
 - In the last 2 years, London 's Facebook fans went from 175,000 to over 700,000
 - Advertising support (e.g. POP, print, TV, radio, digital, public relations)
 - Integrated marketing calendar
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Pre- Opening Activities:-

London's support team assists you as you prepare to open your store. A field marketing manager will provide guidance as you plan a Grand Opening campaign and local store marketing. Congratulations on opening your London 's restaurant!



TRAINING:-

London's provides a 3 month management training program for you and your managers (as applicable) that cover all aspects of operating and managing a London's restaurant. We also provide a New Restaurant Opening (NRO) training team that will assist in all areas of restaurant operations and in training your personnel. We are committed to the support and success of our franchisees, so in addition to new restaurant and preopening training, we provide ongoing training through e-learning tools.

Franchising WorldWide

FOFO MODELS

{Franchise Owned Franchise Operated}

Candidate Profile

- Strong, marketing oriented company involved in food-related business
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- Experience as a major brand restaurant/hospitality developer
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- Ability to develop multiple sites

Support:-

London Cafe's franchise support systems are designed to help you succeed. With 100% of our restaurants franchised, we have developed a time-tested operating platform that has continually evolved with our focus on innovation.

From start to finish. We provide continued Oversight and Assistance

- Use of the London Cafe's name, marks, brand standards
- Menu development and adaptation to local needs
- Procurement assistance
- Online training, manuals and best practices
- Management training & new restaurant opening support
- Supply chain and vendor quality assurance program
- Marketing plan support with access to all our advertising collateral
- Ongoing dedicated Operations and Marketing support

Marketing:-

Celebrating 65 years in the industry, London Cafe's has become one of the largest, full-service American restaurant brands in the world. And today, we're not only an American icon, but an International icon as well.

With a focus on local market needs, London Cafe's provides flexible systems to country developers so their restaurants can stay culturally relevant, driving traffic and, ultimately, promoting profitability. To this end, London Cafe's allows for innovative advertising and sponsorships marketing that can support strong, local marketing strategy.

- Use of the London Cafe's name, marks, brand standard guidelines
- Full access to our robust library of creative marketing assets
- Comprehensive marketing plan development
- Ongoing, dedicated (1-on-1) marketing support

Training:-

With a flexible model and simple operating system, we have maintained our status as the front runner in the Family Dining segment. We are dedicated to your success and therefore put a high priority on preparedness and training. A large team supports international licensees in management, new restaurant openings and continued ongoing support.

- 3 months management training
- 4 weeks pre-opening training and readiness
- 2 weeks post opening support
- Comprehensive focus on establishing your first restaurant as
- Certified Training restaurant
- Online training, manuals and best practices
- Ongoing dedicated operational support.



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