



MASTER FRANCHISE

INVESTMENT PROSPECTUS

Own the territory.
Build the Network.
Grow with Donne Biryani Palace.





EXECUTIVE SUMMARY



AUTHENTIC CUISINE

Traditional Karnataka-style
Donne Biryani prepared using
proprietary recipes



SCALABLE FRANCHISE

Operationally simple model
built for consistent expansion



MULTIPLE REVENUE STREAMS

Franchise fees, royalties,
masala supply and
restaurant operations

Donne Biryani Palace is an authentic Karnataka-style Fine Dine brand specializing in traditional Donne Biryani, complemented by a carefully curated menu of starters, kebabs, rice varieties, beverages, and desserts.

The company has developed a scalable franchise model that combines operational simplicity with multiple recurring revenue streams. Unlike conventional restaurant franchises that rely primarily on franchise fees, the Donne Biryani Palace Master Franchise model enables partners to generate recurring income through franchise development, proprietary masala distribution, royalty collections, and restaurant operations.

The Master Franchise has been designed for entrepreneurs and investors seeking long-term business growth through an exclusive territorial partnership.

ದೊನ್ನೆ ಬಿರಿಯಾನಿ
ಪ್ಯಾಲೇಸ್



DONNE BIRYANI®
PALACE

NAATI STYLE

FAMILY RESTAURANT

MAIN BRANCH

MYSURU

COMPANY OVERVIEW



VISION

To establish Donne Biryani Palace as India's most trusted and recognized authentic Karnataka-style biryani brand.



MISSION

To preserve Karnataka's rich culinary heritage while building a sustainable franchise ecosystem that delivers consistent quality, operational excellence, and attractive returns for franchise partners.

BRAND PHILOSOPHY



AUTHENTIC
TASTE



OPERATIONAL
CONSISTENCY



AFFORDABLE
PRICING



SUSTAINABLE
FRANCHISE **GROWTH**

WHY DONNE BIRYANI PALACE?

Authentic Karnataka recipes | Proprietary spice blend | Standardized preparation process | Light and easy-to-digest biryani | Premium quality ingredients | Efficient operating model | High repeat customer potential

Unlike many restaurant concepts, Donne Biryani Palace combines traditional cooking methods with standardized operating procedures, ensuring consistency across every franchise outlet.

MASTER FRANCHISE OPPORTUNITY

The Master Franchise Partner receives exclusive rights to develop a defined territory over a 10-year period

- ✓ Establish the flagship outlet
- ✓ Recruit Unit Franchise Partners
- ✓ Territory development
- ✓ Franchise training
- ✓ Operational support
- ✓ Brand compliance
- ✓ Local business development

INVESTMENT STRUCTURE

MASTER FRANCHISE INVESTMENT

₹70,00,000 +GST

Includes

- ✓ Exclusive Territory Rights
- ✓ One Operational Unit Franchise
- ✓ Complete Operations Manual
- ✓ Initial Staff Training
- ✓ Kitchen Setup Guidance
- ✓ Marketing Support
- ✓ Launch Assistance
- ✓ Business Development Support

No additional franchise fee is payable for the included flagship outlet.

AGREEMENT STRUCTURE

**Agreement
Duration**

10 YEARS

**Maximum Unit
Franchise Allocation**

20 OUTLETS

Upon successful completion of the allocated development, additional expansion rights may be considered through mutual agreement.

REVENUE MODEL

01

REVENUE STREAM 1 FLAGSHIP OUTLET

Direct restaurant
operating profits

02

REVENUE STREAM 2 Unit Franchise Development

- Franchise Fee: ₹10,00,000
- Revenue Sharing: 50% Company | 50% Master Franchise
- 20 Franchises = ₹2 Crore
- Master Franchise Share = ₹1 Crore

03

REVENUE STREAM 3 Proprietary Masala Distribution

- Selling Price: ₹350
- Production Cost: ₹120
- Gross Profit: ₹230
- Profit Share: ₹115 Company | ₹115 Master Franchise

04

REVENUE STREAM 4 Proprietary Masala Distribution

- 2% Company
- 2% Master Franchise
- 2% Brand Marketing Fund
- Total Royalty: 6%

FINAL PROJECTION

ASSUMPTIONS

- 20 Outlets
- Average Monthly Sales per Outlet: ₹15 Lakhs
- Monthly Network Sales: ₹3 Crore
- Annual Network Sales: ₹36 Crore
- Master Franchise Royalty: 2%
- Monthly Royalty Income: ₹6 Lakhs
- Annual Royalty Income: ₹72 Lakhs



FRANCHISE FEE INCOME

- ₹2 Crore Total
- ₹1 Crore Master Share



MASALA PROFIT SHARE

- ₹115 per packet

MASTER FRANCHISE

RETURN SUMMARY



INVESTMENT

₹70 LAKHS +GST



ONE-TIME INCOME

₹1 Crore (Franchise Development)



RECURRING INCOME

- Flagship Outlet Operating Profit
- Annual Royalty Income: **₹72 Lakhs**
- Proprietary Masala Profit Share
- Potential Additional Expansion Rights

CONCLUSION

The Donne Biryani Palace Master Franchise is an opportunity to build a regional food business with multiple revenue streams, exclusive territorial rights, and long-term earning potential.

By combining franchise development, restaurant operations, proprietary supply-chain economics, and recurring royalties, the model creates a scalable platform for sustainable growth.

OWN THE TERRITORY. BUILD THE NETWORK.
GROW WITH DONNE BIRYANI PALACE.





FOR FRANCHISEE INQUIRY

CONTACT



VARUN GOWDA

Founder



+91 97319 79798



SACHIN GOWDA

CEO



+91 94835 43226



JEEVAN SHETTY

Executive Director



+91 99450 87975



www.donnebiryaniplace.in



admin@donnebiryaniplace.in