



**Nothing  
But Chicken**

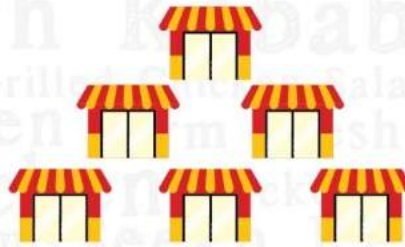


# **CONCEPT & FRANCHISING BRIEF**

## About NBC



***Owned by Vivante Foods Pvt.Ltd.  
Established in 2013***



***Successfully operating across  
8 locations in Mumbai***



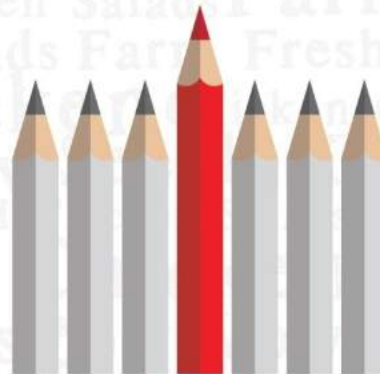
***Serving over  
1000 customers daily***



***Over 3 decades of  
experience in the  
Poultry Industry***



***Our kitchen is compliant  
with the highest Quality &  
Food Safety Standards***



***Arguably the most premium  
chicken retail brand in Mumbai***



***Achieved an average yearly  
growth of over 30%***



## Concept & Setup



**Modernized Retail Set-Up**



**State of the art display  
& storage equipment**



**Hassle-free Operations**



**Integrated ERP to track  
Sales & Inventory**



**E-Commerce enabled website  
to cater to online shoppers**



**Dedicated delivery partners for  
top-class customer service**



**Modern food-grade packaging**

## Product Offerings



**Corn-Fed Fresh  
Raw Chicken**



**Sausages & Salamis**



**Pre - Marinated  
Chicken**



**Heat & Eat  
Chicken Snacks**



**Grilled Chicken Salads**



**Innovative Snacking Range  
POW WOW**



## Target Locations - Mumbai



- > **Dadar (Shivaji Park)**
- > **Powai (Hiranandani)**
- > **Goregaon East (Film City)**
- > **Mulund (LBS Marg)**
- > **Thane (Hiranandani)**
- > **Kharghar**
- > **Chembur**
- > **Mira Road**
- > **Vasai**
- > **Byculla**
- > **Worli**
- > **Colaba**
- > **Vashi (Sector 17)**
- > **Wadala**

**Master Franchisee opportunities in all prominent metros and cities across India**

# Store & Statutory Requirements



- **Main Road facing with 10-12 feet frontage(store width)**
- **Close proximity to high footfall residential area**
- **3 Phase power supply**
- **Water Supply**
- **Telephone & Internet connectivity**



## Statutory Compliance

- **Legal Business Identity (Proprietor/Partnership/LLP/ Company/HUF/Trust)**
- **Valid PAN Card**
- **Valid GST No**
- **Health License**
- **Signboard License**
- **FSSAI License**
- **Building/Society NOC**



## Franchise terms & Financials



### Franchise Term

**5 Years**

### Franchise Fees

**₹ 5 lacs**

### Royalty

**3% on Net Sales**

### Exclusivity

**2.5 Kms radius**

### ESTIMATED INVESTMENT BREAK-UP

EXPENSE HEAD	AMOUNT
FRANCHISE FEE	5,00,000
EQUIPMENTS	9,00,000
CIVIL WORK	5,00,000
LICENSES	75,000
MARKETING & LAUNCH COST	1,50,000
SMALLWARE & OTHERS	75,000
ESTIMATED TOTAL	22,00,000

*\*Total investment varies from location to location*

# Why Franchise with NBC ?



***Our Brand caters to a wide target audience (10 years to 70 years)***



***Chicken is the preferred source of protein among non-vegetarians***



***Franchisors Support with store set up & daily operations***



***Innovative product range to cater to dynamic market needs***



***Higher disposable income leads to increased Protein consumption***



***Efficient Supply Chain Network***



***Great Return on Investment***



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