



Menu

- Chole with Poori
- Chana Bhature
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- Chana with Poori
- Tandoori Aloo
- Paneer Butter Masala
- Paneer Tikka Masala
- Malai Tikka Masala
- Paneer Kadhai
- Paneer Lababdar
- Chola Rice
- Rajma Chawal
- Dal Makhni Rice
- Tandoor Kulcha with Chole
- Tandoor Kulcha with Chana
- Tandoor Garlic Kulcha with Chole
- Shaadi Style Aloo Gobi with Poori
- Bedmi Poori with Aloo ki Sabji
- Tandoor Paneer Kulcha with Chole
- Punjabi Kadhi Chawal
- Laccha Paratha
- Roti
- Tandoor Naan
- Jeera Rice
- Veg Pulao
- PUNJABI THALI



*Chole Bhature, Kulche,
Poori Bhaaji*
much more...



Dilli By Heart brings the essence of Old Delhi to your plate with our team of chefs exclusively from the North India, particularly Delhi.

Immerse yourself in the authentic flavors of street food of Delhi experience right at our place with more hygiene and freshness.



Our USP

- Authentic delhi flavours, crafted by expert chefs straight from delhi
- Exclusive franchise model offering multiple revenue streams
- Sell food items from 24+ different brands under a single franchise
- Revenue from bulk orders, tiffin, meal packs, Catering & party bookings
- Daily takeaways & online deliveries
- All food items are delivered from a massive 10,000 sq. ft. master kitchen
- Centralised food preparation enables uniform taste across all orders
- Earn by selling our franchises too
- Earn by supplying food to nearby carts, online platforms
- Zero operational hassle due to strong systems & backend processes
- White-label franchise opportunities are also available

Investment Rs.16 lac

₹6 lac (Franchise Fees) +
₹10 lac (10 Lac or actual
whichever is higher)

Breakeven

After 6 Months
Of opening an outlet*

ROI

12 to 15 Months*

Gross Profit

55%*

Monthly Potential Earning of QSR

Assuming that a minimum of 300 orders are placed daily, including walk-ins and online orders, with a minimum ticket size of Rs.150 per order, resulting in a total of 9000 orders in a month, generating a total monthly revenue of (a) Rs.13,50,000

Considering the food cost to be 45%, the monthly food cost expense amounts to (b) Rs.6,07,500

Thus, the monthly gross profit will be
(a) Rs.13,50,000 - (b) Rs.6,07,500 = (c) Rs.7,42,500

Additional Operating Expenses Amount to	(d) Rs.2,00,000
Salaries & Wages	Rs.50,000
Leases (Fixed)/ Management/Office Expense	Rs.25,000
Energy & Utilities/Wood	Rs.50,000
Operating Cost/Packaging etc	Rs.25,000
Marketing Cost/ Finance Cost/ Maintenance	Rs.50,000

Royalty, calculated at 6% of the total monthly revenue
Rs.1,350,000 * 6% = (e) Rs.81,000

Marketing expenses, set at 1% of the billing, amount to (f) Rs.13,500

Therefore, the net profit from the QSR operation alone is
(c) Rs.7,42,500 - (d) Rs.2,00,000 - (e) Rs.81,000 - (f) Rs.13,500 = (i) Rs.4,48,000/-

Keep in mind that there may be other sources of income as well

Other Income to QSR by our other Products

Heads	Monthly	Details
10% Royalty from Trolley on Actual sales	Rs. 30,000	On Expected Sale 3 Lac pm
10% Royalty from Internet Kitchen on Actual Sales	Rs. 60,000	On Expected Sale 6 Lac pm
10% Royalty from Tiffin Box on Actual sales	Rs. 15,000	On Expected Sale 1.5 Lac pm
10% Royalty from Gravy Mix on Actual sales	Rs. 4,500	On Expected Sale 0.45 Lac pm
Total	(ii) Rs. 1,09,500	

Expected Net Monthly Profit (i) Rs.4,48,000 + Other Income (ii) Rs.1,09,500 = Rs. 5,57,500/- pm

*All Figures are for illustrations purpose only, Actuals may vary.