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# Franchisee Presentation Deck

*Introducing a promising  
culinary franchise  
opportunity*



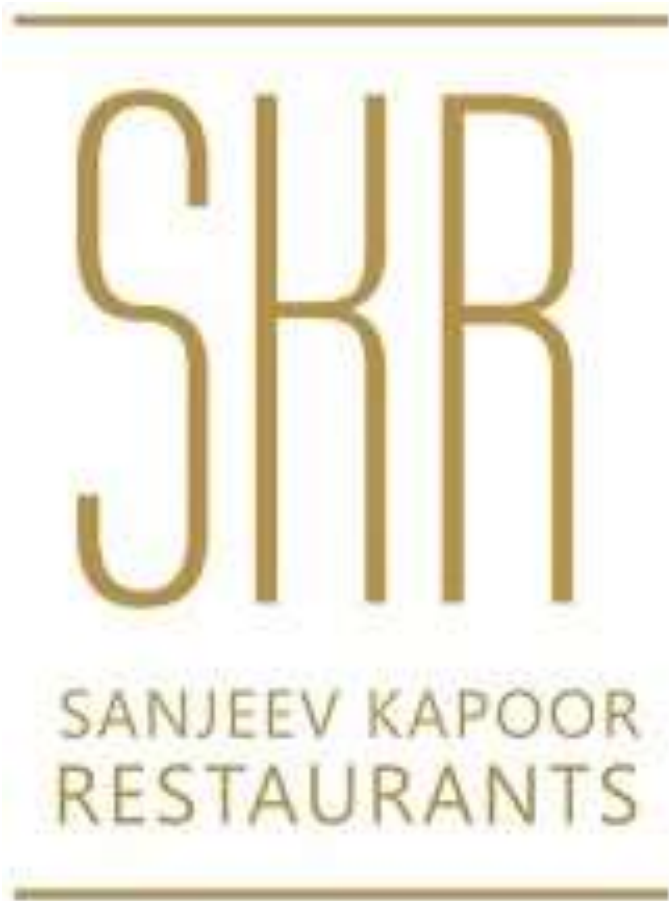
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# Master Chef Sanjeev Kapoor's Culinary Legacy



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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.



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

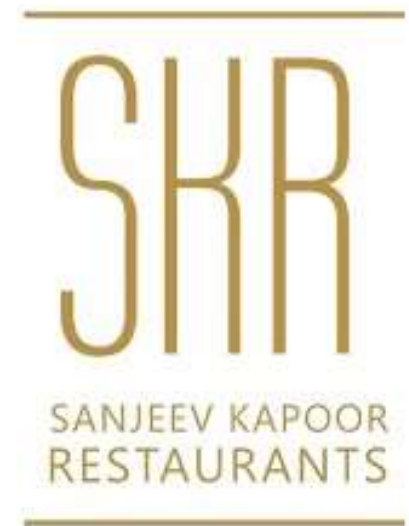
Founded by Master Chef Sanjeev Kapoor, Sanjeev Kapoor Restaurants Pvt Ltd (SKRPL) is the hospitality arm of his culinary legacy, built on the ethos of serving refined Indian cuisine at accessible prices. With over 50 outlets across seven countries—including India, UAE, Canada, and the U.S.—SKRPL's diverse 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>	<b>50+ establishments</b>
<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</b>	USD 70 million USD
<b>Total Annual Footfall</b>	Over 3.5 million

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# Sura Vie – Live It Up: Brand Story and Heritage

Launched by Master Chef Sanjeev Kapoor, **Sura Vie** is a vibrant culinary concept that celebrates the spirit of living well—through food, music, and mood. Rooted in the Sanskrit word ‘*Sura*’ (meaning melody or divine essence), and ‘*Vie*’ (life), the brand embodies a fusion of tradition and cosmopolitan flair. It’s where timeless Indian flavors meet global influences in a chic, lounge-style setting.

Inspired by Chef Kapoor’s vision to create a space that’s as much about ambiance as it is about taste, Sura Vie offers a curated menu of contemporary Indian cuisine, world tapas, and signature cocktails. From reimagined classics like Tandoori Chicken Bruschetta to indulgent desserts with a twist, every dish is designed to surprise and delight.

With its stylish interiors, live music, and youthful energy, Sura Vie invites guests to unwind, connect, and celebrate the everyday. Whether it’s a casual evening out or a special gathering, the brand delivers an experience that’s elevated yet effortless. Today, Sura Vie continues to evolve as a destination for those who seek flavor, rhythm, and joy in every moment.





# Sura Vie - Brand Pillars

## **Authenticity**

Sura Vie celebrates authentic culinary experiences by blending traditional Indian elements with global inspirations. Each dish reflects a thoughtful fusion of regional flavours and international flair, creating memorable moments that resonate with diverse palates.

## **Quality Commitment**

From sourcing premium ingredients to maintaining meticulous preparation standards, Sura Vie ensures consistency and excellence across its eclectic menu. Whether it's a fusion entrée or a handcrafted cocktail, quality remains uncompromised.

## **Customer Delight**

Sura Vie is more than a restaurant—it's an experience. Warm hospitality, stylish ambiance, and attentive service foster genuine connections and lasting loyalty among guests who come to relax, celebrate, and live it up.

## **Global Dining with Indian Soul**

Sura Vie offers a globally inspired food menu infused with local Indian experiences. Signature fusion dishes, bold flavours, and playful presentations reflect a modern culinary journey rooted in Indian heritage yet open to the world.

## **Beverages & Bites Experience**

An elaborate beverage selection—from artisanal cocktails to curated spirits—complements a wide array of finger foods and small plates. Designed for social dining and lively evenings, Sura Vie's menu encourages sharing, sipping, and savouring in style.

## **Music & Rhythmic Vibes**

Music is the heartbeat of Sura Vie. From soulful acoustic sets to upbeat DJ nights, the brand curates a dynamic soundscape that enhances the mood and elevates the dining experience. Whether it's a mellow evening or a high-energy celebration, the rhythm of Sura Vie invites guests to truly live it up.



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# Operational Support

## **Comprehensive Training and Onboarding Programs**

### **Culinary Techniques Training**

Training covers essential culinary skills to ensure consistent food quality across franchises.

### **Operations Training**

Franchisees learn operational procedures to streamline daily business activities effectively.

### **Customer Service Training**

Programs include customer service strategies to maintain excellent guest experiences.

## **Ongoing Operational Assistance and Quality Standards**

### **Operational Audits**

Regular operational audits help maintain standards and improve efficiency across franchise locations.

### **Marketing Assistance**

Marketing support ensures brand consistency and effective promotional strategies in all franchise outlets.

### **Quality Control**

Quality control measures guarantee consistent product and service excellence throughout the franchise network.

## **Site Selection and Scalability Strategies**

### **Strategic Site Selection**

Choosing locations with high foot traffic and visibility boosts business success and customer engagement.

### **Franchise Scalability**

The franchise model enables scalable growth, increasing market penetration and maximizing returns efficiently.

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# Operational Support

## Comprehensive Training and Onboarding Programs

### Culinary Techniques Training

- At Sura Vie, culinary training is not just a process—it's a transmission of legacy. Every chef is meticulously trained in the signature recipes and techniques developed by Master Chef Sanjeev Kapoor, whose pioneering contributions have shaped the modern Indian dining experience. Our recipes are time-honored, perfected over decades and rooted in regional authenticity. The Yellow Chilli's training programs ensure that each franchise upholds this gold standard, delivering consistent quality and flavor that guests recognize and trust. As trailblazers in Indian cuisine, no one does it better. The Yellow Chilli sets the benchmark for excellence, blending tradition with innovation, and empowering every kitchen to carry forward a legacy of taste, technique, and trust.

### Operations Training

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### Customer Service Training

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# 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>3,000–3,500 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> Moody lighting, vibrant music, and seamless spatial flow create a lively, immersive vibe. From DJ nights to acoustic sets, the space adapts to every mood—inviting guests to linger, connect, and come back for more.
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.

# Financial Aspects

Component	Details
Franchise Fee	40,00,000 (One-time, non-refundable)
Royalty Fee	7.5% of Net Sales (monthly)
Agreement Tenure	10 Years
Renewal Option	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.