



Franchise, Restaurant Application Form

Applicants
Name.....Raj Pandey.....
Date.....July 2, 2024.....

APPROVED

Thank you for considering Haldiram Foods International Pvt. Ltd.

This form will help you prepare and present your personal and business information which is essential for our consideration in granting Licenses. Please complete it thoroughly and note that the completion of this application form places no continuing obligation on either you and or Haldiram.



Title Forename(s) Surname
Mr. Raj Pandey

Home Address:
34 B Prem Nagar, Manik Bagh Road, Indore (Madhya Pradesh), 452001

Registered Business Address:

Office tel: _____
Mob tel: 9826933000, 9009999997, 9926933000
Email: rajspandey13@gmail.com

In which geographical areas do you currently operate your business?
Indore, Madhya Pradesh

In which geographical areas would you like to operate Haldiram Restaurants?
Scheme number 78, Indore

Education

Higher Education and Qualifications :(education since leaving school including professional qualifications)

Course description	Qualifications	Year	Name and address of institution
<u>Bachlors in Commerce (Hons)</u>		<u>2019</u>	<u>PIMR, Indore</u>
<u>Masters in Business Information Technology</u>		<u>2021</u>	<u>RMIT, Melbourne</u>
<u>Professional Year (IT)</u>		<u>2022</u>	<u>Performance Education, Brisbane</u>



Secondary :(education to normal leaving age)

Course description	Qualifications	Year	Name and address of School/college
Commerce with Mathematics		2016	The Shishukunj International School, Indore

Describe your current (Food & Beverage) retailing business set up and experience?
I am currently based in Australia and have been working in hospitality industry for almost 4 years. I have got experience across different levels i.e. working as a kitchen hand at Star Casino, Gold-coast and Crust Pizza in Melbourne I have also worked as a bartender, bar Supervisor and Functions Manager at The Island, Gold Coast. While working in F&B, I have led various events which would involve preparing activity timeline, assign teams and task, manage teams of 15-20 people and work collaboratively with them. Furthermore, I have also worked as a duty manager at The Malvernvale Hotel, Melbourne.

References

Please provide details of two business references. (No contact will be made until we have any mutual agreement to your entering our extended licensing programme.)

Referee 1

Name Karan Thankur
Address World Cup Square, Indore
Email N/A
Contact number +91 98260 28770
Occupation Business
Relationship Mentor
No. of years acquaintance 9 years

Referee 2

Name Nishant Raj
Address Jain Anand Rock Garden, Madhapur, Hyderabad
Email nishanraj22@gmail.com
Contact number +91 78988 99000
Occupation Private Job
Relationship Family
No. of year's acquaintance 6 years



Career and Business History:

Dates		Employer's or business Name and address	Type of businesss	Position(s) held	Duties and responsibilities including number of employees supervised	Reason for leaving
Fr	To					
		Star Casino			I was a Kitchen Hand and my role involved food preparation, keep food preparation area clean, following food safety standards, and presenting food in a presentable manner.	
		The Island			Worked as Bartender, bar supervisor and functions manager. Role involved managing teams up to 20 people. Some of the skills involved leadership quality, project management, developing budget, conflict resolution and delegation.	



Financial statement:

Personal financial Statement - for the last full financial year

Salary/draw	AUD 72,000	Salary
Bonus/Commission	N/A	
Dividends/interest	N/A	
Income from property	Profit of your business	N/A
other income (please specify)	N/A	
Spouse income	N/A	
Total	AUD 72,000	

Do you have any other business interests? Please

Specify At present, my priority is to expand this business and I foresee that even in long term, I will be in F&B industry.

Assets	Rs.	Liabilities	Rs.
Cash		Loans	
Shares			
Properties, at market value		Mortgages	
Current assets		Current liabilities	
Inventory		Other liabilities / invoices due	
Net business value		etc. Any other debts	
Total assets		Total liabilities	

What is your average monthly cash on hand?

How much capital do you have available to invest in this business (minimum 15lakh of liquid assets)-

I am fully committed to grow this franchise and have made arrangements of liquid capital (>25lakh) to set up and run the business. Additionally, I have made contingent arrangements as well, in case of unforeseen requirements.

Have you, your current or previous company or your spouse ever been declared or filed for bankruptcy? Please provide details;

No, I have never declared or filed for bankruptcy .



Have you or your business ever been prosecuted, or been involved in a dispute (i.e., county court judgements etc...)

Neither me nor my business has ever been prosecuted or been involved in a dispute.

Have you ever been involved in a business failure? Please provide details;

No, I have never been involved in a business failure.

Have you ever been convicted of a criminal offence? Please provide details;

No, I have never been convicted of a criminal offence.

Describe why you believe that you can be a successful Haldiram Franchise Licensee?

I am an extremely passionate and committed to my goals and convictions. My friends and peers know me as a driven person with a go-getter attitude. In the last 4 years, I have worked in multiple verticals of hospitality industry and I strongly believe that I can excel in this space. Haldiram is a great franchise to be associated with, and when coupled with my current skills of market development, operational knowledge, customer growth and revenue generation, the result will be unprecedented. I am determined to push the boundaries with Haldiram, explore all the possibilities and expand in many more cities and states in India.

Give some examples of how you have set up a business to deliver world class customer service?

Though this will be my first venture in India, I have great experience in service industry overseas. Delivering a world class service requires i) shared vision with your peers and team members ii) operational precision iii) ability to deal with unplanned situations iv) empathetic approach in delivering services v) frequent customer feedback review and vi) training to provide better customer services. Historically, I have used these levers in different combinations to bring excellence in customer services.



Please provide some examples of changes you have implemented that have significantly improved the profit of your business?

I strongly believe that running a successful business and improving the profit are not one time feat, it requires various combinations of strategies and tactics. Some of the tactics that have been extremely successful in my previous experiences are - During my time as Functions manager in Goldcoast, I introduced \$15 special cocktails which attracted a lot of customers and to further cut down costing, I made the cellar department prepare pre-batches which cut down preparation time of cocktails and resulted in shorter turnaround time, consistent quality and experience. In another instances, I introduced a royalty program wherein customers could encash the points for F&B and after a certain spend they'd gotten 10% discount on stay and F&B. This resulted in having more repeated customers.

Please give an example of a time when you made the wrong decision? How it resolved was and what did you learn about yourself and your business?

Running a business means always attempting to improve yourself and I am a big advocate of taking new initiatives. In one instance, one of my team member proposed introduction of some new dish of different cuisine on our menu. Due to time crunch, as the manager I approved for updating the menu. It did not land well with the customers and resulted in ordering excess inventory. However, I tried and made sure that we utilize the resource for other dishes and in the following weeks. I conducted a couple of pilot programs with small groups to work on our new menu. I still like to try new ideas but I make sure that I do thorough review of ideas and pressure test the validity of the ideas.

Provide an example of when your leadership resulted in long term sustainable growth for your business?

It's very crucial for any business to focus on the right target audience. There is no one size fits all formula and therefore the sort of market we are targeting we need to have a strategy suitable for the markets. Some of the initiatives taken by me for sustainable growth were promoting events on local community groups on Facebook. I have collaborated with Australian companies to host their promotional events and conferences at our venue with a specialized corporate rates. In over a period of six months, we ended up hosting ver a dozen events with more than 40% profit margin. Furthermore, for promoting a party, we'd give free entry to people staying at The Island Hotel.

Describe a time when you have strengthened your business through nurturing and inspiring your team?

I realized the importance of motivating and nurturing staff when we faced a challenging period due to increased competition in the area. Instead of laying off and incorporating cost cutting measures, we provided with a very supportive environment to our team. I implemented regular barista and cocktail training sessions to enhance their skills and empower them to take more responsibility. Furthermore, training was provided to staff in order to work in functions department wherein we focused on setting high delivery standards which helped in improving customer satisfaction.



Describe how you would run a Haldiram Restaurant or group of restaurants?

Running Haldiram restaurant would require use of various effective management strategies tailored to the brand's requirement and Indore's market. Firstly, I would prioritize maintaining high quality dishes of Haldiram. Secondly, I would emphasize on providing exceptional customer service experience, and thirdly I would implement efficient operational processes to streamline workflow, minimize wastage and optimize resources. Furthermore, would provide training to staff frequently and then to keep up the customer satisfaction.

What role do you foresee taking within the license and how, if at all, do you see this changing over time?

I would start by taking hands on role, overseeing daily operations, ensuring quality standards are met and providing excellent customer service. As I familiarize with the brand and gain insights in the operations, I anticipate moving into a more strategic role, focusing on business development, marketing strategies and expanding the reach of business over time.

What motivates you?

I am driven by areas which are of my interest, where I am not only able to create value by leveraging my experience and knowledge but also where I get opportunities to learn. My career as of date has been a classic example where I had started with a simple service associate but now I've worked for almost 4 years in Hospitality industry and across all the roles. I see Haldiram as an opportunity where I will be able to leverage my experience and at the same time learn and grow in new areas and geographies.

Describe your involvement in the community, and any interests and hobbies you have outside of your business?

I've been actively involved in various community initiatives such as local charity and participating in neighborhood clean up. Furthermore, I'm passionate about playing football and squash. I'm avid sports enthusiast and it has taught me numerous skills such as teamwork, leadership and time management which I believe is very crucial in any part of life.

Can you please provide examples of where your current business has been locally relevant in the community?

In my current capacity, I have always actively engaged and contributed to the local community. All my aspirations have always been rooted from local community and I have always aimed to give it back to the community. Some of the ways to contribute have been sponsoring events, festivals, charitable events and school programs. Furthermore, I have focused on hiring locally which has not only supported local economy but also fosters a sense of community pride. Also, we've always tried to acquire raw materials from local vendors to support the community growth.

Have you, either as an individual or company previously applied to become a Haldiram franchisee?

No, I have not applied as an individual or company to become a Haldiram franchisee.



Haldiram appreciates the time and effort you have put into the completion of this form and welcomes applications from all sectors of the community regardless of gender, marital status, disability, ethnic origin, race, colour, nationality, sexual orientation, religion or belief.

Please sign below to indicate that the facts you have given are true to the best of your knowledge and belief and may be used by Haldiram to assess your application and carry out such checks as are required to verify your information and your suitability as an extended Haldiram licensee. You agree that you will notify Haldiram of any material changes to this information in writing and understand that omission or misrepresentation of information in this form may result in your removal from the Haldiram programme.

Signature

Raj Pandey

Date

02/07/2024

Many Thanks

Haldiram Franchise Team



Terms and condition

1. Any expired Haldiram product can be returned or exchanged within 7 days of its expiration date.
2. Damaged packaging material will not be refundable.
3. The store area requirement for a franchise is a minimum of 1000 sq. feet.
4. A separate, well-furnished stockyard should be available.
5. Products should never be sold for more than the MRP in your area.
6. The product margin for franchisee-packaged material is 30%.
7. The product margin for franchisee-unpackaged material is 55%.
8. The company will provide marketing materials such as posters, banners, danglers, etc.
9. The company will provide training to the director, partner, accountant, and sales team.
10. The company will support you in increasing your sales. Our area sales manager will always help with sales, and you will discuss your weekly, monthly, and yearly agendas.
11. Insurance will be provided for 100% of the products.
12. The company will provide billing and management software for account and stock management.
13. The company will support the purchase of freezers, interior decor, and other necessary equipment. For these items, the franchisee will pay 50% of the cost, and the company will cover the remaining 50%.
14. All products will be delivered to your doorstep by the company.
15. The franchisee must have a separate restroom for female staff.
16. The company will not cover any utility bills, rent, staff salaries, or other expenses.
17. The company will always require 50% advance payment for your orders.
18. The company's security and agreement amount will be refundable. The agreement must be renewed every financial year.
19. The security and agreement amount will be refundable after 6 months.
20. All procedures during the franchise process are conducted online.
21. After verification and approval of the application, the franchisee must pay a registration fee of INR 49,000, an agreement fee of INR 600,000, a security deposit of INR 275,000, an interior design fee of INR 400,000, and a franchise fee of INR 500,000.
22. The company will provide you with 5 staff members for 5–6 months to help you learn and secure your business.
23. All payments will be accepted through NEFT/RTGS only.
24. You must order products with a minimum value of INR 1,000,000.
25. You will receive details about your franchise location in the agreement papers.
26. Filling out the application form does not guarantee you will get a franchise. After approval of the application form, a company executive will call and message you.
27. Required documents: personal documents, Aadhar card, PAN card, electricity bill, cancelled check.

For any queries

Haldiram Foods International Pvt. Ltd

145/146, Old Pardi Naka, Bhandara Road,

Nagpur Maharashtra - 440032

Email id: support@haldiramfranchisee.in