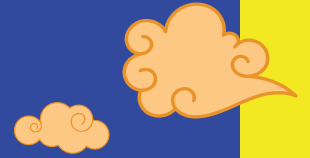
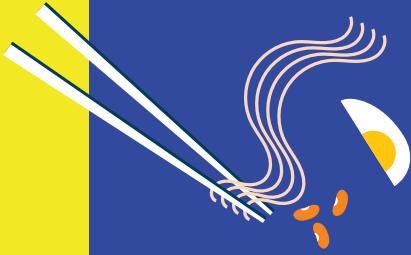




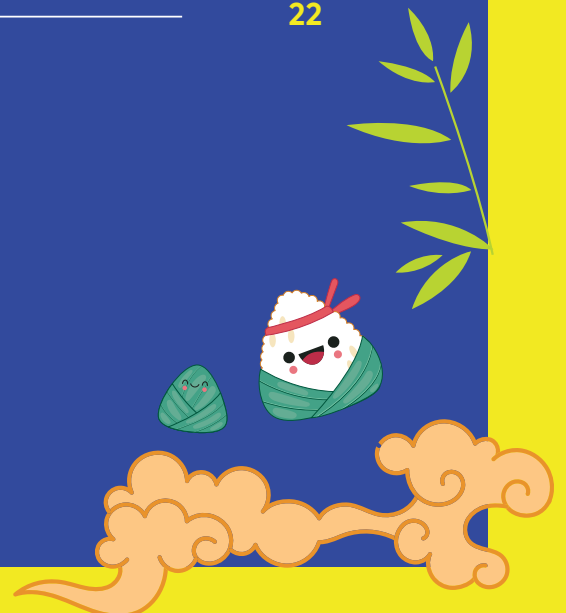
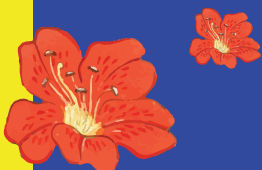
Franchise Book

www.noodleoodle.co.in

Table of content



About Aditya Group	_____	03
About Noodle Oodle	_____	04
Our Mission Vision	_____	04
Product Portfolio	_____	05
Dine-in menu & Shop Layout	_____	06-09
Kiosk menu & Shop Layout	_____	10-14
Product branding	_____	15-19
Other commercials	_____	20-21
About the Director	_____	22



About Aditya Group

Established in 1984, Aditya Group is a business house with diversified interests in various industries including Education, Hospitality, Real Estate, Sports and Entertainment. We are a value-driven organisation and are constantly working towards being just, ethical and candid in our conduct. Our companies are anchored by our employees and aim to become a leading conglomerate of companies soon.



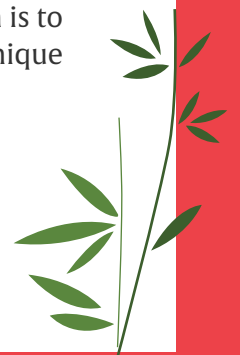


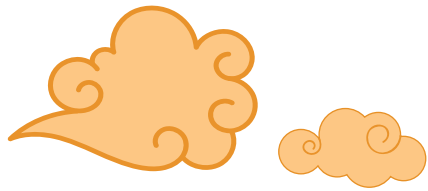
About Noodle Oodle

Noodle Oodle was created with the mission to share unique and authentic Asian delicacies, allowing customers to have a culinary experience they have never had before. We experiment with a broad range of Asian ingredients to offer new and exciting flavours to customers. Our staff are dedicated to surprising and pampering our patrons with a memorable dining experience that they can cherish for years with loved ones.

Our Mission & Vision

Noodle Oodle's mission is to provide exceptional services paired with authentic, quality and delicious Asian recipes. Since our inception, we have expanded our customer focus to include Japanese, Korean, Thai and Vietnamese cuisines and are working to include a wider assortment in the near future. The company's vision is to plan and design a service model that is specially targeted to meet the unique requirements of our customers.





Product Portfolio & dine-in menu

We are currently located in three locations, two of which are in the dine in format and one of with take away and home delivery facilities. In the coming year we aim at having QSR outlets in all major locations of the city.

Currently the Locations where we have three outlets are :

- 1) 965 Jessore road, Dum Dum , Kolkata, WB 700055 (opt.Dimoand Plaza)
- 2) 1518, Barhans, Garia, Kolkata, WB 700084 (1st Floor Last Metro)
- 3) Axis mall, Newtown, Action area 1, Kolkata, WB 700156



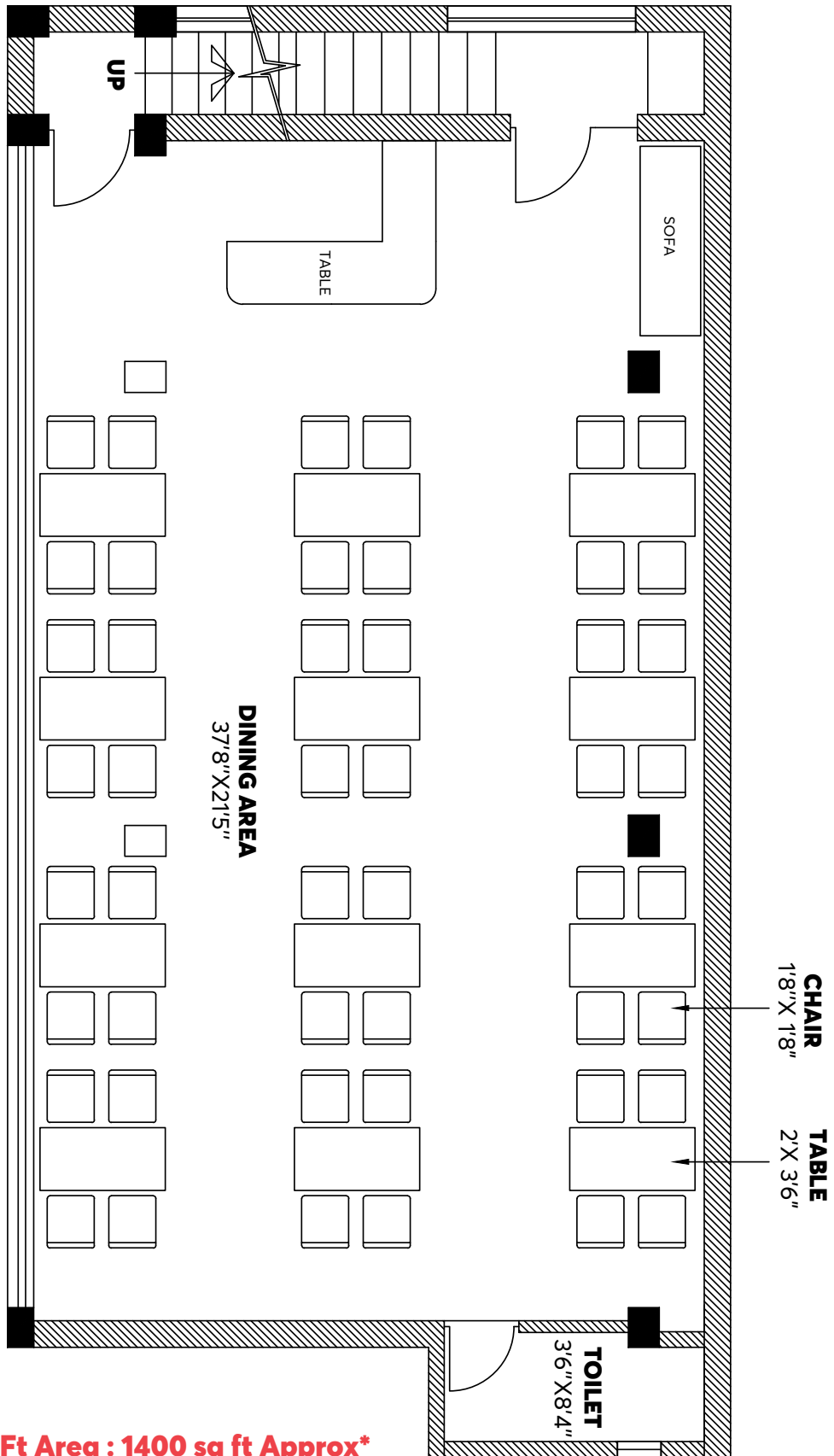




Dine-in Shop Layouts







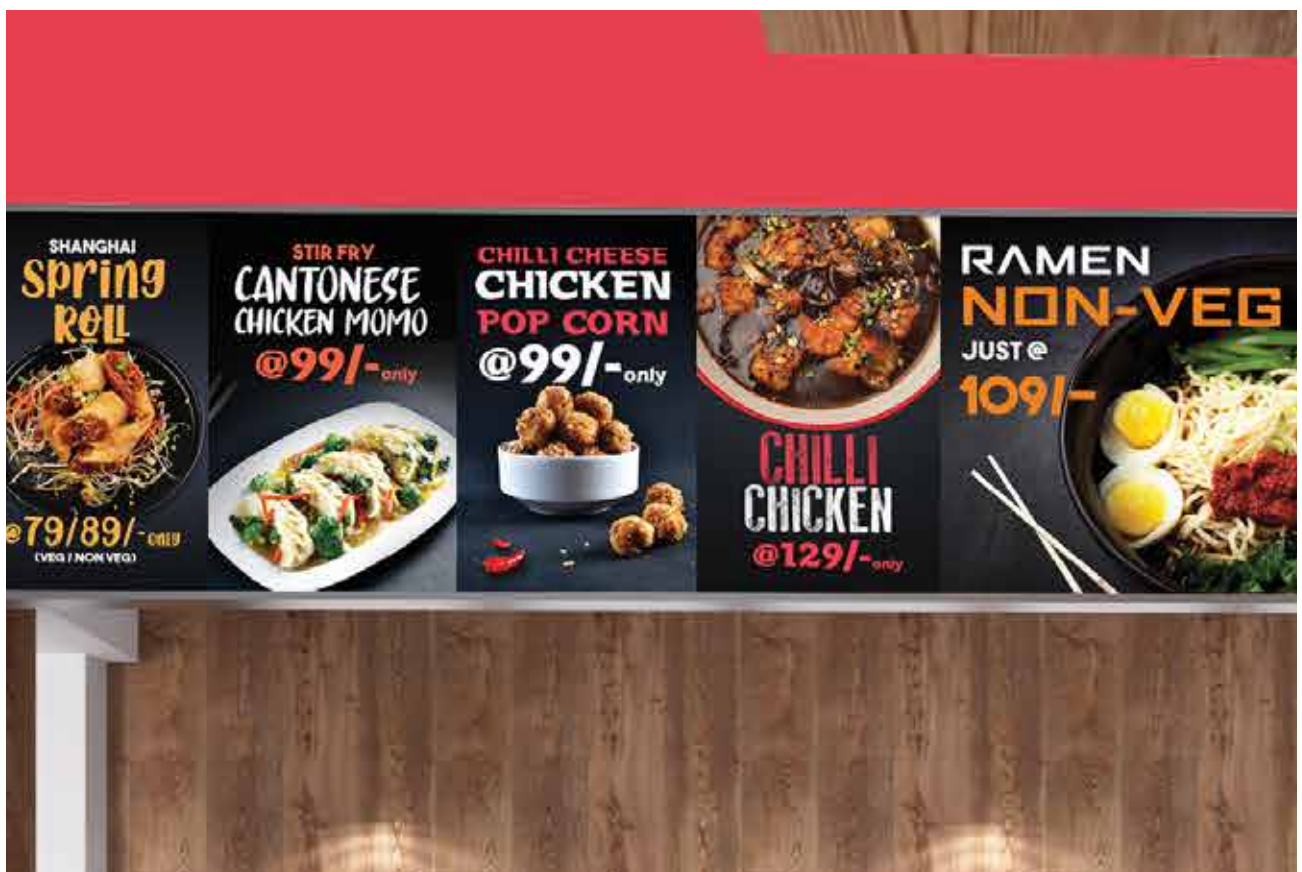
Total Sq Ft Area : 1400 sq ft Approx*

**Exact design will change according to specification

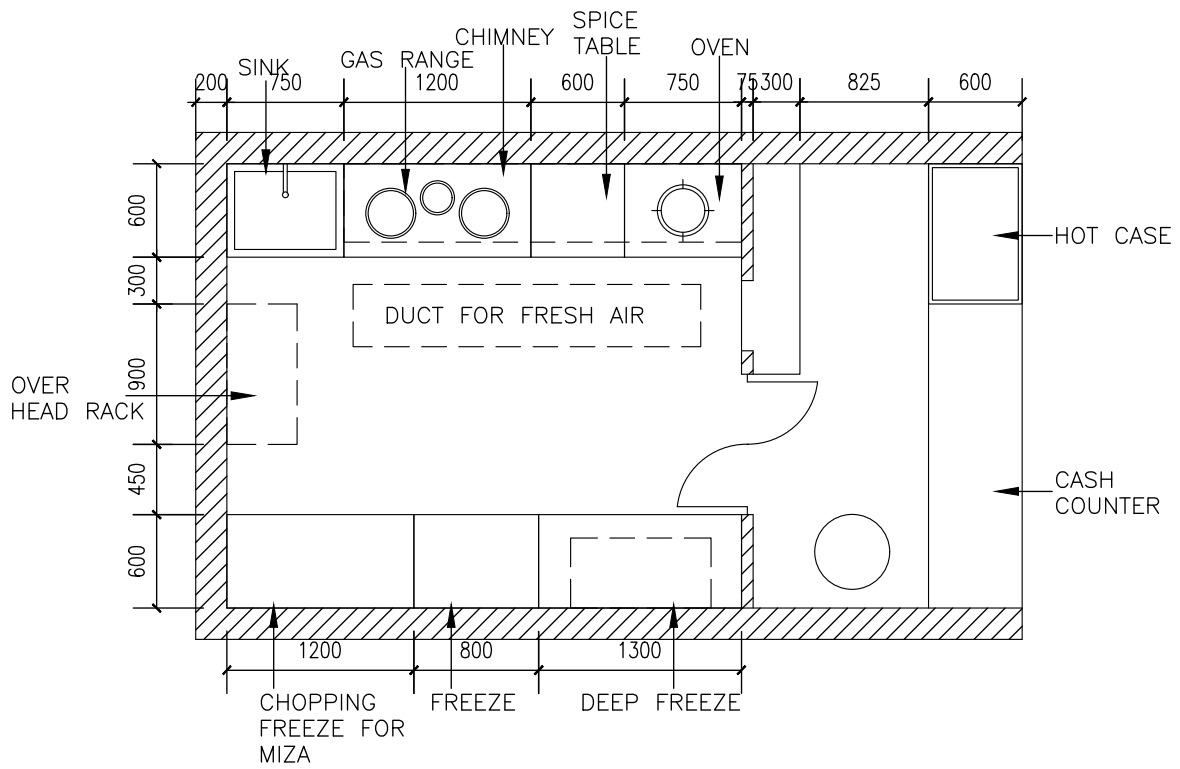


Kiosk menu & Shop Layouts



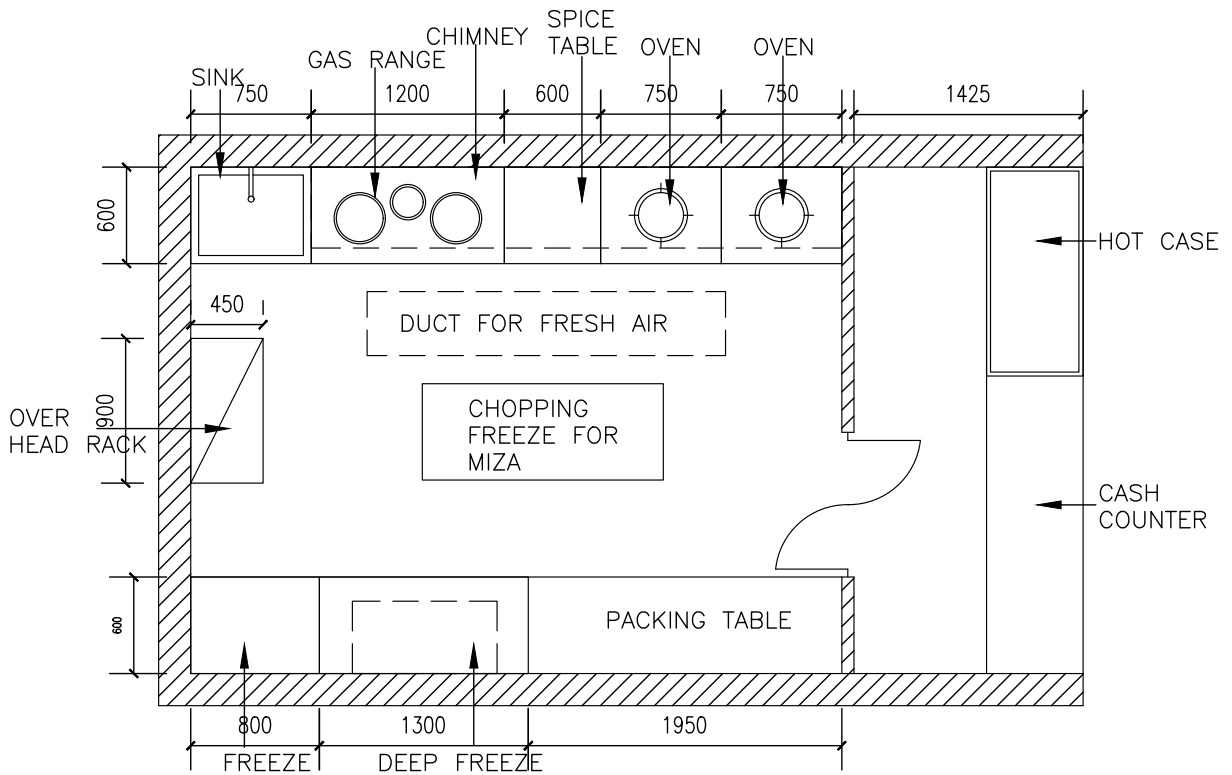




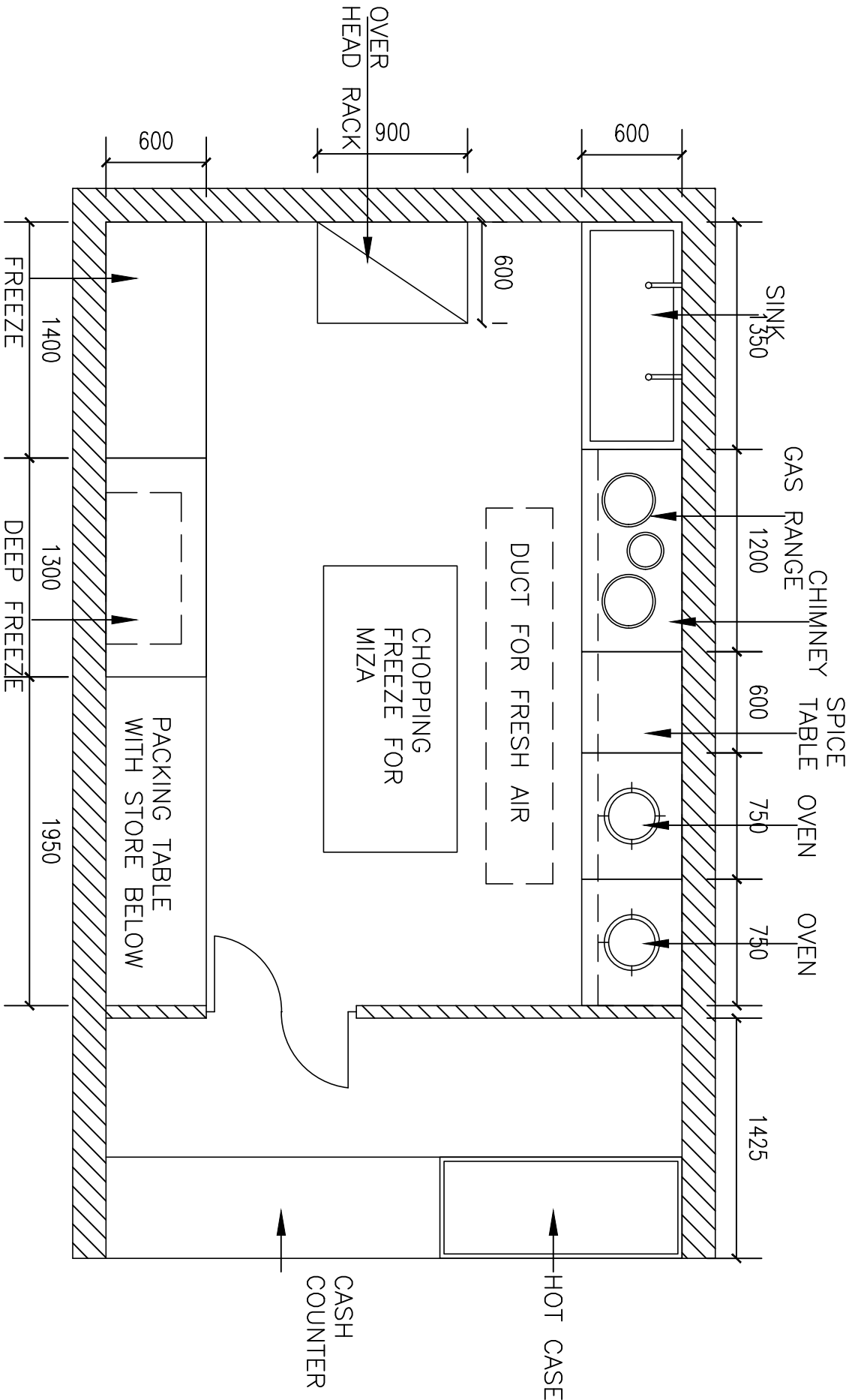


Layout plan for kitchen equipment of noodle oodle 180 Sq ft

**Exact design will change according to specification



Layout plan for kitchen equipment of noodle oodle 210 Sq ft



**Exact design will change according to specification

Layout plan for kitchen equipment of noodle oodle 240 Sq ft



Product packaging and branding













Commercials



Franchise fee (non refundable)

₹ 50,000 + 18% GST

Security Deposit (raw material)

₹ 1,00,000

Machinery cost

₹ 4,10,000

Interiors 400 sq ft

₹ 2,20,000

Office Equipment

30,000

Packaging

₹ 40,000

Led Sinage

₹ 60,000

Software & POS

30,000

Air Conditioning

50,000

Misc

10,000

Total : 10,00,000

About the Director

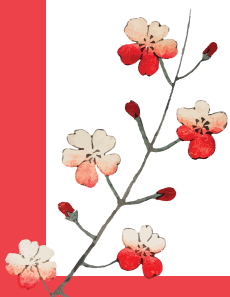


Roshni Aditya

Managing Director - Aditya Group

Roshni Aditya is in charge of the day-to-day operations at Noodle Oodle, an authentic Asian cuisine restaurant chain, is responsible for its performance and constantly working to develop new ideas based on the market and the industry. She runs the overall business operations and some of her duties include guiding the company in developing new products, services and maintaining business relationships. She possesses strong critical thinking, problem-solving, team building and collaboration skills, believes in leading by example and in driving employee commitment through actions while empowering them to reach their full potential.

She is also the working partner of Homelicious Hospitality, Roshni offers strategic advice to the chairperson and prepares and implements various business plans.





Dum Dum | Garia | Axis Mall | Alipore