



TIBETANTM BOWL



CRAVE ASIA. LIVE BOLD.

The Next Generation Pan-Asian QSR & Café.

Bringing bold Asian comfort food to India's fast-growing foodie culture—blending Korean street food trends, Tibetan flavors, and Japanese comfort dishes into a highly profitable, low-investment franchise model.

Built for the Modern Investor. Backed by Two Decades of Retail Expertise.

The Vision:

To create a low-investment, high-return food business model that works for salaried professionals, entrepreneurs, and seasoned investors.

The Promise:

✓ Easy to Start.

✓ Easy to Operate.

✓ Easy to Scale.

Founded by **Mr. Surendhar**, a food & retail expert with over 20 years of real industry experience.

Engineered Expertise:

- | | |
|---|---------------------|
| ✓ | QSR Operations |
| ✓ | Retail Expansion |
| ✓ | Franchise Systems |
| ✓ | Customer Behaviour |
| ✓ | Concept Development |

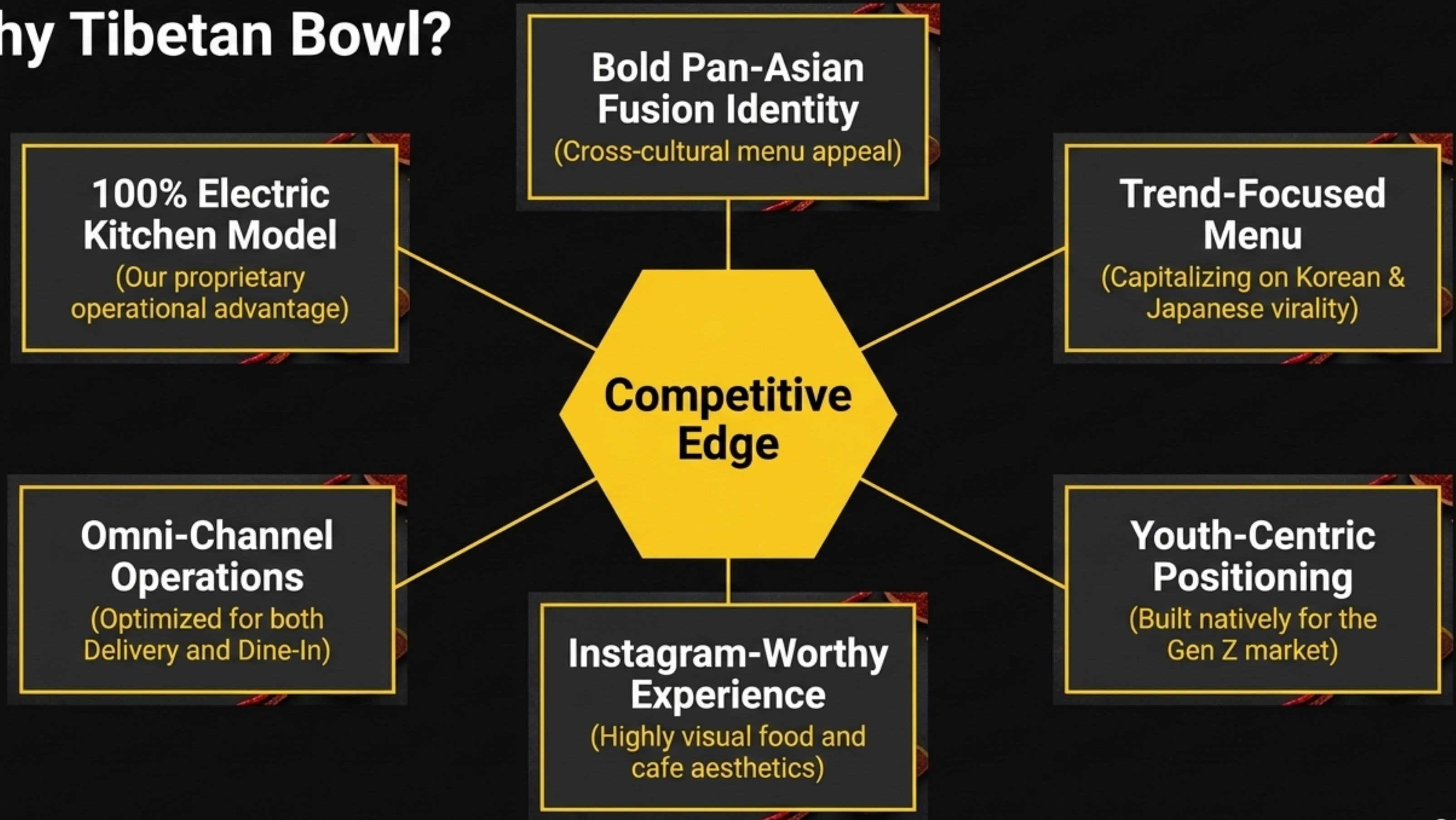
Bridging the Gap Between Premium Visual Dining and High-Speed Fast Food.



Target Demographics

- Gen Z
- College Students
- Young Professionals
- Food Explorers
- Family Diners
- Delivery-First Customers

The QSR Differentiator: Why Tibetan Bowl?



Menu Architecture: Engineered for Maximum Repeat Footfall

Strategic Advantage: Captures multiple dayparts—supporting quick snacking, shared dining, and complete meal occasions.

Pillar 1: Complete Meals

Focus: Satiating, comfort-driven dining.

Includes: Signature Rice Bowls, Korean Ramen Series.

Pillar 2: Authentic & Fusion Bites

Focus: Side dishes and specialized sharing plates.

Includes: Tibetan Momos, Japanese Comfort Meals.

Pillar 3: Viral Snacking

Focus: High-frequency, social-media-driven impulse purchases.

Includes: Korean Fried Chicken, K-Series Corn Dogs, Chicken Fries.

The Signature Series: Trend-Driven Craveability



Korean Ramen

Japanese Veg/Chicken,
Korean Kimchi (Veg/Chicken),
Seafood, Fiery Cheese, Hot &
Smoky Fusion



Signature Rice Bowls

Chinese Veg/Chilli Egg,
Schezwan Chicken,
Butter Masala Paneer,
Chettinad Chicken

The K-Series Specialty Line

K-Classic Chicken Corn Dog,
K-Cheese Burst,
Korean Fried Chicken



Where Cultural Hype Meets Operational Hardware

Highly Viral, Culturally
Complex Asian Fusion



Zero-Skill, Plug-and-Play
Kitchen Execution



Tibetan Bowl captures fleeting cultural food trends using a hyper-efficient, skill-independent operational engine. You deliver master-chef-level Asian cuisine without needing to hire one.

Operational Innovation: The 100% Electric Kitchen



Smarter, cleaner, and more responsible kitchen systems built for rapid, multi-city scaling.

The Holistic Customer Experience Journey

1

Step 1: Ambiance

Comfortable, youth-focused café-style dining environments designed for lingering and socializing.

2

Step 2: Service

Fast, highly efficient QSR-speed output without compromising the cafe feel.

3

Step 3: Presentation

Premium, highly visual, "crave-worthy" plating designed explicitly to be social-media-friendly.

4

Step 4: Off-Premise

High-quality, spill-proof delivery packaging ensuring the visual and physical integrity of the food at home.

The Turnkey Support Blueprint: Your Business in a Box.

**Total Franchise Budget:
₹4 Lakhs + GST**

STORE OPERATIONS

Kitchen cutleries & equipment

Petpooja POS billing software

Inventory control

Owner operation manual

BRANDING

Main signage board (10*3)

Menu boards

Brand aesthetics

COLLATERALS

Menu cards

In-store collaterals

Standard Operating Procedure
(SOP) booklet

MANPOWER

Complete manpower hiring support

Comprehensive training & learning
programs

MARKETING

Instagram blogger campaigns

Social media activity management

Free complementary stock worth 5K

ONLINE

End-to-end Swiggy onboard support

Zomato onboard support

Comprehensive Equipment & Hardware Package

Every critical asset required to run the 100% Electric Kitchen is included in the initial setup.

Heavy Equipment	Cutlery & Operational Assets Summary
Deep Freezer 350L (1)	Melamine Serving Ware (Ramen Bowls, Momo Trays, Sauce Cups, Appetizer Plates)
Single Door Refrigerator (1)	
Deep Oil Fryer 6L (2)	Professional Prep Tools (Chopping Boards, Knives, Digital Weighing Machine)
Micro Oven 20L (1)	Beverage Station Tools (Mojito Glasses, Shakers, Muddlers)
Electric Induction 2K Watts (2)	
SS Momo Steamer 2 Tier (1)	Tech Stack (Petpooja POS Billing Software, Owner Dashboard)
Chinese Wok & Laddle (1)	
3 Feet Stand MS Gas Burner (1)	

Scalability & Unit Economics Diagnostic Matrix

Operational Triggers	LOW	MEDIUM	HIGH
Volume & Staff	35 Daily Checks (20 Dine-in / 15 Dly) 3 Staff	55 Daily Checks (30 Dine-in / 25 Dly) 4 Staff	75 Daily Checks (45 Dine-in / 30 Dly) 6 Staff
Gross Monthly Sales	₹3,43,125	₹5,41,375	₹7,32,000
Food Cost (FPC 35%)	₹1,20,094	₹1,89,481	₹2,56,200
Gross Profit	₹2,23,031	₹3,51,894	₹4,75,800
Total OPEX	₹96,600 (28%)	₹1,17,600 (22%)	₹1,34,600 (18%)
EBITDA / NET PROFIT	₹1,26,431 (37%)	₹2,34,294 (43%)	₹3,41,200 (47%)

*(OPEX includes: Employees, Rent 4-7%, Utilities, Mktg, Royalty, Maintenance). APC: 300 for Dine-in, 350 for Delivery.

Establishing Geographic Dominance in South India.

Chennai

Strong urban customer base showing sustained demand for Fusion Bowls.

Coimbatore

Fast-growing modern food destination with robust dual demand.

Trichy

Expanding market driven by increasing youth and collegiate café culture.

Sivakasi & Salem

Emerging markets showing surging demand for early-adopter QSR experiences.

Bengaluru

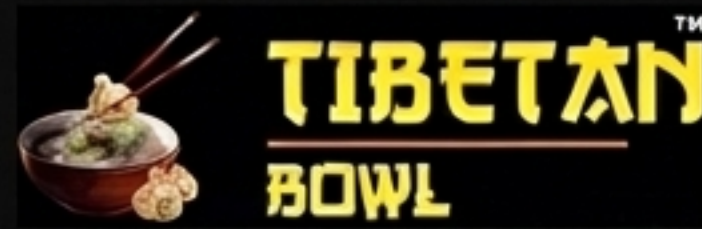
Strategic expansion into premium high-traffic tech hubs.



Proof of Concept

Strategic Growth & Expansion Roadmap





Own a Profitable Food Business Without Starting From Scratch.



Investment:

₹4 Lakhs Only (+ GST)

Area Required:

200 to 800 sq ft.

ROI Target:

12 – 18 Months

- ✓ Ready-to-Run Business System
- ✓ Low Skill Dependency
- ✓ Fast Setup Model
- ✓ Delivery + Dine-In Friendly

Decision making is very important. Decide your career: Employee or Employer.

Expansion & Partnerships Team

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