



## ABOUT US

We're highly collaborative and supportive team coming together on every franchise to ensure they get the very best result

## OUR SUCCESS JOURNEY

in 2017 **CHEESY CRAZY CAFE** was found  
Today we have **80+** outlets across india



Happiness Inside

# CREAMY WAFFLE

## OUR VISION

- To set and maintain the highest standard of quality and ethics everything we do.
  - to provide perfect cold and eatery products with a budgeted pricing and reliable services to our beloved customers.
  - Contribute towards the development and jobs across India.
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## OUR MISSION

- Trusted as perfect budgeted cafe business partner.
  - Respected brand in the food industry.
  - To be the leader in budgeted cafe segment Industry.
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## OUR VALUE

- **HONESTY | INTEGRITY | RELIABILITY | EXCELLENCE**
- To be open minded to listen to care and to be pro-active
- To be innovative and progmatic



Happiness Inside

# TANGY FRIES

## WHY CHEESY CRAZY CAFE

6+ Years experience in café market | Market knowledge  
Ready with all execution planning | We adopt 360 degree advertising for promotion  
Back end 24 x 7 support | Own manufacturer to supply raw material  
Less investment | High ROI

## SUPPORT & SERVICES

Interior Design | Branding & Creative | Kitchen Equipment | Training for Products & services  
Operation support | Supply Chain / Distributions | Audit & Review | Manpower Back up  
Marketing Plus Launch Activity | Property Support

## FRANCHISE MODEL

### DINE IN

Franchise Fee : 3 Lakh  
Royalty : No Royalty charges  
Marketing Levy : 2% on Net Sales  
Area Required : 300-1000 sqft onwards  
Total Investment : 10-20 Lakh  
Kitchen Equipment : 2.25 Lakh

### TAKE AWAY

Franchise Fee : 3 Lakh  
Royalty : No Royalty charges  
Marketing Levy : 2% on Net Sales  
Area Required : 100-200 sqft onwards  
Total Investment : 6-7 Lakh  
Kitchen Equipment : 2.25 Lakh



Happiness Inside

# CHEESY BURGER

# OUR MENU

## CHOCO CREAMS

Choco - B	₹ 100
Choco - M	₹ 100
KitKat Choco	₹ 120
Oreo Choco	₹ 120
Dry Fruit Choco	₹ 140
Dairy Milk Choco	₹ 140
Ferrero Choco	₹ 140

## SUNDAE

Hot Chocolate Fudge	₹ 125
Black Forest Sundae	₹ 139
Banana Split Sundae	₹ 150
Strawberry Pineapple Sundae	₹ 149
Fruit Salad Sundae	130

## SPECIAL COLD COFFEE

Crunch Plain	₹ 90
Crunch Crush	₹ 100
Crunch With Ice Cream	₹ 110
Milky Crunch	₹ 90

## CREAM SHAKES

Vanilla Shakes	₹ 70
Strawberry Shakes	₹ 70
Pista Shake	₹ 70
Butterscotch Shakes	₹ 80
Chocolate Shakes	₹ 80
Oreo Shake	₹ 80
Mango Shakes	₹ 90
Kitkat shake	₹ 90
Kesar Pista Shakes	₹ 90
Guava Shakes	₹ 90
Black Current Shakes	₹ 90
Gulkand Shakes	₹ 90
Dry Fruits Shakes	₹100

## SPECIAL MASTANI

Mango	₹ 100
Strawberry	₹ 90
Chocolate	₹ 100
Pista	₹ 90
Butterscotch	₹ 100
Anjeer	₹ 110
Sitaphal	₹ 110
Dry Fruit	₹ 120

Happiness Inside

# SPECIAL MASTANI

# OUR MENU

## ICE CREAM

Vanilla	₹ 30
Strawberry	₹ 30
Pista	₹ 30
Butterscotch	₹ 50
Mango	₹ 50
Gulkand	₹ 50
Kesar Pista	₹ 50
Chocolate	₹ 50
Chocochips	₹ 50
Anjeer Badam	₹ 60
Black Current	₹ 60
Dry Fruit	₹ 60

## WAFFLE

Classic Caramel Waffle	₹ 130
Banana Caramel Waffle	₹ 149
Nutella Brownies Waffle	₹ 149
Kitkat Crunch Waffle	₹ 149
Fruit Blast Waffle	₹ 159
Creamy Nuttela Waffle	₹ 149
2 PC Served Only With Vanilla Ice Cream	

## SHOTS & NUGGETS

Chilli Potato Garlic Shots	₹ 110
Peri Peri Potato Garlic Shots	₹ 120
Chipotle Potato Garlic Shots	₹ 120
Tandoori Potato Garlic Shots	₹ 120
Cheese Corn Nuggets	₹ 130
Peri Per Chese Corn Nuggets	₹ 140
Tandoori Cheese Corn Nuggets	₹ 140
Chipotle Cheese Corn Nuggets	₹ 140
Magic Torando	₹ 90
Peri Peri Torando	₹ 10
Chipotle Tornado	₹ 100
Tandoori Torando	₹ 120
Cheese Peri Peri Tornado	₹ 140
Cheese Chipotle Torando	₹ 140
Cheese Tandoori Torando	₹ 140

## PAN CAKE

Pancake	₹ 149
Retro Chocolate Pancake	₹ 149
Fudge Banana Pancake	₹ 159
Ferrero Nuttela Church	₹ 169
American Naple Pancake	₹ 130
10 PC Served	



Happiness Inside

# SPICY NUGGETS

# OUR MENU

## CHURROS

Spanish Churros	₹ 130
Nutty American Churros	₹ 149
3 Layered Churros	₹ 169
Churros Shots	₹ 149
Churros Fruits Sundae	₹ 159
All Item 5 PC Served	

## MOCKTAILS

Mint Mojito	₹ 79
Blue Curacao	₹ 79
Green Apple Mojito	₹ 79
Lemon Iced Tea	₹ 69
Peach Iced Tea	₹ 69
Fresh Lemon	₹ 70

## MOMOS

Simply Veg	₹ 60
Paneer Tikka	₹ 80
Peri Peri	₹ 80

## SPECIAL HOT

Black Coffee	₹ 30
Hot Coffee	₹ 40
Hot Chocolate	₹ 50
Hot Bournvita	₹ 60
Hot Milk	₹ 50

## MAGGIE

	Plain	Cheese
Veg Maggi	₹ 40	₹ 50
Paneer Maggi	₹ 50	₹ 60
Peri Peri Maggi	₹ 60	₹ 70

## WRAP

	Plain	Cheese
Aloo Tikki Wrap	₹ 60	₹ 70
Peri Peri Wrap	₹ 65	₹ 75
Paneer Wrap	₹ 75	₹ 85
Tandoori Paneer Wrap	₹ 85	₹ 95

## FRIES

Simply Salted	₹ 60
Peri Peri Fries	₹ 80
Cheesy Fries	₹ 100
Loaded Fries	₹ 120

## BAKES PASTA

Backed Alfredo White Sauce	₹ 159
Baked Flamingo Red Sauce	₹ 159
Red Pasta	₹ 120
(Onion, Capsicum, Sweet Corn, Jalapenos)	
White Pasta	₹ 140
(Onion, Capsicum, Sweet Corn, Mushroom, Black Olive)	



Happiness Inside

# CREAMY PASTA

# OUR MENU

## SANDWICH

Veg Sandwich	₹ 55	₹ 55
Corn Sandwich	₹ 65	₹ 65
Peri Peri Sandwich	₹ 65	₹ 65
Peri Peri Paneer Sandwich	₹ 70	₹ 70
Peri Peri Sweetcorn Sandwich	₹ 75	₹ 75
Tandoori Paneer	₹ 65	₹ 65
Tandoori Corn Sandwich	₹ 75	₹ 75
Classic Veg Sandwich	₹ 65	₹ 65
Chocolate Sandwich	₹ 65	₹ 65
Chocolate Nutella Sandwich	₹ 75	₹ 75

## PIZZA'S

	PREMIUM	FAMILY PREMIUM
Veg Pizza	₹ 120	₹ 180
Veg Cheese Pizza	₹ 120	₹ 180
Paneer Pizza	₹ 120	₹ 180
Margherita Pizza	₹ 120	₹ 180
Sweet Corn Pizza	₹ 120	₹ 180
Olive Pizza	₹ 120	₹ 180
Jalapenos Pizza	₹ 120	₹ 180
Mix Veg Pizza	₹ 120	₹ 180
Tandoori Cheese	₹ 120	₹ 180
Tandoori Pizza	₹ 120	₹ 180
Mushroom Pizza	₹ 120	₹ 180
Tandoori Cheese	₹ 150	₹ 225
Corn Pizza		

## BURGER

Aloo Tikki Burger	₹ 65
Aloo Tikki Cheese Burger	₹ 65
Aloo Tikki Paneer Burger	₹ 75
Aloo Tikki Tandoori Burger	₹ 80
Aloo Tikki Tandoori Cheese Burger	₹ 90
Aloo Tikki Classic Burger	₹ 100
Veg Paneer Cheese Burger	₹ 90
Veg Tandoori Chese Burger	₹ 100
Veg Classic Cheese Burger	₹ 100
Veg Burger	₹ 60
Veg Cheese Burger	₹ 70
Veg Double Cheese Burger	₹ 80

## CHAAT CORNER

Masala Veg Corn Chaat	₹ 70
Butter Corn Chaat	₹ 90
Cheese Masala Corn Chaat	₹ 120
Peanut Chaat	₹ 90
Peri Peri Peanut Chaat	₹ 100
Cheese Peanut Chaat	₹ 130



Happiness Inside

# TASTY SANDWICH



## WHY CHOOSE CHEESY CRAZY CAFE?



**STAFF RECRUITMENT  
AND TRAINING**



**WIDE RANGE OF  
BUDGETED FRIENDLY MENU**  
Return on Investment  
in 8-10 Month



**0% WASTAGE**  
Unique Efficient  
Raw Material



**LOW INVESTMENT**  
Most Affordable  
setup cost pan india

## NO ROYALTY MODEL



**55-60%**  
Average Gross Profit



**LOW RISK**  
Minimum Risk  
Management



**STAFF RECRUITMENT  
AND TRAINING**



**TECH ENABLED**  
Data & Inventory  
Management



Happiness Inside

**SPICY WRAP**

## WHAT SUPPORT DO YOU GET

- Café Kitchen Equipment
- Startup Franchise Kit
- Menu Variety & Customization
- Government FSSAI Registration
- Café Decor Plan & layout Guideline
- Owner Training & Staff Hiring
- Staff Training & Management Guideline
- Day to Day Café Maintenance Planner
- Online National Level Digital Branding
- Local Marketing Action Plan
- POS & Inventory Management System
- Swiggy & Zomato POS Intergration
- Franchise License For 5 years
- Franchise Helpline Support

## REQUIREMENT TO BE A FRANCHISE PARTNER

- involvement in the business along with the required investment.
- To be a good listener
- Capable of managing the staffs and SOP's.
- Proper understanding of Business Module.
- Good retail space of 300-1000sqft at high footfall area.
- Vision of serving good food to the customers.

## CAFE DECOR & LAYOUT GUIDLINES

We at Cheesy Crazy Café give you a guideline on how to design your café with minium effort and cost. Our Thematic Design Lets you keep your café simple and elegant

**NO HIDDEN CHARGES**  
**100% TRANSPARENCY**



Happiness Inside

**DELICIOUS PIZZA**

## THE MOST IMPORTANT ASPECT OF THE CAFE SETUP & MAINTENANCE IS TO KEEP IT HYGIENIC AND SPACIOUS FOR PEOPLE TO HANGOUT

Flex Marketing Banner  
&  
Board Designs

Painting Design  
For Your  
Cheesy Crazy Café

Guide To Make Your  
Setup  
Minimal Cost

Customized Layout  
Design  
As Per Your Space

### FRANCHISE APPLICATION & SETUP PROCESS

#### PHASE 01

Franchise booking need to be done by signing the LOI along with the franchise fee with the brand in the name of Dora Enterprises (Parent Company)

#### PHASE 02

After which the proerty selection and finalization process will happen along with 3D and 2D drawing execution and vendor finalization.

#### PHASE 03

Interiors team will take 30days to complete the work and handover the outlet for launch.

#### PHASE 04

Parallely the franchise has to procure the raw materials, staffs hiring and training and accomodation process.

#### PHASE 05

Online aggregators like swiggy, Zomato will be assigned to the respective stores and the concerned team will guide the franchise accordingly.

#### PHASE 06

Once the store is ready the Franchise Agreement will be signed between both the parties and the grand launch will be made.

### OUR DELICIOUS MENU

SANDWICH | PANCAKE | CHURROS | WAFFLES | NUGGETS | PIZZA | BURGER  
MOMOS | FRIES | PASTA | POTATO TORANDO | MAGGIE | WRAP | MUCH MORE

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**CREAMY CHURROS**



Happiness Inside



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