

FRANCHISE OFFER
for



MILKYWAY
FAST FOOD & ICE CREAM
at
Hyderabad Metro Rail Stations

What's so special about this business?



Food Industry is
evergreen



Repeat customers



Very high footfall area

**EXCLUSIVE
RIGHTS**

No competition



THE PRODUCTS



Biryani



Pre Pack Meals



Sandwiches



Samosa



Coffee



Tea



Biscuits/Cookies



Ice Creams



Sundaes



Milk Shakes

ABOUT MILKYWAY

- Established in the year 1994. Expertise in Fast Food & ice creams for past 20 years.
- No. of Outlets: 37 (16 existing + 21 opening soon)
- Fast expanding proven & profitable concept



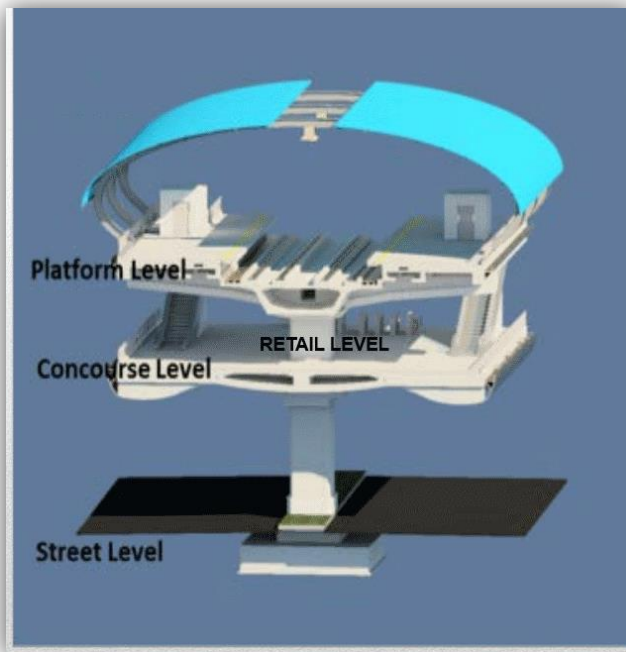
ABOUT HYDERABAD METRO RAIL (HMR)

- HMR project is the **World's Largest** Public-Private Partnership Project (PPP) in the Metro Sector
- HMR stations integrated with existing regular railway stations, inter-city bus stations, MMTS stations
- HMR will cover 72 kms across 3 corridors
- Estimated **1.5 million (15 lakh)** people projected to use HMR daily
- Work is going on in full-swing. First phase to start in March 2015 as per schedule.



SPECIAL FEATURE OF HMR STATIONS

- All passengers have to go through retail level (concourse level) to reach the platform level for getting into trains; and similarly to reach street level for exit.



Sales to Non-Passengers



- We can give door deliveries to nearby areas.



- Huge number of Non-passengers will use the metro stations as foot-over-bridge for road crossing.

Party Orders

- We can undertake party orders



THE INVESTMENT

- Franchisee will invest about 13.5 lakhs towards machinery, franchise fees and interior cost. Refundable deposit is extra (depending upon the station - approx 3.5 lakh)

THE RETURN

- Franchisee is expected to earn about 7 to 12 lakhs per year per station.



WHAT WILL MILKYWAY PROVIDE ?

- Proven product & Established brand
 - Expertise in food & ice creams for past 2 decades.
- Proven systems
 - Standard operating procedures
 - Professional operations & reporting
- Support & expertise
 - Full training is provided for franchisee
 - Inventory and equipment assistance
 - Assistance in arranging licenses and government regulations



WHAT EXACTLY DO I HAVE TO DO?

- Invest money
- Undergo training with Milkyway
- Manage the store
 - Handle the customers
 - Handle the employees
 - Handle the stock
- No cooking. All items are machine made / pre-packed.



CONTACT US

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