

## About Mr. Idli

# Mr. IDLI



Healthy and Delicious...

Mr. Idli is a South Indian Contemporary Fast Food Restaurant Concept dealing in Authentic and Traditional dishes of South India. Mr. Idli is introduced by 9pax Restaurants Consultants who are pioneers in Restaurant Consultancy Services worldwide. 9pax Restaurant Consultants are based in Mysore having their Clients all over India and Abroad. 9pax Restaurant Consultants have introduced many brands like Mr. Idli in India and Abroad.

Mr. Idli is an excellent business opportunity for entrepreneurs who wish to excel in their career. Mr. Idli is a successful franchise option with a dynamic approach towards financial growth. Other than building the Mr. Idli brand, 9pax Restaurant Consultants provide quality support to ensure franchisee business success. Mr.

Idli is already a proven system which has seen all the positive and negative of the concept and has corrected over the years. All age groups enjoy dining at Mr. Idli due to its varieties and concept approach. Mr. Idli is ISO 22000:2005 Certified and follows HACCP Standards in maintaining a highly profitable business. Mr. Idli is a very low investment with confidence of guaranteed returns. Mr. Idli business can be operated on any floor plan. So, if you think you can be the next successful entrepreneur then get the application online from our website and contact us immediately.

Mr. Idli serves 64 varieties of Idlis, 180 varieties of Dosa, 50 varieties of Rice delicacies, Madras filter Coffee and 30 varieties of snacks.

## Answers to Frequently Asked Questions

### Things you should know before starting Mr. Idli franchise Business

#### What is Mr. Idli?

Mr. Idli is an ISO 22000:2005 certified, fast growing chain of fast food restaurant catering to varieties of South Indian delicacies.

Mr. Idli is the venture of 9pax Restaurant Consultants who are pioneers in Restaurant Consultancy business worldwide.

9pax Restaurant Consultants are Highly Qualified Experts having International and National Experience in Restaurant Business. Mr. Idli is an effort to create business according to the investor's capabilities.

#### What is ISO 22000:2005? Why do I need this certification?

- ISO 22000:2005 is Food Safety Measure Standards which gives guidance in all the areas of food handling and services.

- This helps in putting proper processes in place and reduces wastage. ISO 22000:2005 also includes some standards of ISO 9001.
- ISO 22000:2005 gives exact procedures to maintain quality, Proper purchase channels, Proper storage and Issue of raw materials, corrective measures involved in running successful food production business.
- You need this certification to ensure no food adulteration, no food poisoning, to maintain quality standards, to reduce wastage, to educate your staffs who are involved in food handling, also, it helps in generating good business as customers will feel safe to dine with you.

#### **Do I have to pay for ISO Certification?**

No, by default you will get the benefits of ISO Standards but, you need to follow the procedures strictly.

#### **What is HACCP? Why do I need HACCP Standards?**

Hazard Analysis Critical Control Point is a standard which analysis the critical situation of food production and ensures safety of the staff and the customers who are in contact with the food. We follow this standards to safe guard your business in a long run and ensure timely follow up of procedures accordance with HACCP Standards. HACCP Standards avoids production accidents and safe guards your customers. It is also designed to prevent rather than catch potential hazards.

#### **How old is Mr. Idli Business?**

Mr Idli was found in the Jan 2007. Mr. Idli has gone through all business trials and errors which we have tested for years to give you an ideal concept of serving varieties of South Indian Dishes ranging from Idlis, Dosas, Rice Bhatls, Snacks, Sweets and Madras Filter Coffee. New concepts like Chinese Fusion & North Indian Fusion foods are also introduced.

#### **What is SAFE DRINKING WATER concept at Mr. Idli?**

SAFE DRINKING WATER is a basic need in any food sales outlet. We at Mr. Idli, use RO Technology treatment which ensures safe drinking to our customers. This concept not only helps in gaining more confidence in the mindset of customers who are health and safety conscious but also helps in food hazards.

#### **Is Mr. Idli recipe tasty and delicious?**

Yes, we have prepared and tested our recipes from top chefs from India. Our team of food tasting experts from 9pax Restaurant Consultants have done public survey and found out that our food taste good & better. Our recipes are achieved from Grandmothers and Mothers who has shared their age old secrets and our young and dynamic chefs have given the finishing touch to give the kick to the taste.

#### **What is the investment required to Start Mr. Idli?**

Mr. Idli is the only business which is fool proof and gives you the confidence to invest. The investment starts from Minimum of INR 50, 000/- to 12, 00, 000/-. Please visit our Franchise Options category in our website to know more about the investment options.

#### **What kind of support is provided by the franchisor?**

The franchisor provides the following support to ensure safe and successful business.

- Site Selection and Feasibility report.

- Equipment selection and placements.
- Purchase of raw material support.
- Selection of staff and giving them training at our Head Office and Centralized Kitchen in Mysore.
- Providing you standard recipe according to the local taste.
- Providing operation procedures guideline manual to guide you in handling the business efficiently.
- Handling Nation Wide Promotional Tie- ups.
- Providing online presence of your business in major search engines.
- Provides support for off line marketing to promote Home Delivery and Out Door Catering with in 5 KM Radius.
- Standards based Identity & Brand design
- Weekly check up on Standard Recipe and Standard Portion Size.
- Media publicity and initial Market presence advertisement.
- Dedicated team of experts assigned for each franchisee to ensure quality support when needed.
- Our qualified and highly experienced restaurant experts will visit your outlet time to time to upgrade or to maintain the standards to improve the business.

#### **Do I have to own my own cook and service people?**

Yes, you may have to hire the cook and service people. We can help you in selecting the right people and train them either at your own premises or at our Mysore division. We will then put our expert cook to work along with your staff to maintain the standards for 2 weeks period after starting of your Mr. Idli outlet.

#### **When will I get the returns on my investment?**

You will get your returns over your investment in a period of 5 to 6 months\*.

#### **What is the profit margin of your product?**

The profit margin is \*200%. You will get 2 times your investment by the completion of 1 year.

#### **What is the area required for Mr. Idli business operation?**

You have an investment option where the space required is minimum of 50 sq ft area and up to 2500 sq ft area.

#### **What is the Franchisee Fee to get Mr. Idli Franchise business?**

The franchise fee depends on the type of outlet you are opting for. Please visit [www.mridli.com/franchise](http://www.mridli.com/franchise) to know about different options available.

#### **Is the owner's presence required to run the business of Mr. Idli?**

Yes, partial presence might be required to maintain the accounts, check quality of food and take briefing of the staff .

#### **Is there any production wastage?**

According to our thorough research in our operation procedures, we have found out that there is no wastage at all as the products are rotated according to the standards of ISO 22000. However, you can consider 1% to 2% wastage per service cycle\*.

#### **Do you provide staff uniform and marketing collaterals?**

Yes, it's all inclusive in Franchisee fee.

**Do you supply Idly and Dosa Batter?**

This is not possible if you are situated anywhere other than Mysore. But, we will supply the raw materials required for the production of Idli and Dosa batter. You can have a small unit for grinding and storage and avail our master franchise options where in you can give the idli and dosa batter to other Mr. Idli Franchisee at your district and earn Rs. 3 per plate on the sale of Idlis and dosas.

**What is the term of Franchise Agreement?**

The term of agreement is for 3 years and is renewable.

**What are other charges to be paid to the Mr. Idli?**

Please go to our website under section investment options to know the details as there different charges for different investment options.

**Are there any maintenance charges to be paid to the Franchisor to maintain the equipments and machinery?**

No, there will be free maintenance from the local supplier that we appoint for the period of 6 months. Later, there will be some nominal charges to be paid against the maintenance towards equipments and machinery including electrical and gas line.

**What kind of locations I can look for Mr. Idli Business?**

- Inside any Super Malls, Entertainment Complex and Collage Campus
- High Foot Fall Area or Commercial space next to the main road
- Hospitals and Hostels.
- Industries and IT Companies food courts.
- Residential cum Commercial Space.
- Railway Station and Bus Stands.
- Airports
- Motels on Highways
- Space beside Busy High
- Commercial complex
- Residential House on two way traffic Main Road.
- Hotels with accommodation which does not have food and beverage facilities and would like to provide space for you to operate Mr. Idli Business for in house and outside guest.

**Do you have exit strategy?**

Yes. All our franchisees shall have exit strategies depending on the type of outlet, location and business history.

\*Subject to market & work conditions

## **Contact**

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