



Our **mission** is to serve high-quality coffee and healthy mix food with exceptional customer experiences, all while providing a sustainable and scalable business model for our franchise partners.

Our brand **vision** is to redefine South Indian tradition on a global scale through exceptional food, coffee, and hospitality in the QSR category.

‘Hospitality Concept to Convenience’

QSR || Fine Dine || Coffee Shop || Food Court || Cloud Kitchen

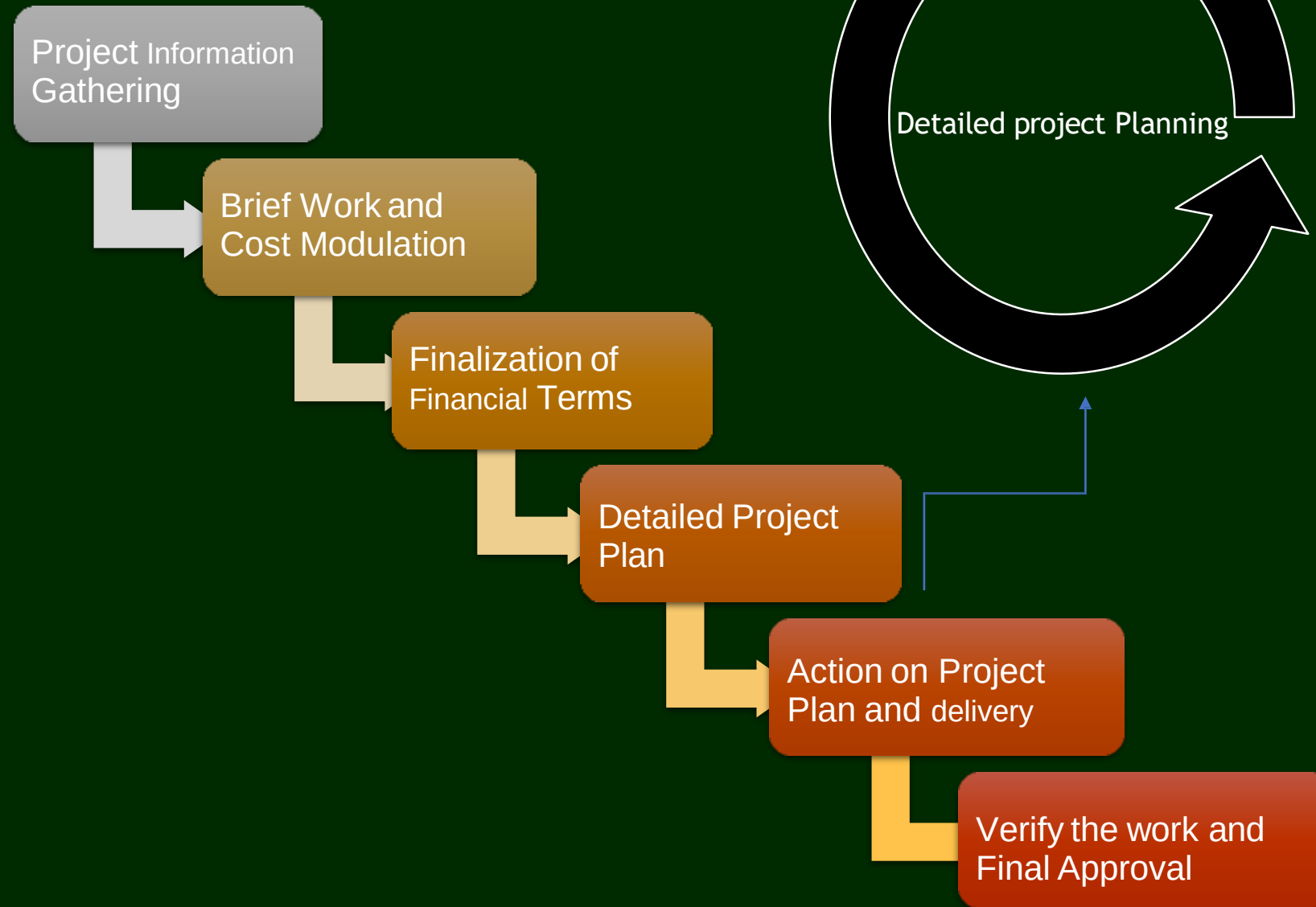


Genous Indiaaahar Pvt Ltd provides services in the franchise retail business.



- Market research for property selection.
- Concept development, branding, and strategy.
- Complete project planning and BOQ guidance.
- Dedicated project team alignment.
- Menu engineering and development.
- Standard Operating Procedure (SOP) creation.
- Process formulation and standardization.
- Training support.
- Premix and ready-to-cook product support.
- Monthly mystery audits and reporting.
- Cost optimization and revenue growth guidance.
- Setting up online delivery platforms like Swiggy and Zomato.

Franchise Process



- Site inspection
- Physical Measurement
- Facility design & Planning
- BOQ and Project Cost Projection
- Project execution with full efficacy
- Project Performance and Monitoring.
- Project Close & report submission

What makes Genous indiaaahar Pvt Ltd Different from Others beyond its core serving

01

Transparency

GIA is transparent in all its job and processes

02

Speed and Agility

Speed matters and GIA team knows it.

03

Communication

Team maintains clear communication so that any turndown cases are avoided

04

Knowledge Share

Team shares the knowledge of why, when, where, what and how. So that reason of every proposition is clear

05

Data and Information

Team maintain all activity and data for clear reasoning

06

Core team Experience

GIA consist of expert hands in various domain to provide expert solutions

07

Feedback and optimization

Your feedbacks are important for us and we make sure we work on this.

Instant premixes help in reducing manpower and ensure consistent quality at all times.

- Speciality South Indian Food Instant Mixes
- Specialised Barista and Coffee Solutions.
- Spice Sprinklers, [Andra Podi masala]
- International Seasonings and Spice Mix
- Instant DIY South Indian Breakfast Range
- Instant DIY South Indian Curry Range
- Instant DIY South Indian Rice/ Biryani Range
- Instant DIY Marinades
- Instant DIY Sweets and Milk shakes , coffee
- Speciality North Indian Food Instant Mixes



SOUTHINDIAN PREMIX

- Dosa
- Idly
- Vada
- Sambar
- Upma
- Sheera [Kesaribath]
- Appam
- Puttu
- Poha
- Broken Wheat Upma
- Ragi Dosa
- Veg Kurma
- Rasam Masala
- Hydrabadi Biryani Masala
- Keral Paratha mix



SOUTHINDIAN RICE MIX

- Lemon Rice
- Tamarind Rice
- Veg Pulao
- Pongal
- Bisibelebath
- Hydrabadi Biryani

COFFEE

- Filter coffee Powder
- Roasted coffee beans
- Instant Coffee

MILK SHAKE PREMIX

- Thick Belgium Chocolate Shake
- Thick Choco Mocha Shake
- Premium cold Coffee Instant
- Cup Cake Instant
- Waffle Mix
- Cheese Cake Instant



- **Easy to prepare, just follow 3 steps and your authentic gravy and biryani is ready. No Expert Chef Needed!!!**

Advantages of Association with Genous indiaahar pvt ltd

- 18+ years in the business experience , have excellent reputation on quality having supplied products to various brand on exclusive contract research and manufacturing basis.
- Associated with multiple brands for Great Value Soup Mixes, variety of coffee blend , ready to mix south & north Indian product & more
- Only few companies franchise consult & drive Chef-less Indian cuisine, including genous indiaahar Pvt Ltd restaurant in India.
- Has confirmed association with Highways for highway amenity outlets. Ready scalable business for similar highway & city standalone facilities.
- Unique technology based and SOP driven business operations.
- More than 100 + menu products catering to all the ages groups.
- Has trademark registration of SOUTHWAY COFFEE & GIA GRILLZ .
- Lowest wastage & better profitability.
- Potential to scale fast with sustainable business model



Introduction : Welcome to our Quick Service south Indian café

SOUTHWAY COFFEE, where you can immerse yourself in the flavours of South Indian tradition while sipping on freshly brewed filter coffee. Explore our menu featuring traditional breakfast delights like dosas and idlis, vada alongside a variety of staples for every session ,our merchandise featuring bakery items, adding an extra touch of delight to your dining & takeaway experience.

Southway Coffee vision is to redefine South Indian tradition on a global scale through exceptional food, coffee, and hospitality in the QSR category.

Key Highlights:

Diverse Range of Bakery Items & Traditional South Indian Staples: From breakfast to dinner, explore our menu offering a variety of bakery items and traditional South Indian staples suitable for every session.

Authentic South Indian Snacks: Indulge in traditional South Indian snacks perfectly paired with freshly brewed coffee.

Delightful Merchandise: Don't miss our merchandise featuring delightful bakery items, special blended coffee, and masala items for an extra treat.

SOUTHWAY COFFEE



BREWED IN TRADITION.
SERVED WITH LOVE.

Refreshing COOLERS

COLD BEVERAGES

COLD COFFEE	139
IRISH COLD COFFEE WITH CREAM	159
HAZLENUT COLD COFFEE WITH CREAM	159
RICH CHOCOLATE CHIP MILK SHAKE	139
COLD BADAM MILK WITH CREAM	149
SITAPHAL MILK SHAKE	139
TENDER COCONUT MILK SHAKE	139
MANGO MILK SHAKE	139
ROSE MILK WITH CREAM	149

ICE TEA

KIWI COOLER	139
PASSION FRUIT WITH LIME	139
ICE TEA (PEACH / LEMON / GREEN APPLE)	119
BUTTER MILK	69
WATER BOTTLE	MRP



FILTER COFFEE

FRESHLY BREWED COFFEE

BLACK COFFEE - MILK ON SIDE	39
TRADITIONAL FILTER COFFEE	59
JAGGERY (BELLADA) COFFEE	69
HAZLENUT COFFEE	69
IRISH COFFEE	69

HOT BEVERAGES

HOT BADAM MILK	69
GINGER REGULAR TEA	39
LEMON MINT TEA	39
MASALA TEA	39
ASSAM TEA	69
DARJEELING TEA	69
GREEN TEA	69

WE USE ONLY
GHEE & Amul BUTTER

*NOT AS APPLICABLE | *PHOTOGRAPHS ARE INDICATIVE ONLY

FILTER COFFEE



All Day Menu

IDLY & VADA

CLASSIC GHEE IDLY - 3 pc	79
GHEE MINI IDLY - 16 pc	139
GHEE PODI MINI IDLY - 16 pc	149
BUTTER PODI MINI IDLY - 16 pc	149
THATTE GHEE PODI IDLY 1 pc	139
SAMBAR VADA (Mini) - 6 pc	89
IDLY VADA COMBO	119
(12 PC IDLY & 3 PC MINI VADA)	



DOSA

GHEE PLAIN DOSA	119
GHEE MASALA DOSA	149
GHEE PODI MASALA DOSA	159
GHEE MYSORE MASALA DOSA	169
GARLIC SPICY MASALA DOSA	169
BANGALORE BUTTER DOSA	139
BANGALORE BUTTER MASALA DOSA	149
CHEESE CUT MASALA DOSA	169
CHEESE PODI CUT MASALA DOSA	159
PANEER SPECIAL DOSA	169
SET DOSA - 2 PC	119



RAVA DOSA

RAVA DOSA	139
RAVA MASALA DOSA	159
ONION RAVA DOSA	159
ONION RAVA MASALA DOSA	169



UTHAPPAM

GHEE ONION TOMATO UTHAPPAM	149
GHEE ONION UTHAPPAM	139
GHEE TOMATO UTHAPPAM	139

BREAKFAST SPECIALS

UPMA & SHEERA COMBO	89
UPMA	69
VEG PULAO & RAITHA	149
FLAVOURED RICE	139
(TOMATO / LEMON / MINT / PODI)	



PAV BHAJI

Amul BUTTER PAV BHAJI	139
CHEESE PAV BHAJI	159



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LUNCH & DINNER SPECIALS

SOUTHWAY SPECIAL MEAL (11 PM TO 3 PM & 7 PM TO 10 PM)	139
KERALA PAROTA WITH CREAMY SPICED PANEER CURRY, VEG PULAO & PICKLE, SALAD, PAPAD - WITH BUTTER MILK	159
KERALA PAROTA WITH PANEER CURRY 2 pc	119
CHOLE POORI 3 pc	119
KERALA LACCHA PARATHA 2 pc	37



DOSA PIZZA

MIX VEG DOSA PIZZA (LOADED WITH CHEESE)	169
PANEER DOSA PIZZA (LOADED WITH CHEESE)	179
MUSHROOM DOSA PIZZA (LOADED WITH CHEESE)	189



PIZZA

THIN CRUST CHEESY PIZZA (MIX VEG)	219
THIN CRUST CHEESY PIZZA (PANEER)	249
THIN CHEESY CRUST PIZZA (MUSHROOM)	279

SNACKS & MORE

SPICY VEG CUTLET - 3 PC	89
FRENCH FRIES	109
HOT & SPICY FRIES	119
VEG TACOS (HOT & SPICY)	139
VEG CLASSIC TACOS	129
SABUDANA VADA - 4 PC	89
SAMOSA (MINI - 5 PC)	89
CHEESY NACHOS	119



ROLLS & TACOS

TACOS (HOT & SPICY)	139
TACOS (REGULAR)	129
VEG ROLL	109
MUSHROOM & CAPSICUM ROLL	129
PANEER ROLL	139



DESSERTS & FALOODA

GHEE SHEERA / KESARI BATH	69
MANGO FALOODA	149
ROSE FALOODA	149
SITAPHAL FALOODA	149
SITAPHAL ICECREAM	69
TENDER COCONUT ICECREAM	69
VANILLA ICE CREAM	69
MANGO ICECREAM	69



SIGNATURE DESERT

SIZZLING BROWNIE	169
VANILLA ICE CREAM WITH HOT CHOCOLATE SAUCE ON TOP	



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INVESTMENT INFO

SL	CAFE DIRECT INVESTMENT	ESTIMATED FOR 800 SQFT
1	EQUIPMENTS & IT	1,026,500
2	EXHAUST- 3 HP (WITH DUCTLINE)	85,000
3	AC (SPLIT/DUCT)-3 NO /SPRINKLER UNIT	120,000
4	CARPENTARY+LOOSE FURNITURES	160,000
5	CIVIL+FABRICATION	720,000
6	ELECTRICAL+FIXTURE	128,000
7	PLUMBING	120,000
8	SIGNAGE, POLE SIGNAGE & MENU BOARDS	120,000
9	MUSIC SYSTEM & BILLING SYSTEM , SOFTWARE , CAMERA	60,000
10	LICENSES	98,000
11	DG / BACKUP	80,000
12	OTHER SMALL C&C AND MISCELLANEOUS	161,190
13	PROJECT MISC EXPENSE	57,573
14	OUTLET SECURITY DEPOSIT - REFUNDABLE	400,000
15	FRANCHISEE FEE	600,000
16	OUTLET-5 M + STAFF ROOM DEPOSIT	60,000
		3,996,263.80

ESTIMATED BREAK EVEN SALES

Days	30	
APT	240	
Tranx	120	
Gross Sales	864000	
Tax %	5%	
Net Sales	820800	
COS	287280	35%
GAS	43750	5.3%
Delivery Coms	0	0.0%
CC/Online Coms	8294	0
Management Monthly Fee	49248	6.0%
Gross Margin	533520	65.0%
Variable Cost	388572	47%
Variable Margin	432228	53%
COL	224800	27.4%
Electricity	50000	6.1%
Water	5000	0.6%
Communication/Software	1500	0.2%
C&J	6000	0.7%
R&M	1800	0.2%
Others	3000	0.4%
Rent	140000	17.1%
Fixed Cost	432100	52.6%
EBIDTA Outlet level	128	0.0%

TO BE TARGETED SALES

Days	30	
APT	240	
Tranx	220	
Gross Sales	1584000	
Tax %	5%	
Net Sales	1504800	
COS	526680	35%
GAS	43750	2.9%
Delivery Coms	135432	9.0%
CC/Online Coms	15206	1.0%
Management Monthly Fee	90288	6.0%
Gross Margin	978120	65.0%
Variable Cost	811356	54%
Variable Margin	693444	46%
COL	224800	14.9%
Electricity	50000	3.3%
Water	5000	0.3%
Communication/Software	1500	0.1%
C&J	6000	0.4%
R&M	1800	0.1%
Others	3000	0.2%
Marketing	40000	2.7%
Rent	140000	9.3%
Fixed Cost	472100	31.4%
EBIDTA Outlet level	221344	15%

Disclaimer: The estimated breakeven sales are calculated solely based on projected dine-in sales . All sales and cost figures provided are for illustrative purposes only and are based on assumptions. Actual performance may vary, and no guarantees are made regarding financial outcomes.

INVESTMENT STARTS @ 15 TO 18 LAKH FOR MINI (300 SQFT) FOR REGULAR FULL SIZE CAFÉ 38 TO 40 LAKH FOR 800 TO 1000 SQFT

Founder info

Mana Shretha, a dedicated entrepreneur and co-founder of Genous Indiaahar Pvt Ltd, embodies a profound commitment to excellence. With a rich background of over 12 years in the hospitality industry, she not only spearheads key strategies but also champions innovation and the cultivation of new ideas. Her visionary leadership propels the company towards a future defined by creativity and success.

Lijimol Jayakumar Panikar, a dynamic entrepreneur and co-founder of Genous Indiaahar Pvt Ltd, is at the helm of innovation in the hospitality sector. More than a decade of experience, Lijimol not only orchestrates the strategy, growth, and direction but also spearheads the management team, guiding the company towards new heights of success.



Opportunities in India

- * There are only few South Indian vegetarian cafe brand available on a national level, across all regions.
- Genous indiaahar Pvt ltd can help to setup regional & national level presence which can be scalable across.

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