



BEST HEALTH FOOD BRAND IN
NORTH INDIA - 2019

Franchise Partner Proposal

Become a part of the fastest growing health food brand.
Voted the Best Health Food Brand in North India - 2019

DND – Daily Nutritional Diet was founded in 2019 with the aim of making Health Food viable and affordable to masses. We provide tailored and freshly cooked meals across seven locations in India. All the meals are carefully designed by dieticians and crafted by the team of virtuosic chefs. It is a unique concept of dividing the food menu into categories, customized according to individual’s body needs and goals.

Two years down the line, and DND has become a hit product in today’s dynamic market. The food in DND is customer centric and the business is profit centric. The outlet count has increased from one to seven in a matter of two years and we have no plans of slowing down. The reason why DND is excelling is because we redesign our menu and the relative business strategy every alternate month, with respect to the changing demands of the customer. We are evolving as a food brand.

Franchise Models and Breakup

	Cloud Kitchen	Takeaway	Casual Dining	Fitness Studio
Franchise Cost	2,50,000	2,50,000	4,00,000	7,00,000
Kitchen Setup	2,50,000	2,50,000	2,50,000	2,50,000
Restaurant Setup	50,000	1,50,000	2,00,000	2,00,000
Studio Setup	NA	NA	NA	4,00,000
Space Requirement (sq.ft.)	350	450	650	1200
POS	50,000	50,000	50,000	50,000
Order Capacity Per Day	150	150	200	200
Average Order Value	200	220	300	300
Royalty Per Month(whichever is higher)	4% or 7000	4% or 7000	5% or 8000	7% or 12000

Franchise Deliverables

Staff support, Social Media Marketing, Design and Architecture Consultation, Quality Control, Menu Development Support, Central Ops support, Cost Management Support.

Menu Target Segments

Fat Loss, Lean Muscle Build, Keto, Weight Gain, General Fitness, Vegan and more

Taste and Price Segments

Continental, Italian, Indian, Mexican, Spanish, American. All meals are based on One Box Meal Concept and an average meal at DND starts from 120 and goes up to 350.

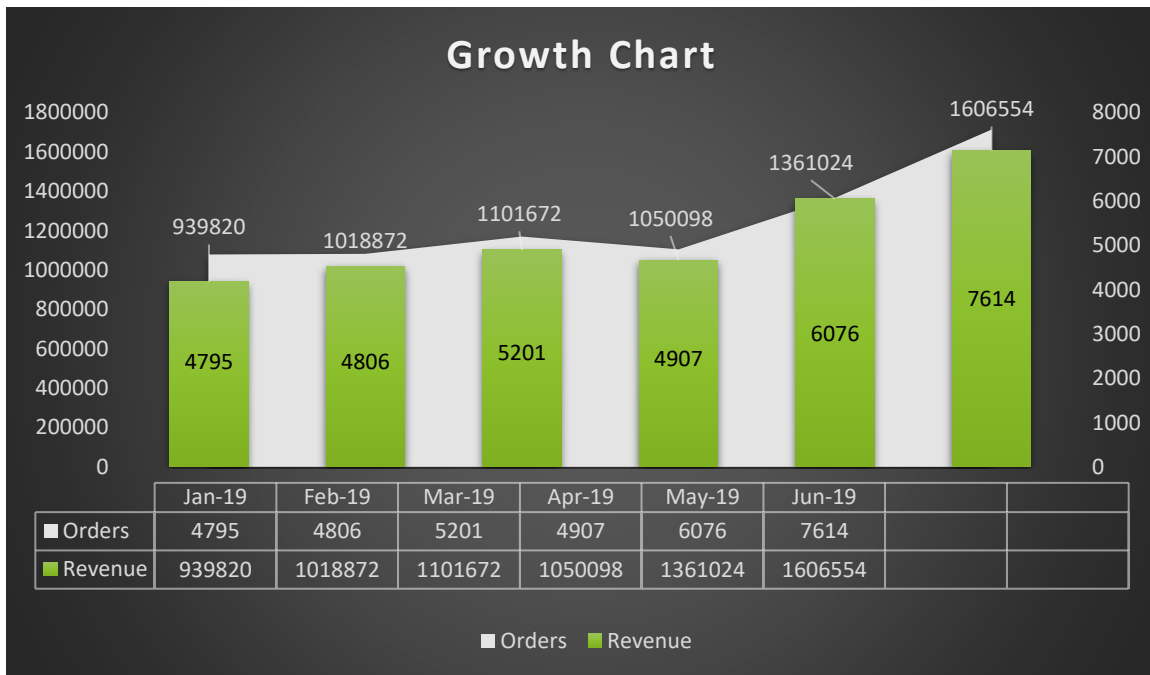


DND HAS BEEN AWARDED AS THE
BEST HEALTH FOOD BRAND
 IN NORTH INDIA – 2019



Returns > Investment

DND has helped over 6,500 people transform themselves into a better version of themselves. We started with one unit in 2019 and are now standing at 10 units.



BEST HEALTH FOOD BRAND IN
 NORTH INDIA - 2019