

MONGOLIA'S POPULAR CHAIN OF SPECIALTY INDIAN RESTAURANTS Aims Multinational Expansion



Successful Franchise Format | Good Returns on Investment | Exclusive Support System



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RELISH THE REAL TASTE OF INDIA IN MONGOLIA

Launched in August 2010, Namaste Indian Restaurant, a subsidiary of B-Guru LLC, is a well-established and popular chain of specialty Indian restaurants in Ulaanbaatar - the capital city of Mongolia.

The restaurant menu features an extensive mix of vegetarian and non-vegetarian Indian cuisines and popular street foods like **Gol Gappa**, **Samosa**, **Pakoda** and **Papri Chaat**. One can have an unparalleled dining experience with starters, salads, special attractive menu for kids, delectable variety of main course, besides special tea and desserts. Amongst all, one can try their delicious **Saag Gosht** (beef in spinach sauce) or **Murg Makhani** (Butter Chicken) with a Garlic Naan and rice.

The restaurant has the biggest share of Indian food market as 21 provinces have no Indian restaurant yet, but still people have developed taste buds for Indian cuisines.



Firsts to Credit

- The only Indian restaurant with management team from hospitality background
- The only Indian restaurant having successfully running franchisee outlets
- The only Indian restaurant operating a central kitchen and food factory in Mongolia
- The only Indian restaurant having in-house training and orientation premises for grooming personality and skill development of staff members
- The only Indian restaurant having presence in Ready-to-Eat products
- The only company in Mongolia that supplies premium quality Indian groceries to restaurants
- The only Indian restaurant having served three WIPs of India: President, Prime Minister and Parliament Speaker during their official tour to Mongolia



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Rewards & Recognitions

Namaste Indian Restaurants enjoy the support of its loyal patrons who have voted it as the Top Choice Indian Restaurant of Ulaanbaatar in Lonely Planet Magazine (2011 and 2014). It is ranked #2 in TripAdvisor with 262 reviews and 92% people approving of an Excellent or Very Good experience. The restaurant has also received Certificate of Excellence by TripAdvisor for the years 2013, 2014 and 2015. What's more, a survey conducted by a group of foodies on Facebook in Mongolia voted Namaste as the Most Preferred Indian Restaurant of Ulaanbaatar.



OTHER VENTURES

Ready - to - Eat Food

The restaurant chain also offers its most saleable dishes in the ready - to - eat (RTE) frozen food category. In this, it offers Butter Chicken, Beef Curry with Vegetables, Yellow Daal Tadka and Naan. It started producing RTE food as per their restaurant technology since 2016. The RTE food is vacuum packed according to the food industry standards, frozen in deep freezer and distributed to marketing places.

Specialties

- Delicious Indian dishes for every taste bud
- Plenteous experience for serving in all kinds of events, for 15 to 500 people
- Specially created menu with wide cuisine selection for complete customer satisfaction
- Service staff with excellent service capability



Indian Spices Trade

The restaurant even serves as the official distributor of Shyam Spices and imports Indian spices directly to Mongolia. Presently, they supply more than 20 kinds of Indian spices, basmati rice (both brown and white) to restaurants and companies at wholesale prices and retails to individual customers.



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About the Company

B-Guru LLC is a Mongolia-based company started by entrepreneur couple Ch. Oyunbileg (M.A.in Hospitality) and Surendra Kumar Bansal, a hotel management graduate from IHM Pusa, New Delhi. Mr. Bansal brings with him a rich experience of 16 years in the restaurant industry of Mongolia.

Under their leadership, the brand 'Namaste' successfully operates three restaurants in Ulaanbaatar. Out of the three restaurants, one is inside the Flower Hotel in Sansar where 100% Halal food is served (the first & only Indian restaurant in town to do so), the second one is in Baga Toiruu and the third one is opposite Geser Monastery in Margad Centre of Chingeltei district. These restaurants employ more than 70 people out of which seven are professional Indian chefs working under supervision of Mr. Bansal.

To facilitate customers, the restaurant keeps organizing various promotions for different seasons and occasions like Winter, Autumn and Birthday parties. It has also introduced Smart Diner Discount Card for regular customers.

Catering Services

The restaurant chain also undertakes catering services for various events and occasions like Birthday parties, Anniversaries, Jubilation, Celebrations, Receptions and High-level dinner parties. Ever since it started operations, the restaurant has been catering guests at different occasions with healthy and delicious meals.



AMBITIOUS PLAN EXPANDING FOOTPRINT VIA FRANCHISING

Moving ahead with the vision to build a happy customer base by consistently offering the best hospitality experience and exceeding expectations, B-Guru LLC is expanding the presence of Namaste Indian Restaurants via franchising across Mongolia, China and Russia.

As part of its expansion plan, the franchised restaurants will serve different types of Indian Thalis. The company aims to open 21 franchised restaurants by 2023.



Financial Facts (Investment in Tugrik)

Expansion Format	Thali Restaurant	Conversion Model	UB Model
Area Required	150 sq ft	150 sq ft	150 sq ft
Total Investment ^	215,980,000	133,280,000	215,980,000
Franchise Fee	20,000,000	20,000,000	20,000,000
Royalty Payable	Negotiable	Negotiable	Negotiable
Average Payback	3 Years, 8 Months	2 Years, 6 Months	2 Years, 11 Months
Agreement Term	5 Years	5 Years	5 Years

^ Approx investment, inclusive of franchise fee and setup cost.

Preferred Franchise Profile

People with interest in Restaurant business but currently engaged in some other business

Investors with good network in a particular micro - market

Investors with their own space at prime locations



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GREAT REASONS TO PARTNER WITH NAMASTE INDIAN RESTAURANT

- First local company offering franchising of Indian restaurant
- Owned & operated by Indo-Mongolian couple, which positively affects the local business operations
- Well trained team of professionals for quality control and training
- Proven business model successfully operating in Mongolia
- Happy and satisfied customer base with positive feedback
- Can supply ready to use gravies/curries through Ready-to-Eat (RTE) technology to franchised outlets to maintain consistency



EXCLUSIVE SUPPORT SYSTEM

For smooth and systematic business operations, B-Guru LLC (the franchisor) has devised a franchise development program for Namaste Indian Restaurant franchise partners.



Setup: The franchisor will assist in choosing the best location, besides providing blueprint of interior design & architecture for creating the uniform ambience at the franchised restaurants.

Equipment: The franchisor will provide a detailed list of equipment required for outlet operations including ovens, coolers, freezers, cook tops etc. and assist in easy procurement of the same.

Training: The franchisor will conduct all-inclusive training program for the main staff and chefs before beginning the formal business operations.

Supplies: The franchisor will supply gravies, sauces, condiments and other specialized raw materials to the franchise partners.

Marketing: To save franchisees from costs of experimenting, the franchisor will share its experience & knowledge on how to market and communicate the brand proposition.

Operations Manual: The franchisor will provide an Operations Manual containing mandatory and suggested specifications, standards, operating procedures and rules for running the restaurant.

Facilitation: The franchisees will benefit from ongoing R&D, menu development & enhancement and other market development initiatives taken by the franchisor from time to time.

Advertising & Promotions: The franchisor in association with the franchise partners will organize events specific to advertising & promotions of 'Namaste Indian Restaurant' at national level.



FOR FRANCHISING QUERIES, PLEASE CONTACT:
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