

## The "Unique Franchise Opportunity of the 21st Century"!

Looking for an exciting opportunity with tremendous growth potential? It's time for you to experience the Curry Lounge Difference!

Having opened the first Curry Lounge in Nottingham in 2007, the brand has grown from strength to strength at a phenomenal rate. Since the appearance of the restaurant on Gordon Ramsay hit Channel 4 show, December 2007, the brand has instantly become recognizable all over the world. Synonymous with Authentic Indian and Punjabi cuisines cooked as it is in Asian homes all over the world.

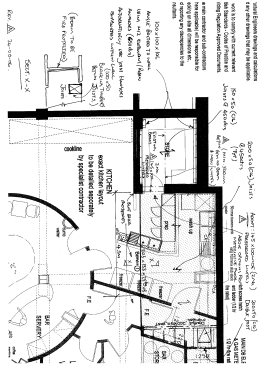
So why the Curry Lounge?

- We offer a unique example of a true Indian fine dining restaurant.
- Widely praised for the excellent food, service and genuine welcome make this an opportunity full of reward and long term growth.
- We do not compromise on quality and source all ingredients locally to each site. Freshly cooked food every time.
- We have set up discounts with distributors to ensure you can obtain supplies locally of the same ingredients used at all franchise locations.
- The dining experience at the Curry Lounge is like no other. Opulent but relaxed, friendly, warm and polite staff but very efficient and professional. Decedent but incredibly good value.

With two new site opening late 2008 in London and Glasgow, we are now looking for franchise partners through the UK and are currently considering offers from the US and Dubai.

## Does Curry Lounge help with the site selection?

Yes. We will work with you to find a location that meets the site criteria and approval of Curry Lounge Ltd. We have an experienced real estate team who will help you with site selection and lease negotiation. We will advise and assist in design, business planning and even permit approvals.



## What types of locations are suitable for Curry Lounge?



### Trade Guidelines:

- Urban and suburban with strong residential and daytime population or established dining locations that may be previously been a restaurant or even bar.
- Preferred generators include residential, office, retail, university, recreation and hospitals.

## Site Guidelines:

- Urban storefronts, shopping center end-caps and pads, freestanding Buildings
- Current sizes range from 2,600 to 6,000 square feet depending on trade area characteristics.
- 25 feet of minimum frontage
- Patio seating preferred for lunch time trading
- Zoning to accommodate restaurant use and allow beer and wine license
- Adequate parking for restaurant or local parking amenities
- Building exterior to allow Masala Bowl standard storefront design and signage
- Excellent visibility and access

## Does Curry Lounge make money on any products or suppliers distributed to the store?

No it does not markup any goods, items, or supplies distributed to the store. We believe that by helping our franchisees reduce their cost they will in turn be more profitable and progress growth of the company.

## How will I learn to operate a Curry Lounge?

Curry Lounge has an excellent training program which provides you with everything you need to know from in-store operations, menu selection, and HR and business management. All new staff are trained at our UK office prior to being allowed to trade and work at a new franchise site.

## Does Curry Lounge have an advertising program?

Yes, we have a complete professionally planned and executed media advertising program which supports its franchises nationally. Local advertising is assisted the franchisor but paid for locally depending on need.

### **Do I need any Indian restaurant business experience to be a Curry Lounge franchisee?**

No, you do not have to be Indian nor have experience running Indian restaurants to own any of our restaurants because you will see that at Curry Lounge we have a system that is unique, yet simple.

### **What happens once my store opens?**

Curry Lounge provides ongoing support in training, operations, and marketing through store visits, newsletters and meetings. You will be assigned a franchise manager who will be on call 24-7.

### **Are there any other qualifications to consider?**

Yes, Curry Lounge requires that the single unit operators live in or close to the market that they are interested to develop.

### **What is the Initial investment?**

Total investment for a single unit location varies depending upon factors such as location, deposits, equipment, leasehold improvements and real estate cost, (excluding land and building). Each site is calculated on location and to the budget of the franchisee.

### **What is the Franchise Fee?**

This fee is payable to the franchisor for everything from their brand, know how, support, training, intellectual property, experience and proven sales model to anything you will need to trading successfully from Day 1. The fee again, depends on location and size.

### **Are there any royalties or on-going fees after I pay the initial franchise fees?**

Yes, you pay an ongoing royalty fee of the weekly sales. Dependent on turnover and location.

There are also advertising fees of 2% of your weekly gross sales to be spent by you on local marketing. An additional advertising expense of up to 2% of weekly gross sales may be required to be paid to the Curry Lounge Marketing Fund. This is used to build the brand and drive more business your way.

### How much money can I make from a Curry Lounge Franchise?

Curry Lounge does not make earnings claims for locations since the actual results are based on factors that are not within the control of Curry Lounge. The franchisees ability to manage the day-to-day operations, finances and other factors specific to each location will determine how much money a certain store will make. However, the model has a proven track record and figures can be projected for each location as part of the initial business planning so make sure you succeed.

### What is the next step?

If you have any questions contact Mr. Arfan Razak on the following contact form.

Need a contact form with additional fields.....

Do you have a location in mind?

When would you plan to open?

Information requested..