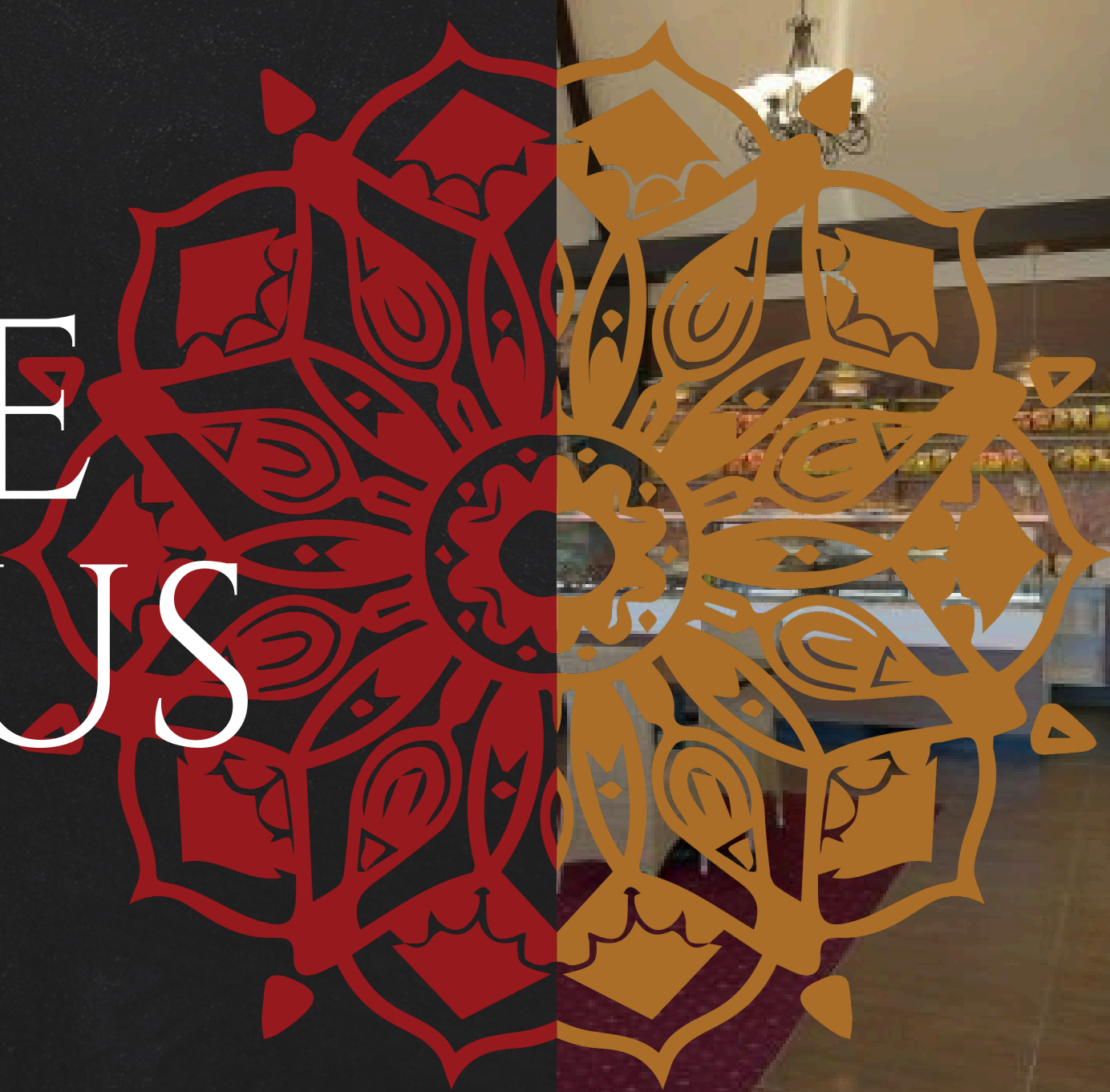


Welcome

**SHIVANI**

# FRANCHISE PROSPECTUS

*Authentic, Fresh, Indian Cuisine*



Authentic and Fresh

# INDIAN CUISINE

- ❁ Run your own authentic, Indian food operation.
- ❁ Bring fresh, regional vegetarian flavours to your community.
- ❁ Learn from a team with almost two decades of hospitality experience.
- ❁ Join a New Zealand-owned food Franchise with a strong local and global reputation.



Introducing

# WHO WE ARE

With over 18 years in the hospitality industry, brothers Pawan and Abhinav Arora were seasoned professionals when they launched Shivani almost a decade ago.

After starting with 3 Nando's franchises, the two opened their first solo enterprise, IndiaGate, a banquet hall Indian dining experience. While IndiaGate was a great success in the community, the pair soon realised a gap in the market for traditional Indian flavours that were easily accessible to the public. Many restaurants promised authentic Indian cuisine but weren't delivering, and fewer still incorporated regional dishes into their menu. The pair responded by launching Shivani, and they're proud to have earned a reputation that speaks for itself across multiple New Zealand locations.

With demand for Shivani's rich Indian homestyle flavours higher than ever, the brothers are excited to continue their growth journey through the onboarding of dedicated franchise partners, passionate about bringing good regional food to their local area.



# WHAT WE DO

Shivani is well-known and loved for its authentic Indian flavours, fresh vegetarian menu, warm hospitality, and exceptional service. As soon as customers enter, they are welcomed by the aroma of our signature spice blends and the smell of home.



Our menu includes a mix of well-known classics and regional specialities, which proudly showcase the diverse culinary traditions of India, along with a broad variety of exclusive Shivani-made snacks, sweets, and packaged goods.



Shivani's success is owed not only to our delicious food but also to our welcoming ambience and friendly service in and outside the restaurant.



We take pride in providing an authentic and unforgettable dining experience to guests and giving back to the local community who love our diverse menu and commitment to customer care and culinary excellence.



# A DAY IN THE LIFE

A Shivani Franchise partnership opportunity is owner-operated and perfect for a duo, couple, or family.



## OPERATIONS

- Front of house.
- Kitchen management.
- Retail sales.
- Merchandising.



## CUSTOMER SERVICE

- Serve customers.
- Catering.
- Represent Shivani in your community



## ADMINISTRATION

- Administration and accounts.
- Ordering and supplier.



What We're Looking For

# A SHIVANI PARTNER

Shivani's extensive range of traditional, vegetarian Indian dishes and products provides a rare, lucrative opportunity for those interested in an owner-operated food service Franchise model.

Shivani is best suited to an energetic duo, couple, or family looking to run a restaurant with one person in the kitchen, while the other works front-of-house.

Franchise Partners should want to grow with the business, behave with integrity and commit to following the proven systems.

Though not essential to the success of your Shivani operation, with a large Indian customer base, fluency in Hindi is advantageous.

Direct Indian cooking experience is not strictly necessary, though some interest or background in food or food service coupled with a strong sense of intuition and business acumen will see Shivani franchise partners thrive in their local market.



We take pride in  
**AUTHENTICITY**  
and  
**HIGH QUALITY**



# OUR VALUES



## INTEGRITY

We take pride in our work and always act in good faith, understanding that we can only grow together.

## COMMUNICATION

We communicate clearly and honestly with our customers, and each other as partners.

## COMMUNITY

We have a strong sense of community spirit and believe in supporting our customers both in and out of the restaurant.

## CUSTOMER SERVICE

We build rapport with our customers and share a commitment to delivering exceptional service.

## AUTHENTICITY

Our dishes and service are always authentic, high quality, and indistinguishable from what customers could expect from a restaurant back home.

## CULTURAL CONNECTION

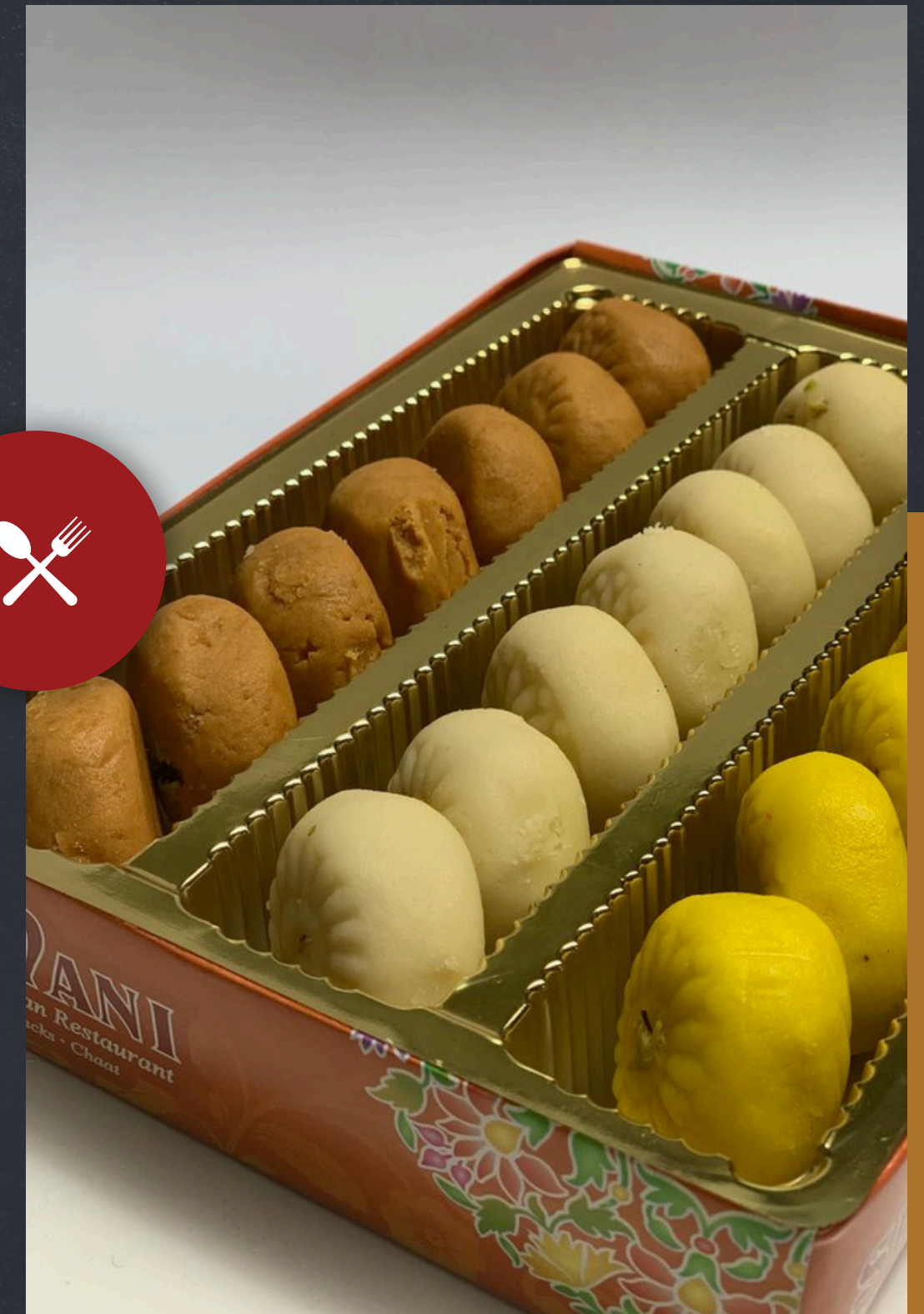
We take pride in our heritage and maintain strong cultural connections, catering to prominent Indian public figures and celebrities when they visit New Zealand.

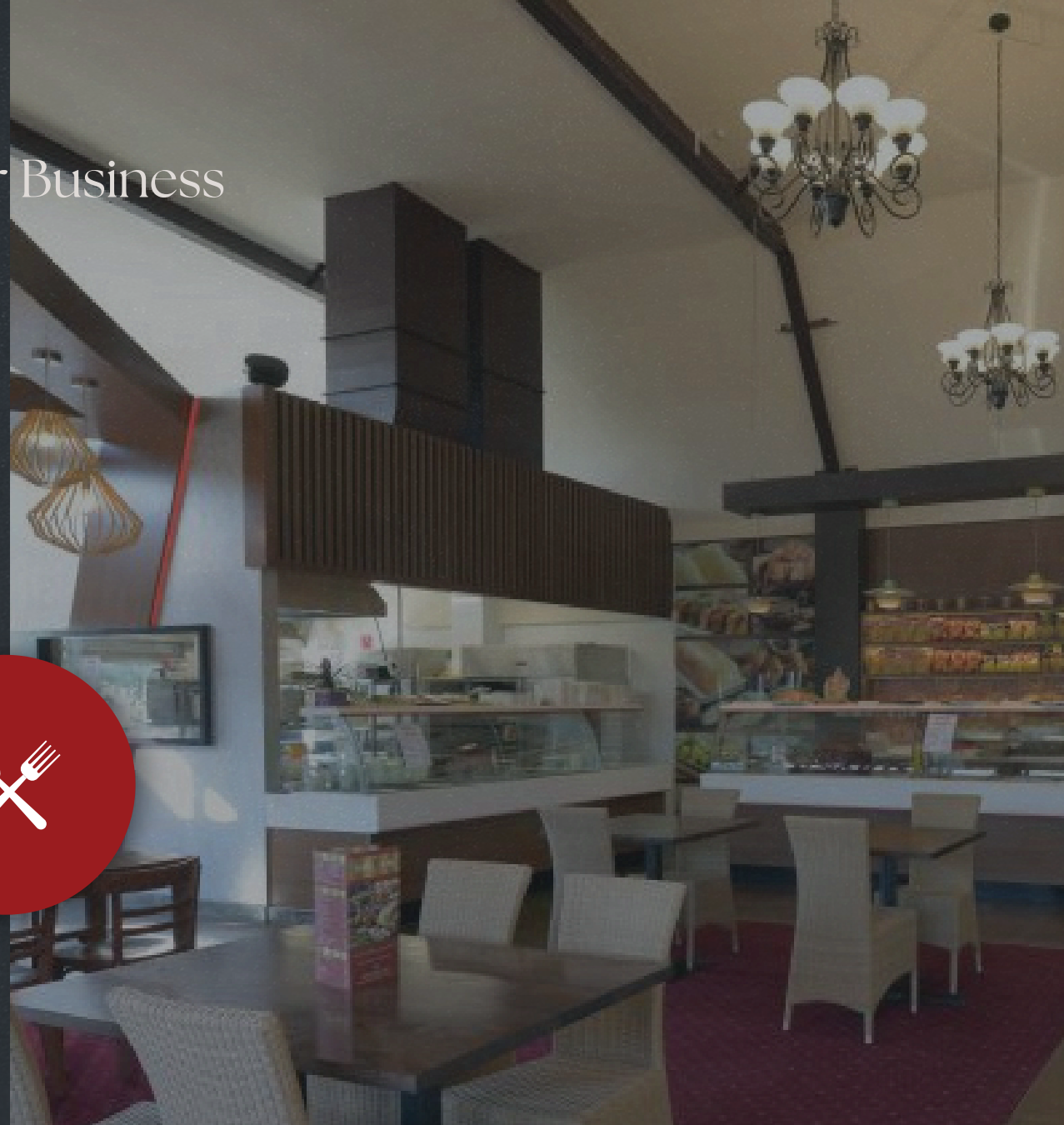


# WHAT MAKES SHIVANI DIFFERENT?

Shivani offers ambitious Franchise Partners the chance to join a growing, highly profitable Indian restaurant chain and bring rich, regional vegetarian cuisine to customers in their neighbourhood.

- ❁ In addition to the extensive menu offering with ingredients supplied exclusively by the Shivani factory, partners also sell Shivani's broad range of authentic Indian sweets, delicacies, and packaged food, increasing their revenue potential.
- ❁ Franchise Partners also benefit from the guidance of successful food industry entrepreneurs with an impressive track record for sustainable growth as both Franchise owners and partners and strong connections locally and overseas.
- ❁ Providing Franchise Partners with full training, ongoing support with marketing, and mentorship from dedicated Franchisors, Shivani is a rare Franchise opportunity for those seeking growth and prosperity with a reputable brand.





# JOIN OUR FAMILY

Our lucrative business model has been refined over almost two decades in the food service and hospitality industry.

Designed to propel the growth of new Franchise Partners, Shivani's Franchise process is simple, straightforward, and profitable for all parties. Buying a Franchise is an important investment, and we know that the prospect of beginning a new venture can be daunting, but with our support owning your own successful authentic Indian food restaurant has never been easier.



**SHI**VANI



*If you're ready to take the next step in your Franchise journey or want to know more, reach out.*

We can answer any questions and guide you through our straightforward Franchise process.



# OVERVIEW

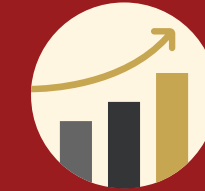
## Training Program



Shivani is proud of the initial training program we provide to our Franchise Partners. All new Franchise Partners will be inducted into the brand and The Manual, including the company operational procedures and systems.

Our training and induction programme is designed to prepare you for being able to successfully operate your business within the Shivani system and promotes efficient business operation.

## Revenue Streams



- Retails Sales
- Dine-In and Takeout Customers
- Catering
- Food delivery app orders

# FAQS

## Who looks after advertising?

The Shivani approach is that you, as the Franchise owner, will control as much of the advertising as possible, however, within the guidelines and approval requirements discussed with Shivani Head Office.

National advertising and marketing campaigns are organised through Head Office for efficiencies and cost advantages, e.g. digital advertising (website, SEO, Google AdWords, Social Media).

## Local Advertising Spend

Maintaining the flow of new customers to Shivani is one of the key activities to having a successful Franchise. Therefore, a minimum annual advertising spend is stipulated in the Franchise Agreement and is reviewed from time to time.

## How long is the franchise agreement for?

The term of the agreement is the length of time the franchise agreement is granted. The Shivani term is an initial period of 5 years and two further terms of 5 years (15 years total).

## Couldn't I open a restaurant myself?

There's a good chance you could, although the facts are that 9 out of 10 businesses fail within the first year. We have developed a robust business model proven over ten years. As a Shivani Franchise Partner, you will have access to support and guidance across all business areas, including marketing, to ensure your restaurant opens successfully.

## Will you provide more financial information?

A closer look at Shivani's financials is provided later in the application process. On the next page, we have provided some initial and ongoing figures as a guide.

## How long before I'm up and running in my franchise?

We estimate that from the time you sign the agreement to when you are ready for your first customers will be approximately 4 - 6 weeks.

## How do territories work?

Your territory is exclusive, meaning regardless of the number of other Shivani Franchises around you, you are the only Franchise Partner who can advertise and market in your area. This also means that advertising and targeting your market in the territory of another Franchise Partner is not allowed. Your Franchise Agreement lays out the exact boundaries of your territory, and this territory is protected from other Franchise Partner activities.

