**Eat Fresh - Live Healthy**

Dosa Plaza® constantly strives to make it’s restaurants and operations more environmentally and socially responsible. Dosa Plaza® achieves it by conducting business in a way that creates profit for franchisees while minimizing the impact the business has on the environment and to improve the lives of it’s customers, employees, franchisees, vendors and global communities.

**Go Green**

Dosa Plaza® works on sustainable initiatives to improve the entire world-wide organization with a focus on energy efficiency, and resource conservation, as well as continuing to focus on food quality and food safety.

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**Arabian Delight Dosa**
- Stuffed with 100% pure veg mayonnaise. (lettuce, cucumber, capsicum, en rose, fresh chopped ginger, garlic, chilly, born-dhi and a sauce of pineapple white pepper, & veg mayonnaise)

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**Mooli Roll Dosa**
- (Crispy dosa stuffed with steamed vegetables, grated cottage cheese, mixed with hot garlic sauce & veg mayonnaise)

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**Punjabi Thali**
- Veg curry of the day, paratha, curry of the day, rice, raita, sambar, chutney and papad

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**Garlic Roast Dosa**
- (Triangular shaped crispy dosa coated with garlic flavoured chili paste)

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**Salad Roast Dosa**
- (100% pure veg mayonnaise, lettuce, spring onion & spring-pared vegetables)

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**Chole Bhature**
- (Chickpeas cooked in aromatic Indian spices and served with a pulled bread)

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**INDIA'S FASTEST GROWING FUSION RESTAURANT CHAIN**

**INDIA • NEW ZEALAND • AUSTRALIA**
- Opening Soon in Dubai, UAE • Coming Soon to the USA & U.K.

- Chinese
- Mexican
- Italian
- Variety of Fusion Dosas
- South Indian, Indo-Chinese, Curry & Tandoori
- Dishes
- Filter Coffee

**www.dosaplaza.com**
INTRODUCTION

Dosa Plaza® franchise is the largest Fine Vegetarian restaurant chain in India and is poised to become the largest restaurant chain in the world.

The Dosa Plaza® franchise system places a focus on making great vegetarian Cuisine. In fact, many Dosa Plaza® customers have become franchise owners simply because they believe in the product.

Exceptional Growth

With the Dosa Plaza® franchise system’s outstanding support structure and operational history, it’s no surprise that its growth continues at a great pace. Currently, the biggest markets for Dosa Plaza are Australia, USA and Canada along with Middle East and Asia, having enormous growth potential.

Dosa Plaza’s business goal is to be the number one Fine Vegetarian restaurant chain in both consumer ranking and location count, in every market it serves. About 70% of new Dosa Plaza franchises are purchased by existing Dosa Plaza franchise owners.

The Food

A home for exotic varieties of traditional and fusion dosas (Dosa – a pancake made from rice flour, and ground pulses served with special variety of vegetables fillings), widely appreciated for fresh approach to this traditional Indian homely food, having trademarked 22 dosas, and as many new recipes on their way. Our menu includes vegetables, dairy products, potatoes, grains, etc. ingredients for good nutritious food for a healthy diet.

Each mouthful comprises just about every technique and taste at once; sweet, hot, soft, crunchy, soothing and stirring. Eat it immediately to appreciate the freshness and tantalizing Indian cuisine flavors.

Decor

The DOSA PLAZA® restaurants design style is different from all other restaurants with cheerfully furnished decor with earthy colors; this is one place where everyone will be invited to have a sumptuous fine vegetarian feast in a comfortable ambience. The eye-catching impressions of dishes that run along the entire wall of the restaurant are beautifully tempting. Dosa Plaza® restaurant is all about the personal touch. The combination of glass, stones & wood, topped with beautiful lighting conveys the warm and inviting ambience of Dosa Plaza’s restaurants.

Locations

The most important factors for performance are the location of the restaurant and how well it is operated. Dosa Plaza® will provide you an illustration of projected sales and operating costs based on our ongoing restaurants operations, but this would only be an indication of your restaurant location performance.

The way the best time is to get this information is to complete an application. After your application is received, you will be contacted by our representative in your area. We will be able to answer your specific questions.

Dosa Plaza® locations throughout the world

India • New Zealand • Australia

Opening soon

Middle East

Opening soon

USA • Singapore • Malaysia • United Kingdom • Canada

Franchise Guidelines

In all territories, Dosa Plaza® provides comprehensive and thorough support for all franchisees, which includes:

Pre-opening

Site selection, Store set-up design, Store construction and project management advisory, Supply of equipment, Supply of a full range of manuals, Initial training, Store opening promotion's design.

Post-opening

Ongoing post franchise training, advertising and online content, Web and second hand information exchange, Meetings of franchisees to exchange ideas, Ongoing product and packaging development Operational audits and analysis.

Training:

At Dosa Plaza® we place great importance on operational standards and customer service. You and your designee or manager will take part in your training program. The success of a Dosa Plaza franchise is to a large extent dependent upon the enthusiasm of individual franchisees and the effort they and their staff make in achieving excellent customer service and operational standards. All franchisees will be provided an Operational Manual to assist them in covering a full range of topics important to running your restaurant operations.

Support

Ongoing supports are provided before and after you open your Dosa Plaza® restaurant. As soon as you join our Franchise team, you’ll have access to our support system to get you started. Once open, systems are in place to help you operate your location effectively.

The Franchisor Model:

Prem Sagar Venture Co. owns the Dosa Plaza® brand rights. The company office is located at Navi Mumbai, India. The brand growth is through Franchise Model around the world. Franchisee enquiries are solicited.

Dosa Plaza® operates 85 restaurants near High Streets, Shopping centers, Cinemas complexes, Institute complexes, Corporate complexes and Tourist areas.

Why Join our Franchise:

We are a leader in this new innovative concept of serving Fine Indian vegetarian cuisine with a fresh creative approach.

We have a proven track record and a strong brand presence.

We are in business for 25 years and during this period Dosa Plaza® concept has been proven to work.

We have a strong brand presence throughout the world in India, New Zealand and Australia.

Opening soon in USA, Middle East, Singapore, Malaysia, United Kingdom & Canada.

The franchise is responsible for:

- Initial franchise fee / Territory fee
- Finding locations
- Leaseshold improvements and Equipment
- Hiring employees and operating restaurants
- Royalty to the company and a fee into the advertising fund

The company provides:

- Access to formulas and operational systems
- Store design and equipment ordering guidance
- Training program
- Operations manual
- Representative on site during opening
- Periodic evaluations and ongoing support
- Training to Chefs as per Dosa Plaza Standard

Contact

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