

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.



INDIA'S FASTEST GROWING FUSION RESTAURANT CHAIN

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

DOSA PLAZA®
a veggie passion



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



www.dosaplaza.com



Arabian Delight Dosa

(Stuffed with 100% pure veg. mayonnaise, iceberg lettuce, capsicum, mix veg. fine chopped ginger, garlic, chilly, tom-chi soya sauces, paneer & white pepper)

Mexi Roll Dosa

(Crispy crepe Stuffed with stirred vegetables, grated cottage cheese mingled with hot garlic sauce & veg mayonnaise)



Punjabi Thali

(Veg. curry of the day, paneer curry of the day, dal, rice, naan, sweet, raita & papad)



Garlic Roast Dosa

(Triangle shaped crispy crepe coated with garlic flavoured chilli paste)



Salad Roast Dosa

(100% pure veg., mayonnaise, iceberg lettuce, spring onion & springmixed vegetables)



Chole Bhature

(Chickpeas cooked in aromatic Indian Spices and served with 2 puffed breads)



INTRODUCTION

T. Ganapathy opened the first Dosa Plaza® restaurant in the city of Vashi, Navi Mumbai, India, in 1998. The company was later incorporated in the name of **Prem Sagar Dosa Plaza**.

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 franchise are purchased by existing Dosa Plaza's 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 27 dosas, and as many new recipes on their way. Our menus include vegetables, dairy products, potatoes, grains etc. ingredients for good nutritious food for a healthy diet.

The culinary skills of Dosa Plaza® are certainly commendable as every dish expertly mixes the different flavors of Indian Cuisine harmoniously, resulting in a selection of pure tingling pleasure for the taste buds.

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

Decor

The DOSA PLAZA® restaurants design style is different from all other restaurants with cheerily furnished décor 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

Generally, 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 locations performance.

The best way 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

Coming 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 pooled promotional / advertising activity, Online web-based 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 our 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 systems to get you started. Once open, systems are in place to help you operate your location effectively.

The franchisee 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. Franchise enquires are solicited.

Dosa Plaza® operates its restaurants near High Streets, Shopping centers, cinema 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 franchisee is responsible for:

- Initial franchise fee / Territory fee
- Finding locations
- Leasehold 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

RUNNING
SUCCESSFULLY
100 STORES
IN 3 COUNTRIES
AND STILL MANY
MORE TO COME...



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