FRANCHISE MODELS

A 55-YEAR LEGACY | MODERN CULINARY GROWTH

HERITAGE & NETWORK

The Moga Group Gajraula Legacy

Founded in 1969, Moga Eleven represents a powerful 55-year culinary heritage. Transitioning to a digital-first model in 2023 under Mr. Gurdeep Singh, we blend ancestral kitchen secrets with high-growth scale frameworks.

55
Years of Heritage

14+
Active Outlets

ACTIVE OPERATIONAL OUTLETS

- Gajraula
- Moradabad
- Sector 73 Noida
- Indirapuram Ghaziabad
- Rudrapur
- Rampur
- Sector 62 Noida
- Gajraula Highway
- Gaur City Greater Noida
- EK Murti Greater Noida
- Pilibhit
- Amroha
- Bareilly
- Nurpur

More Coming Soon

BRAND SUPPORT ECOSYSTEM

Comprehensive Support

Property Assistance

Strategic site evaluation, demographic tracking, and real estate filtering.

Kitchen & Interior Design

Custom blueprints maximizing space utility and professional aesthetics.

Staffing & HR

Staff hiring, comprehensive training, and operational replacement support.

Centralized Recipe SOPs

Standardized formulations ensuring exact taste replication across regions.

Supply Chain

Integrated vendor networks and raw material support for ideal margins.

Tech & POS Management

Automated hardware management and active Swiggy/Zomato oversight.

Hyperlocal Marketing

Digital execution across social frameworks and influencer tie-ups.

Sales Boosting

Dynamic campaign optimization built to accelerate transactional volumes.

MODEL 1: CLOUD KITCHEN FORMAT

Delivery First

Area Required: Min. 250 Sq. Ft.

Franchise Fee: ₹3,00,000

Expenditure Category	Value (INR)
Commercial Kitchen Equipment Stack	₹3,00,000
Civil, Plumbing, & Electrical Base Setup	₹1,50,000
Exhaust Ducting & Fresh Air Ventilation	₹75,000
Interior Work & Counter Execution	₹1,00,000
Licensing & POS Hardware	₹1,25,000
Total Setup Investment (Excl. Fee)	**₹7,50,000**

CLOUD KITCHEN: PERFORMANCE MATRIX

Target ROI: 18-20 Months

Financial Parameter	Monthly Targets (INR)	Split (%)
Gross Monthly Revenue (Daily: ₹25,000/day)	₹7,50,000	100%
Food Cost / Raw Material	(₹2,62,500)	35%
Food Packaging	(₹37,500)	5%
Online Commissions & Digital Ads	(₹1,87,500)	25%
Operating Overheads (Rent, Staff, Utilities)	(₹1,65,000)	22%
Brand Royalty*	(₹45,000)	6%
Net Projected Monthly Profit	**₹52,500**	**7% Net Yield**

* Brand Royalty: 6% of Net Sales.

MODEL 2: TAKEAWAY ONLY FORMAT

High Street QSR — Takeaway Only

Area Required: Min. 450 Sq. Ft.

Franchise Fee: ₹6,00,000

Expenditure Category	Value (INR)
Heavy Commercial Kitchen Equipment	₹4,50,000
Interior Work & Front Counter Architecture	₹6,00,000
Structural Masonry, Tiling, Plumbing & Civil	₹5,25,000
High-Visibility LED Signage & Branding	₹2,25,000
Ducting, POS, CCTV & Gas Line	₹7,00,000
Total Setup Investment (Excl. Fee)	**₹25,00,000**

TAKEAWAY ONLY: PERFORMANCE MATRIX

Target ROI: 14-16 Months

Financial Parameter	Monthly Targets (INR)	Split (%)
Gross Monthly Revenue (Daily: ₹50,000/day)	₹15,00,000	100%
Food Cost / Raw Material	(₹5,25,000)	35%
Rent, Salary & Utilities	(₹4,10,000)	27.3%
Online Commissions & Delivery	(₹1,80,000)	12%
Food Packaging	(₹75,000)	5%
Brand Royalty*	(₹90,000)	6%
Net Projected Monthly Profit	**₹2,20,000**	**14.7% Net Yield**

* Brand Royalty: 6% of Net Sales.

MODEL 3: TAKEAWAY + DINE-IN FORMAT

High Street QSR — Takeaway with Dine-In (~20 Pax)

Area Required: Min. 800 Sq. Ft.

Franchise Fee: ₹8,00,000

Expenditure Category	Value (INR)
Heavy Commercial Kitchen Equipment	₹4,50,000
Interior Work & Front Counter Architecture	₹8,00,000
Structural Masonry, Tiling, Plumbing & Civil	₹7,00,000
High-Visibility LED Signage & Branding	₹3,00,000
Ducting, POS, CCTV & Gas Line	₹7,50,000
Dining Area Furniture & Setup (20 Pax)	₹5,00,000
Total Setup Investment (Excl. Fee)	**₹35,00,000**

TAKEAWAY + DINE-IN: PERFORMANCE MATRIX

Target ROI: 14-16 Months

Financial Parameter	Monthly Targets (INR)	Split (%)
Gross Monthly Revenue (Daily: ₹66,500/day)	₹20,00,000	100%
Food Cost / Raw Material	(₹7,00,000)	35%
Rent, Salary & Utilities	(₹5,45,000)	27.25%
Online Commissions & Delivery	(₹2,25,000)	11.25%
Food Packaging	(₹1,00,000)	5%
Brand Royalty*	(₹1,20,000)	6%
Net Projected Monthly Profit	**₹3,10,000**	**15.5% Net Yield**

* Brand Royalty: 6% of Net Sales.

MODEL 4: PREMIUM DINE-IN FORMAT

Experiential Dining

Area Required: Min. 1,500 Sq. Ft.

Franchise Fee: ₹10,00,000

Expenditure Category	Value (INR)
Commercial Kitchen Infrastructure	₹15,00,000
Interior Aesthetics & Lighting Fixtures	₹15,00,000
Premium Furniture Modules & Seating	₹10,00,000
HVAC, Ducting & Ventilation Units	₹10,00,000
Signage, POS, CCTV & Gas Systems	₹10,00,000
Total Setup Investment (Excl. Fee)	**₹60,00,000**

PREMIUM DINE-IN: PERFORMANCE MATRIX

Target ROI: 16-18 Months

Financial Parameter	Monthly Targets (INR)	Split (%)
Gross Monthly Revenue (Daily: ₹83,500/day)	₹25,00,000	100%
Food Cost / Raw Material	(₹8,75,000)	35%
Operating Overheads (Rent, Service Crew)	(₹7,00,000)	28%
Marketing, PR & Activation	(₹1,15,000)	4.6%
Online Sales Commission	(₹2,25,000)	9%
Brand Royalty*	(₹1,50,000)	6%
Net Projected Monthly Profit	**₹4,35,000**	**17.4% Net Yield**

* Brand Royalty: 6% of Net Sales.

MODEL 5: FLAGSHIP HIGHWAY MODEL

Highway Destination

Area Required: Min. 5,000 Sq. Ft.

Franchise Fee: Custom Basis

Expenditure Category	Value (INR)
Industrial Kitchen Machinery Stack	₹32,00,000
Civil Construction, Paving & Tiling	₹85,00,000
High-Volume Structural Furniture Sets	₹25,00,000
Climate Control & Ventilation Networks	₹20,00,000
Interior Design & Brand Implementation	₹45,00,000
Infrastructure (Genset, Large Signages)	₹18,00,000
Total Setup Investment (Excl. Fee)	**₹2,25,00,000**

**** Estimated Project Capital: ₹2.25 Cr Approx. Custom franchise fee applicable.***

HIGHWAY MODEL: PERFORMANCE MATRIX

ROI: 18–20 Months

Financial Parameter	Monthly Targets (INR)	Split (%)
Gross Monthly Revenue (Daily: ₹1,50,000/day)	₹45,00,000	100%
Food Cost / Raw Material	(₹15,75,000)	35%
Lease, Double-Shift Manpower, Utilities	(₹13,50,000)	30%
Highway Dynamic Ads & Commissions	(₹2,25,000)	5%
Brand Royalty*	NIL	0%
Net Projected Monthly Profit	**₹13,50,000**	**30% Net Yield**

Monthly profit range: ₹8 Lacs – ₹10 Lacs (realistic operating scenario). Max potential ₹13.50 Lacs at full capacity.

* Brand Royalty: NIL until monthly profit crosses ₹1,00,000. Thereafter, 20% of profit.

FRANCHISE MODEL COMPARISON

All 5 Models at a Glance

Model	Investment*	Area	Monthly Revenue	Monthly Profit	Net Yield	ROI
Cloud Kitchen	₹10.5L+	250-400 sqft	₹7,50,000	**₹52,500**	**7%**	**18-20 Mo**
Takeaway Only	₹31L+	450 sqft	₹15,00,000	**₹2,20,000**	**14.7%**	**14-16 Mo**
Takeaway + Dine-In	₹43L+	800 sqft	₹20,00,000	**₹3,10,000**	**15.5%**	**14-16 Mo**
Premium Dine-In	₹70L+	1,500+ sqft	₹25,00,000	**₹4,35,000**	**17.4%**	**16-18 Mo**
Flagship Highway	₹2.25 Cr+	5,000+ sqft	₹45,00,000	**₹13,50,000**	**30%**	**18-20 Mo**

** Investment = Setup + Franchise Fee (working capital of min. 30% of total investment required additionally).*

Best Entry Point

Cloud Kitchen - From ₹10.5L

Best Net Yield

Highway - 30%, ₹13.5L/month

Fastest ROI

QSR / Dine-In - 14-16 Months

OPERATING & FINANCIAL MANDATES

Mandatory Standards

💰 Mandatory Working Capital

Across all models, a minimum allocation of 30% of the total investment is strictly required as liquid working capital. This baseline ensures smooth supply chain operations, staff salaries, and utility management during the initial market penetration phase.

30% Min	12–18 MO	100% SOP
WORKING CAPITAL	AMORTIZATION CYCLE	OPERATIONAL COMPLIANCE

Brand Royalty Policy

Brand Royalty: 6% of Net Sales across applicable franchise formats. This provides a clear and predictable royalty structure while keeping franchisee obligations directly aligned with sales performance. Flagship Highway remains on custom basis as stated.

Thank You

We look forward to growing together.

Moga Group Gajraula | Moga Eleven Franchise

55 Years of Culinary Heritage · Modern Franchise Frameworks