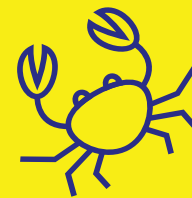


**Welcome to the best
and fastest growing
business in India**





Ffishy

FRANCHISE PROPOSAL

Established in 2024, Ffishy is a family-friendly restaurant serving quick,

**DELICIOUS FISH-BASED
DISHES & MORE**



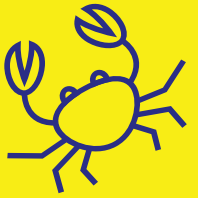


TABLE OF CONTENTS

01

THE COMPANY

What do we stand for?

02

ABOUT US

Dive Deeper into
Who We Are

03

WHY FFISHY

Welcome to the
Right Place

04

BEHIND THE BRAND

Our Passion for the
Business

05

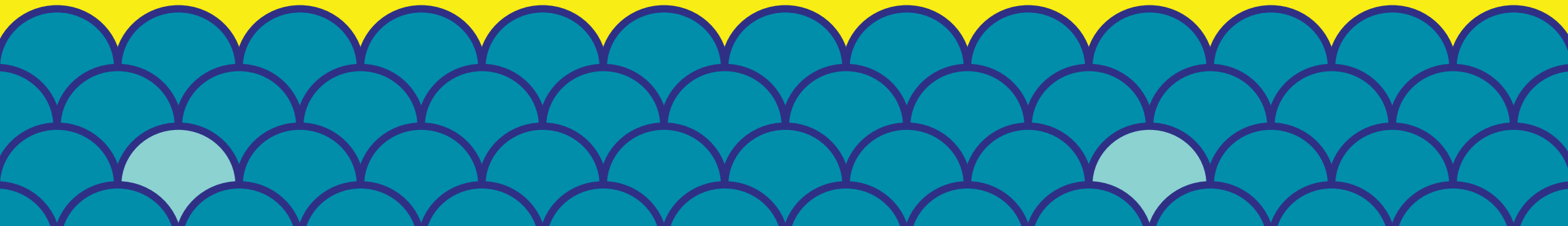
SERVICE OFFERING

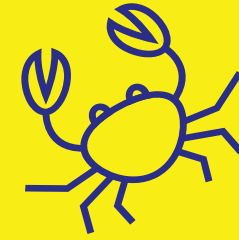
See Why Customers
Love Us

06

WHY CHOOSE FFISHY

Experience Excellence in
Every Offering



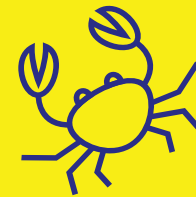


01

THE COMPANY

What do we stand for?





HOW IT STARTED

FFISHY'S ORIGIN STORY:

Ffishy began with a simple vision: to create the finest fish dishes that delight with every bite. What started as a humble venture quickly became a beloved brand, known for its signature Fish Momos and various seasonal specialties. Ffishy serves other delicious fish delicacies along with Fish Momos, making it the go-to destination for fish lovers across the region.





**WHY CHOOSE
FFISHY?**

01

PROVEN SUCCESS & RAPID EXPANSION:

Ffishy's flagship outlets in **Kalikapur (COCO Model)** and **Bijoygarh (FOCO Model)** have set the foundation for significant growth. We are seeking passionate franchise partners to accelerate our expansion across regions.

02

DIVERSE MENU WITH UNIQUE FISH SPECIALTIES:

Along with our signature Fish Momos, Ffishy serves a variety of mouthwatering fish delicacies, offering a fresh and innovative twist on various fish dishes that keep customers returning for more.

03

EASY AND STREAMLINED OPERATIONS:

Franchisees receive pre-marinated raw materials, meaning minimal preparation is required, reducing complexity, and making the process simple and efficient. No extensive culinary training is needed.

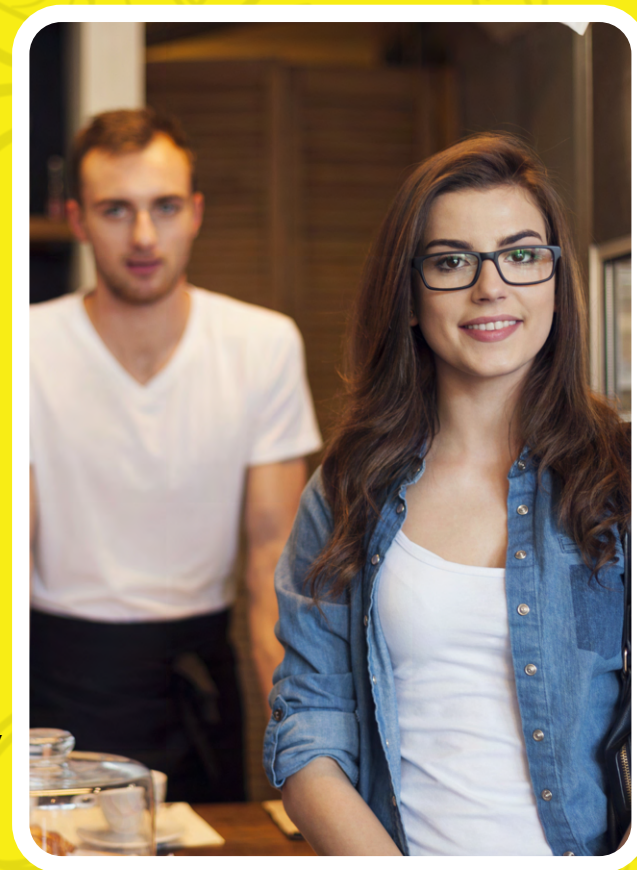


04 FULL SUPPORT FOR FRANCHISEES:

- **Restaurant Setup:** Ffishy supports franchisees with end-to-end restaurant setup, including design, equipment, and installation.
- **Technology:** Franchisees receive comprehensive support in billing, inventory, and sales tracking via easy-to-use digital tools.
- **Marketing & Promotions:** Marketing campaigns and materials are provided to attract and retain customers.
- **Operations Management:** Ffishy handles daily operational management, ensuring consistent service and quality.

05 PROFITABLE FRANCHISE MODEL:

- **Retention of 100% Profit:** Franchisees keep all the profits. The only condition is that all raw materials must be purchased from Ffishy.
- **No Operational Hassles:** Ffishy handles the day-to-day operations, allowing you to benefit from a stress-free investment.



06 CLEAR INVESTMENT REQUIREMENTS:

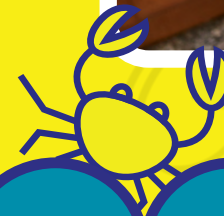
- **QSR Model:** This model is ideal for smaller, high-volume locations (150-250 sq. ft.), with a minimum investment of ₹5,00,000 (excluding rent).
- **FCR Model:** Suited for larger locations (300-500 sq. ft.), requiring a minimum investment of ₹10,00,000 (excluding rent).

07 EXCLUSIVE TERRITORY & HIGH DEMAND:

Franchisees are protected within a 4 km radius to avoid competition from other Ffishy outlets. The growth potential is substantial with an increasing demand for unique fish-based dishes.

08 SIMPLE AND FAST TRAINING:

Staff training is minimal and straightforward as the preparation involves only frying the pre-marinated ingredients.



FRANCHISEE REQUIREMENTS:

01

QSR MODEL:

- 150-250 sq. ft.
- Ideal for smaller, high-volume locations.
- Minimum investment ₹5,00,000 (Excluding Rent).

02

FCR MODEL:

- 300-500 sq. ft.
- Ideal for more spacious setups with dine-in options.
- Minimum investment ₹10,00,000 (Excluding Rent).



FOCO MODEL BENEFITS:

01 RISK-FREE INVESTMENT:

- Ffishy handles the operations with the FOCO model, so you don't have to manage the daily grind.

02 RETURN POTENTIAL:

- Be part of Ffishy's thriving franchise network and unlock impressive earning potential! With our proven business model and growing popularity, you can expect an estimated ROI in just a few months, paving the way for long-term success and profits.

02 IDEAL FOR PASSIVE INVESTORS:

- This model suits investors who prefer a passive role, with all operational tasks managed by Ffishy.

OUR OPERATIONAL TRIUMPH:

KALIKAPUR OUTLET (COCO MODEL)

- **COCO** stands for **Company-Owned, Company-Operated**.
- In this model, Ffishy owns and directly manages the outlet.
- Ffishy handles everything, from daily operations to staff management, ensuring **smooth and consistent service**.
- This allows Ffishy to control quality, operational efficiency, and customer experience.
- The success of this outlet demonstrates Ffishy's ability to run a high-performing outlet with complete internal management.

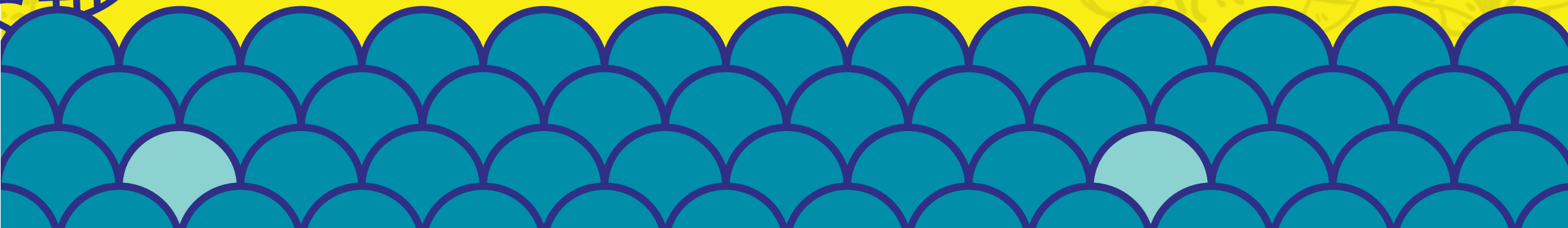
BIJOYGARH OUTLET (FOCO MODEL)

- **FOCO** stands for **Franchise-Owned, Company-Operated**.
- The franchisee owns the outlet in this model, but Ffishy manages the day-to-day operations.
- Franchisees benefit from the Ffishy brand's recognition and the company's **management expertise**.
- Ffishy oversees operations, ensuring that the outlet adheres to brand standards, offers consistent service, and maintains quality.
- This model allows franchisees to focus on the investment side of the business while Ffishy handles all operational tasks, minimizing their workload while ensuring the brand's success.



SUMMARY:

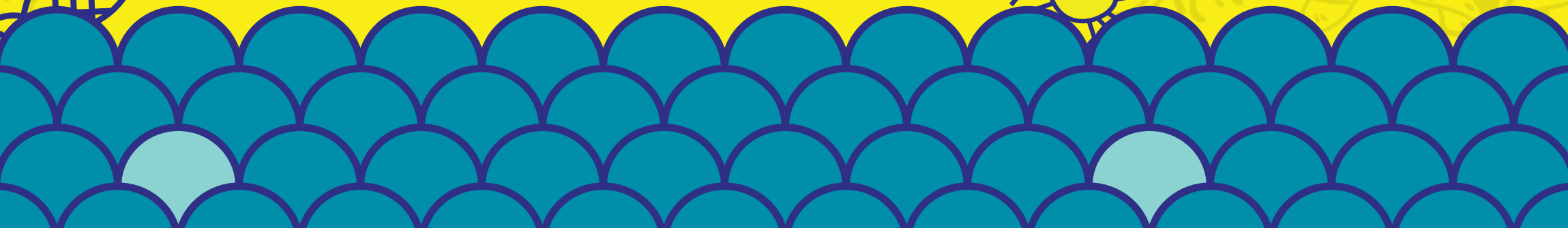
- The COCO model allows Ffishy to maintain direct control and responsibility for operations, ensuring optimal performance and service consistency.
- The FOCO model enables franchisees to own the outlet but rely on Ffishy's operational support and expertise, which helps maintain the brand's high standards and reduces the franchisee's operational burden.





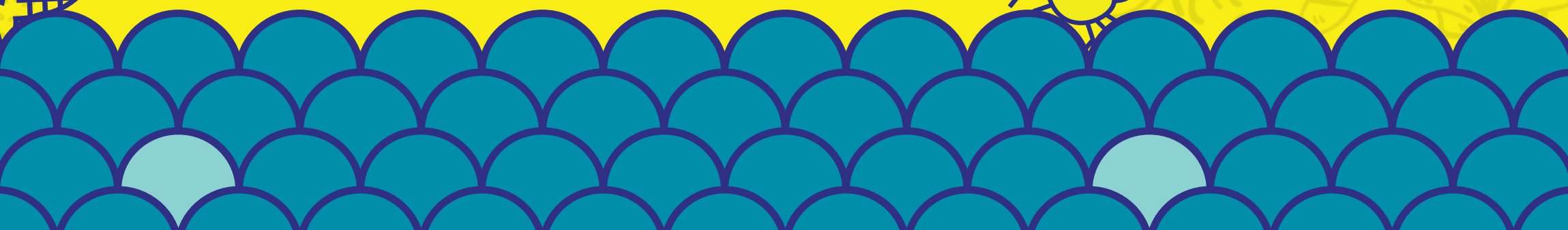
OUR VISION

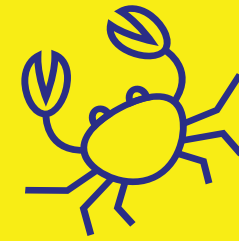
- **Leading the Fish Cuisine Industry:** To become the top brand for innovative fish dishes, offering a unique dining experience for fish lovers.
- **Global Expansion:** Build a strong network of franchise partners worldwide, sharing a passion for quality and exceptional customer service.
- **Sustainable Growth:** Foster a community where every franchise becomes a successful, respected part of the Ffishy brand, delivering value and growth.



OUR MISSION

- **Empowering Franchise Partners:** Provide a proven, easy-to-follow business model that ensures operational efficiency and success.
- **Consistent Quality:** Offer premium ingredients and continuous menu innovation to maintain freshness and excitement.
- **Complete Support:** Supply all necessary tools, training, and resources to ensure a smooth franchise journey.
- **Customer Experience Focus:** Guarantee that every Ffishy outlet provides a consistently excellent experience, attracting loyal customers.
- **Mutual Growth:** Support our franchise partners in achieving long-term success, building a thriving network of Ffishy locations across the globe.
- **Profitable Return on Investment (ROI):** Ffishy offers a strong and quick return on investment, ensuring that franchise partners begin seeing profitable returns within 12-18 months of operation.





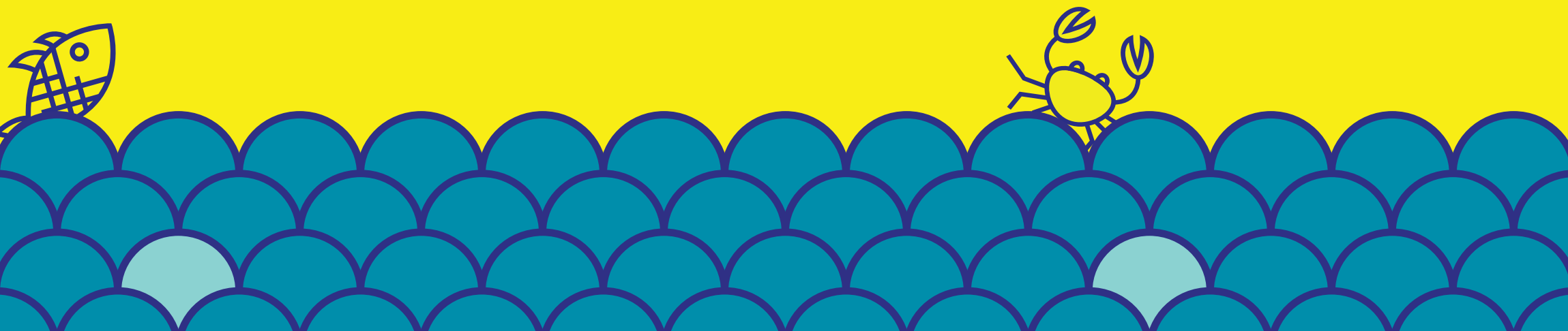
02

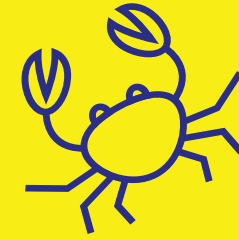
ABOUT US

Know us better



- **A Legacy of Flavor:** Famous for our iconic Fish Momos, we also serve a variety of delicious fish-related specialties, offering a fresh twist to fish dishes.
- **Freshness Redefined:** Every dish tells a story of quality, crafted from the finest ingredients to deliver flavors that linger.
- **Beyond the Plate:** At Ffishy, it's not just about food—it's about creating moments that make you smile and meals you'll remember.
- **Trailblazing Success Models:** Our proven COCO and FOCO models are the foundation of a franchise journey that thrives on excellence and efficiency.
- **Empowering Franchise Partners:** Partnering with Ffishy means becoming part of a growing legacy, with expert support at every step.
- **Innovation at Heart:** We fuse creativity with tradition, ensuring each dish brings a fresh perspective to fish cuisine.
- **Spreading the Joy:** As we expand, Ffishy is building a vibrant community of partners and customers who share our love for great food.





03

WHY FFISHY

You have come to the right place



01 **UNIQUE SEAFOOD SPECIALTIES:**

From traditional Bengali dishes like Ilish Bhaja to innovative options like Fish Momos, we cater to various tastes.

02 **FRESH AND PREMIUM QUALITY:**

We pride ourselves on sourcing only the finest seafood for every dish.

03 **PROVEN BRAND SUCCESS:**

Ffishy has quickly earned a loyal customer base, known for high satisfaction and repeat visits.

04 **STRONG SUPPORT SYSTEM:**

Franchise partners will receive comprehensive training and marketing materials, ensuring smooth and successful operations.



IT IS NOT JUST ONE FACTOR



A KITCHEN WITHOUT A CHEF CONCEPT



FOOD PRODUCED CENTRALLY AT OUR KITCHEN & DELIVERED TO ALL OUTLETS



LOW SETUP & OPERATIONAL COST COMPARED TO OTHER BRANDS



WE PROVIDE SETUP, TECHNICAL, & MARKETING SUPPORT



0% WASTAGE OF FOOD



HIGH MARGINS & STRONG SUPPLY CHAIN SUPPORT



DIVERSE MENU OFFERING



FFishy

CHICKEN MOMOS

GONDHORAJ CHICKEN MOMO	5	79
CHICKEN MOMO	5	69
CHICKEN CHEESE MOMO	5	110
PAN FRIED CHICKEN MOMO	5	99
PAN FRIED (GONDHORAJ CHC)	5	119

SANDWICH

Add on Cheese 30/-

CHICKEN SANDWICH	79
BHETKI SANDWICH	119
CRISPY CHICKEN SANDWICH	110

BURGER

Add on Cheese 30/-

FISH BURGER	99
CHICKEN BURGER	89
CRISPY CHICKEN BURGER	119

MO-BURGS

Add on Cheese 30/-

GONDHORAJ BHETKI MO-Bug	99
BHETKI MO -Bug	89
PRAWN MO- Bug	99
GONDHORAJ CHC MO-Bug	89
CHICKEN MO-Bug	79

FFishy

CHICKEN

QTY	PRICE
CHICKEN FINGER	4 99
CHICKEN CUTLET	1 59
CHEESY CHICKEN BURST	1 89
CRISPY CHICKEN POPCORN	15 99
CRISPY CHICKEN WINGS	2 89
CRISPY CHICKEN DRUMSTICK	1 69
HONEY CHILI WINGS	4 179
HONEY CHILI POPCORN	15 129
HONEY CHILI DRUMSTICK	2 129
CHICKEN PAKODA	1 20
CRISPY CHICKEN	4 99
DRY CHILI CHICKEN (Boneless)	6 189
DRY CHILI CHICKEN (Bone)	6 149

FISH MOMOS

QTY	PRICE
BHETKI MOMO	5 99
GONDHORAJ BHETKI MOMO	5 110
PRAWN MOMO	5 119
PAN FRIED BHETKI	5 119
PAN FRIED BHETKI (GONDHORAJ)	5 129
PRAWN HOT & CHILI MOMO	5 139

FFishy

FISH

QTY	PRICE
BHETKI DIAMOND FRY	1 149
DIAMOND FRY	1 99
BHETKI FRY	1 119
FISH CHEESE FRY	1 159
FISH PRAWN FRY	1 159
FISH FRY	1 79
BHETKI FINGER	4 149
FISH FINGER	4 129
BHETKI ROLL	1 119
FISH CUTLET	2 99
PRAWN GOLDEN FRY	2 120

RAW FISH

LOTTE FRY	1 25
PRAWN FRY	200GM 99
POMFRET FRY	1 99
AMODI MASALA FRY	125gm 89
CRAB MASALA (SEA SIDE)	1 120
PROMFRET MASALA TOSS	1 120
AMODI MASALA TOSS	125gm 110
TOPSE FRY	6 99
PABDA FRY	2 99

FFishy

WRAP

Add on Cheese 30/-

CHICKEN WRAP	129
CRISPY CHICKEN WRAP	149

PASTA

WHITE PASTA (chicken)	159
WHITE MIX PASTA (chicken & prawn)	199
WHITE BHETKI PASTA	299

MAGGI

Add on Cheese 30/-

EGG MASALA MAGIEE	79
CHICKEN MASALA MAGGIE	99

VEG

CORN CHEESE SANDWICH	69
VEG BURGER	79
VEG MO-BURG	79
VEG MOMO (5PC)	69
PAN FIRED VEG MOMO (5PC)	99
MASALA MAGGIE	79
CRISPY ONION RINGS (150GM)	49
WHITE SAUCE PASTA (VEG)	119



FFishy

HEALTHY FREAK

CHICKEN SALAD	149
CHICKEN SALAD WITH MAYO	199
GRILLED CHICKEN	149
GRILLED BHETKI	199

TEA & COFFEE

TEA	15
TEA - SPECIAL	25
COFFEE	30
COLD COFFEE	89

FRENCH FRIES

FRENCH FRY	129
PERI PERI FRENCH FRY	139
HONEY CHILI FRENCH FRY	149

छा-छा COMBOS @ 50/-

TEA SMALL + 2PC LOTTE	
TEA SMALL + 5PC POPCORN	
TEA SMALL + FRENCH FRY 50GM	
TEA SMALL + PAKODA 2PC	

FFishy

COMBOS

COMBOS	PRICE
BHETKI DIAMOND FRY + CHICKEN POPCORN (15PC) + COLD DRINK (250ML)	249
CHICKEN BURGER + COLD DRINK (250ML)	99
CHICKEN SANDWICH + GONDHORA BHETKI MOMO (5PC) + COLD DRINK (250ML)	199
CHICKEN BURGER + FISH FINGER (2PC) + COLD DRINK (250ml)	199
BHETKI DIAMOND FRY + BHETKI MOMO (5PC) + COLD DRINK (250ML)	249
CHICKEN PAKODA 5PC + TEA - SPECIAL	110

FFishy

COMBOS

COMBOS	PRICE
CRISPY CHICKEN POPCORN (15PC) + CHICKEN WINGS (2PC) + CRISPY CHICKEN DRUMSTICK + CRISPY CHICKEN (2PC)	339
PROMFRET FRY (1pc) + AMODI FRY (50gm) + LOTTE FRY (2pc) + PRAWN FRY (50gm) + TEA - 4	199
PROMFRET FRY (1pc) + AMODI FRY (50gm) + TOPSE FRY (2PC) + PABDA FRY (1pc) + PRAWN GOLDEN FRY (1pc) + ANY SHIKANJI (2 GLASS)	299

FFishy

COMBOS

COMBOS	PRICE
CRISPY CHICKEN (4pc) + CHICKEN MOMO (5PC) + SHIKANJI	129
BHETKI DAIMOND FRY + FISH FINGER (2PC) + TEA 2 CUP	229
CRISPY CHICKEN SANDWICH + CRUSHER	119
CRISPY CHICKEN WRAP + SHIKANJI	199
PRAWN GOLDEN FRY (2PC) + CHICKEN CUTLET + SHIKANJI	199
GONDHORA BHETKI MOMO (5PC) + CRISPY CHICKEN POPCORN (5PC) + CRUSHER	199

FFishy

COMBOS

COMBOS	PRICE
PAN FRIED BHETKI MOMO (5PC) + BHETKI FINGER (2PC) + CRUSHER	249
BHETKI FRY + FISH FINGER (2PC) + CRUSHER	229
BHETKI SANDWICH + FISH CUTLET (2PC) + CRUSHER	199
WHITE PASTA (CHC) + CHICKEN FINGER (2PC) + TEA 2 CUP	199
BHETKI ROLL + HONEY CHILI WINGS (2PC) + CRUSHER	299

FFishy

COMBOS

COMBOS	PRICE
BHETKI MOMO (5PC) + FRENCH FRY (50gm) + SHIKANJI	179
CRISPY CHICKEN POPCORN (10PC) + CHESSY CHICKEN BURST + SHIKANJI	199
FISH BURGER + FRENCH FRY + CRUSHER	199
BHETKI DIAMOND FRY + FISH FINGER (2PC) + TEA 2 CUP	229
CHICKEN BURGER + FRENCH FRY + MASALA COLD DRINKS	149
CHICKEN SANDWICH + FISH CUTLET + SHIKANJI	229

MOCKTAILS

CRUSHERS

MANGO CRUSH	79/-
LITCHI CRUSH	79/-
STRAWBERRY CRUSH	79/-
ORANGE CRUSH	79/-
CHILI GUAVA CRUSH	79/-
BLUE LAGON CRUSH	79/-
AAM PANNA CRUSH	79/-
MAGIC MOMENT CRUSH	79/-
SWEET HEART CRUSH	79/-
BALCK CURRENT CRUSH	79/-
KIWI CRUSH	79/-
PINEAPPLE CRUSH	79/-

MOCKTAILS

SHIKANJI

SHIKANJI	59/-
FRESH LIME	59/-
LEMON SODA SHIKANJI	59/-
MASALA COLA SHIKANJI	59/-
PUDINA SODA SHIKANJI	59/-
PINEAPPLE SHIKANJI	59/-
BLUEBERRY SHIKANJI	59/-
VIRGIN MOJITO	59/-
MINT MOJITO	59/-
ORANGE MOJITO	59/-

CUSTOMER REVIEWS



Neeta Sarkar

Local Guide · 13 reviews · 7 photos

★★★★★ 10 weeks ago

Delivery · Other · ₹1–200

Had ordered Bhetki Fish fry for our get together. Overall it was super tasty. Fish was fresh and it was prepared appropriately. All members liked it.

Food: 5/5 Service: 5/5 Atmosphere: 5/5



Rajdeep Saha

1 review · 0 photos

★★★★★ 1 week ago **NEW**

Dine in · Lunch · ₹1–200

Fish Diamond Fry is of excellent quality. Butter Toast is also good and fresh.

Food: 5/5 Service: 5/5 Atmosphere: 5/5



Sudhakar Rao

Local Guide · 14 reviews · 0 photos

★★★★★ 6 weeks ago

Dine in · Other · ₹200–400

Loved bhetki diamond fry, prawn momos and bhetki momos. Tea was extra special. Will return again to savour other delicacies. Behaviour was excellent 🍴

Food: 5/5 Service: 5/5 Atmosphere: 5/5



Poulami Das

1 review · 0 photos

★★★★★ 2 weeks ago **NEW**

Quick service with really good fresh food. Absolutely a must visit

Food: 5/5 Service: 5/5 Atmosphere: 5/5



Upasana Chatterjee

4 reviews · 0 photos

★★★★★ 18 weeks ago

Dine in · Dinner · ₹200–400

Over all my experience here is exceptional. The food was great, the presentation is excellent. We order wide range from different cuisines and all was superb and cooked to perfection. We go there frequently for a happy hour after work..!

Food: 5/5 Service: 5/5 Atmosphere: 5/5



Trisha Gusthipati

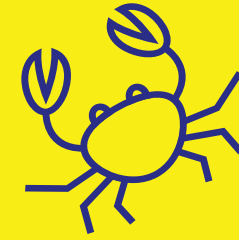
4 reviews · 2 photos

★★★★★ 2 weeks ago **NEW**

I visited them few days ago and had amazing bhetki fish fry. Love the food and most probably the best fish restaurant in Kolkata. ❤️

Food: 5/5 Service: 5/5 Atmosphere: 5/5





04

BEHIND THE BRAND

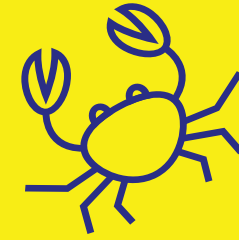
Passionately about the business



OUR PASSION FOR THE BUSINESS:

- **Visionary Beginnings:** Ffishy was founded with a mission to revolutionize fish-based cuisine, combining exceptional taste with innovative dining experiences.
- **Unique Offerings:** Alongside our signature Fish Momos, Ffishy serves a variety of delicious fish-related delicacies, creating a unique niche in the food industry.
- **Commitment to Quality:** We uphold stringent quality standards, ensuring every dish reflects our passion for excellence.
- **Proven Success:** Our flagship outlets have set a benchmark for operational efficiency and customer satisfaction, making Ffishy a trusted brand.
- **Franchise Opportunity:** As a franchise partner, you gain access to our proven business model, robust supply chain, and ongoing operational support.brand.
- **Growth Potential:** Partnering with Ffishy means joining a brand with strong market appeal and opportunities for high returns within a few months.

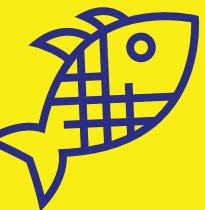
Ffishy is not just a business—it's a journey fueled by passion, innovation, and the joy of serving delectable fish delicacies.



05

SERVICE OFFERING

Customers love us



01

SIGNATURE DISHES:

Bhekti, Prawn, Ilish, Amodi and more.

02

FISH MOMOS:

A unique Ffishy specialty enjoyed by all ages.

03

MO-BURGERS:

Gondhoraj Bhetki Mo-Bug, Cheesy Prawn Mo-Bug and more.

04

FISH FRY:

Bhekti Diamond Fry, Prawn Fry, Fish Finger, Fish Cheese Ball, Fish Pakoda and more.



05 **CRABS & SEAFOOD PLATTERS:**

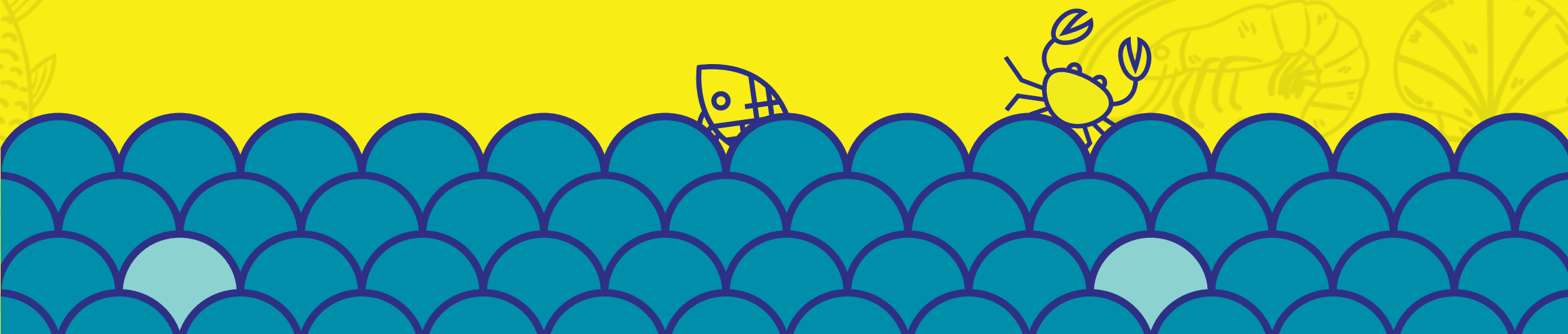
A feast for seafood lovers.

06 **SEASONAL DELIGHTS:**

Fresh catches and limited-time offerings to keep the menu exciting.

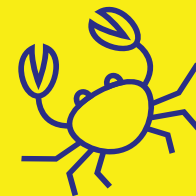
07 **REFRESHING DRINKS:**

Mango Crush, Litchi Crush, Kiwi Crush and more.





EXPAND YOUR REACH



FFISHY'S THRIVING ONLINE PRESENCE

Join the Ffishy franchise and tap into our robust online presence! With listings on Zomato, Swiggy, Magicpin, and Gintaa, our brand ensures high visibility and easy access for customers, driving orders directly to your franchise. This powerful online network helps you attract a steady stream of customers, boosting sales and making your Ffishy outlet a go-to destination for fish lovers. Leverage these platforms to maximize your reach and grow your business effortlessly!





Marketing Offering



Food Blogger/Influencers



Our Design Templates

FFishy

মাছে
১২ মাসে ১৩ পার্বন



FFishy

Top
Selling
Achievement

10.10.2024

NEW RECORD FOR FFISHY & FFISHY 2.0

WELL DONE

100% FRESH Food



FFishy

বাঙালির প্রেম
FFishy-র সাথে
ভাজা মাছটি
জমবে পাতে.....



06291513339

4, 5 Purbachal Hospital Rd, near Sitala Mandir Road, 32/1, Sukhpally, Haltu, Kolkata - 700078

FFishy

Fish
Roll

crunchy and juicy

119/-



6291513339

Beside Purbachal Sitala Mandir, Avishikta, Ruby, Kolkata 700078

FFishy

COUPLE Offer

Buy 1 Bhetki Momo
Get 1 Bhetki Momo
FREE

Buy 1 Gondhoraj Bhetki Momo
Get 1 Gondhoraj Bhetki Momo
FREE



62915 13339

32 / 1, Sukhpally, Haltu, Kol - 700078
7 / 12 D, University, Bijoygarh, Jadavpur, Kol - 700032

Benefits of Franchise



When investing in Ffishy franchise, you enter a business with a proven model, strong support systems, and growth potential. Here's exactly what you will receive

● COMPREHENSIVE STORE SETUP

- a. **Restaurant Design & Setup:** Ffishy provides full support for your outlet's layout, design, and décor to ensure it reflects the brand's modern and stylish identity.
- b. **Kitchen Equipment:** We provide the necessary kitchen tools including -



- (i) **Deep Freeze (350L)**
- (ii) **2 Frying Machines**
- (iii) **Griller**
- (iv) **Microwave**
- (v) **Double Induction**
- (vi) **Normal Fridge (180L)**
- (vii) **mixer grinder**
- (vii) **Essential tools for maintaining high food quality**



● COMPREHENSIVE STORE SETUP

- a. **Minimal Staff Training:** Since all raw materials are pre-marinated, the only task for staff is frying. Ffishy provides essential staff training on how to handle the equipment and perform their duties to maintain consistency and quality.
- b. **Operational Support:** Continuous guidance is offered in managing day-to-day operations, from inventory to customer service, ensuring smooth operations.



● TECHNOLOGY INTEGRATION

- a. **Billing & Inventory Software:** Franchisees are given access to easy-to-use software for managing orders, tracking sales, and handling inventory.
- b. **Online Delivery Integration:** We set up your outlet on food delivery platforms like **Zomato** and **Swiggy**, ensuring broader visibility and customer access.



● MARKETING AND PROMOTIONAL SUPPORT

- a. **Branding & Marketing Campaigns:** Ffishy provides marketing materials, promotional content, and advertising campaigns to attract customers and keep them coming back.
- b. **Local Marketing Assistance:** Franchisees are encouraged to engage in local promotions to further boost business within the community.



● RAW MATERIAL SUPPLY

- a. **Pre-Marinated Raw Materials:** You will receive consistently high-quality pre-marinated raw materials from Ffishy, ensuring the same great taste at every outlet. You are required to place monthly orders for the raw materials to maintain freshness and consistency.



● FRANCHISE MANUAL AND GUIDELINES

- a. **Detailed Franchise Manual:** A comprehensive guide covering everything from store operations to customer service standards and best practices to run a successful Ffishy outlet.
- b. **Brand Guidelines:** Clear instructions on how to uphold Ffishy's standards of food preparation, presentation, and service.





● LICENSING & PERMISSIONS

- a. **Legal & Licensing Support:** Ffishy assists in acquiring the necessary licenses and permits to ensure your franchise is fully compliant with all regulations.

● EXCLUSIVE TERRITORY

- a. **Territory Protection:** Your franchise is guaranteed exclusivity within a 4 km radius to avoid competition from other Ffishy outlets.

● ONGOING RELATIONSHIP WITH FFISHY

- a. **Continuous Relationship:** Ffishy supports franchisees not only during setup but throughout the entire business journey, ensuring long-term success.



By investing in Ffishy, you're not just opening a restaurant; you're joining a growing brand with a unique offering that appeals to fish lovers. With minimal operational complexity and a robust support system, you can focus on scaling your business while we handle the heavy lifting.



ROLE & RESPONSIBILITIES

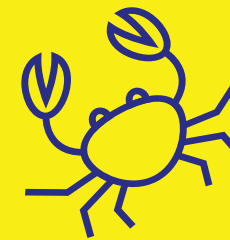
Franchisor Responsibilities

- Provide a proven business model and guidelines.
- Support with marketing and promotions.
- Offer training for the franchisee.
- Ensure product quality and service standards.

Franchisee Responsibilities:

- Follow the franchisor's guidelines.
- Manage daily operations and staff.
- Maintain inventory and product quality.
- Promote the business locally.
- Share performance updates with the franchisor.





06

TERMS & CONDITIONS APPLY

Passionately about the business



TERMS & CONDITIONS

- 1.** Ffishy will ensure a hassle-free setup of the business by taking care of all operations related to installation, including interior decoration and design, equipment, painting, household articles, and more. These services will be covered under the agreed franchise fee of ₹5 lakhs (QSR) or ₹10 lakhs (FCR). Additionally, Ffishy will oversee the entire management of the business to guarantee its smooth and successful operation.
- 2.** Ffishy franchisees will have the opportunity to maintain consistent quality and operations by placing a minimum monthly order for raw materials amounting to ₹50,000 (QSR) or ₹1,00,000 (FCR), ensuring a seamless supply chain and uninterrupted business growth.
- 3.** Ffishy and the Franchisee mutually agree that the Franchisee will exclusively sell Ffishy's products at the designated outlet/shop. To maintain the brand's integrity and quality standards, no outside products may be sold without obtaining prior written consent from Ffishy. This ensures that the outlet aligns with Ffishy's business model and customer expectations.
- 4.** The Franchisee acknowledges the importance of adhering to the terms and conditions of the agreement and agrees not to breach or terminate the agreement without the prior written consent of Ffishy. This mutual understanding ensures a strong partnership and the smooth operation of the business.
- 5.** Secure a suitable property for the outlet, either by owning or renting it.
- 6.** Provide the necessary capital investment to set up the outlet.
- 7.** Follow Ffishy's brand guidelines to ensure smooth operations.
- 8.** Build and maintain a strong, positive relationship with the franchisor.

TERMS & CONDITIONS

- 9.** Consistently maintain and uphold the quality of products and services as per the standards set by the franchisor, ensuring customer satisfaction and brand reputation.
- 10.** Keep detailed and accurate financial records to ensure complete transparency, fostering trust and smooth collaboration with the franchisor.
- 11.** Actively cooperate with the franchisor and follow their guidance to ensure efficient and streamlined business management, contributing to the success of the outlet.
- 12.** Plan and execute effective local promotions and marketing campaigns to attract new customers, increase brand visibility, and grow the business.
- 13.** Use only “Best Choice” refined oil for all cooking purposes, ensuring high-quality food preparation and adherence to the brand’s standards.
- 14.** Each Ffishy outlet will have an exclusive 4 km radius, ensuring no other Ffishy outlet operates within this area.
- 15.** For the QSR format, a refundable security deposit of ₹50,000/- will be required. This deposit will serve as a credit line for placing repeat orders for raw materials, and any outstanding amounts must be cleared within 30 days of billing. For the FCR format, the refundable security deposit will be ₹1,00,000/-, with all other terms and conditions being the same as those for the QSR format.
- 16.** A minimum of 2 staff members are required to operate a QSR outlet: 1 kitchen staff/chef and 1 counter manager/sales staff. For a FCR outlet, at least 4 staff members are required to ensure smooth operations and excellent customer service.

TERMS & CONDITIONS

- 17.** The Franchisee agreement will be valid for 3 years from the signing date and can be renewed by paying ₹1.5 lakh for the QSR format and ₹2.5 lakhs for the FCR format.
- 18.** Franchisee partners who demonstrate consistent performance and adhere to Ffishy's Standard Operating Procedures (SOPs), achieving at least 80% of their Year-on-Year (YOY) repeat order targets, will be rewarded with a 50% discount on the renewal fee. This initiative encourages excellence and recognizes commitment to the brand.
- 19.** Each order must have a minimum value of ₹5,000/-, and a prior notice of 2–3 days is required for processing and timely delivery of raw materials. This ensures smooth operations and proper stock management.
- 20.** Franchisees are required to purchase additional raw materials exclusively from brands that have been approved by Ffishy. These approved brands will be clearly listed in the Terms & Conditions, ensuring quality and consistency across all outlets.
- 21.** If a Franchisee breaches any of the agreed Terms & Conditions or is found using products not approved by Ffishy, the company reserves the right to take appropriate legal action or terminate the Memorandum of Understanding (MOU) or license agreement without prior notice. Such measures are in place to protect the integrity of the brand and its operations.
- 22.** Franchise partners are strictly prohibited from selling unapproved products or tampering with data as per company policies. Any deviation from this will be treated as a violation of the agreement and addressed accordingly.

TERMS & CONDITIONS

23. The company will collect reported waste, and 70% of its value will be credited toward the next billing. Waste caused by mishandling or pest damage will not qualify for adjustment, emphasizing the importance of proper storage.

24. Approved discounts will apply at franchise outlets, with the total discount shared equally (50%-50%) between Ffishy and the franchise partner to ensure mutual benefit and effective promotions.

25. Franchise-owned Ffishy outlets must maintain proper SOPs and strictly adhere to the recipes provided by the company to ensure high quality, consistency, and alignment with Ffishy's brand standards.

26. Franchise Requirements :

QSR MODELS: (Quick Service Restaurant) Space Requirement - (150-200 sq ft)

FCR MODELS: (Fast Casual Restaurant) Space Requirement - (300-500 sq ft)

Height – 10 feet

Front – 10 feet

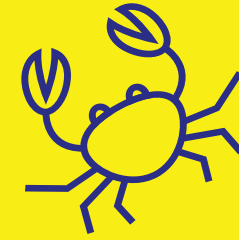
Location - Commercial & Semi Commercial ground floor

Electricity - 3 phase / commercial

Water Connection - 100 ltr / daily usage

Project Investment - 5 Lakh without Rental for QSR (not more than 2 partners)

Project Investment - 10 Lakh without Rental for FCR (not more than 2 partners)



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