

**A FRANCHISE INITIATIVE  
BY  
CNC MUMBAI, THROUGH  
CHICK N CHILLY BRAND.**



*Chick-n-Chilly* 🐔

**REACH US AT**

1800-1230-430

[contact@chicknchilly.com](mailto:contact@chicknchilly.com)

[www.chicknchilly.com](http://www.chicknchilly.com)



## ABOUT CHICK N CHILLY

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Chick represents the tender bird and chilly represents the spice.

It has been created to cater specially for today's youth and a larger section of the population who loves eating chicken and bringing a change in the eating pattern with the fusion of an old and new variety of Indian and continental.

## ABOUT THE PROMOTER

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Mr Ranabir Kar started his career with a restaurant in Navi Mumbai Vashi in 1998 and catered for the food court of Ambani's headquarters (DAKC), Kopar Khairane, Navi Mumbai, as well as WIPRO Spectra-Mind, the largest call centre based in Belapur, Navi Mumbai. Owned a number of fast food outlets in departmental stores, including D-Mart, Apna Bazar, etc. He then relocated to

Guwahati and started the brand Chick N Chilly in 2013. He is also the Director of CNC Food India Pvt. Mumbai.

## WHEN IT STARTED?

Chick n Chilly was founded in 2013, located on ABC, G.S Road in Guwahati.

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## AWARDS AND CERTIFICATIONS

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Chick N Chilly has been awarded the G-Plus food award 6 out of 8 times, and Mr Ranabir Kar was awarded best young entrepreneur by Varun Gandhi (Mp. Lok Sabha) in 2017.

## HOW IT STARTED?

Following the relocation from Mumbai to Guwahati after gaining experience and knowledge As a result, Mr Kar thought of starting a chain of food courts with a meaning-full name and vision to become the largest food court chain in North-East India, starting from Guwahati and expanding to other places in the region with his vast experience and way of bringing up mouth-watering delicious food which caters to a larger part of our society at a price which is affordable.

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## WHY IT WAS STARTED?

Mr Kar has always dreamed of achieving something big in life. He also wants to grow up as an entrepreneur with a significant impact on society and to create something of his own in an innovative way and grow up with people hand-to-hand.





## **THE SECRET RECIPE**

Our recipes contain a wide variety of ingredients. Each gravy has different spices and dehydrated leaves, herbs and milk-based products besides vegetable oil, salt, sugar and water etc. We manufacture ready-to-serve gravy with an 18-month shelf life that contains no preservatives under our company name "CNC Food India Pvt Ltd" in Nashik, Maharashtra. These recipes are a selection of famous gravies from different parts of India, but with our own unique style and texture.

## **ADVANTAGES OF THE SECRET RECIPE**

1. Helps reduce dependence on skilled labour.
2. Uniform quality & consistent taste.
3. Less preparation time required.
4. 60% savings on gas.

5. Reduced use of the back-end kitchen.
6. Less storage space is required.
7. Zero waste model.
8. You won't have to purchase a lot of raw materials that are required to make a variety of gravies since you will be using our special ready-made gravy.
9. 18 months shelf life..
10. No preservative added.
11. You do not need a cold chain or preservation to store it.
12. Clean and hassle-free cooking.
13. For packages that you didn't use, you can return or exchange them within 3 months.
14. Overall, you will spend less.

## **WHY CHICK N CHILLY?**

1. Since it is a well-known brand in the Northeast, you won't need to worry about marketing or setting up a new brand from scratch, since you'll already get a name.
2. Software support for sales and inventory.
3. Ready-to-make gravy.
4. Manpower support and training.
5. Branding and promotion at the local level.
6. Faster Return On Investment.
7. Logistic support system.
8. Raw material purchase benefit.
9. Better tie-up with the online aggregators (Swiggy, Zomato).



## HOW TO GET STARTED:

The online form is available on our website at [www.chicknchilly.com](http://www.chicknchilly.com) or call us at **1800-1230-430** from 12:00 am to 7:00 pm except for Sunday.

After receiving your application, we will arrange an on-call meeting between you and our executive. During this meeting, you are welcome to ask any questions concerning the franchise and the process. If you wish, you can also visit our office during office hours.

Once you are ready with your investment and shop. We will visit the site and after satisfactory results, we will share the draft copy of the agreement paper of CNC food India Pvt. Mumbai (Chick n Chilly is a subsidiary of CNC food India Pvt.)

## FAQ:

1. Require size of the shop.
  - **Minimum 250 to 300 sq. ft.**
2. Investment required
  - **13 to 16 Lakh +GST It may vary depending upon the size of the property and city.**
3. Support from franchisor
  - **Manpower support from a third party tie-up**
  - **Software support**
  - **Training**
  - **Local branding**
  - **Logistic support for goods**
4. ROI
  - **Ideally 3 years, it may vary depending upon the city and location.**
5. Training of the employees - **YES**
6. Percentage of the Franchisor - **6% including GST**

7. Promotion and advertisement- **Yes**
8. Logistics Support.- **Yes**
9. Licensing support- **Advice from our end.**
10. Supply of the raw materials- **Locally**
11. Design of the facial looks and equipment- **Yes, uniform design by us.**
12. Project report- **Yes, chargeable**
13. Lock-in period of the contract.- **3 years**
14. Agreement renewal.- **3 years**
15. Online sales tie-up (If it is available) - **Yes**
16. Inventory and cash management- **Yes**
17. Average net profit. - **Ideally 18% but it may vary depending upon the total sales.**

**T&C Applied\***







**Guwahati Office:** 14, Ground floor, Anandanagar, Bylane no. 2, ABC, G.S. Road, Guwahati, 781005

**Mumbai Head Office:** 311, Plot 78 - 79 Sector 17 Big Splash, Vashi NAVI MUMBAI, Thane, Maharashtra, India, 400703



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**Toll-free no. 1800-1230-430**



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## **GET YOUR CNC FRANCHISE TODAY!**

There is a world of opportunity waiting for you once you make your decision.

We look forward to hearing from you soon and welcoming you to the Chick N Chilly family.



**Chick-n-Chilly**