



# Labneh

*Luscious Middle Eastern bites*

[www.labneh.in](http://www.labneh.in)

# OPEN FOR FRANCHISE



## GROW WITH US:

India, let's cook something big. Labneh is on the lookout for bold, business-savvy partners to help take our Lebanese-inspired fast food across the country. If you've got the hunger to grow, we've got the recipe.



# ABOUT LABNEH



Labneh brings an exciting fusion of Mediterranean, Arabic, and Turkish culinary traditions, blending authentic flavors with a modern Indian twist. Our thoughtfully crafted menu offers a refreshing alternative to conventional Indian cuisine, reimagining familiar favorites into innovative creations that appeal to diverse local tastes.

Designed for the modern, fast-casual dining experience, Labneh caters to today's on-the-go diners through food courts, standalone spots, and grab-and-go options. From grilled dishes, shawarma, doner wraps, and manakish to Arabic kebabs, sliders, and Middle Eastern desserts — every dish reflects a perfect balance of authenticity and innovation. With a commitment to consistent quality and exceptional service, Labneh aims to build a strong national presence and grow into a globally recognized brand.



# OUR USP'S

## Diverse Menu

From classic Levantine staples like hummus and falafel to innovative kebabs inspired by Indian traditions our menu caters to a wide range of tastes & preferences.

## Customization:

We offer customizable options for many of our dishes, allowing you to tailor your meal to your specific preferences.

01

02

03

04

### Authentic Levantine Flavors

We bring the true essence of Levantine cuisine, offering a delightful blend of Middle Eastern & Indian culinary.

### Fresh & High Quality Ingredients

We prioritize using the freshest & finest ingredients to ensure that every dish is bursting with authentic flavors & textures.



# OUR PRESENCE

INDIA



Labneh is now serving up refined Levantine flavours across **Delhi | Haryana | Uttar Pradesh | Goa**. Our journey's just getting started, though. We're growing steadily and planning to open 30+ new spots across India by the end of 2025. More cities, more flavour, more reasons to drop by. Next stop: maybe your neighbourhood.



# AWARD WINNER

## FOR BEST SHAWARMA

We're proud to announce that Labneh has been awarded Best Shawarma at the **Delhi Food Awards**.

This recognition reflects our commitment to authentic Middle Eastern flavours, premium ingredients, and consistently high-quality preparation. Every shawarma we serve is crafted with precision, bringing together rich spices and traditional recipes to deliver an exceptional experience.

Thank you to our community for your continued support.



## OUR FRANCHISEE PROPOSAL

|                         |           |              |
|-------------------------|-----------|--------------|
| Area Required           | 250 sqft  | 500-700 sqft |
| Capex                   | 28 Lakhs  | 38 Lakhs     |
| Franchise Fee           | 6 Lakhs   | 6 Lakhs      |
| Royalty                 | 6%        | 6%           |
| Payback period on capex | 18 Months | 24 Months    |
| Agreement Period        | 5 Years   | 5 Years      |

## OUR MASTER FRANCHISEE PROPOSAL

|                                     |              |
|-------------------------------------|--------------|
| Total Number of Units               | 25           |
| Master Franchisee Direct Unit       | 1            |
| Master Fee                          | INR 60 Lakhs |
| Total Investment                    | INR 88 Lakhs |
| Franchisee Fee share with the brand | 40%          |
| Royalty Share                       | 40%          |
| Payback Period (on capex)           | 29 Months    |

# FRANCHISE PROPOSAL





# WHAT WE OFFER

## in our franchise model

01

### Pre operations

- Reasonable license and royalty fee
- Prompt and transparent decision making
- Committed to promoting retailpreneurs
- Efficient and simple BOQ execution

02

### Operational

- Efficient ways to keep costs low, aiming for a 35% food cost.
- Assistance with hiring staff and training for new items.
- Unified vendor and procurement management.
- Quarterly quality audit and feedback.
- Customer experience evaluation program.

03

### Sales Effort

- Centralised Order management
- Toll-Free Call Centre
- Live Integration with Zomato, Swiggy, etc.
- Cloud-based online EPOS System
- Images for Zomato and Swiggy

**Labneh Feasibility Working Financials**

Presented By Sudhir

**Assumptions**

| Operating Assumptions                           | Food Court |
|-------------------------------------------------|------------|
| Leased Area (in sq. ft)                         | 250        |
| Efficiency                                      | 100%       |
| Seating Area Proportion                         | 0%         |
| Area per seat                                   | 0          |
| Average number of seats                         | #DIV/0!    |
| Assumptions: Revenue Indicators                 |            |
| Covers per seat per year                        | 0          |
| Orders per day                                  | 100        |
| Average Sales per Order (APC)                   | 650        |
| Increase in orders Bimonthly                    | 50.00      |
| Service Charge Rate                             | 0%         |
| Assumptions: Direct Cost                        |            |
| Discount                                        | 0%         |
| Food Cost/Net Food Sales                        | 35%        |
| Cost of Delivery per order                      | 15         |
| Assumptions: Fixed Cost & Overheads             |            |
| Wages - Kitchen and Servers                     | 125,000    |
| Electricity & Fuel (%age of Net Revenues)       | 8%         |
| Rent per Sq. ft per month                       | 450        |
| Rent as a %age of Net Revenues                  | 0%         |
| Marketing (%age of Net Revenues)                | 3%         |
| Other Operating Expenses (%age of Net Revenues) | 6%         |
| Assumptions: Management Fees                    |            |
| One-time- Franchisee Fees                       | 600,000    |
| Franchisee Revenue Share (%age of Net Revenues) | 6%         |
| Operations Head / Corp Cost (per month)         | 50,000     |
| Statutory Assumptions                           |            |
| GST Rate                                        | 5%         |
| Corporate Tax Rate                              | 30%        |
| Depreciation Rate SLM                           | 10%        |
| Assumptions: Company Level Financing Decisions  |            |
| Leverage (Debt: Equity Ratio)                   | 0%         |
| Tenure of Loan Repayment in Months              | 0          |
| Moratorium Period in Months                     | 0          |
| Interest Rate                                   | 12%        |
| Long term growth Rate                           | 3%         |
| Inflation Growth in the 5 year horizon          | 6%         |
| Rent escalation per year                        | 5%         |
| Expected Return on equity                       | 15%        |

## Cost of Construction Labneh

|                                             | Assumption                                                  | Rate  | Food Court       |
|---------------------------------------------|-------------------------------------------------------------|-------|------------------|
| Leased Area (in sq. ft)                     |                                                             |       | 250              |
| Efficiency                                  |                                                             |       | 100%             |
| Carpet Area                                 |                                                             |       | 250              |
| Seating Area Proportion                     |                                                             |       | 0%               |
| Average number of seats                     |                                                             | 0     | -                |
| <b>Store Development Cost (A)</b>           |                                                             |       | <b>700,400</b>   |
| Civil and Interiors                         | at a rate per sq.ft carpet area                             | 2200  | 550,000          |
| Plumbing & RO                               | as a lumpsum                                                | 50000 | 50,000           |
| Project Management Consulting               | as a percentage of Civil & Interiors                        | 5%    | 30,000           |
| Signages & CCTV                             | Average of 1 Signages per small outlet and 2 per restaurant |       | 50,000           |
| Contingency                                 | as a percentage for any unseen cost overruns                | 3%    | 20,400           |
| <b>Furnitures and Fixtures (B)</b>          |                                                             |       | <b>1,153,600</b> |
| Kitchen Equipment                           | at a lumpsum rate                                           | -     | 820,000          |
| Oven                                        | at a lumpsum rate                                           | -     | 80,000           |
| Beverage Drink Dispenser                    | at a lumpsum rate                                           | -     | -                |
| Sound System                                | at a rate per sq. ft. carpet area                           | -     | -                |
| Lighting and Fixtures                       | at a rate per sq. ft. carpet area                           | -     | 20,000           |
| Seating and Modular Furniture for Team      | 10 Seater                                                   | -     | -                |
| Smallwares                                  | as a lumpsum                                                | -     | 200,000          |
| Contingency                                 | as a percentage for any unseen cost overruns                | 3%    | 33,600           |
| <b>Delivery Equipments (C )</b>             |                                                             |       | <b>-</b>         |
| Bikes / Delivery Vehical For Local Delivery | as a fixed onetime expense                                  | -     | -                |
| Delivery Bags and Insulated containers      | as a fixed onetime expense                                  | 5,000 | -                |
| Insurance on Bikes                          | as a%age of Bike Cost                                       | 3%    | -                |
| <b>IT Equipments (D )</b>                   |                                                             |       | <b>96,600</b>    |
| POS System (Computer/ Laptop & Printer)     | as a fixed onetime expense                                  | -     | 50,000           |
| System for Office and Accounts              | as a fixed onetime expense                                  | -     | 30,000           |
| POS Software                                | as a one-time licensing fee per POS                         | -     | 12,000           |

|                                          |                                              |     |                                                      |
|------------------------------------------|----------------------------------------------|-----|------------------------------------------------------|
| Contingency                              | as a percentage for any unseen cost overruns | 5%  | 4,600                                                |
| <b>Licenses (E)</b>                      |                                              |     | <b>75,394</b>                                        |
| Kitchen Operating License                | as a fixed onetime expense                   |     | 50,000                                               |
| Insurance Cost                           | as a%age of Fixed assets                     | 1%  | 18,540                                               |
| Contingency                              | as a percentage for any unseen cost overruns | 10% | 6,854                                                |
| <b>Pre-operating and Marketing ( F)</b>  |                                              |     | <b>141,750</b>                                       |
| Printing & Stationary                    | Approx                                       | -   | 10,000                                               |
| Packaging & Promotional Material         | Lumpsum                                      | -   | 50,000                                               |
| Staff Uniforms                           | as a lumpsum                                 |     | 25,000                                               |
| Launch Promotion                         | at a rate per sq. ft. carpet area            | -   | 50,000                                               |
| Pre Operations Food Stocks               | Food Stocks                                  |     | -                                                    |
| Contingency                              | as a percentage for any unseen cost overruns | 5%  | 6,750                                                |
| <b>Deposits and Fees (G)</b>             |                                              |     | <b>650,000</b>                                       |
| Other Deposits (Gas / Water/Fuel)        | Lumpsum                                      |     | 50,000                                               |
| <b>One-time- Franchisee Fees</b>         |                                              |     | <b>600,000</b>                                       |
| <b>Total Cost</b>                        |                                              |     | <b>=A + B + C + D + E + F+ G</b>                     |
|                                          |                                              |     | <b>2,817,744</b>                                     |
| <b>Asset Value</b>                       |                                              |     | <b>1,950,600</b>                                     |
| <b>Working Capital</b>                   |                                              |     | <b>3 months of Operating Expenses excluding Rent</b> |
| <b>Investment Require to Open Outlet</b> |                                              |     | <b>2,817,744</b>                                     |

# Profit & Loss Statement

Leasable Area

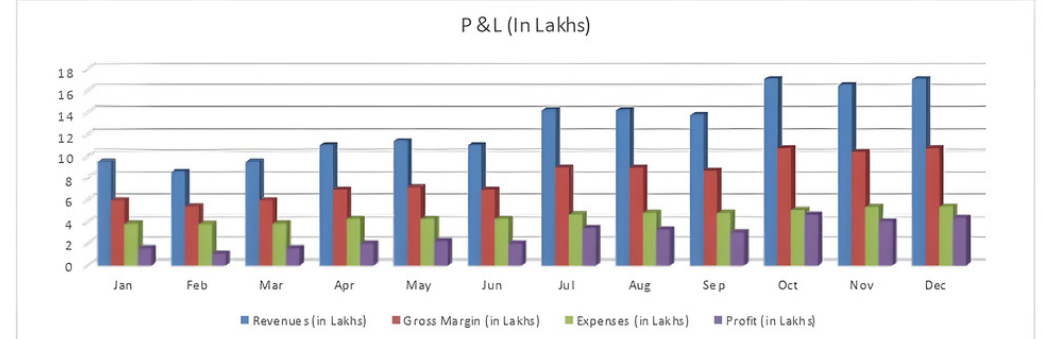
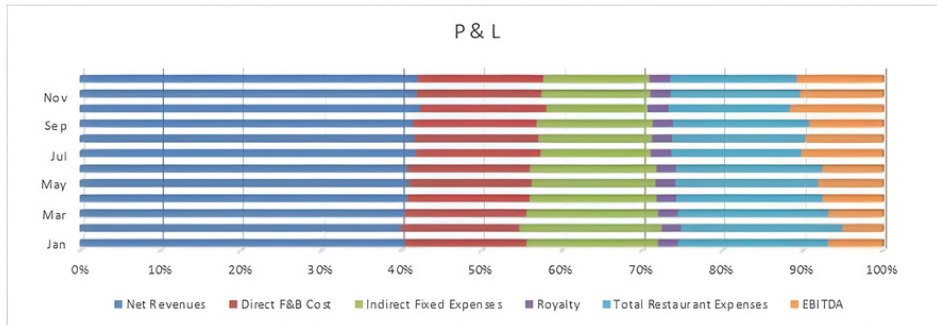
200-250 Sq Feet

| Item                                       | YTD        | Percentages (%) | Expected | Expected | Expected | Expected  | Expected  | Expected  | Expected  | Expected  | Expected  | Expected  | Expected  | Expected  | Expected |
|--------------------------------------------|------------|-----------------|----------|----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|
|                                            |            |                 | Jan      | Feb      | Mar      | Apr       | May       | Jun       | Jul       | Aug       | Sep       | Oct       | Nov       | Dec       |          |
| No Of Days                                 | 365        |                 | 31       | 28       | 31       | 30        | 31        | 30        | 31        | 31        | 30        | 31        | 30        | 31        | 31       |
| Covers                                     | 825        |                 | 50       | 50       | 50       | 60        | 60        | 60        | 75        | 75        | 75        | 90        | 90        | 90        |          |
| Average Spent per Trans.                   | 610        |                 | 610      | 610      | 610      | 610       | 610       | 610       | 610       | 610       | 610       | 610       | 610       | 610       | 610      |
| Food Revenues                              | 15,335,400 |                 | 945,500  | 854,000  | 945,500  | 1,098,000 | 1,134,600 | 1,098,000 | 1,418,250 | 1,418,250 | 1,372,500 | 1,701,900 | 1,647,000 | 1,701,900 |          |
| Beverage Revenue                           |            |                 |          |          |          |           |           |           |           |           |           |           |           |           |          |
| Discounts                                  |            |                 |          |          |          |           |           |           |           |           |           |           |           |           |          |
| Net Sales                                  | 15,335,400 | 1,277,950.00    | 945,500  | 854,000  | 945,500  | 1,098,000 | 1,134,600 | 1,098,000 | 1,418,250 | 1,418,250 | 1,372,500 | 1,701,900 | 1,647,000 | 1,701,900 |          |
| Sale                                       | -          |                 | -        | -        | -        | -         | -         | -         | -         | -         | -         | -         | -         | -         | -        |
| Service Charge (only on covers) @ 10%      | -          |                 | -        | -        | -        | -         | -         | -         | -         | -         | -         | -         | -         | -         | -        |
| Misc Revenues @ 1% of Net Sales            | -          |                 | -        | -        | -        | -         | -         | -         | -         | -         | -         | -         | -         | -         | -        |
| Net Revenues                               | 15,335,400 |                 | 945,500  | 854,000  | 945,500  | 1,098,000 | 1,134,600 | 1,098,000 | 1,418,250 | 1,418,250 | 1,372,500 | 1,701,900 | 1,647,000 | 1,701,900 |          |
| Food Cost                                  | 5,367,390  | 35%             | 330,925  | 298,900  | 330,925  | 384,300   | 397,110   | 384,300   | 496,388   | 496,388   | 480,375   | 595,665   | 576,450   | 595,665   |          |
| Delivery Cost                              | 12,375     | 15              | 750      | 750      | 750      | 900       | 900       | 900       | 1,125     | 1,125     | 1,125     | 1,350     | 1,350     | 1,350     |          |
| Wastages and Spillages @ 2% of Net Sales   | 306,708    | 2%              | 18,910   | 17,080   | 18,910   | 21,960    | 22,692    | 21,960    | 28,365    | 28,365    | 27,450    | 34,038    | 32,940    | 34,038    |          |
| Direct F&B Cost                            | 5,686,473  | 37%             | 350,585  | 316,730  | 350,585  | 407,160   | 420,702   | 407,160   | 525,878   | 525,878   | 508,950   | 631,053   | 610,740   | 631,053   |          |
| Gross Margin                               | 9,648,927  | 63%             | 594,915  | 537,270  | 594,915  | 690,840   | 713,898   | 690,840   | 892,373   | 892,373   | 863,550   | 1,070,847 | 1,036,260 | 1,070,847 |          |
| Wages                                      | 1,925,000  | 15%             | 125,000  | 125,000  | 125,000  | 150,000   | 150,000   | 150,000   | 175,000   | 175,000   | 175,000   | 175,000   | 200,000   | 200,000   |          |
| Electricity & Fuel Expenses                | 945,000    | 6%              | 60,000   | 60,000   | 60,000   | 75,000    | 75,000    | 75,000    | 80,000    | 80,000    | 80,000    | 100,000   | 100,000   | 100,000   |          |
| Rent                                       | 1,350,000  | 9%              | 112,500  | 112,500  | 112,500  | 112,500   | 112,500   | 112,500   | 112,500   | 112,500   | 112,500   | 112,500   | 112,500   | 112,500   |          |
| Printing and Stationery                    | 306,708    | 2%              | 18,910   | 17,080   | 18,910   | 21,960    | 22,692    | 21,960    | 28,365    | 28,365    | 27,450    | 34,038    | 32,940    | 34,038    |          |
| CAM                                        | 600,000    | 4%              | 50,000   | 50,000   | 50,000   | 50,000    | 50,000    | 50,000    | 50,000    | 50,000    | 50,000    | 50,000    | 50,000    | 50,000    |          |
| Other Operating Expenses                   | 295,000    | 3%              | 15,000   | 15,000   | 15,000   | 15,000    | 15,000    | 15,000    | 20,000    | 35,000    | 35,000    | 35,000    | 40,000    | 40,000    |          |
| Indirect Fixed Expenses                    | 5,421,708  |                 | 381,410  | 379,580  | 381,410  | 424,460   | 425,192   | 424,460   | 465,865   | 480,865   | 479,950   | 506,538   | 535,440   | 536,538   |          |
| Royalty                                    | 920,124    | 6%              | 56,730   | 51,240   | 56,730   | 65,880    | 68,076    | 65,880    | 85,095    | 85,095    | 82,350    | 102,114   | 98,820    | 102,114   |          |
| Total Restaurant Expenses                  | 6,341,832  | 41%             | 438,140  | 430,820  | 438,140  | 490,340   | 493,268   | 490,340   | 550,960   | 565,960   | 562,300   | 608,652   | 634,260   | 638,652   |          |
| EBITDA                                     | 3,307,095  | 22%             | 156,775  | 106,450  | 156,775  | 200,500   | 220,630   | 200,500   | 341,413   | 326,413   | 301,250   | 462,195   | 402,000   | 432,195   |          |
|                                            |            |                 | 17%      | 12%      | 17%      | 18%       | 19%       | 18%       | 24%       | 23%       | 22%       | 27%       | 24%       | 25%       |          |
| Key Performance Indicators                 |            |                 |          |          |          |           |           |           |           |           |           |           |           |           |          |
| Absolute Indicators                        |            |                 |          |          |          |           |           |           |           |           |           |           |           |           |          |
| No Of Days                                 | 365        |                 | 31       | 28       | 31       | 30        | 31        | 30        | 31        | 31        | 30        | 31        | 30        | 31        |          |
| Covers                                     | 825        |                 | 50       | 50       | 50       | 60        | 60        | 60        | 75        | 75        | 75        | 90        | 90        | 90        |          |
| Revenues (in Lakhs)                        | 153.35     |                 | 9.46     | 8.54     | 9.46     | 10.98     | 11.35     | 10.98     | 14.18     | 14.18     | 13.73     | 17.02     | 16.47     | 17.02     |          |
| Gross Margin (in Lakhs)                    | 96.49      |                 | 5.95     | 5.37     | 5.95     | 6.91      | 7.14      | 6.91      | 8.92      | 8.92      | 8.64      | 10.71     | 10.36     | 10.71     |          |
| Expenses (in Lakhs)                        | 54.22      |                 | 3.81     | 3.80     | 3.81     | 4.24      | 4.25      | 4.24      | 4.66      | 4.81      | 4.80      | 5.07      | 5.35      | 5.37      |          |
| Profit (in Lakhs)                          | 33.07      |                 | 1.57     | 1.06     | 1.57     | 2.01      | 2.21      | 2.01      | 3.41      | 3.26      | 3.01      | 4.62      | 4.02      | 4.32      |          |
| Profitability Indicators                   |            |                 |          |          |          |           |           |           |           |           |           |           |           |           |          |
| Gross Profit Margin (%age of Net Revenues) | 63%        |                 | 63%      | 63%      | 63%      | 63%       | 63%       | 63%       | 63%       | 63%       | 63%       | 63%       | 63%       | 63%       |          |
| EBITDA (%age of Net Revenues)              | 22%        |                 | 17%      | 12%      | 17%      | 18%       | 19%       | 18%       | 24%       | 23%       | 22%       | 27%       | 24%       | 25%       |          |

## Profit & Loss Statement

| Item                      | YTD         | Percentages (%) | Jan      | Feb      | Mar      | Apr        | May        | Jun        | Jul        | Aug        | Sep        | Oct        | Nov        | Dec        |
|---------------------------|-------------|-----------------|----------|----------|----------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Net Revenues              | ₹15,335,400 |                 | ₹945,500 | ₹854,000 | ₹945,500 | ₹1,098,000 | ₹1,134,600 | ₹1,098,000 | ₹1,418,250 | ₹1,418,250 | ₹1,372,500 | ₹1,701,900 | ₹1,647,000 | ₹1,701,900 |
| Direct F&B Cost           | ₹5,686,473  | 37.08%          | ₹350,585 | ₹316,730 | ₹350,585 | ₹407,160   | ₹420,702   | ₹407,160   | ₹525,878   | ₹525,878   | ₹508,950   | ₹631,053   | ₹610,740   | ₹631,053   |
| Indirect Fixed Expenses   | ₹5,421,708  | 0.00%           | ₹381,410 | ₹379,580 | ₹381,410 | ₹424,460   | ₹425,192   | ₹424,460   | ₹465,865   | ₹480,865   | ₹479,950   | ₹506,538   | ₹535,440   | ₹536,538   |
| Royalty                   | ₹920,124    | 6.00%           | ₹56,730  | ₹51,240  | ₹56,730  | ₹65,880    | ₹68,076    | ₹65,880    | ₹85,095    | ₹85,095    | ₹82,350    | ₹102,114   | ₹98,820    | ₹102,114   |
| Total Restaurant Expenses | ₹6,341,832  | 41.35%          | ₹438,140 | ₹430,820 | ₹438,140 | ₹490,340   | ₹493,268   | ₹490,340   | ₹550,960   | ₹565,960   | ₹562,300   | ₹608,652   | ₹634,260   | ₹638,652   |
| EBITDA                    | ₹3,307,095  | 21.57%          | ₹156,775 | ₹106,450 | ₹156,775 | ₹200,500   | ₹220,630   | ₹200,500   | ₹341,413   | ₹326,413   | ₹301,250   | ₹462,195   | ₹402,000   | ₹432,195   |

| Key Performance Indicators                 | YTD      | Percentages (%) | Jan     | Feb    | Mar     | Apr    | May     | Jun    | Jul      | Aug      | Sep    | Oct      | Nov     | Dec      |
|--------------------------------------------|----------|-----------------|---------|--------|---------|--------|---------|--------|----------|----------|--------|----------|---------|----------|
| <b>Absolute Indicators</b>                 |          |                 |         |        |         |        |         |        |          |          |        |          |         |          |
| Revenues (in Lakhs)                        | 153.354  | 0               | 9.455   | 8.54   | 9.455   | 10.98  | 11.346  | 10.98  | 14.1825  | 14.1825  | 13.725 | 17.019   | 16.47   | 17.019   |
| Gross Margin (in Lakhs)                    | 96.48927 | 0               | 5.94915 | 5.3727 | 5.94915 | 6.9084 | 7.13898 | 6.9084 | 8.923725 | 8.923725 | 8.6355 | 10.70847 | 10.3626 | 10.70847 |
| Expenses (in Lakhs)                        | 54.21708 | 0               | 3.8141  | 3.7958 | 3.8141  | 4.2446 | 4.25192 | 4.2446 | 4.65865  | 4.80865  | 4.7995 | 5.06538  | 5.3544  | 5.36538  |
| Profit (in Lakhs)                          | 33.07095 | 0               | 1.56775 | 1.0645 | 1.56775 | 2.005  | 2.2063  | 2.005  | 3.414125 | 3.264125 | 3.0125 | 4.62195  | 4.02    | 4.32195  |
| <b>Profitability Indicators</b>            |          |                 |         |        |         |        |         |        |          |          |        |          |         |          |
| Gross Profit Margin (%age of Net Revenues) | 62.92%   |                 | 62.92%  | 62.91% | 62.92%  | 62.92% | 62.92%  | 62.92% | 62.92%   | 62.92%   | 62.92% | 62.92%   | 62.92%  | 62.92%   |
| EBITDA (%age of Net Revenues)              | 21.57%   |                 | 16.58%  | 12.46% | 16.58%  | 18.26% | 19.45%  | 18.26% | 24.07%   | 23.02%   | 21.95% | 27.16%   | 24.41%  | 25.39%   |



| Labneh Feasability Working Financials          |               |                                               |
|------------------------------------------------|---------------|-----------------------------------------------|
| Presented By Sudhir                            |               |                                               |
| Assumptions                                    |               |                                               |
| Capital expenditure                            | Food Court    |                                               |
| Leased Area (in sq. ft)                        | 250           |                                               |
| Efficiency                                     | 100%          |                                               |
| One-time- Franchisee Fees                      | ₹600,000.0    |                                               |
| Store Development Cost (A)                     | ₹700,400.0    |                                               |
| Furnitures and Fixtures(B)                     | ₹1,153,600.0  |                                               |
| Delivery Equipments (C )                       | ₹0.0          |                                               |
| IT Equipments (D )                             | ₹96,600.0     |                                               |
| Licenses (E)                                   | ₹75,394.0     |                                               |
| Pre-operating and Marketing ( F)               | ₹141,750.0    |                                               |
| Deposits and Fees (G)                          | ₹650,000.0    | Including 4 months Rent to Mall               |
| Total Cost                                     | ₹3,417,744.0  | =A + B + C + D + E + F+ G+ OTFF               |
|                                                |               |                                               |
| Asset Value                                    | ₹1,950,600.00 |                                               |
|                                                |               |                                               |
| Working Capital                                | ₹1,307,100.0  | 3 months of Operating Expenses excluding Rent |
|                                                |               |                                               |
| No Of Days                                     | 365           |                                               |
| Covers                                         | 825           |                                               |
| Average Spent Per Person (for Full Year)       | 610           |                                               |
| Net Sales                                      | ₹15,335,400.0 |                                               |
|                                                |               |                                               |
| EBITDA                                         | ₹3,307,095.0  | 21.57%                                        |
|                                                |               |                                               |
| ROI                                            | 54.8          |                                               |
| Interest paid Year 1                           | ₹234,000      |                                               |
| Loan Return                                    | ₹1,200,000    |                                               |
| Inhand                                         | ₹1,873,095.0  |                                               |
| Per Month                                      | ₹156,091.3    |                                               |
| CAPEX                                          | ₹2,817,744.0  |                                               |
| Nr of Months                                   | 18.05         |                                               |
| Assumptions: Company Level Financing Decisions |               |                                               |
| Loan                                           | ₹2,500,000    |                                               |
| Tenure of Loan Repayment in Months             | 36            |                                               |
| Interest Rate                                  | 12%           |                                               |
| Long term growth Rate                          | 3%            |                                               |
| Inflation Growth in the 5 year horizon         | 6%            |                                               |
| Rent escalation per year                       | 5%            |                                               |
| Expected Return on equity                      | 15%           |                                               |
| %age of EBITDA month wise                      |               |                                               |
| January                                        | 5%            |                                               |
| February                                       | 3%            |                                               |
| March                                          | 5%            |                                               |
| April                                          | 6%            |                                               |
| May                                            | 7%            |                                               |
| June                                           | 6%            |                                               |
| July                                           | 10%           |                                               |
| August                                         | 10%           |                                               |
| September                                      | 9%            |                                               |
| October                                        | 14%           |                                               |
| November                                       | 12%           |                                               |
| December                                       | 13%           |                                               |
|                                                | 100%          |                                               |

| Labneh Feasability Working Financials          |               |                                               |
|------------------------------------------------|---------------|-----------------------------------------------|
| Presented By Sudhir                            |               |                                               |
| Assumptions                                    |               |                                               |
| Capital expenditure                            | Food Court    |                                               |
| Leased Area (in sq. ft)                        | 250           |                                               |
| Efficiency                                     | 100%          |                                               |
| One-time- Franchisee Fees                      | ₹600,000.0    |                                               |
| Store Development Cost (A)                     | ₹700,400.0    |                                               |
| Furnitures and Fixtures (B)                    | ₹1,153,600.0  |                                               |
| Delivery Equipments (C)                        | ₹0.0          |                                               |
| IT Equipments (D )                             | ₹96,600.0     |                                               |
| Licenses (E)                                   | ₹75,394.0     |                                               |
| Pre-operating and Marketing ( F)               | ₹141,750.0    |                                               |
| Deposits and Fees (G)                          | ₹650,000.0    | Including 4 months Rents to Mall              |
| Total Cost                                     | ₹3,417,744.0  | =A + B + C + D + E + F+ G+ OTFF               |
| Asset Value ₹1,950,600.00                      |               |                                               |
| Working Capital                                | ₹1,307,100.0  | 3 months of Operating Expenses excluding Rent |
| No Of Days                                     | 365           |                                               |
| Covers                                         | 825           |                                               |
| Average Spent Per Person (for Full Year)       | 610           |                                               |
| Net Sales                                      | ₹15,335,400.0 |                                               |
| EBITDA                                         | ₹3,307,095.0  | 21.57%                                        |
| ROI                                            | 54.8          |                                               |
| Interest paid Year 1                           | ₹234,000      |                                               |
| Loan Return                                    | ₹1,200,000    |                                               |
| Inhand                                         | ₹1,873,095.0  |                                               |
| Per Month                                      | ₹156,091.3    |                                               |
| CAPEX                                          | ₹2,817,744.0  |                                               |
| Nr of Months                                   | 18.05         |                                               |
| Assumptions: Company Level Financing Decisions |               |                                               |
| Loan                                           | ₹2,500,000    |                                               |
| Tenure of Loan Repayment in Months             | 36            |                                               |
| Interest Rate                                  | 12%           |                                               |
| Long term growth Rate                          | 3%            |                                               |
| Inflation Growth in the 5 year horizon         | 6%            |                                               |
| Rent escalation per year                       | 5%            |                                               |
| Expected Return on equity                      | 15%           |                                               |
| %age of EBITDA month wise                      |               |                                               |
| January                                        | 5%            |                                               |
| February                                       | 3%            |                                               |
| March                                          | 5%            |                                               |
| April                                          | 6%            |                                               |
| May                                            | 7%            |                                               |
| June                                           | 6%            |                                               |
| July                                           | 10%           |                                               |
| August                                         | 10%           |                                               |
| September                                      | 9%            |                                               |
| October                                        | 14%           |                                               |
| November                                       | 12%           |                                               |
| December                                       | 13%           |                                               |
| 100%                                           |               |                                               |

| Loan | ₹2,500,000 Interest 12% |            |            |                  |            |            |
|------|-------------------------|------------|------------|------------------|------------|------------|
|      | Year 1                  |            |            | Year 2           |            |            |
|      | Monthly Interest        | CapEx Rtn  | Balance    | Monthly Interest | CapEx Rtn  | Balance    |
| Jan  | ₹25,000                 | ₹100,000   | ₹2,400,000 | ₹13,000          | ₹100,000   | ₹1,200,000 |
| Feb  | ₹24,000                 | ₹100,000   | ₹2,300,000 | ₹12,000          | ₹100,000   | ₹1,100,000 |
| Mar  | ₹23,000                 | ₹100,000   | ₹2,200,000 | ₹11,000          | ₹100,000   | ₹1,000,000 |
| Apr  | ₹22,000                 | ₹100,000   | ₹2,100,000 | ₹10,000          | ₹100,000   | ₹900,000   |
| May  | ₹21,000                 | ₹100,000   | ₹2,000,000 | ₹9,000           | ₹100,000   | ₹800,000   |
| Jun  | ₹20,000                 | ₹100,000   | ₹1,900,000 | ₹8,000           | ₹100,000   | ₹700,000   |
| Jul  | ₹19,000                 | ₹100,000   | ₹1,800,000 | ₹7,000           | ₹100,000   | ₹600,000   |
| Aug  | ₹18,000                 | ₹100,000   | ₹1,700,000 | ₹6,000           | ₹100,000   | ₹500,000   |
| Sep  | ₹17,000                 | ₹100,000   | ₹1,600,000 | ₹5,000           | ₹100,000   | ₹400,000   |
| Oct  | ₹16,000                 | ₹100,000   | ₹1,500,000 | ₹4,000           | ₹100,000   | ₹300,000   |
| Nov  | ₹15,000                 | ₹100,000   | ₹1,400,000 | ₹3,000           | ₹100,000   | ₹200,000   |
| Dec  | ₹14,000                 | ₹100,000   | ₹1,300,000 | ₹2,000           | ₹100,000   | ₹100,000   |
|      | ₹234,000                | ₹1,200,000 |            | ₹90,000          | ₹1,200,000 |            |

₹156,775.00 Jan  
₹106,450.00 Feb  
₹156,775.00 Mar  
₹200,500.00 Apr  
₹220,630.00 May  
₹200,500.00 Jun  
₹341,412.50 Jul  
₹326,412.50 Aug  
₹301,250.00 Sep  
₹462,195.00 Oct  
₹402,000.00 Nov  
₹432,195.00 Dec  
₹3,307,095.00

# ME NU

## Labneh

Luscious Middle Eastern Bites



**Labneh**  
Luscious Middle Eastern bites

<https://labneh.in>

We are available on:



### VEG SHAWARMA

|                                              |      |
|----------------------------------------------|------|
| ☐ Paneer Shawarma (Serves 1)                 | ₹269 |
| ☐ Falafel Shawarma (Serves 1)                | ₹279 |
| ☐ Harissa Falafel Shawarma (Serves 1)        | ₹289 |
| ☐ Labneh spl veg shawarma special (Serves 1) | ₹299 |
| ☐ Paneer mushroom shawarma (Serves 1)        | ₹299 |
| ☐ Mockmeat shawarma (Serves 1)               | ₹279 |

### NON-VEG SHAWARMA

|                                                      |      |
|------------------------------------------------------|------|
| ☐ Chicken Shawarma (Serves 1)                        | ₹299 |
| ☐ Spicy Chicken Shawarma (Serves 1)                  | ₹319 |
| ☐ Turkish Kebab Roll (Serves 1)                      | ₹329 |
| ☐ Shish Touk Roll (Serves 1)                         | ₹329 |
| ☐ Lamb Shawarma (Serves 1)                           | ₹359 |
| ☐ Lamb Adana Roll (Serves 1)                         | ₹359 |
| ☐ Chicken mushroom (Serves 1)                        | ₹359 |
| ☐ Labneh special (Serves 1)<br>non-veg shawarma roll | ₹369 |

### OPEN SHAWARMA

|                                       |      |
|---------------------------------------|------|
| ☐ Spicy Paneer Shawarma (Serves 1-2)  | ₹359 |
| ☐ Mockmeat shawarma (Serves 1-2)      | ₹349 |
| ☐ Falafel with Hummus (Serves 1-2)    | ₹369 |
| ☐ Chicken Shawarma (Serves 1-2)       | ₹489 |
| ☐ Spicy Chicken Shawarma (Serves 1-2) | ₹499 |
| ☐ Lamb Shawarma (Serves 1-2)          | ₹579 |



### ADD ONS

(Only Applicable on Rolls)

|            |      |
|------------|------|
| Hummus     | ₹39  |
| Garlic dip | ₹39  |
| Chicken    | ₹99  |
| Lamb       | ₹119 |
| Cheese     | ₹39  |



### COLD MEZZE

|                                    |      |
|------------------------------------|------|
| ☐ Classic Hummus (Serves 1)        | ₹239 |
| ☐ Beetroot Hummus (Serves 1)       | ₹259 |
| ☐ Spicy Paprika Hummus (Serves 1)  | ₹259 |
| ☐ Chicken Ras Asfour (Serves 1-2)  | ₹339 |
| ☐ Lamb Ras afour Hummus (Serves 1) | ₹399 |



### PIZZA

|                                             |      |
|---------------------------------------------|------|
| ☐ Zaatar Manakish Pizza (Serves 1-2)        | ₹499 |
| ☐ Cheesy Zaatar Manakish Pizza (Serves 1-2) | ₹499 |
| ☐ Chicken Shawarma Pizza (Serves 1-2)       | ₹529 |
| ☐ Chicken shish taouk Pizza (Serves 1-2)    | ₹529 |
| ☐ Turkish Kebab Pizza (Serves 1-2)          | ₹529 |



## GRILL AND KEBAB

- ☐ **Paneer Shish Touk** (Serves 1-2) ₹359
- ☐ **Chicken Alfam** (Serves 1-2) ₹599/999
- ☐ **Labneh Special** (Serves 1-2) ₹599/999  
Grilled Chicken
- ☐ **Lemon Grass chicken** (Serves 1-2) ₹479
- ☐ **Chicken Shish Touk** (Serves 1-2) ₹459
- ☐ **Turkish Chicken Kebab** (Serves 1-2) ₹459
- ☐ **Chicken Adana Kebab** (Serves 1-2) ₹519
- ☐ **Lamb Kafta Kebab** (Serves 1-2) ₹579

(Served with pita, hummus, garlic dip and veggie)



## MEZZE PLATTER

- ☐ **Veg Grill Platter** (Serves 2-3) ₹529  
3pcs Falafel, 3 pcs Paneer shish taouk, beetroot kebab with hummus, grilled vegetables and 2 pita breads
- ☐ **Veg Jumbo Platter** (Serves 2-3) ₹679  
3 pcs Falafel, 3 pcs paneer shish taouk, beetroot kebab and 2 fresh pita and grilled vegetable served with hummus, garlic dip & pickle and 1 roll of your choice, with 1 mocktail
- ☐ **BBQ Chicken Platter** (Serves 2-3) ₹819  
Grilled chicken, 3 pcs shish taouk, 3 pcs turkish chicken, served with 2 pcs of pita bread with garlic dip & hummus and salad )
- ☐ **Non-veg Mezze Platter** (Serves 2-3) ₹999  
Grilled chicken 3 shish taouk, 3 turkish chicken, 3 pcs lamb adana kebab served with 2 pcs of fresh pita bread with garlic dip, hummus and salad.
- ☐ **Non-veg jumbo Platter** (Serves 2-3) ₹1219  
Grilled chicken 3pcs shish taouk 3pcs turkish chicken, 3pcs lamb kafta and 1 chicken shawarma roll served with grill vegetable, garlic dip, hummus & salad served 2 pcs of fresh pita bread with 1 mocktail.



## SALAD TO GO

- ☐ **Falafel Salad** (Serves 1) ₹239  
Crispy falafel adds with Fresh lettuce, tomatoes, cucumber, black olives, crispy bread topped with pomegranate dressing.
- ☐ **Fattoush Veg Salad** (Serves 1) ₹229  
Fattoush, is a Middle Eastern chopped salad with crunchy vegetables, fresh herbs, crispy pita
- ☐ **Chicken Ceaser Salad** (Serves 1) ₹269  
Made with an authentic lebanese style marinade that's easy to make with simple spices and comes out so moist and juicy
- ☐ **Chicken Shawarma Salad** (Serves 1) ₹259  
Herb roasted chicken, market greens, tomato, cucumber, black olives, pomegranate honey dressing.

### EXTRAS

- Classic Hummus ₹89
- Garlic dip ₹79
- French Fries ₹139
- Cheese Fries ₹149
- Peri-Peri Fries ₹149
- 2 pc Pita Bread ₹79
- Whole wheat Pita bread 2 pcs ₹79



## ARABIC MANDI RICE BOWLS

- ☐ **Paneer Mandi Rice** (Serves 1) ₹289
- ☐ **Falafel Mandi Rice** (Serves 1) ₹289
- ☐ **Chicken shish taouk Mandi Rice** (Serves 1) ₹339
- ☐ **Chicken Adana Kebab Mandi Rice** (Serves 1) ₹369
- ☐ **Chicken Shawarma Mandi Rice** (Serves 1) ₹349
- ☐ **Chicken Mandi Rice** (Serves 1) ₹399
- ☐ **Minced Lamb Mandi Rice** (Serves 1) ₹419



## BEVERAGES

- Water MRP
- Soft drinks MRP
- Mojito ₹119
- Lemon Ice Tea ₹149
- Peach Ice Tea ₹149
- Orange Banta ₹189
- Lemon Banta ₹169
- Popcorn Caramel Shakes ₹199
- Cold coffee ₹199
- Tiramisu ₹149
- Blueberry Shake ₹199
- Green apple ₹169
- Strawberry bubblegum shake ₹199

## DESSERTS

- ☐ **Classic Kunafa** ₹459
- ☐ **Kunafa with Ice-Cream** ₹499
- ☐ **Nutella Kunafa** ₹519



\*T&C images are for exhibition purpose only  
GST Extra

# THANK YOU

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