



GURU JI



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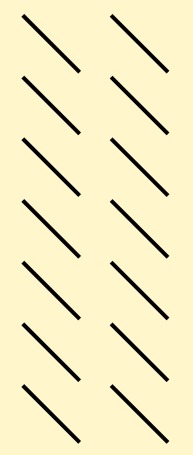
AMRITSARI KULCHA

Express

GURU JI

AMRITSARI KULCHA EXPRESS: A TASTE OF PUNJAB

Amritsari Kulcha Express is a culinary haven dedicated to bringing the authentic Flavors of Amritsar to your plate. Specializing in traditional Amritsari Kulchas, our Restaurant prides itself on delivering a rich and genuine dining experience. Our menu features a variety of stuffed kulchas, each meticulously prepared using age-old recipes and the finest ingredients. Complemented by flavourful Pindi Choley & chutneys and refreshing lassis, every meal at Amritsari Kulcha Express is a journey through the vibrant street food culture of Punjab. Whether you are a local food enthusiast or a curious traveller, we invite you to Savor the taste of true Amritsari cuisine with us.



INTRODUCTION TO GURU JI AMRITSARI KULCHA EXPRESS

Amritsari Kulcha Express

- Is a chain of Restaurants and Kiosks.
- Specializes in serving authentic Amritsari Kulchas.
- Originated from Amritsar, the City of Gurus.
- Known for its mouth-watering taste and rich heritage.



Amritsari Kulcha Express is a popular chain of restaurants and kiosks specializing in authentic Amritsari Kulchas. Originating from Amritsar, the City of Gurus, the chain is renowned for its mouth-watering taste and rich culinary heritage. Each bite of their Kulchas offers a true taste of Punjab, making them a beloved choice for food enthusiasts seeking genuine flavors.

GURU JI AMRITSARI KULCHA EXPRESS

Our Vision

At Amritsari Kulcha Express, our vision is to bring the authentic flavors of Amritsar to food lovers across the globe. We aim to become the leading name in Punjabi cuisine, known for our commitment to quality, tradition, and exceptional taste. By offering a genuine culinary experience that captures the essence of Amritsar's rich heritage, we strive to create memorable dining moments for our customers. Our goal is to expand our presence through innovative and sustainable business practices, making our delicious Kulchas and traditional Punjabi accompaniments a household favorite worldwide.

Our Mission

At Amritsari Kulcha Express, our mission is to deliver an authentic and delightful culinary experience by serving the finest Amritsari Kulchas. We are dedicated to preserving the traditional recipes and cooking methods that have been passed down through generations, ensuring that every bite reflects the true essence of Amritsar. Our focus is on using high-quality ingredients and maintaining exceptional standards of hygiene and service. We aim to create a welcoming atmosphere where customers can enjoy the warmth and richness of Punjabi hospitality. Through our expanding network of restaurants and kiosks, we strive to make the iconic flavors of Amritsar accessible to everyone, everywhere.

What is an Amritsari Kulcha?

TRADITIONAL PUNJABI DISH:

- Known for its crispiness and stuffed fillings.

SERVED WITH:

- Pindi Chole (chickpeas) and Lassi (yogurt drink).

INGREDIENTS:

- Flour, water, spices, and various fillings like potato, paneer, and cheese.



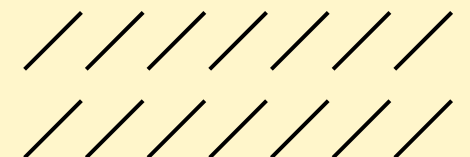
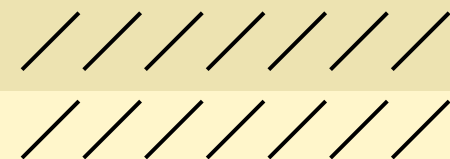
VARIETY OF KULCHAS

Started with 2 Types:

Traditional Aloo (potato) and Paneer (cottage cheese) Kulchas.

Now Offering:

- Onion Kulcha
- Cheese Kulcha
- Mixed Veg Kulcha
- Garlic Kulcha
- Masala Kulcha

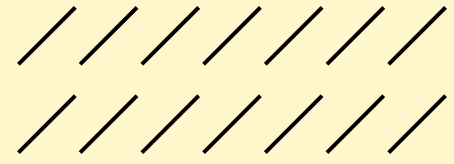


GURU JI AMRITSARI KULCHA EXPERIENCE

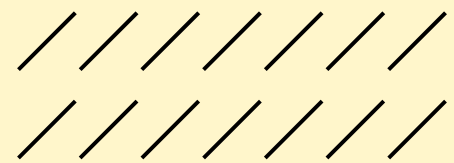
Full of Love and Affection: Every bite is a testament to authentic Punjabi flavors.

Taste Once, Crave Forever: Our Kulchas leave a lasting impression on your taste buds.





PERFECT ACCOMPANIMENTS: PINDI CHOLE AND LASSI



Pindi Chole

Spicy chickpeas cooked with traditional spices.



Lassi

Refreshing yogurt-based drink, perfect to balance the spice.



CONCEPT AND BUSINESS MODEL

Small Investment, Big Returns with Amritsari Kulcha Express

Low Initial Investment

Setting up a kiosk or small restaurant requires minimal capital.

High Profit Margins

Kulchas are cost-effective to make, leading to substantial profits.

FRANCHISE OPPORTUNITIES EXPAND WITH A PROVEN BUSINESS MODEL.

Financial Overview

Royalty: 7%

Marketing: 5%

Franchise Fee: 10 Lakhs

Training Fee: Rs. 50,000/-

Property Lease: 5 years

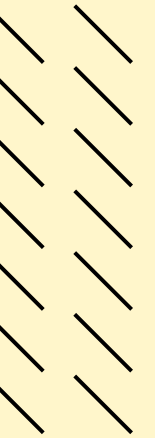
Setup Requirements

Minimum Area Requirement: 250 -350 sq.ft

Setup Cost: 18 Lakhs

Billing & Soft Machine: Rs.50,000/-

GST: Additional



EXPANSION AND GROWTH

From Humble Beginnings: Started with a single kiosk.

Now Nationwide: Multiple outlets across the country.

Future Plans: Targeting International markets and further domestic expansion.



Join the Guruji Amritsari Kulcha Express Family

BECOME A FRANCHISEE

Join Us:

Be part of a growing family that delivers authentic Punjabi cuisine.

Support and Training:

Comprehensive support and training provided.



GURU JI AMRITSARI KULCHA EXPRESS

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