

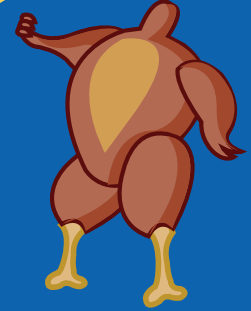
BECOME A
FRANCHISEE.

www.bangsindia.com

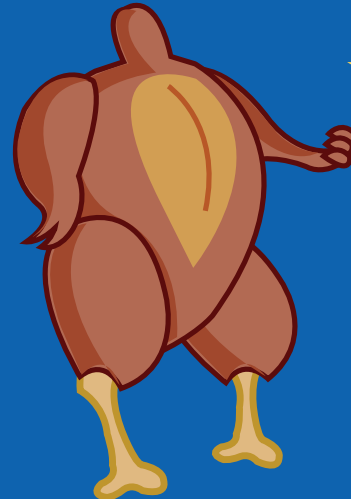


STARTING A BANG'S CHICKEN FRANCHISEE IS EASY.
LET US, TELL YOU WHY.

Every franchisee needs a successful franchisor. And as one of the fastest growing restaurant chains in India, Bang's Chicken could be what you're looking for.



www.bangsindia.com



As a Bang's Chicken franchisee, you'll find a great profit making opportunity, at some of the lowest investment levels around. You will also benefit from our many years of experience in operations, training, store design, equipment, marketing, purchasing, R&D, human resource, finance and branding. Below, are a few basic requirements and benefits that are part of every Bang's franchisee.

FRANCHISE REQUIREMENTS

Kiosk

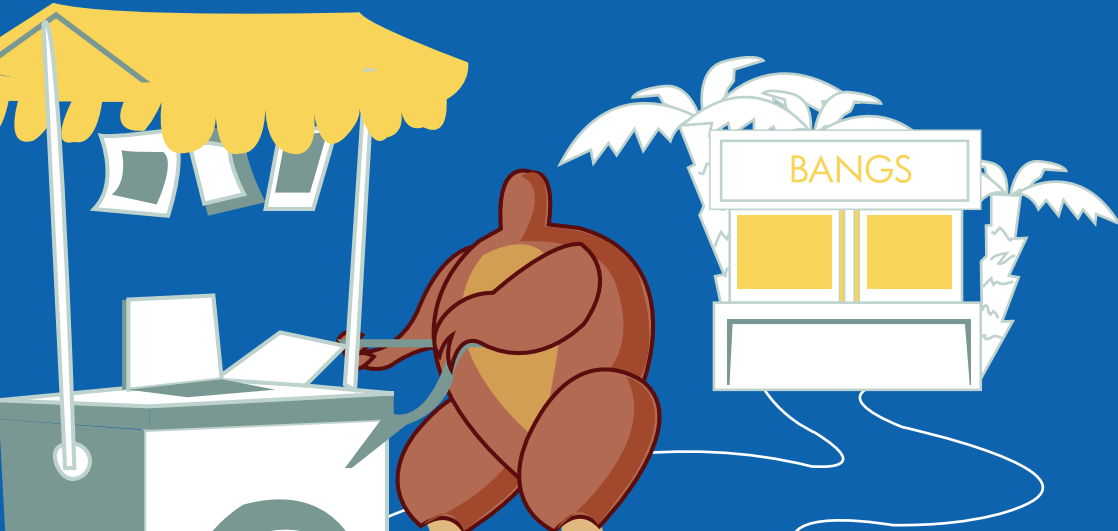
Space Requirement: 80 – 120 sq.ft
Location: Mall's, High Street, Shopping complexes

Restaurant:

Space Requirement: 1000 – 1500sq.ft
Location: High Street

Express outlet:

Space Requirement: 400 – 800 sq.ft
Location: High Street property, Food Court, Mall's



FRANCHISE BENEFITS

Powerful brand association

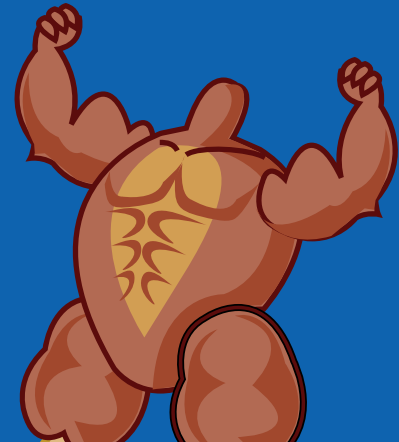
When you operate as a Bang's franchisee, you enjoy all the privileges and awareness that come with the careful development of Bang's brand over several years.

Site selection and development assistance

Should you choose to become a Bang's franchisee, we will assist you with site selection, construction and renovation, installation of cooking systems and point of sale communication. Essentially, whole way through, from start to finish.

Operational and management support

As a Bang's franchisee, you will also be provided with technical and marketing support and a continued basis, through email, telephone, manual updates, as well as training at the Bang's headquarters in Chennai. We will also make ourselves available to visit your outlet for business reviews, market development and general business coordination.



Comprehensive training

As a Bang's franchisee, you will also be provided with technical and marketing support and a continued basis, through email, telephone, manual updates, as well as training at the Bang's headquarters in Chennai. We will also make ourselves available to visit your outlet for business reviews, market development and general business coordination.



Advertising and marketing programs

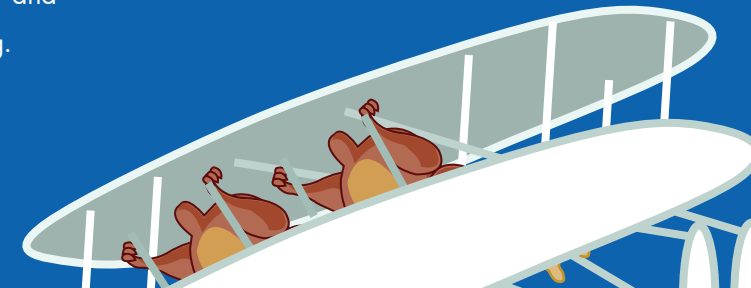
As a Bang's franchisee, you will benefit from bang's strong brand positioning and marketing expertise. Ongoing extensive advertising campaigns ensure that the Bang's brand achieves maximum awareness and drives maximum footfall to your store.

Extensive purchasing and distribution networks

Bang's operates an extensive purchasing and distribution network with central co-ordination to ensure quality consistency and competitive pricing.

New products and development

Bang's operates a fully-equipped, state-of-the-art research and development facility to create new products and interesting combinations. Each new product is run tested by a carefully selected consumer panel, to give accurate and relevant feedback. Existing products are also constantly revised to increase quality and taste. So a Bang's menu is subject to continuing improvement and quality increases. All, to reduce cost and increase operational efficiency of existing menu items.



Accounts and control systems

As a Bang's franchisee, you can lease the Bang's Accounts and Control systems for a period of five years. The system is an effective yet simple accounting procedure that gives you an accurate account of your daily business.

Bang's will train the required people, as part of a 15 day tutorial program, and provide all the necessary tools to fully operate the system.

