

DÖNER CLUB®

# FRANCHISE INVESTMENT

# “JOIN THE” CLUB

Own a Doner Club®  
franchise starting  
from 10 Lakhs•

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Doner Club® is dedicated to bringing the authentic taste of Doner Kebab to all food lovers across the World.

Our expertise in recreating doner kebabs infused with truly traditional Mediterranean flavours, is unique and unparalleled. Our management system is carefully designed to optimise the food production process and consistently deliver the same quality, taste and experience to all consumers, across all our outlets. Cooked to perfection with the best ingredients attainable, and served with love, we strive to ensure everyone experiences the true joy of culinary artistry. Experience the true taste and essence of oriental flavours with Doner Club, celebrate the love and legacy shared over Kebabs.





Outlet 1

## Calicut, Kerala

Marking our expansion into wider demographics, and positioning ourselves in an ultra premium street food category, our second outlet opened in Calicut. Designed with a premium take away counter and an ample outdoor dining space, and placed with plentiful parking space in the heart of the city., we provide authentic flavours with an unforgettable brand experience.





Outlet 2

## Manjeri, Kerala

Manjeri hosted our first outlet, and enriched us in their hearts. Designed in the container style with a street counter for quick takeaway service, the outlet also provided a highly hygienic indoor dining space. Our outlet was also aided with easy access by road for all and convenient parking facility. Placing ourselves in the premium street food category, our products and our brand made a clear distinction in the market that fuelled our growth.



# About us

“To build a reputed food brand that can disrupt the market by serving truly unique and authentic flavours, with consistent quality, in an unmatched experience to the consumers.”

Doner Club was born from the persistent passion of our team, to build a reputed food brand that can disrupt the market by serving truly unique and authentic flavours, with consistent quality, in an unmatched experience to the consumers.

We began our operations in 2019, a time when the world was struggling under the pandemic, when hope was scarce and the world seemed bleak. Our journey began from humble roots, with a pragmatic multi talented team and a treasury of authentic recipes. We solved the challenge of reviving authentic flavors of the orient and serving them to a new world audience. The food we served and the experience we catered, quickly won hearts and fuelled our growth, propelling us to do better and be more.



**DÖNER CLUB**



# Business Model

Our growth is built on the systems we developed for Doner Club outlet management and the Doner Club brand development. These together help us maintain the quality, taste and experience thoroughly at all times, across all outlets.

The Doner Club management system is an exemplary and comprehensive operations procedure to consistently deliver the Doner Club experience in all aspects from procurement and production to customer service and experience. The system can be easily implemented and managed by franchise owners to ensure constant quality, taste, hygiene and customer service across all outlets. Covering all touchpoint in the production and delivery process, our system guides you in every step to successfully deliver a unified experience to every customer, every time.



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# Foods



# 1

## Doner Kebab & Wraps

Made from unique recipes from authentic oriental cuisine, we serve a culinary experience that uplifts you. Cooked to perfection and relished with love, Doner Kebabs and wraps are made to deliver our signature flavour with every bite.

Tortilla Wrap

Doner Rolls

Doner Platers

Whole Meat





# 2

## Doc Kebab Buns

Made from unique recipes from authentic oriental cuisine, we serve a culinary experience that uplifts you. Cooked to perfection and relished with love, Doner Kebabs and wraps are made to deliver our signature flavour with every bite.





# 3

## Doc Loaded Fries

Loaded with juicy slices of slow cooked meat, crispy french fries, mayonnaise and cheese sprinkled over with corn flakes to create the right balance of crispiness and tenderness.

Mini Loaded Fries

Max Loaded Fries





# 4

## Doc Burger

Our signature Burger is made to make you crave for more. Served with savoury meat, healthy vegetables and delicious fries, Doc Burger is a mouthwatering meal for any time of the day.



# Beverages



## DÖC Cafe

At Doner Club® we sell a variety of beverages to complement the gastronomical taste of our meet. We offer seasonal fruit juices and various milkshakes, as well as ice cream concepts and mojitos.

Seasonal Fruits

Milk Shakes

Ice Creams

Mojitos



# Venture's Future

We aim to become a global food-chain business, setting the benchmark in quality, brand value and business returns.

We aim to build an iconic brand that can stand the test of time, and thrive. We are an evolving brand open to adaptations needed for the market realities, but we never compromise on the taste, quality, hygiene or the production process of our food. We shall continue to innovate and improve our systems of production and brand development, to improve consumer experience and boost consumer retention and loyalty.

We aim to increase the brand revenue 4x by 2025 and strive to build our foothold globally through franchises. We will be leveraging the power of our unique brand building system & trends to aggressively market the Doner Club brand across all audience demographics.





# Space Design Specifications.

Our architecture & design partners developed unique and functional space design system for each franchisee to look the part in it's appearance.

## Specifications for Franchisee

Integrated structure

Kiosk structure inside the room.

Area of 300 to 650 Sq.ft

Accessible Urban Area

Ample Parking





# Business Insights

**3.5 Cr**

Total Revenue

**250**

AOV

**3 Lakh+**

Doner Kebab served

**60+**

Curated Menu

**85%**

Repeated Customers

**100%**

Systematic Operation



**DÖNER CLUB**



# Bränd Insights

**360 Marketing**  
Support

**Optimized Inventory**  
Management

**Staff Recruitments**  
Hiring & Training

**Standardized Operation**  
Manuals, Checklists & Training

**Brand Designs**  
Optimized to improve sale drive

**Packaging Experience**  
Designed to eat on the go.





# Franchise Investments

Investment starts at   
**10 Lakh\***



Investment Returns in **18 Months**



Supply of **furnitures & interior decorations**



**Location** selection & Store Development



Centralised staff **recruitment & training** facility.



**Supply** of machineries & equipments



Integrated **CRM** software systems





# Contact

We are available to contact  
on phone or email

**+91 9846722560**  
**business@donerclub.in**

## Store Locations

### 📍 **Kozhikode**

Mini Bypass Rd,  
Arayidathupalam,  
Kozhikode, Kerala  
673004

☎ +91 9895722560 &  
+91 8606022560

### 📍 **Manjeri**

Near indira gandhi bus  
terminal, Kacherippadi,  
Manjeri, Kerala 676121

☎ +91 9656622560 &  
+91 9656622561

You can reach us for assistance from  
**10AM to 6PM**, Monday through Friday.





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CLUB