

WE WERE BORN OUT OF

A DREAM AND PASSION

Prawal Choudhary , Managing Director of DFIPL, talks about how the journey has been so far.



Share with us the inception, success and journey of Dream Foods India Pvt. Ltd (DFIPL)?

DFIPL was born out of a dream and passion- a dream nurtured over years towards the dynamic industry of hospitality. This ideology gave birth to the enterprise of DFIPL.

Founded by Choudhary Prawal, Managing Director DFIPL, who was joined by similar likeminded professionals to shape the destiny of the new age food company. DFIPL proudly engages itself to the service industry and diverse business's related to hospitality.

Thought to provide not only quality food with good ambiance but also to provide value for money and making it an ideal place for avid eater. This thought went such deep that the seeds then started to sprout. And this was how the company formed with its First Idly Junction outlet at Gr. Noida which then serving South Indian and Chinese cuisine. As the acceptance was excellent and the scope for growth was clearly visible. Company came up with few more outlets and stepped forward to start franchising with a clear mindset to share the profit and develop entrepreneur skills among those who are looking forth to setup their own restaurant but lacking technical and business statics. The success fact is, now we operate more than 22 outlets PAN India majorly franchisee owned with 8 Brands and a presence in 11 states.

The F&B Industry is one of the fastest growing industries in the country. Your company, Dream Foods India Pvt. Ltd (DFIPL) is a company with several brands under its umbrella and now is

set to introduce four new brands, Chatkaara dilli ka, Café 901, Idly Junction & Urban Daba, how are these brands distinct from the remaining?

DFIPL is successfully running an entire range of state of the art hospitality services including Restaurants, Foods Courts, Banquet Halls, Outdoor Catering Services and Hospitality Solutions under different brand names. An acknowledged Chain of restaurants business in India which has been relishing the taste buds of foodies Pan-India.

Now DFIPL had launched these brands in franchising, which currently has a time-tested, proven market acceptance. With zeal to touch the sky of technical excellence and to explore new horizons of innovation, DFIPL aspires to cater its customers with the best product and services. The company's major objective is to satisfy its customers with outstanding performance and timely deliveries. Besides, the company always encourages the utilization of new technologies and methods to enhance its services.

What is the business strategy behind aggressively launching so many brands?

At DFIPL, we believe that eating out is not just about good food. Rather, it is a wholesome experience that must satiate the mind, body and soul! This is why DFIPL serves only the best in quality cuisines in an atmosphere that is stylish, swanky and suitable for all ages.

Strategy behind launching new brands is to capture the market in next 5 years, as per ITCO Survey, Market Potential to get Double in India & in International Market. Under B2C seg-



ment, the management will focus on maintaining the DFIPL's loyal base of repeat customers and will attract new customers from surrounding communities by providing quality food and beverages at reasonable prices. In addition, DFIPL will feature good quality entertainment, attractive and comfortable surroundings and consistent, high quality service. DFIPL offers business options that range from low to high investment formats in the hospitality industry.

Our Board of directors decided to hit the market in coming financial year. The Brands which we have introduced are based on different cuisines and one brand is totally different from to another. QSR format has the optimum acceptance & the market potential. Say, Idly Junction as the name suggest, it is a South Indian Quick Service Restaurant, as per market reports Idly Junction is quite popular among the people and gives the authentic taste of South in our every outlet.

Of all the brands under Dreams Food India Private Limited which one is the most successful and what is the reason for the success of that brand?

All the DFIPL Brands are equally successful in terms of Business & Brand Value; We have been marked under the Pioneer Brands in QSR format by various magazines, news-paper articles and our franchisees.

What is the USP of Dream Foods India Private Limited?

DFIPL business model is unique as it offers business options from low to high investment formats in food sector. With Central - the food court, we have created a fusion of multi-cuisine dining with leisure. Probably for the first time in India, Central - the food court will feature rural India in totality.

Another USP of DFIPL is the Consistency of Food & Service, You visit any of our outlet and try a Cup of Cappuccino along with some cookies and give a visit to some other outlet of DFIPL and order

the same, You will find the same taste and service in both the outlets.

How does Dream Foods stand out from other competitors?

Over the years, we've been taught the value of money and the importance of working hard for it. However, stories of businesspeople that made it big also tell us that one can earn much greater wealth and independence by owning a business of their own. Unfortunately, not all of us are confident of starting and running a business on our own. Besides, the high risks involved and the high investment of money and time required to run a business are intimi-

Hand-holding through the start-up phase: You will get help in selecting a location, right till start up which is very important in retail.

Operating support: You can get standard operating manuals which will simplify the operation of your outlet. You and your staff can receive training so that you are prepared to run your business.

Marketing expertise: You will have the benefit of operating under a known brand name. Marketing efforts by the franchisor will help you increase your sales. Your franchisor can afford to advertise the brand in mass media.

Economies of scale: You can benefit

created with expectations of the corporate gentry as well as for soothing the senses of the families on vacation hunt. Atharva INN is an uncomplicated bijoux deluxe hotel brand with the facilities of 4 Star that is a stimulating blend of local heritage and design accents that pair with modern amenities, services and facilities to unobtrusively encourage sophisticated target customers eager to enjoy.

Where do you see the brand in five years time? What are your plans till the end of 2017?

We have a strong future blueprint and expansion as planned. We are coming up with 200 Quick Service Restaurants additional to 100 casual and 25 fine dining restaurants.

Do you have any plans for foray into international markets?

Yes, we do have plans to foray into international markets. We have initiated a dialogue with investors in the Middle East, UK and USA. However, the negotiations are in advance stage and hence we can not reveal any details.

What kind of investment is required to set up a Dream Foods franchise?

The investment varies from Rs 15 lakh



dating enough to keep us away from achieving our true dreams.

And here's where the franchise model helps us. By buying and running a business franchise, you can earn the benefits of running your own business with much less risk. Here's how running a business franchise has less risk than running an independent business:

No Idea risk: The business model has been tried and proven. Though this does not imply guaranteed success, you can be assured that you aren't getting into uncharted territory.

from lower costs of goods as your franchisor would have enough volumes to negotiate better prices with vendors.

How many brands do you have in your portfolio?

We have eight brands in our portfolio. Café 901, Chatkaara dilli ka, Darbar-E-Mughal, Idly Junction, Madhaiya-the cottage, Thaal, Urban Dhaba are the popular brands under DFIPL. Another upcoming model is Atharva Inn. It is originally a classy option for the nobility under the budget. The brand is

Please fill in the franchise facts:	
Investment	: 15 Lacs to 2.5 Cr.
Area	: 200 sq ft. to 1 Lakh Sq. Ft.
Break-even	: Depends on format
Return on investment (ROI)	: 30-45
No. of stores/dealers presently	: 22

to Rs 2.5 crore depending upon the format. The typical investments vary according to the various formats like Food Court format, Casual Dine restaurant format, Dine in format, and Traditional Indian culture village format.