

25+
STORES
IN INDIA

INVITING FRANCHISE

 PURE
VEG



**THE
PIZZA
DINE**



*The Pleasure of Finding the Difference
True Italian Flavours*

PIZZA

Contact Us For Franchise : www.thepizzadine.com

Follow us:      

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Mrs. Kalpana Singh & Mr. Avinash Singh
(Brand Owner)

ABOUT US

THE PIZZA DINE is a brand new concept with world class food, lavish atmosphere, good service and most important very reasonable price.

THE PIZZA DINE is a unique concept that serve unlimited Italian food and delicious varieties of pizza. It is a kind of first restaurant that serves lots of different taste and more than 100 varieties on a single dish serving. All food are very healthy, mouth-watering and must say each variety have its own different taste.

THE PIZZA DINE cares food taste and eating habits of all groups of age's people.

OUR MISSION

To Cross 100+ Store by 2024.

OUR VISION

To provide high quality food at a great value in a comfortable, family atmosphere with delightful customer service.

OUR CONCEPTS

- Express Dine-in Store
- Mega Dine-in Store
- Super Fine-Dine Store

OUR PRODUCTS LINE

- Fries
- Pizza
- Wraps
- Pasta
- Shakes
- Breads
- Burger
- Chinese
- Brownies
- Sandwich
- Mocktails
- Ice-Cream
- Choco Lava
- Cold Coffee
- Café Coffeee Dae



BRAND **START** **FROM** **9.99** **LACS ONLY**
FRANCHISE

MASTER FRANCHISE INVITED

INDIA'S FASTEST GROWING ITALIAN CUISINE BRAND



ONE SETUP - SIX BRAND

VARIETIES OF PRODUCT | HIGH MARGIN
LESS INVESTMENT | HIGH PROFIT

FOR FRANCHISE QUERIES

PLEASE CONTACT

+91 9984960001 | +91 7317357373

Web. : www.thepizzadine.com | E-mail : thepizzadinelko@gmail.com

25
STORES
IN INDIA

TYPES OF OUR STORES

MODEL - 1



AREA REQUIRED : 250 - 350 SQ. FT.
INVESTMENT : 10 TO 13 LACS
SITTING CAPACITY : 10 TO 20 PERSONS
STAFF REQUIRED : 2 TO 3 STAFF

MODEL - 2

AREA REQUIRED : 350 - 550 SQ. FT.
INVESTMENT : 13 TO 16 LACS
SITTING CAPACITY : 20 TO 35 PERSONS
STAFF REQUIRED : 3 TO 4 STAFF



MODEL - 3



AREA REQUIRED : 550 - 800 SQ. FT.
INVESTMENT : 16 TO 19 LACS
SITTING CAPACITY : 35 TO 55 PERSONS
STAFF REQUIRED : 4 TO 6 STAFF

SUPPORT FROM THE PIZZA DINE



-  **STORE KITCHEN SETUP**
-  **ELECTRICAL EQUIPMENTS**
-  **STORE INTERIORS**
-  **STORE EXTERIORS**
-  **STORE FURNITURE**
-  **MARKETING & DISTRIBUTION**
-  **DIGITAL MARKETING**
-  **STAFF SUPPORTS**
-  **RAW MATERIAL SUPPORT**
-  **BILLING SOFTWARE**
-  **CRM SOFTWARE**
-  **STORE BRANDING**
-  **AUDIT SUPPORT**
-  **SITE SELECTION**
-  **SWIGGY TIE-UP**
-  **ZOMATO TIE-UP**
-  **ALL LICENCE SUPPORTS**



KITCHEN



EQUIPMENTS



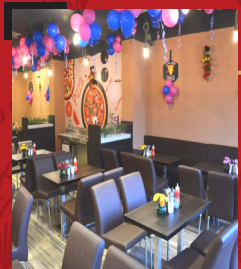
INTERIORS



EXTERIORS



STAFF



FURNITURE

? WHY? THE PIZZA DINE

FRANCHISE

- 🍕 7+ YEAR EXPERIENCE IN PIZZA MARKET
- 🍕 MARKET KNOWLEDGE
- 🍕 FIVE BRANDS UNDER ONE ROOF
- 🍕 WIDE RANGE IN MENU
- 🍕 EXCELLENT MARGIN ON SALE
- 🍕 TIME TESTED UNIQUE BUSINESS MODEL
- 🍕 MULTIPLE MODEL TO CHOOSE FROM
- 🍕 CONTINUOUS INTRODUCTION OF NEWER PRODUCT
- 🍕 SET UP COST IS VERY ECONOMICAL
- 🍕 25+ PROFITABLE STORE AND GROWING RAPIDLY
- 🍕 COMPLETE SETUP INCLUDED IN TOTAL COST
- 🍕 DEDICATED TEAM FOR REGULAR INTERVAL AUDIT
- 🍕 REGULAR RECRUITMENT & TRAINING OF STAFF
- 🍕 CUSTOMIZED LAYOUT DESIGN AS PER YOUR SPACE
- 🍕 DIGITAL MARKETING SUPPORT
- 🍕 LOCAL MARKETING ACTION PLAN
- 🍕 GOVERNMENT FSSAI REGISTRATION
- 🍕 RAW MATERIAL VENDOR SUPPORT

STORE PICTURES



OUR MENU

Menu



Prime Dine Pizza

Margherita **R 119** **M 179** **L 239**

Single Topping **R 135** **M 225** **L 325**

Hot Mess **R 165** **M 265** **L 405**

Double Cheese **R 175** **M 295** **L 445**

NEW

Supreme Dine Pizza **R 245** **M 375** **L 545**

Supreme Dine Pizza

Pepper Tiki Pizza **R 179** **M 279** **L 419**

Pepper Tiki Pizza **R 179** **M 279** **L 419**

Spicy Dine Treat **R 275** **M 425** **L 615**

Spicy Dine Treat **R 275** **M 425** **L 615**

Spicy Dine Treat **R 275** **M 425** **L 615**

Spicy Dine Treat

Spicy Dine Treat **R 275** **M 425** **L 615**

Spicy Dine Treat **R 275** **M 425** **L 615**

Spicy Dine Treat **R 275** **M 425** **L 615**

Spicy Dine Treat **R 275** **M 425** **L 615**

Pizza Dine Special Pizzas

Spicy Dine Treat **R 275** **M 425** **L 615**

Spicy Dine Treat **R 275** **M 425** **L 615**

Spicy Dine Treat **R 275** **M 425** **L 615**

Spicy Dine Treat **R 275** **M 425** **L 615**

Introducing our New Items

Mini Pizza 3 Mini Pizzas **R 89** **M 129** **L 169**

Sandwich **R 89** **M 129** **L 169**

Wrap **R 89** **M 129** **L 169**

Breads (4 pcs)

Garlic Bread **R 135** **M 215** **L 315**

Garlic Bread **R 135** **M 215** **L 315**

Garlic Bread **R 135** **M 215** **L 315**

Garlic Bread **R 135** **M 215** **L 315**

Desserts

Chocolate Sauce (4 Pcs) **R 79** **M 119** **L 159**

Chocolate Sauce (4 Pcs) **R 79** **M 119** **L 159**

Chocolate Sauce (4 Pcs) **R 79** **M 119** **L 159**

Chocolate Sauce (4 Pcs) **R 79** **M 119** **L 159**

Pizza Combo's

2 Veg Burger (Regular) **R 249** **M 349** **L 449**

2 Veg Burger (Regular) **R 249** **M 349** **L 449**

2 Veg Burger (Regular) **R 249** **M 349** **L 449**

2 Veg Burger (Regular) **R 249** **M 349** **L 449**

Burger's

2 Veg Burger (Regular) **R 249** **M 349** **L 449**

2 Veg Burger (Regular) **R 249** **M 349** **L 449**

2 Veg Burger (Regular) **R 249** **M 349** **L 449**

2 Veg Burger (Regular) **R 249** **M 349** **L 449**

Sandwich

VEG SANDWICH **R 89** **M 129** **L 169**

VEG SANDWICH **R 89** **M 129** **L 169**

VEG SANDWICH **R 89** **M 129** **L 169**

VEG SANDWICH **R 89** **M 129** **L 169**

Wraps

VEG WRAP **R 99** **M 139** **L 179**

VEG WRAP **R 99** **M 139** **L 179**

VEG WRAP **R 99** **M 139** **L 179**

VEG WRAP **R 99** **M 139** **L 179**

Chinese

VEG CHOWMEIN **R 149** **M 219** **L 289**

VEG CHOWMEIN **R 149** **M 219** **L 289**

VEG CHOWMEIN **R 149** **M 219** **L 289**

VEG CHOWMEIN **R 149** **M 219** **L 289**

Hot Beverages

ESPRESSO **R 89** **M 129** **L 169**

ESPRESSO **R 89** **M 129** **L 169**

ESPRESSO **R 89** **M 129** **L 169**

ESPRESSO **R 89** **M 129** **L 169**

Extra's

EXTRA CHEESE **R 40** **M 50** **L 75**

EXTRA CHEESE **R 40** **M 50** **L 75**

EXTRA CHEESE **R 40** **M 50** **L 75**

EXTRA CHEESE **R 40** **M 50** **L 75**



Cold Coffees



Cold Coffee
99



Cold Coffee
With Ice Cream
129



Hazelnut
Cold Coffee
129



Caramel
Cold Coffee
145



Butter Scotch
Cold Coffee
145



Ice Tea



Lemon
Ice Tea
69



Kala-Khatta
Ice Tea
69



Aam Pana
Ice Tea
69



Strawberry
Ice Tea
79



Blue-Berry
Ice Tea
79



Mojito



Virgin Mint
Mojito
109



Kala-Khatta
Mojito
119



ROSE
Mojito
119



Blue Lagoon
Mojito
129



Blue Heaven
Mojito
139

Strawberry
Mint Mojito
139



Thick Milk Shakes



Mango
Milk Shake
129



Strawberry
Milk Shake
129



Butter Scotch
Milk Shake
139



Kit-Kat
Milk Shake
149



Caramel
Milk Shake
149



Kiwi
Milk Shake
149



Oreo Chocolate
Milk Shake
159



Choco Brownie
Milk Shake
169



Red Velvet
Milk Shake
169

Ice Creams

Fresh Vanilla ₹ 70

Fresh Strawberry ₹ 70

Chocolate (FD) ₹ 80

Mango ₹ 80

American Nuts ₹ 95

Kesar Pistu ₹ 95

Butter-Scotch ₹ 95

*Two Scoops will be served with Chocolate Stick & Topping



Pizza Combo

Rs. 229

- 2 Veg Burger
- Pasta (Red & white)
- 2 Cold Drink (200ML)

Packing Charges Extra*

Offer Valid Subject to Store Decision*

*IMAGE MAY DIFFER IN APPEARANCE FROM THE ACTUAL PRODUCTS

Rs. 249

- Ice Tea* (only 1 Scoop Ice Tea*)
- French Fries (120gms)
- Margherita Pizza (regular)

POCKET FRIENDLY COMBO'S CAN'T BE PACKED

Rs. 299

- Single Topping (Regular Pizza)
- Veg Burger
- 1 Cold Coffee

POCKET FRIENDLY COMBO'S CAN'T BE PACKED

POCKET FRIENDLY COMBO'S

The Measure of Finding the Difference
True Italian Flavours Pizza

Contact Us For Franchise : [www.thepepizzachain.com](http://www.thepizzachain.com)



Pizza Combo

Rs. 399

- Hot Mess (Medium Pizza)
- Cheese Garlic Bread (1/2 pc)
- White/Red Pasta (1/2 pc)
- 200ml Cold Drink

Follow us:



AWARDS & RECOGNITION



Top 3 Pizza Outlets
Lucknow, UP

THE PIZZA DINE
c-14, Kapoorthala Road, above Garha Bhandar, Sector F, Aliganj, Lucknow, UP 226024

Congratulations! You are now listed as one of the Top 3 Pizza outlets in Lucknow, UP. We would like to Thank You for providing consistent high-quality service in your area of business. Our review team either approved or updated your business listing using our rigorous 50-Point Inspection which includes everything from checking reputation, history, complaints, ratings, nearness, satisfaction, trust, cost and general excellence.

THE PIZZA DINE
c-14, Kapoorthala Road, above Garha Bhandar, Sector F, Aliganj, Lucknow, UP 226024

Veggie, Paneer, White Pasta, Thick Burst, Farmhouse, Cone, Cheese Burst, Playin', Paris Puri, Prime Dinner Pizza, True Love Special and Glass Pizzas, Garlic Bread, Tomato Soups, French Onion, Thai Veg, Hot N Sour, Hot Garlic, Manchow, Desserts & Beverages.

THE PIZZA DINE has simple to provide high-quality food at a great value in a comfortable, family atmosphere. The restaurant goal to make sure you always have the best ingredients for every occasion. Their team provides a fresh and innovative approach to creating an Italian flavour of pizzas. The pizzas cater to a family gathering, memorable birthday, work celebration or simply a great meal. They offer pizza lovers with over savour for 20 different delicious toppings that are richer and more sumptuous.

info@thepizzadineindia@gmail.com
[thepizzadine.com/menus-2](https://www.thepizzadine.com/menus-2)

Reviews
95858 54777

The Pizza Dine

**RECOMMENDED
ON RESTAURANT GURU
2023**

restaurantguru.com

Certificate of Excellence

**F&B FRANCHISE
Excellence Award 2019**

This certificate is being
Awarded To

THE PIZZA DINE as

"Fastest Growing Pizza Chain" in Foods & Beverages Category

Award Presented By
FRANCHISE 25
Ashish Gupta - M.D. & CEO

**F & B
Franchise
Excellence
Award**

CONGRATULATION! LISTED AS ONE OF THE TOP 3 PIZZA OUTLET IN LUCKNOW

2023

TOP 3

PIZZA OUTLETS
IN
LUCKNOW

★★★★★

THREE BEST RATED

THE PIZZA DINE

25
YEARS
1998-2023

FREQUENTLY ASKED QUESTIONS

QUESTIONS YOU MIGHT ASK

GENERAL

A) What do I need to do to qualify for a “THE PIZZA DINE Franchise?

- ♦ Location in which the “THE PIZZA DINE” outlet is being considered. it could be rented or own space. If you do not have a location in mind, you can speak to our franchise Area manager to help you narrow it down.
- ♦ Have the minimum Capital required to set up the specific model you want to do. Details for this are given in Brochure. In addition, we need all franchise owners to have a marketing launch spend of Rs 60000 + operating capital to sustain the business for 6 months

B) How do I go about the process of opening a “THE PIZZA DINE” Franchise?

Schedule an appointment with our Area Manager on these number +91-9559998946, +91-9984960001 and book an appointment to understand the entire costing as per area and store models.

C) What is the ROI on my investment?

The ROI on any investment depends on multiple factors like Location, Rentals, Expected

Revenue, etc. There is no one to answer this question. To get a better idea of what it is likely to be for you, please book an appointment with our Area manager on +91-9559998946, +91-9984960001 and book an appointment. Monthly ROI and capital ROI will be given in sheets.

FRANCHISE INVESTMENT DETAILS

A) How much does the “THE PIZZA DINE” Model cost?

We have three different model of stores start from 10 lac to 25 lacs.

Franchise Fee is 5 lacs + GST (included in total overall costing)

Please refer to our broucher to know more about overall cost

B) Which are the Licenses will I need to run the outlet?

FSSAI, Shop & Establishment, Municipal Trade license, Labor license

C) Who will look after Marketing?

All central level marketing promoting the brand - Social Media, Radio, Newspaper, TV, etc. is done by the brand. All location specific marketing like ads on Zomato/Swiggy, Flyers in local neighborhood, Hoardings around the outlet, discount coupon, gift voucher and etc. to be done by the outlet or franchise owner.

D) How much Marketing Budget do I need?

An outlet launch budget of Rs 60000 is needed to launch any outlet in the first 3-4 months of its operations. This is a mandatory spend for the franchise owner and the cheque is to be provided at the time of opening of the outlet. The decision on how to spend this money will be made in consultation with the Franchise owner. Once the outlet is open, marketing spends will be done as per requirement, but our experience has taught us that one should allocate at least 3% to 5% of the monthly revenue towards marketing.

E) What is the Initial stock Cost (For each outlet type)?

At the time of signing up the outlet, we will make a projection on the revenue we expect to do 40% of the projected Revenue in the first month will be considered for the initial stock indent.

F) What is the Royalty (For each outlet type)?

Royalty for all models is the same and is fixed at 3% on sale per month

G) Which franchise models does "THE PIZZA DINE" do? (FOFO/FOCO) (For each outlet type)

Franchise owned franchise operated model only (FOFO)

H) What is my expected rental going to be?

Rental range start from Rs 20000 to 1 lacs depends upon the size and location of the store

I) What about other costs?

Once we are aligned on the location, set up cost, etc. we will book an appointment with our Franchise Area Manager or audit team. They will make a monthly Profit And Loss Statement with you which will include all monthly expenses and give you a provisional view of profitability at each outlet.

J) Which cities "THE PIZZA DINE" looking to expand to?

Currently our focus is on increasing our density in the North of India, Gujarat and central India.

HR PROCESS

A) Who will be responsible for Hiring (Brand guideline)?

While the accountability of the hiring lies with the brand, the brand provides complete support in Staff and also helping source CV's and take interviews along with the Franchise owner.

B) Skilled / Non- skilled labour?

Non- skilled labour with relevant experience can be considered

C) No. of employees needed?

Model-1 (2 to 3 employees) / Model-2 (3 to 4 employees) / Model -3 (4 to 7 employees). This is an estimate based on average revenues. The number of employees will increase if order volumes are higher. Other factors like delivery etc. may be applicable based on location.

TRAINING PROCESS

A) How long is the training process?

Training for Franchise Owners, Will be conducted by **"THE PIZZA DINE"** Management team. This training is designed to teach you everything you need to know about running a franchise store profitably. Training for Staff: Will be conducted by our trainer with physically and virtual and our Area manager also visited each and every store in India, so that he can also trained them time to time. **"THE PIZZA DINE"** will provide a New Store Opening Team staff that will come to your location and ready to take on operations themselves

B) Where does the training take place?

Training for the outlet staff is carried out at the Franchise store and Head branch by our Area manager or Trainer itself. In some special cases, we may need the staff to visit and train at existing **"THE PIZZA DINE"** stores. The training of the Franchise owners can either happen online or in person at our Head Quarters (HQ) in LUCKNOW

C) What if a Refresher Training is required?

Refresher training is carried out based on requirement

RAW MATERIAL

A) Who provides the Raw Material?

All raw material stock is provided by our third party vendor who is available in all major cities in India. (All product use in Pizza Dine are specific with their company name) to ensure brand quality. Independent procurement of stock is not permitted unless by special exception in very rare cases.

B) Vendor tie-up

Only fresh vegetables, milk and Paneer are sourced from the city local vendor.

MARKETING

A) Who looks after Digital Marketing?

Our in-house marketing team will assist you with a monthly plan (On chargeable basis) on digital marketing like Facebook ads, instagram ads, google ads etc.

B) Who looks after Offline Marketing?

Our in-house marketing team will assist you with a monthly plan on offline marketing like billboards, newspaper flyers etc. The local marketing plan will be put together in consultation with the Franchise Owner. (On chargeable basis)

C) Who is our Target Audience?

Our target audience is the below middle class group, average middle-class group and Middle class Indian between the age of 10-50. A high density of population with that demographic is the most ideally suited for **"THE PIZZA DINE"**. High density of students and young adults is another indicator of ideal demographics.

AGREEMENT TERMS

A) What is the Franchisee Agreement Term (Clarify as per each outlet type)?

Franchise Agreement term for all the model is for 5 years.

B) What is the Franchisee Agreement Renewal Fee (Clarify as per each outlet type)?

30% of the Existing franchise fees

PROJECT

A) Who will do the project?

The outlet setup project work will be carried out only by **"THE PIZZA DINE"** approved vendors. A list of vendors and their costing will be shared with the Franchise.

B) Can I do the project on my own?

Yes, the project setup can be carried out by your own Vendor, provided the vendor you are recommending has significant experience in building restaurants of global reputation.

But machinery, branding and menu related part will be compulsory done the **"THE PIZZA DINE"** authorized vendor.

C) How long will the opening of the store take?

30 to 45 days is the timeline to make the store operational once the Franchise agreement has been signed (civil work part has to be done by building owner or franchise owner and civil work time line is not included in this term.)

LOCATION

A) Will **"THE PIZZA DINE"** help with finding a location?

Yes, **"THE PIZZA DINE"** can share top locations in a particular city basis data analysis of the market, segment, demographic profile and competition.

B) I have my own shop. Can I use that for the outlet?

Yes, if the shop matches the requirement of the franchise model of the brand, the self-owned shop can be considered.

C) How much Sale can I expect my outlet to do?

Schedule a call now to speak to our Area manager or Management Team.

D) How should I choose the ideal model for my location?

Schedule a call now to speak to our Area manager or Management Team.

OTHERS

A) How much operating capital will I need?

2 to 3 lacs of operating capital is recommended for the initial few months of operations

B) Can I suggest my own products?

Products are fixed as per the brand finalized menu only

7 REASONS TO BECOME A "THE PIZZA DINE" FRANCHISE

BRAND AND VISION

- ♦ To provide high quality food at a great value in a comfortable, family atmosphere with delightful customer service.
- ♦ "THE PIZZA DINE" is breaking the stereotype that only International brands can run successful pizza chain
- ♦ "THE PIZZA DINE" care food taste and eating habits of all groups of age's people.
- ♦ 90% + Profitable outlets
- ♦ To cross 100+ store by 2024
- ♦ We provide four brands under one roof

PRODUCT LINE

- ♦ Committed to better quality for lower prices
- ♦ Full spectrum of menu starting from ₹69 to ₹695, catering to all market segments
- ♦ Largest vegetarian range options for large vegetarian population
- ♦ Constantly updating menu based on product analysis
- ♦ Varieties of side order, Fries, pizza, pasta, sandwich, wraps and beverages etc. to ensure high attach rates.
- ♦ Wide range of vendor support for the Outlet to ensure the quality product in every "THE PIZZA DINE" outlet

LOCATION ASSISTANCE

- ♦ Pre-approved list of locations available. We also provide location wise projections for locations you recommend.
- ♦ Store layout design, fabrication guidelines and monitoring by "THE PIZZA DINE" team.
- ♦ Raw materials, Supply Chain, Marketing channels, Location assessment, technical check, Training and certification, Operational guidelines and Business support managed by "THE PIZZA DINE".
- ♦ **All you have to do is sign up and we will help you set it all up!**

WE WILL HELP SET UP YOUR BUSINESS

- ♦ Our expert team of Franchise advisors will work with you to plan all aspects of the business.
- ♦ From creating a business plan, to finalizing location, applying for licenses, hiring, marketing, our team will assist you with everything.
- ♦ You have all the excitement of running your own business with the safety net of a proven model and significantly reduced risk.
- ♦ We are here to help you take the first step towards financial independence.

EXCELLENT SUPPORT

- ♦ Every **“THE PIZZA DINE”** Franchisee is assigned to our Area **Manager** and an Outlet Manager to help you run all things **“THE PIZZA DINE”** Store.
- ♦ Monthly Profit and Loss (PNL) reviews to help improve profitability
- ♦ Regular audits and training to ensure great quality
- ♦ Brand managed call center and customer complaint management
- ♦ Central Marketing Support: on all social media platform, Radio, Online TV, transport, newspaper, etc.

STAFF AND VENDOR SUPPORT

- ♦ Staff recruitment, training, replacement will be done by company (**THE PIZZA DINE**)
- ♦ We will also provide list of vendor who can supply goods to your store.

AWARDS & RECOGNITION

- ♦ **Food and beverages franchise excellence awards-2019 by franchise apply.**
- ♦ TOP 3 pizza outlet in Lucknow since 2020, 2021 and 2022 by THREE BEST RATED Company.
- ♦ Most recommended Pizza chair and pizza on Restaurant Guru 2021 and 2022.

 PURE
VEG

25⁺
STORES
IN INDIA



**THE
PIZZA
DINE**



 zomato

**Take Away &
Free Home Delivery**



Corporate Office :

B1/21, Sector-A, Aliganj, Kapoorthala, Lucknow -226024 (U.P.)

FOR FRANCHISE QUERIES

PLEASE CONTACT

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Follow us:      

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