



GRAIN OF SALT

*What's life after all? It's a mixture of sweet and spice, with a pinch of salt.
Just like our food with 'namak, swadanusar!'*

Sanjeev Kapoor



THE RIGHT OPPORTUNITY FOR YOU!

With a 'Grain Of Salt' franchise, you'll have the opportunity to operate your own business with a unique product offering the best of Indian and World cuisine in the most modern way.

And why partner with us? We'll give you reasons.

- ~ A brand built on great tastes, flavours and authenticity
- ~ Constant and timely support by a skilled and knowledgeable team of professionals
- ~ Comprehensive training programme
- ~ Support for effective marketing and advertising initiatives
- ~ Equity for your future





WORTH ITS SALT!

As pristine as the name, Grain Of Salt, will be the newest address for an all-day contemporary dining.

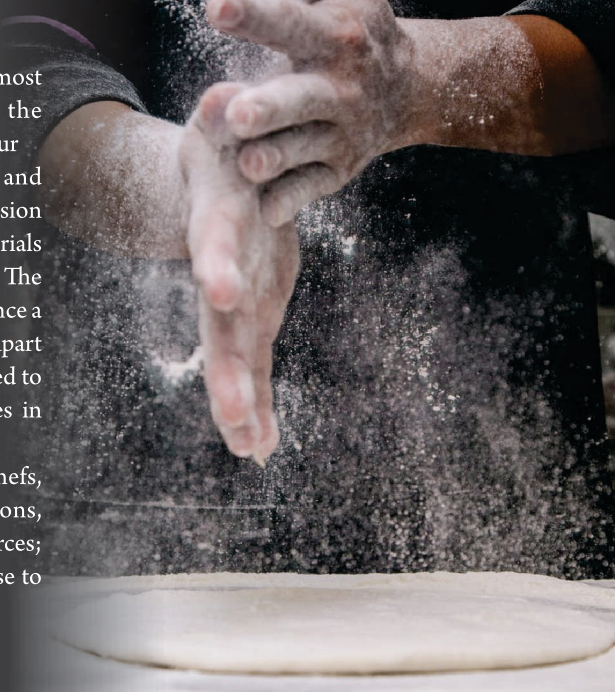
From housing the best of Indian and World cuisine in a vivid menu consisting of signature as well as dishes created to suit the modern palate (read: everything from butter chicken, biryani, paratha to pizza, burger, dim sum, pasta and more!), an exquisite bar menu to a state-of-art banqueting facility and a lot more, amidst an impressively elegant décor, Grain Of Salt will easily tick off all the parameters of being the ultimate classy place for the discerning palate and the most memorable dining experiences.

Gear up and get ready to experience the best of everything - food, drinks, music, décor, ambience and service - brought to you by the best team!

TRAIN WITH THE RIGHT TEAM

As a Franchisee of Grain Of Salt, you will be offered the most effective and intensive training programme teaching the necessary skills, that will surely help you to be successful in your business - this will include everything from practical and theoretical to on-site training. This plan also ensures the provision of training related to creation of recipes through R&D and trials that'll help in the successful delivery of a menu, on the whole. The team of chefs will also review the food and beverage menu, once a year and assist the franchisee in ideating special menus. Apart from this, training and refresher training will also be provided to the Executive Chef and Manager for their respective roles in running the restaurant, time to time.

The team at Grain Of Salt is formed of experienced chefs, professionals in franchising, restaurant design, operations, marketing, content, law, accounting, IT and human resources; and we are willing and absolutely ready to lend our expertise to our franchisees.





TRANSFORM YOUR BUSINESS

A detailed brand operational Manual will be provided to the franchisee, at agreement signing, before the commencement of operations. The Manual includes the details of setting up brand Grain Of Salt, its standards, specifications and guidelines to carry out smooth operating procedures, from day to day.

As soon as you enter the Grain Of Salt family, you will receive immediate assistance in developing and executing a restaurant opening strategy and going forth, focusing on your local market to drive immediate sales. The marketing team will also provide a calendar of events for marketing purposes, to be locally managed by you and help you with seasonal/special campaigns designed to attract and retain customers.

SUPPORT, THAT NEVER ENDS

Alongwith with continuous support in marketing, operations and business training, which are ever evolving; the Projects Team will also share a detailed project checklist to help designing the restaurant and kitchen, by means of assistance from its enlisted professionals like Restaurant Designer, Kitchen Designer, etc. In addition to this, all our franchisees will be provided with specifications for selection of crockery, cutlery, glassware, hollowware, utensils, linen, kitchen equipment, menu cards, uniform, signage, stationaries, etc. The team also offers on-going periodic servicing and audits to the franchisees.


We are regularly working on ideas that would benefit our franchisees. Our team members will plan frequent visits to your restaurants to analyse the business, make suggestions, maintain system compliance, answer your queries and obtain feedback.





A VALUABLE COLLABORATION!

The Grain Of Salt team takes pride in being one of its kinds in the restaurant fraternity. We believe in the power of unity and business synergy, thus, every individual who joins the family, becomes a part of it and works for the good of the whole.

A close-up photograph of a restaurant setting. On the left, a tall, elegant wine glass is partially filled with a golden liquid, likely white wine. In the foreground, slightly out of focus, is a white ceramic bowl containing a dish with green herbs and orange-colored ingredients. The background is dark and filled with warm, out-of-focus bokeh lights, creating a cozy and sophisticated atmosphere.

*If you feel you have what it takes to be a
'Sura Vie' franchisee, come join my family!*

*For Franchise enquiries, give us a call on
+91 98678 22764 or +91 90290 65029 or email at
franchise@skrestaurants.com*



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