



SIGNATURE  
BY SANJEEV KAPOOR

*Join me in this journey and I promise to take you into a different world  
where there is bliss and only one language is spoken that can be defined as  
'love integrated in food.'*

*Sanjeev Kapoor*



## THE OPPORTUNITY

With a 'Signature' franchise, you'll have the opportunity to operate your own business with a unique product offering 'gold standard in Indian cuisine.' And why partner with us? Here are the reasons.

- A premium 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



## THE BRAND

The drive to do something new and different with Indian cuisine led Master Chef Sanjeev Kapoor to the idea of Signature. It was 2011 when the first Signature launched in Dubai. Today, apart from Dubai, Signature has outlets in Abu Dhabi, Doha, Muscat and Riyadh.

Are you ready for an upscale, premium almost gourmetish dining experience? Indulge in Indian cuisine like never before at Signature - an award-winning premium dining restaurant brand, where food meets creativity to create distinct flavours that are going to linger in your heart and soul, forever! With a soulful menu consisting of dishes best described as 'art on plate,' the meals at Signature are well-executed with personal stories, a pinch of history and of course, lots of exoticness. This is your go-to place to savour a taste of success and the 'classiest in Indian cuisine.'

From Murgh Makai ka Raab, Masala Chaas Rubiyan, Patthar ki Champey and Vilayti Kararey to Dum Naryali Prawns, Galouti Gilaf, Shivalik Rasmalai Snow, The Electric Kulfi and more - there's a story behind every dish in each course that leads to a spectacular finale. All this teamed with an exceptional service is bound to put a sparkle in your dining experience.

Adding to this, our restaurants are elegant and minimalistic with a relaxed ambience that just takes your dining experience, a notch higher. The interiors are earthy and inspiring awash in colours inspired by the food we serve. These blend perfectly with the tableware and furniture, resulting in a sophisticated customer experience filled with contentment.



## TRAINING

As a Franchisee of Signature, 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 Signature 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.

## MARKETING & DEVELOPMENT

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 Signature, its standards, specifications and guidelines to carry out smooth operating procedures, from day to day.

As soon as you enter the Signature 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**

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.

## **ONE TEAM**

The Signature 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.

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

*For Franchise enquiries, give us a  
call on +91 98678 22764 or +91 90290 65029  
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