

4M^S KITCHEN

Meal in Minutes

MEAL
IN MINUTES,
MEMORIES
FOREVER





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ABOUT US

At 4M's Kitchen, we're dedicated to crafting delicious, budget-friendly, and heartwarming culinary experiences that not only satisfy your taste buds but also make you feel right at home. Our dishes are thoughtfully designed to provide you with a guilt-free, wholesome meal in just minutes. We pride ourselves on maintaining the highest quality standards, ensuring each dish delivers a homelike taste at an affordable price.





ABOUT FOUNDERS

Foram Varnamia

Founder of 4M's Kitchen and marketing head, dedicated to bringing the essence of home-cooked meals to our quick-service restaurant, catering to the diverse tastes of our patrons.



Purva Varnamia

Owner of Jalaram Khichdi, who started the journey 22 years ago with a humble lori stall and has since expanded to 15 outlets across Gujarat, ensuring every dish reflects the authentic flavors of Surati cuisine.



Dharmesh Varnamia

Co-founder and owner of Jalaram Khichdi Centre, bringing over 22 years of experience in the culinary industry.

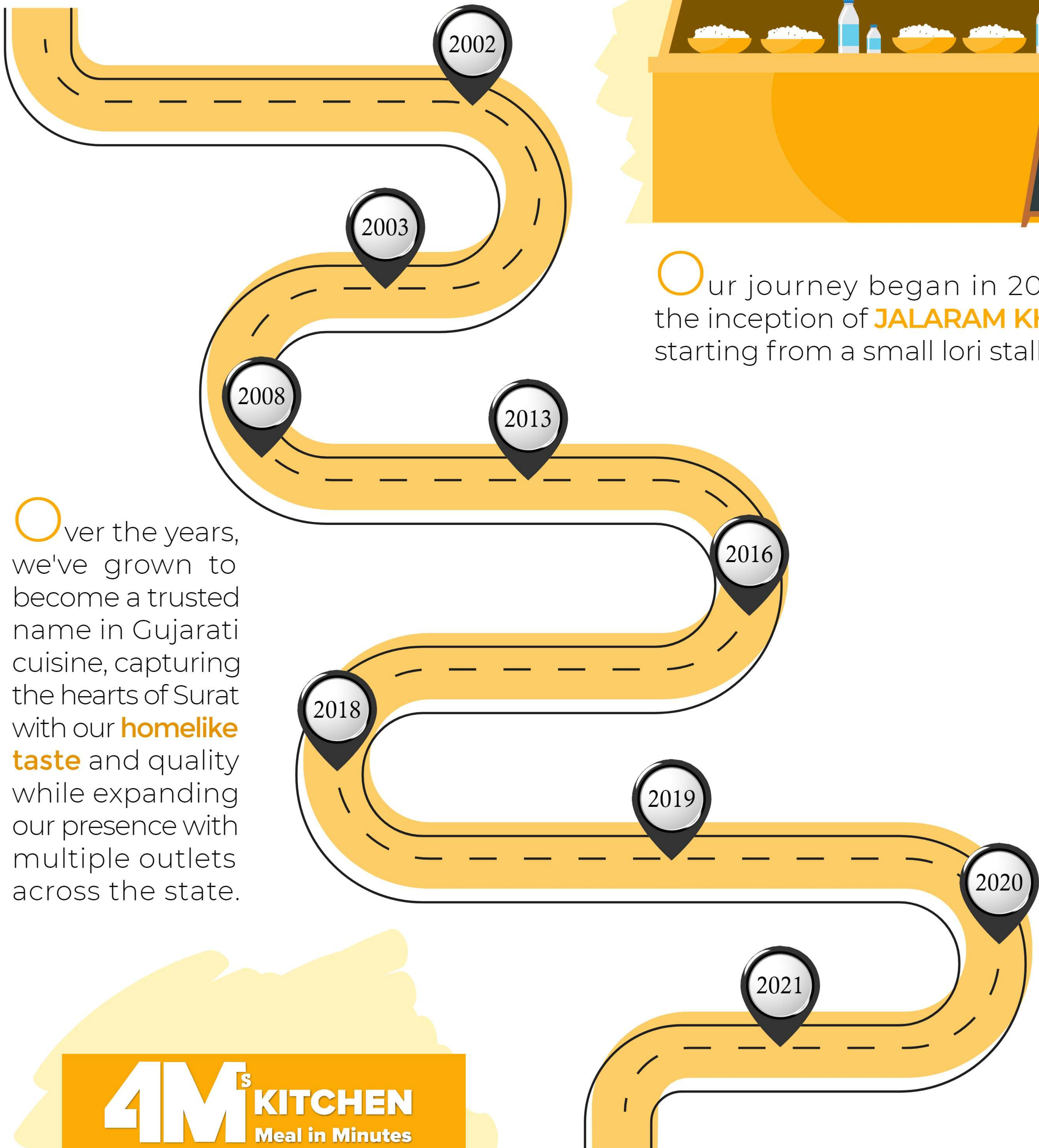


OUR JOURNEY



Our journey began in 2002 with the inception of **JALARAM KHICHDI**, starting from a small lori stall in Surat.

Over the years, we've grown to become a trusted name in Gujarati cuisine, capturing the hearts of Surat with our **homelike taste** and quality while expanding our presence with multiple outlets across the state.



In 2023, we embarked on a new venture with **4M's Kitchen**, aiming to offer quick and diverse meal options to cater to the demands of today's fast-paced lifestyle.

HIGHLIGHTS /ACHIEVEMENTS



Established 15 successful outlets under the Jalaram Khichdi brand, known for our signature dish, Rajwadi Khichdi.



Received numerous compliments and testimonials for our homelike taste and hygienically prepared Gujarati cuisine.



Expanded franchise operations to various locations, catering to a wide demographic and spreading the joy of authentic Surati food.



Ventured into the QSR segment with 4M's Kitchen, offering a diverse menu prepared under 4 minutes.

Our vision is to become the go-to destination for those seeking affordable, healthy, and delightful dining experiences. We aim to create lasting memories through our diverse menu offerings and efficient service, ensuring every visit to 4M's Kitchen is a flavorful experience.

VISION

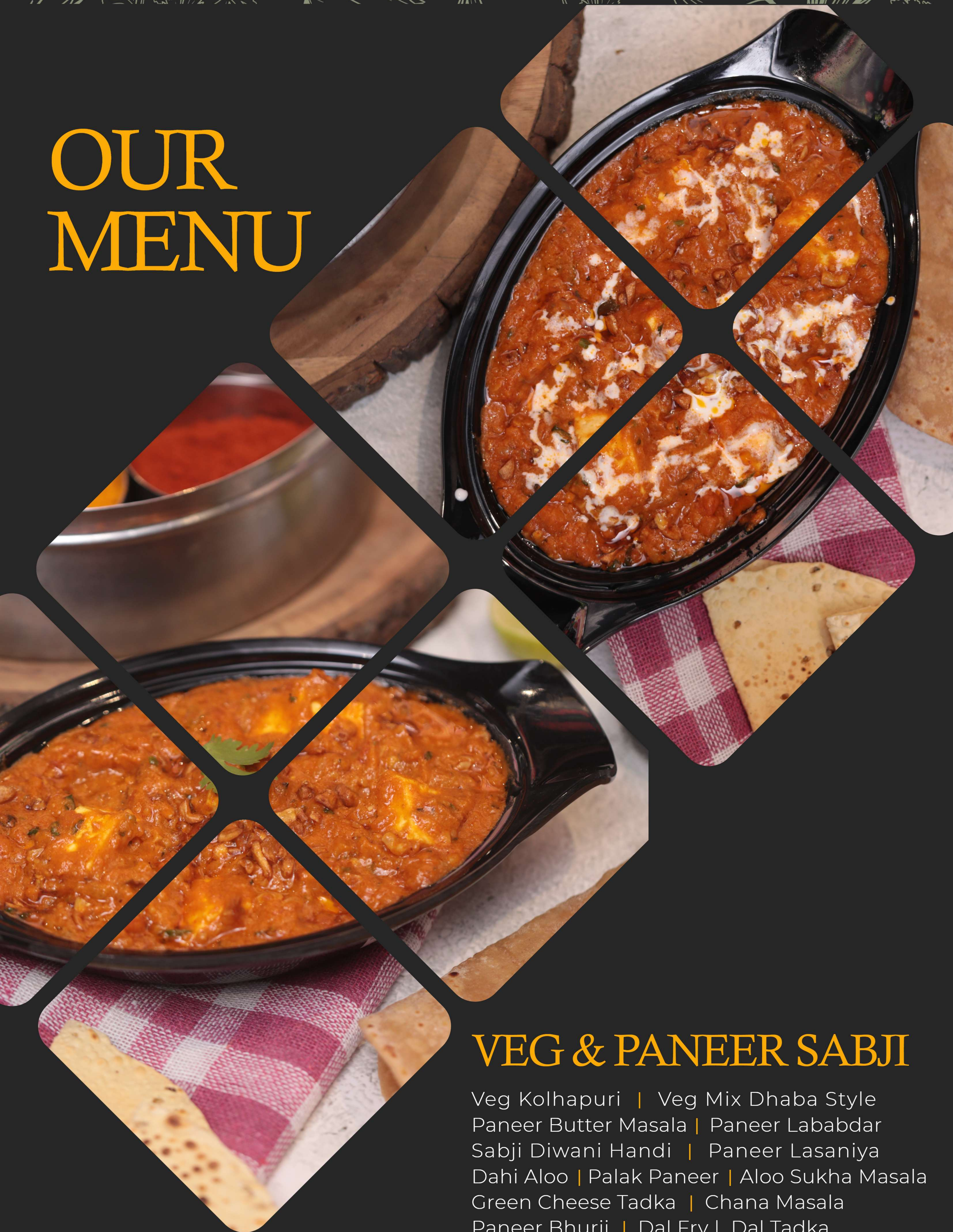


MISSION

Our mission is to offer meals that taste just like home, emphasizing health and affordability. We believe in bringing people together through the joy of shared dining, making every meal at 4M's Kitchen a memorable and satisfying experience.

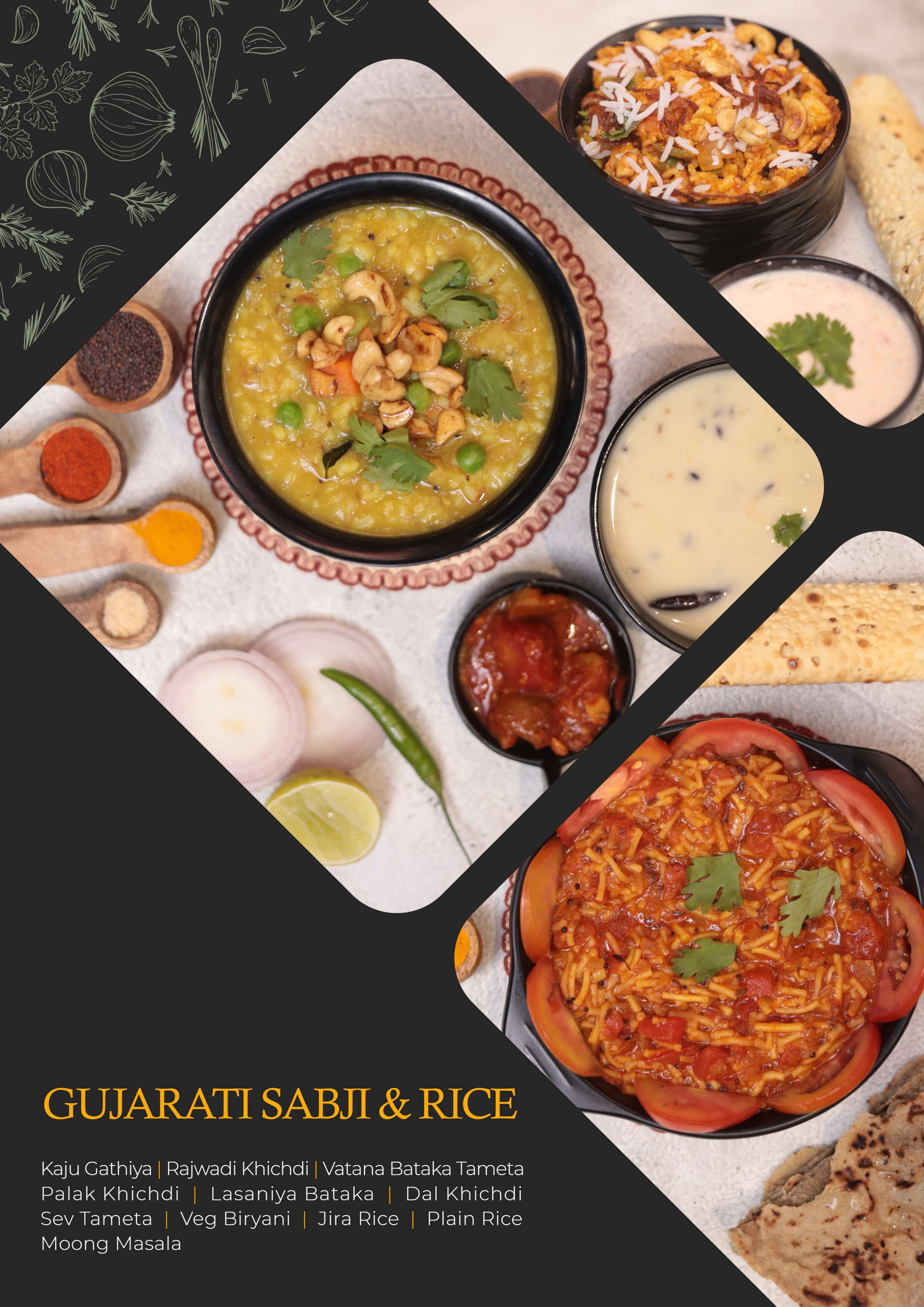


OUR MENU



VEG & PANEER SABJI

Veg Kolhapuri | Veg Mix Dhaba Style
Paneer Butter Masala | Paneer Lababdar
Sabji Diwani Handi | Paneer Lasaniya
Dahi Aloo | Palak Paneer | Aloo Sukha Masala
Green Cheese Tadka | Chana Masala
Paneer Bhurji | Dal Fry | Dal Tadka



GUJARATI SABJI & RICE

Kaju Gathiya | Rajwadi Khichdi | Vatana Bataka Tameta
Palak Khichdi | Lasaniya Bataka | Dal Khichdi
Sev Tameta | Veg Biryani | Jira Rice | Plain Rice
Moong Masala



PUNJABI MEAL VEG



COMBO

Gujarati Combo | Punjabi Combo



WRAPS

Desi Green Cheese Wrap | Fulka Sandwich
Desi Pizza Wrap | Desi Paneer Tikka Wrap
Desi Aloo Wrap | Bhakhari Pizza



HAPPY CUSTOMERS

This brand is from well known food brand of Surat - Jalaram khichadi.

Place is in line the of famous Mahalaxmi Juice and you can have ample place for parking on the opposite side of the road.

They have their own developed special varieties like Bhakhri Pizza. Food taste and service at its best. Main plus point is their consistency in taste.

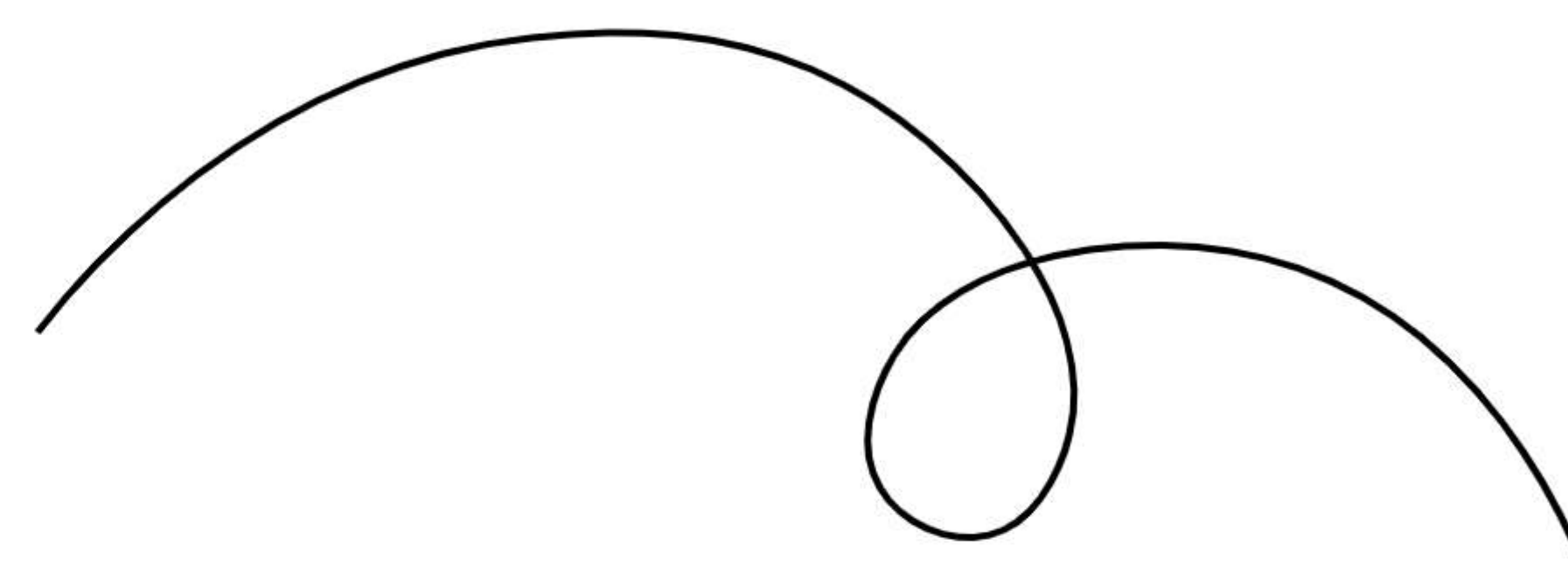
Ambience is lovely. I specially liked creative write up of photos hanged on all walls!!!

- Shrenik Shah

One of the best traditional Food in Adajan, with ample of choice & variety of authentic taste, Value For Money, specifically for home delivery.

CHAR JAISA KHANA GHAR PE PAYEN.

- Prashant desai



Surat



4.9/5

UNIQUE SELLING PROPOSITION

At 4M's Kitchen, we take pride in our commitment to authenticity, especially in our roti-making process. Our rotis are prepared by the same Gujarati homemakers who have been with us since the inception of our journey, ensuring every bite tastes just like home.

घर जैसा खाना



FRANCHISE STRUCTURE



Franchise Fees

5 Lacs + GST



Set Up Cost

15 – 30 Lacs



Space Required

400 to 1,000 Sq Ft Carpet



Royalty

6% on Gross Sales (Monthly)



Training Fees

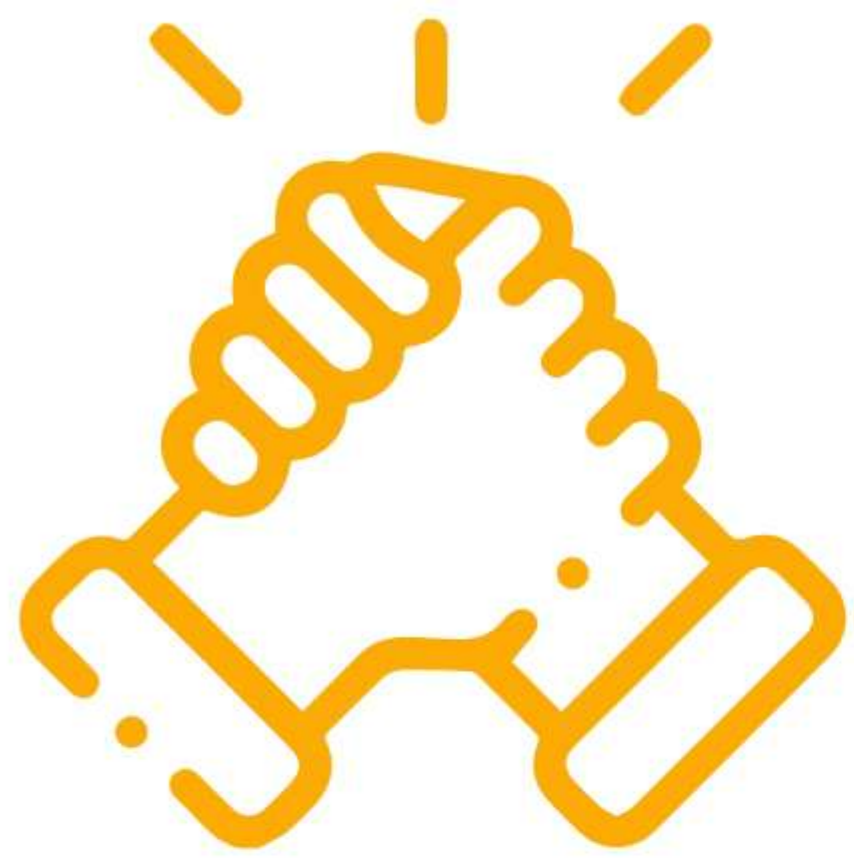
15000 + Gst



Expected ROI

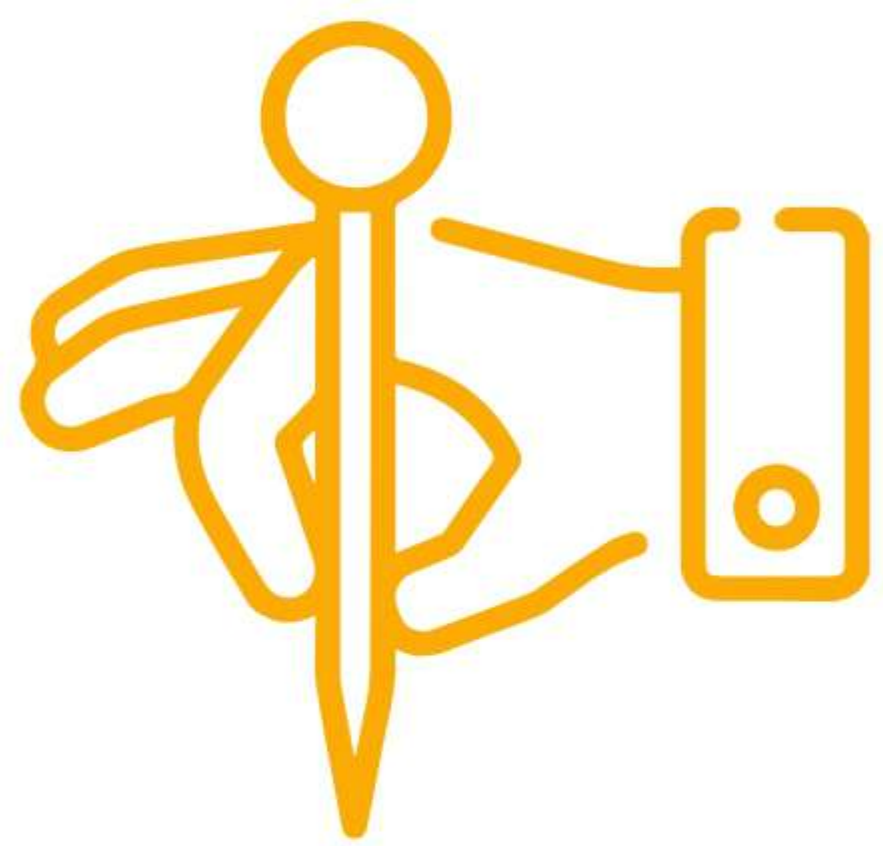
18 – 24 Months

FRANCHISE SUPPORT



Recruitment and Training

We offer comprehensive assistance in recruiting and training a proficient team to effectively manage your outlet operations.



Location Selection

We'll guide you in selecting the optimal location for your franchise to ensure maximum visibility and footfall.



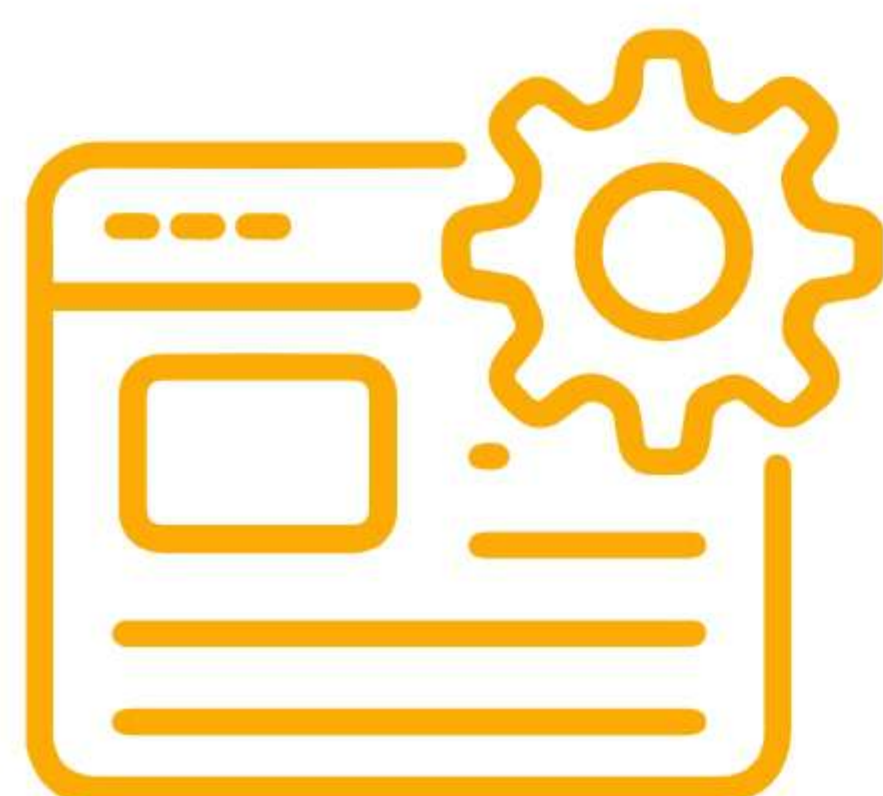
Digital Marketing

Benefit from our digital marketing expertise to create effective online campaigns and promotions, boosting your brand's presence.



Design Support

Benefit from our expertise in designing visually appealing interiors and exteriors for your outlet, ensuring an attractive and inviting ambiance for your customers.



Software Support

Utilize our software solutions to streamline operations, manage inventory, and track sales for efficient business management.

STEPS TO BECOME A FRANCHISEE



Initial Inquiry



Application Form &
Financial Qualification



Initial Meeting



Franchise Agreement
Signing



Site Selection and
Lease Negotiation



Grand Opening

4M^S KITCHEN
Meal in Minutes



G-26, Muktanand Nagar, Gujarat Gas Cir, beside
Kailash Sweets, Adajan, Surat, Gujarat 395009



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