



CHOKHI
DHANI GROUP
ENLIVENING - RESPONSIBLE TOURISM

Franchise
CHOKHIDHANI



About
**CHOKHI
DHANI
GROUP**

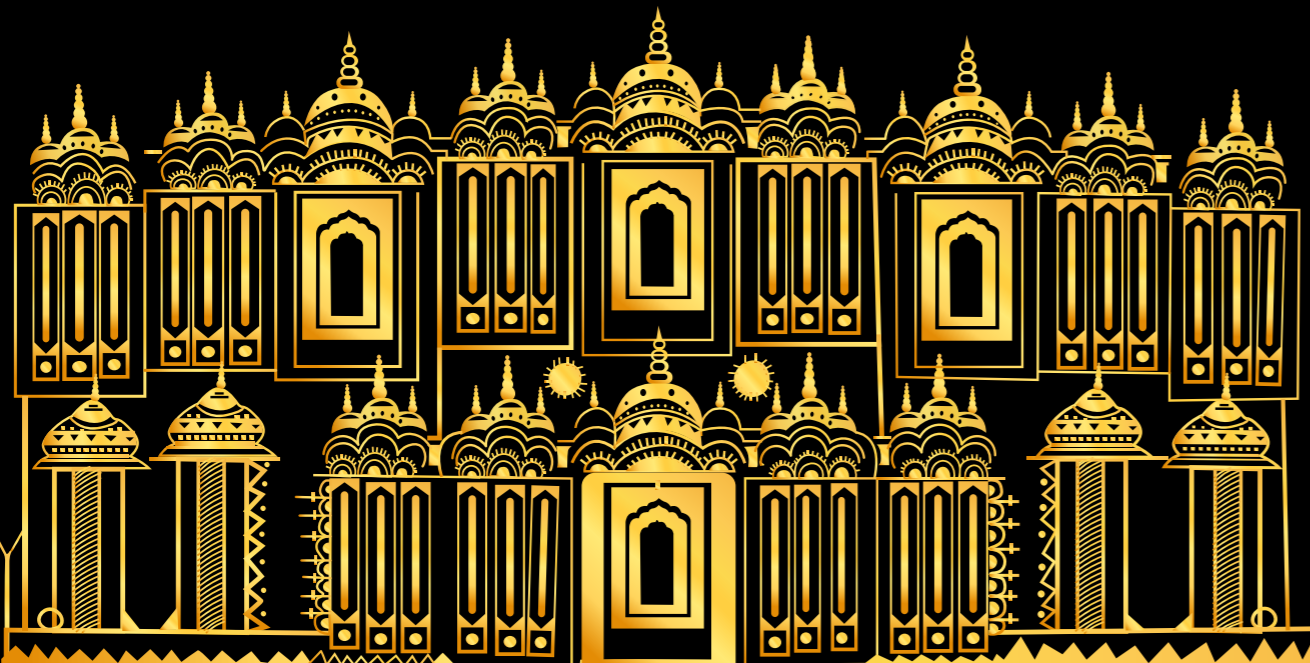
Since
1991

Awarded Most
Innovative
Tourism Project
By Govt Of India

Global
Customer-base

Largest Thali
Concept

Serving More
Than 18 Lac
Customer Per Year



Features of Chokhi Dhani



**VILLAGE
FAIR**



**CULTURAL
DANCES**



**RAJASTHANI
CUISINE**



**ANIMAL
RIDES**



**ROYAL RURAL
AMBIENCE**



**HANDICRAFT
VILLAGE**



**ENTERTAINMENT
RECREATION**



Milestones of growth



1990

Chokhi Dhani
Village Fair, Jaipur



1994

Chokhi Dhani
Resort, Jaipur



1997

Chokhi Dhani
Village Fair,
Indore



2000

Chokhi Dhani
Resort – 5 Star
Accreditation

Pink Pearl Water
Amusement Park,
Jaipur

2006

Chokhi Dhani
Village Fair, Pune

Luxury Boutique
Hotel Pink Pearl, Jaipur



2008

Chokhi Dhani
Village Fair,
Mumbai



2009

Chokhi Dhani
Resort Indore

Chokhi Dhani
Village Fair, Surat

Royal Swiss Tents &
Campside Village, Jaisalmer



2010

The Palace Hotel,
Jaisalmer

Chokhi Dhani- Awards & Accolades

Milestones of growth

2011



Chokhi Dhani Village Theme Restaurant - Ahmedabad

Chokha Punjab



2012

Chokhi Dhani Royal Dining, Bengaluru

Chokhi Dhani Village Theme Restaurant - Panchkula

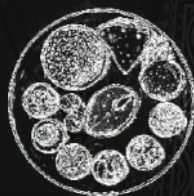
Chokhi Dhani Village Theme Restaurant - Chennai

2013



Chokhi Dhani Village Theme Restaurant - Sonipat

2014



Chokhi Dhani Foods



2018

Chokhi Dhani, UK



2022

Chokhi Dhani Village Theme Restaurant - Dubai

Chokhi Dhani, Amritsar



2024

Chokhi Dhani Village Fair & Restaurant, Meerut

Best Restaurant by Madhya Pradesh

2008

India's Most Innovative Tourism Project by Govt. of India,

2010

Best small business award by Franchise India, Microsoft, and Indiamart.

2010

our Locations INDIA



JAIPUR



INDORE



JAISALMER



PANCHKULA



SONIPAT



MEERUT



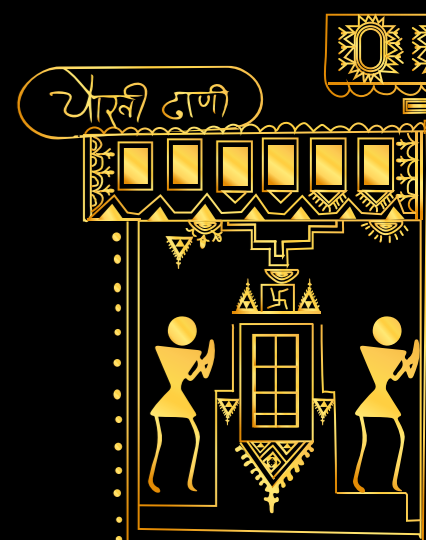
Coming Soon...

VARANASI



Coming Soon...

AGRA



our Locations

INTERNATIONAL



LONDON



DUBAI

Franchise

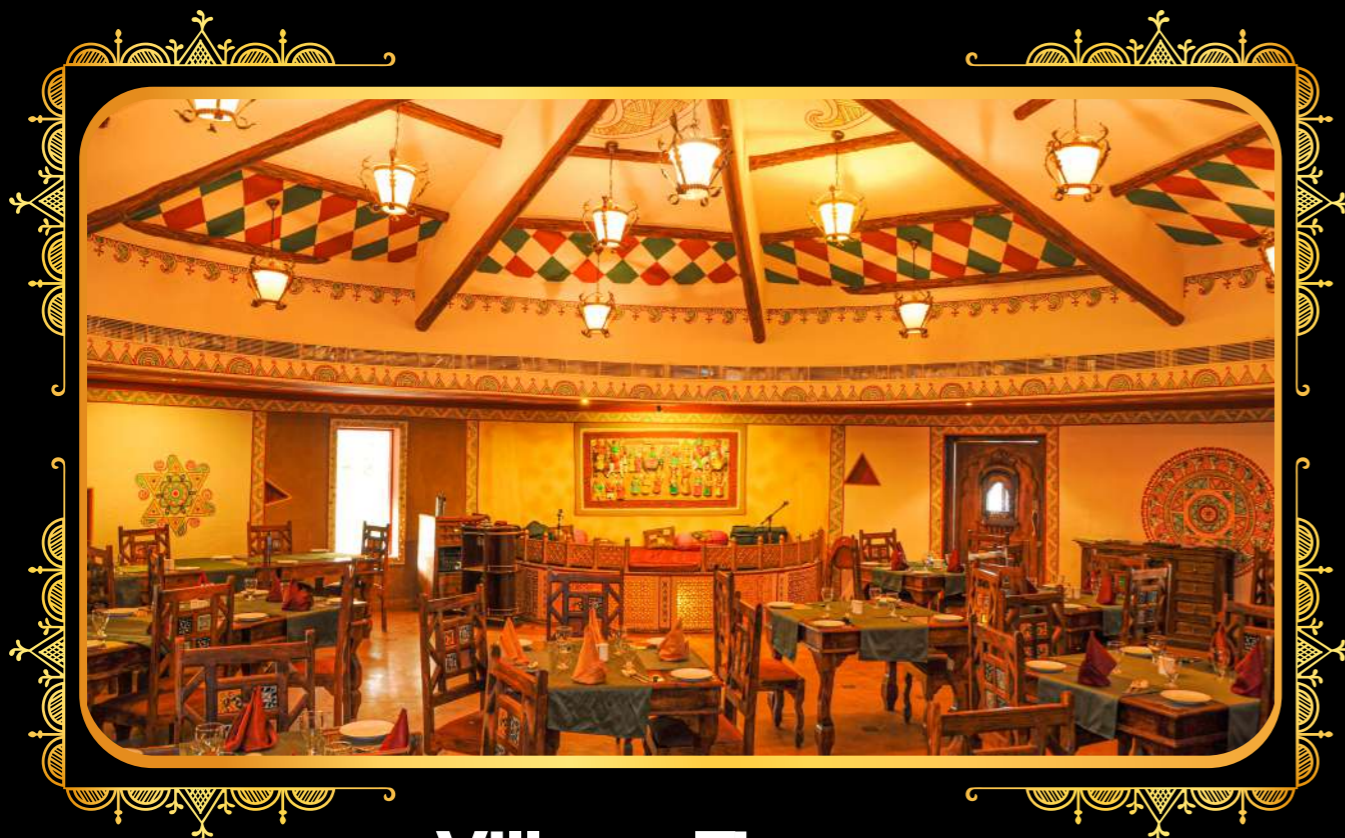
Options for Chokhi Dhani



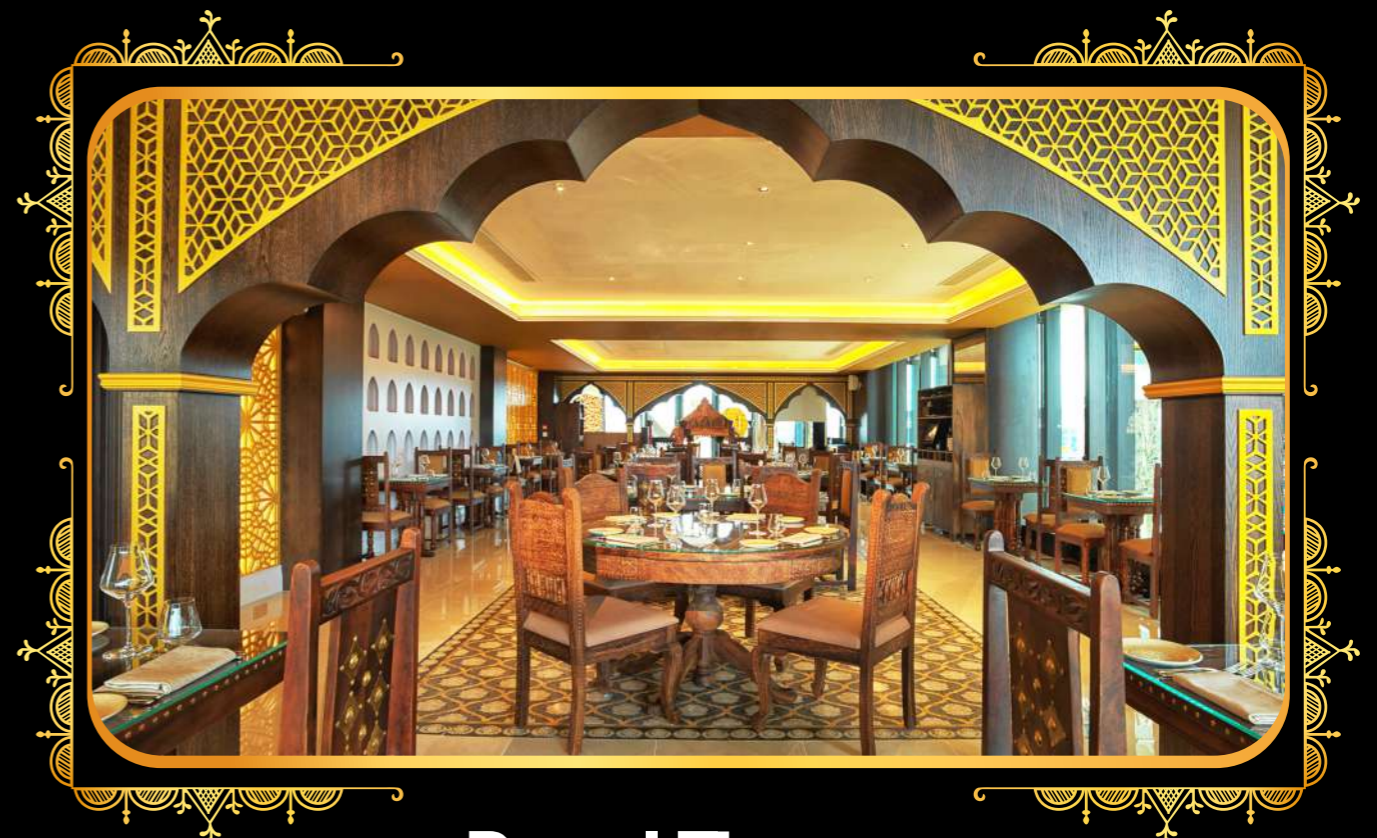
Village Fair & Dining
2-5 Acre

Franchise
OPTIONS FOR

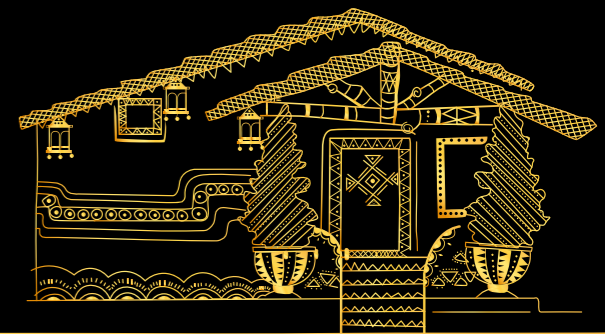
FINE-DINE RESTAURANT



Village Theme



Royal Theme



Specifics Of The Proposal

Why **CHOKHIDHANI**

- ▶ IMMEDIATE TRANSFERENCE OF GOODWILL
- ▶ NO HIT AND TRIAL BUT ASSURED OPERATIONAL KNOWHOW
- ▶ NO LEAD TIME WASTED FOR PEAK
- ▶ BEST UTILISATION OF OPPORTUNITIES AND OVERCOMING OF MARKET COMPETITION



Specifics Of The Proposal

The **Business Proposal**

- ▶ TO INVEST IN THE MODEL (CAPEX & OPEX)
- ▶ TO GET ALL LICENCES AND PERMITS
- ▶ TO PROVIDE GOODWILL AND KNOWHOW
- ▶ TO OPERATE THE MODEL



Why Chokhi Dhani

- ▶ 34 YEARS OF GOODWILL
- ▶ BEST IN ITS CLASS
- ▶ ACCEPTED WORLD OVER
- ▶ AWARDED MOST INNOVATIVE TOURISM PROJECT BY GOI
- ▶ STRONG WORLD RENOWNED BRAND
- ▶ LEADERS NOT ONLY IN HOSPITALITY, FOOD PROCESSING,
- ▶ HANDICRAFTS AND REAL ESTATE



Why Chokhi Dhani



- ▶ LEADER IN THALI AND RAJASTHANI DINING
- ▶ FIRST OF ITS KIND- DINE WITH ENTERTAINMENT
- ▶ FIRST OF ITS KIND- RETAIL OF PACKAGED FOOD
- ▶ FIRST OF ITS KIND- MULTI PRICE FOOD DINER FORMAT
- ▶ EXCEPTIONALLY HIGH BRAND RECALL AND BRAND LOYALTY
- ▶ ACCEPTENCE ACROSS GLOBE



Support by the *Franchiser*

- ▶ ALL TECHNICAL SUPPORT TO SET UP THE RAJASTHANI VILLAGE.
- ▶ USE THE BRAND NAME FOR THE DURATION OF THE AGREEMENT.
- ▶ ASSISTANCE IN EMPLOYMENT.
- ▶ ASSISTANCE IN SOURCING AUTHENTIC RAJASTHANI ARTICLES.
- ▶ ASSISTANCE IN MAINTAINING QUALITY OF RAJASTHANI FOOD.
- ▶ ALL IT' S EXPERTISE TO RUN THE BUSINESS



Expectations from the *Franchisee*

- ▶ MAKE THE INVESTMENT.
- ▶ TO LOOK AFTER LOCAL PROMOTIONS.
- ▶ BEAR ALL THE RUNNING COST.
- ▶ BE RESPONSIBLE FOR CUSTOMER ACQUISITION
- ▶ BE RESPONSIBLE FOR MAINTAINING LAW AND ORDER AT THE PROPERTY
- ▶ OBTAIN ALL THE GOVT. APPROVALS REQUIRED TO RUN THE BUSINESS.
- ▶ BE RESPONSIBLE FOR PAYMENT OF ALL THE TAXES.
- ▶ NOT ENTER IN TO ANY UNLAWFUL ACTIVITIES.

Requirements For
THE VILLAGE FAIR & DINING



Land MEASURING 2-5 ACRES

Term of Agreement 20 YEARS.

Royalty 14% OF NET REVENUE



Jaipur

Rajasthani
Ethnic Village
Fair & Dining



DINING



AMBIENCE



PERFORMANCE



ACTIVITIES



Jaisalmer

Rajasthani
Ethnic Village
Fair & Dining



Indore

Rajsthani
Ethnic Village
Fair & Dining



DINING



AMBIENCE



PERFORMANCE



ACTIVITIES



Panchkula

Rajasthani
Ethnic Village
Fair & Dining



DINING



AMBIENCE



PERFORMANCE



ACTIVITIES



Sonipat

Rajasthani
Ethnic Village
Fair & Dining



DINING



AMBIENCE



PERFORMANCE



ACTIVITIES



Dubai

Fine Dine
Restaurant



DINING



AMBIENCE



PERFORMANCE



ACTIVITIES



London Fine Dine Restaurant



DINING



AMBIENCE

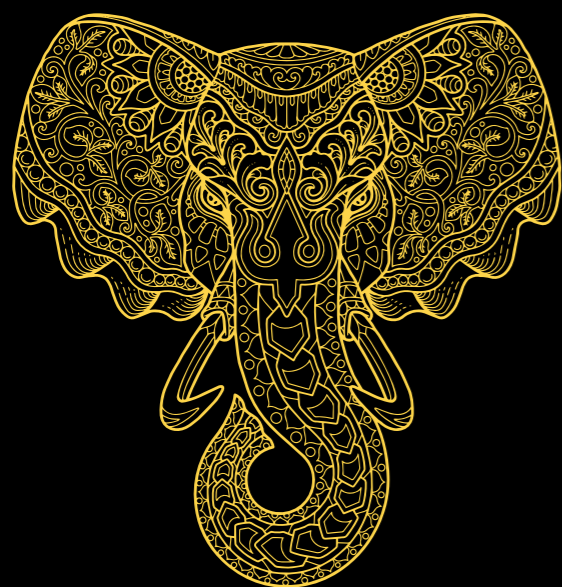


DINING



AMBIENCE





Thank you!

Chokhi Dhani Tower, S-8, Shyam Nagar,
Main Ajmer Road Jaipur-302019, Rajasthan, India
Tel: 0141-5166000 IM: 9610233344, 9982733222
Email : franchise@chokhidhani.com
Website : www.chokhidhani.com



Why Chokhidhani

- LEADER IN THALI AND RAJASTHANI DINING
- FIRST OF ITS KIND- DINE WITH ENTERTAINMENT
- FIRST OF ITS KIND- RETAIL OF PACKAGED FOOD
- FIRST OF ITS KIND- MULTI PRICE FOOD DINER FORMAT
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Support @ Chokhidhani

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- ALL IT' S EXPERTISE TO RUN THE BUSINESS

Franchisee Expectations

- MAKE THE INVESTMENT.
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Franchise PRE-REQUISITES

VILLAGE FAIR & DINING

Land: Measuring 1-2 Acres

Capital: Between 3-5 Cr

Assured return on Investment in 36 - 42 Months

FINE-DINE RESTAURANT

Covered Area: Measuring 6000-8000 Sq.ft.

Capital: Between 1-1.5 Cr

Assured return on Investment in 24 - 30 Months



• JAIPUR • INDORE • JAISALMER • PANCHKULA
• SONIPAT • AMRITSAR • LONDON • DUBAI

2 More locations coming soon

To Know more connect call

9982733222 - 9610233344

Chokhi Dhani Tower, S-8, Shyam Nagar,
Main Ajmer Road Jaipur-302019, Rajasthan, India
Email : headfranchising@chokhidhani.com
Website :www.chokhidhani.com

Since 1991

Join the leaders in
rajasthani
culture and dining



chokhi dhani
Fine-Dine Village Theme Restaurant

AWARDED MOST INNOVATIVE TOURISM PROJECT
BY GOVT. OF INDIA





Chokhi Dhani

Rajasthan Village Fair
and Dining



Features

- Village Theme
- Ethnic Attractions
- Animal Rides
- Authentic Recipe
- Cultural Performance
- Entertainment Activities
- Handicraft Retail



Chokhi Dhani

Rajasthan Theme
Fine Dine Restaurant



Features

- Grand Decor
- Authentic Recipe
- Cultural Performance
- Entertainment Activities
- Handicraft Retail



Chokhi Dhani

Rajasthan Rural Theme
Ethnic Dine Restaurant



Features

- Rural Theme
- Ethnic Attractions
- Authentic Recipe
- Cultural Performance
- Entertainment Activities
- Handicraft Retail