Mr Sandwich

Franchise Partnership: Sales Pitch

No chef. No hassle. Grow with India's 2nd largest sandwich brand.

1. Opening

India's quick-service food market is growing fast, and sandwiches are one of its most popular, repeatable and affordable categories. Mr Sandwich is already the **second largest sandwich brand in India**, with **250+ outlets** across the country.

We started in Pune in 2016 and have grown into a pan-India network. Now we want you to be part of the next phase.

2. Who We Are

250+ Outlets	**2016** Founded in Pune	**#2** Sandwich brand in India	**Pan-India** Presence

- **Pune-born brand**, founded in 2016
- **250+ outlets** with a pan-India presence
- **Own production unit in Pune**, so quality and consistency stay in our control
- **Wide menu:** subs, regular sandwiches, shakes and many other items

3. The Chef Less Model

The biggest barrier to opening a food outlet is finding and keeping skilled chefs. **With Mr Sandwich, you don't need one.**

Our recipes, sauces and fillings are prepared at our own production unit in Pune and sent to your outlet mostly in frozen, ready-to-use form. Your team only needs to assemble, finish and serve, following our simple SOPs. That means:

- **No chef to hire** and no dependence on one person's skill
- **Identical taste** at every outlet
- **Quick training:** staff get productive fast
- **Faster service** and lower labour cost
- **Less wastage** thanks to frozen storage and portion control

Combined with our **360-degree support**, the outlet runs on the system, not on a single expert.

4. Investment and Space: Two Formats

	Takeaway Outlet	Standalone Outlet
Investment	Starts from **₹9 lakh**	Starts from **₹17 lakh**
Space required	**100-150 sq ft**	**300-600 sq ft**
Best suited for	High-footfall spots: markets, colleges, office areas, transit points	Destination spots with seating: main roads, malls, high streets
Model	Compact, low-cost, fast service	Full outlet experience with a bigger menu presence

A small space and an entry-level investment make it easy to start. The standalone format gives you a bigger brand presence and more earning potential.

5. The 5 Pillars of Your Outlet

Every successful food and beverage outlet rests on five things. We take care of all of them.

1. Location (through our broker network)

Our broker network helps you find high-footfall, high-visibility sites, so you don't search blindly or risk a poor spot.

2. Staff (hiring, training and replacement by the company)

We hire, train and replace staff from our side. If someone leaves, you are not left short-handed.

3. Operations support

You get a proven system from setup to daily running, backed by SOPs, guidance and on-ground help.

4. Raw material

Our Pune production unit supplies **70-80% of raw material in frozen format** to outlets across India. This gives you consistent taste, longer shelf life, simple storage and dependable supply wherever you are.

5. Marketing (online and offline)

4 influencer campaigns a year, **Google Business page** management, **Instagram page** management and offline promotion to build local awareness.

6. A Menu That Fits Your Market

- **Full range:** subs, regular sandwiches, shakes and more
- **Customisable pricing:** adjust prices to suit your location and customers
- **Add-on items:** include a few extra products to match local demand

7. Why Partner With Us

What you worry about	How we handle it
Finding a good location	Broker network
Hiring chefs and staff	Chef Less model, with company-led hiring, training and replacement
Running daily operations	Operations support team
Sourcing quality ingredients	Own production unit, frozen supply chain
Getting customers	Online and offline marketing
Large upfront investment	Entry from just ₹9 lakh
Standing out in the market	A trusted, nationally recognised brand

8. The Close

You don't need to be a food-industry veteran, and you don't need a chef. You need a strong brand, a proven system and a partner who backs you at every step. That is Mr Sandwich.

Start your outlet from ₹9 lakh.
Join the second largest sandwich brand in India.

Contact us for franchise details, available locations and the next steps.