



THE SECRET WONDERS

CAFE & RESTAURANT

The Secret Wonders is an Art of Balancing
Tradition With Innovation & Automation.



Our **One-Store Food Court**
concept redefines dining convenience
by bringing the diversity of a
food court into a single location.

**Big Dream will not be dream anymore,
Join India's most promising brand.**

For Franchise Enquiry :
93632 53118 | 90039 96635

**Franchise Starts @
₹ 4.5 Lakhs Only**

■ About Us:

Our brand is transforming the food service industry with cutting-edge automation. We specialize in using state-of-the-art fried rice machines that deliver consistently delicious dishes at the push of a button. Combining culinary tradition with modern technology, we're bringing efficiency, flavour, and innovation to the world of fast-casual dining. Our café and restaurant franchise is more than just a dining destination – it's a community hub where people gather to enjoy great food, exceptional food menus, and a welcoming atmosphere. With a diverse menu crafted from high-quality ingredients, we've perfected the art of balancing tradition with innovation. By joining us, you'll become part of a brand that delivers culinary delights and memorable experiences.



No Royalty Fee



End to End Training



Manpower Support



Social Media marketing

■ Why Franchise with Us?

▶ Innovative Technology:

Our proprietary fried rice machines cook perfect portions of fried rice in minutes, ensuring quality, speed, and consistency in every serving. This unique approach reduces labour costs and enhances efficiency, setting your business apart.

▶ Established Brand with Loyal Customers:

Leverage the power of a trusted brand with a strong following. Our reputation for quality food and excellent service ensures you'll attract customers from day one.

▶ Low Labour Requirements:

The automated nature of our machines minimizes the need for extensive kitchen staff. This translates to lower labour costs, simplified operations, and higher profitability.

■ Why Franchise with Us?

▶ Diverse Menu Offering:

From artisan coffees and breakfast delights to gourmet meals and decadent desserts, our menu caters to every occasion, maximizing customer visits throughout the day.

▶ Proven Business Model:

Our streamlined operations, training systems, and supply chain partnerships make running your franchise efficient and profitable. Whether you're a seasoned entrepreneur or new to the food industry, we've got you covered.

▶ Comprehensive Training & Support:

You'll receive hands-on training in every aspect of running a café and restaurant, including food preparation, customer service, and team management. Our ongoing support ensures your business continues to thrive.

▶ Marketing Expertise:

Benefit from professionally designed campaigns, local and national advertising, and digital marketing tools to grow your brand presence and attract customers.

▶ Flexible Store Formats:

Choose from a range of formats, including full-service restaurants, quick-service café models, or hybrid setups, tailored to suit your location and budget.



■ The Secret Wonders Franchise Benefits!

- ▶ High range machineries for seamless production.
- ▶ High ROI
- ▶ No dependency on skilled manpower
- ▶ Free Swiggy & Zomato Integration
- ▶ No Royalty
- ▶ Customizable menus & pricing
- ▶ Free Training at Institute



CAFE MODEL

FRANCHISE FEE: 4.5 LAKHS

■ Franchisor Inclusions:

Machineries & Equipment's:

- ▶ High Pressure Water Steamer - 1
- ▶ 3.5KW 11L Deep Fryer - 2
- ▶ 1KW 7L China Fryer - 1
- ▶ Commercial Sandwich Machine - 1
- ▶ Microwave Oven - 1
- ▶ Milkshake Blender - 1
- ▶ 3 Burner Stove - 1
- ▶ SS Breeding Table - 1
- ▶ 350L Deep Freezer - 1
- ▶ Single Deck Pizza Oven - 1
- ▶ Single Waffle Machine - 1



CAFE MODEL

FRANCHISE FEE: 4.5 LAKHS

Franchisor Inclusions:

Welcome Kit

- ▶ Nitrile Gloves - 1 box
- ▶ Marination Box (Medium) - 2
- ▶ Apron - 4 nos
- ▶ Head Cap Cover - 1 box
- ▶ Seasoning Cups - 4 nos



Branding & Advertisement

- ▶ 10*4 Backlight Name Board - 1
- ▶ 6*3 Standing Light Board - 1
- ▶ 2ft LED Logo - 1
- ▶ Branding Photo Frames - 15 Nos
- ▶ Pamphlets - 2000 Nos
- ▶ 8*10 Banners - 4 Nos
- ▶ Social Media Posters
- ▶ Online Promotions (YouTube / Facebook / Instagram)



CAFE MODEL - SPECIAL MENU

TEA		PRICE	FLAVOURED MILK		PRICE	MUG PIZZA		PRICE
Dum Tea		15	Rose Milk		40	Veg Pizza		60
Ginger Tea		20	Special Rose Milk		60	Veg Mexican Cheese Pizza		80
Cardamom Tea		20	Badam Milk		50	Chicken Pizza		80
Masala Tea		20	Chocolate Milk		60	Chicken Mexican Pizza		100
Chocolate Tea		25	Pista Milk		70			
Rose Tea		25	Milo Milk		70			
COFFEE		PRICE	MILKSHAKE		PRICE	FALOODA		PRICE
Almond Coffee		20	Vanilla		80	Arabian Falooda Mini		80
Vanilla Coffee		20	Chocolate		90	Arabian Falooda Regular		120
Hazelnut Coffee		25	Butterscotch		90			
			Strawberry		90			
BLACK TEA		PRICE	Mango		90	FRENCH FRIES		PRICE
Plain Tea		15	Pista		90	Salted Fries		70
Lemon Tea		20	Peanut Butter		90	Salt & Pepper Fries		80
Ginger Tea		20	Oreo		90	Mexican Fries		100
Lemon & Ginger Tea		20	Oreo Kitkat		90	Peri Peri Fries		100
Special Lemon Tea		20	Dark Fantasy		90			
COLD COFFEE		PRICE	Almond & Nuts		120	MAGGI		PRICE
Almond Coffee		80	FRIED MOMO		PRICE	Veg Maggi		60
Vanilla Coffee		80	Veggie Momo (6pc)		60	Veg Cheese Maggi		80
Caramel Coffee		80	Paneer Momo (6pc)		80	Egg Maggi		80
Hazelnut Coffee		90	Corn Cheese Momo (6pc)		90	Egg Cheese Maggi		100
LASSI		PRICE	Chicken Momo (6pc)		80			
Sweet		40	Chicken Tikka Momo (6pc)		90			
Mango		60	Peri Peri Chicken Momo (6pc)		100			
Strawberry		60	Schezwan Chicken Momo (6pc)		100			
Chocolate		70	PAROTTA ROLLS		PRICE	PRICE		
Butterscotch		70	Spicy Paneer Roll		80	Peri Peri Egg Roll		100
Pista		70	Mexican Paneer Roll		90	Chicken Roll		90
Pineapple		70	Peri Peri Paneer Roll		90	Mexican Chicken Roll		100
			Double Egg Roll		90	Peri Peri Chicken Roll		100
			Mexican Egg Roll		100			



CAFE MODEL - SPECIAL MENU

BREAD OMELETTE

	PRICE
Bread Omelette - Normal	50
Bread Omelette - Special	80

PASTA

	PRICE
White Sauce Pasta (Veg)	100
Peri Peri Pasta (Veg)	120
Mexican Pasta (Veg)	120
White Sauce Pasta (Non Veg)	150
Peri Peri Pasta (Non Veg)	180
Mexican Pasta (Non Veg)	180

CLASSIC FRIED CHICKEN

	PRICE
Chicken Popcorn (Regular)	80
Fried Chicken Regular	70
Fried Chicken Drumstick	80
Chicken Wings (4Pcs)	120
Chicken Strips (4Pcs)	140



BURGER

	PRICE
Veg Burger	90
Veg Cheese Burger	120
Chicken Burger	120
Chicken Cheese Burger	150



SANDWICH

	PRICE
Veg Sandwich	50
Veg Cheese Sandwich	70
Paneer Sandwich	60
Paneer Cheese Sandwich	70
Chicken Sandwich	70
Chicken Cheese Sandwich	80
Mexican Chicken Sandwich	80
Peri Peri Chicken Sandwich	80
Mexican Chicken Cheese Sandwich	90
Peri Peri Chicken Cheese Sandwich	90

BUCKET CHICKEN

	PRICE
Classic Fried Chicken Wings (8Pcs)	240
Classic Fried Chicken Strips (8Pcs)	275
Mini Bucket (Wings - 2, Strips - 2, Drumstick - 1, Regular - 1)	275
Classic Fried Chicken Mini Bucket (4Pcs)	295
Classic Fried Chicken Drumstick (4Pcs)	315
Classic Fried Chicken Wings (12Pcs)	350
Classic Fried Chicken (8Pcs)	590



CONE WAFFLE

	PRICE
Belgian Chocolate Milk	80
Belgian Chocolate Dark	80
Belgian Double Chocolate Milk	100
Butterscotch	100
Hazzlenut	100
Cream & Cookies	100
Red Velvet - White Chocolate	120

CHILLERZ

	PRICE
Green Mintz	70
Blue Lady	70
Mango Forest	80
Pineapple Ocean	80
Orange Delight	80
Blueberry Island	90



CAFE & RESTAURANT MODEL

FRANCHISE FEE: 6.95 LAKHS

Franchisor Inclusions:

Machineries & Equipment's:

- ▶ Automatic Fried Rice Machine - 1
- ▶ SS 2 Burner Stove - 1
- ▶ Double Deck Pizza Oven - 1
- ▶ High Pressure Water Steamer - 1
- ▶ SS 3ft BBQ Machine - 1
- ▶ 3.5KW 11L Deep Fryer - 1
- ▶ 1KW 7L China Fryer - 1
- ▶ Commercial Sandwich Machine - 1
- ▶ Microwave Oven - 1
- ▶ Milkshake Blender - 1
- ▶ Sujatha Mixer Grinder - 1
- ▶ Electric Hot Plate - 1
- ▶ SS 3 Burner Stove - 1
- ▶ Hand Blender - 1
- ▶ Chicken Keema Machine - 1
- ▶ SS Breeding Table - 1
- ▶ 350L Deep Freezer - 1
- ▶ 250L Deep Freezer - 1



CAFE & RESTAURANT MODEL

FRANCHISE FEE: 6.95 LAKHS

Franchisor Inclusions:

Welcome Kit

- ▶ Nitrile Gloves – 2 box
- ▶ Marination Box (Large) – 2 nos
- ▶ Marination Box (Medium) – 2 nos
- ▶ Apron – 8 nos
- ▶ Head Cap Cover – 1 box
- ▶ Seasoning Cups – 6 nos



Branding & Advertisement

- ▶ 15*4 LED Name Board – 1
- ▶ 6*3 Standing Light Board – 1
- ▶ 2ft LED Logo – 1
- ▶ Branding Photo Frames – 20 nos
- ▶ Pamphlets – 2000 nos
- ▶ 8*10 Banners – 4 nos
- ▶ Social Media Posters
- ▶ Online Promotions (YouTube / FB / Insta)



CAFE & RESTAURANT MODEL - SPECIAL MENU

TEA	PRICE	FLAVOURED MILK	PRICE	MUG PIZZA	PRICE
Dum Tea	15	Rose Milk	40	Veg Pizza	60
Ginger Tea	20	Special Rose Milk	60	Veg Mexican Cheese Pizza	80
Cardamom Tea	20	Badam Milk	50	Chicken Pizza	80
Masala Tea	20	Chocolate Milk	60	Chicken Mexican Pizza	100
Chocolate Tea	25	Pista Milk	70		
Rose Tea	25	Milo Milk	70	FALOODA	PRICE
				Arabian Falooda Mini	80
				Arabian Falooda Regular	120
COFFEE	PRICE	MILKSHAKE	PRICE	FRENCH FRIES	PRICE
Almond Coffee	20	Vanilla	80	Salted Fries	70
Vanilla Coffee	20	Chocolate	90	Salt & Pepper Fries	80
Hazelnut Coffee	25	Butterscotch	90	Mexican Fries	100
		Strawberry	90	Peri Peri Fries	100
BLACK TEA	PRICE	Mango	90		
Plain Tea	15	Pista	90	MAGGI	PRICE
Lemon Tea	20	Peanut Butter	90	Veg Maggi	60
Ginger Tea	20	Oreo	90	Veg Cheese Maggi	80
Lemon & Ginger Tea	20	Oreo Kitkat	90	Egg Maggi	80
Special Lemon Tea	20	Dark Fantasy	90	Egg Cheese Maggi	100
		Almond & Nuts	120		
COLD COFFEE	PRICE	FRIED MOMO	PRICE		
Almond Coffee	80	Veggie Momo (6pc)	60		
Vanilla Coffee	80	Paneer Momo (6pc)	80		
Caramel Coffee	80	Corn Cheese Momo (6pc)	90		
Hazelnut Coffee	90	Chicken Momo (6pc)	80		
		Chicken Tikka Momo (6pc)	90		
LASSI	PRICE	Peri Peri Chicken Momo (6pc)	100		
Sweet	40	Schezwan Chicken Momo (6pc)	100		
Mango	60				
Strawberry	60	PAROTTA ROLLS	PRICE		
Chocolate	70	Spicy Paneer Roll	80	Peri Peri Egg Roll	100
Butterscotch	70	Mexican Paneer Roll	90	Chicken Roll	90
Pista	70	Peri Peri Paneer Roll	90	Mexican Chicken Roll	100
Pineapple	70	Double Egg Roll	90	Peri Peri Chicken Roll	100
		Mexican Egg Roll	100		



CAFE & RESTAURANT MODEL - SPECIAL MENU

BREAD OMELETTE	PRICE		BUCKET CHICKEN	PRICE
Bread Omelette - Normal	50		Classic Fried Chicken Wings (8Pcs)	240
Bread Omelette - Special	80		Classic Fried Chicken Strips (8Pcs)	275
			Mini Bucket	275
			(Wings - 2, Strips - 2, Drumstick - 1, Regular - 1)	
PASTA	PRICE		Classic Fried Chicken Mini Bucket (4Pcs)	295
White Sauce Pasta (Veg)	100		Classic Fried Chicken Drumstick (4Pcs)	315
Peri Peri Pasta (Veg)	120		Classic Fried Chicken Wings (12Pcs)	350
Mexican Pasta (Veg)	120		Classic Fried Chicken (8Pcs)	590
White Sauce Pasta (Non Veg)	150			
Peri Peri Pasta (Non Veg)	180			
Mexican Pasta (Non Veg)	180			
CLASSIC FRIED CHICKEN	PRICE		TAWA BURGER	PRICE
Chicken Popcorn (Regular)	80		Veg Tawa Burger	80
Fried Chicken Regular	70		Veg Cheese Tawa Burger	100
Fried Chicken Drumstick	80		Chicken Tawa Burger	120
Chicken Wings (4Pcs)	120		Chicken Cheese Tawa Burger	150
Chicken Strips (4Pcs)	140		Special Chicken Tawa Burger	180
			Special Double Chicken Tawa Burger	200
BURGER	PRICE		CONE WAFFLE	PRICE
Veg Burger	90		Belgian Chocolate Milk	80
Veg Cheese Burger	120		Belgian Chocolate Dark	80
Chicken Burger	120		Belgian Double Chocolate Milk	100
Chicken Cheese Burger	150		Butterscotch	100
Fried Chicken Burger	150		Hazzlenut	100
			Cream & Cookies	100
SANDWICH	PRICE		Red Velvet - White Chocolate	120
Veg Sandwich	50			
Veg Cheese Sandwich	70		CHILLERZ	PRICE
Paneer Sandwich	60		Green Mintz	70
Paneer Cheese Sandwich	70		Blue Lady	70
Chicken Sandwich	70		Mango Forest	80
Chicken Cheese Sandwich	80		Pineapple Ocean	80
Mexican Chicken Sandwich	80		Orange Delight	80
Peri Peri Chicken Sandwich	80		Blueberry Island	90
Mexican Chicken Cheese Sandwich	90			
Peri Peri Chicken Cheese Sandwich	90			

CAFE & RESTAURANT MODEL - SPECIAL MENU

ROLL SHAWARMA

	NORMAL	SPECIAL
Peri Peri Shawarma	90	130
Mexican Shawarma	90	130
Schezwan Shawarma	90	130
Indian Shawarma	100	140



PLATE SHAWARMA

	NORMAL	SPECIAL
Peri Peri Shawarma	120	160
Mexican Shawarma	120	160
Schezwan Shawarma	120	160
Indian Shawarma	130	170



KEBAB

	PRICE
Al-Faham Chicken Kebab (5pc)	150
Hariyali Chicken Kebab (5pc)	150
Peri Peri Chicken Kebab (5pc)	150
Chicken Sheek Kebab (4pc)	150
Paneer kebab (5pc)	150



VEG BBQ

	STREET	MEXICAN	PERI PERI
Pineapple BBQ (2pc)	60	80	80
Mushroom BBQ (8-10pc)	80	100	100
Paneer BBQ (4-5pc)	90	120	120



PIECE BBQ

	STREET	MEXICAN	PERI PERI
Chicken wings (3pc)	70	80	90
Chicken Lollipop (3pc)	70	80	90
Chicken Drumstick (1pc)	60	70	70



FULL BBQ

	QUARTER	HALF	FULL
Peri Peri Chicken BBQ	140	270	530
Pepper Chicken BBQ	140	270	530
Al-Faham Chicken BBQ	150	290	560



CAFE & RESTAURANT MODEL - SPECIAL MENU

STARTERS (VEG)

	PRICE
Gobi 65	80
Paneer 65	120
Gobi Manchurian	120
Paneer Manchurian	150



STARTERS (NON-VEG)

	PRICE
Egg Podimass	60
Chicken Egg Podimass	150
Chicken 65	150
Chicken Lollipop	180
Chicken Wings	180
Chilli Chicken	150
Pepper Chicken	150
Chicken Manchurian	150
Schezwan Chicken	150
Chicken Keema Ball	150



CHINESE

	PRICE
Veg Fried Rice / Noodles	80
Egg Fried Rice / Noodles	100
Chicken Fried Rice / Noodles	150
Chilli Parotta	130
Kadai Egg Kothu Parotta	100
Kadai Chicken Kothu Parotta	130



INDIAN BREADS

	PRICE
Naan 1pc	35
Butter Naan 1pc	50
Garlic Naan 1pc	40
Butter Garlic Naan 1pc	60

VEG GRAVY

	PRICE
Green Peas Masala	80
Gobi Masala	120
Paneer Tikka Masala	150
Paneer Butter Masala	150
Mushroom Masala	150
Kadai Paneer Masala	150
Kadai Mushroom Masala	150
Kadai Gobi Masala	150
Special Cashew Masala	150

NON-VEG GRAVY

	PRICE
Egg Masala	100
Egg Pepper Masala	130
Chicken Masala	150
Butter Chicken Masala	180
Chettinad Chicken Masala	180
Kadai Chicken Masala	180
Pepper Chicken Masala	180



■ Franchisee Responsibilities:

Choosing Location:

Franchisee should choose the locations based on people crowding areas like Market, School, College, Bus stand, Companies, etc.

Transportation Charges:

Franchisee should take care of the transportation charges depends on their location. Franchisor shall arrange 'MSS / VRL / A1 transport' kind of logistics under 'TO PAY' option.

Battery Backup:

Power backup should be arranged by the Franchisee based on requirements.

Cylinders:

Franchisee should arrange three cylinders. Two for work and one for backup.

Trade & Commercial Licence:

Franchisee should take care on the local permissions and other licences if required. Franchisor shall advice on the procedural formalities.

Initial Stocks Purchase:

Franchisee should arrange Rs.90,000 for purchasing basic stocks like Masalas, Packing containers, Chicken, Groceries, etc

Cutleries Purchase:

Franchisee should arrange Rs.1,50,000 for Plates, Glass, Storage containers, cutting board, working tables, etc. based on the requirements.

Business Cycle Amount:

Franchisee should maintain Rs.1,50,000 for business rotation.

■ Sales Projection

Cafe Plan	Projection 1		Projection 2		Projection 3		Projection 4	
	Daily	Monthly	Daily	Monthly	Daily	Monthly	Daily	Monthly
Average Sales	10000	300000	18000	540000	25000	750000	35000	1050000
Staff Salary	1200	36000	1400	42000	1500	45000	1800	54000
Shop Rent	700	21000	700	21000	1500	45000	2000	60000
Current Bill	200	6000	300	9000	300	9000	400	12000
Groceries	1000	30000	1800	54000	2500	75000	3000	90000
Vegetables	400	12000	600	18000	800	24000	100	3000
Chicken	3000	90000	5000	150000	7000	210000	10000	300000
Gas	300	9000	400	12000	500	15000	700	21000
Masalas	250	7500	380	11400	500	15000	600	18000
Packing material	200	6000	360	10800	450	13500	600	18000
Total Expenses / day	7250	217500	10940	328200	15050	451500	19200	576000
Miscellaneous (5%)	363	10875	547	16410	753	22575	960	28800
Total Net Profit	2388	71625	6513	195390	9198	275925	14840	445200

Cafe & Restaurant Plan	Projection 1		Projection 2		Projection 3		Projection 4	
	Daily	Monthly	Daily	Monthly	Daily	Monthly	Daily	Monthly
Average Sales	20000	600000	30000	900000	40000	1200000	50000	1500000
Staff Salary	2000	60000	2000	60000	2500	75000	2500	75000
Shop Rent	1000	30000	1000	30000	1500	45000	2000	60000
Current Bill	500	15000	500	15000	500	15000	500	15000
Groceries	2000	60000	2500	75000	3000	90000	3500	105000
Vegetables	500	15000	800	24000	1000	30000	1500	45000
Chicken	6000	180000	9000	270000	12000	360000	15000	450000
Gas	500	15000	800	24000	1500	45000	2000	60000
Masalas	450	13500	700	21000	900	27000	1500	45000
Packing material	400	12000	700	21000	1200	36000	1600	48000
Total Expenses / day	13350	400500	18000	540000	24100	723000	30100	903000
Miscellaneous (5%)	667	20025	900	27000	1205	36150	1505	45150
Total Net Profit	5982	179475	11100	333000	14695	440850	18395	551850



Corporate Office Address:

KVM Complex, GST Road, Chengalpattu By-Pass,
Chengalpattu, Tamil Nadu - 603002.

For Details : 70100 24542

For Franchise Enquiry:

Tamil Nadu : 93632 53118 | 90039 96635

Andhra Pradesh & Telangana : 63640 62635

Kerala & Karnataka : 63640 62635