

THE ESSENCE OF SOUTH

Franchise With South Masala

Authentic South Indian flavours, timeless hospitality, and proven operational support.

Authentic cuisine	Strong brand identity	Growing market demand
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Franchise team: +91 96969 67620

FRANCHISE FORMATS

Three ways to bring South Masala home.

Express Model

Rs. 30 Lakhs

Mini Restaurant

Rs. 55-60 Lakhs

Full Restaurant

Rs. 70-75 Lakhs

Every format carries the same standard of hospitality, scaled to fit the market.

SUPPORT

You focus on hospitality. We handle the rest.

Brand Support

Identity, marketing material and brand guidelines.

Setup Support

Restaurant planning, interiors, kitchen and equipment layout.

Operational Support

Menu, recipes, training, vendor and kitchen systems.

Marketing Support

Launch campaigns, digital and local promotions.

THE JOURNEY

Your path with South Masala.

1. Enquiry	Share interest and city.
2. Discussion	Fit, format and investment.
3. Location	Site evaluation.
4. Agreement	Terms finalised.
5. Design & Setup	Interiors and kitchen.
6. Training	Recipes and systems.
7. Opening	Launch support.
8. Ongoing	Continued support.

START YOUR JOURNEY

Speak with our franchise team to discuss investment opportunities.

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Investment figures and availability are based on the supplied franchise information and remain subject to direct discussion with the South Masala team.