

DOSBROS
FRESH MEXICAN GRILL

DOSBROS INDIA BRAND DECK

35+
STORES GLOBALLY

WWW.DOSBROS.IN



LET'S DISRUPT

Join us as we DISRUPT & REVOLUTIONIZE
the Mexican QSR (Fast-casual) segment in India with
delectable Mexican cuisine



Restaurant Guru's Choice:
'TOP QSR BRAND 2024'

'UPCOMING QSR BRAND RECIPIENT 2024'

by Food Connoisseurs India

Awarded as one of the
'TOP 100 GROWING QSR CHAINS IN THE USA'
for both 2021 and 2022

CONTENTS

1. Why Tex Mex	4-5
2. Why Fast Casual	6-7
3. Why Do We Stand Apart	8-9
4. Our US Journey And The Road Ahead	10-11
5. Founder's Story	12-13
6. Become A Part Of The DosBros Family	14-15
7. Steps To Become A DosBros Franchise	16
8. Our Ideal Candidate	17



01

WHY TEX MEX?

INDIANS AND MEXICANS ARE ALIKE

Tex-Mex food, closely related to Urban-Mexican culture, harmoniously aligns with Indian consumer's taste palettes. By combining authentic Tex-Mex recipes made from scratch with fresh, high-quality ingredients, DosBros recipes are specially designed for the Indian audience.

Every meal is a delightful experience that offers an authentic Mexican taste that Indians would love to eat again and again.

EAT CLEAN
EAT FRESH
EAT HEALTHY



GROWTH DRIVERS OF THE QSR (FAST-CASUAL) MARKET IN INDIA



Changing consumer preferences towards diverse international cuisines



Globalization, travel, and exposure to western culture and food preferences



Rapid urbanization and higher disposable income in metro cities



Health-conscious consumers seeking and prioritizing fresher ingredients



Fusion of Tex-Mex and Indian flavours for unique dining experiences



Tex-Mex's appeal to the younger demographic



JAIN
VEGAN
GLUTEN-FREE

02

WHY FAST CASUAL?

HOW DOSBROS WILL LEVERAGE THIS OPPORTUNITY IN INDIA

DosBros stands out in India's competitive food scene through its unique blend of a fast-casual setting and a customizable Tex-Mex menu. The QSR (fast-casual) setup ensures customers can enjoy a swift and convenient dining experience without compromising quality.

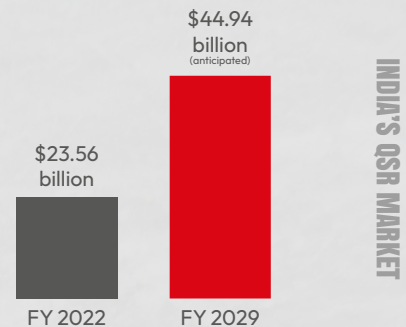
What truly distinguishes DosBros is its focus on customization. Patrons have the freedom to design their Tex-Mex culinary journey, selecting their preferred protein, fresh toppings, and sauces. This personalized approach celebrates individual tastes and accommodates diverse dietary and religious requirements.

DosBros takes pride in its diverse offerings for Indian consumers, specifically designed to meet the needs of Jain, Vegan, and Gluten-Free customers.

THE QSR (FAST-CASUAL) MARKET IN INDIA

\$44.94 BILLION

In FY 2022, India's QSR market was valued at \$23.56 billion and is anticipated to grow to \$44.94 billion by FY 2029, exhibiting a CAGR of ~11.36%.



HIGHER INCOME

India's QSR industry has transformed from a simple and affordable dining option to one providing comfort cuisine, expanding its market scope. This evolution caters to price-sensitive consumers and those with higher incomes, effectively meeting their aspirational needs and convenience quests.

44%

44% of the Indian QSR market is dominated by international brands, underscoring the substantial trust and adaptability of Indian consumers towards global franchises. Moreover, within the overall revenue distribution of the QSR segment in India, international brands contribute 53%, showcasing their significant brand equity and resonance with Indian consumers.



As a U.S.-based MNC, DosBros is strategically aligned with this advantageous trend in India. As a result, franchise owners stand to gain from this positive momentum, fostering confidence in the exceptional potential for profitability.

India's thriving, healthy food industry is estimated to be worth approximately \$30 billion by 2026. With this context in mind, DosBros operates within an expansive market poised for significant growth in the near future.



WHY DO WE STAND APART?

We've gone out of our way to stand apart from a segment that continues to depend on the unhealthy, preservative-laden, or processed ingredients.

We stand apart from the competition as a Mexican **fast casual** franchise opportunity that prioritizes healthy eating.



We don't just offer an opportunity to break into the Tex-Mex fast casual industry, we offer a way to capitalize on the healthy eating and living trends that serve multiple demographics.



TAILORED CUSTOMIZATION

Our QSR/Fast Casual chain excels in hassle-free, user-friendly customization for individual preferences.

PREMIUM FRESH INGREDIENTS

Our commitment to using only the freshest ingredients ensures a superior product quality.



✓ **FIRST MOVER ADVANTAGE**

✓ **AUTHENTICITY ETHOS**

✓ **GLOBAL PRESENCE**

✓ **ESTABLISHED SOPS**

REVOLUTIONARY CONCEPT MASTERY

We stand out by introducing a distinctive concept that sets us apart both conceptually and literally. Patrons have the freedom to create over 100 unique combinations from diverse options, spanning Bowls, Burritos, Tacos, Nachos, and Quesadillas.

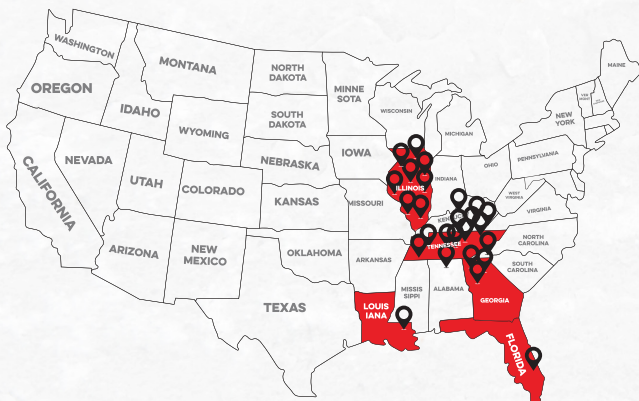


OUR USA JOURNEY AND THE ROAD AHEAD

FOUNDED IN USA 2015

DosBros' business has grown from \$1.5 Million in 2015 to \$42 Million in 2022 in the US. With the rise of the Fast-Casual Market in India, DosBros will become the fastest-growing Tex-Mex QSR (Fast-Casual) chain in India.

30+ LOCATIONS AND COUNTING



FORAYING IN CANADA 2024



LAUNCHED IN INDIA 2022



2015

07.15

Cleveland, TN

2016

10.16

Chattanooga, TN

2017

01.17

Dalton, GA

06.17

Hixson, TN

2018

03.18

Ooltewah, TN

07.18

Chattanooga, TN

11.18

Franklin, TN

12.18

Dickson, TN

2019

08.19

Oak Ridge, TN

09.19

Rome, GA

11.19

Chattanooga, TN

2020

05.20

Gallatin, TN

08.20

Marietta, GA

11.20

Franklin, TN
CoolSprings Galleria**2021**

01.21

East Ridge, TN

02.21

Knoxville, TN

07.21

Chicago, IL (3)

2022

12.22

Ahmedabad, India

07.22

Oswego, IL

2023

04.23

Ahmedabad, India

05.23

Chicago, IL (2)

08.23

Metairie, LA

10.23

Baton Rouge, LA

2024

01.24

Orlando, FL

Q2 2024

Abbotsford, BC,
Canada

Q3 2024

Hastings, BC,
Canada

Q4 2024

Coquitlam, BC,
Canada

Q4 2024

Baton Rouge,
LA

Q4 2024

Baroda,
India

FOUNDER'S STORY

KUSH SHAH

Kush Shah is the co-founder of DosBros USA and his journey has come full circle, with 30+ outlets gracing the United States. Under his leadership, the brand's global reach is expanding further, with upcoming locations planned in Canada, UAE, and Australia, reflecting Kush's unrelenting entrepreneurial spirit.

Under Kush's watch, DosBros grew from nothing in 2015 and now boasts a valuation of over \$35 million. His dedication and values influence every aspect of DosBros.

MANISH BHAGCHANDANI

Manish Bhagchandani brings over 15 years of strategic leadership and entrepreneurial expertise to the table, positioning him as a standout visionary entrepreneur and business leader.

Manish boasts a strong educational foundation, holding an MS in Financial Engineering from NYU and completing the prestigious Advanced Leadership Program at Harvard University.

With over a decade at J.P. Morgan as VP across various functions and later serving as SVP at HSBC, he demonstrated leadership in addressing post-COVID-19 risks for US-based SMEs.

Manish's expertise spans Private Equity, Social Finance, Strategic Investments, Risk Management, Derivative Pricing & Valuation, and Business Development. His versatile skill set positions him as a sought-after professional in both corporate and entrepreneurial spheres.

THE INDIA STORY

Despite achieving significant success and realizing the "American Dream" over 16 years in the United States, Manish developed a strong desire to return to his roots and venture into entrepreneurship in his homeland. Observing the growing trend of startups and entrepreneurial ecosystem in India, motivated him to leave his well-established life in the United States and return to India with his family.

Reconnecting with DosBros co-founder Kush Shah, Manish resonated with the concept's commitment to offering Healthy, Fresh, and Organic food options. A January 2022 government report highlighting the alarming prevalence of obesity and diabetes in India, fueled by junk food and aggressive marketing, solidified Manish's connection to DosBros.

United by shared history and a mutual passion for internationalising DosBros, Manish proposed bringing the brand to India. Beyond their business aspirations, Manish and Kush were driven by a shared commitment to giving back to society in their homeland, by providing a significantly healthier alternative to existing fast-food options in India.

Taking the initiative, Manish and Kush swiftly transitioned from ideation to execution, relocating to India to support the grassroots expansion of the brand and propel it to new heights. Manish assumed leadership of DosBros India to steer the project towards stratospheric success.



06

BECOME A PART OF THE DOSBROS FAMILY

By becoming a part of DosBros, you are joining a thriving and dynamic Tex-Mex franchise and an integral part of a global QSR chain. During this journey, we will support you at every step.

TRAINING AND SUPPORT



Digital and
In-Store Training



Restaurant
Operations



Pre & Post Store
Opening Assistance



Technology
Systems



Procurement &
Distribution



Single Point
of Sale System



Logistics And
Quality Audits



Food Safety and
Hygiene Maintenance
for Team Leaders

MARKETING SUPPORT



Custom
Marketing Plans



Interactive
Marketing Website



Local Marketing
Initiatives



Digital
Marketing



Digital
Advertising



Social Media
Marketing



STEPS TO BECOME A DOSBROS FRANCHISE

STEP 1 - Submit franchise application

STEP 2 - Schedule an introductory call with DosBros Management

STEP 3 - Conduct due diligence & visit Ahmedabad HQ for in-depth discussions

STEP 4 - Counter-sign NDA/LOI (Non-Disclosure Agreement/ Letter of Intent)

STEP 5 - Sign the Sub-Franchising Agreement and make the required payment

STEP 6 - Proceed with the subsequent steps of sub-franchising execution

OUR IDEAL CANDIDATE

Seeking franchise partners for nationwide expansion in India. The ideal candidate possesses:



Strong Business Acumen



5+ Years of Restaurant Experience



Ability To Meet Financial Requirements



Commitment To Brand Standards



Entrepreneurial Spirit



Passion For DosBros' mission of serving fresh and healthy food



DOSBROS

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Join our Franchise Program and to
learn more, scan the QR code

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