



# DOSBROS INDIA BRAND DECK

60+  
STORES GLOBALLY

[www.dosbros.in](http://www.dosbros.in)



# LET'S DISRUPT

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



**FEATURED IN THE TOP 100 FASTEST-GROWING  
QSR CHAINS IN THE USA - 2022, 2023 AND 2024**

Times of India Food Award 2025  
**'BEST MEXICAN AND CASUAL DINING, GUJARAT'**

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

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01

# WHY TEX MEX?

## INDIANS AND MEXICANS ARE ALIKE

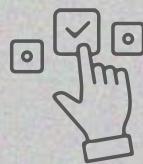
Tex-Mex food, closely related to Urban-Mexican culture, harmoniously aligns with Indian consumer's taste palettes. By combining authentic Tex-Mex recipes made from scratch with fresh, high-quality ingredients, DosBros recipes are specially designed for the Indian audience.

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

CLEAN  
FRESH  
HEALTHY



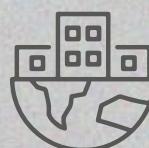
# GROWTH DRIVERS OF THE QSR (FAST-CASUAL) MARKET IN INDIA



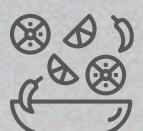
Changing consumer preferences towards diverse international cuisines



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

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# 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.

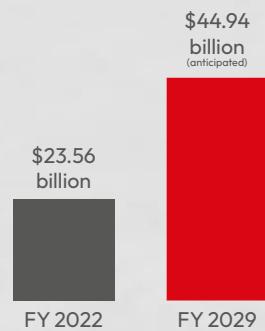
DosBros takes pride in its diverse offerings for Indian consumers, specifically designed to meet the needs of Jain, Vegan, and Gluten-Free customers.

JAIN  
VEGAN  
GLUTEN-FREE

# 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.

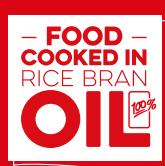
India's thriving, healthy food industry is estimated to be worth approximately \$30 billion by 2026. With this context in mind, DosBros operates within an expansive market poised for significant growth in the near future.



# 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.



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# OUR USA JOURNEY AND THE ROAD AHEAD

## FOUNDED IN USA 2015

DosBros' business has grown from \$1.5 Million in 2015 to \$80 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.

### 60+ LOCATIONS GLOBALLY

40+ LOCATIONS AND COUNTING IN USA



3 LOCATIONS IN CANADA



10+ LOCATIONS IN INDIA  
AND GROWING

<b>2015</b>	07.15	Cleveland, TN								
<b>2016</b>	10.16	Chattanooga, TN								
<b>2017</b>	01.17	Dalton, GA	06.17	Hixson, TN						
<b>2018</b>	03.18	Ooltewah, TN	07.18	Chattanooga, TN	11.18	Franklin, TN	12.18	Dickson, TN		
<b>2019</b>	08.19	Oak Ridge, TN	09.19	Rome, GA	11.19	Chattanooga, TN				
<b>2020</b>	05.20	Gallatin, TN	08.20	Marietta, GA	11.20	Franklin, TN	CoolSprings Galleria			
<b>2021</b>	01.21	East Ridge, TN	02.21	Knoxville, TN	07.21	Chicago, IL (3)				
<b>2022</b>	12.22	SBR, Ahmedabad, India	00.22	Oswego, IL						
<b>2023</b>	04.23	Ahmedabad One, Ahmedabad, India	00.23	Chicago, IL (2)	00.23	Metairie, LA	00.23	Baton Rouge, LA		
<b>2024</b>	01.24	Orlando, FL	Q2 2024	Abbotsford, BC, Canada	Q3 2024	Hastings, BC, Canada				
	Q4 2024	Coquitlam, BC, Canada	Q4 2024	Baton Rouge, LA	08.24	Baroda, India	11.24	Ahmedabad, India		
<b>2025</b>	01.25	Ahmedabad, India	02.25	Surat, India	03.25	Ahmedabad, India	06.25	Surat, India	08.25	Vadodara, India

# FOUNDER'S STORY

## KUSH SHAH

Kush Shah is the co-founder of DosBros USA and his journey has come full circle, with 40+ 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 \$80 million. His dedication and values influence every aspect of DosBros.

## MANISH BHAGCHANDANI

Manish Bhagchandani, Co-Founder & CEO – DosBros India, brings over 15 years of strategic leadership and entrepreneurial experience, shaping DosBros into one of India's fastest-growing homegrown QSR brands.

Under his leadership, DosBros India has grown from ₹4 crore in FY 2023 to over ₹22 crore ARR by October 2025, reflecting his strong execution focus, values-driven leadership, and commitment to building a sustainable growth model.

A graduate of New York University with an MS in Financial Engineering, Manish also completed the Advanced Leadership Program at Harvard University, combining analytical rigor with a people-first mindset.

Before founding DosBros India, he spent more than a decade at J.P. Morgan as Vice President and later served as Senior Vice President and Global Head of the USA Distressed Desk at HSBC. His expertise spans Private Equity, Social Finance, Strategic Investments, Risk Management, and Business Development, giving him a unique balance of corporate discipline and entrepreneurial foresight.

# 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.



# TRAINING AND SUPPORT

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# 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

## MARKETING SUPPORT



Custom  
Marketing Plans



Interactive  
Marketing Website



Local Marketing  
Initiatives



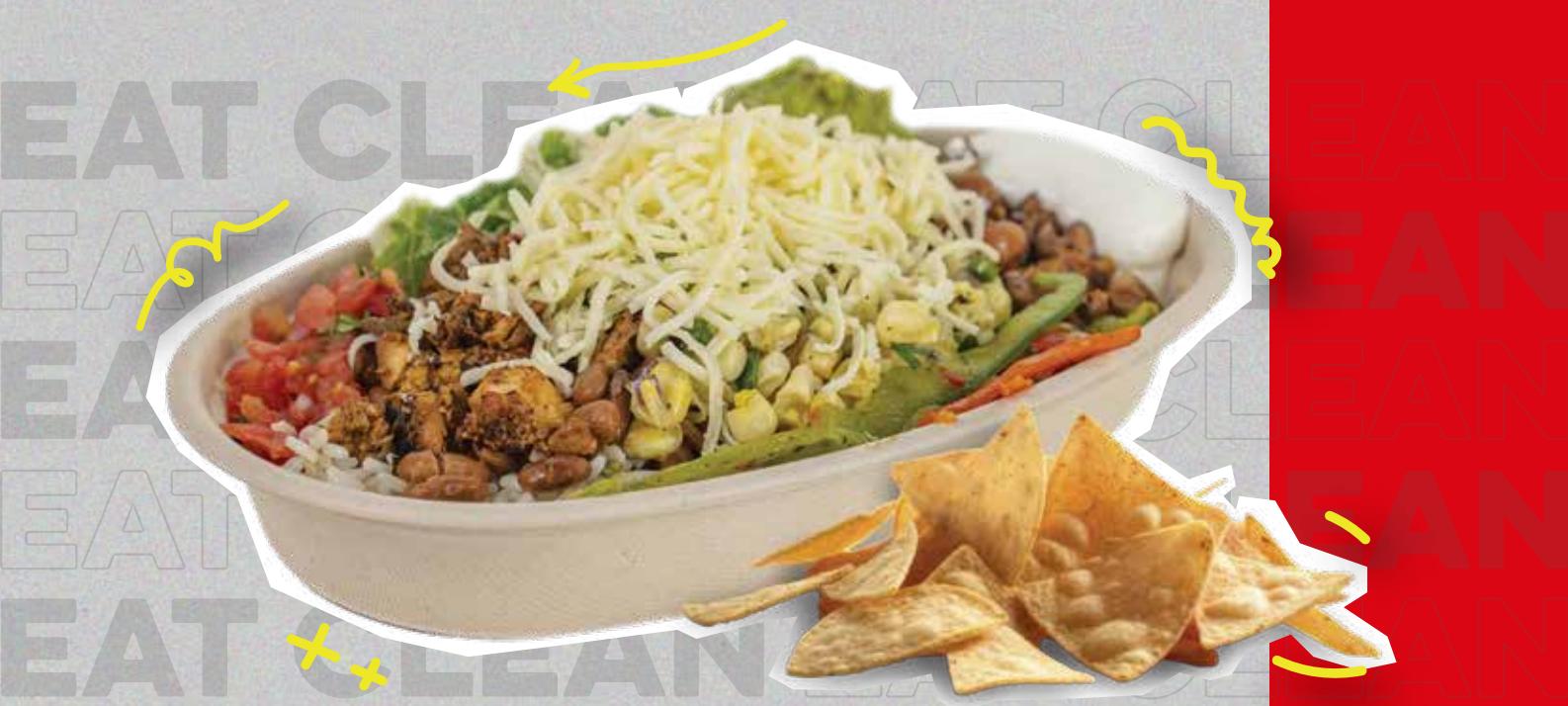
Digital  
Marketing



Digital  
Advertising



Social Media  
Marketing



# STEPS TO BECOME A DOSBROS FRANCHISE

**STEP 1** - Submit franchise application

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**STEP 2** - Schedule an introductory call with DosBros Management

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

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

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

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**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





FRESH MEXICAN GRILL

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



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## CONTACT US

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