Since 1989

Little Italy

::ristorante::

THE BRAND

LITTLE ITALY HAS A HISTORY SPANNING OVER 35 YEARS!

- Little Italy was founded in 1989 in India and was the first Italian restaurant in India.
- We are an authentic Italian restaurant specializing in vegetarian and vegan food
- Our signature dishes are our Wood fired pizzas, fresh hand rolled pastas and decadent desserts
- We are the biggest Italian restaurant chain in India with over 50 restaurants, across 17 cities in 4 countries.
- Internationally we are present in Dubai, UAE, Nepal & Thailand and now expanding to the UK and USA.



COMPANY PROFILE

Little Italy Express Foods Private Limited is a leading chain Of restaurants. The company pioneered the concept of Italian vegetarian fine dining in India.

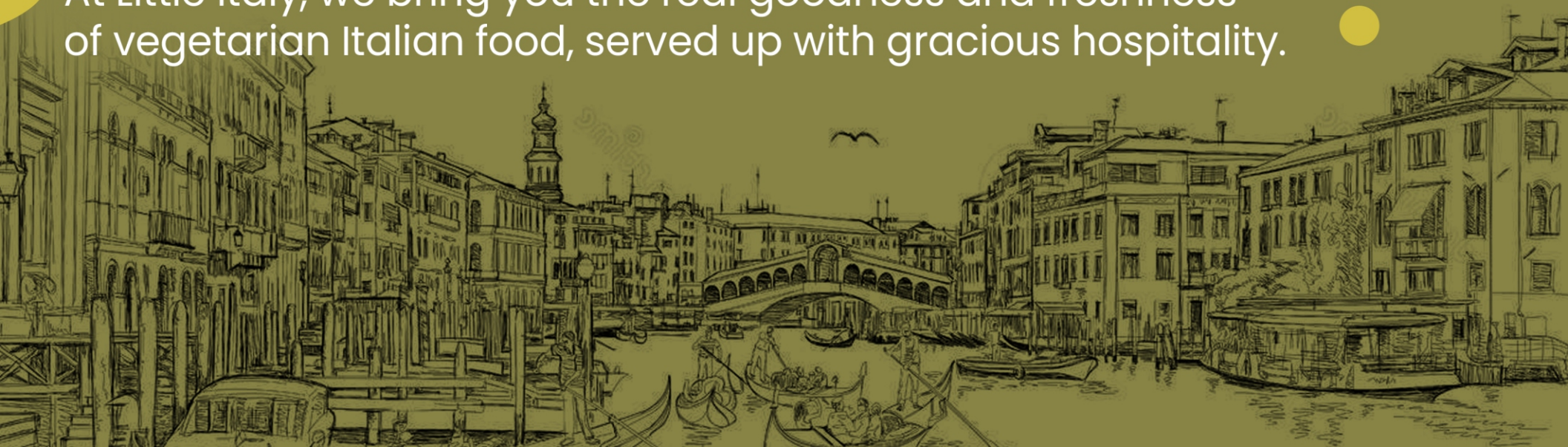
We started our journey as La Pizzeria in 1989.

The first Little Italy outlet was launched in 1995 and in 2000 we opened our first franchisee outlet. Since then we have enjoyed a growth curve that has surpassed everybody's imagination.

We are now present in 4 countries over 25 cities with over 65+ outlets .

We have made our presence felt internationally with outlets in Dubai and Nepal.

At Little Italy, we bring you the real goodness and freshness of vegetarian Italian food, served up with gracious hospitality.



OUR BRANDS

Since 1989
Little Italy
::ristorante::

Tutto Bene
cafe e pasticceria

Little Italy's
PIAZZA
Superfast Italian

AKSIS
India reimagined

SEÑORITAS
Mexican Kitchen

LITTLE indian

Little Italy's
ESTD. 1989
ACASA
HANDCRAFTED • FRESH • AUTHENTIC

NEED TO KNOW

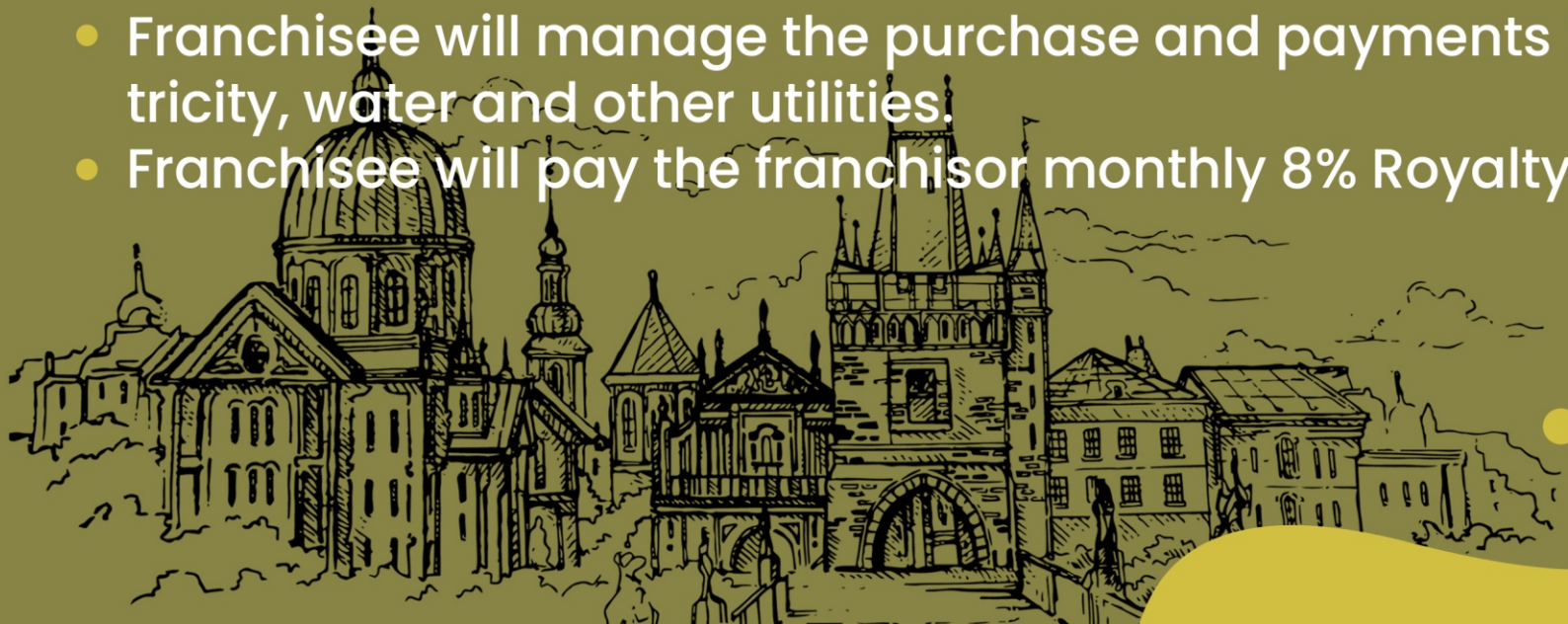
- Investment is 1.25CR to 1.5CR - Capex.
- One time Franchise fees of 30Lacs included in capex.
- Royalty 8% on monthly sales.
- We will provide you with all the operational and marketing support needed.



ROYALTY MODEL

FRANCHISEE

- Franchisee should have owned or rental property.
- Franchisee will bear 100% of the total project cost (Capex).
- Franchisee will obtain the initial license for setting up the restaurant and bear 100% of the licensing fee.
- Franchisee will accept all the brand standards of the Little Italy brand and bear the expense towards the same.
- Franchisee will run the day to day operations.
- Franchisee will manage the purchase and payment in regards to vendors.
- Franchisee will manage the purchase and payments in terms of electricity, water and other utilities.
- Franchisee will pay the franchisor monthly 8% Royalty on sales



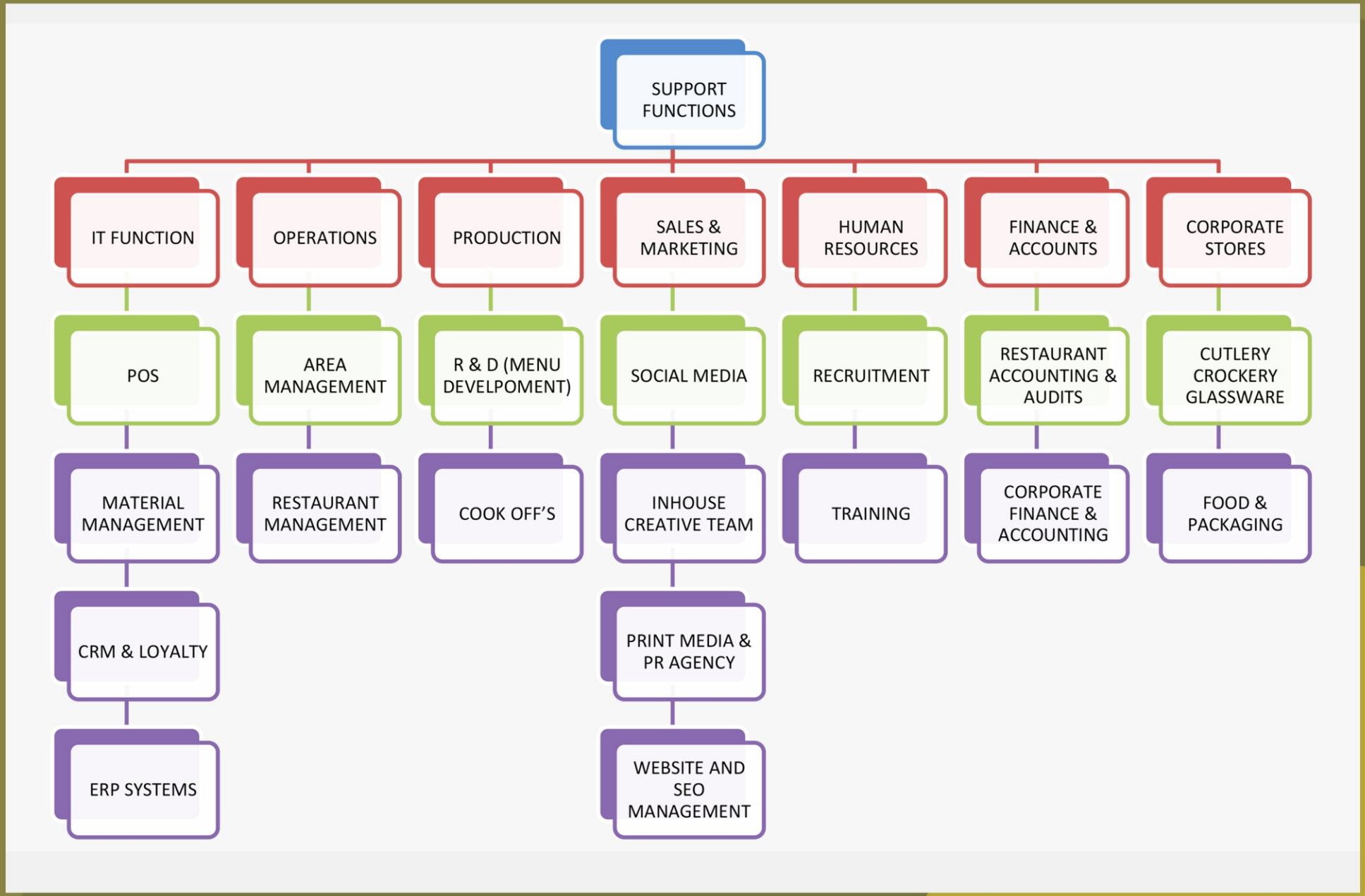
ROYALTY MODEL

FRANCHISOR

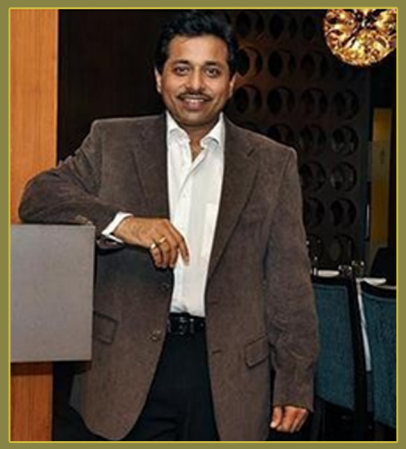
- Franchisor will provide support for manpower requirement.
- Franchisor will guide franchisee on day to day operations.
- Franchisor will provide support for marketing and branding activities from the corporate office.
- Franchisor will keep a check on food quality by putting controls in place.
- Franchisor will audit the property on a regular basis.
- Franchisor will provide supply chain integration for supplying of food products from brands facilities or provide a local alternative and brand standard collaterals.
- Franchisor will provide software and POS.
- Franchisor will provide a comprehensive training program to equip the franchisee with all the tools and skills required to successfully run a Little Italy restaurant .



ONGOING SUPPORT



INTRODUCING THE LEADERS



Raj Mehta
Chairman - Little Italy Group of Restaurants

He is the reason for Little Italy's existence. It was his vision that started off Little Italy as a family business in Pune in 1988. He is an alumni of Food Crafts Institute(FCI), Pune. It was here that he conceived the idea of a vegetarian Italian fine dining format in India. Over the last 29 years, he has built Little Italy into the biggest brand in India for Italian cuisine. He has also been responsible for the strategic focus of the brand and under his leadership, Little Italy has delivered tremendous value to all its stakeholders.



Amrut Mehta
Managing Director - Little Italy Group of Restaurants

He has been an active part of the company since 2011 holding various positions in the company working in the Food production, food and beverage service, projects and marketing over the years. He joined the company full time in 2017 after his graduation from the Emirates Academy of Hospitality management, Dubai. Currently he looks after Operations, Marketing and R & D. He is responsible for the conceptualization & inception of new brands alongside Little Italy.



Lojo Karathra
CEO - Little Italy Group of Restaurants

An experienced Hospitality professional over 13 years of experience Proven track record of success in brand repositioning, extremely strong in sales and marketing with demonstrated leadership ability, particularly effective in the support and implementation of change initiatives, customer services and food & beverages, staff development and training, communicative, resourceful, results oriented and a focused leader, with continued success in meeting both business and operational goals.

WHAT WE LOOK FOR IN A PARTNER

The ideal franchise partner should be a well funded player with a good local network, long term ambitions and a strong track record in F&B in case of Franchise Owned Franchise Operated Models.

1

Scale

You should be a large well-capitalised business with the willingness and capital to invest for periods of 3-5 years.

2

F&B Experience

Relevant experience preferred, ideally with experience of successfully expanding similar Western brands.

3

Network

Link to secure prime real estate locations and ability to set up secure supplychain.

4

Brandfocus

Passionate senior teams, with the ability to deliver a consistent customer experience.

5

Regional Expansion Capability

The ability to develop and to penetrate adjacent regions.



WHY FRANCHISE WITH LITTLE ITALY

- Become part of the fastest growing restaurant group in the India.
- Choose from a list of fantastic brands with a wealth ofknowledge and support behind them.
- Benefit from groups expertise in running restaurant brands with an experienced management team at the helm.
- Your own dedicated Franchise team with a wealth of knowledge of International business.



About Little Italy

- Little Italy currently has over 65 restaurants in 25 cities over 4 countries. Little Italy serves authentic Italian cuisine using the most fresh and highest quality products.
- Our speciality is Vegetarian and vegan food.
- Our signature dishes include Wood fired pizzas , fresh handmade pastas and our decadent desserts.
- We have an extensive wine list and beers on tap.
- In the coming years Little Italy will expand further in the Middle East and enter the UK and USA Markets.



FOOD & DRINKS













MARKETING

SOCIAL MEDIA & PR

Our marketing team will gladly assist you with creating on-brand, compelling social media and PR strategies in your market.

PR: to protect our brand reputation, we will need to sign off any press releases in advance

- Sample press releases will be provided with each menu launch and campaign launch
- Franchisees can adapt or alter content, or write their own press releases as long as they are

Social media: we can provide guidelines and support with:

- Content planning
- Fan acquisition
- Fan engagement
- Campaign activation

Review process: we will conduct an impartial annual review of PR & social marketing activities in each market, looking at:

- Share of voice
- Coverage achieved
- Social engagement
- ROI
- And a detailed report will be

MARKETING

FOOD DEVELOPMENT & MENU LAUNCH PROCESS

Our marketing team will support you with your menu strategy, category and range planning, pricing and analysis. Our dedicated food development chef will assist you with product development, recipe matching, sourcing and training.

EXAMPLE VEGAN MENU PROCESS

- MENU ANALYSIS
- MENU CHANGE BRIEF SIGNED OFF
- RECIPES SUBMITTED FOR REVIEWS
- PROCUREMENT AND FOOD DEVELOPMENT
- COOK-OFFS AND PRODUCT
- MENU TEMPLATES SAVED
- FINAL SIGN OFF
- LAUNCH



SET UP & OPERATIONS

PROPERTY

We provide a comprehensive set of systems to ensure all aspects of your property are dealt with correctly.

- Comprehensive design guidelines to ensure the correct design is used for each restaurant opened.
- Detailed design document covering standard front and back of house layouts.
- A considered approach to store design suited to the local market.
- Access to our in-house resources to assist in project planning and management to ensure cost efficient openings.
- Standardised store design across each of our brands for simple and efficient brand roll outs.

SET UP & OPERATIONS

SAFEGUARDS

We will give you access to our tried and tested methods of working – used with Little Italy's entire estate of 35 Restaurants.

- Food and health and safety audits from independent auditors at the same competitive rates we get from an internationally recognised food safety standards agency.
- Food and health and safety audits from independent auditors at the same competitive rates we get from an internationally recognised food safety standards agency.
- Our complete Employee Relations policy to act as guidance and as a template for your own policies.
- A complete and comprehensive set of food safety procedures with food safety form templates which can be modified for the local market.
- A simple to use Work Safe Health and Safety system to act as a template for safer working within the restaurants.

SET UP & OPERATIONS

TRAINING

You will have a dedicated people team with extensive international and brand experience to support all stages of the people management process. Passionate people who will provide exceptional recruitment support and tailored learning and development tools to suit and support your teams, enabling them to deliver fantastic food and service quality, direct to the local market.

- Assistance in planning people structures to support the restaurant manpower plans.
- Recruitment materials and structured interview processes to support the brand and market in which you operate.
- Support and guidance on planning and running training sessions for pre and post-opening.
- Supporting pre-opening training direct within the local area, with a full operational training team sent for both front and back of house operations.
- The dedicated people team will assist in localising training materials to ensure that they are matched to the market.

FLAGSHIP LOCATIONS



BUND GARDEN, PUNE



INDIRANAGAR, BANGALORE



KOKAPET, HYDERABAD



C SCHEME, JAIPUR



BESANT NAGAR, CHENNAI



MAHABLESHWAR

FLAGSHIP LOCATIONS



JUHU, MUMBAI



ATLADARA,VADODARA



LULLA NAGAR, PUNE



AL KARAMA, DUBAI



BUSINESS BAY, DUBAI



BHUWANA, UDAIPUR

SEÑORITAS

Mexican Kitchen

THE BRAND

We’re heating up our tortilla presses and mashing up our avocados so you can get your favourite flavours of Mexico. Our fresh, vibrant & sustainable street food is inspired by the magical markets of Mexico. Everything’s made using high quality, sustainably-sourced ingredients.



FOOD & DRINKS














Tutto
Bene
cafe e pasticceria

THE BRAND



We are a neighborhood gathering Italian café with an emphasis on quality, sophistication and attention to detail.
Our classic cafe offers a selection of fine pastries, aromatic Italian coffee and other delectable treats to please the taste buds.

Tutto Bene is not only a part of the daily routine, but it also brings a feeling of connection – and we couldn't be happier about it!
We are synonymous with happiness – both the grand celebrations and the little joys of everyday life!





PHOTOS













LOCATIONS

BUND GARDEN, PUNE



BESANT NAGAR, CHENNAI



INDIRANAGAR, BANGALORE




Little Italy's
PIAZZA
SUPERFAST ITALIAN

THE BRAND

We are an audacious and adventurous Italian restaurant.
A casual space that offers Italian cuisine to food lovers, people who love to experiment in terms of different flavors, ambience and cooking techniques
Piazza is the go-to place for every glutton in search of good food and a good time!



PHOTOS
















Aks
India reimagined

THE BRAND

Akss is Little Italy Group of Restaurants' homage to Indian cuisine. We offer a plethora of Indian delicacies, handcrafted to perfection, and ideal for your events and parties.



PHOTOS














Little Italy's
ESTD. 1989
ACASA
HANDCRAFTED • FRESH • AUTHENTIC

THE BRAND

Acasa By Italy Italy is an artisanal gourmet brand consisting of fresh pasta, sauces, cheese and so much more. Through Acasa, our goal is to provide a behind the scenes look at our most loved dishes with a selection of handpicked ingredients at your home to cook the perfect meal. With emphasis on sophistication and quality, Acasa aims to make one feel their best even when at home.



OUR PRODUCTS













ACASA KIOSK


ACASA
by Little Italy
Launches a range of Fresh Pasta!
Taste's best with ACASA sauces
Now available in all FINE FOODS stores
RAVIOLI
RAVIOLI
RAVIOLI
RAVIOLI
Whole Wheat Penne Pasta
Fusilli Pasta
Penne Pasta
Whole Wheat Fusilli Pasta
Fusilli Pasta


Little Italy's
ACASA
ITEM DESCRIPTION
ITEM DESCRIPTION
ITEM DESCRIPTION
ITEM DESCRIPTION

CONTACT DETAILS

MR. RAJ MEHTA
Chairman-Little Italy Group of Restaurants
Contact Details:
(M): 9822559929 | (O): +91-20-41057200
Email: raj@littleitaly.in

MR. AMRUT MEHTA
Managing Director-Little Italy Group of Restaurants
Contact Details:
(M): 9850166000 | (O): +91-20-41057200
Email: amrut@littleitaly.in

THANK YOU!