Bring Our Flavors to Your City

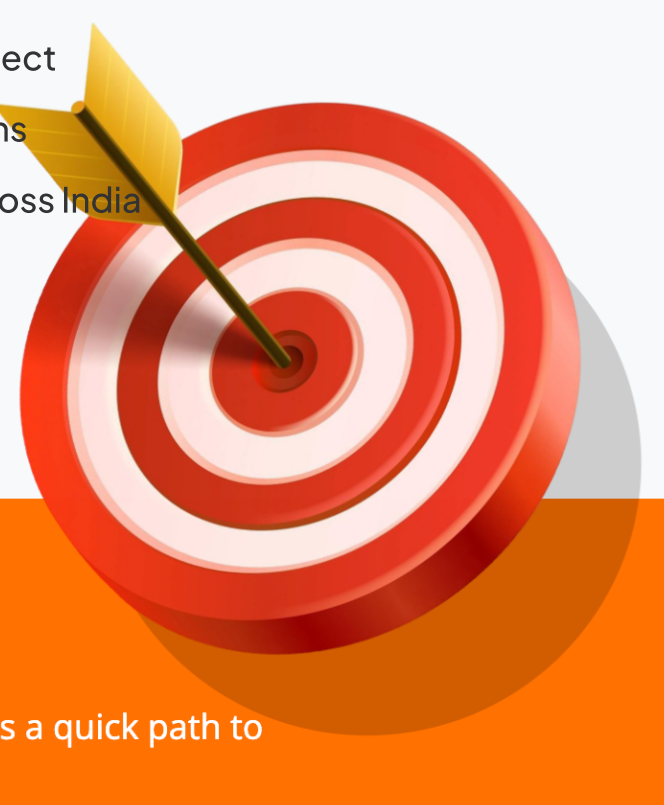
Explore Franchise Opportunities with Us

Dahibara™
EXPRESS

Our USPs

Start your journey with Dahibara Express! Our streamlined franchise model offers an easy setup, operational support, and strong revenue potential to help you succeed.

- India's first scalable Dahibara QSR brand
- Authentic Odisha taste with proprietary in-house masala
- Hygienic, fresh and quick preparation
- Affordable Indian soul food for all age groups
- High-margin, low-wastage menu model
- Modern brand experience with traditional roots
- Strong cultural and community connect
- Tech-driven, standardised operations
- Fast-expanding brand presence across India



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What makes us profitable!

What make us profitable With low setup costs and a high-demand product, Dahibara Express offers franchisees a quick path to profitability. Our streamlined operations and strong brand appeal drive customer loyalty and repeat business.

- Pocket Friendly
- Taste of 28 states
- Eco-Friendly
- Hub and Spoke Model
- Supporting Women SAG groups
- Directly from farm and farmers
- Following the traditional recipe
- Zero Wastage of pre prepared foods

Franchise Models

We follow the Hub and Spoke Model, ensuring efficient supply chain and quality control across all outlets. And to maintain we offer 2 franchise modules.

Company (Main Hub)

- City Exclusive Model (Kitchen + Cafe + QSR)
- Expansion Model (Live small Kitchen with Cafe/ QSR)

Mode of Operations

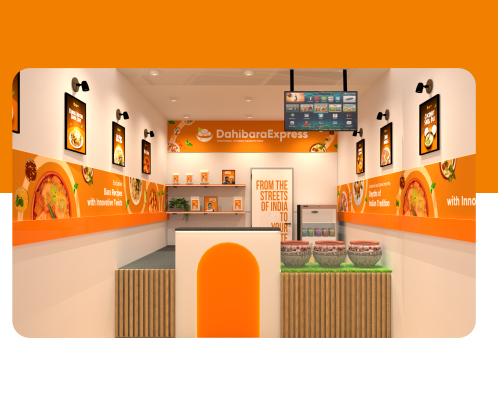
- FOCO (Franchise Owned Company Operated)
- FOFO (Franchise Owned Franchise Operated)

Model	Ownership	Operations	Investment	Revenue Share	Ideal For
FOFO	Franchisee	Franchisee	Franchisee	Franchisee keeps revenue; pays royalty	Active entrepreneurs
FOCO	Franchisee	Company	Franchisee	Franchisee gets fixed/assured returns	Passive investors

Company (Main Hub)

City Exclusive Model

(Kitchen + Cafe + QSR)



The **City Exclusive Model** grants a single investor or partner exclusive rights to develop, manage, and expand Dahibara Express within a designated city. **It is designed for entrepreneurs** who want to build a cluster of profitable outlets under one territory while maintaining strong operational control.

Key Responsibilities of the City Exclusive Partner

- **City Development Rights:** Exclusive authority to open and scale Dahibara Express outlets across the assigned city.
- **Revenue & Commission Earnings:** Earn commissions, royalties, or a fixed revenue share from every store opened within the territory whether FOFO, FOCO, or COCO.
- **Local Operations & Support:** Manage regional operations, assist franchise partners, and ensure that all outlets follow Dahibara Express brand standards, SOPs, and quality norms.
- **Raw Material Distribution (Optional)**: Exclusive rights to supply raw materials, packaging, and essential goods to all outlets in the city (based on agreement). This adds an **additional profit** vertical through margin-based supply.

Why this model works?

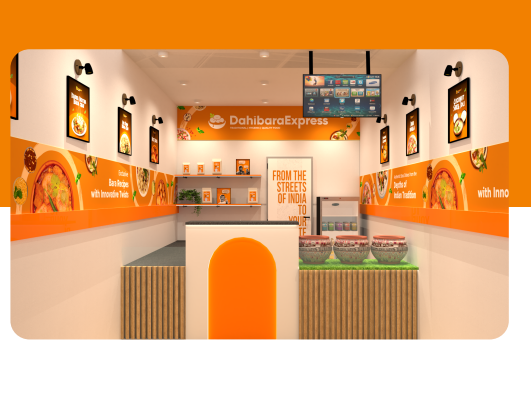
- **Controlled Expansion:** Ensures disciplined growth led by a single dedicated partner instead of multiple independent franchisees.
- **Operational Consistency:** Higher quality control as the partner oversees all stores in the territory.
- **Higher Profitability:** Partner earns from multiple revenue streams, new outlet setups, operational commissions, and potential distribution margins.
- **Faster Market Penetration:** Streamlined decision-making leads to quicker rollout of outlets across the city

Franchisor support		
Marketing Support	Digital Marketing, Social Media Marketing	Support by Franchisor
Branding and Graphics	Designs	Support by Franchisor
Technical Support	1. Kitchen Management Software 2. Order Management Software 3. Online Channel Onboarding (Zomato / Swiggy) 4. Gmap Listing	Support by Franchisor
Setup and Interior Design Plan	Architectural and Interior Design Plan	Support by Franchisor
Raw Material	70% of the raw material (Masalas, Gravy & premixes)	Support by Franchisor
Menu and Recipe	Training Module	Support by Franchisor
Whatsapp Group support	24*7 Whatsapp Assistance	Support by Franchisor
Team Building support	Staff Training Support	Support by Franchisor
License Support	Food License	Support by Franchisor
End to End Guidance Support	Setup to Inauguration	Support by Franchisor

Company (Main Hub)

Expansion Model

(Cafe / QSR)



The **Single Outlet Expansion Model** is ideal for investors who want to own a profitable outlet without getting involved in daily operations. Under this model, **the franchise partner provides the investment, and the franchisor manages the complete operations**, ensuring:

- Brand consistency
- High-quality standards
- Strong sales performance
- Professional management

This model offers stable, predictable monthly returns with minimal effort from the investor

Operational Responsibilities

Franchisor Responsibilities :
The **franchisor manages all operational, technical, and performance-related activities**, including:

- **Recruitment & Training of staff**
- **Daily Operations Management**
- **Maintaining Food Quality & Brand SOPs**
- **Procurement & Supply Chain for raw materials**
- **Managing Swiggy/Zomato & Online Orders**
- **Local & Digital Marketing + Branding**
- **Billing, Accounting & Cash Flow Monitoring**
- **Sales Growth Strategy and performance optimization**
- **Inventory Management & Cost Control**

Franchisee Responsibilities :
The **franchise partner's involvement is minimal** and focused primarily on investment:

- **Provide Capital Investment for outlet** setup
- **Pay Monthly Rent** (optional, based on agreement)
- **No involvement in daily operations**
- **Receive Fixed Monthly Returns or Commission % on Gross Sales** (as per agreement)

Franchisor Support		
Marketing Support	Digital Marketing, Social Media Marketing	Support by Franchisor
Branding and Graphics	Designs	Support by Franchisor
Technical Support	1. Kitchen Management Software 2. Order Management Software 3. Online Channel Onboarding (Zomato / Swiggy) 4. Gmap Listing	Support by Franchisor
Setup and Interior Design Plan	Architectural and Interior Design Plan	Support by Franchisor
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Whatsapp Group support	24*7 Whatsapp Assistance	Support by Franchisor
Team Building support	Staff Training Support	Support by Franchisor
License Support	Food License	Support by Franchisor
End to End Support	Setup to operation	Support by Franchisor
Operations	Complete Operations Management	Support by Franchisor

Mode of Operation

FOCO

(Franchise Owned Company Operated)

The **FOCO Model Franchise-Owned, Company-Operated** is a hybrid franchise structure designed to balance ownership security for the franchisee with operational excellence ensured by the parent company.

Ownership	Franchisee
Operations	Company
Investment	Franchisee invests in setup
Control	Company controls operations, staff, quality
Revenue	Franchisee gets fixed return; company retains operating margin
Best For	Investors wanting passive returns

1. Ownership

- **The franchisee invests in the outlet**, covering setup costs, interiors, equipment, licensing, and initial capex.
- **All physical and financial assets remain owned by the franchise partner.**

2. Operations

The **company fully manages day-to-day operations** including :

- **Staff hiring & training**
- **Raw material procurement**
- **Quality control**
- **Inventory management**
- **Marketing & sales strategy**
- **Technology & billing systems**
- **Customer experience and service standard**

3. Revenue Model

- The **franchisee earns a fixed monthly return or assured revenue share,** depending on the agreement.
- **The company handles operational expenses and retains the remaining revenue after payouts, creating a win-win model:**
  - Franchisee gets predictable returns
  - Company maintains full control over operations

4. Ideal For

- Investors seeking hassle-free business ownership
- Locations where brand-controlled operations are essential
- Ensuring standardization & quality across rapidly expanding networks
- Franchisees who prefer asset ownership without operational involvement

5. Advantages For Franchisee

- No operational burden
- Assured returns on investment
- Reduced business risk
- Transparent performance reporting

Mode of Operation

FOFO

(Franchise Owned Franchise Operated)

The FOFO Model Franchise-Owned, Franchise-Operated is the most traditional and widely used franchise format, where the franchise partner both owns and Operates the outlet:

Ownership	Franchisee
Operations	Franchisee
Investment	Franchisee bears full setup cost
Control	Franchisee Controls day-to-day operations
Revenue	Company keeps 40%, and 60% is transferred to the franchisee
Best For	Entrepreneurs who want to run the outlet themselves

1. Ownership

- The franchisee fully invests in the outlet setup, interiors, equipment, licenses, branding, and initial stock.
- All physical assets and day-to-day responsibilities are owned and managed by the franchise partner.

2. Operations

The **franchisee handles daily operations**, including:

- **Hiring & managing staff**
- **Maintaining quality standards**
- **Inventory & procurement**
- **Local marketing activities**
- **Customer experience**
- **Compliance & hygiene standards**

The company provides training, SOPs, recipes, brand guidelines, and regular audits to ensure consistency across locations.

3. Revenue Model

- The **company retains 40% of the outlet revenue, and 60% is transferred to the franchisee.**
- In return for brand rights and operational support, the company provides:
  - End-to-end training and operations support
  - Marketing and brand assistance

4. Ideal For

- Entrepreneurs who want to **actively run the business**
- Investors who prefer **full operational control**
- **Cities or markets where local involvement is crucial**
- Outlets requiring **strong owner-driven performance**

5. Advantages For Franchisee

- **Full control** over operations
- **Higher profit potential**
- **Freedom** to manage local strategies
- **Ownership of all day-to-day decisions**

Steps to Take a Dahibara Express Franchise

1. Submit Franchise Enquiry
2. Initial Discussion & Model Selection
3. Letter of Interest (LOI) Submission
4. Franchise Agreement Signing (Provisional)
5. Location Evaluation & Approval
6. Detailed Cost & Investment Breakup
7. Final Franchise Agreement Signing
8. Outlet Setup & Interior Execution
9. Staff Recruitment & Training
10. Pre-Launch Marketing
11. Grand Opening
12. On-going Support

Unlock rapid ROI with our streamlined franchise model, designed for quick setup, high customer demand, and efficient profit growth.

Get a Franchise

DahibaraExpress™
TRADITIONAL | HYGIENIC | QUALITY FOOD

ABOUT US

Dahibara Express combines modern flair with traditional Odia cuisine, using premium ingredients for exceptional flavors and an unforgettable dining experience.

Enter your e-mail here

Dahibara™ EXPRESS

Institute of Hotel Management
Bhubneswar, VSS Nagar, Bhubaneswar,
Odisha 751004

Phone: 9124999611 / 9124999612 / 9124999613
Email: support@dahibaraexpress.com

OPENING HOURS

For franchise calls :	10:00 am to 6:00pm
Bulk orders call :	9:00 am to 8:00pm
Sun :	Closed
Outlet timing :	Sun - Monday (9:00am to 9:00pm)

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