

**FRANCHISE
BROCHURE**



**"India's Best Fried Chicken Brand
You Can TRUST - C2C"**

2.75 LAKHS ONLY



For Franchise enquiry

70100 24542 / 75500 77078

ABOUT US

Aspiring Entrepreneurs, here is the wonderful opportunity to team up with the most promising Quick Service restaurant chains of this region. Join our franchise program right away. We take great pride to serve and succeeding in your entrepreneurship dream.

We had Started C2 Chicken with a robust business model with only one Mission.

"WHENEVER PEOPLE THINK OF FRIED CHICKEN, THEY THINK OF C2 CHICKEN!" OUR GOAL IS TO PROVIDE THE BEST TASTY AUTHENTIC FLAVOURS IN THE REGION.

MENU

FRIED CHICKEN



SANDWICH



BURGER



QUICK BITES



WRAP



BELGIAN WAFFLE



FALOODA



PREMIUM MILKSHAKES



WHY C2 CHICKEN ?



Low Investment &
Excellent Profit
Margin (~50 - 75%)



No Dependency
on Skilled Manpower



Free Swiggy &
Zomato Integration



Manpower Support



End to End Setup



No Royalty Fee



Extensive Marketing &
Social Media Advertising

PLANS AND INVESTMENT

STANDARD

₹ **2.75**
Lakhs only

CART MODEL

₹ **2.75**
Lakhs only

STUDIO

₹ **4.25**
Lakhs only

PLAN MENU HIGHLIGHTS

PLAN STANDARD

Classic Fried Chicken | Chicken Wings | Chicken Popcorn
Chicken Strips | French Fries | Bucket Chicken | Fish Finger
Crab Lollipop | Rolls | Nuggets | Cheese Balls | Samosa
Veg Fried Momo | Chicken Fried Momo | Mojito

PLAN CART

Classic Fried Chicken | Chicken Wings | Chicken Popcorn
Chicken Strips | French Fries | Bucket Chicken | Fried Momos
Steamed Momos | Tawa Sandwich | Pasta | Bread Omelette
Maggi | Tawa Burger

PLAN STUDIO

Classic Fried Chicken | Chicken Wings | Chicken Popcorn
Belgian Waffle | Premium Milkshake | Sandwich | Burger | Wraps
French Fries | Crab Lollipop | Fish Fingers | Rolls | Cutlet | Nuggets
Cheese Balls | Samosa | Fried Momos | Maggi | Bread Omelette
Scoop Ice Cream | Falooda | Puttu Ice Cream | Rose Milk
Cold Badam Milk

PLAN : CART

REQUIRED SPACE: 60 Sqft

FRANCHISE FEE: ₹2,75,000

FRANCHISOR INCLUSIONS : —————

- ◆ 6ft Cart with Electrical and Gas Lining Works
(Dimension: 72”inches X 30”inches X 84”inches)
- ◆ 16L Auto Cut-Off Gas Fryer – 1
- ◆ Fried Chicken Breeding Table – 1
- ◆ SS 3 Burner Stove – 1
- ◆ 24 inches LED Logo – 2
- ◆ Foam Board Works
- ◆ A5 Pamphlets – 2,000
- ◆ Hand Gloves – 1
- ◆ Head Cap – 1
- ◆ 20L Chicken Marination Box – 2
- ◆ Apron – 2
- ◆ Chicken Cutting Chopper – 1
- ◆ Scissors – 1
- ◆ Tongs – 2
- ◆ Fried Chicken Masala – 5kg
- ◆ Breeding Mix – 5kg



FRANCHISEE RESPONSIBILITIES

- ◆ The Franchisee has to arrange for the space to put the Cart. The space may be in front of any Super Markets, Textile Shops, Theatre, etc. The Franchisee has to get the approval from the Local authorities to put the Cart.
- ◆ One Deep Freezer or Fridge needs to be arranged by the Franchisee.
- ◆ In the Cart, the Franchisee is requested to add an Ice Insulator Box for keeping the Chicken and other Frozen Items.
- ◆ Two Cylinders need to be arranged by the Franchisee.
- ◆ The Other Kitchen Cutleries and Packing Materials need to be arranged by the Franchisee.
- ◆ Electrical Supply for the Cart needs to be arranged by the Franchisee. The Franchisee can buy a Battery or get electricity from the nearby shops.
- ◆ Initial Stocks such as Grocery, Vegetables, Chicken, Oil, Other Masala (Beyond Welcome Kit and Frozen Items are to be arranged by the Franchisee.
- ◆ Transportation of the Cart needs to be taken care of by the Franchisee. The Franchisee can take the Cart with their Own Vehicle or they can go for the courier services like AI Travels, MSS, Rathimeena, etc. under “TO PAY” option.
- ◆ For the Business Rotation, the Franchisee is advised to have Rs.20,000. in hand while running the business.

Cart Menu

Classic Fried Chicken

	Normal	Peri Peri
Classic Fried Chicken Popcorn (Mini)	39	49
Classic Fried Chicken Popcorn (Regular)	79	89
Classic Fried Chicken - Regular	79	89
Classic Fried Chicken - Drumstick	79	89
Classic Fried Chicken Wings (4Pcs)	139	149
Classic Fried Chicken Strips (4Pcs)	139	149



Bucket Combos

	Normal	Peri Peri
Classic Fried Chicken Mini Bucket (4Pcs)	279	289
Classic Fried Chicken Wings (8Pcs)	259	269
Classic Fried Chicken Wings (12Pcs)	399	409
Classic Fried Chicken Strips (8Pcs)	259	269
Classic Fried Chicken Regular (4Pcs)	259	269
Classic Fried Chicken Regular (8Pcs)	539	549
Classic Fried Chicken Drumstick (4Pcs)	289	299
Classic Fried Chicken Drumstick (8Pcs)	609	619



French Fries

Salted Fries	49
Salt & Pepper Fries	59
Peri Peri Fries	69
Mexican Fries	69

Tawa Sandwich

Veg Masala	50
Paneer Masala	70
Mushroom Masala	70
Chicken Masala	80

Burger

Veg Tawa Burger	79
Chicken Tawa Burger	89

Maggi

Veg Maggi	40
Veg Cheese Maggi	50
Chicken Maggi	60
Chicken Cheese Maggi	70

Bread Omelette

Normal	40
Special	60

Pasta

White Sauce Pasta	80
Mexican Cheese Pasta	100



PLAN : STANDARD

REQUIRED SHOP SPACE: 100 – 200 Sqft

FRANCHISE FEE: ₹2,75,000

FRANCHISOR INCLUSIONS : 

EQUIPMENT :

- ◆ 3.5 kV Deep Fryer 11Ltrs -1
- ◆ 1 kV Deep Fryer 7Ltrs - 1
- ◆ Fried Chicken Breeding Table - 1
- ◆ 250Ltrs Deep Freezer - 1



BRANDING AND PROMOTION :

- ◆ 10x4 Name Board - 1
- ◆ 6x3 Double Side Standing Board - 1
- ◆ Photo Frames - 8
- ◆ A5 Pamphlets - 2,000
- ◆ Posters - 100
- ◆ Social Media Posters



WELCOME KIT :

- ◆ Hand Gloves - 1
- ◆ Head Cap - 1
- ◆ 20L Chicken Marination Box - 2
- ◆ Apron - 2
- ◆ Chicken Cutting Chopper - 1
- ◆ Scissors - 1
- ◆ Tongs - 2
- ◆ Fried Chicken Masala - 5kg
- ◆ Breeding Mix - 5kg



Standard Menu

Classic Fried Chicken

	Normal	Peri Peri
Classic Fried Chicken Popcorn (Mini)	39	49
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Quick Bites

Veg Nuggets	69
Potato Cheese Balls	69
Chicken Nuggets	89
Chicken Cheese Balls	89

Mojito

Virgin Mojito	49
Green Mint Mojito	69
Blue Curacao Mojito	69
Mango Mojito	69
Orange Mojito	69
Pineapple Mojito	69
Blueberry Mojito	79

French Fries

Salted Fries	49
Salt & Pepper Fries	59
Peri Peri Fries	69
Mexican Fries	69

Fried Momo

Mix Veg Momo	60
Corn Cheese Momo	70
Paneer Momo	79
Chicken Momo	89
Chicken Peri Peri Momo	99



PLAN : STUDIO

REQUIRED SHOP SPACE: 300 – 200 Sqft

FRANCHISE FEE: ₹4,25,000

FRANCHISOR INCLUSIONS : —————

EQUIPMENT :

- ◆ 3.5 kV Deep Fryer 11Ltrs -1
- ◆ 3.5 kV Deep Fryer 8Ltrs - 1
- ◆ 1 kV Deep Fryer 7Ltrs - 1
- ◆ Fried Chicken Breeding Table - 1
- ◆ 250Ltrs Deep Freezer - 1
- ◆ Premium Milkshake Blender - 1
- ◆ Microwave Oven - 1
- ◆ Commercial Sandwich Machine - 1
- ◆ Single Waffle Machine - 2
- ◆ Induction Stove - 1
- ◆ Pan Set - 1 (Maggi and Bread Omelette Pan)



BRANDING AND PROMOTION:

- ◆ 10x4 Name Board - 1
- ◆ 6x3 Double Side Standing Board - 1
- ◆ Photo Frames - 12
- ◆ A5 Pamphlets - 2,000
- ◆ Posters - 100
- ◆ Social Media Posters



WELCOME KIT:

- ◆ Hand Gloves - 1
- ◆ Head Cap - 1
- ◆ 20L Chicken Marination Box - 2
- ◆ Apron - 2
- ◆ Chicken Cutting Chopper - 1
- ◆ Scissors - 1
- ◆ Tongs - 3
- ◆ Fried Chicken Masala - 5kg
- ◆ Breeding Mix - 5kg



Studio Menu

Classic Fried Chicken

	Normal	Peri Peri
Classic Fried Chicken Popcorn (Mini)	39	49
Classic Fried Chicken Popcorn (Regular)	79	89
Classic Fried Chicken - Regular	79	89
Classic Fried Chicken - Drumstick	79	89
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Milkshake

Vannila	99
Strawberry	99
Mango	99
Pista	99
Butterscotch	99
Peanut Butter	99
Choco Peanut Butter	119
Dairy Milk	119
Oreo	119
Kit Kat	119
Dark Fantasy	119

Rose Milk

Rose Milk	50
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Quick Bites

Veg Nuggets	69
Potato Cheese Balls	69
Chicken Nuggets	89
Chicken Cheese Balls	89

Mojito

Virgin Mojito	49
Green Mint Mojito	69
Blue Curacao Mojito	69
Mango Mojito	69
Orange Mojito	69
Pineapple Mojito	69
Blueberry Mojito	79



Sandwich

Veg Sandwich	49
Veg Cheese Sandwich	59
Paneer Sandwich	69
Paneer Cheese Sandwich	79
Corn Sandwich	69
Corn Cheese Sandwich	79
Chicken Sandwich	89
Chicken Cheese Sandwich	99
Mexican Chicken Sandwich	99
Peri Peri Chicken Sandwich	99

Bread Omelette

Bread Omelette - Normal	49
Bread Omelette - Special	69

Maggi

Veg Maggi	49
Veg Cheese Maggi	59
Egg Maggi	69
Egg Cheese Maggi	79
Popcorn Maggi	99

Wraps

Mix Veg Wrap	79
Paneer Wrap	89
Peri Peri Paneer Wrap	99
Chicken Wrap	109
Peri Peri Chicken Wrap	119
Mexican Chicken Wrap	119
Schezwan Chicken Wrap	119

Falooda

Arabian Falooda - Mini	99
Arabian Falooda - Regular	159

Burger

Veg Burger	79
Veg Cheese Burger	89
Chicken Burger	89
Chicken Cheese Burger	99
Fried Chicken Burger	129

French Fries

Salted Fries	49
Salt & Pepper Fries	59
Peri Peri Fries	69
Mexican Fries	69

Puttu Icecream

Puttu Icecream	199
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Fried Momo

Mix Veg Momo	60
Corn Cheese Momo	70
Paneer Momo	79
Chicken Momo	89
Chicken Peri Peri Momo	99

Cone Waffle

Belgian Chocolate Milk	89
Belgian Chocolate Dark	99
Hazzlenut	109
Cream & Cookies	109
Oreo Chocolate	109
Kit Kat	109
Bubblegum	109
Red Velvet - White Chocolate	129
Red Velvet - Bubblegum	139



RETURN ON INVESTMENT (ROI)

Sales Projection	Projection 1		Projection 2		Projection 3	
	Daily	Monthly	Daily	Monthly	Daily	Monthly
Average Sales	10000	300000	18000	540000	25000	750000
Staff Salary	1200	36000	1400	42000	1500	45000
Shop Rent	700	21000	700	21000	1500	45000
Current Bill	200	6000	300	9000	300	9000
Groceries	1000	30000	1800	54000	2500	75000
Vegetables	400	12000	600	18000	800	24000
Chicken	3000	90000	5000	150000	7000	210000
Gas	300	9000	400	12000	500	15000
Masalas	250	7500	380	11400	500	15000
Packing material	200	6000	360	10800	450	13500
Total expenses / day	7250	217500	10940	328200	15050	451500
Miscellaneous (5%)	363	10875	547	16410	753	22575
Net Profit	2388	71625	6513	195390	9198	275925

CORPORATE OFFICE ADDRESS

KVM Complex, GST Road, Chengalpattu
By-Pass, Chengalpattu, Tamil Nadu -603002.
Contact Number: 70100 24542

FOR FRANCHISE ENQUIRY

TAMIL NADU

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ANDHRA PRADESH & TELANGANA

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KARNATAKA

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