



ZEN Z Food Plaza with Hotel Rooms

Food Plaza & Stay

The full highway destination — a 12,000 sq ft food plaza with 300 seats and eight counters, plus a 16-room ZEN Z STAY block, EV charging, truck bays and driver facilities. One project, two demand curves, one operating team.



12,000 sq ft plaza

300 seats

8 counters + buffet

16 AC rooms

4 EV guns

Truck bays + driver rest

Concept image

INDICATIVE PROJECT COST — UP TO

₹2,50,00,000

Location-wise this can be lower or higher.

Plus GST. Land / site, rent and government fees are not included — see page 08.

THE IDEA

A highway stop people choose on purpose

Most highway stops are accidents of geography — a driver stops because there is nothing else for forty kilometres. A ZEN Z food plaza & stay is built the other way round: clean washrooms, visible hygiene, real food counters, safe parking and lighting that makes a family comfortable stopping after dark.

12,000

SQ FT PLAZA

300

SEATS

16

AC ROOMS

4

EV GUNS

DEMAND**Traffic that already exists**

Cars, buses, trucks and two-wheelers pass the site every day regardless of the season. The project does not have to create demand — it has to be worth stopping for.

SPREAD**Several revenue lines, one site**

Food counters, buffet, packaged retail, EV charging, hotel rooms and driver facilities — so the site is not dependent on a single stream.

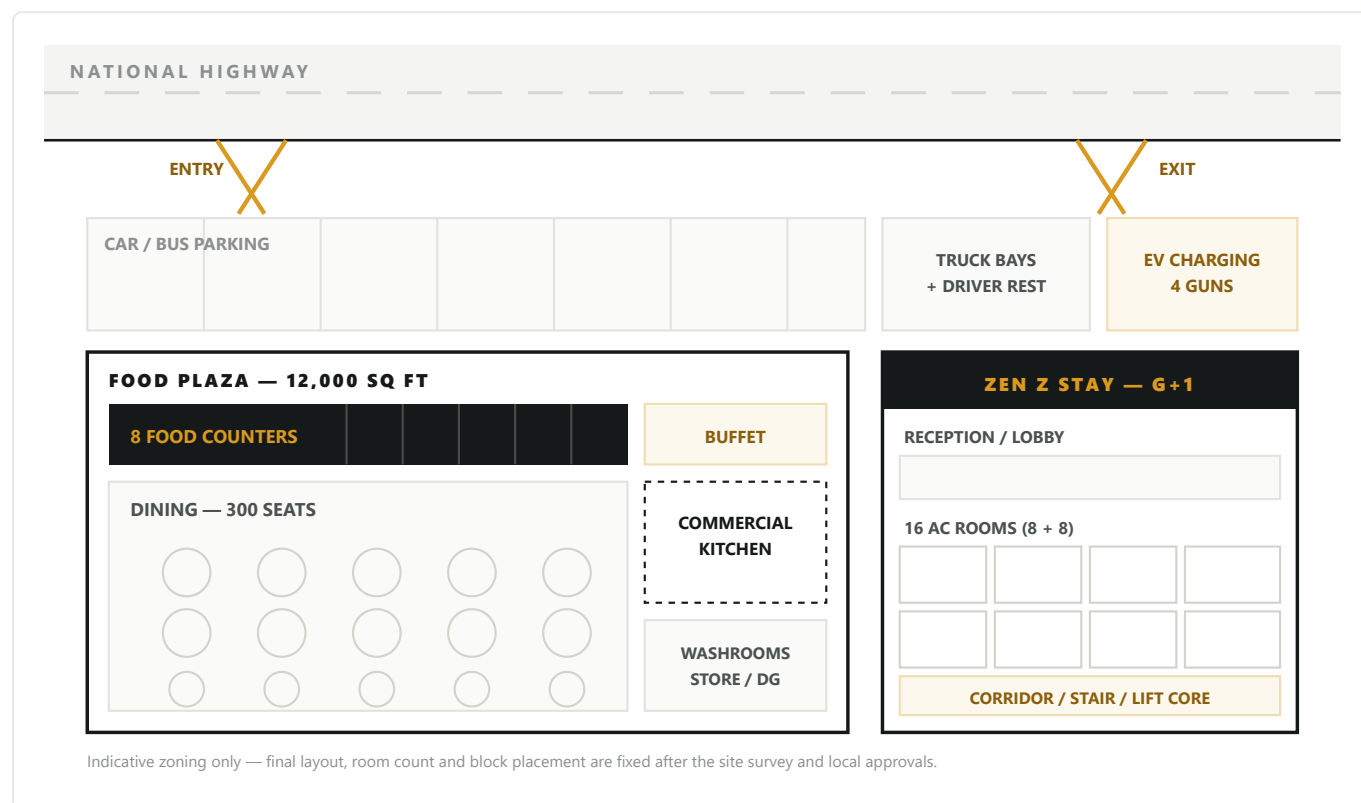
BRAND**One recognisable standard**

The same ZEN Z black-and-gold identity, the same hygiene standard and the same menu discipline at every location on the network.

Site first, always. ZEN Z reviews the road, the approach, the median, power availability and the catchment before committing to a location. If the site is wrong, we say so — a bad highway site cannot be fixed with a good brand.

LAYOUT

How the site is planned



Built area and zones

- **~12,000 sq ft** food plaza plus a **G+1 hotel block**.
- **300 seats** — family dining, group seating and a quick-eat zone.
- **8 food counters** and a **buffet line** for bus and group traffic.
- **16 AC rooms** under the **ZEN Z STAY** identity, with reception and lift core.
- **Truck bays and a driver rest area** — the traffic that stops longest and returns most often.
- **4 EV charging guns** in a dedicated bay.
- **Public washrooms** sized for highway volume, including accessible units.

Why rooms change the project

- **The site works at night.** Food peaks at meal times; rooms use the same land through the night.
- **Different customers.** Families breaking a long drive, drivers on rest hours, and travellers booking through OTAs — none of them depend on the others.
- **Shared overheads.** Kitchen, security, power, housekeeping and parking are already there for the plaza; the rooms sit on top of the same base.
- **Staged build possible.** On a suitable plot the plaza can open first and the hotel block can follow, if you prefer to phase the investment.

The plan above is a standard layout, not your drawing. Plot shape, road side, setback rules and the local building bye-laws decide the final arrangement. Architectural drawings for your site are issued after the survey, and the costed scope follows those drawings.

INVESTMENT

Indicative project cost — ₹2,50,00,000

A head-wise break-up of the build. These are pre-survey estimates for a standard site; the costed scope is issued after the site visit and drawings. **The figure moves with the location** — land condition, approach road, local material and labour rates and statutory charges differ from state to state, so your project can cost less than this or more.

SCOPE HEAD — WHAT IT COVERS	AMOUNT
01 Brand licence, territory rights, design & engineering Territory rights, brand licence, architectural and structural design for the plaza and the hotel block, MEP design and project management.	₹18,00,000
02 Civil & structure — plaza + G+1 hotel block Foundation, structure and envelope for the food plaza and a G+1 block housing 16 rooms, plus site development.	₹70,00,000
03 Food court interiors 300-seat dining, 8 counter fit-outs, buffet line, family dining zone, ceiling, lighting, furniture and graphics.	₹34,00,000
04 Hotel interiors & furnishing — 16 rooms Room fit-out, bathrooms, beds and furniture, AC, TV, linen storage, reception and corridors.	₹30,00,000
05 Commercial kitchen & counter equipment Cooking lines, exhaust and hood, cold rooms, dishwash, prep stations and equipment for 8 counters plus room service.	₹26,00,000
06 Signage & brand elements Highway pylon, plaza facade signage, ZEN Z STAY hotel identity, counter boards and full wayfinding.	₹9,00,000
07 Electrical, DG, HVAC, water, STP & firefighting HT/LT panel, wiring, DG set, HVAC for rooms and dining, water source, plumbing, STP, firefighting and solar-ready provisioning.	₹22,00,000
08 EV charging (4 guns), parking & driver facilities Four charging points, truck and car parking, public washrooms and a driver rest area.	₹9,00,000
09 Technology package POS and KDS, hotel PMS, door locks, CCTV, ZEN Z app integration, Wi-Fi, digital menu boards and dashboards.	₹9,00,000
10 Licences — FSSAI, fire NOC, lodging licence, highway access Documentation, drawings and liaison support for all statutory approvals (government fees paid by you).	₹4,00,000
11 Hiring, 45-day training & SOP rollout Recruitment support and training for both F&B and rooms, SOP manuals, pre-opening drills and mock service.	₹6,00,000
12 Launch marketing & OTA onboarding Opening campaign, highway visibility, maps and listings, aggregator onboarding and hotel OTA listings.	₹5,00,000
13 Opening stock, linen & working capital First stock of raw material, packaging, consumables, room linen and amenities for the opening period.	₹8,00,000

TOTAL PROJECT COST

₹2,50,00,000

FIXED SCOPE

Written, not verbal

Every head above enters the agreement as a deliverable against approved drawings.

ONE INVOICE

Company account only

Payment goes against a ZEN Z invoice to the company account — never to an individual.

NO EXTRAS

No hidden fee

No joining fee, no design fee, no software subscription, no annual brand fee.

Exclusive of GST. **Land is not included** — the project assumes your own land or a leased site. Rent, deposit, government fees and taxes are paid by you directly.

SYSTEMS

Technology, hygiene and operating control

Technology installed

- **POS at every counter** with a kitchen display system and room-service routing.
- **Hotel PMS** — bookings, check-in, folio, housekeeping status and OTA channel sync.
- **Digital door locks** and a room key management system.
- **CCTV** across kitchen, counters, dining, lobby, corridors and parking.
- **ZEN Z app integration**, guest Wi-Fi and digital menu boards.

Control you actually get

- **One daily report** covering both food and rooms.
- **Occupancy and rate** visible alongside counter-wise food sales.
- **Stock and wastage** recorded against standard recipes.
- **Housekeeping and hygiene audits** on a fixed cycle with a written score.
- **Live dashboard** on your phone — the same data the ZEN Z team sees.

Hygiene and food safety

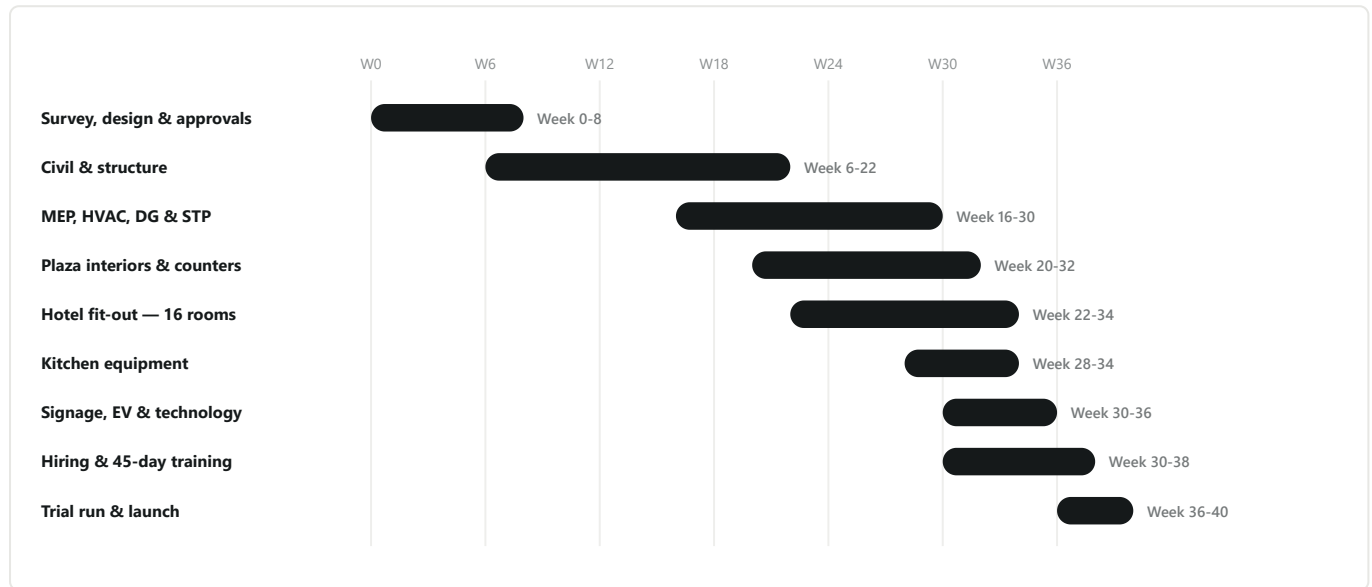
- **FSSAI-standard kitchen** with separate prep, cooking, wash and storage zones.
- **Temperature logs and batch discipline** — written formats, checked daily.
- **Pest control, water testing and waste handling** on a fixed contract cycle.
- **Washroom standard** — cleaning is logged on a schedule, not left to memory. On a highway, the washroom decides whether a family stops again.

Everything is measured. The systems above exist so the site runs on numbers instead of memory — and so you and the ZEN Z team are always looking at the same screen on the same day.

DELIVERY

Build schedule

Indicative programme from agreement to opening, assuming the site is clear and approvals move normally. Statutory clearances run in parallel.



Payment milestones

M1 On signing the agreement	₹37,50,000
Territory blocked, survey and drawings start, project team assigned.	
M2 On start of civil work	₹75,00,000
Plaza and hotel block foundations begin against approved drawings.	
M3 On structure completion	₹75,00,000
Both blocks structurally complete; interiors and MEP begin.	
M4 On equipment & room fit-out	₹45,00,000
Kitchen equipment, room furnishing, signage and technology installed.	
M5 Before handover and launch	₹17,50,000
Training complete, licences in place, trial run and opening.	

Milestones are indicative and are confirmed in the agreement. All payments are made to the ZEN Z company account against an invoice — never to an individual and never over chat.

Keep a working buffer beyond the project cost. Plan separately for rent or land cost, deposits, government fees, GST, and the first months of salaries, raw material and utilities before the site settles into a routine.

COMMERCIALS

Two ways to work with ZEN Z

Pick the one that matches how much time you want to give the business. Both are written into the agreement before any money moves.

OPTION A

You operate

- You run the location with your own team.
- All operating expenses are yours.
- **ZEN Z share: 11% of gross sales.**
- App, live billing and brand support are **inside** that 11%.
- No separate royalty. No separate franchise fee.
- You keep the business and the customer relationship.

Best if you want to be hands-on and build the operation yourself.

OPTION B

ZEN Z operates

- You invest; ZEN Z runs everything.
- Profit is shared **after all expenses.**
- **You 25% · ZEN Z 75%.**
- Loss year = no share payable by you.
- If the land is yours, rent is paid to you **separately.**
- Monthly statements and live dashboard access.

Best if you want the asset working without running it day to day.

If the site is leased

- Minimum market rent for the location — agreed in writing before the lease is signed.
- Rent escalation capped at a **maximum of 10% per year.**
- Lease tenure and lock-in are matched to the build-out so the investment is protected.

Payments, advances and agreement terms are handled only by the ZEN Z franchise desk. Nothing is collected over WhatsApp or by any individual. Once you choose a location and an option, the desk will call you and share the formal agreement.

How the share is measured — nothing is manual

EVERY SALE BILLED

System, not estimates

Counter, app and aggregator sales all land in one billing system. The share is computed from that record — not from a manual register.

MONTHLY STATEMENT

You see the same screen

A dated statement every month plus dashboard access, so sales, expenses and the share are open to you at any time.

IN THE AGREEMENT

Fixed before you pay

The percentage, the billing method, the audit right and the exit terms are written into the agreement before any advance is taken.

This page describes how revenue or profit is shared between you and ZEN Z. It is not a projection of earnings and it does not state or imply any income, return or payback. ZEN Z makes no financial guarantee.

SCOPE BOUNDARY

What is *not* in the project cost

Stated plainly, so there is no surprise later.

- **Land or site.** Your own land, or a leased site. ZEN Z does not buy or lease land for you.
- **Rent, deposit and lease charges.** Monthly rent, security deposit, brokerage and registration of the lease.
- **Government fees paid in your name.** FSSAI, trade licence, shop & establishment, fire NOC, signage and any highway access fee.
- **GST and statutory taxes.** GST on the package and on all purchases is over and above the amounts shown.
- **Monthly running costs.** Salaries, raw material, electricity, water, fuel, internet, repairs and consumables.
- **Insurance.** Fire, burglary, public liability and asset insurance for the property and equipment.

What ZEN Z keeps doing after you open

01 — BRAND

The ZEN Z name and identity

Licensed use of the ZEN Z brand, signage design, menu boards, packaging artwork, uniforms and the full creative kit for your location.

02 — SOPs

Written operating manuals

Recipes and portion standards, kitchen and counter SOPs, opening and closing checklists, hygiene and FSSAI compliance routines, stock and wastage formats.

03 — TRAINING

On-site team training

Kitchen, counter and service training delivered at your location before opening, plus a refresher cycle and re-training whenever the menu changes.

04 — TECHNOLOGY

App, billing and visibility

ZEN Z ordering app, live billing, daily sales reporting and CCTV — so both you and the ZEN Z team see the same numbers every day.

05 — SUPPLY

Vendor and menu support

Approved vendor list, purchase specifications, seasonal menu updates and new product rollouts from the central ZEN Z menu team.

06 — LAUNCH

Opening support

Launch plan, local marketing kit, aggregator onboarding (Swiggy / Zomato) and a ZEN Z person present through the opening period.

READ THIS CAREFULLY

Honest risks and limits

A highway project is a serious build. These are the things that genuinely decide how it performs.

- **This is a plan, not a promise.** Every figure in this report is an indicative estimate prepared before a site survey. Nothing here is a projection of income, profit or returns, and ZEN Z does not guarantee any financial outcome.
- **Costs move with the site.** Soil condition, approach road, power availability, local labour and material rates can change the civil and utility heads materially. The costed scope is fixed only after the survey.
- **Approvals take time.** FSSAI, fire NOC, trade licence and, on a highway site, the access permission are statutory processes. ZEN Z assists with documentation; the timeline depends on the local authority.
- **Food business is operations-heavy.** Quality, hygiene, staffing and service consistency decide whether a location works. The brand, the SOPs and the systems are supplied; the daily discipline has to be there on site.
- **Seasonality is real.** Highway traffic, festivals, monsoon, local events and nearby construction all move footfall month to month.

No earnings claim is made anywhere in this document. ZEN Z does not publish income, profit, return or payback figures for a location. Every number in this report is a cost estimate, never a projection of what the site will earn.

NEXT STEP

How we take this forward

STEP 1

Share your location

City / district / state, and — for a highway project — the road name and the approximate site size. Send it on WhatsApp; a Google Maps pin is ideal.

STEP 2

Site review

The ZEN Z team studies traffic, access, power and the surrounding catchment, then tells you honestly whether the site suits a Food Plaza & Stay.

STEP 3

Location-specific report

A costed report for **your** site — final scope, layout, drawings and timeline, replacing the indicative figures in this document.

STEP 4

Agreement and build

The franchise desk shares the agreement and the payment milestones. Once signed, the build and the training calendar start.

Send us your location on WhatsApp and we will prepare the plan for that site.

Reply with your **city / district / state** and whether you prefer **Option A** (you operate) or **Option B** (ZEN Z operates). If you are not sure yet, say “**guidance chahiye**” and the team will walk you through it.

WEBSITE

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Questions we are asked first

LAND

Do I need to own it?

No. Your own land or a leased site both work. ZEN Z reviews either one before anything is costed — land is never bought or leased by ZEN Z for you.

TEAM

Who trains the staff?

ZEN Z trainers work on site before opening, hand over written SOPs for kitchen, service and hygiene, and return for refresher visits.

TIMING

Can it be done in stages?

On a suitable site, yes. The scope can be phased so the first part opens and earns its footfall while the next phase is built.

This document is an indicative project outline prepared for discussion. It is not an offer, not a prospectus and not investment advice. All amounts are estimates before a site survey, vary with the location and are exclusive of GST and statutory charges. Land, rent, deposits and government fees are not included. No income, profit, return or payback is stated, implied or guaranteed anywhere in this document. Images marked *concept* are design visualisations, not photographs of a completed site. © ZEN Z, 2026. Prepared September 2026.