



ZEN Z Metro Master

Metro Franchise — 10 Trolleys

The metro-scale ZEN Z unit — a central cloud kitchen with two cooking lines, ten branded trolleys placed zone by zone, your own refill vehicle and a dedicated launch manager for the first months.



Central cloud kitchen

10 category trolleys

Exclusive metro rights

Own refill vehicle

30-day training

Dedicated launch manager

SETUP PACKAGE — INDICATIVE, UP TO

₹50,00,000

Location-wise this can be lower or higher.

Plus GST. Land, rent, deposit and licence fees are not included — see page 07.

THE MODEL

One licensed kitchen. 10 branded trolleys. One city.

ZEN Z is a food brand built to move. Instead of one expensive restaurant waiting for customers to arrive, a ZEN Z unit is a licensed cloud kitchen feeding 10 branded trolleys that can stand wherever the crowd is — and be shifted the next morning if a better spot appears.

10

TROLLEYS

2

COOKING LINES

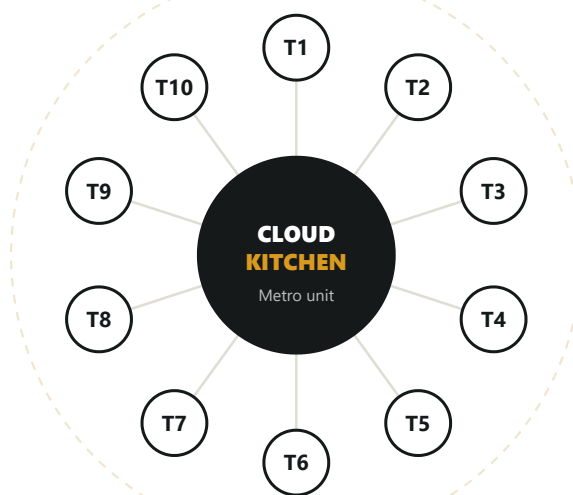
5 km

PER-ZONE REACH

9 mo

LAUNCH FUND

DELIVERY RADIUS UP TO 5 KM



Walk-up counter

ZEN Z own app

Swiggy / Zomato

Corporate & bulk

MOBILE**Trolleys move**

Every trolley is sized to load on a Tata Ace, so a location can be changed in a morning — market on weekdays, event ground on the weekend.

MULTI-CHANNEL**Four ways to sell**

Walk-up counter, the ZEN Z app, Swiggy and Zomato, plus corporate and bulk orders — all billed through one system.

EXCLUSIVE**The city is yours**

Your territory is written into the agreement. ZEN Z does not appoint a second partner inside the agreed city limits.

Who this suits. A partner who wants a food business with a real brand, real systems and a defined territory — and who is willing to give the location the discipline a food operation needs. If you would rather not run it yourself, **Option B** on page 06 lets ZEN Z operate it for you.

THE FLEET

Category trolleys, not one generic cart

Each trolley is a complete branded outlet for one food category — its own menu board, its own equipment, its own audience. Together they cover morning to late night from a single kitchen.



Tea & Coffee



Healthy Breakfast



Snacks Center



Healthy Nutrition



Dairy Fresh



Non-Veg Express

Why categories matter

- **Different peaks, same kitchen.** Breakfast, tea, snacks, dairy, nutrition and dinner all peak at different hours, so the kitchen and the team stay usefully busy through the day.
- **Recognisable, not random.** A customer sees the same ZEN Z black-and-gold identity whether they are buying a salad bowl or a plate of biryani.
- **Easy to place.** A trolley needs a fraction of the space and the deposit of a shop, so good footfall spots become reachable.

Trolley design, build specification and branding are handled entirely by ZEN Z and supplied ready to operate.

INVESTMENT

What the ₹50,00,000 package covers

Every head below is part of the ZEN Z setup, training, brand and launch package. The figures are indicative and are fixed for your city after the site survey. **The amount moves with the location** — city size, rent levels, local rates and statutory charges differ, so your package can cost less than this or more.

SCOPE HEAD — WHAT IT COVERS		AMOUNT
01	Brand licence, metro city rights & technology setup Exclusive metro territory, brand licence, app + billing setup, 30-day training programme and a dedicated launch manager.	₹9,00,000
02	Ten branded category trolleys Ten complete category outlets — fabrication, equipment, branding, menu boards, lighting and delivery to site.	₹22,00,000
03	Central cloud kitchen — two cooking lines Larger FSSAI-standard kitchen with two parallel cooking lines, cold room, wash and prep zones, exhaust and storage.	₹8,00,000
04	Branded refill vehicle Tata Ace with insulated body and ZEN Z branding for trolley placement and the daily refill cycle.	₹4,50,000
05	Experience Cabin + partner dashboard room Branded customer order point plus an on-site control room with live dashboards and CCTV wall.	₹80,000
06	Refill logistics & cold-chain kit Insulated carriers, cold boxes, crates and the restocking kit for a ten-trolley fleet.	₹90,000
07	Licences & compliance — multi-zone FSSAI, trade licence and zone-wise permission documentation across the metro (government fees paid by you).	₹80,000
08	Launch marketing & aggregator fund — 9 months Swiggy / Zomato onboarding, zone-wise launch campaigns, app promotion and local marketing for nine months.	₹3,20,000
09	Working capital float Opening stock, packaging and consumables across all zones.	₹80,000
TOTAL SETUP PACKAGE		₹50,00,000

FIXED SCOPE**Written, not verbal**

Every head above goes into the agreement as a deliverable. Nothing is added later without your written approval.

ONE INVOICE**Company account only**

Payments are made against a ZEN Z invoice to the company account — never to an individual and never over chat.

NO EXTRAS**No hidden fee**

No joining fee, no design fee, no software subscription and no annual brand fee on top of the package.

There is no separate franchise fee and no separate royalty on top of this. The ongoing commercial is a single share of sales — explained on page 06.

All amounts are exclusive of GST. Land, rent, security deposit and government licence fees are paid by you directly and are not part of this package.

KITCHEN & TECHNOLOGY

A compliant kitchen, and a system that shows you everything



The cloud kitchen

- Built to **FSSAI** standards — stainless work lines, wash and prep zones, exhaust and pest control.
- Cold storage and dry store sized for 10 trolleys plus delivery volume.
- Refill cycle planned so trolleys restock without leaving their spot for long.
- Delivery reach of up to **5 km** from the kitchen.

The technology package

- **ZEN Z ordering app** — your city goes live on the brand's own app.
- **Live billing** at every trolley and in the kitchen, on one dashboard.
- **Swiggy / Zomato** onboarding and menu management.
- **CCTV** across the kitchen and counters.
- **Daily reporting** — sales, items, wastage and stock, visible to you every day.

The app and the billing system are included in the ZEN Z share of sales. You are never billed a separate software subscription.

Recommended cash readiness: plan for roughly **₹55–57 lakh** in total, so that rent, deposits, licence fees, GST and the first months of salaries and raw material across all zones are covered alongside the package.

DELIVERY

From signature to opening day

Indicative schedule once the site is finalised and the agreement is signed. Statutory approvals run in parallel and depend on the local authority.



Payment milestones

M1 On signing the agreement	₹10,00,000
Metro territory blocked, launch manager assigned, zone mapping starts.	
M2 On fabrication & kitchen build start	₹24,00,000
Ten trolleys and the central kitchen go into build against approved drawings.	
M3 On vehicle & equipment delivery	₹10,00,000
Refill vehicle, cold chain and kitchen equipment delivered and installed.	
M4 Before handover and launch	₹6,00,000
Training complete, zones allotted, aggregators live, launch scheduled.	

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 package amount, plan for your own rent, deposit, licence fees, GST and the first months of salaries and raw material before the location stabilises.

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 package

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 partner who understands the downside makes a better operator. These are the things that genuinely decide how a location 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 franchise location, because the brand's own pilot is still building its record. When there are verified numbers, they will be shared as verified numbers — not as promises.

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 Metro Franchise — 10 Trolleys.

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.