
Sankalp®
A Bond of Trust

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WHY FRANCHISE WITH US

Corporate Address :
1705, 17th Floor, Sankalp Square 3A, Taj Skyline,
Sindhu Bhavan Road, Ahmedabad, Gujarat 380058
Website: www.sankalp-group.org
Phone: +91 79 40710000

BECAUSE SOME NAMES ARE BUILT WITH TIME - NOT NOISE

- **A Brand People Already Trust**
  Sankalp isn't introduced. It's remembered, revisited, relied upon

- **Food With Proven Demand**
  Authentic South Indian flavours, consistent taste, timeless appeal-selling across generations and regions

- **Systems That Protect Your Investment**
  Structured operations, clear SOPs, and central support-so the business runs steady, not shaky

- **Growth Backed by Experience**
  You don't walk alone. You grow with guidance, discipline, and a brand that stands firm beside you



ABOUT US

- Founded in 1980 by the visionary Dr. Kailash Goenka, Ph.D., and headquartered in Ahmedabad, Gujarat, India, the Sankalp Group has over 250 restaurants and is expanding

- The Group operates in food services, manufacturing, exports, logistics, outdoor catering, banqueting, hospitality, packaged foods and real estate

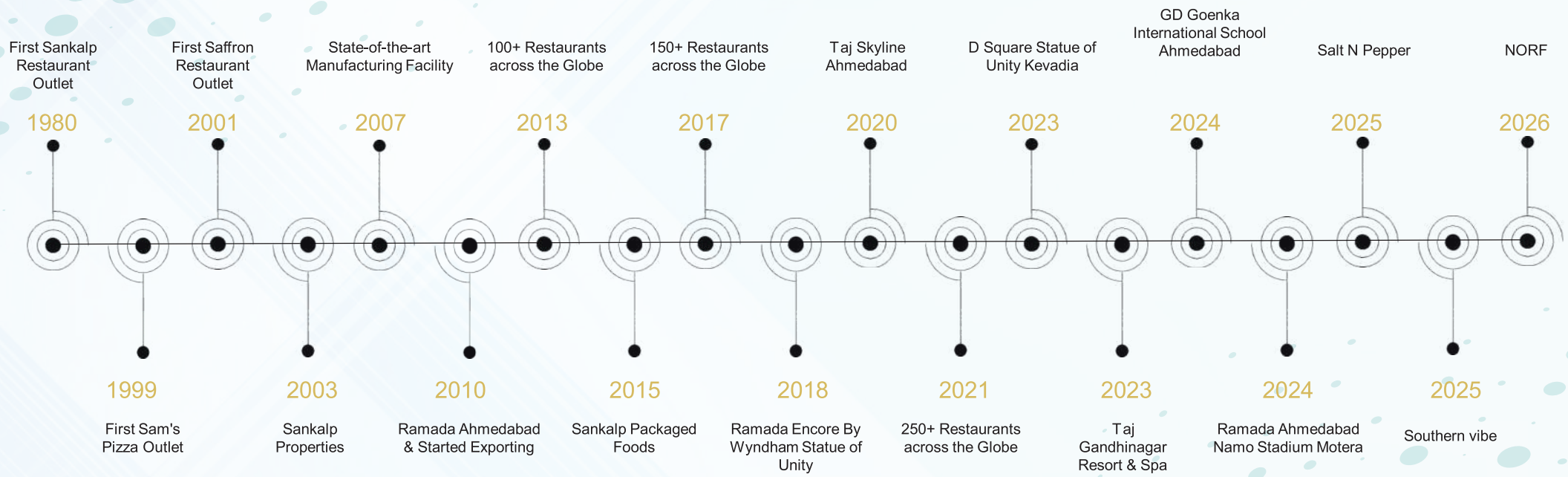
- It has operations in 12+ countries, including USA, Canada, UK, UAE, Germany, Malaysia, Singapore, Denmark, Thailand, New Zealand and Australia



ROOTED IN PURPOSE, GROWING WITH PASSION



GROWTH & TIMELINE



CHOOSE YOUR FRANCHISE. GROW WITH STRENGTH

ONE GROUP | MANY BRANDS | TOTAL FREEDOM.

Sankalp®
The Taste of South

Saffron®
AUTHENTIC CUISINE FROM NORTH

Sam's PIZZA™
Food, Friends & Fun, Unlimited...

SOUTHERN Vibe

salt n pepper™

NORF
NotOnlyRegularFries



- You don't fit into a franchise the franchise fits into you
- Freedom to choose a brand that matches your market & mindset



Sankalp®

The Taste of South

- Sankalp, the flagship restaurant of the Sankalp Group, was established in 1980
- The inherent desire to offer customers authentic South Indian cuisine led to the establishment of Sankalp Restaurant
- Each Sankalp Restaurant replicates the taste, quality, service and ambience that have made Sankalp a household name
- The continual addition of innovative menu items and regular food festivals have made the Sankalp experience an unforgettable one



Sam's PIZZA™
Food, Friends & Fun, Unlimited..

- Started in 1999 by the Sankalp Group; Food, Friends & Fun Unlimited is what defines Sam's Pizza
- Sam's Pizza has been a trendsetter for the "Unlimited Meal Deal." From soups to a choicest array of pizzas, garlic crispies, 30 scrumptious fresh and healthy salads, and chocolate brownies with ice cream — it all comes to you at a very competitive price and the best quality
- The pizzeria also offers a robust à-la-carte menu for discerning food connoisseurs



Saffron®

AUTHENTIC CUISINE FROM NORTH

- Saffron, the North Indian cuisine brand from the house of Sankalp, was founded in 2001
- Saffron introduced a first-of-its-kind and unique “Do It Yourself” concept in dining
- The Saffron dining experience offers on the-table live barbecue
- Saffron is also known for its Unlimited Offer — a unique concept that presents a lavish spread of unlimited meals fit for a king



SOUTHERN Vibe

- Designed for quick, effortless, on-the-go dining
- A convenient kiosk format that's easy to access — with a round-the-corner presence
- Serving the same authentic taste you love from our restaurants
- Fast service that fits perfectly into your busy schedule
- Freshly prepared with passion and strict hygiene standards
- Quick meals with zero compromise on taste or quality — with attention to detail in every dish, served in record time



Salt n Pepper™

- SALT & PEPPER is a vibrant street food concept built around India's rich and diverse chaat culture.
- The menu features a curated selection of popular street favorites such as pani puri, bhel puri, chole bhature and pav bhaji, prepared using authentic recipes and fresh ingredients.
- Designed as a fast-paced counter format, the brand focuses on delivering bold flavors, consistent quality and quick service, creating a convenient yet memorable dining experience.



NORF

NotOnlyRegularFries

- A unique quick-service food brand focused exclusively on fries and poutines. Inspired by the classic Canadian dish poutine, NORF elevates simple fries into indulgent, flavour-rich meals by combining crispy fries with a variety of sauces, cheeses and toppings.

- The brand emphasizes quality, freshness & bold taste, offering a curated menu that turns a familiar snack into a complete & satisfying food experience. By specializing only in fries & poutines, NORF ensures consistency, creativity & innovation in every serving.

- Targeted towards young consumers & urban food lovers, NORF delivers a modern, convenient & exciting twist to comfort food. It stands out by making fries the centerpiece, redefining how people enjoy this everyday favorite with global inspiration and rich flavours.

WHY FRANCHISE IS THE RIGHT PICK RATHER THAN A STARTUP?

Don’t gamble on a beginning, invest in a legacy.

- **Battle-tested model**
  Proven in real markets, real conditions, real results
- **Zero-chaos systems**
  Every operation engineered to run smooth from day-one
- **Wisdom on day-one**
  Years of hard-earned learning handed to you instantly growth guided, not guessed.
- **Built to scale**
  Growth that’s planned, repeatable and confident



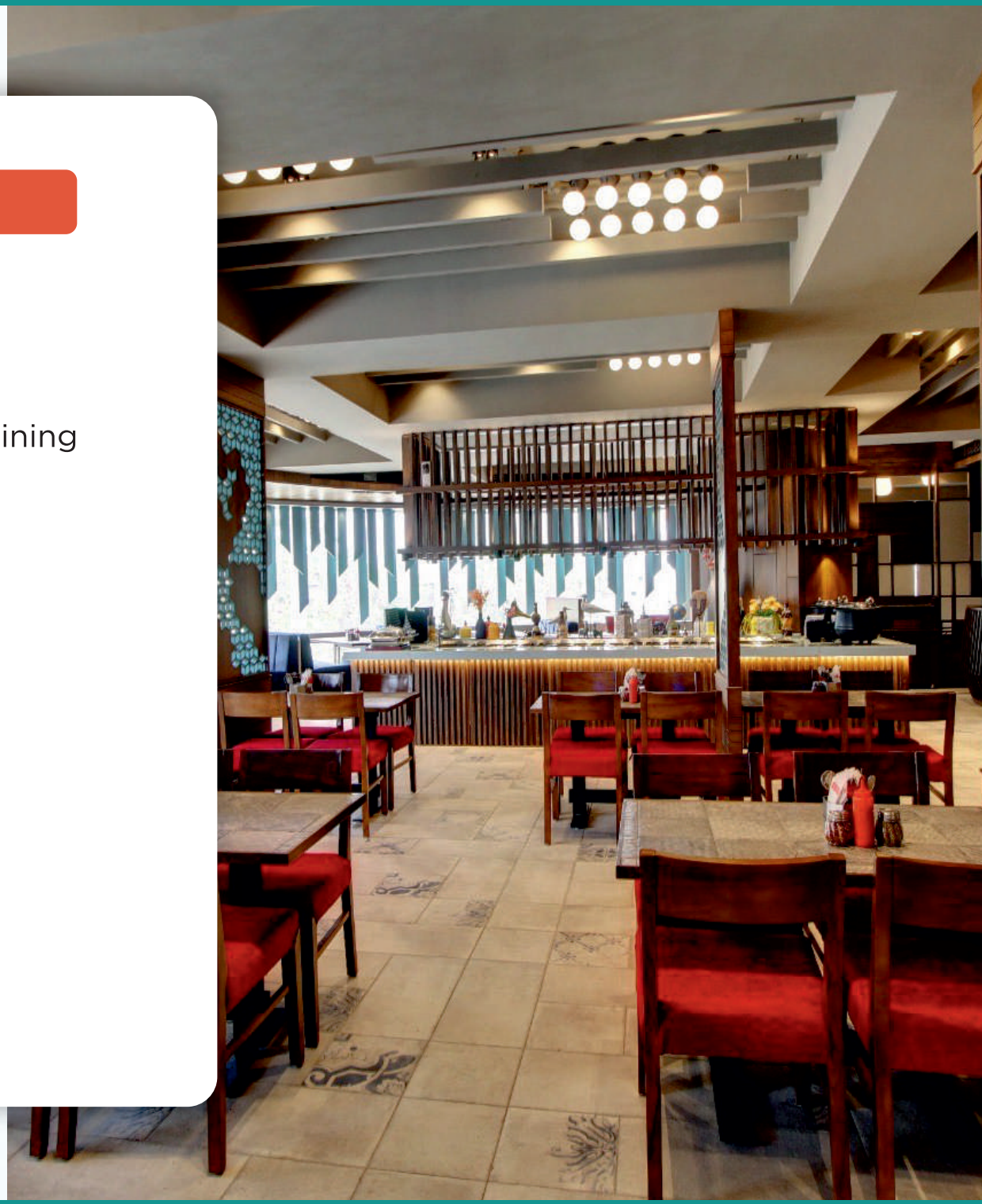
WHY PARTNER WITH US ?

- India’s fastest-growing restaurant chain
- 250+ outlets across the globe
- 45+ years of trusted Indian restaurant legacy
- Proven and profitable franchise model
- Authentic recipes and centralized supply chain
- Powerful marketing and brand promotions
- Transparent partnership and dedicated guidance



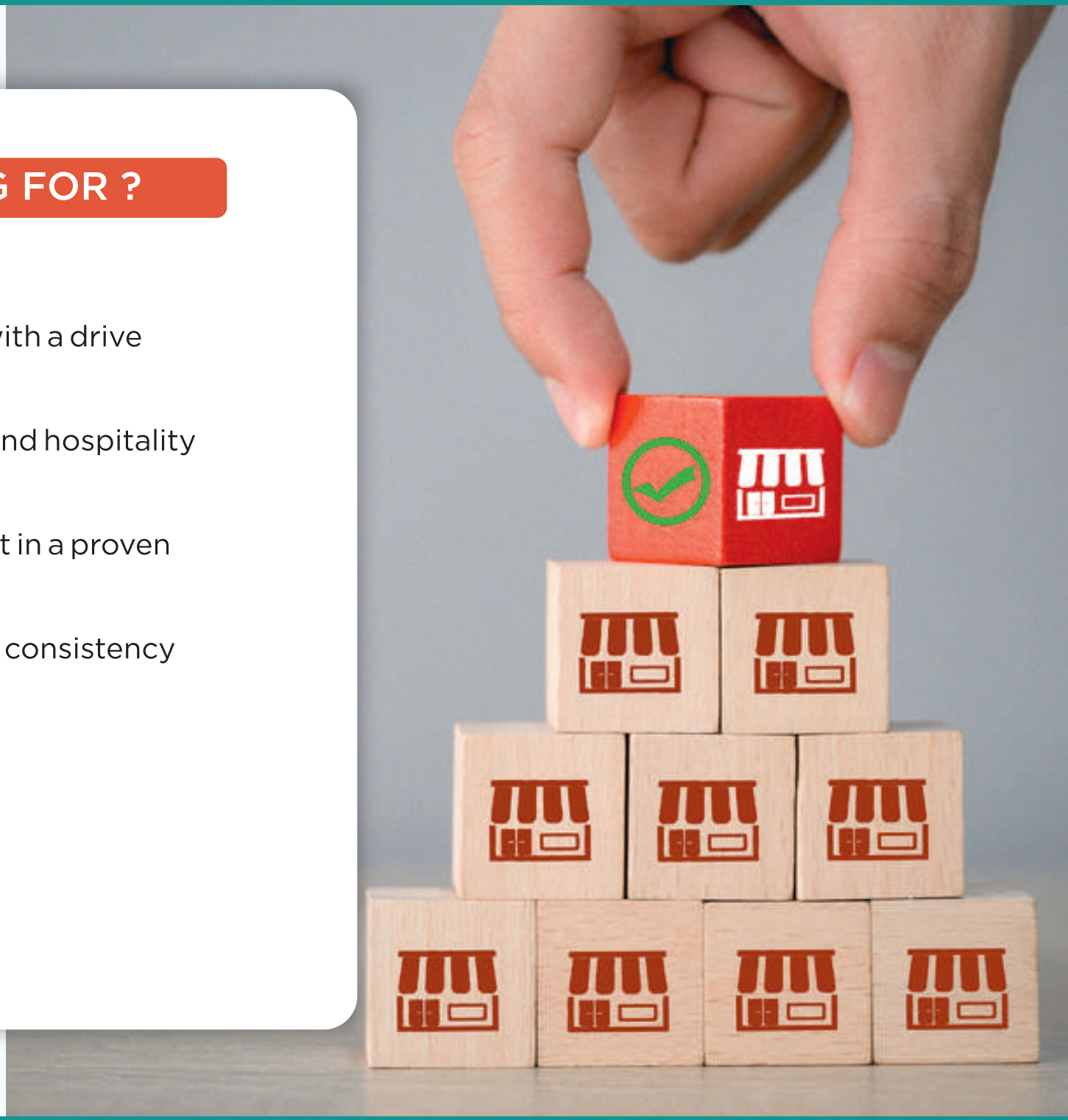
SUPPORT

- Complete restaurant setup assistance
- Staff recruitment and hands-on training support
- Interior design and branding guidance
- Marketing and promotional support
- Continuous R&D and menu innovation



WHO WE'RE LOOKING FOR ?

- Passionate entrepreneurs with a drive for success
- Strong interest in the food and hospitality industry
- Financial capability to invest in a proven franchise model
- Long-term focus on quality, consistency and customer satisfaction



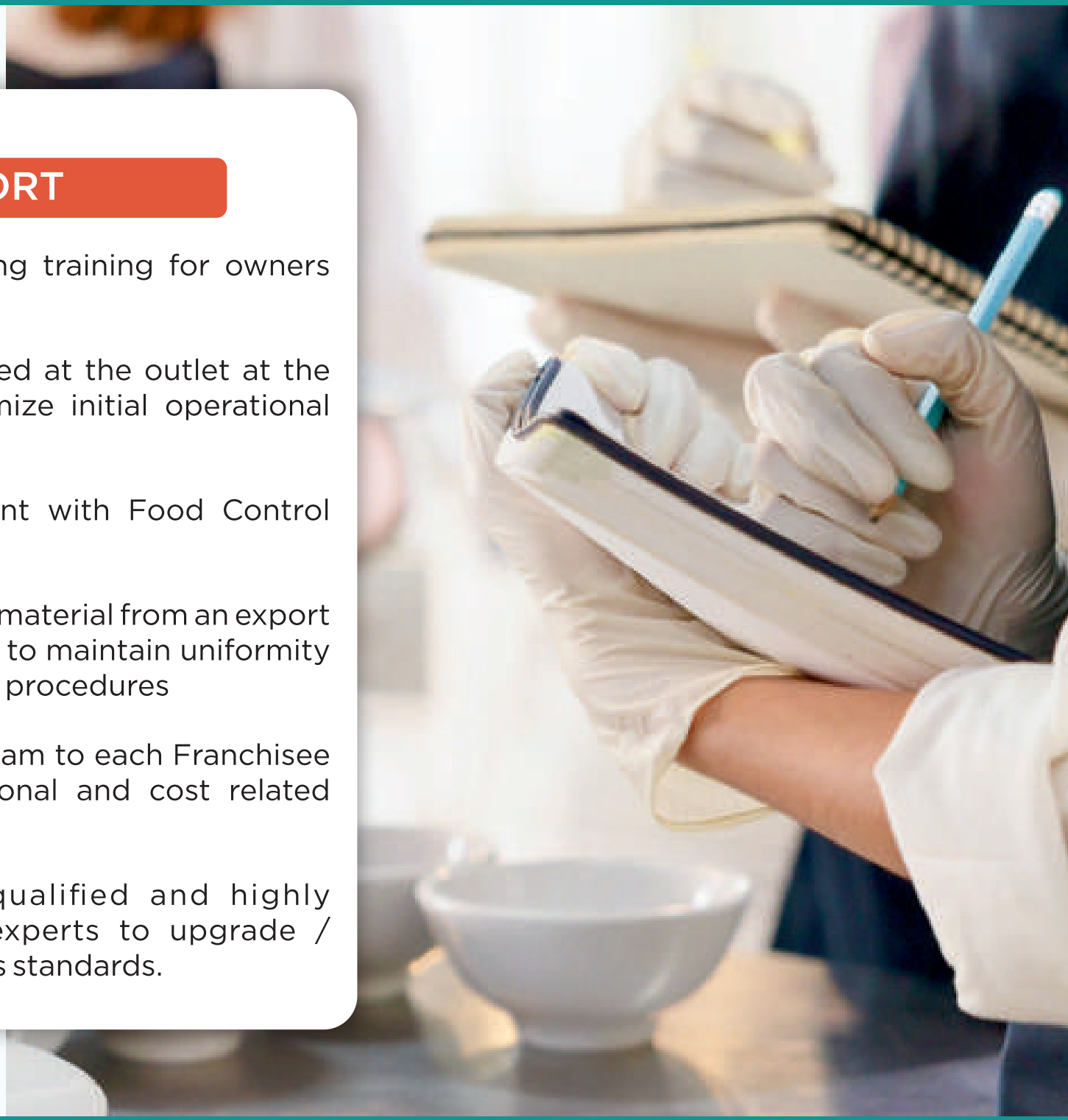
RIGHT LOCATION, RIGHT OPPORTUNITY

- Prime, high-footfall areas
- Locations selected through detailed market analysis
- Perfect for dine-in, takeaway and delivery formats
- Easily accessible with ample parking space Commitment to maintaining Sankalp's brand standards



TRAINING AND SUPPORT

- Comprehensive pre-opening training for owners and staff
- Unique installer team placed at the outlet at the time of opening, to minimize initial operational issues
- Unique Software placement with Food Control backup from the H.O..
- Provision of products / raw material from an export oriented production in unit to maintain uniformity of taste Standard operating procedures
- Assistance by dedicated team to each Franchisee to ensure quality, operational and cost related support when needed.
- Periodic visit by our qualified and highly experienced restaurant experts to upgrade / maintain / improve business standards.



SINCE 1980

250+ RESTAURANTS ACROSS THE GLOBE



INDIA

USA

UAE

AUSTRALIA

UK

GERMANY

CANADA

NEW ZEALAND

SINGAPORE

MALAYSIA

DENMARK

THAILAND

GUINNESS WORLD RECORDS