

## A Popular & Established Lifestyle Zone

Recreation Club | Music & Arts Academy | Multi-cuisine Restaurant | Cricket Academy

Proven Business Concept | FOCO Business Model | Minimum Return Guarantee

## The Brand Profile

### EAT, PLAY, LEARN & ENJOY @ Kriyates

Launched in 2014, Kriyates is Chennai's popular & established lifestyle zone offering international standard recreational activities & facilities for the entire family. It is a single destination catering to the day-to-day requirements of people's lives like food, music & arts, sports, celebrations and more.

Spread across a massive area of \_\_\_\_, the Kriyates zone houses a pure vegetarian multi-cuisine restaurant, TVG AIMA (Academy of Indian Music & Arts), dedicated areas with advanced facilities for different indoor/outdoor sports, swimming pool, professional cricket academy called Cricket Drome, banquet halls, conference room, party lawns, besides a hall for various cultural and health related training activities.

The Kriyates zone provides facilities for games like Badminton, Table Tennis, Carrom, Chess, Pambaram, trampoline, Archery, Gun Shooting, besides conducting classes for Yoga, Karate, Trekking, and organizing Camp Fire & Night Camps.

The operations team at Kriyates comes with rich knowledge and experience of all the delivered services in collaboration with professionals from their area of expertise.

### Multi-cuisine Restaurant

Kriyates restaurant, rated amongst the top restaurants in Chennai, serves authentic south Indian, north Indian and other prevalent cuisines in India. It allows patrons to have their food cooked on wood-fired brick oven. One can also ask for fresh vegetables from in-house organic garden. One can even request for health and diet menus. The restaurant serves in a completely traditional manner...food served on banana leaf and water in mud pots.

The restaurant exterior exhibits a fusion between traditional and contemporary architecture. It encompasses two courtyards that blends built form and landscape in a seamless manner. The dynamic roof of the building creates a unique experience for the user in the form of rainwater curtains within the courtyard. With dim lighting and in built furniture, the interiors evoke a sense of relaxed ambience and serenity.

### Music & Arts Academy

TVG Academy of Indian Music & Arts (AIMA) is named after legendary musician Guruji Padmabhushan Dr. T.V. Gopalakrishnan, who founded the academy in 1984 to facilitate music lovers to learn and explore the music. The academy has some of the best teachers who are professionally qualified and well trained in Indian culture.

The Academy provides a home away from home, shaping individuals, transforming them from shy children fearful of strangers and rough around the edges, to poised performers, exuding confidence to be themselves on the international arena.

### **Cricket Academy**

Cricket Drome academy provides world-class facilities and professional coaching to aspirants of almost every age group and teams in all formats of cricket. The academy has indoor/outdoor turf, matt and cement wickets, and a Ranji Level ground. The coaches provide training for prestigious cricketing tournaments like Ranji Trophy. The academy is equipped with all necessary equipments like balling machine for the batting practice.

The academy's signature mix of coach-player interaction, theory/practice sessions and utilization of top class cricketing facilities, enables aspiring cricketers to bring out the best in themselves. For amateur cricket enthusiasts, it is a great destination to unwind, be it day or night, by playing the game with friends and family using the top class facilities. What's more, top players like Dinesh Karthik use the facility for practice when in Chennai.

### **Banquet Halls**

Kriyates has fully equipped air-conditioned banquet halls to accommodate up to 200 guests. It has open lawn with stage to accommodate 500+ guests. For weddings, Kriyates provides relaxed and beautiful ambience, great food, and exemplary service at affordable costs. The host has a variety of options to entertain their guests. The wedding theme can be customized as per the host's preference.

For corporate houses, Kriyates has a training and conference hall equipped with projector, writing boards, cordless mikes and speakers.

Kriyates also conducts tailor-made training and development programs for kids, corporate and individuals. It also organizes career & lifestyle counseling, integrated sports, arts and self-development courses for schoolchildren with diet food - summer courses and weekend courses.

**Overall, Kriyates is a complete family destination that offers something for everyone for leading a happy & healthy lifestyle. It fulfills the necessities of any individual or group from food to sports to music to festivities...all under one roof, provided by professionals at an affordable cost without compromising on quality. The focus however at all times is on FUN, JOY & TOGETHERNESS.**

### **About the founder**

Kriyates is an initiative of Raj Ramachandran – a visionary and progressive thinking entrepreneur with rich experience of working in different industry segments. Starting his career as a Management Trainee in Apollo Hospital's HRD department, Raj has worked in all parts of India, Asia and Europe in various capacities, from Hospitals to Banking to IT and manufacturing sectors with hands on experience in branding, HR, Finance, Sales and Management.

Born and brought up in Chennai, he did his schooling from St. Bede's Anglo Indian Higher Secondary School, Graduation from A.M. Jain College and MBA from ITM, Chennai.

Some of his achievements include:

- One of the youngest branch managers in the HDFC Bank at the age of 26 years
- Migrated entire Core Banking software from Spain to India by creating teams, processes and deliverables
- Started own construction business at the age of 34 years
- Handed over 25 projects ranging from apartments, bungalows, schools, restaurants and recreational facilities
- Complete hands on knowledge of the food industry, sports & recreation

## The Opportunity

Expanding Horizon

### Taking the Franchising Route

After receiving great response & recognition from the people of Chennai, Kriya Hospitality Services Pvt. Ltd. is all set to expand the presence of Kriyates Zone via franchise-owned company-operated (FOCO) format in different parts of India.

The Kriyates Zone will have Multi-cuisine Restaurant, Dedicated Indoor Areas for Squash/Badminton/Table Tennis/Gym/Spa, Open Turf & Cement Nets, Swimming Pool, Banquet Hall, Party Lawn, Cricket Academy and Music & Dance Academy.

*“Kriyates is an opportunity for those who wish to pursue their career in various sports and art forms and those who wish to relive their passion. The USP of Kriyates is that it brings various facilities in sports, arts & music and recreation within one entity running each activity as a separate revenue and profit centre, and at the same time, optimizing the cost with centralized operations, marketing and finance.”* **Raj Ramachandran, Founder, Kriyates**

### Preferred Partner Profile

- Entrepreneurs with good financial bandwidth to invest in the project
- Professionals from hospitality or service industry willing to be an entrepreneur
- Sufficient backup and ability to sustain during gestation period
- Existing unutilized facility located in an upscale market or near high street

### Kriyates Zone (FOCO) – Franchise Facts

- Area Required: 1 Acre
- Total Investment: INR 3.99 Crore\*
- Franchise Fee: INR 15 Lakh
- Average Payback: 3 Years, 7 Months
- Minimum Return Guarantee: 14.5%
- Agreement Term: 7 Years
- Revenue Sources: Services | Memberships

\* Approx investment, inclusive of franchise fee

The company is also inviting self-motivated professionals and entrepreneurs for taking up the individual franchise of its Kriyates multi-cuisine restaurant, Cricket Drome Academy and TVG AIMA via franchise-owned franchise-operated (FOFO) format across India.

### Unit Franchise Facts

Expansion Format	Area Required	Total Investment	Franchise Fee	Average Payback	Agreement Term
Multi-cuisine Restaurant	1200 sq ft	INR 31-32 Lakh	INR 3 Lakh	1 Year, 11 Months	5 Years
Cricket Drome Academy^	-	INR 16-17 Lakh	INR 5 Lakh	1 Years, 9 Months	5 Years
TVG AIMA	1700 sq ft	INR 14-15 Lakh	INR 3 Lakh	1 Year, 6 Months	5 Years

^ School tie-up option included

### FAQs

#### 1) Why should an investor invest in Kriyates?

All services offered by Kriyates are the basic requirements of people and so there is no saturation in this market. It is a unique proposition, which offers multiple services under one roof, managed centrally. By investing in Kriyates franchise, one becomes a part of an international brand with a larger market capitalization and one that offers the best returns at a moderate investment.

#### 2) Any special support provided by the company?

The company will set up the entire project infrastructure in a cost-effective and shorter timeframe as a turnkey project through its sister concerns.

For unit franchisees, the company will provide complete operational support, deliverables and necessary expertise right from the Day 1. The company also will provide complete branding & promotional support to its franchisees.

#### Comprehensive Company Support

For smooth and profitable business operations of the unit franchisees, Kriya Hospitality Services Pvt. Ltd. (the Company) has devised a systematic franchise development program.

**Set up:** The Company will assist in choosing the best location, besides providing blueprint of interior design & architecture for creating uniform ambience.

**Training:** The Company will conduct an all-inclusive training program for the main staff prior to start of business operations.

**Marketing:** The Company will conduct activities to effectively market & communicate the brand proposition.

**Facilitation:** The Company will be engaged in R&D, facility development & enhancement and other market development initiatives on a regular basis.

**Advertising & Promotions:** The Company will organize events specific to advertising & promotions of 'Kriyates' at the national level, including participation in expos, sponsoring events, tie-ups with publications and much more.

**PR Support:** The Company will ensure regular coverage at national and regional level, besides helping in centralized brand building through print, outdoor, web, retail and electronic media.

#### Contact Info

**For franchising queries, please contact:**

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[www.kriyates.in](http://www.kriyates.in)