simply awesome food

MOC™
THE AMERICAN RESTAURANT

RESTAURANT BUSINESS
UNIQUE FRANCHISE OPPORTUNITY...

The Mad Over Chicken operating system delivers products of prime quality. Our food is served fresh and we always select only the best ingredients for all our menu items, and use proven equipment and production techniques to ensure consistency in taste and presentation.

tasty
freshly prepared
tender
crunchy
unique
WELCOME
THANK YOU
FOR SHOWING
AN INTEREST
IN OUR COMPANY
100%
Hygienic
Crispy
crunchy
juicy
golden
hot
delicious

FRANCHISE OPPORTUNITY

MOC™
THE AMERICAN RESTAURANT

Mad Over Chicken is the INDIA's premier quick service restaurant franchise opportunity for the 21st Century - a complete turnkey quick service restaurant concept tailored to suit qualified investors and investment groups seeking entry into the exciting quick service restaurant market.

The quick service restaurant industry in the INDIA's has grown at a more rapid rate than any other sector and is currently worth around 58 Thousand Crore. Major high street retailers have concentrated on the development of three individual products - namely Burgers, Wrap and Chicken., Mad Over Chicken combines all of these top selling items into a single restaurant concept which is perfectly positioned to deliver exactly what the customer wants - convenience, quality, value and something different.

And something different it is. The 'awesome' flavour of every single piece of Mad Over Chicken comes courtesy of extensive refinement of both the products and processes. Succulent pieces of fresh chicken are marinated to give flavour right through to the bone. They are then coated in breading made from the finest ingredients mixed with a unique blend of herbs, spices, our exclusive recipe . They are then fried to perfection. frying ensures as little oil as possible is absorbed into the product giving a delicious grease free product. But we haven't stopped there; we are constantly trying to improve our products to make them the best we can.

PREMIER

Original Flame Grilled Peri-Peri Chicken

OUR BRAND

VALUE

Mad Over Chicken provides fresh foods, hearty portions, good service, fair prices and a multi-choice menu, which combines the most successful quick service restaurant products. All these add up to good value for money for customers, and generates increased brand loyalty.

SKILL

TASTY RELATIONSHIP

It is our responsibility to ensure we take on franchisees that not only have the right qualities and skills to succeed in business generally, but also those we believe can operate a successful MOC restaurant franchise and we can enjoy working closely with.

We also require a positive attitude, excellent communication skills, tolerance, a passion for excellent service and a key understanding of the need to follow our system. A good sense of humour will also help!

WE'RE HERE TO GIVE YOU ALL THE SUPPORT YOU NEED

Once the new unit is developed, American Bites Pvt. Ltd. assists the new operator in the actual opening and during the critical early days. Product and operations training is provided and supported by a comprehensive series of operating procedures manuals, covering standard operations, health, hygiene and safety, training, marketing and finance. Further on-going advice and Field Agents of the company, including equipment maintenance and unit servicing, provide support.

ONGOING SUPPORT...

INSTALLATION. TRAINING. OPENING.
PROCEDURES. MAINTENANCE.
HEALTH & SAFETY.

See our Website at. www.madoverchicken.com

COMPANY SUPPORT

American Bites Pvt. Ltd. offers pre-opening assistance to its franchise operators in the development of new units, and provides quality on-going support in operations, marketing, advertising, training and management development for the unit once it is opened.

TRAINING

RESEARCH AND DEVELOPMENT

MOC's operates a fully-equipped, state-of-the-art research and development facility to create new products and interesting combinations. Each new product is run tested by a carefully selected consumer panel, to give accurate and relevant feedback. Existing products are also constantly revised to increase quality and taste. So a MOC's menu is subject to continuingi mprovementa ndq ualityi ncreasesA ll,t or educec osta nd increase operational efficiency of existing menu items.

AUDITING

Auditing takes place monthly by our trained auditing team. This store inspection helps to maintain high standards, refresh procedures in the minds of the staff, and generally helps maintain the quality & cleanliness expected in an MOC store. We also use a mystery customer. By using a small video camera we can check service standards, making sure customer interaction is of the same high standard as the food we serve.

tasty
freshly prepared
tender
crunchy
unique
HERE'S SOME FRANCHISE BENEFITS TO HELP CONVINCE YOU
100%
Hygienic
crispy
crunchy
juicy
golden
hot
delicious

PROVEN SUCCESS EXPERIENCE PROFITABILITY

Our company cannot forecast either sales or profits for any given location, due to many variables including market conditions and quality of management. But with proven success and experience in quick service operations, we can identify sound operating profitability attributed to low development costs, low operating costs and total efficiency, made possible by exploiting expert systems.

STEPS

- Completion of application, and site evaluation.
- Franchisee interview.
- Designing & quotation of site.
- Acceptance of quotation & signing of franchise purchase agreement.
- Payment of franchise fee & deposit.
- Order processed and payment of balances.
- Completion of works, delivery & commissioning of all equipment.
- Complete staff training.
- Mad Over Chicken unit opens.

FRANCHISE BENEFITS...

VERY PROFITABLE.
LOW RUNNING COSTS.
ESTABLISHED BRAND.
QUALITY CONCEPT.
EXPERIENCE.

VISIT OUR WEBSITE AT
www.madoverchicken.com

CONVENIENCE

Convenience is the dominant motivator in determining what today's customer wants from the quick service restaurant sector. This trend is reflected in a larger share of sales volume going for take out than being consumed in-store. Major restaurant chains have recognised and responded to this trend with the addition of drive-through windows to their conventional seating capacity.

Mad Over Chicken offers the consumer all available options to suit convenience. Selected ingredients and state-of-the-art production technology combine to deliver food products of top quality, served by well-trained and friendly people in the minimum time. Drive-through facilities can be built in to new designs or added to established units to further enhance this product delivery.

FRANCHISE

A Multiple License may be granted to a qualified franchisee or group who agrees to develop multiple restaurants on a specific schedule of openings, commonly referred to as a Performance Schedule. In exchange for this development commitment and payment of the initial franchise fees per outlet, the company will grant exclusive development rights in a specific geographic area. This fee also covers the use of our intellectual property including the brand name, designs, manuals, pre-opening marketing, and backup assistance if and when required. However, this fee does not cover travel, accommodation. Single unit franchises are granted provided they do not conflict with Area License territories.

CONSTRUCTION

Supporti nt hea ctuald evelopmento ft hep rojecti sp rovidedt hrougho um ominatedd esigna nd construction contractors. Our scheme designs are adapted to suit the selected premises, both internally and externally, and cost estimates prepared.

PACKAGING, SEASONINGS AND SUPPLIES

For day to day operation of the franchise, branded packaging, seasonings and supplies will be required. This must be supplied by the Franchisor or by a supplier nominated by the Franchisor.

EQUIPMENT

Core preparation, storage and cooking equipment must be purchased from American Bites Pvt. Ltd. or an authorised supplier. This equipment will then need to be installed and commissioned. An on-going preventative maintenance contract is available at extra cost.

PROPERTY

Premises required for a Mad Over Chicken should generally be a minimum of 600 square feets, but must have a minimum shop front of 10 square feets with access to high-traffic street that permits a free/ low/ to/ assingp otentialt rade. TheC ompanym usta pprovep remisesi dentifiedf on he development of a Mad Over Chicken. The Company provides assistance in site evaluation and preliminary legal enquiries.

FRANCHISE VS INDEPENDENT BUSINESS

Research statistics show that franchised food service businesses have in general a significant success record when compared to the success and failure rates of independent businesses.

Franchised businesses have a high success ratio because they have a proven system. Franchise operators like ourselves require the franchisee to adopt and follow an established system, thus reducing the franchise owner's risk and likelihood of making a costly mistake.

FRANCHISE / INVESTMENT WITH MINIMUM GUARANTEE ON SELECT LOCATIONS

VEG BURGERS

ALOO PATTY BURGER ₹ 39
MEAL COMBO ₹ 99

HOT VEGGY CRUNCH BURGER ₹ 55
MEAL COMBO ₹ 120

CHANNA PATTY BURGER ₹ 65
MEAL COMBO ₹ 130

VEGGY LOVER BURGER ₹ 65
MEAL COMBO ₹ 129

VEG KEEMA BURGER ₹ 65
MEAL COMBO ₹ 139

VEGGIE DELITE BURGER ₹ 99
MEAL COMBO ₹ 160

MASHROOM PATTY BURGER ₹ 99
MEAL COMBO ₹ 160

PANEER SALSA BURGER ₹ 99
MEAL COMBO ₹ 160

NON VEG BURGERS

CHICKEN PATTY BURGER ₹ 55
MEAL COMBO ₹ 120

JUMBO CHICKEN PATTY BURGER ₹ 79
MEAL COMBO ₹ 139

MOC ROCK BURGER ₹ 105
MEAL COMBO ₹ 175

MAXICAN GRILLED BURGER ₹ 105
MEAL COMBO ₹ 175

PERI PERI GRILLED BURGER ₹ 105
MEAL COMBO ₹ 176

RICE

VEG RICE BOWL
₹ 85

CHICKEN RICE BOWL ₹ 95

TUMMY TREAT

BONELESS STRIPS
3 pcs. + Salsa Dip ₹ 109
4 pcs. + 2 Salsa Dip ₹ 209
13 pcs. + 4 Choice of Dip ₹ 409
save ₹ 11

CHICKEN POPCORN
REGULAR ₹ 65
LARGE ₹ 99

HOT WINGS
4pcs. ₹ 135 | 15pcs. ₹ 335
24pcs. + 600 ml Coke ₹ 465
save ₹ 70

SLUNGER PUNCHER WRAP
CHICKEN WRAP ₹ 135
MEAL COMBO ₹ 195
PANEER WRAP ₹ 119
MEAL COMBO ₹ 175
VEG WRAP ₹ 119
MEAL COMBO ₹ 175

CHICKEN MEAL
Moc Rock Burger
Chicken Meal ₹ 199
3 pcs.
Chicken Meal ₹ 209

FRIENDS & FAMILY MEAL ₹ 769
8 pcs. Chicken
+ 12 pcs. Wings
+ 2 Ltr. Coke

CHICKEN BUCKET

CRISPY & JUICY CHICKEN
2 pcs. ₹ 145
2 pcs. ₹ 165 (of choice)
4 pcs. ₹ 275
8 pcs. ₹ 509
12 pcs. ₹ 739

FLAME GRILLED PERI-PERI CHICKEN
2 pcs. ₹ 149
4 pcs. ₹ 285
8 pcs. ₹ 539
12 pcs. ₹ 769

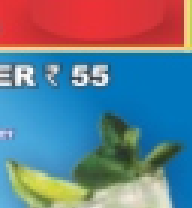
CARIBBEAN GRILLED CHICKEN
2 pcs. ₹ 149
4 pcs. ₹ 285
8 pcs. ₹ 539
12 pcs. ₹ 769

VEG BUCKET

HOT & CRISPY BIG VEG STRIPS
2 pcs. ₹ 99
4 pcs. ₹ 195
8 pcs. ₹ 365
12 pcs. ₹ 539

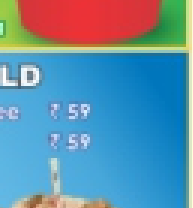
CHILLER ₹ 55

Passion Fruit Chiller
Mint Mojito
Cucumber
Watermelon
Kiwi
Green Apple Mojito



COLD

Cold Coffee ₹ 59
Ice Tea ₹ 59



SMOOTHIES
₹ 95
Strawberry, Mango, Choco Temptation

PREMIUM SMOOTHIES
₹ 109
Banana, Strawberry, Kitkat

A LA CARTE

Regular Fries	₹ 50
Large Fries	₹ 75
Regular Coke	₹ 35
Large Coke	₹ 55
Extra Cheese	₹ 19
Extra Dip	₹ 19

MOC

THE AMERICAN RESTAURANT

Be a Part of the ₹ 75000 Cr. Restaurant Industry

Start a Quick Service Restaurant without the hassles of setting up one! Get a ready-made business model, interiors, management systems and the benefit of a national brand.

Why Choose MAD OVER CHICKEN ?

- Best in class quick service restaurant setup and 45 days rollout.
- We target on world's largest selling products burgers & chicken
- Full turnkey support – we will walk you through the store opening process from start to finish!
- Investment starting from just 12 lac
- A unique concept targeted to a huge market.
- National, regional and local marketing programs drive customer walk-ins.
- Continuous training for operations and recruiting assistance.
- Multi-unit or single-unit start-up premium locations available.

WHY QUICK SERVICE RESTAURANT INDUSTRY ?

- Recurring revenues
- All-cash business
- Recession Proof – Business grows as quick as hunger grows
- Quick service restaurant is an emerging sector in India and growing annually at 25%

WOW LOTS OF OPTION OF AWESOME BURGERS

CHICKEN WRAP IS SOOOOOOOOOOO AWESOME

GUYS YOUR PERI PERI CHICKEN IS REALLY AWESOME

Its Out of World

YOU ROCK WITH MOC ROCK

CHICKEN IS REALLY CRISPY & JUICY ITS AWESOME

Thank God There are Some Options for Tasty and Cost Efficient Burgers Now. Lets Start With Specialty of This Place Which is The Peri Peri Chicken. Nandos You Have Got Competition. It is Simply Outstanding. Then There is The Peri Peri Chicken Burger. It Takes a Good 30 Minutes for Them To Prepare This, But It's Worth The Wait. The Starting Range Burger Which is The Chicken Petty Burger is Pretty Good for Just Rs 45.00. Overall, Amazing Food.

Awesome Food..... Quality is Really Good..... Must Taste Item is Chicken Wrap....

Worth The Price..... It is Actually Mad Over Chicken.....

Good Food Good Price. Very Nice ..... yummyyyyyyy

MEDIA & ADVERTISING

GET DELIGHTED WITH AMERICAN FOOD

Have a pleasurable stay

OUR ADVERTISING & MEDIA PARTNERS

WE DELIVER ORDER ONLINE

JUST EAT.IN

hindustantimes

zomato

The Times of India

QSR BRAND OF THE YEAR

MAD OVER CHICKEN

THE AMERICAN RESTAURANT

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