



Restaurant **Franchise Brochure**

#we♥vegetarian



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D. Singh

Franchise Head





FOUNDER'S Statement

At Sadda Adda, we began with a simple belief — great food brings people together. What started as a small neighborhood hangout has today grown into a vibrant space where flavors, friendships, and moments come alive. Our journey has always been guided by authenticity, passion, and the warmth of Indian hospitality.

From day one, our focus has been on delivering delicious, high-quality food with an experience that feels like home. Every dish we serve, every smile we share, and every memory our customers create at Sadda Adda reflects the heart of our brand.

As we step into the next chapter of our growth through franchising, we are excited to welcome partners who share our vision. Together, we aspire to bring the Sadda Adda experience to new communities — a place where people meet, eat, celebrate, and connect.

Thank you for believing in the spirit of Sadda Adda. With your support, we look forward to building a strong, successful, and flavourful future.

Anand Dubey

Founder - Sadda Adda Restaurant



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About Restaurant

***Sadda Adda delivers pure-vegetarian excellence
with quality, affordability, and a warm family-
friendly dining experience.***

Sadda Adda is a pure-vegetarian family restaurant established in 2013, known for serving high-quality, affordable, and flavourful food in a warm, homely environment. With a menu that blends North Indian, South Indian, Chinese, and continental favourites, Sadda Adda offers something for every taste. Designed as a welcoming hangout for families, friends, and students alike, the restaurant focuses on comfort, hygiene, and consistent quality. Today, Sadda Adda has grown across multiple locations in Lucknow and Kanpur, becoming a trusted destination for delicious meals and memorable experiences.



Vision & Mission

Rooted in passion and driven by purpose, our vision and mission define Sadda Adda's journey toward excellence, consistency, innovation, and unforgettable vegetarian dining experiences for every guest.

■ Vision

To establish Sadda Adda as a leading pure-vegetarian restaurant brand across India, offering exceptional quality, warm hospitality, and a memorable dining experience that brings families and communities together in a comfortable, welcoming environment.

■ Mission

Our mission is to serve fresh, hygienic, and flavourful vegetarian food at affordable prices while ensuring consistent quality, friendly service, and a homely atmosphere that encourages customers to return and celebrate everyday moments with us.





Our Journey

Since its inception in 2013, Sadda Adda has grown from a single outlet to a beloved family-restaurant chain, earning a reputation for its flavorful pure-vegetarian menu and warm, community-focused ambiance. Over the years, we've expanded to multiple strategic locations — including **IIM Road and Jankipuram in Lucknow with 12 years of heartily serving.**

We've also pioneered innovative formats to reach a wider audience: from affordable **takeaway** and **drive-through** points to **student-friendly food** and **beverage kiosks**. Our commitment to consistent quality, healthy ingredients, and value for money has earned us a loyal customer base — and recognition as one of the **top pure-vegetarian family restaurants** in the region.

Looking ahead, we are **scaling our footprint** while staying true to our roots: serving nutritious, hygienic, and delightfully crafted vegetarian food in a welcoming, familial atmosphere. Through every milestone, Sadda Adda continues to strengthen its legacy as a go-to gathering place for families, students, and food lovers alike.



Our Services



From relaxed dine-in comfort to quick take away, doorstep delivery, and joyful party celebrations — Sadda Adda ensures every moment is served with taste and happiness.



Take Away

Our take-away service offers quick, convenient access to freshly prepared vegetarian meals. Customers can enjoy Sadda Adda's signature flavors on the go, without compromising on quality, hygiene, or taste.



Dine-in

Our dine-in experience provides a warm, family-friendly atmosphere where guests enjoy comfortable seating, attentive service, and a diverse vegetarian menu crafted to create memorable meals and meaningful moments together.



Delivery

Our 24 hours delivery service through online order via dedicated mobile app, website, & WhatsApp brings Sadda Adda's delicious vegetarian dishes straight to your doorstep. With reliable packaging, timely service, and consistent quality, customers enjoy their favorite meals conveniently at home.



Party Celebration

We host party celebrations with customized menus, spacious seating, and dedicated service. From birthdays to family gatherings, Sadda Adda ensures a comfortable, festive environment perfect for creating joyful, lasting memories.

Why Sadda Adda Franchise?



Minimum Investment



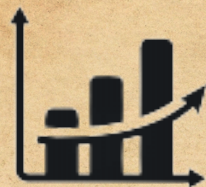
Great ROI per Annum



Minimum set up cost



Low Deposit



High Margin



Taste & Tradition



Innovation & Technology



In-house R&D team



In-house manufacturing units



Wide range of products

Sadda Adda Food Delivery App



- User-Friendly Mobile App
- All-in-One Service Platform
- Fast & Secure Ordering System
- High-Quality Visual Menu
- Exclusive Offers & Combos
- Integrated Table Reservation
- Built-In Franchise Inquiry System
- Enhanced Customer Loyalty
- Reduced Third-Party Dependency
- Stronger Digital Presence
- Higher Customer Engagement & Footfall



GET IT ON
Google Play

Sadda Adda Billing Software

Payment Report

Revenue

Expense Type

Expenses

Setting

My Profile

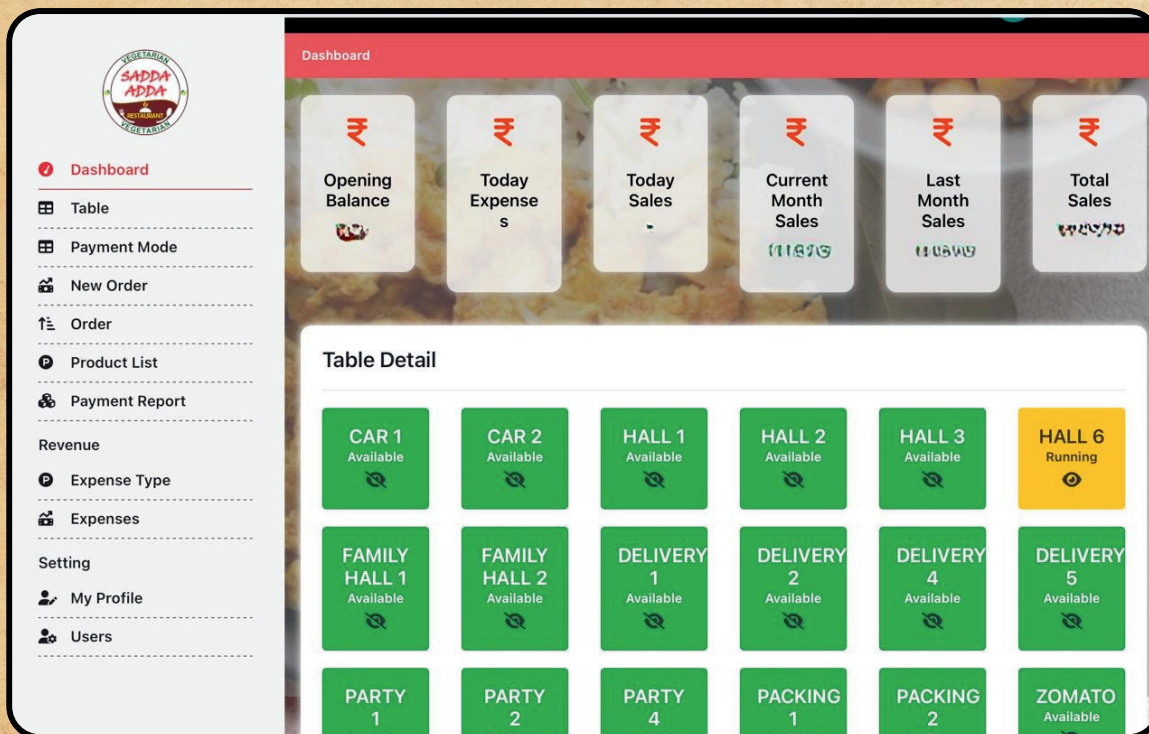
Users



Used Wallet A

Discount

0



- 100% web-based billing software
- No installation required; works on any device
- Fast and easy restaurant billing interface
- Real-time order management (dine-in, takeaway, delivery)
- Table-wise order and billing system
- Smart inventory and stock tracking
- Easy menu add/edit/update options
- User and role-based access control
- Detailed sales reports and analytics
- GST-compliant invoicing
- Multi-outlet and multi-device support

Our Franchise/Outlet Types

Explore diverse franchise formats designed for every market—each offering strong profitability, low operational challenges, and the trusted strength of the Sadda Adda vegetarian dining brand.

■ Chai Adda by Sadda Adda

Chai Adda is a vibrant and high-potential franchise model crafted for entrepreneurs looking to enter the fast-growing tea café industry. Backed by the trusted name of Sadda Adda, this franchise offers an affordable, scalable, and profitable business opportunity with strong brand value and operational support.

Requirements for Chai Adda Franchise

Space Requirement:

A minimum of 300 sq. ft. is required to establish a Chai Adda outlet, making it ideal for compact, high-footfall locations.

Franchise Cost:

Investment begins at ₹2.25 lakh onwards, offering an economical yet high-return model suitable for new and experienced entrepreneurs.

Become a Partner:

Join hands with Sadda Adda and start your own profitable Chai Adda venture. Tap into the booming tea café segment with a brand customers already trust.

Brand Association:

The outlet will operate under the name “Chai Adda”, owned and managed in partnership with Sadda Adda, leveraging strong brand recognition and customer loyalty.

Support & Guidance:

Sadda Adda provides complete assistance—setup, branding, training, menu guidance, and ongoing operational support—to ensure a smooth and successful franchise journey.



■ Pizza Adda by Sadda Adda

Pizza Adda is an exciting and high-potential franchise model designed for entrepreneurs who want to enter the ever-growing fast-food café industry. Powered by the trusted brand Sadda Adda, this franchise offers an affordable, scalable, and highly profitable business opportunity with strong brand value and complete operational support.

Requirements for Pizza Adda Franchise

Space Requirement:

A minimum of 300 sq. ft. is required to set up a Pizza Adda outlet, making it suitable for compact, high-footfall areas such as markets, commercial lanes, college zones, and busy neighborhoods.

Franchise Cost:

The investment starts at ₹2.25 lakh onwards, offering an economical yet high-return model ideal for both new and experienced entrepreneurs looking for a stable food business.

Menu Offering:

Pizza Adda features a versatile and crowd-favorite menu, including:

- Pizzas
- Burgers
- Sandwiches
- Cheese Nuggets
- French Fries
- Cold Drinks
- Menu customization available as per local demand and location.

Become a Partner:

Join hands with Sadda Adda and launch your own profitable Pizza Adda outlet. Enter the booming fast-food segment with a brand customers already recognize and trust.

Brand Association:

Your outlet will operate under the name "Pizza Adda", powered and supported by Sadda Adda. This strong brand association ensures customer confidence, repeat footfall, and better market positioning.



■ Sadda Adda Chinese Point

Sadda Adda Chinese Point is a fast-growing quick-service model designed for high demand and high turnover. Focused on popular Indo-Chinese flavours, this franchise offers a compact, profitable, and customer-favourite food business backed by the trusted Sadda Adda brand.

Requirements for Chinese Point Franchise

Space Requirement:

A minimum of 150–200 sq. ft. area is ideal for setting up a Chinese Point outlet, making it perfect for kiosks, food courts, and takeaway-focused locations.

Franchise Cost:

Investment starts from ₹2.50 lakh onwards, offering an affordable entry into the quick-service Chinese food segment with strong earning potential.

Become a Partner:

Start your own high-demand Indo-Chinese food outlet by partnering with Sadda Adda. Benefit from a proven menu, strong brand identity, and a growing customer base.

Brand Association:

The outlet will operate under “Sadda Adda Chinese Point”, fully supported and powered by the established expertise of Sadda Adda Restaurant.

Support & Guidance:

We provide complete training, setup assistance, menu guidance, branding materials, and operational support—ensuring a smooth launch and long-term success for every franchise partner.



■ Sadda Adda Food Point

Sadda Adda Food Point is a high-demand, value-driven franchise model designed to serve delicious, affordable Indian meals that attract steady footfall throughout the day. With pocket-friendly thalis and a diverse vegetarian menu, this format delivers strong customer retention and excellent profitability.

Requirements for Sadda Adda Food Point Franchise

Space Requirement:

A minimum of 600 sq. ft. is required to operate a Food Point outlet, making it suitable for high-traffic areas and family-dining zones.

Investment:

Begin your franchise journey with an affordable investment starting from ₹1.25 lakh onwards, ideal for entrepreneurs seeking a low-cost, high-return food business.

Customer Attraction:

Pocket-friendly thalis and a wide selection of Indian meals ensure consistent customer footfall, strong repeat business, and mass appeal across students, families, and working professionals.

Menu Highlights

North Indian Favorites:

Chhole, Puri, Chawal, Bhature, Paratha, Aloo, Pyaz, Paneer dishes.

Special & Normal Unlimited Thali (₹149):

Paneer, Dal, Sukhi Sabzi, Raita, Chawal, Dal Fry, Matar, Tawa Roti, Missi Roti.

Value Thali (₹99):

Dal, Raita, Sukhi Sabzi, Roti, Chawal, Mix Veg.

Become a Partner:

Join hands with Sadda Adda and start your own Sadda Adda Food Point franchise. Step into the fast-growing Indian food industry with a trusted brand, proven model, and complete operational support.



■ Sadda Adda South Indian Food Point

Sadda Adda South Indian Food Point brings the authentic taste of South India to customers through a compact, efficient, and high-demand franchise model. With freshly prepared dishes and pocket-friendly pricing, this format ensures steady footfall and strong customer loyalty.

Requirements for Sadda Adda South Indian Food Franchise

Space Requirement:

An outlet can be conveniently set up within 300 sq. ft. to 500 sq. ft., making it ideal for food courts, high-traffic markets, and takeaway-focused locations.

Investment:

The franchise requires an initial setup cost starting from ₹2.5 lakh onwards, offering an attractive entry into the ever-growing South Indian food segment.

Customer Appeal:

Authentic flavours, freshly prepared meals, and affordable pricing help this franchise attract both everyday diners and food lovers seeking traditional South Indian taste and quality.

Menu Highlights

Authentic South Indian Delicacies:

Dosa, Uttapam, Idli, Sambhar.

Combo Offers:

A wide variety of dosa and idli-sambhar combos perfect for all-day dining and quick-service customers.

Become a Partner:

Join hands with Sadda Adda and start your own South Indian Food Point franchise. Step confidently into the booming South Indian cuisine market with strong brand backing and complete operational support.



■ Sadda Adda Restaurant

Sadda Adda Full-Scale Restaurant is the flagship franchise model designed for maximum customer engagement, premium dining experience, and wide menu offerings. With a spacious layout and diverse food categories, it serves as a complete family destination for meals, celebrations, and gatherings.

Requirements for Sadda Adda Full-Scale Restaurant Franchise

Space Requirement:

A large outlet of 2000 sq. ft. to 2500 sq. ft. is required to deliver a spacious family dining environment and smooth operational flow.

Investment:

Initial franchise setup begins from ₹30 lakh, covering complete infrastructure, interiors, branding, kitchen equipment, and operational setup for a full-scale restaurant.

Menu Range:

The restaurant offers an extensive menu featuring Indian, Chinese, Pizza, Beverages, and more. Additional dishes can be customized based on location demand and customer preference, ensuring strong local appeal.

Event & Party Arrangements:

With dedicated party space and professional service support, this franchise model is ideal for birthday parties, family gatherings, corporate celebrations, and special events—making it a one-stop dining and celebration destination.

Flexible Pricing:

Franchise packages start from ₹10 lakh, with the final pricing depending on the area, design, features, and facilities included in the outlet.



Franchise Process



WIDE VARIETY OF PRODUCTS



- PIZZA
- SANDWICH BURGER & ROLL
- PAKAODI AND CUTLET
- DRY
- DAL

- VEGITABLE DRY
- MUSHROOM
- PANEER GRAVY
- SOUTH INDIAN
- RAITA
- SALAD
- THAL



- PAPAD
- SWEET AND ICECREAM
- NOODLES
- FRIED RICE
- INDIAN BREAD
- GREEN KARHI



TIME SAVING MENU-DINE ONLY

Preparation Time- 5-8 Minutes

- NOODLES
- PANEER NOODLES
- FRIED RICE
- PANEER FRIED RICE
- MANCHURIAN DY/GRAVY
- CHILLI POTATO
- VEG THALI
- VEG BURGER
- PANEER BURGER
- FRENCH FRIED
- TEA
- COFFEE
- COLD COFFEE
- PAV BHAJI



NOTE- Time saving menu is only available in Chinese and North Indian cuisine.



Celebration with **SADDA ADDA**

PIC & DROP (AT NO EXTRA COST)

Book Your Hassle-Free Celebration Experience

Number of Person	Upto 4 KM	Upto 10 KM	More than 10 KM
Single Person (By Bike)	299/-	599/-	5/- KM Extra Charge
Upto 4 Person (By Car)	999/-	1599/-	10/- KM Extra Charge
Upto 8 Person (By Car)	1499	2199/-	10/- KM Extra Charge
More than 8 Person	On Discussion	On Discussion	On Discussion

NOTE:

1. By Bike pickup booking time minimum 30 minutes.
2. By Car pickup booking time minimum 45 minutes.
3. Facility available only on prior booking.
4. Availability: Morning 10:00 AM to Night 11:00 PM only.
5. No cancellation charge.

NOTE: This idea is patented by Sadda Adda Restaurant Authorities.



Franchise Benefits

When you become a part of the Sadda Adda Franchise Family, you not only invest in a successful food brand but also receive a complete support ecosystem designed to help you run and grow your business with confidence. Below are the benefits and facilities provided in return for the franchise token fee:

1. Fully Functional Website with SEO Support

Franchise partners receive a dedicated placement on our official Sadda Adda website, complete with SEO integration and listing support. This ensures your outlet gains visibility on Google, driving more traffic, online orders, and brand recognition.

2. Integrated Online Ordering System

Your outlet is equipped with an online ordering platform on the website, allowing customers to place orders seamlessly using secure mobile OTP login. This increases direct orders and reduces dependency on third-party apps.

3. Google Play Store App

Franchisees benefit from a dedicated, scalable Android mobile application featuring table reservation, takeaway, and delivery management. This ensures convenience, higher customer engagement, and smooth order handling—all through a unified digital platform.

4. Advanced Billing Software

Each franchise receives a dedicated billing software system designed for quick, accurate, and hassle-free billing. Features include staff login, centralized reporting, GST management, expense tracking, and an integrated customer loyalty program to encourage repeat business.

5. Social Media & Digital Marketing Support

Our marketing team provides complete digital support, including:

- Social media management for Facebook & Instagram
- SEO optimization for higher search ranking
- Google Map integration for easy customer navigation
- Dedicated branded pages for every franchise outlet

This ensures consistent promotion, customer engagement, and professional brand presence online.



Franchise Benefits

When you become a part of the Sadda Adda Franchise Family, you not only invest in a successful food brand but also receive a complete support ecosystem designed to help you run and grow your business with confidence. Below are the benefits and facilities provided in return for the franchise token fee:

6. Training & Operational Guidance

Franchise partners receive continuous support in understanding and managing every aspect of restaurant operations. From kitchen processes and staff management to customer service, menu handling, and daily operations—complete training is provided to ensure smooth functioning and business success.

7. Rules & Operational Standards

To maintain brand consistency, every franchise is expected to follow Sadda Adda's operational guidelines, including:

- *Maintaining quality standards in food preparation*
- *Ensuring hygiene and cleanliness as per brand policies*
- *Using authorized branding materials and software*
- *Following the prescribed menu, pricing, and service guidelines*

These rules help ensure uniform customer experience across all outlets.

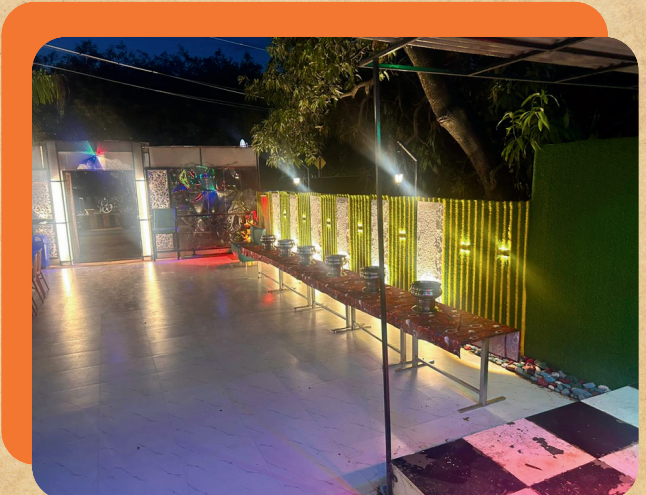
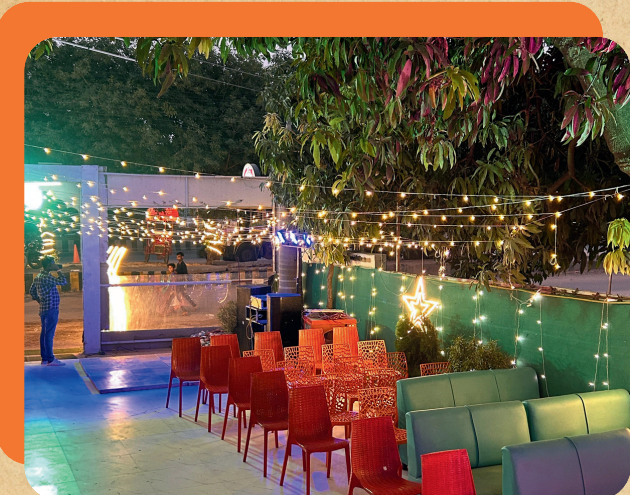
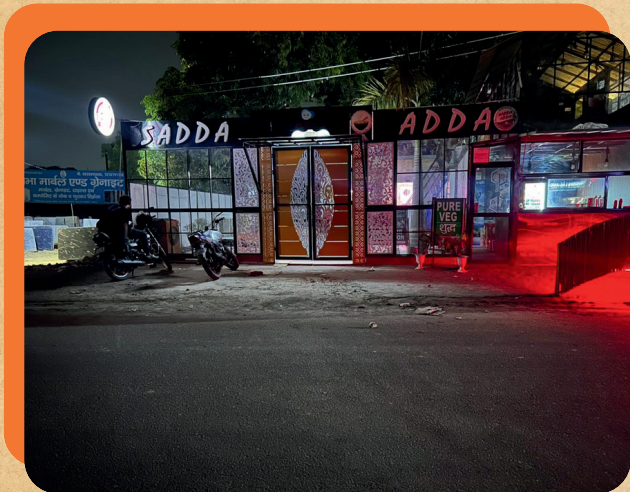
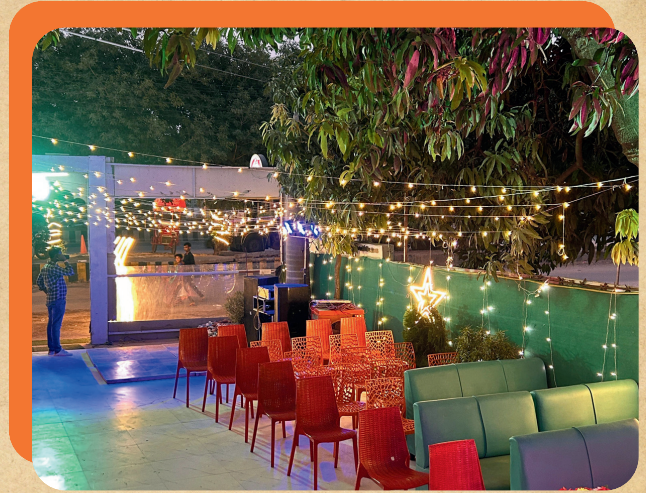
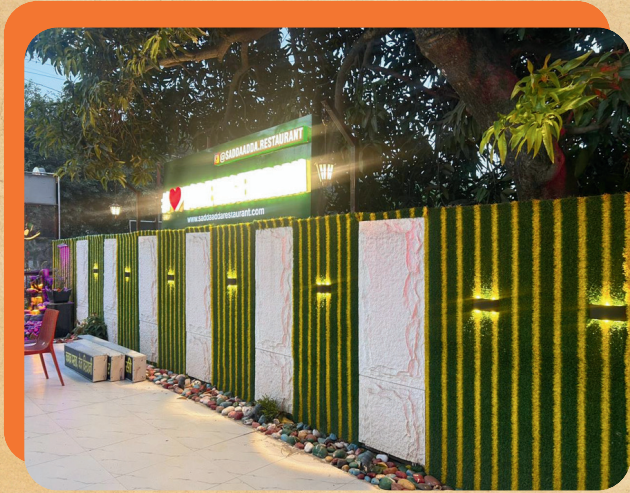


Restaurant Glimpses





Restaurant Glimpses





Customer Reviews

Ashutosh Tiwari



“Sadda Adda is a gem in IIM Churaha, offering a delightful dining experience. The atmosphere is cozy, and the staff's warmth makes you feel at home. My meal started with Hot n Sour, followed by a perfectly cooked Handi Paneer that exceeded my expectations. Dessert, White Gulab Jamun, was a sweet finale to an amazing dinner. The combination of delicious food and attentive service makes Sadda Adda a top pick for a memorable night out.”

Aditya Lodhi



“This is very nice place i celebrate 🍷 my sister birthday and service is too good and it's was very budget friendly 😊😊”

Kiran Tiwari



“Very good taste and very haigiene best place for party and daining 🍷🍷”

Abhay Mishra



“Best place for pure vegetarians. Owner and staff is so polite and helpful. Food is also very tasty and Hygienic. Best restaurant at IIM Road Lucknow”

Thank You!



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