FIRST COMMERCIAL DIGITAL EDITION - 2026 RELEASE

FoodMargins

Smart Cloud Kitchen Intelligence & F&B Financial Engineering

The Definitive Commercial Recipe Costing & Margin Control System

Engineered for Indian Restaurants, Bakeries & Cloud Kitchens

THE 75%+ MARGIN KITCHEN RECIPE BIBLE

30 Battle-Tested Indian Commercial Formulations with Gram-Accurate Costing,
8-Step Standard Operating Procedures (SOPs) & Swiggy/Zomato Delivery Shield Equations

PUBLISHED BY FOODMARGINS CULINARY FINANCIAL RESEARCH LAB

Gram-Accurate BOMs

Every spice, oil, and protein weighed to the single gram for flawless margin consistency.

8-Step Commercial SOPs

Step-by-step prep and cooking protocols so junior cooks produce executive chef consistency.

Swiggy & Zomato Shield

Mathematical formula to eliminate aggregator commission bleed on delivery orders.

Live Ingredient Costing

Benchmark wholesale mandi prices across metro and tier-2 Indian culinary markets.

Overhead Guidance (30%)

Practical framework factoring kitchen rent, labor, gas, electricity, and packaging.

FoodMargins App Sync

Ready-to-import CSV dataset connecting recipes directly to Vision AI invoice scanners.

Official Digital Release | Download & Sync in App at https://foodmargins.in Support: foodmargins@gmail.com

THE 75%+ MARGIN KITCHEN RECIPE BIBLE

30 Commercial Indian Bestsellers Engineered with Exact Gram Yields,
Batch Plate Costing, Standard Operating Procedures (SOPs) & Delivery Shield Pricing

COMMERCIAL KITCHEN FOOD COSTING SCIENCE & FORMULAS

Formula 1: Real Food Cost Percentage (FCP)

Food Cost % = (Total Cost of Raw Ingredients / Menu Selling Price) x 100

Commercial Benchmark: Strictly maintain between 22% - 28% for commercial kitchen viability.

Formula 2: Target Menu Selling Price Determination

Target Menu Price = Total Raw Ingredient Cost / (Target Food Cost % / 100)

Example: A dish with Rs.70 raw ingredient cost at 25% target food cost = Rs.70 / 0.25 = Rs.280 Menu Price.

Formula 3: Delivery Shield Pricing Equation (Swiggy & Zomato)

Delivery Shield Price = Dine-In Price / (1 - 0.28 Aggregator Deduction)

Guarantees 100% of your dine-in cash margin lands in your bank account after commissions and delivery fees.

IMPORTANT OPERATIONAL & PRICING DISCLAIMER

Food cost breakdown :

All the prices are examples, and changes from city to city. The quantity is the recipe is the lowest you can use. Feel free to change the quantity and price accordingly.

Overhead % Guidance :

Overhead %(30% of the sale) covers the rent, labour, gas, electricity, packaging, delivery etc. Use your own overhead% to calculate your own dish margins. USE FOODMARGINS APP for your exact recipe cost.

Digital Tool Integration & Live Mandi Sync:

Download the FoodMargins Android App at https://foodmargins.in to calculate exact gram costs.

Official Contact Desk: foodmargins@gmail.com

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DEDICATION

Dedicated to India's tireless chefs, cloud kitchen founders, and independent restaurant operators who wake before dawn, master the flame, and build culinary institutions that nourish our communities.

EPIGRAPH

"In a commercial restaurant, profit is never made in the dining room-it is made on the prep counter, gram by gram. If you cannot weigh it, you cannot control it."

- Chef Vikram Sen, FoodMargins Culinary Director

FOREWORD: THE F&B MARGIN CRISIS IN INDIA

Why 70%+ of kitchens shut down within 18 months, and how mathematical costing protects you.

Across Delhi, Mumbai, Bengaluru, Hyderabad, and tier-2 growth hubs, thousands of culinary entrepreneurs launch kitchens with extraordinary food. Yet within 12 to 18 months, over 70% fail. They do not fail because customers dislike their butter chicken or biryani. They fail because of silent, invisible profit bleed:

1. Silent Portion Creep:

When cooks eyeball portions rather than using digital gram scales, an extra 15g of boneless chicken or 20g of paneer per plate bleeds Rs.30,000 to Rs.45,000 in vanished profit every month.

2. Aggregator Margin Burn:

Selling at dine-in rates on Swiggy and Zomato without a Delivery Shield means 28% commissions + packaging fees instantly wipe out your margin, leaving you with losses on high volumes.

3. Wholesale Mandi Volatility:

Unchecked seasonal price swings in dairy, cooking oil, and alliums turn profitable bestsellers into money losers overnight when menus remain tied to static spreadsheets.

THE 75%+ MARGIN SOLUTION:

This Recipe Bible gives you 30 turnkey commercial bestsellers engineered to exact gram yields, 2026 wholesale mandi benchmarks, 8-step Standard Operating Procedures (SOPs) to guarantee consistency across cooks, and Delivery Shield online pricing so you protect 70%+ gross margins on every plate.

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The Golden Formulas of Commercial Kitchen Costing

Master the exact mathematical formulas used by high-profit cloud kitchens and enterprise operators.

1. FOOD COST PERCENTAGE (FCP) FORMULA

Food Cost % = (Total Cost of Raw Ingredients / Menu Selling Price) x 100

In commercial F&B, food cost represents only the raw consumable ingredients on the plate. Overheads (gas, rent, staff, packaging, delivery commissions) must be absorbed by the remaining gross margin. If your Food Cost exceeds 28%, you enter the danger zone where aggregator discounts wipe out your profits.

2. THE DELIVERY SHIELD ONLINE PRICING EQUATION

Delivery Shield Price = Dine-In Menu Price / (1 - Aggregator Commission %)

Swiggy and Zomato deduct approximately 28% (23% base + GST + payment gateway fees) from every online order. If your dine-in price is Rs.280, listing at Rs.280 leaves you with only Rs.201 net payout. Applying the Delivery Shield gives Rs.280 / (1 - 0.28) = Rs.389 listing price, completely safeguarding your profit.

3. THE GOLDEN 55% PRIME COST RULE

Prime Cost (Food Cost % + Kitchen Labor %) <= 55% of Gross Sales

Prime Cost is the ultimate indicator of restaurant survival. If food cost is 25% and kitchen labor is 20%, your prime cost is 45%, leaving 55% to cover rent, utilities, marketing, and net profit. If Prime Cost crosses 60%, the kitchen is mathematically incapable of surviving unforeseen disruptions.

4. PREP SHRINKAGE & COOKING YIELD PERCENTAGES

Raw ingredients lose moisture and mass during prep and high-heat cooking. Mutton shrinks by 28-32%, chicken breast by 18-22%, and onions lose 65% volume during deep bhunao browning. All 30 recipes in this Bible specify exact trimmed usable weights so your portion plate cost reflects the true cooked cost.

Calculate your own dish margins with the FoodMargins Android App: https://foodmargins.in

Aloo Matar (Homestyle Punjabi Gravy)

Portion Size: 250 g (1 plate) | Prep & Fire: 20 mins | Food Cost Target: 6.9% | Dine-In Menu: Rs.150

RAW INGREDIENT PORTION BREAKDOWN (BOM)

Ingredient	Qty	Rate	Cost
Potato	80 g	Rs.25/kg	**Rs.2.00**
Green peas	40 g	Rs.55/kg	**Rs.2.20**
Onion	25 g	Rs.55/kg	**Rs.1.38**
Tomato	35 g	Rs.35/kg	**Rs.1.23**
Ginger-garlic pa..	5 g	Rs.140/k	**Rs.0.70**
Cooking oil	8 g	Rs.165/k	**Rs.1.32**
Cumin seeds	1 g	Rs.375/k	**Rs.0.38**
Turmeric	0.5 g	Rs.200/k	**Rs.0.10**
Coriander powder	2 g	Rs.240/k	**Rs.0.48**
Red chilli powder	1 g	Rs.350/k	**Rs.0.35**

RAW PORTION INGREDIENT COST: Rs.10.42 (6.9%)

STANDARD OPERATING PROCEDURES (SOP)

1. **Mise en Place:** Wash, peel, and cut potatoes into uniform 2cm dice. Rinse green peas thoroughly.
2. **Tempering:** Heat mustard oil in a heavy-bottom kadai; crackle cumin seeds and bay leaf.
3. **Aromatics:** Add finely chopped onions; saute on medium flame until golden. Add ginger-garlic paste.
4. **Masala Base:** Add pureed tomatoes, turmeric, Kashmiri chilli, and coriander powder; bhunao until oil separates.
5. **Searing Potatoes:** Add cubed potatoes; saute for 3 mins until well-coated with the bhuna masala base.
6. **Simmering:** Pour measured warm water; bring to a boil, then cover and simmer on low for 10-12 mins.
7. **Peas & Finishing:** Fold in green peas, garam masala, and crushed kasuri methi; simmer 3-4 mins.
8. **Portioning QC:** Standardize portion to 250g with balanced gravy-to-potato ratio. Hold at > 65C.

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Recipe Name : **Aloo Matar**
Portion Size : **250 gms (full plate)**
Selling Price : **₹ 150 + 5% GST**

S.No.	Ingredients	Quantity	Unit	Rate / Unit (₹)	Cost (₹)
1.	Potato	80	gms	₹ 25 / Kg	₹ 2.00
2.	Green peas	40	gms	₹ 55 / Kg	₹ 2.20
3.	Onion	25	gms	₹ 55 / Kg	₹ 1.38
4.	Tomato	35	gms	₹ 35 / Kg	₹ 1.23
5.	Ginger-garlic paste	5	gms	₹ 140 / Kg	₹ 0.70
6.	Cooking oil	8	gms	₹ 165 / Ltr	₹ 1.32
7.	Cumin seeds	1	gms	₹ 375 / Kg	₹ 0.38
8.	Turmeric	0.5	gms	₹ 200 / Kg	₹ 0.10
9.	Coriander powder	2	gms	₹ 240 / Kg	₹ 0.48
10.	Red chilli powder	1	gms	₹ 350 / Kg	₹ 0.35
11.	Garam masala	0.5	gms	₹ 450 / Kg	₹ 0.23
12.	Salt	2	gms	₹ 25 / Kg	₹ 0.05
				Total Raw Cost	**₹ 10.42**

A.	Total Raw Ingredient Cost	= ₹ 10.42
B.	Add : Wastage @ 5%	= ₹ 0.52
C.	Total Food Cost (A+B)	= ₹ 10.94
D.	Add : Overhead @ 10%	= ₹ 1.09
E.	**Total Cost** (Grand Total per portion)	**= ₹ 12.03**

Food Cost % = (New Total Cost / New Selling Price) x 100
= 12.03 / 150 x 100
= **8.02 %**

Note : Selling Price = ₹ 150 + 5% GST = ₹ 157.50 (With GST)

SWIGGY & ZOMATO DELIVERY SHIELD

Dine-In Menu Price:	**Rs.150.00**
Delivery Shield Price:	**Rs.209.00**
Aggregator Cut (28%):	-Rs.59.00
Net Payout into Bank:	**Rs.150.00**

Protects 100% of your Dine-In gross margin cash!

LIVE PROFIT VELOCITY PER PLATE

Rs.124.58

ESTIMATED TAKE-HOME CASH PROFIT

Calculated after subtracting raw food costs and 10% variable packaging/prep.

Sync in App: https://foodmargins.in

Chicken Bhuna Masala

Portion Size: 260 g (1 plate) | Prep & Fire: 25 mins | Food Cost Target: 16.5% | Dine-In Menu: Rs.280

RAW INGREDIENT PORTION BREAKDOWN (BOM)

Ingredient	Qty	Rate	Cost
Chicken	130 g	Rs.300/k	**Rs.39.00**
Onion	40 g	Rs.55/kg	**Rs.2.20**
Tomato	30 g	Rs.35/kg	**Rs.1.05**
Ginger-garlic pa..	7 g	Rs.140/k	**Rs.0.98**
Oil	9 ml	Rs.165/L	**Rs.1.49**
Coriander powder	2 g	Rs.240/k	**Rs.0.48**
Chilli powder	1 g	Rs.325/k	**Rs.0.33**
Cumin powder	1 g	Rs.375/k	**Rs.0.38**
Garam masala	0.5 g	Rs.450/k	**Rs.0.23**
Salt	2 g	Rs.25/kg	**Rs.0.05**

RAW PORTION INGREDIENT COST: Rs.46.19 (16.5%)

STANDARD OPERATING PROCEDURES (SOP)

1. **Meat Prep:** Wash chicken cuts, pat dry, and portion into uniform 35g commercial portion cubes.
2. **Marination:** Toss chicken with ginger-garlic paste, turmeric, salt, and lemon juice; rest 15 mins.
3. **Onion Bhunao:** Heat oil in a handi; fry finely chopped onions slowly on medium-low until deep amber.
4. **Spice Activation:** Add ginger-garlic paste, green chillies, coriander, cumin, and deggi chilli with splash of water.
5. **Tomato Reduction:** Stir in pureed tomatoes; cook on medium flame until broken down and oil releases.
6. **Protein Searing:** Turn heat to high; add chicken and roast (bhunao) vigorously for 6-8 mins sealing juices.
7. **Thick Gravy Simmer:** Reduce heat, cover with lid, and cook chicken in its own juices for 10 mins until tender.
8. **Finishing & QC:** Sprinkle roasted garam masala and fresh coriander. Plate exactly 260g thick glossy masala.

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Recipe Name : **Chicken Bhuna Masala**
Portion Size : **250 gms (full plate)**
Selling Price : **₹ 250 + 5% GST**



S.No.	Ingredients	Quantity	Unit	Price / Unit	Cost
1.	Chicken	130	gms	₹ 300 / Kg	₹ 39.00
2.	Onion	40	gms	₹ 55 / Kg	₹ 2.20
3.	Tomato	30	gms	₹ 35 / Kg	₹ 1.05
4.	Ginger-garlic paste	7	gms	₹ 140 / Kg	₹ 0.98
5.	Oil	9	ml	₹ 165 / Ltr	₹ 1.49
6.	Coriander powder	2	gms	₹ 240 / Kg	₹ 0.48
7.	Chilli powder	1	gms	₹ 325 / Kg	₹ 0.33
8.	Cumin powder	1	gms	₹ 375 / Kg	₹ 0.38
9.	Garam masala	0.5	gms	₹ 450 / Kg	₹ 0.23
10.	Salt	2	gms	₹ 25 / Kg	₹ 0.05
				Total Cost	₹ 46.19

A.	Total Ingredient Cost	= ₹	46.19
B.	Add : Wastage @ 5%	= ₹	2.31
C.	Total Food Cost (A+B)	= ₹	48.50
D.	Add : Overheads @ 30%	= ₹	14.55
E.	Total Cost	= ₹	63.05

Food Cost %

$= \left(\frac{\text{Total Food Cost}}{\text{Selling Price}}\right) \times 100$

$= \frac{48.50}{250} \times 100$

$= 19.40\%$

Note : Selling Price = ₹ 250 + 5% GST = ₹ 262.50 (With GST)

SWIGGY & ZOMATO DELIVERY SHIELD

Dine-In Menu Price:	**Rs.280.00**
Delivery Shield Price:	**Rs.389.00**
Aggregator Cut (28%):	-Rs.109.00
Net Payout into Bank:	**Rs.280.00**

Protects 100% of your Dine-In gross margin cash!

LIVE PROFIT VELOCITY PER PLATE

Rs.205.81

ESTIMATED TAKE-HOME CASH PROFIT

Calculated after subtracting raw food costs and 10% variable packaging/prep.

Sync in App: https://foodmargins.in

Chicken Chettinad (South Indian Pepper Gravy)

Portion Size: 250 g (1 plate) | Prep & Fire: 25 mins | Food Cost Target: 26.6% | Dine-In Menu: Rs.290

RAW INGREDIENT PORTION BREAKDOWN (BOM)

Ingredient	Qty	Rate	Cost
Chicken, bone-in	130 g	Rs.240/k	**Rs.31.20**
Onion	25 g	Rs.87/kg	**Rs.2.18**
Tomato	30 g	Rs.40/kg	**Rs.1.20**
Ginger-garlic pa..	5 g	Rs.160/k	**Rs.0.80**
Fresh grated coc..	8 g	Rs.100/k	**Rs.0.80**
Cooking oil	12 ml	Rs.180/L	**Rs.2.16**
Fennel seeds	1 g	Rs.300/k	**Rs.0.30**
Cumin seeds	1 g	Rs.450/k	**Rs.0.45**
Coriander seeds	2 g	Rs.200/k	**Rs.0.40**
Black pepper	1.5 g	Rs.900/k	**Rs.1.35**

RAW PORTION INGREDIENT COST: Rs.77.19 (26.6%)

STANDARD OPERATING PROCEDURES (SOP)

1. **Spice Roasting:** Dry-roast black pepper, coriander, cumin, fennel, dry red chillies, and grated coconut.
2. **Masala Paste:** Cool roasted spices and grind with minimal water into a rich, aromatic Chettinad paste.
3. **Meat Prep:** Clean bone-in chicken into 35-40g pieces; marinate lightly with turmeric and half paste.
4. **Tempering:** Heat sesame oil; crackle mustard seeds, urad dal, fenugreek, and fresh curry leaves.
5. **Base Saute:** Add sliced shallots (sambar onions) and crushed garlic; saute until translucent.
6. **Masala Cooking:** Add chopped tomatoes and remaining Chettinad paste; cook until oil floats.
7. **Simmering:** Add chicken; toss on high heat 5 mins, add 100ml water, cover, and simmer 15 mins.
8. **Finishing & QC:** Garnish with fried curry leaves and crushed black pepper. Portion exactly 250g.

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Recipe Name : **Chicken Chettinad**
Portion Size : **250 gms (full plate)**
Selling Price : **₹ 280 + 5% GST**



S.No.	Ingredients	Quantity	Unit	Rate / Unit (₹)	Cost (₹)
1.	Chicken, bone-in	130	g	₹ 240 / Kg	₹ 31.20
2.	Onion	25	g	₹ 87 / Kg	₹ 2.18
3.	Tomato	30	g	₹ 40 / Kg	₹ 1.20
4.	Ginger-garlic paste	5	g	₹ 160 / Kg	₹ 0.80
5.	Fresh grated coconut	8	g	₹ 100 / Kg	₹ 0.80
6.	Cooking oil	12	ml	₹ 180 / Ltr	₹ 2.16
7.	Fennel seeds	1	g	₹ 300 / Kg	₹ 0.30
8.	Cumin seeds	1	g	₹ 450 / Kg	₹ 0.45
9.	Coriander seeds	2	g	₹ 200 / Kg	₹ 0.40
10.	Black pepper	1.5	g	₹ 900 / Kg	₹ 1.35
11.	Dry red chilli	2	g	₹ 300 / Kg	₹ 0.60
12.	Cinnamon (1 small pc)	0.5	g	₹ 600 / Kg	₹ 0.30
13.	Cloves (2 pieces)	0.2	g	₹ 1200 / Kg	₹ 0.24
14.	Turmeric powder	1	g	₹ 250 / Kg	₹ 0.25
15.	Curry leaves	1	g	₹ 200 / Kg	₹ 0.20
16.	Salt	3	g	₹ 22 / Kg	₹ 0.07
				Total Raw Cost	**₹ 42.50**

A.	Total Raw Ingredient Cost	= ₹ 42.50
B.	Add : Wastage @ 5% (Calc: 42.50 x 0.05)	= ₹ 2.13
C.	Total Food Cost (A+B)	= ₹ 44.63
D.	Add : Overhead @ 30% (Calc: 44.63 x 0.30)	= ₹ 13.39
E.	**Total Cost** (Grand Total per portion)	= ₹ 58.02

Food Cost % = $\left(\frac{\text{Total Cost}}{\text{Selling Price}}\right) \times 100$ = $\frac{58.02}{280} \times 100$ = **20.72 %**

Note : Selling Price = ₹ 280 + 5% GST = ₹ 294.00 (With GST)

SWIGGY & ZOMATO DELIVERY SHIELD

Dine-In Menu Price:	**Rs.290.00**
Delivery Shield Price:	**Rs.409.00**
Aggregator Cut (28%):	-Rs.115.00
Net Payout into Bank:	**Rs.294.00**

Protects 100% of your Dine-In gross margin cash!

LIVE PROFIT VELOCITY PER PLATE

Rs.183.81

ESTIMATED TAKE-HOME CASH PROFIT

Calculated after subtracting raw food costs and 10% variable packaging/prep.

Sync in App: https://foodmargins.in

Chicken Do Pyaza

Portion Size: 260 g (1 plate) | Prep & Fire: 22 mins | Food Cost Target: 18.8% | Dine-In Menu: Rs.280

RAW INGREDIENT PORTION BREAKDOWN (BOM)

Ingredient	Qty	Rate	Cost
Chicken	150 g	Rs.300/k	**Rs.45.00**
Onion	50 g	Rs.55/kg	**Rs.2.75**
Tomato	25 g	Rs.35/kg	**Rs.0.88**
Ginger-garlic pa..	8 g	Rs.140/k	**Rs.1.12**
Oil	8 g	Rs.165/k	**Rs.1.32**
Cumin seeds	1 g	Rs.375/k	**Rs.0.38**
Coriander powder	2 g	Rs.240/k	**Rs.0.48**
Turmeric	0.5 g	Rs.200/k	**Rs.0.10**
Red chilli powder	1 g	Rs.325/k	**Rs.0.33**
Garam masala	0.5 g	Rs.450/k	**Rs.0.23**

RAW PORTION INGREDIENT COST: Rs.52.64 (18.8%)

STANDARD OPERATING PROCEDURES (SOP)

1. **Dual Onion Cuts:** Chop 60% onions finely for base gravy; separate 40% into crunchy square petals.
2. **Meat Prep:** Portion chicken into uniform 35g pieces. Mix with ginger-garlic paste and salt; rest 10 mins.
3. **Base Tempering:** Heat oil; add cumin, cloves, cardamom, and bay leaf. Saute minced onions until golden.
4. **Masala Searing:** Add ginger-garlic paste, coriander, Kashmiri chilli, and turmeric. Stir in tomato puree.
5. **Chicken Bhunao:** Add chicken cuts; saute on high flame for 6 mins sealing exterior juices.
6. **Simmering:** Add 80ml warm water, cover with lid, and simmer on gentle heat for 12 mins until tender.
7. **Onion Petal Toss:** Flash-saute reserved onion petals and slit chillies; fold into gravy for final 3 mins.
8. **Finishing & QC:** Sprinkle kasuri methi and garam masala. Portion 260g with visible crunchy petals.

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Recipe Name : **Chicken Do Pyaza**
Portion Size : **250 gms (full plate)**
Selling Price : **₹ 300 + 5% GST**



S.No.	Ingredients	Quantity	Unit	Price / Unit	Cost
1.	Chicken	150	gms	₹ 300 / Kg	₹ 45.00
2.	Onion	50	gms	₹ 55 / Kg	₹ 2.75
3.	Tomato	25	gms	₹ 35 / Kg	₹ 0.875
4.	Ginger-garlic paste	8	gms	₹ 140 / Kg	₹ 1.12
5.	Oil	8	ml	₹ 165 / Ltr	₹ 1.32
6.	Cumin seeds	1	gms	₹ 375 / Kg	₹ 0.375
7.	Coriander powder	2	gms	₹ 240 / Kg	₹ 0.48
8.	Turmeric	0.5	gms	₹ 200 / Kg	₹ 0.10
9.	Red chilli powder	1	gms	₹ 325 / Kg	₹ 0.325
10.	Garam masala	0.5	gms	₹ 450 / Kg	₹ 0.225
11.	Salt	2	gms	₹ 25 / Kg	₹ 0.05
				Total Cost	₹ 52.62

A.	Total Ingredient Cost	= ₹	52.62
B.	Add : Wastage @ 5%	= ₹	2.63
C.	Total Food Cost (A+B)	= ₹	55.25
D.	Add : Overheads @ 10%	= ₹	5.53
E.	Total Cost	= ₹	60.78

Food Cost % = $\left(\frac{\text{Total Food Cost}}{\text{Selling Price}}\right) \times 100$ = $\frac{55.25}{300} \times 100$ = 18.42%

Note : Selling Price = ₹ 300 + 5% GST = ₹ 315.00 (With GST)

SWIGGY & ZOMATO DELIVERY SHIELD

Dine-In Menu Price:	**Rs.280.00**
Delivery Shield Price:	**Rs.389.00**
Aggregator Cut (28%):	-Rs.109.00
Net Payout into Bank:	**Rs.280.00**

Protects 100% of your Dine-In gross margin cash!

LIVE PROFIT VELOCITY PER PLATE

Rs.199.36

ESTIMATED TAKE-HOME CASH PROFIT

Calculated after subtracting raw food costs and 10% variable packaging/prep.

Sync in App: https://foodmargins.in

Classic Chicken Egg Fried Rice

Portion Size: 320 g (1 plate) | Prep & Fire: 12 mins | Food Cost Target: 14.8% | Dine-In Menu: Rs.220

RAW INGREDIENT PORTION BREAKDOWN (BOM)

Ingredient	Qty	Rate	Cost
Cooked rice	150 g	Rs.60/kg	**Rs.9.00**
Chicken, boneles..	35 g	Rs.350/k	**Rs.12.25**
Egg	25 g	Rs.160/k	**Rs.4.00**
Onion	10 g	Rs.87/kg	**Rs.0.87**
Carrot	10 g	Rs.47/kg	**Rs.0.47**
Cabbage	10 g	Rs.36/kg	**Rs.0.36**
Spring onion	5 g	Rs.50/kg	**Rs.0.25**
Cooking oil	8 ml	Rs.180/L	**Rs.1.44**
Soy sauce	4 ml	Rs.150/L	**Rs.0.60**
Vinegar	2 ml	Rs.80/L	**Rs.0.16**

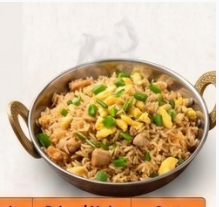
RAW PORTION INGREDIENT COST: Rs.32.47 (14.8%)

STANDARD OPERATING PROCEDURES (SOP)

1. **Rice Protocol:** Cook long-grain rice to 90% doneness; spread on cooling trays with 5ml oil and chill.
2. **Chicken Mise:** Dice boneless chicken into 1cm cubes; marinate with light soy, white pepper, and cornstarch.
3. **Veggie Cut:** Finely dice carrots, beans, and cabbage to match rice grain dimensions.
4. **Wok Scramble:** Heat wok until smoking; add 3ml oil, pour whisked egg, scramble 15 secs, and set aside.
5. **Flash Searing:** Add remaining oil; flash-fry minced garlic, chicken cubes, and diced vegetables for 2 mins.
6. **Rice Toss:** Dump cold rice into wok; toss constantly on high flame for 2 mins imparting wok-hei smoke.
7. **Seasoning:** Drizzle light soy sauce, sesame oil, and white pepper. Return scrambled egg and toss.
8. **Finishing & QC:** Fold in spring onion greens. Portion exactly 320g in an insulated bowl; verify temp > 75C.

FoodMargins

Recipe Name : **Chicken Egg Fried Rice**
Portion Size : **250 gms (full plate)**
Selling Price : **₹ 200 + 5% GST**



S.No.	Ingredients	Quantity	Unit	Price / Unit	Cost
1.	Cooked rice	150	gms	₹ 60 / Kg	₹ 9.00
2.	Chicken, boneless	35	gms	₹ 350 / Kg	₹ 12.25
3.	Egg	25	gms	₹ 160 / Kg	₹ 4.00
4.	Onion	10	gms	₹ 87 / Kg	₹ 0.87
5.	Carrot	10	gms	₹ 47 / Kg	₹ 0.47
6.	Cabbage	10	gms	₹ 36 / Kg	₹ 0.36
7.	Spring onion	5	gms	₹ 50 / Kg	₹ 0.25
8.	Cooking oil	8	ml	₹ 180 / Ltr	₹ 1.44
9.	Soy sauce	4	ml	₹ 150 / Ltr	₹ 0.60
10.	Vinegar	2	ml	₹ 80 / Ltr	₹ 0.16
11.	Black pepper	1	gms	₹ 900 / Kg	₹ 0.90
12.	Salt	2	gms	₹ 22 / Kg	₹ 0.04
				Total Cost	₹ 30.34

A.	Total Ingredient Cost	= ₹	30.34
B.	Add : Wastage @ 5%	= ₹	1.52
C.	Total Food Cost (A+B)	= ₹	31.86
D.	Add : Overheads @ 30%	= ₹	9.56
E.	Total Cost	= ₹	41.42

Food Cost % = $\left(\frac{\text{Total Cost}}{\text{Selling Price}}\right) \times 100$
= $\frac{41.42}{200} \times 100$
= **20.71%**

Note : Selling Price = ₹ 200 + 5% GST = ₹ 210.00 (With GST)

SWIGGY & ZOMATO DELIVERY SHIELD

Dine-In Menu Price:	**Rs.220.00**
Delivery Shield Price:	**Rs.309.00**
Aggregator Cut (28%):	-Rs.87.00
Net Payout into Bank:	**Rs.222.00**

Protects 100% of your Dine-In gross margin cash!

LIVE PROFIT VELOCITY PER PLATE

Rs.165.53

ESTIMATED TAKE-HOME CASH PROFIT

Calculated after subtracting raw food costs and 10% variable packaging/prep.

Sync in App: https://foodmargins.in

Chicken Handi (Claypot Cream Curry)

Portion Size: 250 g (1 plate) | Prep & Fire: 25 mins | Food Cost Target: 17.7% | Dine-In Menu: Rs.290

RAW INGREDIENT PORTION BREAKDOWN (BOM)

Ingredient	Qty	Rate	Cost
Chicken, bone-in	130 g	Rs.240/k	**Rs.31.20**
Onion	25 g	Rs.87/kg	**Rs.2.18**
Tomato	35 g	Rs.40/kg	**Rs.1.40**
Curd	20 g	Rs.100/k	**Rs.2.00**
Fresh cream	8 ml	Rs.250/L	**Rs.2.00**
Ginger-garlic pa..	5 g	Rs.160/k	**Rs.0.80**
Cooking oil	10 ml	Rs.180/L	**Rs.1.80**
Butter	5 g	Rs.550/k	**Rs.2.75**
Cumin seeds	1 g	Rs.450/k	**Rs.0.45**
Coriander powder	2 g	Rs.250/k	**Rs.0.50**

RAW PORTION INGREDIENT COST: Rs.51.28 (17.7%)

STANDARD OPERATING PROCEDURES (SOP)

1. **Meat Prep:** Cut chicken into 35g bone-in portions; wash, drain, and pat thoroughly dry.
2. **Curd-Nut Paste:** Blend soaked cashews with thick whisked yogurt into a smooth, lump-free emulsion.
3. **Whole Spices:** Heat ghee and refined oil in a pot; crackle black cardamom, cloves, and cinnamon.
4. **Base Bhunao:** Add sliced onions; brown evenly. Stir in ginger-garlic paste and green chillies; cook 2 mins.
5. **Tomato Base:** Add tomato puree, coriander, cumin, and red chilli. Cook until fat separates.
6. **Yogurt Integration:** Lower heat; gradually whisk in yogurt-cashew paste, stirring continuously. Add chicken.
7. **Slow Dum Simmer:** Seal pot with tight lid; simmer on lowest flame 15 mins until chicken is tender.
8. **Royal Finish:** Whisk in fresh cream, crushed kasuri methi, and saffron. Portion 250g in a handi bowl.

FoodMargins



Recipe Name : **Chicken Handi**
Portion Size : **250 gms (full plate)**
Selling Price : **₹ 280 + 5% GST**

S.No.	Ingredients	Quantity	Unit	Rate / Unit (₹)	Cost (₹)
1.	Chicken, bone-in	130	g	₹ 240 / Kg	₹ 31.20
2.	Onion	25	g	₹ 87 / Kg	₹ 2.18
3.	Tomato	35	g	₹ 40 / Kg	₹ 1.40
4.	Curd	20	g	₹ 100 / Kg	₹ 2.00
5.	Fresh cream	8	ml	₹ 250 / Ltr	₹ 2.00
6.	Ginger-garlic paste	5	g	₹ 160 / Kg	₹ 0.80
7.	Cooking oil	10	ml	₹ 180 / Ltr	₹ 1.80
8.	Butter	5	g	₹ 550 / Kg	₹ 2.75
9.	Cumin seeds	1	g	₹ 450 / Kg	₹ 0.45
10.	Coriander powder	2	g	₹ 250 / Kg	₹ 0.50
11.	Red chilli powder	1	g	₹ 400 / Kg	₹ 0.40
12.	Turmeric powder	1	g	₹ 250 / Kg	₹ 0.25
13.	Garam masala	0.5	g	₹ 600 / Kg	₹ 0.30
14.	Kasuri methi	1	g	₹ 800 / Kg	₹ 0.80
15.	Salt	3	g	₹ 22 / Kg	₹ 0.07
				Total Raw Cost	**₹ 46.90**

A.	Total Raw Ingredient Cost	= ₹ 46.90	
B.	Add : Wastage @ 5% Calc: 46.90 x 0.05	= ₹ 2.35	
C.	Total Food Cost (A+B)	= ₹ 49.25	
D.	Add : Overhead @ 30% Calc: 49.25 x 0.30	= ₹ 14.78	
E.	**Total Cost** (Grand Total per portion)	= ₹ 64.03	

Food Cost %

$$= \left(\frac{\text{Total Cost}}{\text{Selling Price}}\right) \times 100$$

$$= \frac{64.03}{280} \times 100$$

$$= 22.87\ \%$$

Note : Selling Price = ₹ 280 + 5% GST = ₹ 294.00 (With GST)

SWIGGY & ZOMATO DELIVERY SHIELD

Dine-In Menu Price:	**Rs.290.00**
Delivery Shield Price:	**Rs.409.00**
Aggregator Cut (28%):	-Rs.115.00
Net Payout into Bank:	**Rs.294.00**

Protects 100% of your Dine-In gross margin cash!

LIVE PROFIT VELOCITY PER PLATE

Rs.209.72

ESTIMATED TAKE-HOME CASH PROFIT

Calculated after subtracting raw food costs and 10% variable packaging/prep.

Sync in App: https://foodmargins.in

Chicken Jalfrezi (Spicy Stir-Fried Gravy)

Portion Size: 250 g (1 plate) | Prep & Fire: 18 mins | Food Cost Target: 14.1% | Dine-In Menu: Rs.270

RAW INGREDIENT PORTION BREAKDOWN (BOM)

Ingredient	Qty	Rate	Cost
Chicken	100 g	Rs.300/k	**Rs.30.00**
Onion	30 g	Rs.55/kg	**Rs.1.65**
Tomato	35 g	Rs.35/kg	**Rs.1.23**
Capsicum	30 g	Rs.60/kg	**Rs.1.80**
Ginger-garlic pa..	6 g	Rs.140/k	**Rs.0.84**
Oil	8 ml	Rs.165/L	**Rs.1.32**
Cumin powder	1 g	Rs.375/k	**Rs.0.38**
Coriander powder	2 g	Rs.240/k	**Rs.0.48**
Chilli powder	1 g	Rs.325/k	**Rs.0.33**
Salt	2 g	Rs.25/kg	**Rs.0.05**

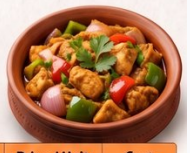
RAW PORTION INGREDIENT COST: Rs.38.08 (14.1%)

STANDARD OPERATING PROCEDURES (SOP)

1. **Veggie Juliennes:** Slice bell peppers and onions into 5cm batons; keep deseeded tomato wedges ready.
2. **Chicken Strips:** Cut boneless chicken breast into finger-length strips matching vegetable dimensions.
3. **Par-Cooking Meat:** Flash-fry chicken strips in 4ml oil in a hot wok for 3 mins until lightly browned; reserve.
4. **Aromatics:** In same pan, saute cumin seeds, sliced ginger, slit green chillies, and chopped onions.
5. **Tangy Sauce:** Add tomato paste, vinegar, soy sauce, and red chilli; cook until sauce thickens.
6. **Flash Veggie Toss:** Turn flame to maximum; toss bell peppers and onion batons for exactly 90 secs for crisp bite.
7. **Incorporation:** Return chicken strips to wok; toss vigorously for 2 mins until glossy sauce coats strips.
8. **Finishing & QC:** Fold in tomato wedges and coriander. Portion 250g ensuring crisp veggies and tender meat.

FoodMargins

Recipe Name : **Chicken Jalfrezi**
Portion Size : **250 gms (full plate)**
Selling Price : **₹ 360 + 5% GST**



S.No.	Ingredients	Quantity	Unit	Price / Unit	Cost
1.	Raw boneless chicken	100	gms	₹ 300 / Kg	₹ 30.00
2.	Onion	30	gms	₹ 55 / Kg	₹ 1.65
3.	Tomato	35	gms	₹ 35 / Kg	₹ 1.225
4.	Capsicum	30	gms	₹ 60 / Kg	₹ 1.80
5.	Ginger-garlic paste	6	gms	₹ 140 / Kg	₹ 0.84
6.	Oil	8	ml	₹ 165 / Ltr	₹ 1.32
7.	Cumin powder	1	gms	₹ 375 / Kg	₹ 0.375
8.	Coriander powder	2	gms	₹ 240 / Kg	₹ 0.48
9.	Chilli powder	1	gms	₹ 325 / Kg	₹ 0.325
10.	Salt	2	gms	₹ 25 / Kg	₹ 0.05
				Total Cost	₹ 38.07

A.	Total Ingredient Cost	= ₹	38.07
B.	Add : Wastage @ 5%	= ₹	1.90
C.	Total Food Cost (A+B)	= ₹	39.97
D.	Add : Overheads @ 30%	= ₹	11.99
E.	Total Cost	= ₹	51.96

Food Cost % = $\left(\frac{\text{Total Cost}}{\text{Selling Price}}\right) \times 100$
= $\frac{51.96}{360} \times 100$
= 14.43%

Note : Selling Price = ₹ 360 + 5% GST = ₹ 378.00 (With GST)

SWIGGY & ZOMATO DELIVERY SHIELD

Dine-In Menu Price:	**Rs.270.00**
Delivery Shield Price:	**Rs.379.00**
Aggregator Cut (28%):	-Rs.106.00
Net Payout into Bank:	**Rs.273.00**

Protects 100% of your Dine-In gross margin cash!

LIVE PROFIT VELOCITY PER PLATE

Rs.204.92

ESTIMATED TAKE-HOME CASH PROFIT

Calculated after subtracting raw food costs and 10% variable packaging/prep.

Sync in App: https://foodmargins.in

Spiced Chicken Keema Matar

Portion Size: 240 g (1 plate) | Prep & Fire: 20 mins | Food Cost Target: 15.4% | Dine-In Menu: Rs.260

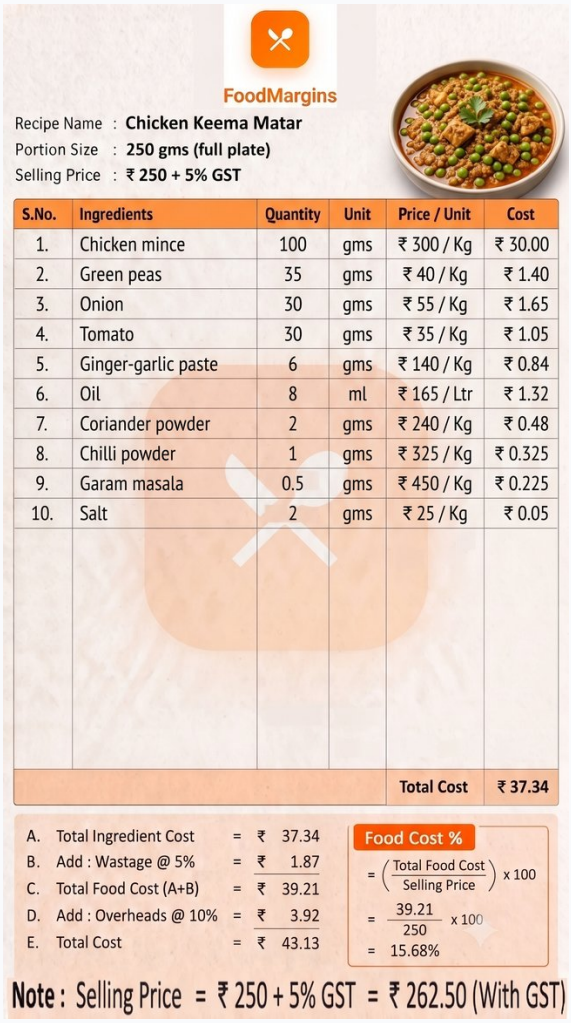
RAW INGREDIENT PORTION BREAKDOWN (BOM)

Ingredient	Qty	Rate	Cost
Chicken mince	100 g	Rs.300/k	**Rs.30.00**
Green peas	35 g	Rs.120/k	**Rs.4.20**
Onion	30 g	Rs.55/kg	**Rs.1.65**
Tomato	30 g	Rs.35/kg	**Rs.1.05**
Ginger-garlic pa..	6 g	Rs.140/k	**Rs.0.84**
Oil	8 ml	Rs.165/L	**Rs.1.32**
Coriander powder	2 g	Rs.240/k	**Rs.0.48**
Chilli powder	1 g	Rs.325/k	**Rs.0.33**
Garam masala	0.5 g	Rs.450/k	**Rs.0.23**
Salt	2 g	Rs.25/kg	**Rs.0.05**

RAW PORTION INGREDIENT COST: Rs.40.15 (15.4%)

STANDARD OPERATING PROCEDURES (SOP)

1. **Mince Prep:** Use coarse ground boneless chicken mince (not pureed); drain well.
2. **Tempering:** Heat oil and ghee; add cumin seeds, cloves, green cardamom, and cinnamon stick.
3. **Onion Browning:** Add finely chopped onions; saute until light golden brown. Add ginger-garlic paste.
4. **Keema Bhunao:** Add chicken mince; break up lumps continuously on high heat for 5 mins.
5. **Spices & Tomatoes:** Stir in tomato puree, coriander powder, cumin, turmeric, and red chilli; cook 4 mins.
6. **Peas Addition:** Add tender green peas and 60ml warm water; cover and simmer on low for 8 mins.
7. **Finishing Touch:** Sprinkle robust garam masala, kasuri methi, and slit green chillies.
8. **Plating QC:** Garnish with fresh coriander and ginger juliennes. Portion 240g with toasted pav or roti.



SWIGGY & ZOMATO DELIVERY SHIELD

Dine-In Menu Price:	**Rs.260.00**
Delivery Shield Price:	**Rs.369.00**
Aggregator Cut (28%):	-Rs.103.00
Net Payout into Bank:	**Rs.266.00**

Protects 100% of your Dine-In gross margin cash!

LIVE PROFIT VELOCITY PER PLATE

Rs.193.85

ESTIMATED TAKE-HOME CASH PROFIT

Calculated after subtracting raw food costs and 10% variable packaging/prep.

Sync in App: https://foodmargins.in

Shahi Mughlai Chicken Korma

Portion Size: 260 g (1 plate) | Prep & Fire: 30 mins | Food Cost Target: 27% | Dine-In Menu: Rs.300

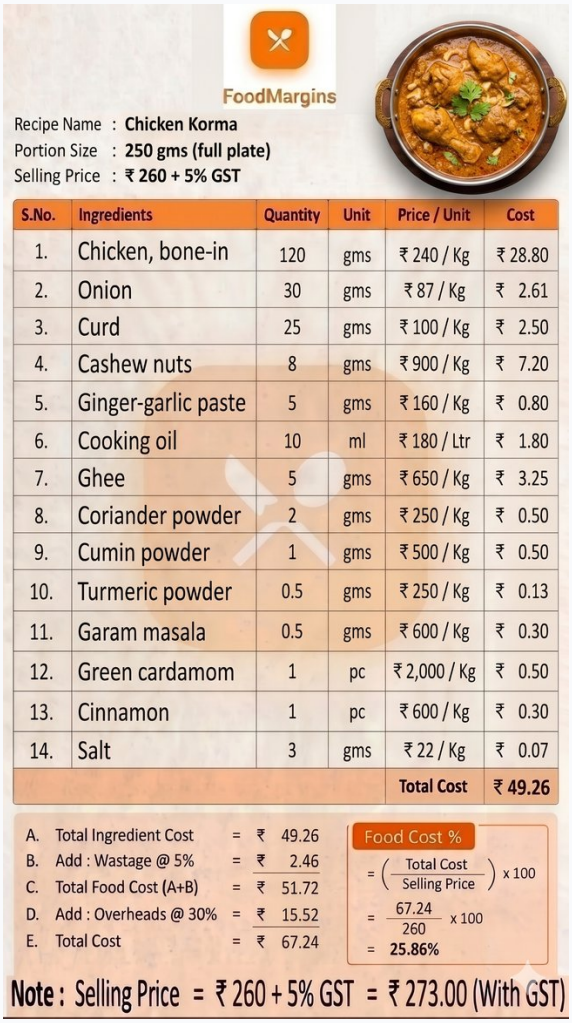
RAW INGREDIENT PORTION BREAKDOWN (BOM)

Ingredient	Qty	Rate	Cost
Chicken, bone-in	120 g	Rs.240/k	**Rs.28.80**
Onion	30 g	Rs.87/kg	**Rs.2.61**
Curd	25 g	Rs.100/k	**Rs.2.50**
Cashew nuts	8 g	Rs.900/k	**Rs.7.20**
Ginger-garlic pa..	5 g	Rs.160/k	**Rs.0.80**
Cooking oil	10 ml	Rs.180/L	**Rs.1.80**
Ghee	5 g	Rs.650/k	**Rs.3.25**
Coriander powder	2 g	Rs.250/k	**Rs.0.50**
Cumin powder	1 g	Rs.500/k	**Rs.0.50**
Turmeric powder	0.5 g	Rs.250/k	**Rs.0.13**

RAW PORTION INGREDIENT COST: Rs.81.00 (27%)

STANDARD OPERATING PROCEDURES (SOP)

1. **Meat Prep:** Cut chicken into 35g curry pieces; marinate in whisked yogurt, ginger-garlic, and salt.
2. **Nut Paste:** Soak cashews and almonds in warm water; grind into an ultra-velvety paste.
3. **Birista Base:** Deep-fry thinly sliced onions until golden brown; crush into a coarse paste.
4. **Aromatics Searing:** Heat desi ghee; crackle green cardamom, cloves, mace, and cinnamon.
5. **Chicken Searing:** Add marinated chicken cuts; sear on medium heat for 6 mins until juices release.
6. **Nut Paste & Birista:** Lower heat; fold in crushed fried onions and nut paste, stirring constantly.
7. **Slow Dum Simmer:** Add 80ml water; seal with tight lid and simmer on lowest flame 15 mins.
8. **Royal Perfume:** Drizzle kewra water, rose water, and fresh cream. Portion 260g with glowing rogan oil.



SWIGGY & ZOMATO DELIVERY SHIELD

Dine-In Menu Price:	**Rs.300.00**
Delivery Shield Price:	**Rs.419.00**
Aggregator Cut (28%):	-Rs.117.00
Net Payout into Bank:	**Rs.302.00**

Protects 100% of your Dine-In gross margin cash!

LIVE PROFIT VELOCITY PER PLATE

Rs.189.00

ESTIMATED TAKE-HOME CASH PROFIT

Calculated after subtracting raw food costs and 10% variable packaging/prep.

Sync in App: https://foodmargins.in

Chicken Liver Masala (Spiced Kaleji Fry)

Portion Size: 220 g (1 plate) | Prep & Fire: 15 mins | Food Cost Target: 20.6% | Dine-In Menu: Rs.220

RAW INGREDIENT PORTION BREAKDOWN (BOM)

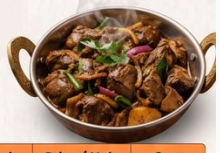
Ingredient	Qty	Rate	Cost
Raw chicken liver	130 g	Rs.300/k	**Rs.39.00**
Onion	35 g	Rs.55/kg	**Rs.1.93**
Tomato	30 g	Rs.35/kg	**Rs.1.05**
Ginger-garlic pa..	6 g	Rs.140/k	**Rs.0.84**
Oil	8 ml	Rs.165/L	**Rs.1.32**
Coriander powder	2 g	Rs.240/k	**Rs.0.48**
Chilli powder	1 g	Rs.325/k	**Rs.0.33**
Turmeric	0.5 g	Rs.250/k	**Rs.0.13**
Garam masala	0.5 g	Rs.450/k	**Rs.0.23**
Salt	2 g	Rs.25/kg	**Rs.0.05**

RAW PORTION INGREDIENT COST: Rs.45.36 (20.6%)

STANDARD OPERATING PROCEDURES (SOP)

1. **Liver Cleaning:** Trim sinew from fresh chicken liver; wash gently in cold water with salt.
2. **Sizing:** Cut liver into uniform 2.5cm bite-sized pieces; drain thoroughly in a colander.
3. **Tempering:** Heat mustard oil in an iron kadai; add cumin seeds, black pepper, and curry leaves.
4. **Aromatics:** Saute sliced onions and slit green chillies until translucent; add ginger-garlic paste.
5. **Spices & Tomatoes:** Add chopped tomatoes, coriander, cumin, turmeric, and black pepper; cook 3 mins.
6. **Quick High-Heat Fry:** Add liver pieces; cook on high flame for exactly 6-7 mins (do not overcook).
7. **Pepper Glaze:** Finish with freshly cracked black pepper, garam masala, and lemon juice.
8. **Portioning QC:** Verify tender, juicy interior texture. Portion 220g immediately on an insulated plate.

FoodMargins



Recipe Name : **Chicken Liver Fry**
Portion Size : **250 gms (full plate)**
Selling Price : **₹ 240 + 5% GST**

S.No.	Ingredients	Quantity	Unit	Price / Unit	Cost
1.	Raw chicken liver	130	gms	₹ 300 / Kg	₹ 39.00
2.	Onion	35	gms	₹ 55 / Kg	₹ 1.93
3.	Tomato	30	gms	₹ 35 / Kg	₹ 1.05
4.	Ginger-garlic paste	6	gms	₹ 140 / Kg	₹ 0.84
5.	Oil	8	ml	₹ 165 / Ltr	₹ 1.32
6.	Coriander powder	2	gms	₹ 240 / Kg	₹ 0.48
7.	Chilli powder	1	gms	₹ 325 / Kg	₹ 0.33
8.	Turmeric	0.5	gms	₹ 250 / Kg	₹ 0.13
9.	Garam masala	0.5	gms	₹ 450 / Kg	₹ 0.23
10.	Salt	2	gms	₹ 25 / Kg	₹ 0.05
				Total Cost	**₹ 45.36**

A.	Total Ingredient Cost	= ₹	45.36
B.	Add : Wastage @ 5%	= ₹	2.27
C.	Total Food Cost (A+B)	= ₹	47.63
D.	Add : Overheads @ 30%	= ₹	14.29
E.	Total Cost	= ₹	61.92

Food Cost % = $\left(\frac{\text{Total Cost}}{\text{Selling Price}}\right) \times 100$
= $\frac{61.92}{240} \times 100$
= **25.80%**

Note : Selling Price = ₹ 240 + 5% GST = ₹ 252.00 (With GST)

SWIGGY & ZOMATO DELIVERY SHIELD

Dine-In Menu Price:	**Rs.220.00**
Delivery Shield Price:	**Rs.309.00**
Aggregator Cut (28%):	-Rs.87.00
Net Payout into Bank:	**Rs.222.00**

Protects 100% of your Dine-In gross margin cash!

LIVE PROFIT VELOCITY PER PLATE

Rs.152.64

ESTIMATED TAKE-HOME CASH PROFIT

Calculated after subtracting raw food costs and 10% variable packaging/prep.

Sync in App: https://foodmargins.in

Chicken Saag (Spinach Mustard Greens Curry)

Portion Size: 260 g (1 plate) | Prep & Fire: 25 mins | Food Cost Target: 15.4% | Dine-In Menu: Rs.280

RAW INGREDIENT PORTION BREAKDOWN (BOM)

Ingredient	Qty	Rate	Cost
Chicken	120 g	Rs.300/k	**Rs.36.00**
Spinach	70 g	Rs.25/kg	**Rs.1.75**
Onion	25 g	Rs.55/kg	**Rs.1.38**
Tomato	20 g	Rs.35/kg	**Rs.0.70**
Ginger-garlic pa..	7 g	Rs.140/k	**Rs.0.98**
Oil	8 ml	Rs.165/L	**Rs.1.32**
Coriander powder	2 g	Rs.240/k	**Rs.0.48**
Chilli powder	1 g	Rs.325/k	**Rs.0.33**
Garam masala	0.5 g	Rs.450/k	**Rs.0.23**
Salt	2 g	Rs.25/kg	**Rs.0.05**

RAW PORTION INGREDIENT COST: Rs.43.22 (15.4%)

STANDARD OPERATING PROCEDURES (SOP)

1. **Greens Blanching:** Blanch fresh spinach and mustard greens in salted boiling water 2 mins; shock in ice water.
2. **Coarse Puree:** Puree blanched greens with 2 green chillies and ginger into a textured emerald paste.
3. **Meat Prep:** Cut chicken into 35g pieces; toss in turmeric and salt.
4. **Tempering:** Heat mustard oil or ghee; crackle cumin seeds, dry red chillies, and crushed garlic.
5. **Base Masala:** Saute minced onions until golden; add ginger-garlic paste, coriander, and tomato puree.
6. **Chicken Searing:** Add chicken cuts; sear on high heat 5 mins until lightly browned.
7. **Saag Melding:** Pour in the vibrant spinach puree; cover and simmer on low heat for 12 mins.
8. **Makhan Finish:** Fold in white butter (makhan), garam masala, and fresh cream. Portion 260g.

FoodMargins

Recipe Name : **Chicken Saag**
Portion Size : **250 gms (full plate)**
Selling Price : **₹ 250 + 5% GST**



S.No.	Ingredients	Quantity	Unit	Price / Unit	Cost
1.	Chicken	120	gms	₹ 300 / Kg	₹ 36.00
2.	Spinach	70	gms	₹ 25 / Kg	₹ 1.75
3.	Onion	25	gms	₹ 55 / Kg	₹ 1.38
4.	Tomato	20	gms	₹ 35 / Kg	₹ 0.70
5.	Ginger-garlic paste	7	gms	₹ 140 / Kg	₹ 0.98
6.	Oil	8	ml	₹ 165 / Ltr	₹ 1.32
7.	Coriander powder	2	gms	₹ 240 / Kg	₹ 0.48
8.	Chilli powder	1	gms	₹ 325 / Kg	₹ 0.33
9.	Garam masala	0.5	gms	₹ 450 / Kg	₹ 0.23
10.	Salt	2	gms	₹ 25 / Kg	₹ 0.05
				Total Cost	₹ 43.22

A.	Total Ingredient Cost	= ₹	43.22
B.	Add : Wastage @ 5%	= ₹	2.16
C.	Total Food Cost (A+B)	= ₹	45.38
D.	Add : Overheads @ 30%	= ₹	13.61
E.	Total Cost	= ₹	58.99

Food Cost % = $\left(\frac{\text{Total Food Cost}}{\text{Selling Price}}\right) \times 100$ = $\frac{45.38}{250} \times 100$ = 18.15%

Note : Selling Price = ₹ 250 + 5% GST = ₹ 262.50 (With GST)

SWIGGY & ZOMATO DELIVERY SHIELD

Dine-In Menu Price:	**Rs.280.00**
Delivery Shield Price:	**Rs.389.00**
Aggregator Cut (28%):	-Rs.109.00
Net Payout into Bank:	**Rs.280.00**

Protects 100% of your Dine-In gross margin cash!

LIVE PROFIT VELOCITY PER PLATE

Rs.208.78

ESTIMATED TAKE-HOME CASH PROFIT

Calculated after subtracting raw food costs and 10% variable packaging/prep.

Sync in App: https://foodmargins.in

Kerala Coconut Milk Chicken Stew

Portion Size: 250 g (1 plate) | Prep & Fire: 20 mins | Food Cost Target: 14.4% | Dine-In Menu: Rs.270

RAW INGREDIENT PORTION BREAKDOWN (BOM)

Ingredient	Qty	Rate	Cost
Chicken	110 g	Rs.300/k	**Rs.33.00**
Potato	45 g	Rs.25/kg	**Rs.1.13**
Carrot	20 g	Rs.35/kg	**Rs.0.70**
Onion	25 g	Rs.55/kg	**Rs.1.38**
Ginger-garlic pa..	5 g	Rs.140/k	**Rs.0.70**
Oil	6 ml	Rs.165/L	**Rs.0.99**
Black pepper	1 g	Rs.700/k	**Rs.0.70**
Cumin powder	0.5 g	Rs.375/k	**Rs.0.19**
Salt	2 g	Rs.25/kg	**Rs.0.05**

RAW PORTION INGREDIENT COST: Rs.38.84 (14.4%)

STANDARD OPERATING PROCEDURES (SOP)

1. **Mise en Place:** Dice potatoes and carrots; slice shallots, ginger, and slit green chillies.
2. **Meat Prep:** Cut chicken into bite-sized 30g pieces; rinse and pat dry.
3. **Coconut Oil Tempering:** Heat pure coconut oil; crackle cinnamon, cloves, cardamom, and fresh curry leaves.
4. **Aromatics Sweat:** Sweat shallots, ginger, and green chillies on low heat (do not brown; keep pale).
5. **Thin Coconut Milk Simmer:** Add chicken, potatoes, carrots, and thin coconut milk (second press); bring to simmer.
6. **Tender Cooking:** Cover and simmer gently for 12 mins until chicken and vegetables are tender.
7. **Thick Coconut Milk:** Turn heat to lowest flame; pour thick coconut milk (first press) and crushed black pepper.
8. **Plating QC:** Warm through without boiling. Drizzle coconut oil and fresh curry leaves. Portion 250g with appam.

FoodMargins

Recipe Name : **Chicken Stew**
Portion Size : **250 gms (full plate)**
Selling Price : **₹ 270 + 5% GST**



S.No.	Ingredients	Quantity	Unit	Price / Unit	Cost
1.	Chicken	110	gms	₹ 300 / Kg	₹ 33.00
2.	Potato	45	gms	₹ 25 / Kg	₹ 1.13
3.	Carrot	20	gms	₹ 35 / Kg	₹ 0.70
4.	Onion	25	gms	₹ 55 / Kg	₹ 1.38
5.	Ginger-garlic paste	5	gms	₹ 140 / Kg	₹ 0.70
6.	Oil	6	ml	₹ 165 / Ltr	₹ 0.99
7.	Black pepper	1	gms	₹ 700 / Kg	₹ 0.70
8.	Cumin powder	0.5	gms	₹ 375 / Kg	₹ 0.19
9.	Salt	2	gms	₹ 25 / Kg	₹ 0.05
				Total Cost	₹ 38.83

A.	Total Ingredient Cost	= ₹	38.83
B.	Add : Wastage @ 5%	= ₹	1.94
C.	Total Food Cost (A+B)	= ₹	40.77
D.	Add : Overheads @ 10%	= ₹	4.08
E.	Total Cost	= ₹	44.85

Food Cost % = $\left(\frac{\text{Total Food Cost}}{\text{Selling Price}}\right) \times 100$ = $\frac{40.77}{270} \times 100$ = 15.10%

Note : Selling Price = ₹ 270 + 5% GST = ₹ 283.50 (With GST)

SWIGGY & ZOMATO DELIVERY SHIELD

Dine-In Menu Price:	**Rs.270.00**
Delivery Shield Price:	**Rs.379.00**
Aggregator Cut (28%):	-Rs.106.00
Net Payout into Bank:	**Rs.273.00**

Protects 100% of your Dine-In gross margin cash!

LIVE PROFIT VELOCITY PER PLATE

Rs.204.16

ESTIMATED TAKE-HOME CASH PROFIT

Calculated after subtracting raw food costs and 10% variable packaging/prep.

Sync in App: https://foodmargins.in

Dhaba Style Boiled Egg Curry

Portion Size: 240 g (2 eggs + gravy) | Prep & Fire: 15 mins | Food Cost Target: 3.8% | Dine-In Menu: Rs.170

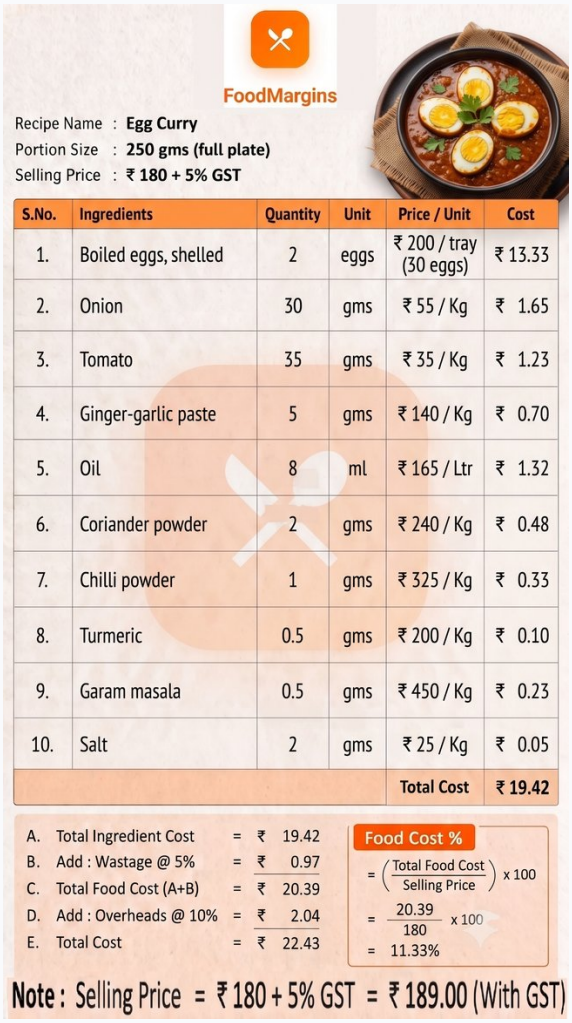
RAW INGREDIENT PORTION BREAKDOWN (BOM)

Ingredient	Qty	Rate	Cost
Boiled eggs, she..	2 g	Rs.200/k	**Rs.0.40**
Onion	30 g	Rs.55/kg	**Rs.1.65**
Tomato	35 g	Rs.35/kg	**Rs.1.23**
Ginger-garlic pa..	5 g	Rs.140/k	**Rs.0.70**
Oil	8 ml	Rs.165/L	**Rs.1.32**
Coriander powder	2 g	Rs.240/k	**Rs.0.48**
Chilli powder	1 g	Rs.325/k	**Rs.0.33**
Turmeric	0.5 g	Rs.200/k	**Rs.0.10**
Garam masala	0.5 g	Rs.450/k	**Rs.0.23**
Salt	2 g	Rs.25/kg	**Rs.0.05**

RAW PORTION INGREDIENT COST: Rs.6.49 (3.8%)

STANDARD OPERATING PROCEDURES (SOP)

1. **Egg Boiling:** Boil eggs for exactly 10 mins; shock immediately in ice water, peel, and make 3 light vertical slits.
2. **Egg Searing:** Heat 5ml oil with turmeric and deggi chilli; roll boiled eggs until skin blisters into a crisp golden crust.
3. **Whole Spices:** In same pan, crackle cumin seeds, bay leaf, cloves, and crushed cinnamon.
4. **Onion Bhunao:** Add finely chopped onions; cook slowly until deep amber brown. Stir in ginger-garlic paste.
5. **Tomato Reduction:** Add tomato puree, coriander powder, cumin, turmeric, and chilli; cook until oil floats.
6. **Gravy Simmer:** Pour 90ml water; bring to a rolling boil. Lower heat and simmer 5 mins until sauce thickens.
7. **Egg Immersion:** Gently slip seared eggs into gravy; simmer 3 mins so masala penetrates through slits.
8. **Finishing & QC:** Sprinkle garam masala and kasuri methi. Portion 2 eggs with 160g gravy (240g total).



SWIGGY & ZOMATO DELIVERY SHIELD

Dine-In Menu Price:	**Rs.170.00**
Delivery Shield Price:	**Rs.239.00**
Aggregator Cut (28%):	-Rs.67.00
Net Payout into Bank:	**Rs.172.00**

Protects 100% of your Dine-In gross margin cash!

LIVE PROFIT VELOCITY PER PLATE

Rs.146.51

ESTIMATED TAKE-HOME CASH PROFIT

Calculated after subtracting raw food costs and 10% variable packaging/prep.

Sync in App: https://foodmargins.in

Bengali Macher Jhol (Fish & Potato Curry)

Portion Size: 260 g (2 fish steaks + aloo) | Prep & Fire: 20 mins | Food Cost Target: 10.4% | Dine-In Menu: Rs.280

RAW INGREDIENT PORTION BREAKDOWN (BOM)

Ingredient	Qty	Rate	Cost
Fish	100 g	Rs.230/k	**Rs.23.00**
Potato	60 g	Rs.25/kg	**Rs.1.50**
Onion	20 g	Rs.55/kg	**Rs.1.10**
Tomato	25 g	Rs.35/kg	**Rs.0.88**
Ginger-garlic pa..	4 g	Rs.140/k	**Rs.0.56**
Oil	7 ml	Rs.165/L	**Rs.1.16**
Turmeric	1 g	Rs.200/k	**Rs.0.20**
Chilli powder	1 g	Rs.325/k	**Rs.0.33**
Coriander powder	1 g	Rs.240/k	**Rs.0.24**
Salt	2 g	Rs.25/kg	**Rs.0.05**

RAW PORTION INGREDIENT COST: Rs.29.02 (10.4%)

STANDARD OPERATING PROCEDURES (SOP)

1. **Fish Selection:** Portion fresh Rohu/Katla into 60g steaks; marinate in turmeric and salt for 10 mins.
2. **Potato Cut:** Peel potatoes and cut lengthwise into long wedges.
3. **Mustard Oil Searing:** Heat mustard oil to smoking point; shallow fry fish steaks 2 mins per side; drain.
4. **Potato Browning:** In same mustard oil, fry potato wedges with turmeric until golden crust forms.
5. **Panch Phoron Tempering:** Crackle panch phoron (five spice) and green chillies; add ginger paste and cumin powder.
6. **Jhol Broth:** Pour warm water; bring to a boil and cook potatoes until 90% tender.
7. **Fish Immersion:** Gently slip fried fish steaks into simmering broth; simmer on low 4 mins.
8. **Finishing QC:** Finish with slit green chillies and fresh coriander. Portion 2 steaks with 2 potato wedges.

FoodMargins

Recipe Name : **Fish Aloo Curry**
Portion Size : **250 gms (full plate)**
Selling Price : **₹ 260 + 5% GST**



S.No.	Ingredients	Quantity	Unit	Price / Unit	Cost
1.	Fish	100	gms	₹ 230 / Kg	₹ 23.00
2.	Potato	60	gms	₹ 25 / Kg	₹ 1.50
3.	Onion	20	gms	₹ 55 / Kg	₹ 1.10
4.	Tomato	25	gms	₹ 35 / Kg	₹ 0.88
5.	Ginger-garlic paste	4	gms	₹ 140 / Kg	₹ 0.56
6.	Oil	7	ml	₹ 165 / Ltr	₹ 1.15
7.	Turmeric	1	gms	₹ 200 / Kg	₹ 0.20
8.	Chilli powder	1	gms	₹ 325 / Kg	₹ 0.32
9.	Coriander powder	1	gms	₹ 240 / Kg	₹ 0.24
10.	Salt	2	gms	₹ 25 / Kg	₹ 0.05
				Total Cost	₹ 29.00

A. Total Ingredient Cost = ₹ 29.00
B. Add : Wastage @ 5% = ₹ 1.45
C. Total Food Cost (A+B) = ₹ 30.45
D. Add : Overheads @ 10% = ₹ 3.05
E. Total Cost = ₹ 33.50

Food Cost % = $\left(\frac{\text{Total Food Cost}}{\text{Selling Price}}\right) \times 100$
= $\frac{30.45}{260} \times 100$
= 11.71%

Note : Selling Price = ₹ 260 + 5% GST = ₹ 273.00 (With GST)

SWIGGY & ZOMATO DELIVERY SHIELD

Dine-In Menu Price:	**Rs.280.00**
Delivery Shield Price:	**Rs.389.00**
Aggregator Cut (28%):	-Rs.109.00
Net Payout into Bank:	**Rs.280.00**

Protects 100% of your Dine-In gross margin cash!

LIVE PROFIT VELOCITY PER PLATE

Rs.222.98

ESTIMATED TAKE-HOME CASH PROFIT

Calculated after subtracting raw food costs and 10% variable packaging/prep.

Sync in App: https://foodmargins.in

Dhaba Kadai Chicken

Portion Size: 260 g (1 plate) | Prep & Fire: 22 mins | Food Cost Target: 16.7% | Dine-In Menu: Rs.280

RAW INGREDIENT PORTION BREAKDOWN (BOM)

Ingredient	Qty	Rate	Cost
Chicken	130 g	Rs.300/k	**Rs.39.00**
Onion	25 g	Rs.55/kg	**Rs.1.38**
Tomato	35 g	Rs.35/kg	**Rs.1.23**
Capsicum	20 g	Rs.60/kg	**Rs.1.20**
Ginger-garlic pa..	7 g	Rs.140/k	**Rs.0.98**
Oil	8 ml	Rs.165/L	**Rs.1.32**
Kadai masala	3 g	Rs.450/k	**Rs.1.35**
Chilli powder	1 g	Rs.325/k	**Rs.0.33**
Salt	2 g	Rs.25/kg	**Rs.0.05**

RAW PORTION INGREDIENT COST: Rs.46.84 (16.7%)

STANDARD OPERATING PROCEDURES (SOP)

1. **Kadai Spice Mix:** Pound dry-roasted coriander seeds, cumin, black peppercorns, and whole red chillies.
2. **Crunchy Veggies:** Cut bell peppers and onions into 2.5cm square petals.
3. **Chicken Mise:** Portion chicken into uniform 35g pieces; wash and pat dry.
4. **Base Gravy:** Saute minced onions, ginger-garlic paste, and crushed tomatoes until oil separates.
5. **Chicken Searing:** Add chicken cuts; sear on high flame 6 mins with half the Kadai spice blend.
6. **Simmering:** Add 60ml water; cover and simmer for 10 mins until chicken is tender.
7. **Petal Flash Toss:** Add capsicum and onion petals; toss vigorously on high heat for 2 mins (keep crunchy).
8. **Finishing & QC:** Sprinkle remaining Kadai spice, kasuri methi, and julienned ginger. Portion 260g in a kadai.

FoodMargins



Recipe Name : **Kadai Chicken**
Portion Size : **250 gms (full plate)**
Selling Price : **₹ 280 + 5% GST**

S.No.	Ingredients	Quantity	Unit	Price / Unit	Cost
1.	Chicken	130	gms	₹ 300 / Kg	₹ 39.00
2.	Onion	25	gms	₹ 55 / Kg	₹ 1.38
3.	Tomato	35	gms	₹ 35 / Kg	₹ 1.23
4.	Capsicum	20	gms	₹ 60 / Kg	₹ 1.20
5.	Ginger-garlic paste	7	gms	₹ 140 / Kg	₹ 0.98
6.	Oil	8	ml	₹ 165 / Ltr	₹ 1.32
7.	Kadai masala	3	gms	₹ 450 / Kg	₹ 1.35
8.	Chilli powder	1	gms	₹ 325 / Kg	₹ 0.33
9.	Salt	2	gms	₹ 25 / Kg	₹ 0.05
				Total Cost	₹ 46.84

A.	Total Ingredient Cost	= ₹	46.84
B.	Add : Wastage @ 5%	= ₹	2.34
C.	Total Food Cost (A+B)	= ₹	49.18
D.	Add : Overheads @ 10%	= ₹	4.92
E.	Total Cost	= ₹	54.10

Food Cost %

$= \left(\frac{\text{Total Food Cost}}{\text{Selling Price}}\right) \times 100$

$= \frac{49.18}{280} \times 100$

$= 17.56\%$

Note : Selling Price = ₹ 280 + 5% GST = ₹ 294.00 (With GST)

SWIGGY & ZOMATO DELIVERY SHIELD

Dine-In Menu Price:	**Rs.280.00**
Delivery Shield Price:	**Rs.389.00**
Aggregator Cut (28%):	-Rs.109.00
Net Payout into Bank:	**Rs.280.00**

Protects 100% of your Dine-In gross margin cash!

LIVE PROFIT VELOCITY PER PLATE

Rs.205.16

ESTIMATED TAKE-HOME CASH PROFIT

Calculated after subtracting raw food costs and 10% variable packaging/prep.

Sync in App: https://foodmargins.in

Kadai Mushroom Masala

Portion Size: 250 g (1 plate) | Prep & Fire: 18 mins | Food Cost Target: 18.4% | Dine-In Menu: Rs.270

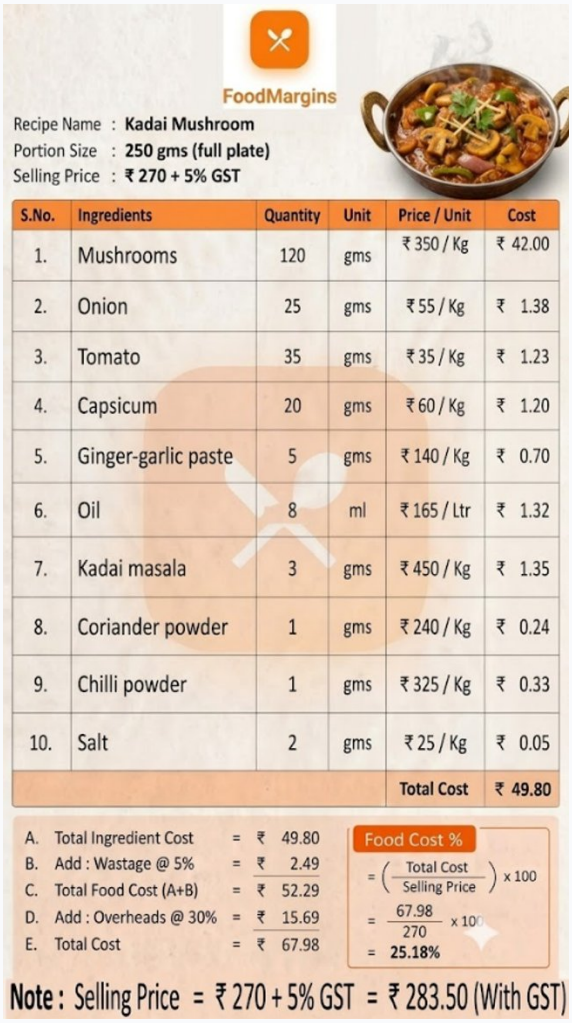
RAW INGREDIENT PORTION BREAKDOWN (BOM)

Ingredient	Qty	Rate	Cost
Mushrooms	120 g	Rs.350/k	**Rs.42.00**
Onion	25 g	Rs.55/kg	**Rs.1.38**
Tomato	35 g	Rs.35/kg	**Rs.1.23**
Capsicum	20 g	Rs.60/kg	**Rs.1.20**
Ginger-garlic pa..	5 g	Rs.140/k	**Rs.0.70**
Oil	8 ml	Rs.165/L	**Rs.1.32**
Kadai masala	3 g	Rs.450/k	**Rs.1.35**
Coriander powder	1 g	Rs.240/k	**Rs.0.24**
Chilli powder	1 g	Rs.325/k	**Rs.0.33**
Salt	2 g	Rs.25/kg	**Rs.0.05**

RAW PORTION INGREDIENT COST: Rs.49.80 (18.4%)

STANDARD OPERATING PROCEDURES (SOP)

1. **Mushroom Prep:** Wipe button mushrooms with damp towel; cut into halves or quarters depending on size.
2. **Kadai Spice:** Dry-roast coriander, cumin, fennel, and whole red chillies; crush coarsely.
3. **Veggie Petals:** Cut green capsicum and onions into square petals matching mushroom dimensions.
4. **Tempering & Base:** Heat oil in a kadai; saute minced onions, ginger-garlic paste, and pureed tomatoes.
5. **High-Heat Searing:** Add mushrooms; sear on maximum flame 3 mins so mushrooms release moisture and caramelize.
6. **Kadai Spice Melding:** Fold in the freshly pounded Kadai spice blend and 40ml water; simmer 4 mins.
7. **Crunchy Petals:** Add capsicum and onion petals; toss on high heat for 90 seconds keeping crisp bite.
8. **Finishing & QC:** Garnish with kasuri methi and ginger juliennes. Portion 250g hot in a copper kadai.



SWIGGY & ZOMATO DELIVERY SHIELD

Dine-In Menu Price:	**Rs.270.00**
Delivery Shield Price:	**Rs.379.00**
Aggregator Cut (28%):	-Rs.106.00
Net Payout into Bank:	**Rs.273.00**

Protects 100% of your Dine-In gross margin cash!

LIVE PROFIT VELOCITY PER PLATE

Rs.193.20

ESTIMATED TAKE-HOME CASH PROFIT

Calculated after subtracting raw food costs and 10% variable packaging/prep.

Sync in App: https://foodmargins.in

Kadai Paneer (Capsicum & Onion Gravy)

Portion Size: 250 g (1 plate) | Prep & Fire: 20 mins | Food Cost Target: 15.6% | Dine-In Menu: Rs.260

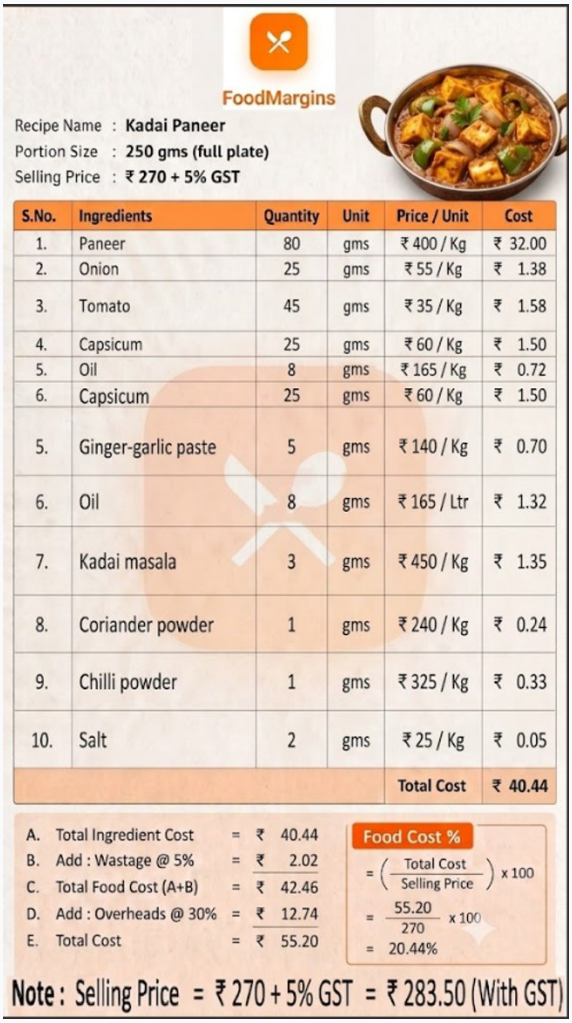
RAW INGREDIENT PORTION BREAKDOWN (BOM)

Ingredient	Qty	Rate	Cost
Paneer	80 g	Rs.400/k	**Rs.32.00**
Onion	25 g	Rs.55/kg	**Rs.1.38**
Tomato	45 g	Rs.35/kg	**Rs.1.58**
Capsicum	25 g	Rs.60/kg	**Rs.1.50**
Ginger-garlic pa..	5 g	Rs.140/k	**Rs.0.70**
Oil	8 g	Rs.165/k	**Rs.1.32**
Kadai masala	3 g	Rs.450/k	**Rs.1.35**
Coriander powder	1 g	Rs.240/k	**Rs.0.24**
Chilli powder	1 g	Rs.325/k	**Rs.0.33**
Salt	2 g	Rs.25/kg	**Rs.0.05**

RAW PORTION INGREDIENT COST: Rs.40.45 (15.6%)

STANDARD OPERATING PROCEDURES (SOP)

1. **Kadai Spice Mix:** Coarsely pound dry-roasted coriander seeds, cumin, black peppercorns, and whole red chillies.
2. **Paneer Prep:** Cut fresh malai paneer into uniform 2.5cm cubes; soak in lukewarm salted water for softness.
3. **Crunchy Veggies:** Cut green capsicum and onions into 2.5cm square petals (matching paneer dimensions).
4. **Base Gravy:** Saute minced onions, ginger-garlic paste, and pureed tomatoes with turmeric and Kashmiri chilli.
5. **High-Heat Veg Toss:** Flash-saute onion petals and capsicum in 4ml ghee for 90 secs in a separate wok; keep crunchy.
6. **Masala Melding:** Combine sauteed petals and fresh Kadai spice blend into the simmering tomato gravy.
7. **Paneer Integration:** Drain paneer cubes and gently fold into masala; simmer on low 3 mins absorbing flavor.
8. **Finishing & QC:** Sprinkle remaining Kadai spice, kasuri methi, and coriander. Portion 250g in a kadai bowl.



SWIGGY & ZOMATO DELIVERY SHIELD

Dine-In Menu Price:	**Rs.260.00**
Delivery Shield Price:	**Rs.369.00**
Aggregator Cut (28%):	-Rs.103.00
Net Payout into Bank:	**Rs.266.00**

Protects 100% of your Dine-In gross margin cash!

LIVE PROFIT VELOCITY PER PLATE

Rs.193.55

ESTIMATED TAKE-HOME CASH PROFIT

Calculated after subtracting raw food costs and 10% variable packaging/prep.

Sync in App: https://foodmargins.in

South Indian Lemon Rice (Chitranna)

Portion Size: 240 g (1 plate) | Prep & Fire: 12 mins | Food Cost Target: 20.4% | Dine-In Menu: Rs.120

RAW INGREDIENT PORTION BREAKDOWN (BOM)

Ingredient	Qty	Rate	Cost
Cooked rice	210 g	Rs.90/kg	**Rs.18.90**
Peanuts	10 g	Rs.120/k	**Rs.1.20**
Mustard seeds	1 g	Rs.120/k	**Rs.0.12**
Urad dal	3 g	Rs.120/k	**Rs.0.36**
Chana dal	3 g	Rs.120/k	**Rs.0.36**
Curry leaves	1 g	Rs.120/k	**Rs.0.12**
Green chilli	2 g	Rs.120/k	**Rs.0.24**
Turmeric	0.5 g	Rs.120/k	**Rs.0.06**
Oil	10 ml	Rs.165/L	**Rs.1.65**
Lemon juice	10 ml	Rs.120/L	**Rs.1.20**

RAW PORTION INGREDIENT COST: Rs.24.45 (20.4%)

STANDARD OPERATING PROCEDURES (SOP)

1. **Rice Protocol:** Cook aged sona masoori rice so each grain is separate; cool on a wide tray with 1 tsp oil.
2. **Lemon Emulsion:** Whisk fresh lemon juice with salt and turmeric powder in a small stainless bowl.
3. **Tempering:** Heat sesame oil; crackle mustard seeds, urad dal, chana dal, and raw peanuts until crunchy.
4. **Aromatics:** Add dried red chillies, slit green chillies, grated ginger, hing, and curry leaves; fry 30 secs.
5. **Flame Off:** Turn off flame (crucial: never boil lemon juice); pour lemon mix into warm tempered oil.
6. **Rice Folding:** Add cooled rice to wok in batches; fold gently with flat spatula until uniformly bright yellow.
7. **Resting:** Cover wok and let rice rest 10 mins for aromatic citrus flavors to penetrate every grain.
8. **Portioning QC:** Verify seasoning balance and peanut crunchiness. Portion 240g with papad and pickle.

FoodMargins



Recipe Name : **Lemon Rice**
Portion Size : **250 gms (full plate)**
Selling Price : **₹ 180 + 5% GST**

S.No.	Ingredients	Quantity	Unit	Price / Unit	Cost
1.	Cooked rice	210	gms	₹ 60 / Kg	₹ 12.60
2.	Peanuts	10	gms	₹ 140 / Kg	₹ 1.40
3.	Mustard seeds	1	gms	₹ 120 / Kg	₹ 0.12
4.	Urad dal	3	gms	₹ 160 / Kg	₹ 0.48
5.	Chana dal	3	gms	₹ 100 / Kg	₹ 0.30
6.	Curry leaves	1	gms	₹ 200 / Kg	₹ 0.20
7.	Green chilli	2	gms	₹ 80 / Kg	₹ 0.16
8.	Turmeric	0.5	gms	₹ 250 / Kg	₹ 0.13
9.	Oil	10	ml	₹ 170 / Ltr	₹ 1.70
10.	Lemon juice	10	ml	₹ 160 / Ltr	₹ 1.60
11.	Salt	2	gms	₹ 22 / Kg	₹ 0.04
				Total Cost	**₹ 18.73**

A.	Total Ingredient Cost	= ₹	18.73
B.	Add : Wastage @ 5%	= ₹	0.94
C.	Total Food Cost (A+B)	= ₹	19.67
D.	Add : Overheads @ 30%	= ₹	5.90
E.	Total Cost	= ₹	25.57

Food Cost % = $\left(\frac{\text{Total Cost}}{\text{Selling Price}}\right) \times 100$
= $\frac{25.57}{180} \times 100$
= **14.21%**

Note : Selling Price = ₹ 180 + 5% GST = ₹ 189.00 (With GST)

SWIGGY & ZOMATO DELIVERY SHIELD

Dine-In Menu Price:	**Rs.120.00**
Delivery Shield Price:	**Rs.169.00**
Aggregator Cut (28%):	-Rs.47.00
Net Payout into Bank:	**Rs.122.00**

Protects 100% of your Dine-In gross margin cash!

LIVE PROFIT VELOCITY PER PLATE

Rs.83.55

ESTIMATED TAKE-HOME CASH PROFIT

Calculated after subtracting raw food costs and 10% variable packaging/prep.

Sync in App: https://foodmargins.in

Malai Kofta (Paneer Dumplings in Cashew Gravy)

Portion Size: 260 g (2 koftas + gravy) | Prep & Fire: 30 mins | Food Cost Target: 16.3% | Dine-In Menu: Rs.280

RAW INGREDIENT PORTION BREAKDOWN (BOM)

Ingredient	Qty	Rate	Cost
Paneer	45 g	Rs.360/k	**Rs.16.20**
Boiled potato	45 g	Rs.30/kg	**Rs.1.35**
Cornflour	8 g	Rs.100/k	**Rs.0.80**
Cashew nuts	8 g	Rs.900/k	**Rs.7.20**
Raisins	3 g	Rs.350/k	**Rs.1.05**
Onion	25 g	Rs.87/kg	**Rs.2.18**
Tomato	45 g	Rs.40/kg	**Rs.1.80**
Fresh cream	12 ml	Rs.250/L	**Rs.3.00**
Butter	8 g	Rs.550/k	**Rs.4.40**
Cooking oil abso..	10 ml	Rs.180/L	**Rs.1.80**

RAW PORTION INGREDIENT COST: Rs.45.74 (16.3%)

STANDARD OPERATING PROCEDURES (SOP)

1. **Kofta Mix:** Grate paneer and boiled potatoes (60:40); mix with cornflour, white pepper, salt, and cashews.
2. **Shaping & Fry:** Roll into uniform 30g smooth balls; dust in cornflour and deep-fry in medium-hot oil until golden.
3. **Shahi Base:** Boil onions, cashews, melon seeds, and peeled tomatoes; blend and strain through fine chinois.
4. **Butter Tempering:** Heat butter in pan; add green cardamom, cloves, and ginger-garlic paste. Cook 1 min.
5. **Gravy Simmer:** Pour strained gravy; add coriander, white pepper, mild chilli, and sugar. Simmer 10 mins.
6. **Cream & Saffron:** Whisk in fresh cream, crushed kasuri methi, and saffron water; simmer 2 mins on low.
7. **Plating Rule:** NEVER boil fried koftas inside gravy (disintegrate). Place 2 warm koftas in serving bowl.
8. **Pour & Garnish:** Ladle 180g velvet hot gravy over koftas right at pickup. Drizzle cream swirl (260g total).

FoodMargins

Recipe Name : **Malai Kofta Curry**
Portion Size : **250 gms (full plate)**
Selling Price : **₹ 230 + 5% GST**



S.No.	Ingredients	Quantity	Unit	Rate / Unit (₹)	Cost (₹)
1.	Paneer	45	g	₹ 360 / Kg	₹ 16.20
2.	Boiled potato	45	g	₹ 30 / Kg	₹ 1.35
3.	Cornflour	8	g	₹ 100 / Kg	₹ 0.80
4.	Cashew nuts	8	g	₹ 900 / Kg	₹ 7.20
5.	Raisins	3	g	₹ 350 / Kg	₹ 1.05
6.	Onion	25	g	₹ 87 / Kg	₹ 2.18
7.	Tomato	45	g	₹ 40 / Kg	₹ 1.80
8.	Fresh cream	12	ml	₹ 250 / Ltr	₹ 3.00
9.	Butter	8	g	₹ 550 / Kg	₹ 4.40
10.	Cooking oil (absorbed)	10	ml	₹ 180 / Ltr	₹ 1.80
11.	Ginger-garlic paste	4	g	₹ 160 / Kg	₹ 0.64
12.	Kashmiri chilli powder	1	g	₹ 600 / Kg	₹ 0.60
13.	Garam masala	0.5	g	₹ 600 / Kg	₹ 0.30
14.	Sugar	1	g	₹ 58 / Kg	₹ 0.06
15.	Salt	3	g	₹ 22 / Kg	₹ 0.07
				Total Raw Cost	**₹ 36.70**

A. Total Raw Ingredient Cost = ₹ 36.70
B. Add : Wastage @ 5% = ₹ 1.84
Calc: 36.70 x 0.05
C. Total Food Cost (A+B) = ₹ 38.54
D. Add : Overhead @ 30% = ₹ 11.56
Calc: 38.54 x 0.30
E. Total Cost (Grand Total per portion) = **₹ 50.10**

Food Cost % = $\left(\frac{\text{Total Cost}}{\text{Selling Price}}\right) \times 100$
= $\frac{50.10}{230} \times 100$
= **21.78 %**

Note : Selling Price = ₹ 230 + 5% GST = ₹ 241.50 (With GST)

SWIGGY & ZOMATO DELIVERY SHIELD

Dine-In Menu Price:	**Rs.280.00**
Delivery Shield Price:	**Rs.389.00**
Aggregator Cut (28%):	-Rs.109.00
Net Payout into Bank:	**Rs.280.00**

Protects 100% of your Dine-In gross margin cash!

LIVE PROFIT VELOCITY PER PLATE

Rs.206.26

ESTIMATED TAKE-HOME CASH PROFIT

Calculated after subtracting raw food costs and 10% variable packaging/prep.

Sync in App: https://foodmargins.in

Crispy Medu Vada (Urad Dal Donut)

Portion Size: 120 g (2 pieces) | Prep & Fire: 15 mins | Food Cost Target: 12.4% | Dine-In Menu: Rs.90

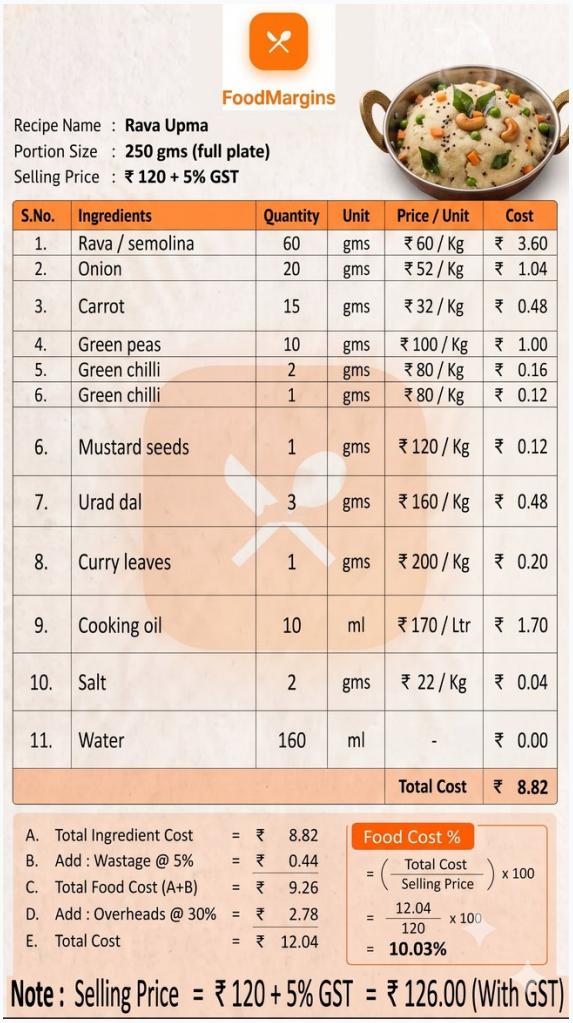
RAW INGREDIENT PORTION BREAKDOWN (BOM)

Ingredient	Qty	Rate	Cost
Raw urad dal	65 g	Rs.120/k	**Rs.7.80**
Onion	15 g	Rs.50/kg	**Rs.0.75**
Green chilli	2 g	Rs.120/k	**Rs.0.24**
Ginger	2 g	Rs.120/k	**Rs.0.24**
Curry leaves	1 g	Rs.120/k	**Rs.0.12**
Cumin seeds	1 g	Rs.120/k	**Rs.0.12**
Salt	2 g	Rs.120/k	**Rs.0.24**
Oil absorbed dur..	10 g	Rs.165/k	**Rs.1.65**

RAW PORTION INGREDIENT COST: Rs.11.16 (12.4%)

STANDARD OPERATING PROCEDURES (SOP)

1. **Dal Soaking:** Wash whole white urad dal; soak in cold water for exactly 2.5 to 3 hours (do not over-soak).
2. **Fluffy Grinding:** Drain completely; grind in wet grinder with minimal ice water until batter is light and fluffy.
3. **Seasoning:** Fold in crushed black pepper, chopped ginger, green chillies, curry leaves, hing, and salt.
4. **Oil Temp Check:** Heat refined oil in deep kadai to 175C-180C (batter drop rises immediately to surface).
5. **Shaping:** Wet palms; take golf-ball sized batter, flatten slightly, and poke hole in center with thumb.
6. **Crisp Frying:** Slide into hot oil; fry on medium flame 3-4 mins, turning once until evenly golden and crisp.
7. **Wire Draining:** Remove with skimmer; drain on wire rack (not paper towels, to prevent steam softening crust).
8. **Plating QC:** Serve 2 pieces (60g each = 120g total) with piping hot sambar and fresh coconut chutney.



SWIGGY & ZOMATO DELIVERY SHIELD

Dine-In Menu Price:	**Rs.90.00**
Delivery Shield Price:	**Rs.129.00**
Aggregator Cut (28%):	-Rs.36.00
Net Payout into Bank:	**Rs.93.00**

Protects 100% of your Dine-In gross margin cash!

LIVE PROFIT VELOCITY PER PLATE

Rs.69.84

ESTIMATED TAKE-HOME CASH PROFIT

Calculated after subtracting raw food costs and 10% variable packaging/prep.

Sync in App: https://foodmargins.in

Methi Mutton (Fenugreek Goat Meat Curry)

Portion Size: 260 g (1 plate) | Prep & Fire: 40 mins | Food Cost Target: 24.9% | Dine-In Menu: Rs.420

RAW INGREDIENT PORTION BREAKDOWN (BOM)

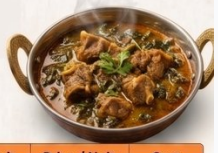
Ingredient	Qty	Rate	Cost
Raw bone-in mutton	110 g	Rs.800/k	**Rs.88.00**
Fresh fenugreek ..	35 g	Rs.100/k	**Rs.3.50**
Onion	30 g	Rs.87/kg	**Rs.2.61**
Tomato	25 g	Rs.40/kg	**Rs.1.00**
Ginger-garlic pa..	8 g	Rs.160/k	**Rs.1.28**
Oil	15 ml	Rs.180/L	**Rs.2.70**
Cumin seeds	1 g	Rs.450/k	**Rs.0.45**
Coriander powder	2 g	Rs.250/k	**Rs.0.50**
Turmeric	1 g	Rs.250/k	**Rs.0.25**
Red chilli powder	1 g	Rs.400/k	**Rs.0.40**

RAW PORTION INGREDIENT COST: Rs.104.37 (24.9%)

STANDARD OPERATING PROCEDURES (SOP)

1. **Meat Prep:** Trim and portion fresh goat mutton into 35-40g bone-in curry pieces; wash and pat dry.
2. **Methi Leaves:** Pluck fresh methi leaves; chop finely, sprinkle salt, rest 10 mins, and squeeze bitter juice.
3. **Whole Spices:** Heat mustard oil in pressure cooker or handi; add black cardamom, cloves, and bay leaf.
4. **Onion Bhunao:** Add sliced onions; fry slowly until deep mahogany. Stir in ginger-garlic paste; cook 2 mins.
5. **Meat Searing:** Add mutton pieces; sear (bhunao) vigorously on high heat for 8 mins until meat changes color.
6. **Spices & Methi:** Add coriander, cumin, red chilli, and prepared methi leaves; saute 3 mins releasing green aroma.
7. **Tender Cooking:** Add 150ml warm water; pressure-cook for 4-5 whistles, then simmer 10 mins until meat is tender.
8. **Finishing & QC:** Cook down gravy to thick coat consistency. Garnish with ginger juliennes. Portion 260g.

FoodMargins



Recipe Name : **Methi Mutton**
Portion Size : **250 gms (full plate)**
Selling Price : **₹ 450 + 5% GST**

S.No.	Ingredients	Quantity	Unit	Price / Unit	Cost
1.	Raw bone-in mutton	110	gms	₹ 800 / Kg	₹ 88.00
2.	Fresh fenugreek leaves	35	gms	₹ 100 / Kg	₹ 3.50
3.	Onion	30	gms	₹ 87 / Kg	₹ 2.61
4.	Tomato	25	gms	₹ 40 / Kg	₹ 1.00
5.	Ginger-garlic paste	8	gms	₹ 160 / Kg	₹ 1.28
6.	Oil	15	ml	₹ 180 / Ltr	₹ 2.70
7.	Cumin seeds	1	gms	₹ 450 / Kg	₹ 0.45
8.	Coriander powder	2	gms	₹ 250 / Kg	₹ 0.50
9.	Turmeric	1	gms	₹ 250 / Kg	₹ 0.25
10.	Red chilli powder	1	gms	₹ 400 / Kg	₹ 0.40
11.	Garam masala	0.5	gms	₹ 600 / Kg	₹ 0.30
12.	Salt	2	gms	₹ 22 / Kg	₹ 0.04
				Total Cost	₹ 101.03

A.	Total Ingredient Cost	=	₹ 101.03
B.	Add : Wastage @ 5%	=	₹ 5.05
C.	Total Food Cost (A+B)	=	₹ 106.08
D.	Add : Overheads @ 30%	=	₹ 31.82
E.	Total Cost	=	₹ 137.90

Food Cost % = $\left(\frac{\text{Total Cost}}{\text{Selling Price}}\right) \times 100$
= $\frac{137.90}{450} \times 100$
= **30.64%**

Note : Selling Price = ₹ 450 + 5% GST = ₹ 472.50 (With GST)

SWIGGY & ZOMATO DELIVERY SHIELD

Dine-In Menu Price:	**Rs.420.00**
Delivery Shield Price:	**Rs.589.00**
Aggregator Cut (28%):	-Rs.165.00
Net Payout into Bank:	**Rs.424.00**

Protects 100% of your Dine-In gross margin cash!

LIVE PROFIT VELOCITY PER PLATE

Rs.273.63

ESTIMATED TAKE-HOME CASH PROFIT

Calculated after subtracting raw food costs and 10% variable packaging/prep.

Sync in App: https://foodmargins.in

Royal Awadhi Dum Mutton Biryani

Portion Size: 380 g (1 plate) | Prep & Fire: 45 mins | Food Cost Target: 99.6% | Dine-In Menu: Rs.420

RAW INGREDIENT PORTION BREAKDOWN (BOM)

Ingredient	Qty	Rate	Cost
Mutton	450 g	Rs.600/k	**Rs.270.00**
Basmati Rice	360 g	Rs.120/k	**Rs.43.20**
Onion	225 g	Rs.30/kg	**Rs.6.75**
Curd	225 g	Rs.60/kg	**Rs.13.50**
Tomato	90 g	Rs.20/kg	**Rs.1.80**
Ginger Garlic Pa..	45 g	Rs.120/k	**Rs.5.40**
Green Chilli	22 g	Rs.80/kg	**Rs.1.76**
Mint Leaves	22 g	Rs.100/k	**Rs.2.20**
Coriander Leaves	22 g	Rs.60/kg	**Rs.1.32**
Whole Garam Masala	18 g	Rs.800/k	**Rs.14.40**

RAW PORTION INGREDIENT COST: Rs.418.44 (99.6%)

STANDARD OPERATING PROCEDURES (SOP)

1. **Meat Selection:** Portion tender goat meat into 45g pieces (ribs and shoulder cuts preferred for dum).
2. **Kacchi Marinade:** Marinate mutton with raw papaya paste, yogurt, ginger-garlic, shahi biryani masala, and ghee.
3. **Rice Par-Boil:** Boil aged basmati rice with whole spices (shahi jeera, mace, cardamom) until exactly 70% done.
4. **Dum Handi Layering:** Spread marinated mutton at base of heavy deg/handi. Layer warm par-boiled rice evenly on top.
5. **Royal Aromatics:** Drizzle saffron-infused milk, pure desi ghee, rose water, kewra water, mint, and fried onions.
6. **Dough Sealing:** Seal rim of handi with whole wheat dough ribbon and press heavy lid tight to trap aromatics.
7. **Slow Dum Cooking:** Cook 10 mins on medium flame, then transfer to a heavy iron tawa on low heat for 35 mins.
8. **Plating QC:** Break seal; gently lift layers with flat saucer preserving long rice grains. Portion 380g with raita.

FoodMargins



Recipe Name : **Mutton Biryani**
Portion Size : **450gms (1 plate)**
Selling Price : **₹ 600 + 5% GST**

S.No.	Ingredients	Quantity	Unit	Rate / Unit (₹)	Cost (₹)
1.	Mutton	450	gms	₹ 600.00 / Kg	₹ 270.00
2.	Basmati Rice	360	gms	₹ 120.00 / Kg	₹ 43.20
3.	Onion	225	gms	₹ 30.00 / Kg	₹ 6.75
4.	Curd	225	gms	₹ 60.00 / Kg	₹ 13.50
5.	Tomato	90	gms	₹ 20.00 / Kg	₹ 1.80
6.	Ginger Garlic Paste	45	gms	₹ 120.00 / Kg	₹ 5.40
7.	Green Chilli	22	gms	₹ 80.00 / Kg	₹ 1.76
8.	Mint Leaves	22	gms	₹ 100.00 / Kg	₹ 2.20
9.	Coriander Leaves	22	gms	₹ 60.00 / Kg	₹ 1.32
10.	Whole Garam Masala	18	gms	₹ 800.00 / Kg	₹ 14.40
11.	Biryani Masala	22	gms	₹ 400.00 / Kg	₹ 8.80
12.	Turmeric Powder	6	gms	₹ 200.00 / Kg	₹ 1.20
13.	Red Chilli Powder	9	gms	₹ 250.00 / Kg	₹ 2.25
14.	Salt	14	gms	₹ 10.00 / Kg	₹ 0.14
15.	Lemon Juice	12	gms	₹ 60.00 / Kg	₹ 0.72
16.	Ghee	60	ml	₹ 500.00 / Ltr	₹ 30.00
17.	Oil	90	ml	₹ 150.00 / Ltr	₹ 13.50
18.	Saffron	1	gms	₹ 300.00 / Kg	₹ 0.60
19.	Food Colour	3	gms	₹ 200.00 / Kg	₹ 0.60
20.	Kewra Water	6	ml	₹ 100.00 / Ltr	₹ 0.60
				Total Raw Cost	**₹ 391.64**

A. Total Raw Ingredient Cost = ₹ 391.64
B. Add : Wastage @ 5% = ₹ 19.58
C. Total Food Cost (A+B) = ₹ 411.22
D. Add : Overhead @ 10% = ₹ 41.12
E. Total Cost (Grand Total per portion) **= ₹ 452.34**

Food Cost % = $\left(\frac{\text{New Total Cost}}{\text{New Selling Price}}\right) \times 100$
$= \frac{452.34}{600} \times 100$
= 75.39 %

Note : Selling Price = ₹ 600 + 5% GST = ₹ 630.00 (With GST)

SWIGGY & ZOMATO DELIVERY SHIELD

Dine-In Menu Price:	**Rs.420.00**
Delivery Shield Price:	**Rs.589.00**
Aggregator Cut (28%):	-Rs.165.00
Net Payout into Bank:	**Rs.424.00**

Protects 100% of your Dine-In gross margin cash!

LIVE PROFIT VELOCITY PER PLATE

Rs.273.00

ESTIMATED TAKE-HOME CASH PROFIT

Calculated after subtracting raw food costs and 10% variable packaging/prep.

Sync in App: https://foodmargins.in

Kolkata Style Mutton Kosha (Rich Bhuna Curry)

Portion Size: 260 g (1 plate) | Prep & Fire: 45 mins | Food Cost Target: 19.2% | Dine-In Menu: Rs.420

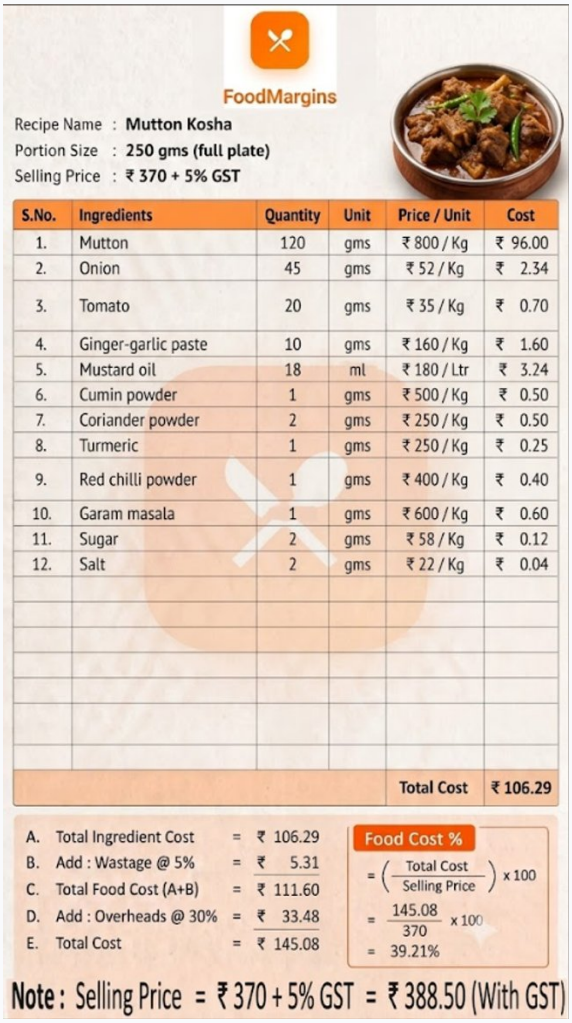
RAW INGREDIENT PORTION BREAKDOWN (BOM)

Ingredient	Qty	Rate	Cost
Mutton	120 g	Rs.600/k	**Rs.72.00**
Onion	45 g	Rs.50/kg	**Rs.2.25**
Tomato	20 g	Rs.35/kg	**Rs.0.70**
Ginger-garlic pa..	10 g	Rs.120/k	**Rs.1.20**
Mustard oil	18 ml	Rs.165/L	**Rs.2.97**
Cumin powder	1 g	Rs.120/k	**Rs.0.12**
Coriander powder	2 g	Rs.120/k	**Rs.0.24**
Turmeric	1 g	Rs.120/k	**Rs.0.12**
Red chilli powder	1 g	Rs.120/k	**Rs.0.12**
Garam masala	1 g	Rs.500/k	**Rs.0.50**

RAW PORTION INGREDIENT COST: Rs.80.70 (19.2%)

STANDARD OPERATING PROCEDURES (SOP)

1. **Meat Marinade:** Marinate mutton cuts with mustard oil, yogurt, turmeric, ginger-garlic, and deggi chilli for 1 hour.
2. **Potato Prep:** Peel large potatoes, halve, and fry in smoking mustard oil until deep golden crust forms.
3. **Sugar Caramel:** Heat mustard oil; add 1/2 tsp sugar, letting it caramelize to deep amber (gives signature kosha color).
4. **Whole Spices:** Add green cardamom, cloves, cinnamon, and bay leaves; add sliced onions and fry slowly until dark.
5. **Kosha Bhunao:** Add marinated mutton; saute on medium-high flame for 15 mins (koshano) continuously scraping bottom.
6. **Slow Simmer:** Add fried potatoes and 100ml warm water; cover and cook on low heat for 35 mins until fork-tender.
7. **Ghee & Garam Masala:** Uncover; turn heat to high, cook until gravy turns thick, dark, and glossy. Finish with ghee.
8. **Portioning QC:** Verify rich dark brown clingy gravy. Portion 260g with 1 potato piece and 3-4 tender mutton cuts.



SWIGGY & ZOMATO DELIVERY SHIELD

Dine-In Menu Price:	**Rs.420.00**
Delivery Shield Price:	**Rs.589.00**
Aggregator Cut (28%):	-Rs.165.00
Net Payout into Bank:	**Rs.424.00**

Protects 100% of your Dine-In gross margin cash!

LIVE PROFIT VELOCITY PER PLATE

Rs.297.30

ESTIMATED TAKE-HOME CASH PROFIT

Calculated after subtracting raw food costs and 10% variable packaging/prep.

Sync in App: https://foodmargins.in

Kashmiri Mutton Rogan Josh

Portion Size: 260 g (1 plate) | Prep & Fire: 45 mins | Food Cost Target: 19.1% | Dine-In Menu: Rs.430

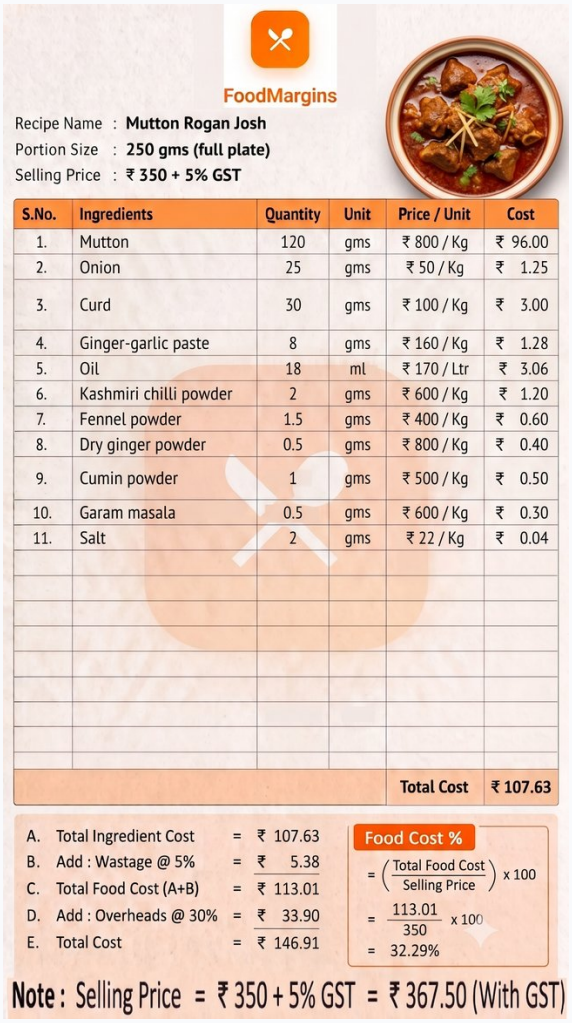
RAW INGREDIENT PORTION BREAKDOWN (BOM)

Ingredient	Qty	Rate	Cost
Mutton	120 g	Rs.600/k	**Rs.72.00**
Onion	25 g	Rs.50/kg	**Rs.1.25**
Curd	30 g	Rs.120/k	**Rs.3.60**
Ginger-garlic pa..	8 g	Rs.120/k	**Rs.0.96**
Oil	18 ml	Rs.165/L	**Rs.2.97**
Kashmiri chilli ..	2 g	Rs.120/k	**Rs.0.24**
Fennel powder	1.5 g	Rs.120/k	**Rs.0.18**
Dry ginger powder	0.5 g	Rs.120/k	**Rs.0.06**
Cumin powder	1 g	Rs.120/k	**Rs.0.12**
Garam masala	0.5 g	Rs.500/k	**Rs.0.25**

RAW PORTION INGREDIENT COST: Rs.81.96 (19.1%)

STANDARD OPERATING PROCEDURES (SOP)

1. **Cut Selection:** Portion mutton into 40g pieces (shoulder and shanks for rich gelatinous bone marrow).
2. **Mustard Oil Heating:** Heat pure mustard oil to smoking point; cool slightly to remove raw pungency.
3. **Whole Spices:** Add asafoetida (hing), cloves, black cardamom, cinnamon, and green cardamom to warm oil.
4. **Meat Searing:** Add mutton pieces; sear on medium-high flame for 8 mins until meat exterior is browned.
5. **Kashmiri Chilli & Fennel:** Whisk Kashmiri chilli powder (for vivid crimson color) and saunf (fennel) powder into yogurt.
6. **Yogurt Integration:** Lower flame; whisk yogurt mix into mutton continuously to prevent curdling. Add dry ginger (sonth).
7. **Ratan Jot & Slow Dum:** Infuse ratan jot in warm ghee for royal red oil; pour into pot. Simmer covered 30 mins.
8. **Finishing & QC:** Check velvety texture and fork-tender meat. Portion 260g with glowing red rogan surface layer.



SWIGGY & ZOMATO DELIVERY SHIELD

Dine-In Menu Price:	**Rs.430.00**
Delivery Shield Price:	**Rs.599.00**
Aggregator Cut (28%):	-Rs.168.00
Net Payout into Bank:	**Rs.431.00**

Protects 100% of your Dine-In gross margin cash!

LIVE PROFIT VELOCITY PER PLATE

Rs.305.04

ESTIMATED TAKE-HOME CASH PROFIT

Calculated after subtracting raw food costs and 10% variable packaging/prep.

Sync in App: https://foodmargins.in

Goan Mutton Vindaloo (Tangy Vinegar Curry)

Portion Size: 260 g (1 plate) | Prep & Fire: 40 mins | Food Cost Target: 19.2% | Dine-In Menu: Rs.420

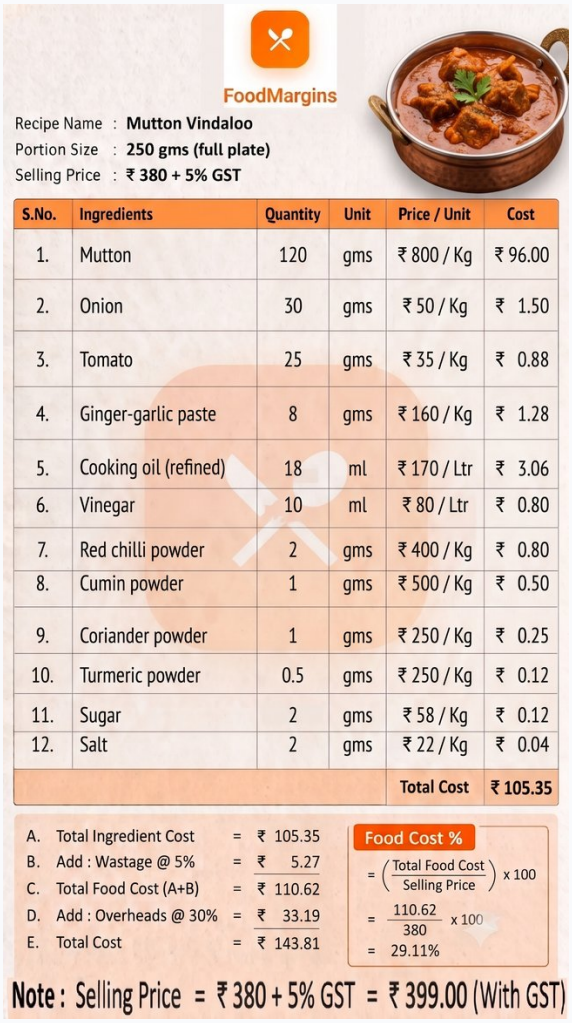
RAW INGREDIENT PORTION BREAKDOWN (BOM)

Ingredient	Qty	Rate	Cost
Mutton	120 g	Rs.600/k	**Rs.72.00**
Onion	30 g	Rs.50/kg	**Rs.1.50**
Tomato	25 g	Rs.35/kg	**Rs.0.88**
Ginger-garlic pa..	8 g	Rs.120/k	**Rs.0.96**
Oil	18 ml	Rs.165/L	**Rs.2.97**
Vinegar	10 ml	Rs.120/L	**Rs.1.20**
Red chilli powder	2 g	Rs.120/k	**Rs.0.24**
Cumin powder	1 g	Rs.120/k	**Rs.0.12**
Coriander powder	1 g	Rs.120/k	**Rs.0.12**
Turmeric	0.5 g	Rs.120/k	**Rs.0.06**

RAW PORTION INGREDIENT COST: Rs.80.62 (19.2%)

STANDARD OPERATING PROCEDURES (SOP)

1. **Vindaloo Paste:** Soak Kashmiri chillies in Goan toddy vinegar; grind with garlic, ginger, cumin, cloves, and cinnamon.
2. **Meat Marinade:** Portion mutton into 35g pieces; rub with the spicy vinegar Vindaloo paste and salt; rest 2 hours.
3. **Tempering:** Heat refined oil in a heavy pot; add mustard seeds, bay leaf, and finely sliced onions.
4. **Onion Browning:** Saute onions until deep golden; add marinated mutton pieces along with all remaining paste.
5. **Meat Bhunao:** Roast mutton on high heat for 10 mins sealing in the rich vinegar-infused spices.
6. **Slow Stewing:** Add 120ml warm water; cover with a tight lid and simmer on low heat for 30 mins until meat is tender.
7. **Balance Check:** Taste and balance sharpness with a pinch of palm jaggery. Simmer uncovered 4 mins to thicken.
8. **Portioning QC:** Verify fiery deep red appearance and balanced tangy heat. Portion 260g hot with steamed rice or poi.



SWIGGY & ZOMATO DELIVERY SHIELD

Dine-In Menu Price:	**Rs.420.00**
Delivery Shield Price:	**Rs.589.00**
Aggregator Cut (28%):	-Rs.165.00
Net Payout into Bank:	**Rs.424.00**

Protects 100% of your Dine-In gross margin cash!

LIVE PROFIT VELOCITY PER PLATE

Rs.297.38

ESTIMATED TAKE-HOME CASH PROFIT

Calculated after subtracting raw food costs and 10% variable packaging/prep.

Sync in App: https://foodmargins.in

Paneer Butter Masala (Makhani Gravy)

Portion Size: 250 g (1 plate) | Prep & Fire: 20 mins | Food Cost Target: 23.2% | Dine-In Menu: Rs.250

RAW INGREDIENT PORTION BREAKDOWN (BOM)

Ingredient	Qty	Rate	Cost
Paneer	80 g	Rs.400/k	**Rs.32.00**
Tomato puree	70 g	Rs.120/k	**Rs.8.40**
Onion	15 g	Rs.55/kg	**Rs.0.83**
Ginger-garlic pa..	5 g	Rs.140/k	**Rs.0.70**
Butter	8 g	Rs.550/k	**Rs.4.40**
Oil	3 g	Rs.165/k	**Rs.0.50**
Fresh cream	10 ml	Rs.250/L	**Rs.2.50**
Cashew paste	8 g	Rs.1000/	**Rs.8.00**
Red chilli powder	1 g	Rs.325/k	**Rs.0.33**
Garam masala	0.5 g	Rs.450/k	**Rs.0.23**

RAW PORTION INGREDIENT COST: Rs.58.05 (23.2%)

STANDARD OPERATING PROCEDURES (SOP)

1. **Makhani Base:** Boil ripe red tomatoes, cashews, ginger, garlic, and whole spices; blend and strain velvet-smooth.
2. **Butter Tempering:** Melt salted Amul butter in a pan; add bay leaf and a pinch of Kashmiri chilli for color.
3. **Gravy Cooking:** Pour the strained makhani gravy; cook on medium-low flame for 8 mins until glossy and fragrant.
4. **Seasoning Balance:** Balance with a pinch of sugar/honey, salt, coriander powder, and crushed kasuri methi.
5. **Paneer Cubing:** Cut malai paneer into uniform 2.5cm cubes; soak in warm water to maintain pillow-soft bite.
6. **Paneer Simmer:** Add soft paneer cubes; simmer gently on low heat for 3 mins absorbing royal cream flavors.
7. **Royal Perfume:** Swirl in saffron milk, fresh cream, kewra water, and a pinch of crushed mace.
8. **Portioning QC:** Check velvet creamy consistency. Portion 250g with butter swirl and fresh coriander.

FoodMargins

Recipe Name : **Paneer Butter Masala**
Portion Size : **250 gms (full plate)**
Selling Price : **₹ 180 + 5% GST**



S.No.	Ingredients	Quantity	Unit	Rate / Unit (₹)	Cost (₹)
1.	Paneer	80	gms	₹ 400 / Kg	₹ 32.00
2.	Tomato puree	70	gms	₹ 120 / Kg	₹ 8.40
3.	Onion	15	gms	₹ 55 / Kg	₹ 0.83
4.	Ginger-garlic paste	5	gms	₹ 140 / Kg	₹ 0.70
5.	Butter	8	gms	₹ 550 / Kg	₹ 4.40
6.	Cooking oil (refined soybean)	3	ml	₹ 165 / Ltr	₹ 0.50
7.	Fresh cream	10	ml	₹ 250 / Ltr	₹ 2.50
8.	Cashew paste	8	gms	₹ 1,000 / Kg	₹ 8.00
9.	Red chilli powder	1	gms	₹ 325 / Kg	₹ 0.33
10.	Garam masala	0.5	gms	₹ 450 / Kg	₹ 0.23
11.	Sugar	2	gms	₹ 55 / Kg	₹ 0.11
12.	Salt (iodised)	2	gms	₹ 25 / Kg	₹ 0.05
				Total Raw Cost	**₹ 58.05**

A.	Total Raw Ingredient Cost	= ₹ 58.05	
B.	Add : Wastage @ 5% Calc: 58.05 x 0.05	= ₹ 2.90 Calc: 58.05 x 0.05	
C.	Total Food Cost (A+B)	= ₹ 60.95	
D.	Add : Overhead @ 10% Calc: 60.95 x 0.10	= ₹ 6.10 Calc: 60.95 x 0.10	
E.	**Total Cost** (Grand Total per portion)	**= ₹ 67.05**	

Food Cost % = $\left(\frac{\text{Total Cost}}{\text{Selling Price}}\right) \times 100$ = $\frac{67.05}{180} \times 100$ = **37.25 %**

Note : Selling Price = ₹ 180 + 5% GST = ₹ 189.00 (With GST)

SWIGGY & ZOMATO DELIVERY SHIELD

Dine-In Menu Price:	**Rs.250.00**
Delivery Shield Price:	**Rs.349.00**
Aggregator Cut (28%):	-Rs.98.00
Net Payout into Bank:	**Rs.251.00**

Protects 100% of your Dine-In gross margin cash!

LIVE PROFIT VELOCITY PER PLATE

Rs.166.95

ESTIMATED TAKE-HOME CASH PROFIT

Calculated after subtracting raw food costs and 10% variable packaging/prep.

Sync in App: https://foodmargins.in

South Indian Ghee Rava Upma

Portion Size: 200 g (1 plate) | Prep & Fire: 12 mins | Food Cost Target: 30.9% | Dine-In Menu: Rs.80

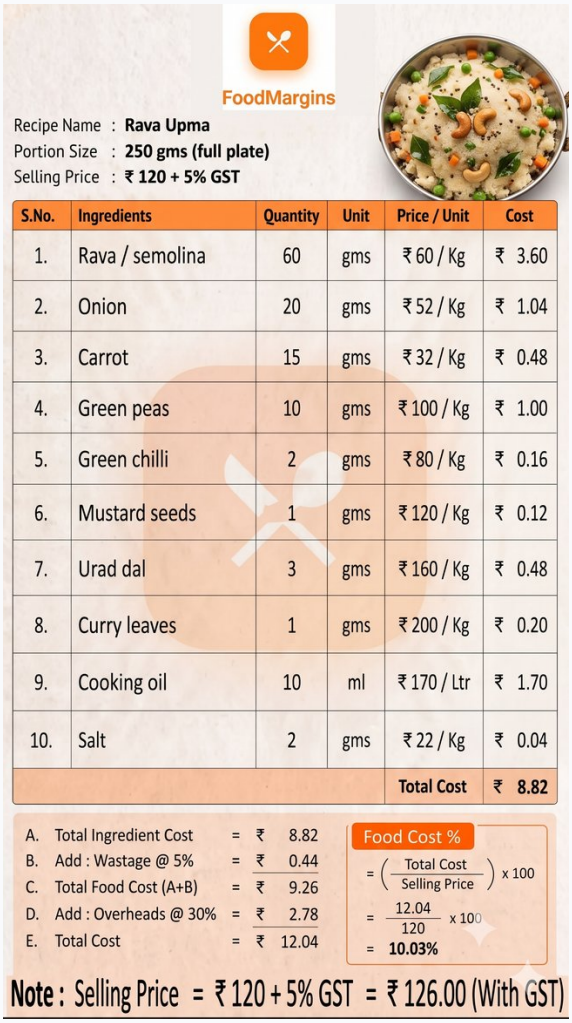
RAW INGREDIENT PORTION BREAKDOWN (BOM)

Ingredient	Qty	Rate	Cost
Onion	20 g	Rs.50/kg	**Rs.1.00**
Carrot	15 g	Rs.120/k	**Rs.1.80**
Green peas	10 g	Rs.120/k	**Rs.1.20**
Green chilli	2 g	Rs.120/k	**Rs.0.24**
Mustard seeds	1 g	Rs.120/k	**Rs.0.12**
Urad dal	3 g	Rs.120/k	**Rs.0.36**
Curry leaves	1 g	Rs.120/k	**Rs.0.12**
Oil	10 ml	Rs.165/L	**Rs.1.65**
Salt	2 g	Rs.120/k	**Rs.0.24**
Water	150 g	Rs.120/k	**Rs.18.00**

RAW PORTION INGREDIENT COST: Rs.24.73 (30.9%)

STANDARD OPERATING PROCEDURES (SOP)

1. **Rava Roasting:** Dry-roast coarse Bombay rava (semolina) with 1 tsp ghee on medium-low heat until fragrant and sandy.
2. **Tempering:** Heat ghee and oil; crackle mustard seeds, urad dal, chana dal, raw cashews, and curry leaves.
3. **Aromatics & Veg:** Saute minced ginger, slit green chillies, onions, and finely diced carrots and beans 2 mins.
4. **Water Boiling:** Pour measured water (exactly 2.5 : 1 water-to-rava ratio); add salt and bring to a rolling boil.
5. **Gradual Addition:** Lower flame; slowly stream in roasted rava while whisking continuously to prevent lumps.
6. **Steam Dum:** Cover pot with tight lid; let rava steam on lowest flame for 3 mins absorbing moisture.
7. **Desi Ghee Swirl:** Open lid; drizzle 1 tbsp pure desi ghee and chopped coriander; fluff gently with a fork.
8. **Plating QC:** Scoop 200g into a rounded dome bowl; unmold onto plate with coconut chutney and sambar.



SWIGGY & ZOMATO DELIVERY SHIELD

Dine-In Menu Price:	**Rs.80.00**
Delivery Shield Price:	**Rs.119.00**
Aggregator Cut (28%):	-Rs.33.00
Net Payout into Bank:	**Rs.86.00**

Protects 100% of your Dine-In gross margin cash!

LIVE PROFIT VELOCITY PER PLATE

Rs.47.27

ESTIMATED TAKE-HOME CASH PROFIT

Calculated after subtracting raw food costs and 10% variable packaging/prep.

Sync in App: https://foodmargins.in

Royal Shahi Paneer (White Cashew Cream Curry)

Portion Size: 250 g (1 plate) | Prep & Fire: 22 mins | Food Cost Target: 31.9% | Dine-In Menu: Rs.270

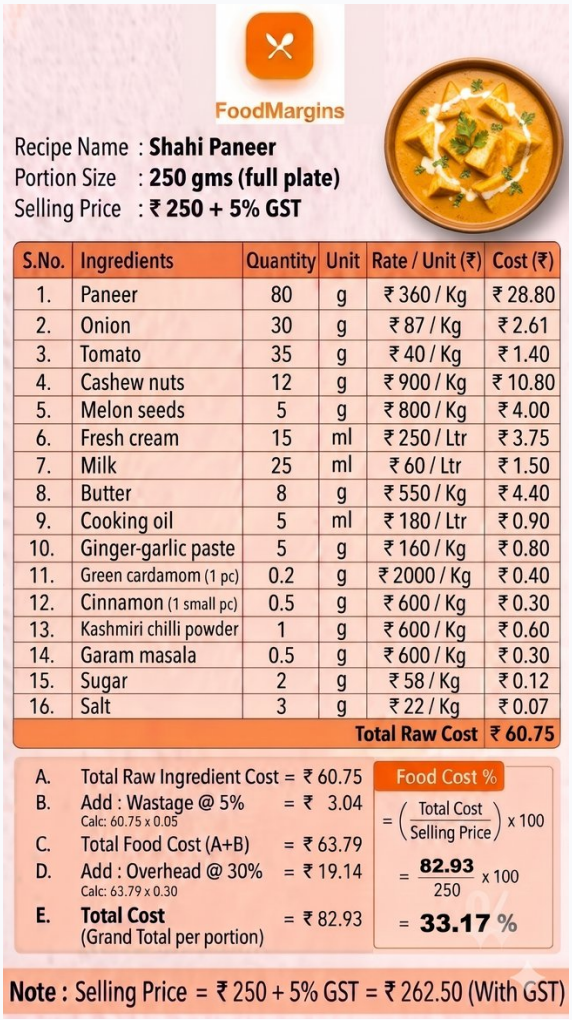
RAW INGREDIENT PORTION BREAKDOWN (BOM)

Ingredient	Qty	Rate	Cost
Paneer	80 g	Rs.360/k	**Rs.28.80**
Onion	30 g	Rs.87/kg	**Rs.2.61**
Tomato	35 g	Rs.40/kg	**Rs.1.40**
Cashew nuts	12 g	Rs.900/k	**Rs.10.80**
Melon seeds	5 g	Rs.800/k	**Rs.4.00**
Fresh cream	15 ml	Rs.250/L	**Rs.3.75**
Milk	25 ml	Rs.60/L	**Rs.1.50**
Butter	8 g	Rs.550/k	**Rs.4.40**
Cooking oil	5 ml	Rs.180/L	**Rs.0.90**
Ginger-garlic pa..	5 g	Rs.160/k	**Rs.0.80**

RAW PORTION INGREDIENT COST: Rs.86.05 (31.9%)

STANDARD OPERATING PROCEDURES (SOP)

1. **White Gravy Base:** Boil peeled onions, cashews, and melon seeds (magaz) in water; grind into an ivory smooth paste.
2. **Ghee Tempering:** Melt pure desi ghee in a handi; add green cardamom, cloves, cinnamon, and ginger paste.
3. **Ivory Gravy Simmer:** Pour the strained white cashew gravy; cook on low flame 6 mins without letting it brown.
4. **Spices & Yogurt:** Whisk in smooth yogurt, white pepper powder, green cardamom powder, and salt; stir constantly.
5. **Paneer Integration:** Cut malai paneer into triangles; gently fold into the warm shahi gravy.
6. **Sweet & Aromatic Balance:** Balance with a touch of crushed mace, saffron infused in warm milk, and a spoon of honey.
7. **Cream Swirl:** Stir in heavy cream and crushed kasuri methi; simmer on low heat for 2 mins.
8. **Portioning QC:** Verify ultra-luxurious silky texture. Portion 250g with toasted almond and pistachio slivers.



SWIGGY & ZOMATO DELIVERY SHIELD

Dine-In Menu Price:	**Rs.270.00**
Delivery Shield Price:	**Rs.379.00**
Aggregator Cut (28%):	-Rs.106.00
Net Payout into Bank:	**Rs.273.00**

Protects 100% of your Dine-In gross margin cash!

LIVE PROFIT VELOCITY PER PLATE

Rs.156.95

ESTIMATED TAKE-HOME CASH PROFIT

Calculated after subtracting raw food costs and 10% variable packaging/prep.

Sync in App: https://foodmargins.in

Desi Chinese Veg Hakka Noodles

Portion Size: 300 g (1 plate) | Prep & Fire: 12 mins | Food Cost Target: 23% | Dine-In Menu: Rs.180

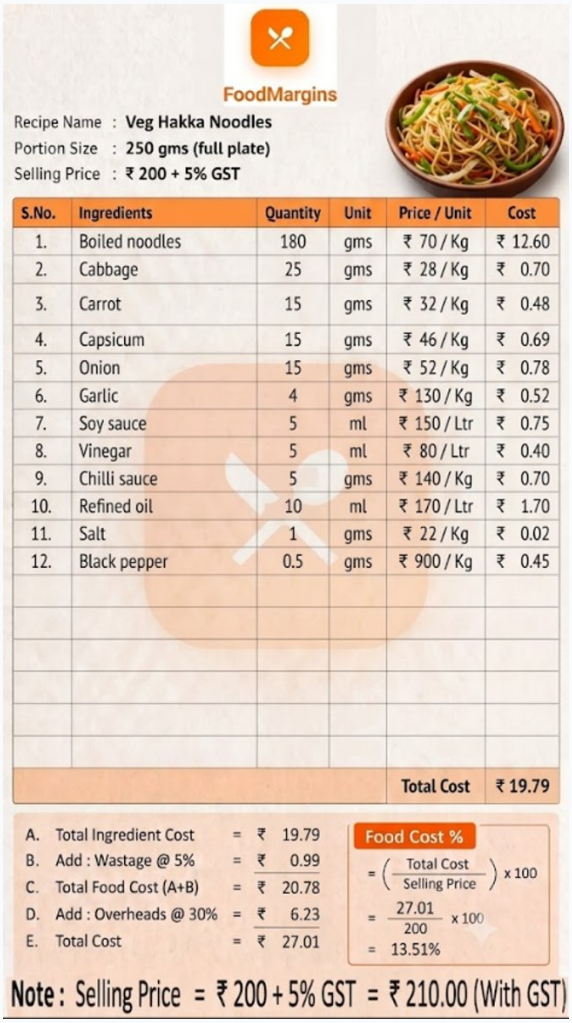
RAW INGREDIENT PORTION BREAKDOWN (BOM)

Ingredient	Qty	Rate	Cost
Boiled noodles	180 g	Rs.165/k	**Rs.29.70**
Cabbage	25 g	Rs.120/k	**Rs.3.00**
Carrot	15 g	Rs.120/k	**Rs.1.80**
Capsicum	15 g	Rs.120/k	**Rs.1.80**
Onion	15 g	Rs.50/kg	**Rs.0.75**
Garlic	4 g	Rs.120/k	**Rs.0.48**
Soy sauce	5 ml	Rs.120/L	**Rs.0.60**
Vinegar	5 ml	Rs.120/L	**Rs.0.60**
Chilli sauce	5 g	Rs.120/k	**Rs.0.60**
Refined oil	10 ml	Rs.165/L	**Rs.1.65**

RAW PORTION INGREDIENT COST: Rs.41.35 (23%)

STANDARD OPERATING PROCEDURES (SOP)

1. **Noodle Boiling:** Boil Hakka noodles in salted boiling water for 3-4 mins until 90% cooked (al dente); drain.
2. **Cold Shock & Oil:** Rinse cooked noodles under cold water; toss in 1 tsp oil to keep strands separate and loose.
3. **Juliennes Mise:** Finely shred cabbage, capsicum, carrots, and spring onions into uniform matchstick juliennes.
4. **Smoking Wok:** Heat a seasoned iron wok on maximum flame until smoking hot; swirl 8ml oil around wok walls.
5. **Flash Saute:** Add minced garlic, ginger, and chillies; toss 15 secs. Add shredded veggies; stir-fry 60 secs.
6. **Noodle Toss:** Add cold boiled noodles; toss with high-heat wrist action for 90 secs absorbing wok-hei smoke.
7. **Sauce Glaze:** Drizzle light soy sauce, dark soy sauce, vinegar, green chilli sauce, and white pepper.
8. **Finishing & QC:** Toss vigorously for 1 min until sauce glazes every strand. Fold in spring onions. Portion 300g.



SWIGGY & ZOMATO DELIVERY SHIELD

Dine-In Menu Price:	**Rs.180.00**
Delivery Shield Price:	**Rs.249.00**
Aggregator Cut (28%):	-Rs.70.00
Net Payout into Bank:	**Rs.179.00**

Protects 100% of your Dine-In gross margin cash!

LIVE PROFIT VELOCITY PER PLATE

Rs.120.65

ESTIMATED TAKE-HOME CASH PROFIT

Calculated after subtracting raw food costs and 10% variable packaging/prep.

Sync in App: https://foodmargins.in

Spicy Veg Kolhapuri

Portion Size: 260 g (1 plate) | Prep & Fire: 20 mins | Food Cost Target: 8.3% | Dine-In Menu: Rs.230

RAW INGREDIENT PORTION BREAKDOWN (BOM)

Ingredient	Qty	Rate	Cost
Potato	40 g	Rs.30/kg	**Rs.1.20**
Cauliflower	35 g	Rs.50/kg	**Rs.1.75**
Carrot	25 g	Rs.47/kg	**Rs.1.18**
French beans	20 g	Rs.80/kg	**Rs.1.60**
Capsicum	20 g	Rs.60/kg	**Rs.1.20**
Onion	25 g	Rs.87/kg	**Rs.2.18**
Tomato	35 g	Rs.40/kg	**Rs.1.40**
Ginger-garlic pa..	5 g	Rs.160/k	**Rs.0.80**
Cooking oil	12 ml	Rs.180/L	**Rs.2.16**
Dry coconut	5 g	Rs.300/k	**Rs.1.50**

RAW PORTION INGREDIENT COST: Rs.19.15 (8.3%)

STANDARD OPERATING PROCEDURES (SOP)

1. **Kolhapuri Masala:** Dry-roast dry red chillies, desiccated coconut, sesame seeds, poppy seeds, and whole garam masala.
2. **Vegetable Prep:** Steam mixed diced vegetables (carrots, French beans, cauliflower, green peas) to 80% doneness.
3. **Tempering:** Heat oil in a kadai; add cumin seeds, bay leaf, and finely chopped onions; saute until golden.
4. **Aromatics Base:** Add ginger-garlic paste and saute. Add pureed tomatoes and cook until oil separates.
5. **Masala Bhunao:** Add the ground Kolhapuri masala paste; bhunao on medium heat 4 mins until deep red and fragrant.
6. **Veggie Integration:** Add steamed mixed vegetables and paneer cubes; toss gently in the spicy masala base.
7. **Simmering:** Pour 80ml water; cover and simmer for 5-6 mins so vegetables absorb the fiery masala punch.
8. **Finishing & QC:** Garnish with chopped coriander and lemon wedge. Standardize portion to 260g with fiery red appearance.

FoodMargins

Recipe Name : **Veg Kolhapuri**
Portion Size : **250 gms (full plate)**
Selling Price : **₹ 180 + 5% GST**



S.No.	Ingredients	Quantity	Unit	Rate / Unit (₹)	Cost (₹)
1.	Potato	40	g	₹ 30 / Kg	₹ 1.20
2.	Cauliflower	35	g	₹ 50 / Kg	₹ 1.75
3.	Carrot	25	g	₹ 47 / Kg	₹ 1.18
4.	French beans	20	g	₹ 80 / Kg	₹ 1.60
5.	Capsicum	20	g	₹ 60 / Kg	₹ 1.20
6.	Onion	25	g	₹ 87 / Kg	₹ 2.18
7.	Tomato	35	g	₹ 40 / Kg	₹ 1.40
8.	Ginger-garlic paste	5	g	₹ 160 / Kg	₹ 0.80
9.	Cooking oil (refined)	12	ml	₹ 180 / Ltr	₹ 2.16
10.	Dry coconut	5	g	₹ 300 / Kg	₹ 1.50
11.	Sesame seeds	2	g	₹ 250 / Kg	₹ 0.50
12.	Coriander seeds	2	g	₹ 200 / Kg	₹ 0.40
13.	Red chilli powder	1	g	₹ 400 / Kg	₹ 0.40
14.	Garam masala	0.5	g	₹ 600 / Kg	₹ 0.30
15.	Salt	3	g	₹ 22 / Kg	₹ 0.07
				Total Raw Cost	**₹ 16.64**

A.	Total Raw Ingredient Cost	= ₹ 16.64
B.	Add : Wastage @ 5% (Calc: 16.64 x 0.05)	= ₹ 0.83
C.	Total Food Cost (A+B)	= ₹ 17.47
D.	Add : Overhead @ 30% (Calc: 17.47 x 0.30)	= ₹ 5.24
E.	**Total Cost** (Grand Total per portion)	= ₹ 22.71

Food Cost % = $\left(\frac{\text{Total Cost}}{\text{Selling Price}}\right) \times 100$
= $\frac{22.71}{180} \times 100$
= **12.62 %**

Note : Selling Price = ₹ 180 + 5% GST = ₹ 189.00 (With GST)

SWIGGY & ZOMATO DELIVERY SHIELD

Dine-In Menu Price:	**Rs.230.00**
Delivery Shield Price:	**Rs.319.00**
Aggregator Cut (28%):	-Rs.89.00
Net Payout into Bank:	**Rs.230.00**

Protects 100% of your Dine-In gross margin cash!

LIVE PROFIT VELOCITY PER PLATE

Rs.187.85

ESTIMATED TAKE-HOME CASH PROFIT

Calculated after subtracting raw food costs and 10% variable packaging/prep.

Sync in App: https://foodmargins.in

Transforming Your Kitchen from a Cash Furnace into Wealth

Strategic operational principles for moving from culinary chaos to sustainable restaurant wealth.

THE OPERATOR'S TRANSITION: COOK VS. RESTAURATEUR

Most chefs open restaurants because they love feeding people. But within months, passion is crushed beneath supplier invoices, unpredictable line cooks, volatile mandi rates, and aggressive aggregator discounting. You find yourself working 14-hour days, exhausted, only to check your bank account on the 1st of the month and wonder where all the money went.The difference between a struggling kitchen operator and an enduring culinary brand is not recipes. It is mathematical systems. When your recipes are standardized to the gram, when your prep shrinkage is measured, and when your delivery pricing is shielded, you stop gambling with your livelihood.

THE 3 NON-NEGOTIABLE LAWS OF PROFITABLE FOOD SERVICE

1. If It Enters the Pot, It Must Cross a Digital Scale:

Never permit line staff to measure protein, paneer, or cooking fats by eye. Digital precision is not stinginess; it is the fundamental respect your business demands to survive.

2. Aggregators Work for You, Not the Reverse:

Swiggy and Zomato are distribution utilities, not your business partners. Price on their platforms with the Delivery Shield formula so their 28% fees never cannibalize your dine-in net margin.

3. Mandi Prices Are Dynamic-Your Costing Must Be Too:

A recipe costed in January is dangerous in July. Snap your daily wholesale invoices in the FoodMargins app so price increases alert you the moment your food cost crosses 26%.

THE CHEF-OWNER'S FREEDOM PROMISE:

You did not start this kitchen to become an unpaid slave to grocery vendors and delivery algorithms. You built it to create culinary excellence, employ team members with pride, and achieve financial security for your family.Take the 30 master recipes in this book. Import the included CSV dataset into your FoodMargins account. Train your line cooks on the 8-step SOPs. Audit your protein weights at the start and end of every shift.When you master your food margins, you master your destiny. We are honored to stand beside you in the kitchen.

With Culinary Respect & Operational Strength,

The FoodMargins Engineering & Culinary Intelligence Team

Website: https://foodmargins.in - Direct Support: foodmargins@gmail.com

1-Tap Activation: Load These 30 Formulations into Your App

Turn these static PDF recipes into live, auto-updating digital assets inside your FoodMargins account.

01

DOWNLOAD THE FOODMARGINS ANDROID APK

Install the lightweight, secure Android APK on your phone or kitchen billing POS tablet from https://foodmargins.in. Works 100% offline with zero spreadsheet dependencies.

[>] Download Free APK: https://foodmargins.in

02

IMPORT YOUR 30-RECIPE BIBLE CSV DATASET

Use the included FoodMargins-30-Recipes-Import.csv file to load all 30 master recipes with one tap. Every gram weight, portion size, and category maps automatically.

[>] Import File: FoodMargins-30-Recipes-Import.csv

03

SNAP DAILY INVOICES WITH GOOGLE VISION OCR

Photograph paper vendor receipts from your vegetable, meat, and dairy suppliers. Our AI OCR scans item prices and automatically updates your recipe margins in real time.

[>] Auto-Detect Wholesale Rate Hikes Instantly

READY TO PROTECT YOUR 70%+ GROSS PROFIT MARGINS?

Visit https://foodmargins.in on your Android phone or desktop to access the mobile application, load your master recipe dataset, and eliminate food cost leakage today.

Need assistance with bulk onboarding? Contact our kitchen advisory team at foodmargins@gmail.com

About the Author: FoodMargins Culinary Financial Research Lab

Pioneering algorithmic dish costing, invoice OCR, and margin protection for Indian kitchens.

THE RESEARCH BEHIND THE 75%+ MARGIN RECIPE BIBLE

The FoodMargins Culinary Financial Research Lab is a multidisciplinary consortium of veteran commercial executive chefs, restaurant general managers, hospitality financial analysts, and software engineers dedicated to reversing the 70%+ mortality rate in the Indian food service industry.Over the past four years, our field researchers audited kitchen operations across 120+ independent restaurants, cloud kitchen clusters, quick-service brands (QSRs), and institutional bakeries across India. We observed that while Indian culinary talent is world-class, commercial profitability is systematically eroded by unstandardized recipe prep, unchecked wholesale mandi rate inflation, and aggressive aggregator commission structures.Too many passionate operators rely on mental math or static spreadsheets that become obsolete within weeks of grocery price hikes. Without real-time portion controls, even bustling dining rooms and top-ranked delivery kitchens silently burn cash.

To solve this systemic crisis, FoodMargins developed the proprietary Delivery Shield algorithm and the FoodMargins mobile app-a specialized Android platform featuring camera-based wholesale invoice OCR, gram-accurate recipe formulation engines, and real-time P&L analytics designed specifically for commercial kitchen operators.

Our goal is simple: ensure that every chef and kitchen owner protects 70%+ gross margins on every plate.

OUR CORE CULINARY-FINANCIAL PHILOSOPHY

Mathematical Consistency:
Great cooking creates loyalty; great math creates longevity. Recipes must be reproducible down to the exact gram by any kitchen staff member.

Real-Time Dynamic Costing:
Menus must reflect current mandi prices, not last quarter's estimates. Camera OCR bridges paper receipts with live recipe costs.

Aggregator Independence:
Delivery platforms provide discovery, but your margin belongs to your kitchen. The Delivery Shield guarantees you never work for free.

CONNECT WITH THE RESEARCH TEAM & SUPPORT DESK:

- **Official Platform Portal: https://foodmargins.in**
- **Commercial Kitchen Advisory & Support: foodmargins@gmail.com**
- Master Dataset: FoodMargins-30-Recipes-Import.csv (Included with this edition)
- Publication: First Commercial Digital Edition (2026 Release)
- Technical Requirements: Android 8.0+ or Modern Web Browser (Reflowable PDF / CSV)

Commercial Kitchen Financial & Operational Glossary

Standard industry terminology for menu engineering, food cost control, and cloud kitchen profitability.

F&B FINANCIAL & CULINARY OPERATIONAL GLOSSARY:

1. COGS (Cost of Goods Sold):
Direct wholesale expenditure on raw ingredients, spices, dairy, and frying oils required to prepare menu dishes. Excludes kitchen labor, rent, and overheads.

2. Prime Cost (COGS + Kitchen Labor):
The primary operational health metric of a commercial kitchen. Must strictly remain under 55% of gross sales to ensure commercial viability and withstand seasonal downturns.

3. Contribution Margin:
Menu Selling Price minus Raw Plate Cost. The actual rupee cash amount each dish contributes toward paying fixed overheads (rent, gas, electricity, marketing) and owner profit.

4. Delivery Shield Pricing Equation:
A calibrated mathematical markup (Listing Price = Dine-In Price / [1 - Commission %]) that offsets 28% aggregator deductions and guarantees 100% of dine-in cash intake.

5. Portion Creep & Tare Weight Calibration:
The gradual, unmeasured increase in ingredient quantities over time by kitchen staff eyeballing portions. Prevented by strict digital scale weigh-ins and zeroed tare containers.

6. Prep Shrinkage & Usable Yield %:
The loss of raw product weight through trimming, peeling, deseed, and water evaporation during high-heat cooking (Usable Yield = Cooked Usable Weight / Raw As-Purchased Weight x 100).

7. Mandi Wholesale Benchmark Rate:
The average wholesale commodity purchase rate per kilogram or liter in your regional city agricultural mandi, monitored dynamically in the FoodMargins app.

8. Wok-Hei & High-Heat Evaporation:
High-heat stir-fry technique imparting distinct smoky flavor while evaporating surface moisture, requiring adjusted liquid sauce ratios in standardized batch prep.

9. Batch Bill of Materials (BOM):
The itemized master formula listing every ingredient, exact gram weight, unit rate, and calculated line cost required to execute one standardized commercial batch.

10. Critical Holding Temperature (>65 deg C):
The minimum safe holding temperature for cooked hot curries, gravies, and biryanis to maintain food safety and prevent microbial growth during service hours.

11. Aggregator Commission Drag:
The net percentage reduction in total revenue caused by delivery platform fees, onboarding commissions, rider surcharges, and mandatory merchant-funded discounting.

12. Standard Operating Procedure (SOP):
A step-by-step written operational guide detailing ingredient staging, cooking temps, visual cues, and plating checks so line cooks reproduce identical dishes consistently.

Master Culinary, Ingredient & Topic Index

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