

INDIA PARTIES AT 10 DOWNING STREET

FRANCHISE OPPORTUNITY

*An iconic brand, a thriving business model
and an experience like no other!*

INDIA PARTIES AT



Welcome to an opportunity to join one of

India's Most Celebrated Pub Chains

Where tradition meets modernity & every visit promises a memorable experience.

Our Story

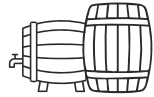
It all began in 1992 when three visionary friends **Mohanram Reddy TN, G. Vinod Reddy & E. Prahlad Rao** sat down over a pint in Hyderabad, dreaming of bringing an authentic English pub experience to India. Their passion for great food, drinks & ambiance led to the creation of 10 Downing Street, fondly known as 10D.

The name draws inspiration from the British Prime Minister's official residence at 10 Downing Street, London, which historically housed a brewery -a fitting nod to the pub's roots. From that humble beginning, 10D has grown into one of India's largest and fastest-growing pub chains.



Today, 10D stands as a symbol of good times and great company, blending British charm with Indian vibrancy to create a unique social hub loved by millions across the nation.

10D's Growth Timeline



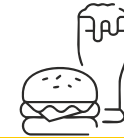
1990

The journey began with Barrel House, a bar in Hyderabad launched by founders Mohanram Reddy TN, G. Vinod Reddy, and E. Prahlad Rao—an early taste of their entrepreneurial success.



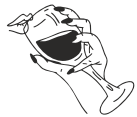
1992

The first 10D outlet opened at Swapnalok, Secunderabad, introducing Telangana to a new standard of luxury lifestyle and nightlife. It quickly became a beloved spot for party-goers and laid the foundation for the brand's legacy.



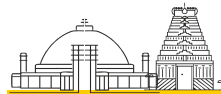
1995

Expansion kicked off as 10D grew beyond Hyderabad, introducing the famous "Pub Lunch" concept—a pocket-friendly daytime offering that drew families and broadened its appeal.



2000

10D pioneered "Ladies Night" in Hyderabad, a themed event that became a nationwide trend, cementing its status as an innovator in India's pub scene.



2012

The brand solidified its presence across multiple cities, including Bhopal and Chennai, becoming a pillar of India's party culture with its unique British-desi vibe.

10^DX18

2025

With over 18 outlets nationwide, 10D is now a top party destination, keeping the nation in high spirits with its signature offerings and unmatched ambiance.



The 10 Downing Street Experience

At 10D

It's not just about a night out—it's about creating stories that last a lifetime.

Every visit is an experience, carefully crafted to delight guests and keep them coming back.







The Menu

10D's Menu is thoughtfully curated, offering bold and comforting flavors that cater to diverse palates—think global cuisine with an Indian twist, designed to satisfy both foodies and casual diners.



Signature Dishes

10D's signature dishes are a highlight, consistently drawing repeat customers with their unique taste and presentation, while 10D's cocktails—crafted with expert mixology and premium spirits—elevate the drinking experience to new heights.





It's a Place

Where great food, drinks,
and company come together
in an ambiance that feels
both timeless and fresh.



Inspiration & Aesthetic



The Grand Façade and Main Door

The moment you approach a 10D outlet, the grand façade and main door announce the brand's identity—striking, elegant, and unmistakably 10D. These elements showcase the grandeur that sets the tone for what's inside.



The Aesthetic Draws

Inspiration from traditional British pubs, infused with a unique Indian twist. Reflecting the historical brewery roots of London's 10 Downing Street, every outlet combines timeless charm with modern flair, creating an inviting atmosphere for all.



Churchill's Den

A signature space within each outlet, captures the essence of classic sophistication—a nod to British heritage with plush seating, warm lighting, and a cozy yet upscale feel.

An aerial night view of Central Park in New York City, showing the park's layout with paths, trees, and a large pond in the center. The surrounding city skyline is visible in the background, with many buildings lit up. A yellow rectangular box is overlaid on the center of the image, containing the text "Spreading the Cheer across India".

Spreading the Cheer across India

Our Locations

10D has evolved into a household name, with over 18 outlets currently operational and more on the way. From its Hyderabad origins, the brand has spread its wings to become a national phenomenon.

Key cities include Hyderabad (the birthplace), Bhopal, Chennai, Indore among others, each location bringing the 10D experience to new audiences.

The expansion strategy focuses on identifying high-potential micro-markets—urban centers and emerging Tier II cities—where nightlife and socializing are on the rise, ensuring the brand's cheer reaches every corner of India.

INDIA PARTIES AT
10
DOWNING STREET

KEEPING THE NATION IN HIGH SPIRITS SINCE 1992

ONE OF INDIA'S LARGEST AND MOST POPULAR CHAIN OF PUBS

PATIALA

INDORE BHOPAL JABALPUR

BHILAI (2026) RAIPUR

KOLKATA

4 OUTLETS HYDERABAD

CHENNAI

COIMBATORE

CURRENTLY RUNNING **ON THE WAY**

www.10ds.in

For Business / Franchise Enquiries,
Call Pranay +91 98855 75775, pranay@10ds.in

HYDERABAD | CHENNAI | KOLKATA | INDORE | BHOPAL | JABALPUR | COIMBATORE | PATIALA | RAIPUR | BHILAI

Why 10 Downing Street?



**A franchise
like no other**

Recognized Brand

With over three decades of credibility, 10D has earned unwavering customer loyalty, making it a trusted name in India's hospitality scene.

Proven Business Model

Refined over years, the model is scalable and profitable, offering franchises a blueprint for success that's been tested across diverse markets.

Unique Pub Experience

10D isn't just a bar-it's a social institution where people connect, celebrate & unwind in an ambiance unlike any other.

Strong Market Demand

India's nightlife & dining industry is booming, with growing demand for premium experiences that 10D perfectly fulfills.

Theme Nights & Events

From Ladies Night to live DJ performances, these signature events drive massive footfall, ensuring a steady stream of customers year-round.



A black and white photograph of a person wearing a white long-sleeved shirt and a dark apron. They are holding a clear plastic water bottle with both hands. The background is dark and out of focus. A yellow rectangular box is overlaid on the center of the image, containing the text "What Matters to You?".

What Matters to You?

Audience Priorities & Key Questions

- **Size of Opportunity: Curious about the market potential?**

India's nightlife sector offers vast growth prospects, and 10D is positioned to capitalize on it.

- **Need-Gap: Wondering what void 10D fills?**

It delivers premium, experiential pub experiences tailored to India's evolving social landscape.

- **Positioning & Segments: Who does 10D serve?**

It targets urban youth, professionals, and families with a versatile offering that resonates widely.

- **Franchisor Support: Need assurance?**

10D provides comprehensive support—marketing, operations, training—to ensure your success.

- **Scenario Analysis: Worried about risks?**

We address “what-if” challenges with proactive solutions to keep you on track.





Size of Opportunity



Market Size & Growth Prospects



Changing Social Trends:

Younger generations are embracing nightlife as social norms shift, seeking entertainment beyond traditional settings.



Influence of Western Culture:

Exposure to global media and travel has fueled the rise of clubbing and pub culture in India.



Tourism & Events:

Domestic and international tourists, plus a surge in music festivals, boost demand for nightlife in key destinations.

Market
Insights

- The Asia-Pacific region, including India, is a high-potential market for nightlife entertainment, driven by urbanization and rising disposable incomes.
- The broader bars and nightclubs segment is experiencing steady growth, with India's night-time economy expanding rapidly.



Trends

Clubs are focusing on experiential entertainment (themed nights, live performances), integrating technology (digital menus, contactless payments), offering diverse music genres (EDM, Bollywood, regional), and prioritizing safety for patrons.



Need-Gap



What 10D Fills in the Market?

- India's clubbing and pub market is ripe with potential, driven by urbanization, rising incomes, and shifting social attitudes. Yet, there's a gap for premium, experiential nightlife that blends global appeal with local flavor—10D fills this perfectly.
- As young professionals flock to cities, the demand for entertainment options surges. With growing disposable incomes, especially among the middle class, people are spending more on leisure activities like dining and clubbing—10D meets this need with its upscale yet accessible vibe.
- The brand offers high-demand global cuisine, signature cocktails, and immersive events, catering to a market hungry for quality nightlife with a unique British-desi twist.

A black and white photograph of a bartender pouring a drink from a large glass into a smaller glass containing ice. The scene is dimly lit, with the focus on the liquid being poured. A green horizontal bar is overlaid on the image, containing the text 'Positioning & Customer Segments' in a white, serif font.

Positioning & Customer Segments

Who We Serve

Positioning: 10D positions itself as a premium pub chain that marries British heritage with Indian vibrancy—a sophisticated yet approachable destination for nightlife and socializing.

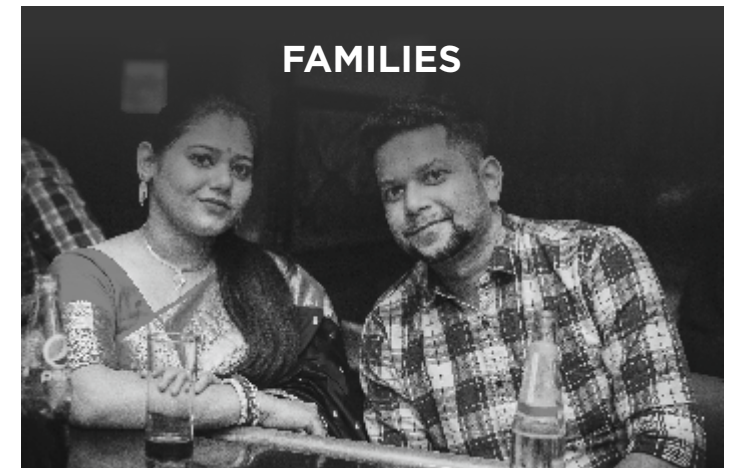
Customer Segments



The core audience, seeking vibrant nightlife, social experiences & a place to unwind with friends.



After-work hangouts & casual business meetings shift from conference rooms to 10D's classic lounges.



The “Pub Lunch” crowd enjoys affordable, family-friendly dining in a relaxed setting.

With diverse offerings—global cuisine, themed nights and a welcoming ambiance—10D appeals to a wide range of tastes and occasions.



Support available from Franchisor

We've Got Your Back



Site Selection & Build-Out

Our experienced team guides you in choosing the perfect location and advises on design, architectural plans, fit-outs, and equipment to bring the 10D vision to life.



Pre-Opening Training

Comprehensive training ensures you and your staff are fully prepared for a successful launch, covering everything from service to signature recipes.



Operations Manual

You'll receive a confidential guide packed with exclusive recipes, kitchen prep steps, quality control measures, job descriptions and more—a roadmap to operational excellence.



Ongoing Support

Regular field visits and remote assistance keep you on track, plus access to top DJs and artists at pre-negotiated rates for standout events.



Marketing

From logos and templates to grand opening campaigns, we provide 360° guidance to promote your outlet and maintain buzz.

A grayscale image of a dartboard with numbers 1 through 20 around the perimeter. A green banner is overlaid in the center with the text "Scenario Analysis".

Scenario Analysis

Addressing “What-If” Scenarios

CHALLENGES

1 Regulatory Delays or Licensing Issues

2 Slow Initial Footfall

3 Economic Downturn

SOLUTIONS

Our experienced team leverages local expertise to navigate compliance hurdles, ensuring smooth approvals.

We deploy proven strategies—theme nights, targeted marketing & franchisor-backed events—to drive traffic and build momentum.

Flexible pricing options and diverse revenue streams (e.g., pub lunch, affordable menus) keep cash flowing even in tough times.



With 10D's proactive approach, potential challenges become opportunities for growth.

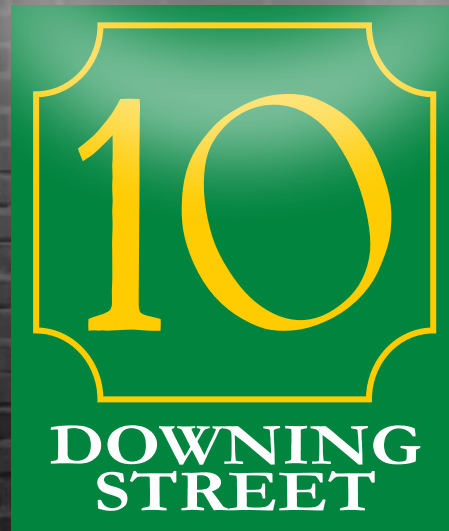


Expansion Plans



Growing The 10D Legacy

- **Investments:** We're pouring resources into brand-building, high-profile events, media campaigns and new outlet launches—to elevate 10D's national presence.
- **Micro-Markets:**
 - Targeting young, affluent areas with:
 - Growing demand for alcoholic beverages & socializing.
 - A shift of professional meetings to classic lounges.
 - A microbrewery boom (from 2 to 270 in a decade), signaling untapped potential in Tier II cities and metro suburbs.
- **Our Goal:** is a nationwide network where every 10D outlet delivers the same exceptional experience, from Hyderabad to emerging hotspots.



The Right Fit For 10D

Eligibility Criteria

We seek franchisees who align with our vision. Here's what it takes:

CRITERIA	CLASSIC (TIER II)	PREMIUM (METRO)	BREW HOUSE
Area (Sq.ft)	4000	5000	8500
Microbrewery	No	Optional	Yes
Brand Fees	40L + GST	50L + GST	60L + GST
Royalty	7.5%	7.5%	7.5%
Project Cost	~4 Cr	4-5 Cr	10 Cr+
ROI Timeline	2-2.5 Years	2-2.5 Years	3-4 Years

Whether you're eyeing a compact Tier II setup or a grand Brew House, we tailor the opportunity to your market.



A grayscale background image showing a group of business professionals in a meeting. They are gathered around a table, looking at documents and a laptop. One person is pointing at a document, and another is holding a pen. The scene is dimly lit, focusing on the hands and the documents.

Business Model & Operational Support

Business Model

Foco Model – Franchise Owned

- **Franchisee Role:** You invest the capital (ranging from 5 Cr for Classic to 10 Cr+ for Brew House) and own the business assets, enjoying returns without daily management stress.

Company Operated

- **Franchisor Role:** We handle day-to-day operations—hiring and training staff, managing inventory & ensuring top-notch customer service—using our proven systems.
- **Benefits:**
 - o Reduced operational burden lets you focus on investment.
 - o Expert management ensures brand consistency and efficiency.
- **Investment Breakdown:** Matches eligibility criteria (e.g., ~5 Cr for Classic includes site, fit-out, and fees).
- **Expected ROI:** A solid 3-4 years, backed by full operational support.

Operational Support

End-to-End Assistance

- **Setup:** Assistance in location selection, architectural layout, and equipment purchasing through approved vendors; full kitchen setup support.
- **Training:** Initial staff training on elite recipes, customer service, and operations; ongoing sessions on SOPs and reports.
- **Daily Ops:** Vendor management, mystery audits, cash flow guidance, and a detailed operations manual for reference.
- **Marketing & Events:** 360° marketing planning, social media strategy, and event execution with national/international DJs.
- **Culinary & HR:** Recipe presentation support, local menu adaptations & ongoing hiring assistance.



Exit Options



Planning For All Scenarios

If breakeven lags beyond the expected 3-4 years, we offer flexible exit strategies:

- o Transfer Ownership: Our team helps you find a buyer to take over the franchise, ensuring a smooth transition.
- o Lease Outlet: You can lease the space to a new operator under 10D's guidance, retaining ownership while stepping back.
- o Royalty Relief: Temporary royalty adjustments to ease financial pressure and support recovery.

10D's commitment to franchisee success means you're never left unsupported, even in tough scenarios.



Franchisee Success Stories

BHOPAL

2011

Launched on June 16, 2011, as Bhopal's first elite pub, kickstarting the city's nightlife culture.

Broke even in just 2.5 years, ahead of the 3-4 year projection, and has thrived for 14 years—famous among youngsters for its vibe and offerings like “Pub Lunch.”

CHENNAI

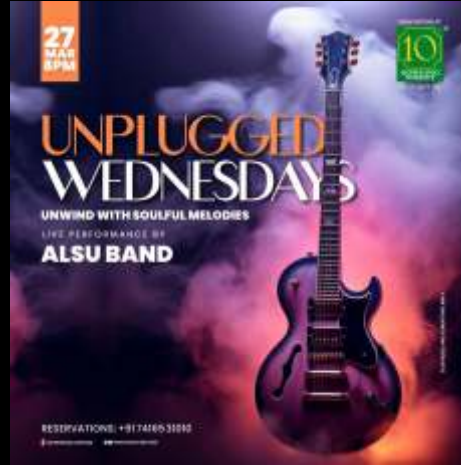
2006

Faced initial operational hiccups but stabilized with 10D's hands-on support, expert guidance in operations and marketing turned it around.

Now a go-to nightlife spot, showcasing the franchisor's ability to rescue and elevate struggling outlets



Events & Theme Nights



Signature Theme Nights

“Ladies Night” (pioneered by 10D), “Pub Lunch,” & other themed events pack outlets with eager crowds, boosting footfall & buzz.



Celebrity Appearances & Djs

Regular events feature national and international DJs, plus celebrity guests, creating unforgettable nights that draw diverse audiences.



A black and white photograph of two men in suits shaking hands in a cafe. The man on the left is wearing glasses and has a beard. The man on the right has a beard and is smiling. The background shows a cafe counter with various items and shelves with jars. A yellow rectangular box is overlaid on the center of the image, containing the text "Join the Legacy".

Join the Legacy

30 Years of Success

Invest in a brand with over 30 years of proven success, built on a rich history of innovation, growth & customer love.

Leverage Our Expertise

Decades of operational know-how, marketing savvy and a dedicated support team-to build your own thriving business.

Nightlife Experience

Become part of India's premier nightlife experience, where every outlet is a hub of celebration, connection, and unforgettable moments.



A grayscale photograph of the Tower Bridge in London, viewed from the River Thames. The bridge's two towers and suspension cables are prominent against a cloudy sky. In the foreground, several boats are visible on the water. A yellow rectangular box is superimposed over the center of the image, containing text.

Ready to start your 10D Journey?

Contact us today to explore this exciting opportunity!

INDIA PARTIES AT



Thank You!

  #INDIAPARTIESAT10D
10S.IN