

Per-plate cost from norms, margin and GST - worked example for a 500-guest Gujarati wedding dinner (Ahmedabad wholesale prices, Oct 2026, approx.). Replace the norms and prices with your own; the method stays the same. The Excel version does the arithmetic for you.

Step 1 - Material cost per plate, from norms

Material	Norm per plate	Quantity for 500	Price (₹/kg or L)	Cost (₹)
Paneer	40 g	20.0 kg	380	7,600
Seasonal vegetables (mixed)	120 g	60.0 kg	45	2,700
Toor dal	25 g	12.5 kg	150	1,875
Curd (for kadhi and chaas)	90 ml	45.0 L	70	3,150
Besan (kadhi, dhokla, farsan)	35 g	17.5 kg	95	1,663
Basmati rice	50 g	25.0 kg	110	2,750
Wheat flour (rotli, puri)	70 g	35.0 kg	42	1,470
Oil (frying and cooking)	35 ml	17.5 L	135	2,363
Ghee (sweet, dal, rotli)	18 g	9.0 kg	620	5,580
Sugar	30 g	15.0 kg	44	660
Onion, tomato, potato	90 g	45.0 kg	32	1,440
Spices, salt, masala paste	-	lump sum	-	3,200
Milk (sweet, chaas)	60 ml	30.0 L	58	1,740
Dry fruit, garnish	6 g	3.0 kg	850	2,550
Papad, pickle, salad vegetables	-	lump sum	-	1,900
Disposables, water bottles	₹9 / plate	500 plates	-	4,500
Material total				₹45,141
Material cost per plate				₹90.28

Quantity = norm × guests ÷ 1000. Record purchase prices every time you buy, and record returns after the event to tighten the norms.

Step 2 - Labour, transport, equipment and overhead per plate

Item	Basis for 500 guests	Amount (₹)	Per plate (₹)
Head cooks	2 × ₹1,500	3,000	6.00
Helpers	6 × ₹700	4,200	8.40
Service staff (waiters, counter)	18 × ₹600	10,800	21.60
Cleaning and washing	4 × ₹500	2,000	4.00
Labour contractor commission (if used)	10% of labour	2,000	4.00
Transport (tempo HQ to venue to HQ, driver, fuel)	1 × ₹3,500	3,500	7.00
Gas (commercial cylinders)	4 × ₹1,900	7,600	15.20
Crockery, utensils, counters (own stock)	₹12 per plate	6,000	12.00
Decoration, counter boards, name plates	lump sum	2,500	5.00
Wastage and contingency	3% of material	1,354	2.71
Overhead share (rent, salaries, software, phone, CA)	₹8 per plate	4,000	8.00
Non-material total		₹46,954	₹93.91

Step 3 - Margin, rounding and the rate

All-in cost per plate	₹90.28 material + ₹93.91 other = ₹185 (each part rounded up to the rupee)
Margin on cost	30% → ₹240.50
Rate per plate (rounded up to ₹5)	₹245 · extra plates on the day ₹260

Food and service	$500 \times ₹245 = ₹1,22,500$
Planned gross margin	₹30,405 (24.8% of revenue, 33.0% on cost)

GST on catering: 5% or 18%

Situation	GST rate	Input tax credit
Outdoor catering at a venue that is not "specified premises" (weddings, farmhouses, community halls, homes, open grounds)	5%	Not available
Catering at specified premises (a hotel where any room's declared tariff is ₹7,500 or more per night)	18%	Available
Catering bundled with venue rental by the same supplier (composite supply)	18%	Available
Canteen or mess under a regular contract (institutional, corporate, school)	5%	Not available

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Quotation

Business name, address	
GSTIN · FSSAI licence no.	
Phone / WhatsApp	
Quotation no. · date · validity	Q-2026-11-042 · 15 Oct 2026 · valid 10 days
Client	
Event · date · venue · service	Shah-Patel wedding dinner · Saturday 13 December 2026 · Silver Palace party plot, Bopal · 7:30 pm - 10:30 pm

Charges

Description	Amount (₹)
Dinner, standard Gujarati menu (menu attached), 500 guests × ₹245	1,22,500
Live chaat counter, 500 guests × ₹35	17,500
Extra plates on the day, if any, at ₹260 per plate	as billed
Discount	-2,500
Subtotal	1,37,500
GST 5% (SAC 996334, outdoor catering, no ITC)	6,875
Round-off	+0.00
Grand total	₹1,44,375
Advance 40% on confirmation, due [date]	57,750
Balance on the day of the event	86,625

Menu (dish by dish, with portion notes)

Terms

Included	All food and service as per menu, service staff, crockery and counters, transport within the city.
Not included	Venue charges, electricity and water, decoration beyond counter boards.
Final guest count	To be confirmed by [date]; below [450] plates the per-plate rate is revised.
Payment details	
Cancellation	