Hustlers Hospitality Operates Multi-Cuisine Multi-Brand's Cloudkitchen

HUSTLERS HOSPITALITY PVT.LTD

Franchise Model Starts From 3,99,000/-

Fastest Growing Company with 36+ Food & Beverage brands & 400+ Internet Restaurants

The last few years have witnessed an overhaul in the consuming patterns of consumers, and the rising popularity of quick and convenient food, especially amongst Millennials and Gen Z can be credited to the 'convenience factor' without a spec of doubt! They are not only looking for food that tastes good, but also something they can consume in their comfort zone.

Keeping the same in mind, Krunal Oza, After 9+ years of F&B Consulting & Franchising experience, opened up a new avenue with his series of brand under one roof 'Hustlers Hospitality' after successfully setting up over 250+ QSR & Cloud kitchens for his clients.

With a mix of F&B Internet restaurants, Hustlers Hospitality offers the consumers exactly what they are looking for - taste, convenience, speed, and flexibility. After years of experience in franchise management for restaurants, we are offering comprehensive back-end solutions that will enable young entrepreneurs to feel confident to step foot into the future of the food industry. Our goal is to make the hustle of entrepreneurship as hassle-free and affordable as possible, and each one of our kitchens a go-to or order online for the end consumer.

Our team of chef's & brand managers design menus that are backed up by data of demography, key word search, menu pricing and food trends. We backend the Entire menu & fulfil the required raw materials to our restaurant partners.

Own a Biryani CloudKitchen today !!

RUTBA-E-BIRYANI

- Authentic Dum Cooked Biryani's
- Serving for 1, 2-3, 6-8 & by Kilo
- Matka Packaging

AFLATOON BIRYANI BOLE TOH EK NO!

- Affordable Biryani
- Platters & Meals
- Creative Packaging

Biryani is the Most Ordered Dish Online!

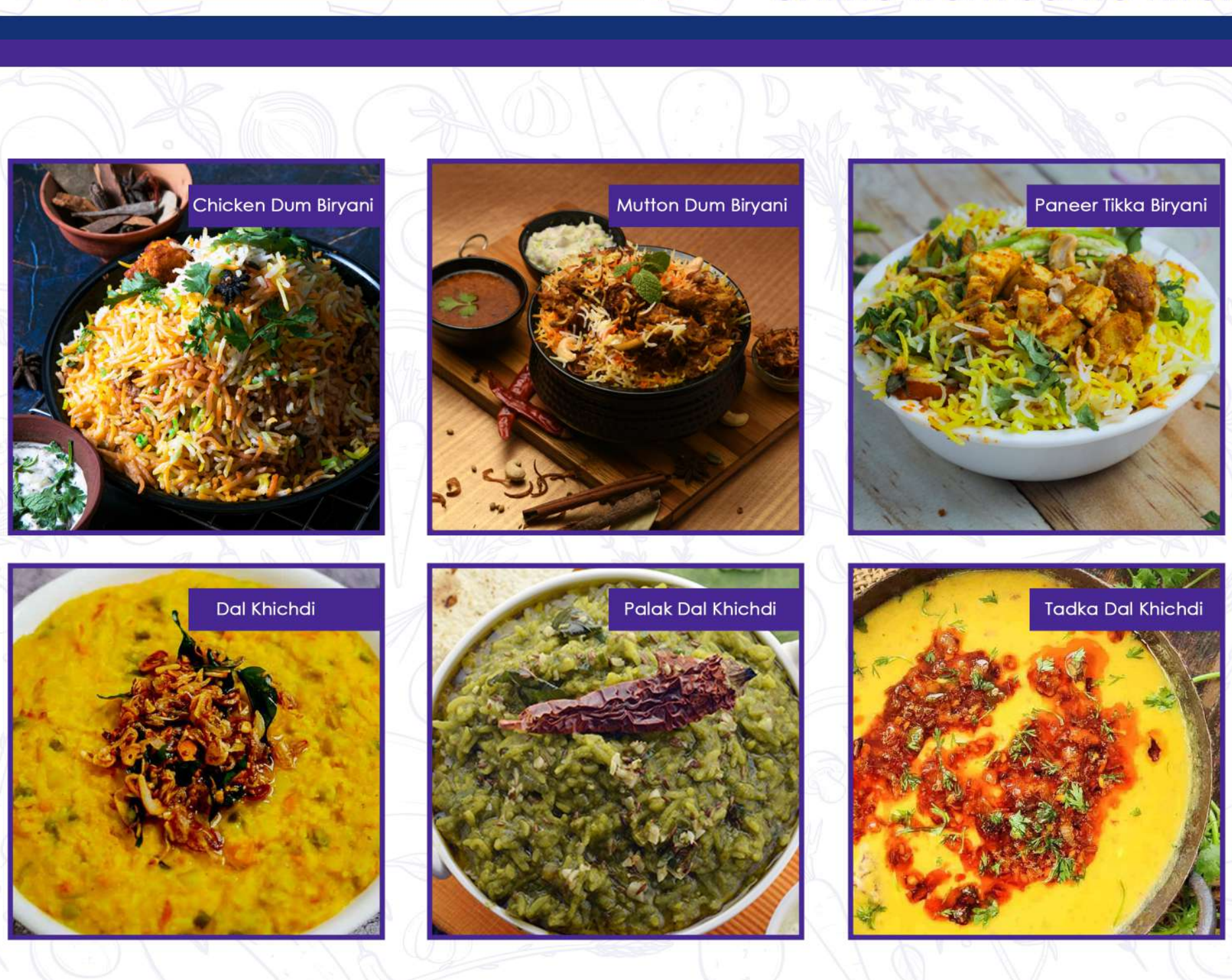
Capital Investment
Rs. 3,99,000

Add 2 Khichdi Brands

Along with 2 Biryani Brands

Rs. 4,89,000/-

Total 4 brands operating online from same kitchen



Own a Chinese & Momo CloudKitchen today !!

Chinese & Momo's is the Fastest Growing Food Category On Zomato

CHIN-EASE

- Desi Chinese Brand
- Affordable Combos

CHOP CHOP SQUARE

- Oriental Rice, Noodles & Starters
- Premium Packaging

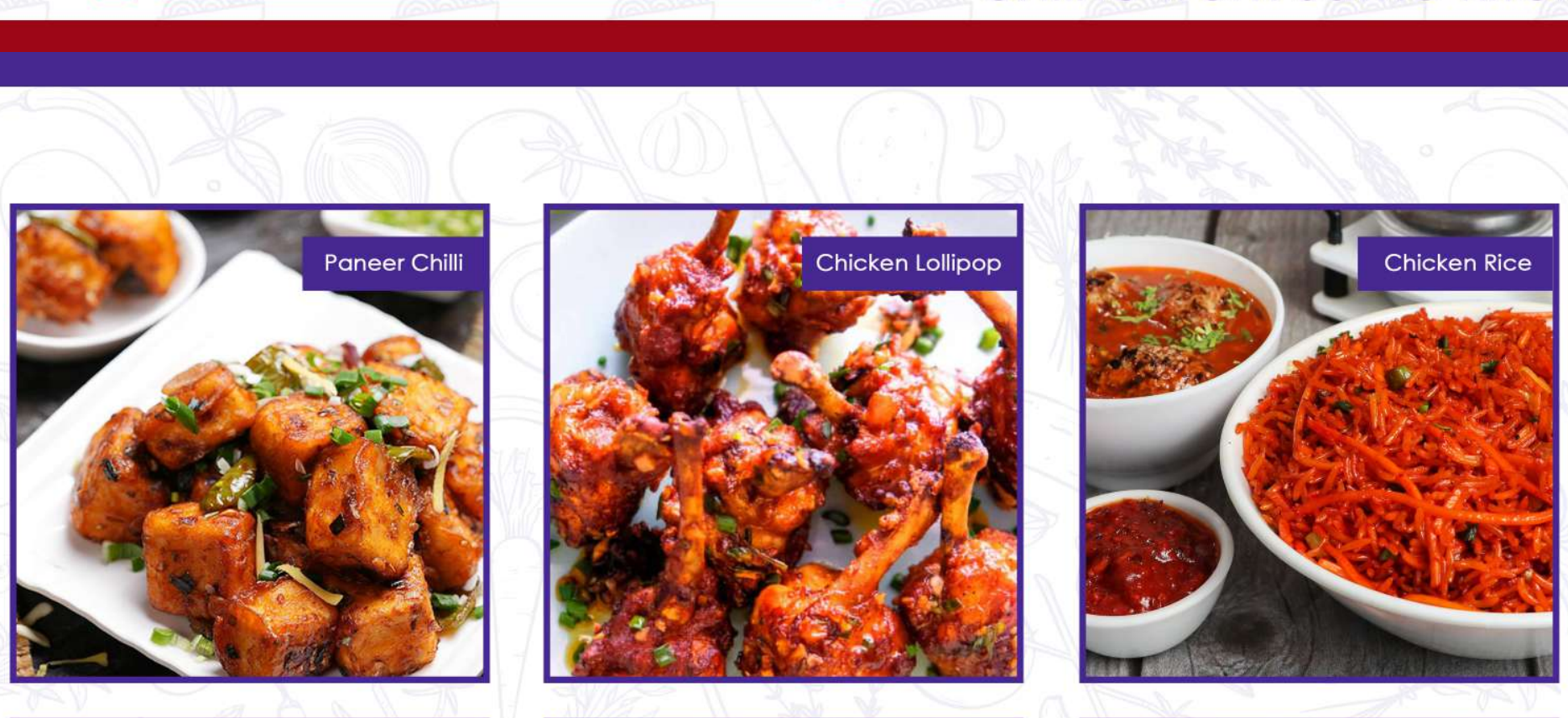
Capital Investment
Rs. 3,99,000

Add 2 Momo Brands

Along with 2 Chinese Brands

Rs. 4,89,000/-

Total 4 brands operating online from same kitchen



Own a Pizza CloudKitchen Brand today !!

POP STAR PIZZA

- Handtossed Pizza & Shakes brand
- Combos & Party Meals

Pizza is the Most Searched Dish Online in 2021 & 2022

Capital Investment
Rs. 3,99,000

SENORITA MARGHERITA

- Freshly Baked Gourmet Pizza & Italian Style Pasta
- Spinach (Green), Beet (Red) Pizza Base

Add 1 Fries & 1 Beverage

Brand Along with 2 Pizza Brands

Rs. 4,89,000/-

Total 4 brands operating online from same kitchen

Paneer Pizza
Cheese Burst Pizza
Garlic Bread
Fries
Shakes
Beverages

Own a Dessert Brand CloudKitchen today !!

Pancake Station

- American 6inch Pancakes
- Mini Pancakes
- Variety Of Choclates, Fruit & Healthy Flavours

HOLA HOLA WAFFLE

- Pocket Waffle's
- Waffle Sandwiches
- Waffle Cakes

DESSERT
Authentic Belgium Waffles & Pancakes have Great Delivery Friendly Desserts.

Capital Investment
Rs. 3,99,000

Add 2 Khichdi Brands

Along with 2 Biryani Brands

Rs. 4,89,000/-

Total 4 brands operating online from same kitchen

Cloud Kitchen Financials

CARPET AREA CONSIDERATIONS (100 - 125 SQFT)

CAPITAL INVESTMENT	
FRANCHISE FEE	INR 1,99,000
KITCHEN SMALLWARE COST	INR 40,000
KITCHEN EQUIPMENT COST	INR 1,60,000
MISC COST (UNIFORM, LICENSES, COMPANY INCORPORATION	INR 30,000
COMMON AREA DEVELOPMENT COST (APPROX)	INR 60,000
TOTAL CAPITAL INVESTMENT	TOTAL INR 4,89,000/-

- FSSAI LICENCE
- ZOMATO / SWIGGY LISTING INCLUDED IN THE ABOVE COST

OTHER CASH FLOW REQUIRED:

- PREMISE DEPOSIT RENT BEFORE OPENING
- SALARIES BEFORE OPENING (DURING TRAINING PERIOD)
- MISC EXP AS PER ACTUALS
- INITIAL RAW MATERIAL PURCHASE • INITAL PACKAGING • TAXES EXTRA

PROJECTED P&L	Month 2 to 6	Month 7 to 12+
DAILY SALE PROJECTED	INR 10000	INR 18000
MONTHLY NET SALE	INR 3,00,000	INR 5,40,000
PROPOSED DELIVERY COMMISSION (25%)	INR 75000	INR 1,35,000
COGS (32%) & PACKAGING	INR 96000	INR 1,72,800
RENT	INR 15,000	INR 15,000
SALARY	INR 40,000	INR 60,000
ELECTRICITY	INR 5,000	INR 10,000
REVIEW & RATINGS	INR 5000	INR 8000
MARKETING SOCIAL MEDIA & LEAFLET CHARGE ALLOCATED TO THE STORE	INR 5000	INR 5000
ROYALTY FOR THE BRAND @ 6%	INR 18,000	INR 32,400
TOTAL EXPENSES	INR 259000	INR 4,38,200
NET PROFIT	INR 41,000	INR 1,01,800

Under One Kitchen Roof

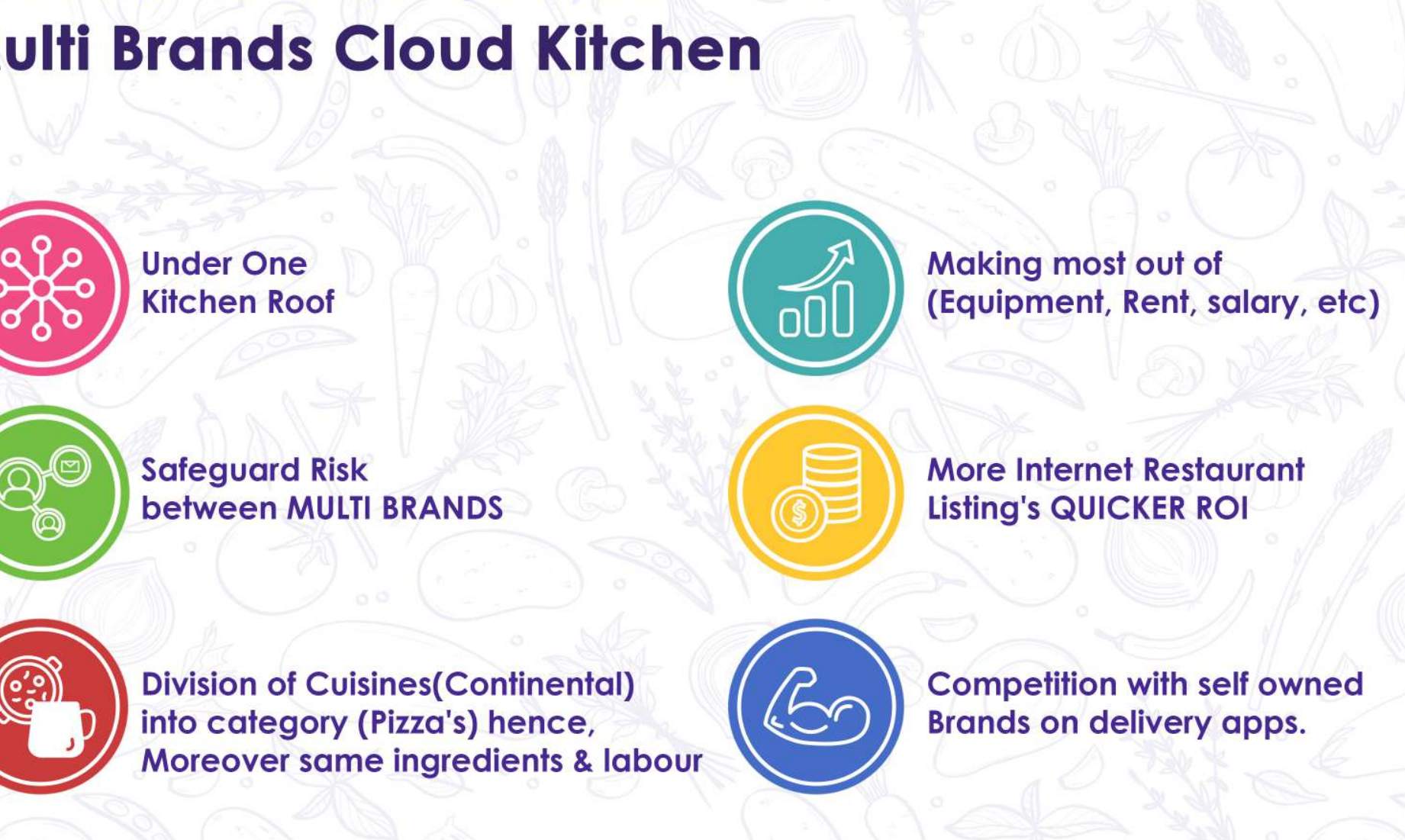
"MULTI CUISINE CATEGORIES / BRANDS"

HOT SECTION
- North Indian
- Biryani
- Khichdi
- Chinese
- Momos
- Paratha
- South Indian
- Asian & Japanese (Coming Soon)

DESSERTS SECTION
- Waffle
- Pancake
- Milkshake & Thickshake
- Churros
- Cookies & Brownies
- Icecream & Kulfi (Coming Soon)

PANTRY/ FAST-FOOD SECTION
- Burger and Fries
- Pizza and Pasta
- Sandwich
- Rolls & Shawarma
- Egg Brand (Coming Soon)
- Tea
- Coffee

• End to End Setup •



FINDING REAL ESTATE

CIVIL WORK

LICENSING

KITCHEN EQUIPMENT

STAFF RECRUITMENT & TRAINING

PACKAGING & PRINTING

POS (BILLING SOFTWARE)

INTEGRATION WITH FOOD AGGREGATORS (ZOMATO, SWIGGY & DUNZO ETC)

PRE- LAUNCH ONLINE PROMOTIONS

OPERATIONS SETUP

OUTLET LAUNCH AND PR (reviews & ratings)

REGULAR QC/ QA & AUDITS

Benefits of Multi Cuisine Multi Brands Cloud Kitchen

- Under One Kitchen Roof
- Making most out of (Equipment, Rent, salary, etc)
- Safeguard Risk between MULTI BRANDS
- More Internet Restaurant Listing's QUICKER ROI
- Division of Cuisines(Continental) into category (Pizza's) hence, Moreover same ingredients & labour
- Competition with self owned Brands on delivery apps.

What Does a Franchise Get

BACKENDED RAW MATERIAL
Raw Material Sourcing & Recipes are backended, End to End training is provided to enable standardization across products.

STANDARD KITCHEN OPERATIONS
Standardized process, Training modules, Recipe cards, SOPs and Look and cook of recipes are very well defined for quicker training and opening of new stores.

KITCHEN R&D CENTER
A dedicated team and process for R&D of new recipes for periodic menu changes. In-house capability to scale those recipe before launch in each store.

AGGREGATOR RELATIONSHIP
We monitor & analyse operational metrics like Menu Funnels, Kitchen Preparation Time, Cancellations, Delivery Time, Repeat Ratios, Customer Segmentation amongst others, helping us to tweak menus and exploit aggregator's algorithm better.

FOOD SAFETY & HYGIENE
Standard food hygiene practice, standard sourcing & packaging material.

DIGITAL MARKETING
We analyze data to determine best discounting, campaign participation and Cost Per click strategy for better ROI. Social media marketing is also targeted after analysis of demography.

Advantages of Multiple brands of same Category & Concepts

1. Utilising the same infrastructure, equipment & same staff / concept.
2. Utilising almost same ingredients for all 2-3 brands.
3. Advantage of having 2-3 brands with different positioning is to capture one category in a particular market.
4. Compete with each brand ie : our own brands to avoid competition with external brands.

Upgraded Model

Area Required - 300 to 600 SQFT

Get in Touch to know more on higher models

- Indian Cuisine Cloudkitchen - (Meal Box brand + Paratha brand) - Rs. 4,99,000 - 4 Brands
- Indian + Biryani + Khichdi - Rs. 6,99,000 - 8 Brands
- Pizza + Sandwich + Fries + Pasta + Shake - Rs. 4,99,000 - 8 Brands

HUSTLERS HOSPITALITY PVT.LTD

Thank you for requesting to know more about franchise opportunity.

When done correctly, we know that online ordering can be very profitable for restaurants. At Hustlers Hospitality, we've spent thousand of hours researching and testing better ways to maximize the profitability of delivery-only brands.

With our integrated technology management platform, we intend to help
our franchises nationwide to profit from online ordering.
as per reports currently in 2021, the online food delivery business is a Rs. 2000 crore (USD 260M) market, which will eventually grow uptill Rs. 50,000 Crore (USD 6B) by 2026.

Franchise model we offer at hustlers hospitality :

- FOFO - Franchise Owned Franchise Operated
- BOT - Build Operate Transfer

If you are considering to be my partner and look forward for a new line of business in to the Food & Beverage space, here is my personal Email address, write to me at krunal@hustlershospitality.com or whatsapp DM me at +91 83558 42620.

Sincerely,
Krunal Oza
Founder & CEO
Hustlers Hospitality

INHOUSE BRANDS

You are invited for a food tasting session at our Cloud Kitchen.

☎+91-90224 53555

www.hustlershospitality.com

/hustlershospitality