



United Restaurants Ltd

Corporate Profile

Strictly Private and Confidential

United Restaurants Brands



Franchising Rights



U S Pizza is Expanding...



Ahmedabad | Anand | Ajmer | Ankleshwar | Bangalore | Belgaum | Bellary | Bharuch | Baroda | Bhuj | Bhopal | Cochin | Dimapur | Gaziabad | Gandhinagar | Gurgaon | Guntur | Hanmakonda | Jamnagar | Jammu | Junagadh | Jorhat | Katihar | Kota | Kannur | Kohima | Kalyan | Luknow | Mumbai | Mount Abu | Morbi | Madurai | Mysore | Navsari | Nerul | Noida | Nadiad | Pune | Porbandar | Pathankot | Patna | Rajkot | Surat | Udaipur

For Franchising enquiries Contact:

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U.S.Pizza: The Brand

Having entered the market before Dominos or Pizza Hut, U.S.Pizza has cemented its presence in the mind-space of consumers across India, being especially strong in Western and Southern India..

Since its inception U.S.Pizza was about serving genuine American Deep Pan Pizza made with fresh ingredients, as well as, infusing Indian flavours to create dramatically new style of fusion pizza. Since then the brand has evolved into incorporating our world-class product into fun and enjoyable dine-in experience. All this while focusing on cost efficiency, making U.S.Pizza the most affordable authentic pizza in the market.



Company Evolution

1995

Established URL with HQ in Bangalore

Opened first owned outlet

Mr Akbar Khwaja joins the company as a promoter

2005

Started the corporate captive concept

Captive stores open in IBM, Wipro and various university campuses across India

2012

Entered North and Northeastern regions by establishing outlets in Dehli/NCR, Nagaland and Assam

2016

Steady expansion through North and South India

Initiated national marketing campaign starting with TV ads on 7 channels

2019

Introduced completely modernised design for all new USPizza outlets

Initiated new product range of Italian Pizza and beverage focus with chilled beverages display with milkshakes and coolers

Launched Online Ordering, Call Center and Smartphone App

Partnered with all major delivery portals to boost sales of existing large format outlets and test cloud kitchens in India's highest delivery density locations

1999

Opens first franchisee store outside Bangalore

2003

Ties up with Hindustan Petroleum Corp. Ltd.

Opens first chained store in premium location petrol pump

2010

Initiates frozen foods & proprietary additives factory

2018

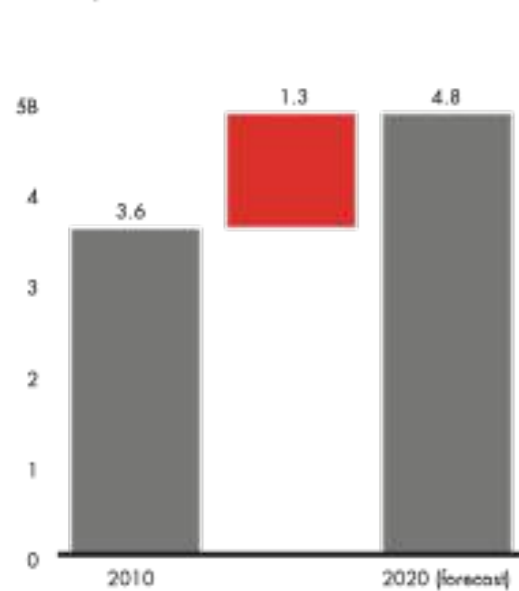
Introduced partner brand Casablanca coffee shop with widespread success in the split-store concept



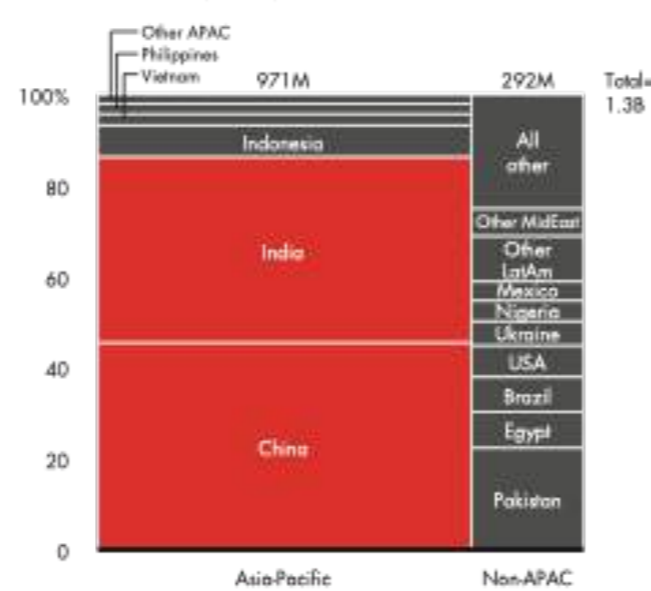
Macro and Pizza Market

- ❖ QSR has been a key contribute to the Indian Growth Story, primarily driven by affordability, competitive pricing, convenience and increasing appetite for international food
- ❖ Dominated by MNC players that setup outlets in India in the mid 90s
- ❖ Current stronghold in metros and mini metros due to higher consumptions, heightened consumer awareness and exposure
 - ❖ Now rapidly filtering down to tier II and III cities
- ❖ Competition is countered by tailored product offering in terms of flavours, pricing and services

World population with household income exceeding \$5K USD

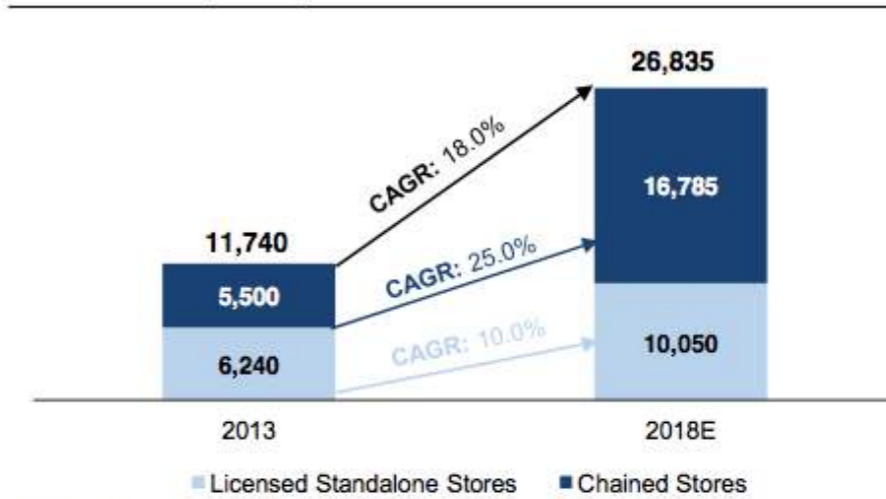


Share of the 1.3B growth in global middle class between 2010-2020 (forecast)



*We use the \$5,000 (USD) per year threshold for household disposable personal income to define minimum income necessary to participate in economic activity beyond subsistence
Sources: Euromonitor; Bain Macro Trends Group analysis, 2011

Market Size (INR Cr)



Key Players



With India set to be one of the world's largest consumer base of young adults, the pizza market is a highly coveted prize for firms across the world. The race has an obvious front runner, Jubilant Foodworks. Jubilant has a valuation in the same range of Dominos International, and are set to be the only market outside the U.S to open 1000 stores.

Outlet Types

Dine-In



Highway Quick Service



Express



Delivery



Services

▸ Sales

- Centralised Call Center
- Online Ordering
- Smartphone App
- Central Website Management
- POS & Direct to System Sales

▸ Training & Audit

- Pre-launch Training & Launch team
- Regular new products training and refreshers
- Mystery Shopper Audits

▸ Tie-ups

- National tie-ups and cross branding
- Offers to employees and customers of large corporations (Samsung, Master Card, Dish TV, Cellular, Adani and many more)
- Popular food and delivery portals (Zomato, Swiggy, etc.)



Supply Chain

We supply each of our franchisee's with all their required ingredients - approximately 120 frozen & dry ingredients.

A fair number of these are proprietary flavourings, improvers and toppings that are developed and produced at exclusive factory and distributed by our partners, SDS Logistics, a publicly listed firm.

The U.S.Pizza brand prides itself on constant research and development of new products, and has enjoyed as consistent success with customers. From the 'Desi Pizza' Menu, to our new & improved flavoured tomato puree we are committed to capturing new markets and minds through quality product.

From manufacturing to logistics to training, our back-end is the spine of our business and is present in all four corners of the Nation.



Product Development



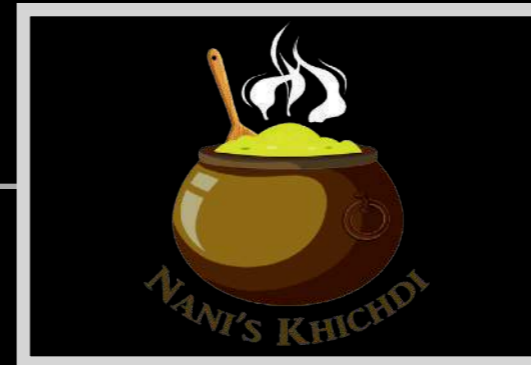
The Handcrafted Italian
Another in-house developed product exclusively for USPizza Cloud Kitchens. The Hand-crafted Italian is our answer to the neapolitan style pizzas flooding the most sophisticated of markets from standalone pizza outlets. Our version of this pizza is a perfect blend of authenticity and consistency of quality. These pizzas feature in the top end of our price range and are only available in the 12-inch size.

Half Pizza

The half pizza is completely unique to USPizza cloud kitchen as far as we know. It is a basic 9-inch pan pizza with one half of the pizza converted to wholesome garlic bread. By design we were looking at how to compete with deep discounting offered on delivery portals and how we could set the lowest entry level pizza pricing. This concept has proven to be very popular and has gained us loyal customer base in our area of operations.



Project: Khichdi



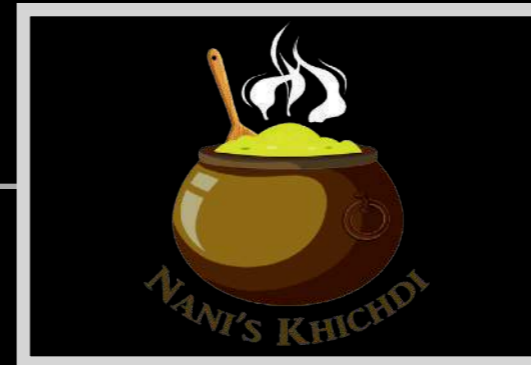
Indian F&B is at a crossroads, the main culprit - delivery aggregators. In the beginning, tying up with aggregators proved beneficial as the additional revenue helped spread the fixed costs of the restaurant. Eventually Dine-in orders turned into delivery orders, cannibalising existing sales with a monstrous commission from delivery portals.

Our project aims to reverse this effect by providing existing restaurants with an add-on delivery brand that actually provides additional revenue with profit and without the cannibalisation of sales.

Introducing Nani's Khichdi. India's Ultimate Healthy Comfort Food - Khichdi. Loved as the original home food, Khichdi has a special place in India's heart and stomach. It's health benefits are the legacy of our ancestors.

As Ola cab's brand 'khichdi experiment' proved, there is a large appetite for such a health-focused traditional food. Unfortunately their product quality is far from customer's taste. Our R&D has stretched 6 months perfecting the khichdi for the delivery model and has received rave reviews from our customers and focus groups.

Project: Khichdi



Classic Khichdi

- No additional equipment
- No additional Manpower
- No additional royalty
- Franchise Fee : Rs. 50,000 Only
- Tech Driven: Online training videos
 - Online indents
 - Online audits
- Deals with delivery portals already in place
- Invest in only: Raw Materials + First 3 Months marketing



Moong Khichdi



Achari Khichdi

Project: KBOX

KBox Global is the fastest growing company in the UK to licence virtual brands and a full technology stack to optimise under utilised kitchens

USPizza is proud to be the master franchisee for India for KBOX, the largest cloud kitchen company in the UK with 10+ Brands under their umbrella. Utilising a similar business and tech model to our Nani's Khichdi Brand, we have partnered with Kbox to open 55 outlets by June 2021.

Box a Biryani

MAC'N MORE

WORLD OF WINGS





Innovation in the Pizza itself is key to delivering a novel experience. Our pizza is 100% unique thanks to specialty sauces and refined toppings.

Specialty sauces: From Korean BBQ to Indian Makhni our pizzas delivery the juiciest bites with 100% unique flavours.

Refined Toppings: Instead of regular unprocessed vegetables, our flavour infused toppings are far more attractive and tasty. Instead of regular tomatoes, rustic tomatoes which have been roasted in herbs and spices.

Modern Updated Interiors



Large Format Multi Brand Outlets

A recent introduction, our newer outlets outside of metros have been boasting high volume sales by incorporating our two other owned brands as part of a classy designed self-service food court style dining experience.

National Brand Marketing

As an nationally revered brand we are committed to keeping the name 'U.S.Pizza' in the forefront of customer's minds.



Social Media

Engaging our existing customers on Facebook, Twitter and Instagram through offers, competitions and updates on our newest undertakings has grown our brand image tremendously. We are also able to reach out to those who have not tried our pizza yet simply to an incredibly targeted audiences with paid ads and promotions across social media platforms.

Delivery Marketing & Restaurant Platforms

The most relevant of all marketing, promoting our brand and outlets on platforms such as Zomato, Swiggy, Food panda and Dine-out, are extremely effective at creating sales and customer awareness.

TV Advertisements

Promotional TV Adverts with our media partner Times Now Group of channels.



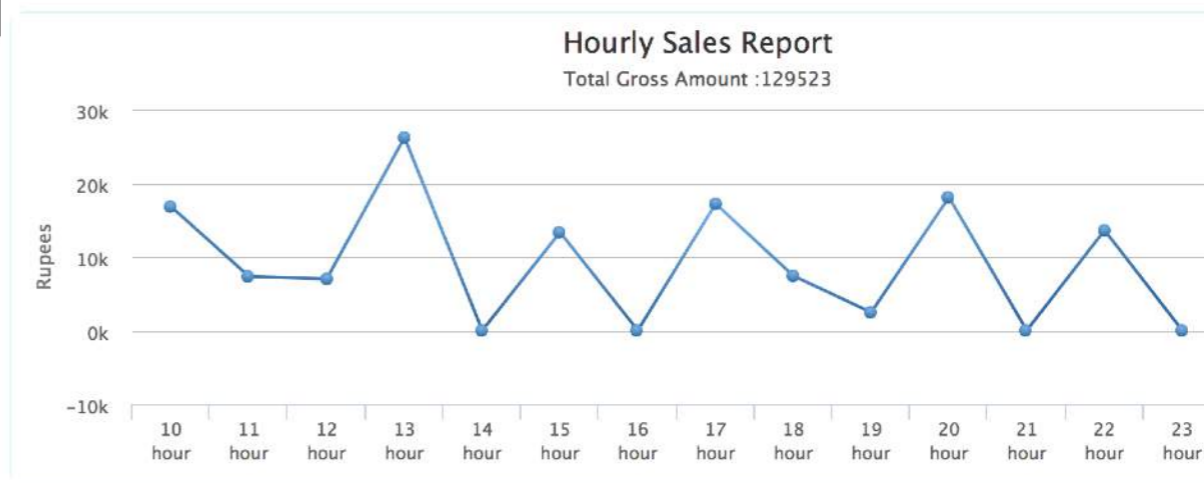
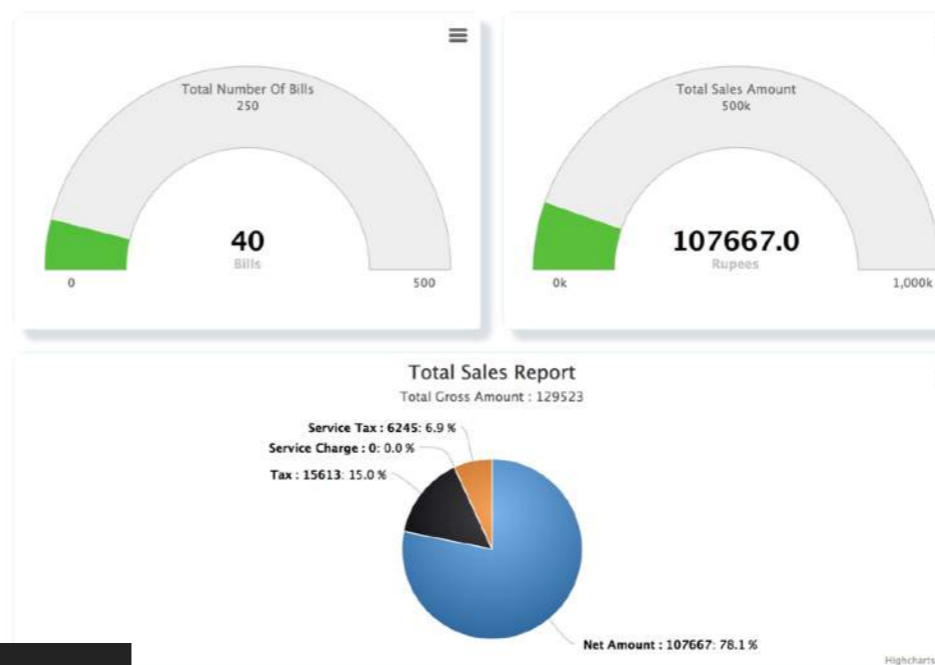
Evolving Tech

Every franchisee has access to an online portal where they can view detailed analytics on their outlet and its performance.

Additionally, we offer an integrated platform that manages processes from indent & inventory to sales & reporting.

- Date-Wise
- Sales Report
- STR-multiday
- Payment-Wise
- BLD-Wise
- Service-Wise
- Items-Wise
- Bill-ItemWise
- Cancelled
- DayTrans
- Top 5 Items Sales Report

Date-Wise Report From 2016-04-28 To 2016-04-28



U.S. PIZZA

Take Order
View / Modify Order
View Orders
Modify Orders
Cancel Orders
App Orders
Web Orders

Order No: USPHD65
Array ()
3x HUMTUM (₹ 399.00)
Vegetarian Bite M
1 x Brownie
1 x Garlic Bread
1 x Coke bottle 500ml
1x CHARKADUM (₹ 399.00)
2xVegetarian Bite R
1xMexican Delight R
1xAmerican Heat R
1x CHARKADUM (₹ 399.00)
1xVegetarian Bite R
1xMushroom Riot R
1xMexican Delight R
1xAmerican Heat R
1x CHARKADUM (₹ 399.00)
4xVegetarian Bite R
3x BOGO (₹ 345.00)
American Heat M
Vegetarian Bite R (Complementary)
American Heat R (Complementary)

Total : ₹ 3429.00
Grand Total : ₹ 3429.00

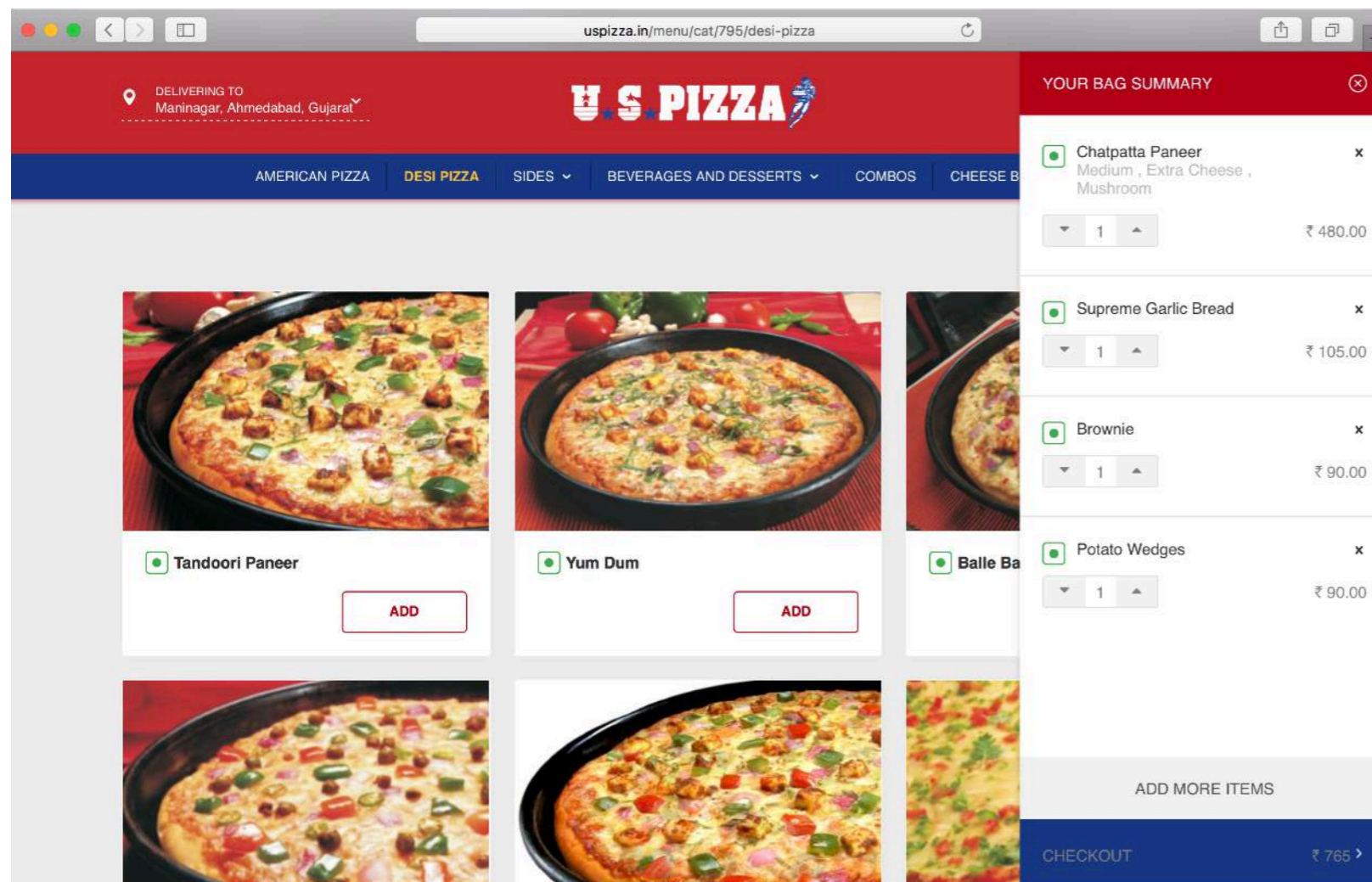
Customer Information:
farhan
Email: farhan500@rediffmail.com
Mobile: 9916969727

Shopping Information:
farhan
Land Mark : pepes restaurant.

Grand Total: Rs.3429
NOTE Inclusive of taxes
APPROVE

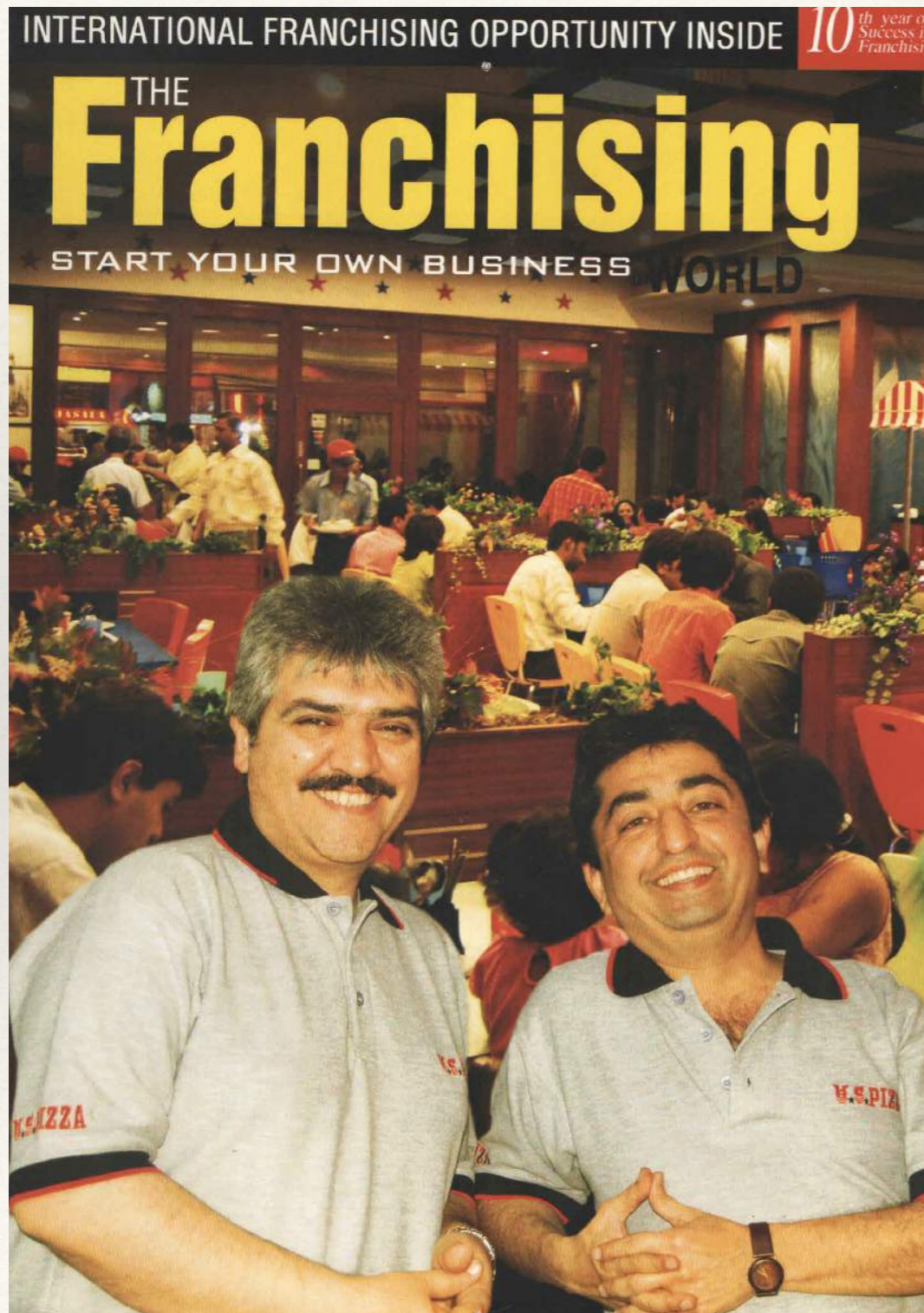
In the near future we plan on releasing an absolutely unique ordering system that you will only find at U.S.Pizza outlets. The newly released app will allow for in-store app orders that will allow you to customise, order and pay through your smartphone.

App & Online Ordering



As of September 2017, we have initiated our smartphone app and relaunched our website, as part of a concentrated campaign to boost delivery and substitute the incredibly popular delivery portals such as twiggy and tomato with our own time and cost efficient delivery infrastructure. We have seen stellar results in both these objectives and will continue to concentrate on delivery market penetration.

Founders & Mentors



Vahid Berenjian: Founder & Chairman

A food technologist by training, established URL in India in 1994.

Akbar Khwaja: Managing Director

Currently responsible for undertaking strategic initiatives, brand building and business development.



FAQs

Are there any hidden expenses, I should be prepared for which are not evident in the beginning?

You must be prepared to manage the working capital once the store is launched for an initial period of 6 months or until your outlet breaks even on an operational level.

I own a property, how can I convert it into a U S Pizza outlet?

You can either become an operator franchisee, or contact us so we can explore options depending on the your intended financial commitment and outlet location

Can I talk to existing franchisees before I decide to become a franchisee?

Yes, we can provide you with the contact details of our existing franchisees in your state and region.

What will be the expected return on my investment if I become a U S Pizza franchisee?

In the first two years you can expect 24% if targeted sales are achieved. In the 3rd to 5th year the return climbs to 30% and above.

Do I get exclusivity in a particular location where I open my restaurant?

While opening a new outlet U S Pizza clearly demarcates the territory in which you can canvas and solicit business. While as Master Franchisee you can get exclusivity for an entire city in return for an assurance to open multiple outlets.

How do I procure my ingredients and supplies?

All outlets are given the service of U.S.Pizza certified ingredients and proprietary supplies delivered to your doorstep in frozen and dry transport.

How will U S Pizza help in marketing my restaurant at the local level?

We work closely with Franchisee to ascertain marketing requirements and support in terms of planning and supply of marketing creative. However the cost of marketing and sales at the local level is exclusively a franchisee responsibility.

What kind of training will U S Pizza provide for me to run my outlet efficiently?

Start up training covering all aspects of outlet operations: Customer services and soft skill training ; Product training for introducing new products ; Our area managers visit every outlet each month and brief the operating team on a need basis.

	EXPRESS	DINE-IN	Delivery
SIZE	250 - 500 sqft	1000+ Sqft	500 - 1000 Sqft
CAPACITY	No seating / Common seating	60 Pax	20 - 25 Pax
MINIMUM INVESTMENT	15 - 25 Lakhs	30 - 70 Lakhs	20 - 30 Lakhs
LOCATION	Malls, Food Courts, Airports, Office Parks	City Center, Large Malls	Main Road

Our Partners

U S Pizza has partnered with several large corporate entities like Hindustan Petroleum Company Limited (HPCL), Dell, Wipro, IBM and TCS in India to set up stores at their premises.

“The systems and processes put up by U. S. Pizza for products, supply chains and operations are helping us provide better customer service and meet our customers expectations.

This added service has improved our non fuel revenues at our retail outlets. It is our pleasure to associate with them and would recommend them as a suitable partners for store and fast food business”

- Mr. P T Suresh
Head – Allied Retail Business, HPCL

“ As head of Facilities and Administration and operating from the campus I have seen US Pizza deliver quality, delicious Pizzas consistently.

In the four years that I was in Electronics City I have experienced them service our employees and customers exceptionally well. “

- Mr. Hariprasad Hegde
Wipro Vice President Operations Support

Having US Pizza outlet at our site gives our staff a great option to have a quick, hot and tasty meal on the fly.

The operation is managed very professionally by competent and courteous staff and there is no compromise on the hygiene factors. On the whole we are very happy with the services provided by US Pizza.“

- Mr. Jaideep Pradhan
Dell Site Director (Dell International Services)



Outlets in...



Andhra Pradesh	
Hyderabad	Kukat pally
Hyderabad	Vidya Nagar
Hyderabad	Mokila
Hyderabad	Manikonda
Hanamkonda	
Vijaywada	

Karnataka	
Bangalore	Kemp Fort Mall
Bangalore	Indranagar
Bangalore	Rammurthynagar
Bangalore	Vignan Nagar
Bangalore	Tech Mahindra
Bangalore	EMC Square
Bangalore	Capgemini
Mysore	Habitat Mall
Mysore	
Belgaum	
Bellary	

Punjab		NCR	
Noida		Lucknow Sahara Mall	
Noida		Bulandshahr	
Dharuhera		Vrindavan	
Pathankot Novelty Mall		Allahabad	

Maharashtra	
Mumbai	Korum Mall
Mumbai	Metro Mall
Pune	TCS
Nagpur	

Kerala	
Thallasery	Downtown Mall
Kannur	Capital Mall
Payannur	Riyadh Mall

J&K		Nagaland	
Leh		Kohima	
Jammu Palm Island Mall		Dimapur	

Assam		Manipur	
Johrat		Imphal	

Gujarat	
Ahmedabad	Paldi
Ahmedabad	Shivranjini
Ahmedabad	CG road
Ahmedabad	SG highway
Ahmedabad	Naranpura
Ahmedabad	Apollo Circle
Ahmedabad	Thaltej
Ahmedabad	Nikol
Bhuj	
Jamnagar	
Jamnagar	
Porbandar	
Rajkot	
Rajkot Highway	
Nadiad	
Anand	
Bharuch	
Jetpur	
Morbi	
Morbi Highway	
Limbdi	
Mehsana	
Vadodara	
Gondal	
Surat	
Amreli	



Thank you

