

Be *the boss*  
of your own  
Burger Singh  
franchise.



Start your journey here \_\_\_\_\_



Limited Preiod Offer

# HOT DEALS

**2** Year  
Royalty  
Waiver

\*Pre-Approved Locations with  
Extra Special Offers

**0**% Royalty

Upto 1 Full Year  
\*Limited time offer



# Why Burger Singh?

What makes Burger Singh the best in class franchise investment?

- ▮ Untapped Burger Market
- ▮ Superior Brand & Taste
- ▮ Low Capex, High Return
- ▮ Best Unit Level Economics
- ▮ All Models
- ▮ Driven by Vision & Team





# Everyone ♥ Burgers. The Untapped Market.

- ▮ **6<sup>th</sup> Highest sold cuisine** in the country
- ▮ **3<sup>rd</sup> Highest sold cuisine** in metros
- ▮ **Lowest competition**
- ▮ **Dominated by International chains**
- ▮ **Absence of a dominant Indian player**
- ▮ **High Capex for international chains (3-6CR) resulting in low penetration**
- ▮ **Huge Market Gap!**

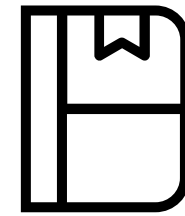


Top 10 Cuisine	No of Restaurant	No of Order per Restaurant per day
North Indian	36056	12
Biryani	7736	22
Pizza	4747	32
South Indian	8817	16
Chinese	13421	9
Fast Food	12487	7
<b>Burger</b>	<b>1952</b>	<b>42</b>
Bakery	5492	11
Mithai	2098	22

**Burger segment has the highest demand and the least competition**



# Superior brand with a *superior* taste



## MENU - PRICING - TASTE

- ▮ Indian Flavours for Indian Audience
- ▮ Pricing Range Drive High Volumes from both price-sensitive and premium customers (₹39 - ₹239)
- ▮ Excellent Vegetarian Options (Highest of any burger brand)
- ▮ International Quality, Consistent taste across all outlets
- ▮ Best Food Manufacturers, Regional Warehousing and Highly Efficient National Supply Chain
- ▮ Bulk Rate Procurement cost for your single outlet
- ▮ Entry Level Champion - Nikku Singh burger at ₹39
- ▮ Sides, Desserts and Beverages to drive Order value



# Burger Singh's Unique Indian Burgers and Fries



# Entry Range Burgers

## Nikku Singh Veg



₹ 39

## Nikku Singh Chicken



₹ 59





# Largest Vegetarian Product Range



Nikku Singh Veg  
₹39



Veg Snacker  
₹69



Churmur Pandey Veg  
₹79



Potato Crunch  
₹99



Bunty Pappah  
Da Aloo ₹109



Veg United States of  
Punjab ₹129



Jr. Udda Punjab  
₹139

NEW



Paneer Pind-er  
₹169

NEW



Chunky Paneer  
Pandey ₹189



Udda Punjab 2.0  
₹199



# Indian Fries

Regional Recipes with Rich Indian Herbs & Spices



Classic Salted



Dilli-6



Moroccan



Hotshock



# Fries, Sides & Desserts



**Cheesy Fries**  
Classic Salted | Moroccan  
Dilli-6 | Hotshock



**Cheesy Coins**



**Onion Rings**



**Mini Batata Vada**



# Fries, Sides & Desserts



Chicken Wings Fried



Chicken Wings Hotshock



Chocolava Cake



# Beverages



Coolberg  
Peach | Cranberry



Cold Coffee

NEW



Gulaabo  
(Pink Lemonade)

NEW



Pepsi Can  
Regular | Black



Ice Mineral  
Water



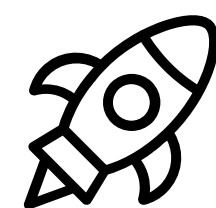
# Low Capex. High Returns.

- ▮ The top two International burger chains have very high Capex (3-6 CR)
- ▮ Not feasible for most franchisees and not viable for most cities in India
- ▮ Burger Singh's Low Setup Cost model still generates high revenues
- ▮ Quickest ROI (Return on Investment)





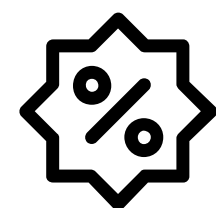
# Express



**Advantages:** Very High Footfall, Limited Menu, Fast Moving Products, Captive Audience, Cheaper Setup Cost, No Royalty for Entire Tenure, Less Competition,



**Examples:** Delhi - Kalkaji, Janakpuri West, New Delhi Airport, NOIDA - Sector-51



**Limitations compared to other models:** No Delivery, Very Quick decision required

Area Required:  
**100 Sq ft**

Set up Cost:  
**21 Lacs**

Franchise Fee:  
**3 Lacs**

Royalty Fee:  
**2%**

Admin Fee:  
**2%**

Earnings per month:  
**1.3 Lacs\***

**Burger Singh will help locate & negotiate location**

\*Warning: These numbers are just projections and must not be misconstrued as guarantees, they depend on many factors, including store handling, effective marketing, location, competition, etc.

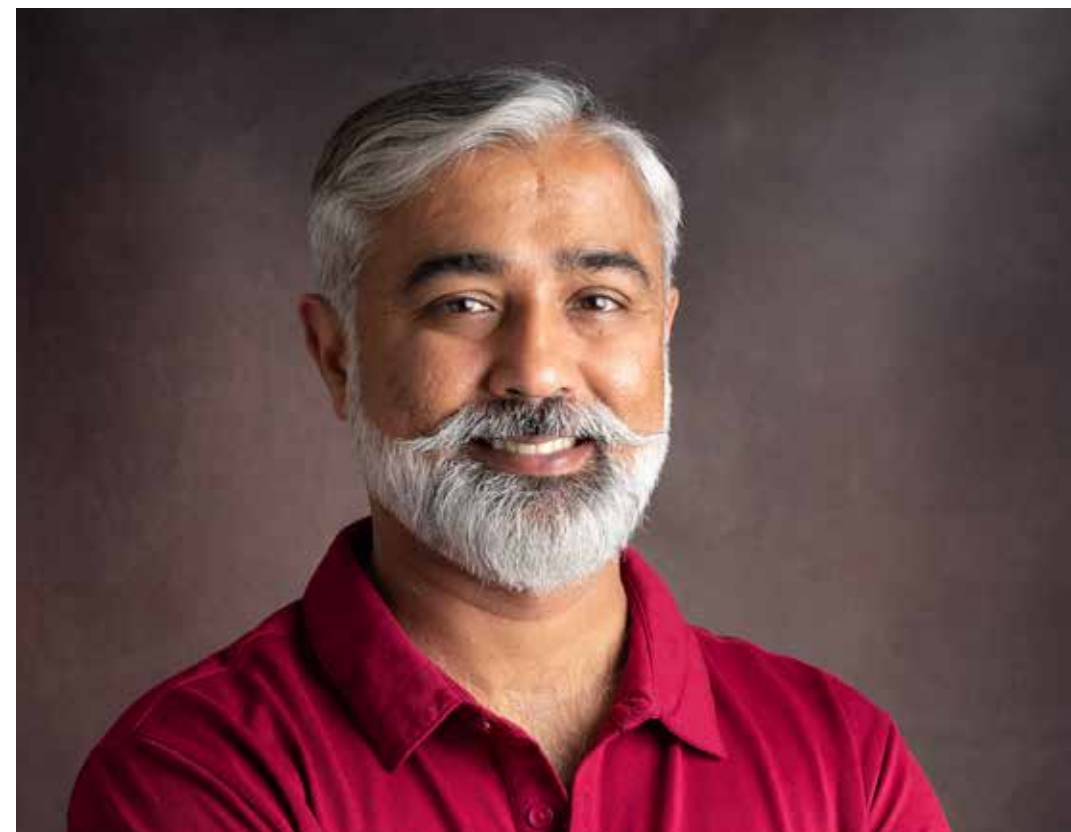






# Meet the Burger Singh Clan

Burger Singh's exceptional growth story has been driven by an experienced hands



**Kabir Jeet Singh**  
Founder



**Nitin Rana**  
Co-Founder



**Rahul Seth**  
Co-Founder



# Meet the rest of the Army



**Ajaypal Rathore**  
Associate Director - Finance



**Venkat Bhargav**  
Head CX, CEO's Office



**Ayush Kumar**  
Head Supply Chain & Ops



# Backed by a Solid Support System



**Mr. Ashish Dhawan**  
Chrys Capital



**Mr. Rajesh Bothra**  
RB Investments



**Mr. Ashvin Chadha**  
Anicut Capital



**Mr. Rannvijay Singha**  
Actor & Influencer



**Mr. Aditya Ghosh**  
Investor & Business Leader



**Ms. Jasleen Royal**  
Singer & Composer



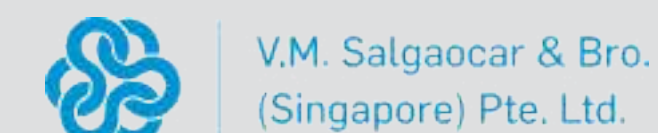
**Negen  
Capital**

**KCT  
Group**

**Survam  
Partners**

**Turner  
Morrison  
Ltd.**

**V.M.  
Salgaocar  
& Brother  
Pvt. Ltd.**





## THE BRAND

*You are not just investing in one restaurant, you are investing in a brand.*

- 3<sup>rd</sup> Largest Burger chain in the country, Largest Made-In-India Brand
- 175+ Outlets in 75+ Cities. 4 outlets in the UK
- Quirky Brand - Huge cult following, Viral advertising
- Indian Success Story
- Multiple Award Winning Chain, Highly celebrated by the media
- National Key Account for Zomato and Swiggy with dedicated success teams
- Backed by some of the Best Investors in the Country





**8 out of 10  
new brands  
shut down in the  
1<sup>st</sup> year.**

**Burger Singh  
has a 90%  
success rate.**

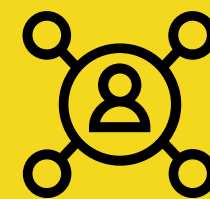


# A better option than starting your own restaurant? Hell yes.

Plug and Play Option for budding entrepreneurs



**Fully functional, nationwide supply chain backbone** (cost benefits of scale at one store)



**Full support: Location hunt assistance, Business management, marketing, store operations, tech infrastructure** (backed by expensive demographic, competitor data, analysed by a team of experts)



**Dramatically increased probability of success** (175+ outlets, 75+ cities)



**Established, Proven Brand** (3<sup>rd</sup> largest in the country)





# Become the Largest Burger Chain in the country with a 1000 outlets by 2027

What's in the future?

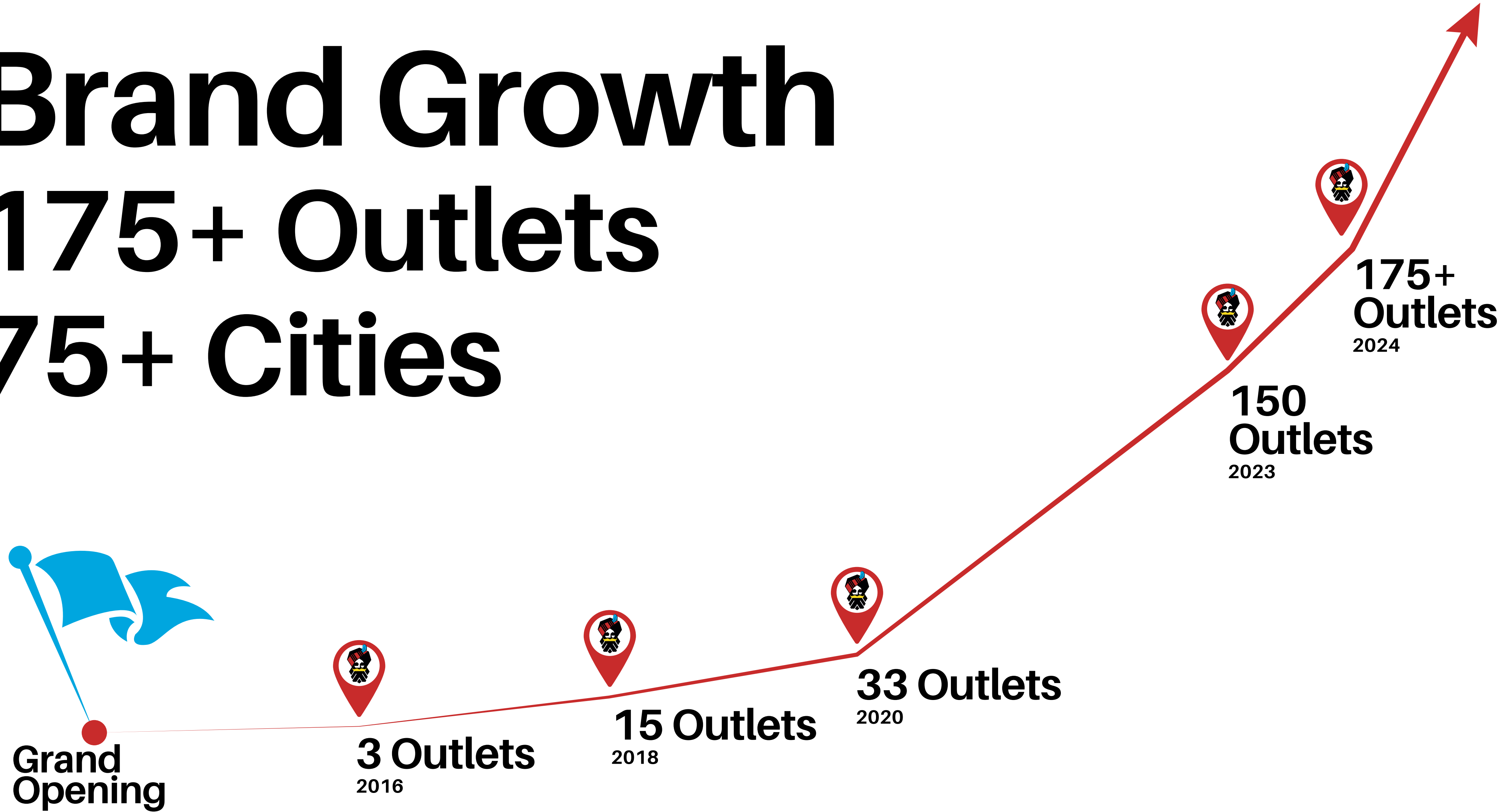




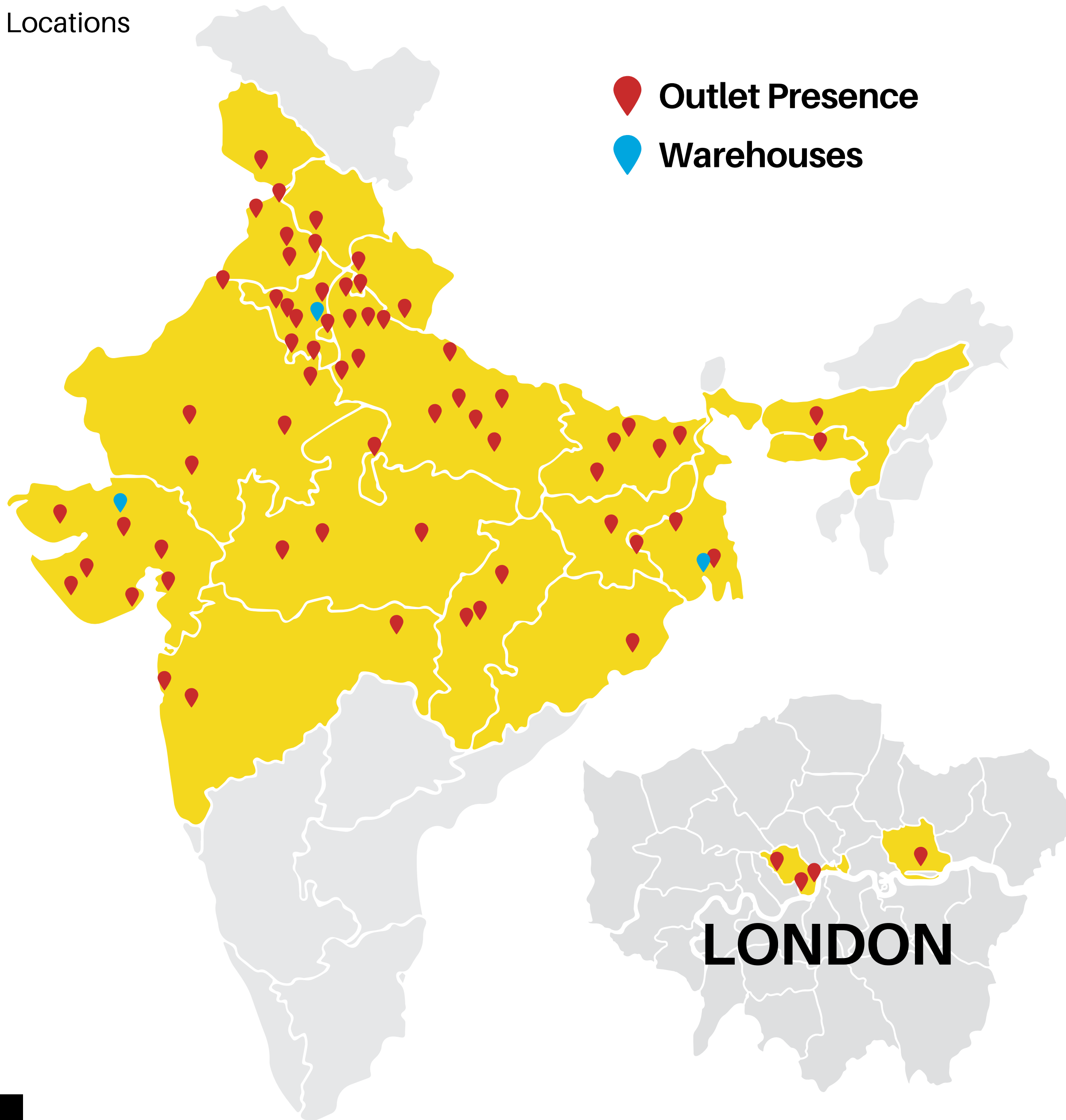
# Brand Growth

## 175+ Outlets

## 75+ Cities



Locations



- Delhi (60 Outlets)
- Haryana (30 Outlets)
- Uttar Pradesh (31 Outlets)
- Maharashtra (4 Outlets)
- Gujarat (9 Outlets)
- Punjab (9 Outlets)
- Uttarakhand (7 Outlets)
- Jammu & Kashmir (1 Outlet)
- Madhya Pradesh (5 Outlets)
- Assam (1 Outlet)
- Bihar (8 Outlets)
- Rajasthan (8 Outlets)
- Chhattisgarh (4 Outlets)
- West Bengal (4 Outlets)
- Meghalaya (1 Outlet)
- Odisha (2 Outlet)
- Himachal Pradesh (1 Outlet)
- Jharkhand (2 Outlet)

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London (4 Outlets)

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Mehsana, Gujarat  
Kundli(Sonipat), Haryana  
Dankuni, Kolkata



# *marketing by* **Burger Singh**



# Viral Campaigns

Click here to listen  
Burger Singh  
Radio Jingle 



While **We're** gone.

McDonald's  
While We Were  
gone! 2019



**SMELL LIKE  
THE RAW  
MANLINESS  
OF PUNJAB.**


LIMITED EDITION  
PRE-ORDER ONLY!

BEST INDIAN PERFUME 2019

ART N' LUX FINALIST IN CATEGORY

UDTA PUNJAB  
EAU DE COLOGNE

April Fool's Prank,  
2019



**#IAMSoSINGLE**

THAT I SET A  
REMINDER FOR A  
DINNER DATE  
WITH MYSELF

Valentine's Day  
#Iamsosingle  
2020



ORDER A WADDA BOX  
TO YOUR CARD PARTY!  
DECK OF CARDS ON US!

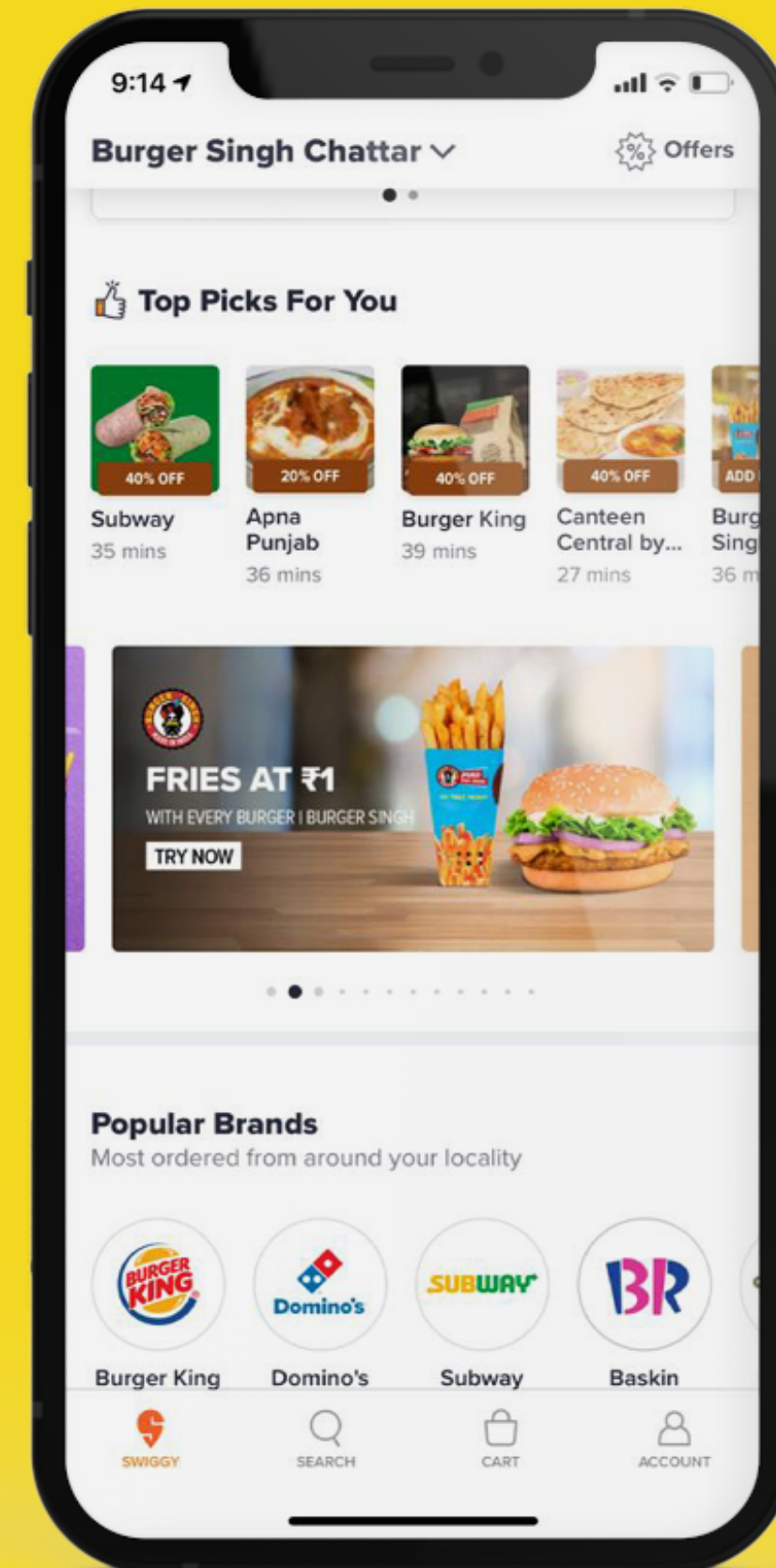
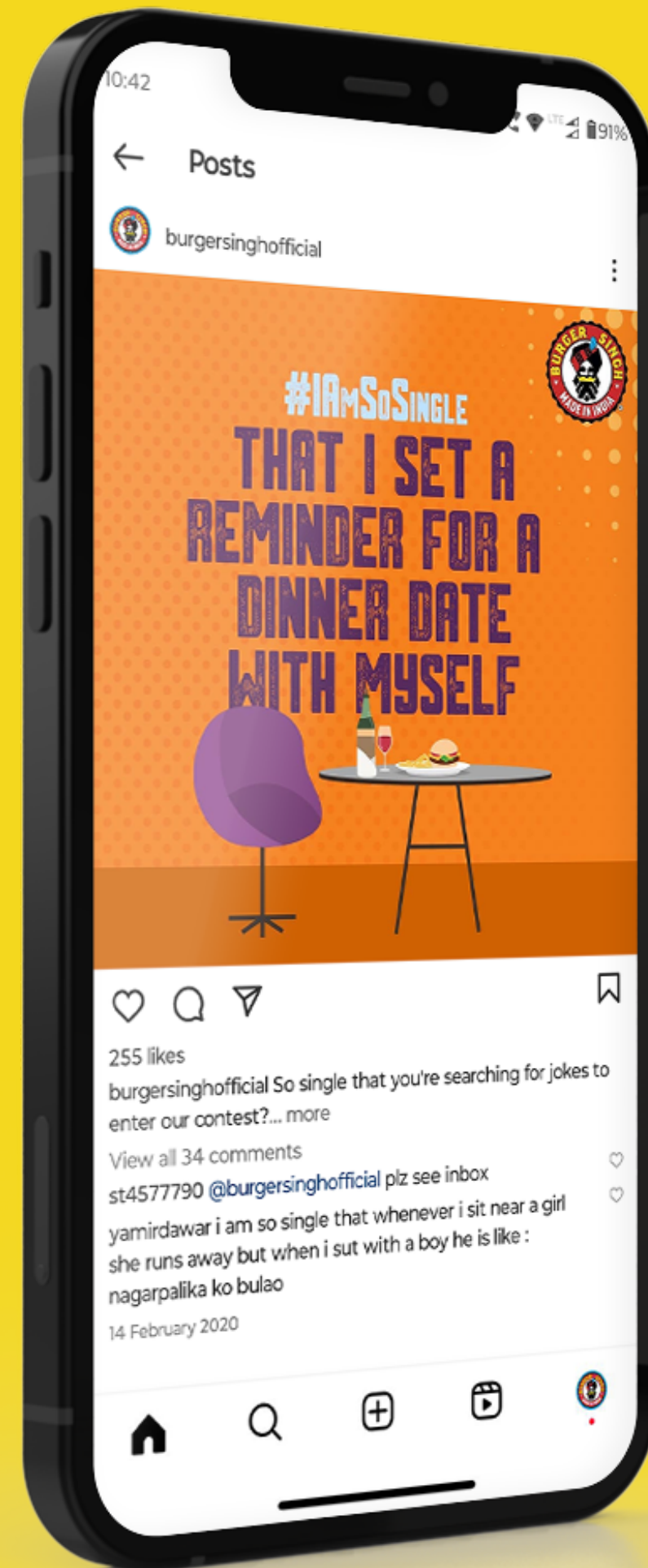
LIMITED EDITION  
GET YOURS  
BEFORE THEY  
RUN OUT!

**MAD  
FOR INDIA!**

Pachaas Ki Chaal  
Diwali, 2018



# Social Media & Digital Ads



- Valentine's Day Campaign
- In app ads on Swiggy & Zomato
- Social Media Ads on Facebook & Instagram



# Outdoor Activities



Transit Media Ads:  
Auto & e-Rickshaws



OOH Ads



Newspaper Ads



Print Collaterals:  
Flyer, Lookwalker etc.

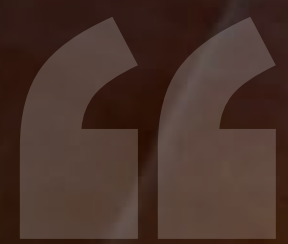




# Awards

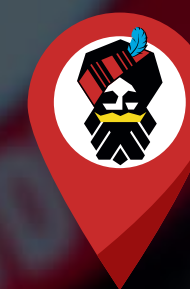
- QSR Chain of the Year - ET Great India Retail Show 2024
- IMAGES Most Admired Retailer of the Year : Market Expansion 2023
- ET Brand Equity India DG+ Awards '23 - B2B Brand
- ET Retail - eDNA Awards 2023 : 'Brand of the Year' for Integrated Marketing Campaign
- IMAGES Most Admired Food Service Retailer of the year : Innovation in Customer Service/ Acquisition
- IMAGES Most Admired Food Service Retailer of the Year : Market Expansion 2022
- Best Restaurant Chain of the Year - Restaurant Awards 2022
- IMAGES Most Admired Retail Launch of the Year : New Outlet Launch
- Franchise Awards 2022 - Kabir Jeet Singh - Franchisor of the year
- TOI 40under40 Leaders - Kabir Jeet Singh
- IMAGES Most Admired Retailer : Best Turnaround Story - Food Service Award 2021
- Burger Singh was awarded IMAGES Most Admired Food Service Chain of the Year : QSR at the Coca-Cola Golden Spoon Awards presented by the Images Group in 2017
- Burger Singh was recognised by Economic Times in their Top 50 start-ups in 2017 list
- Burger Singh was recognised as the start-up of the month and was featured as the cover story by Startup360 Magazine
- Best Emerging QSR Chain 2017 by the Indian Restaurant Congress





**In franchising, you have the mother ship behind you. You're in business for yourself, but not by yourself.**

————— Christine Clifford





# The business: overview of our franchise operation

→

## FRANCHISEE OPERATION

Managed by Company	Managed by Franchisee
Supply Chain	Outlet Operation
Sales Channel/Portal	Team
Revenue Flow & Collection	Local Marketing
Central Marketing	Maintenance
Product/Menu & Offerings	Compliance
Training & Control	



# Tier 2 and 3 markets are waiting for us

India is waiting



**Pioneering Progress: Harnessing the Power of Tier 2 and Tier 3 Market Opportunities due to absence of a national chain.**



**The international chains cost too much and hence can't enter most of these markets.**

**Burger Singh has a much better flavour profile for Central India. Most affordable burger option available.**





# Have a shop or property? This is why you should convert.

- Generates higher revenue than renting out property
- Having a recognised brand drives footfall and increases property value
- No rental pressure

**FOCO AVAILABLE**



# No place? No problem! We are here to assist.

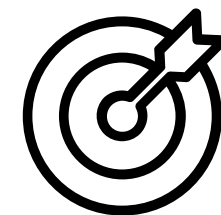
Location is everything! We put in a lot of effort to find the perfect location and maximise the chances of a super successful outlet. Three ways to find ideal locations:



## Your suggested location

Our team performs technical, feasibility, and physical checks (if necessary). Ensures the location's potential for sales and growth

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## Our pre-approved location hot list

Regularly updated with promising locations. Join our Hot Location Broadcast list at [burgersinghonline.com/franchise](http://burgersinghonline.com/franchise) for updates.

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## Location Assistance

If the first two options don't work, you can sign up for Burger Singh's Location Assistance. Our on-ground team will physically visit your area and find locations for you. We will even help you negotiate the lease agreement with the best terms to help your business in the future.




# Ok, I love it! What about the Outlet setup?



- ▮ Once the location has been approved, our architect will **visit the store and map out the outlet** based on the Burger Singh design template
- ▮ **Contractor:** You can either work with our list of suggested contractors or bring your own contractor with past experience building QSR outlets
- ▮ **Project monitoring:** We will assist you at every stage with the project monitoring, from BOQ negotiation, to project monitoring to final sign off
- ▮ We have an **extensive set of guidelines** to protect your interests as a franchise owner



# What kind of ongoing support is needed to run this ship?



- ▮ **One Point of Contact** to assist with all your Burger Singh related issues
- ▮ **Monthly P&L calls with our business experts** to review your business and optimise your costs for profitability
- ▮ **Third Party Aggregator Support**  
Zomato/Swiggy: Monthly recommendations on advertising spends, discounts, etc
- ▮ **Extensive training** for store owners: How to manage your store and drive profitability



Next



**Next step:  
Take the  
leap of faith  
with us.**



# Your *future* awaits!

Start your franchise adventure with us now

 **Call : 90290 20888**

 **Email : [franchise@burgersinghonline.com](mailto:franchise@burgersinghonline.com)**

 **Log onto [burgersinghonline.com/franchise](https://burgersinghonline.com/franchise) and fill the form**

