

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.

- ▮ **6th Highest sold cuisine** in the country
- ▮ **3rd 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!**

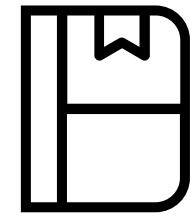


Top 10 Cuisine	No of Restaurant	No of Order per Restaurant per day
North Indian	36056	12
Biryani	7736	22
Pizza	4747	32
South Indian	8817	16
Chinese	13421	9
Fast Food	12487	7
Burger	1952	42
Bakery	5492	11
Mithai	2098	22

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



Paneer Pind-er
₹169



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



Gulaabo
(Pink Lemonade)



Pepsi Can
Regular | Black



Ice Mineral
Water



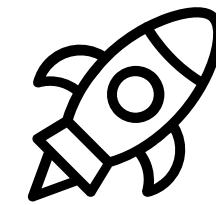
Low Capex. High Returns.

- ▮ 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)





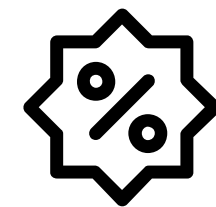
Food Court



Advantages: High footfall, High Margins, Common seating area, Central facility management, Cheaper set up cost



Examples: Ambience Mall (Gurgaon), City Center Mall (Guwahati)



Limitations compared to other models: No Delivery, Lot of competition for good locations

Area
Required:
300 Sq ft

Set up
Cost:
29 Lacs

Franchise
Fee:
10 Lacs

Royalty
Fee:
2%

Admin
Fee:
2%

Earnings
per month:
1.6 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.



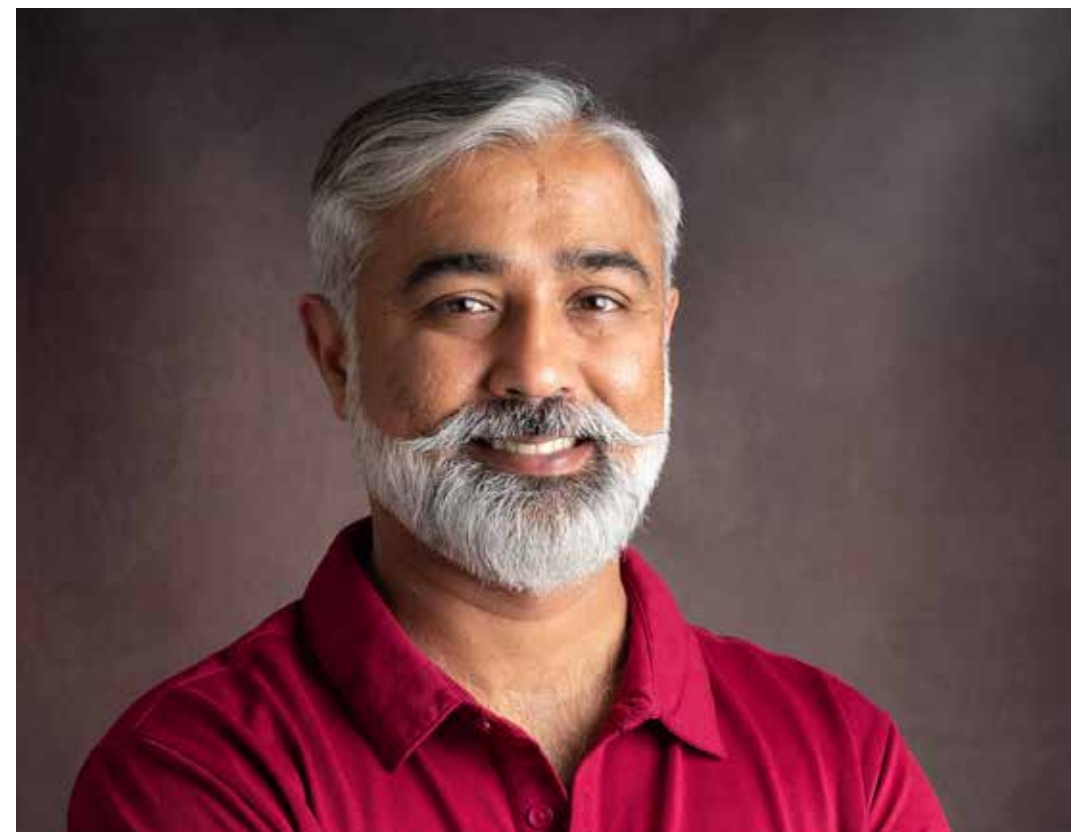


Ambience Mall, Gurgaon Food Court outlet. Best performing outlet in food court under direct competition from all international brands



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**

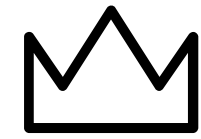
**KCT
Group**

**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.

- 3rd 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
1st year.**

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

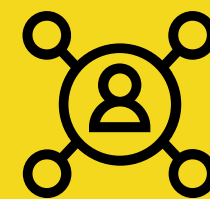


A better option than starting your own restaurant? Hell yes.

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 (3rd largest in the country)





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

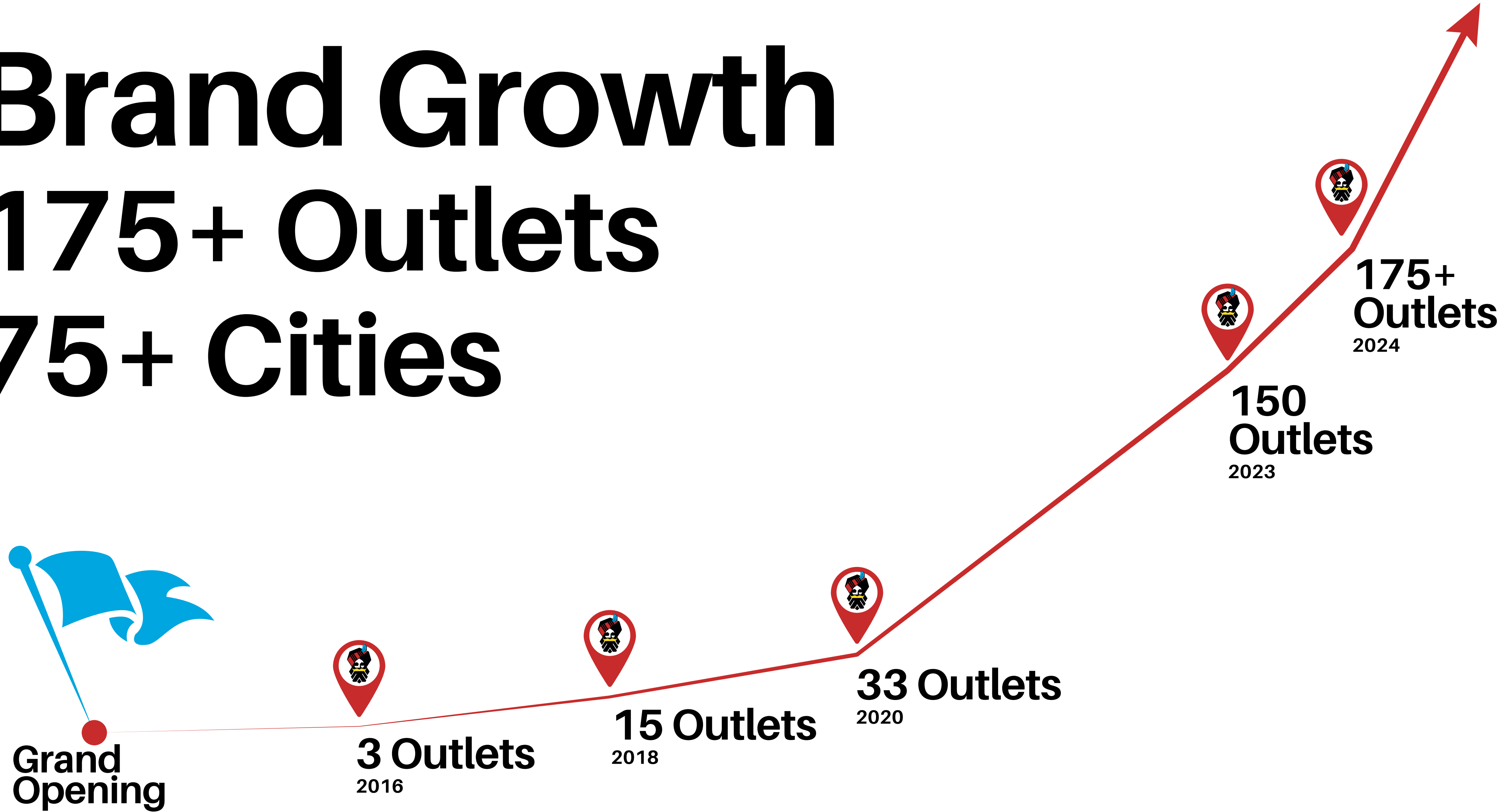
What's in the future?



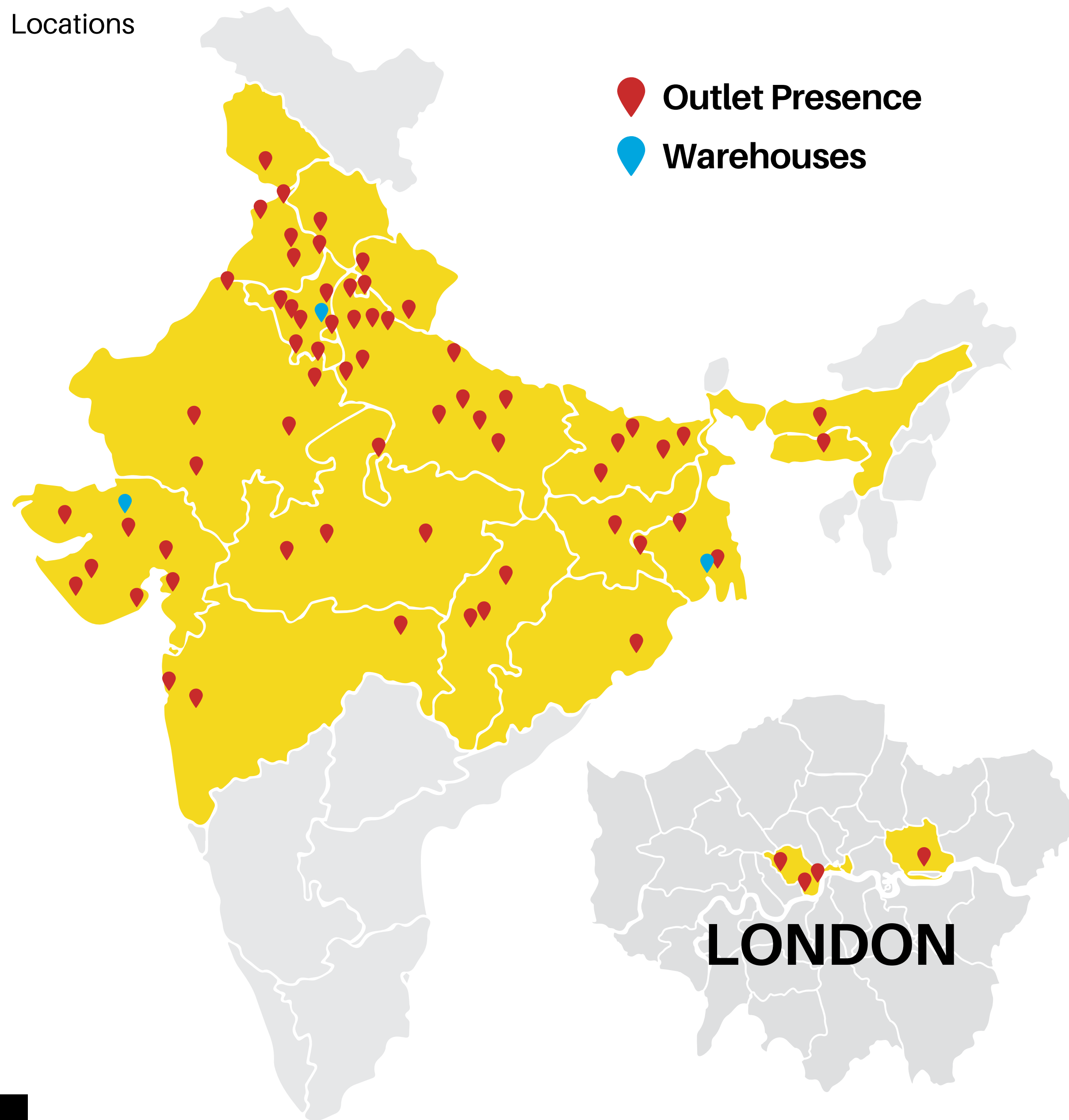
Brand Growth

175+ Outlets

75+ Cities



Locations



 **Outlet Presence**
 **Warehouses**

- 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)**

London (4 Outlets)

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

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!

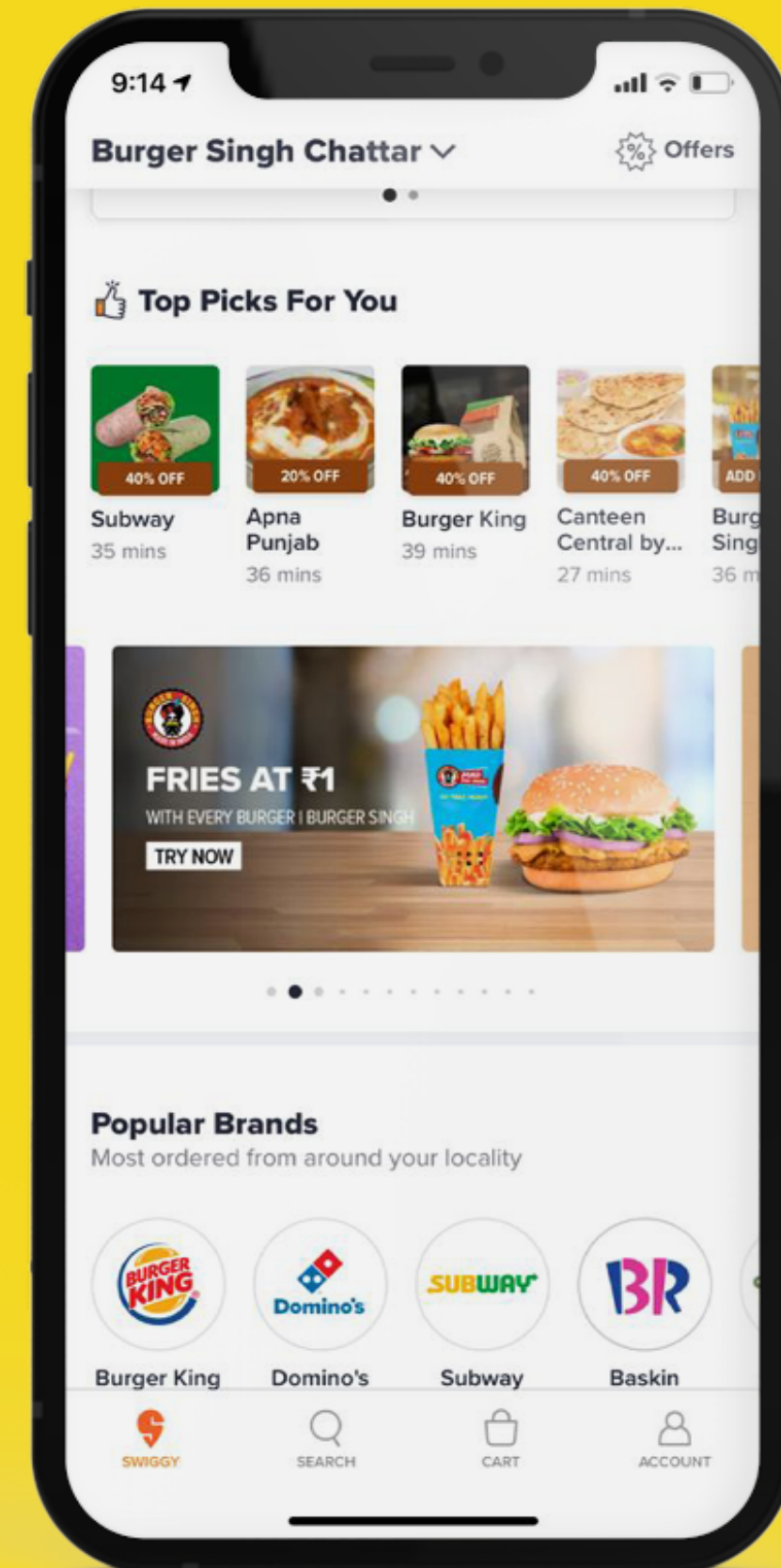
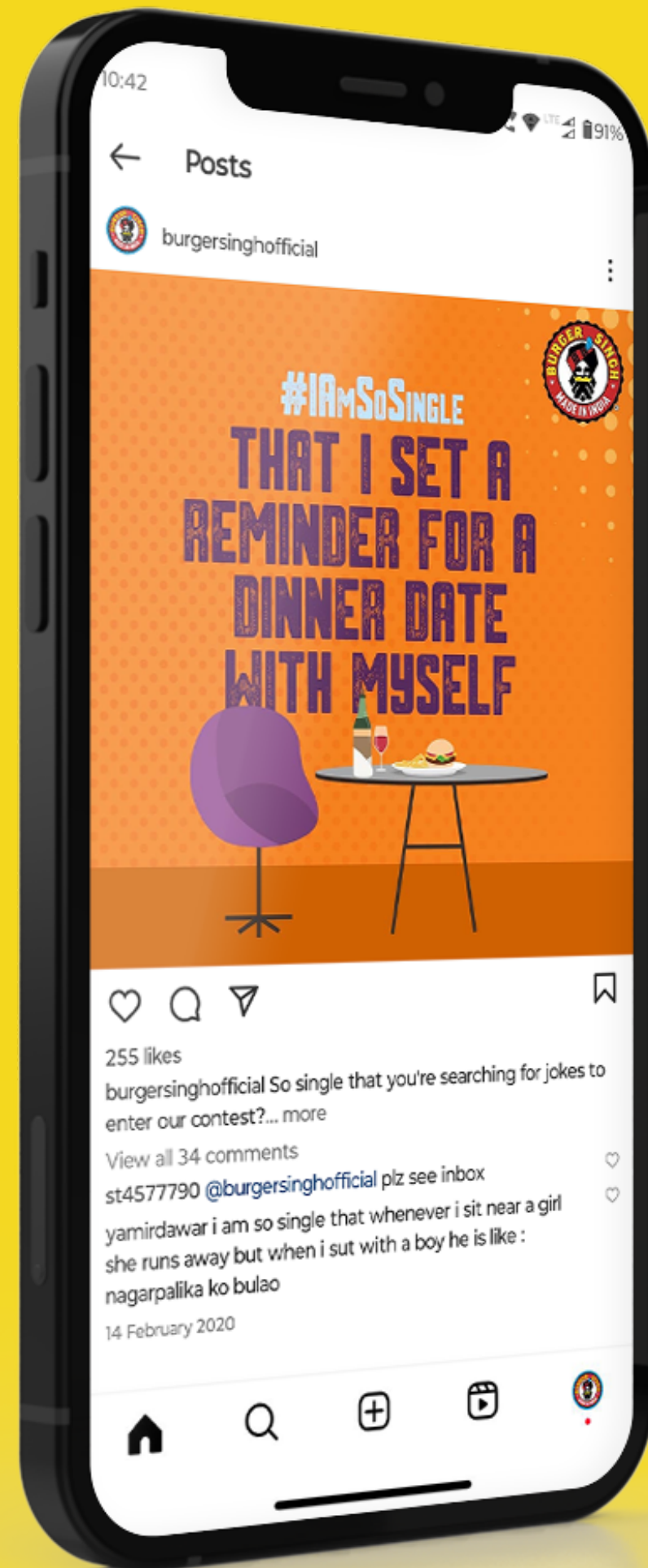
LIMITED EDITION
GET YOURS
BEFORE THEY
RUN OUT!

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.

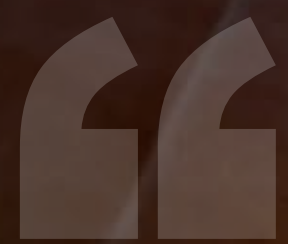




Awards

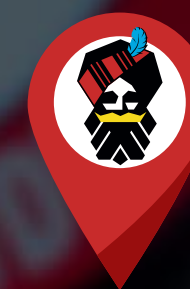
- QSR Chain of the Year - ET Great India Retail Show 2024
- IMAGES Most Admired Retailer of the Year : Market Expansion 2023
- ET Brand Equity India DG+ Awards '23 - B2B Brand
- ET Retail - eDNA Awards 2023 : 'Brand of the Year' for Integrated Marketing Campaign
- IMAGES Most Admired Food Service Retailer 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



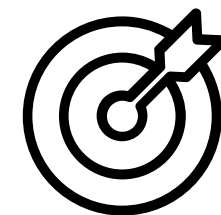
No place? No problem! We are here to assist.

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



Our pre-approved location hot list

Regularly updated with promising locations. Join our Hot Location Broadcast list at burgersinghonline.com/franchise for updates.



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**

 **Log onto burgersinghonline.com/franchise and fill the form**

