



**URBAN[®]
KHICHDI**

Eat Light, Eat Right





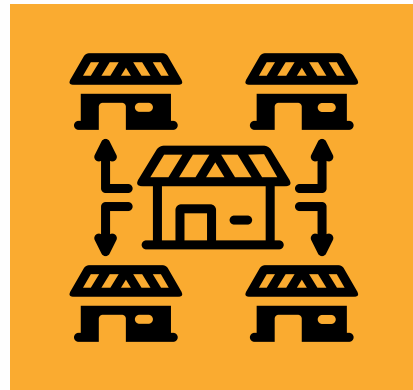
THE KHICHDI SAGA

What's the 'khichdi' all about, one might ask?

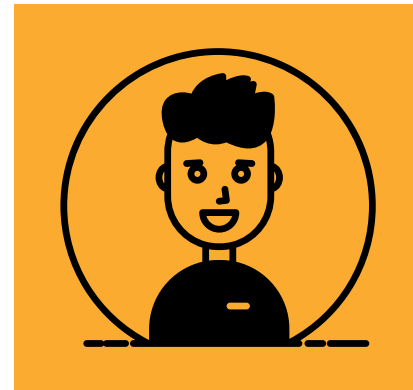
In a country hybridized by several civilizations and hosting the tastiest of global cuisine cultures for centuries — khichdi is pretty much the essence of everything!

Urban Khichdi celebrates that very majesty of diverse tastes and mouth-wateringly irresistible creative cuisine remixes with a simple goal to have the world taste the uncertified National Dish of India by delivering divine experiences every single time.

THE SUCCESS STORY



6
OUTLETS



5,12,821
HAPPY GUESTS
& COUNTING

- 2018** July
IIM
- 2019** April
Phraladnagar
- 2019** October
Sola
- 2019** October
Kudasan
- 2019** October
Gandhidham
- 2020** November
Surat



PREET KADIA **Founder**

A ferocious listener, keen observer and smart mover, is what makes him a formidable entrepreneur. Trained at the Oberoi Centre for Learning & Development; he went on to work with international brands in hotel industry such as IHG & Marriott before moving on to start up his brand 'Urban Khichdi'. His love for food is evident from his silhouette and his panache for fusion food from his cooking, which he does oh so often. He believes in minimalism as it leads to efficiency.

MEET LAKHANI

Founder

A thorough critique who lives by the motto 'The Devil lies in the details', calling Meet a perfectionist would be an understatement. His ability to make connections in a heartbeat is what makes him truly resourceful.

A true-blue gentleman and a man of his words who would scour through the ends of the earth to get things done.



MISSION

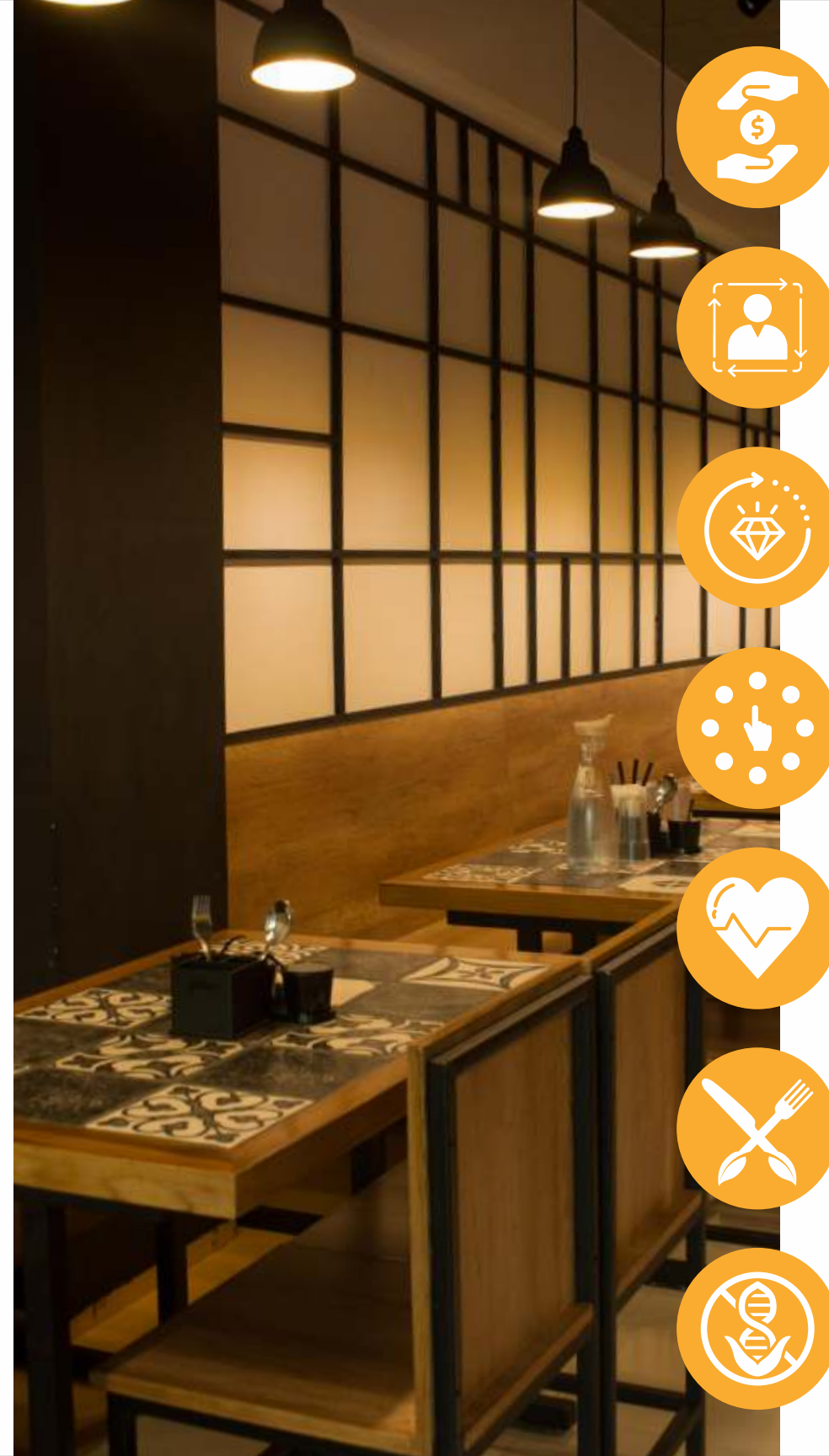
We seek to produce nutritious, affordable, simple, yet exhilarating meals for everybody, whilst escalating our prospects across the globe.

Urban Khichdi brands are built under one simple decree – Bunk the Junk.

We yearn to offer an assortment of cuisines and recipes that shall forever be nostalgic, wholesome as well as healthy for daily consumption.



WHY URBAN KHICHDI?



Budget Friendly



High Customer
Retention



Repeat Customer
Value



Variety



Healthy



Vegan/ Gluten
Free Options Available



NON Genetically
Modified

**INVEST IN
THE FUTURE!**

NEW QSR
CATEGORY



SMALL
FOOTPRINT

EASY
OPERATIONS



ALSO SUITABLE
FOR MALLS &
AIRPORTS





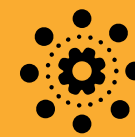
INVEST IN THE FUTURE!



LOW
HR COST



LOW
INVESTMENT



SINGLE/ MULTI
UNIT OPTIONS



ESTABLISHED
SUPPLY CHAIN



INVEST IN THE FUTURE!



CLOUD BASED OPERATION MANAGEMENT SYSTEM



TAKE OUT/ DINE-IN/ DELIVERY OPTIONS



ORDER TECHNOLOGY



SCALABLE FOR GROWTH

RESTAURANT



MARKETING



EVENTS



URBAN KHICHDI

7th Sept
7- 8p

Meet & Greet
with
RJ Virat and RJ Parth
as they go live from Urban Khichdi

94.3 MY FM
jiyo dil se!



COMMUNITY & SERVICE

Prepared and Served more than **300 kgs of Khichdi** on New Years for those in Need with Help of **Robinhood Army**



COMMUNITY & SERVICE

Prepared and Served more than
550 Underprivileged & Specially Able People
Hosted
Pet Bharo Plate Bharo

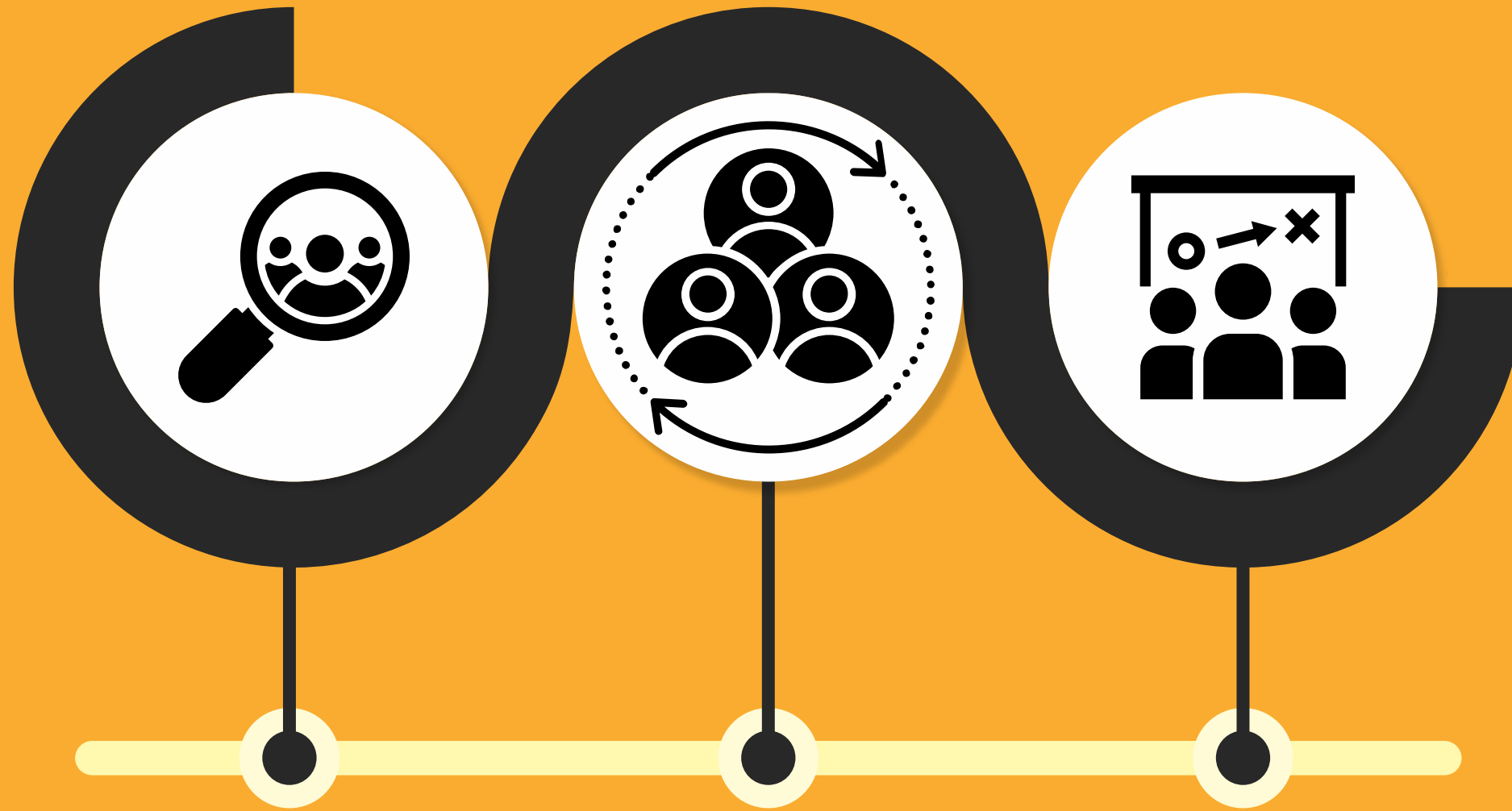


COMMUNITY & SERVICE

Prepared
450 Food Packets
twice a day to feed the
underprivileged during a
Nationwide Lockdown.



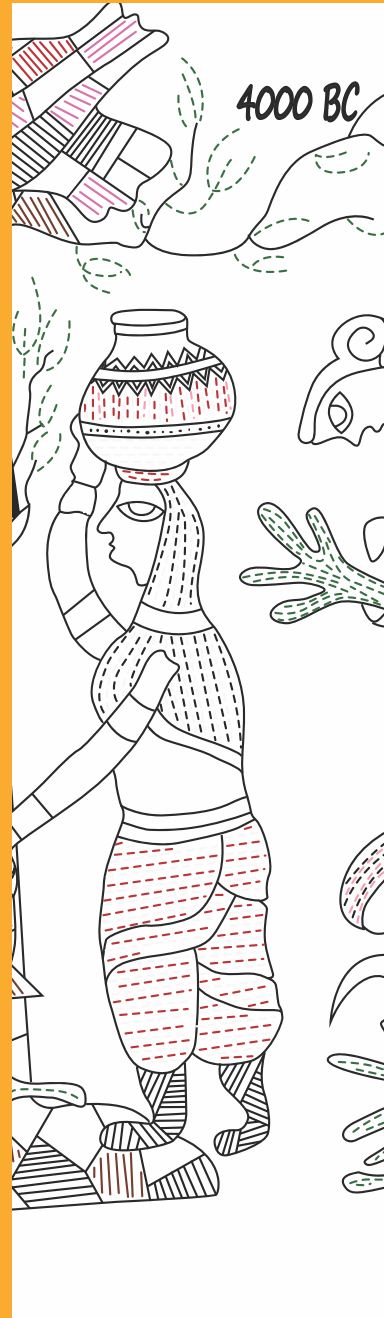
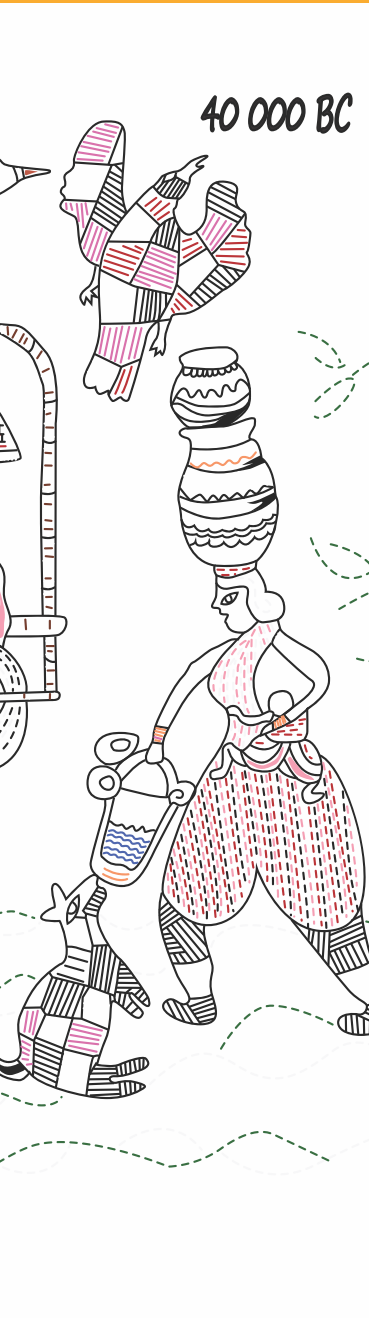
OUR DUTIES



SITE SELECTION
ASSISTANCE

TRAINING
SUPPORT

ASSISTANCE IN
MARKETING PLANS



YOUR INVESTMENT

SPACE REQUIREMENT

700 - 1000 sqft.

BRAND FEE

\$30,000

SET UP COST

\$75,000 - \$140,000

BRAND ROYALTY

6%

MARKETING FEE

2%





WHAT WE'RE LOOKING FOR

- **Aspiring Entrepreneurs**
- **Professionals Looking to Diversify their Portfolio**
- **Team Building Abilities**
- **Work Ethic**
- **Business Accumen**

TESTIMONIALS

'It has quite pretty good ambience. Staff is very polite and has nice attitude and prompt service is best part of it.' –Anish Parmarthi

'Best place for having varieties of khichdi. The different flavours of Khichdi can confuse you to choose khichdi to order' – Harsh Pandey

'Best quality food amazing taste great service and hospitality small and nice restaurant. Highly recommended plz visit order risotto and Mexican pot.' – Saumil Parekh



GET IN TOUCH

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