Chicago Pizza

Neo Palates Pvt. Ltd.

STRICTLY PRIVATE & CONFIDENTIAL

Jan 2020

New Delhi

chicago pizza
big slices, really fast

Table of Contents

1. **The Opportunity**
2. **Chicago Pizza: An Ideal Fit**
3. **Model Outline**
4. **Key Company Highlights**
5. **Unique Value Proposition**
6. **Current Status**
7. **Vision and Growth plans**
8. **Snapshots**
9. **Checks and measures**
10. **Layouts**
11. **Financials**
12. **Organization flowchart**
13. **Catering**
14. **Press**

chicago pizza
big slices, really fast

The Opportunity: Key Investment Highlights

• India has an ever-growing middle class coinciding with a retail boom. About a 100 million people represent the ‘consuming class’ in India and this number is expected to double in the next 5 years.

• As the economy has grown and disposable incomes of households have increased, an increasing trend amongst the urban population to “eat-out” has emerged

• The Indian food service industry has been witnessing tremendous growth over the last decade. However, the industry is highly fragmented, and hence presents an opportunity for an organized player to enter the market and develop a chain of restaurants. A huge market remains untapped with opportunities for a niche player

• Changing lifestyles have removed quiet periods from the day: there are now longer trading days as opposed to the typical 2 hour lunch and 3 hour dinner period

Chicago Pizza: An Ideal Fit

- Our recipe and taste is designed to cater to the masses

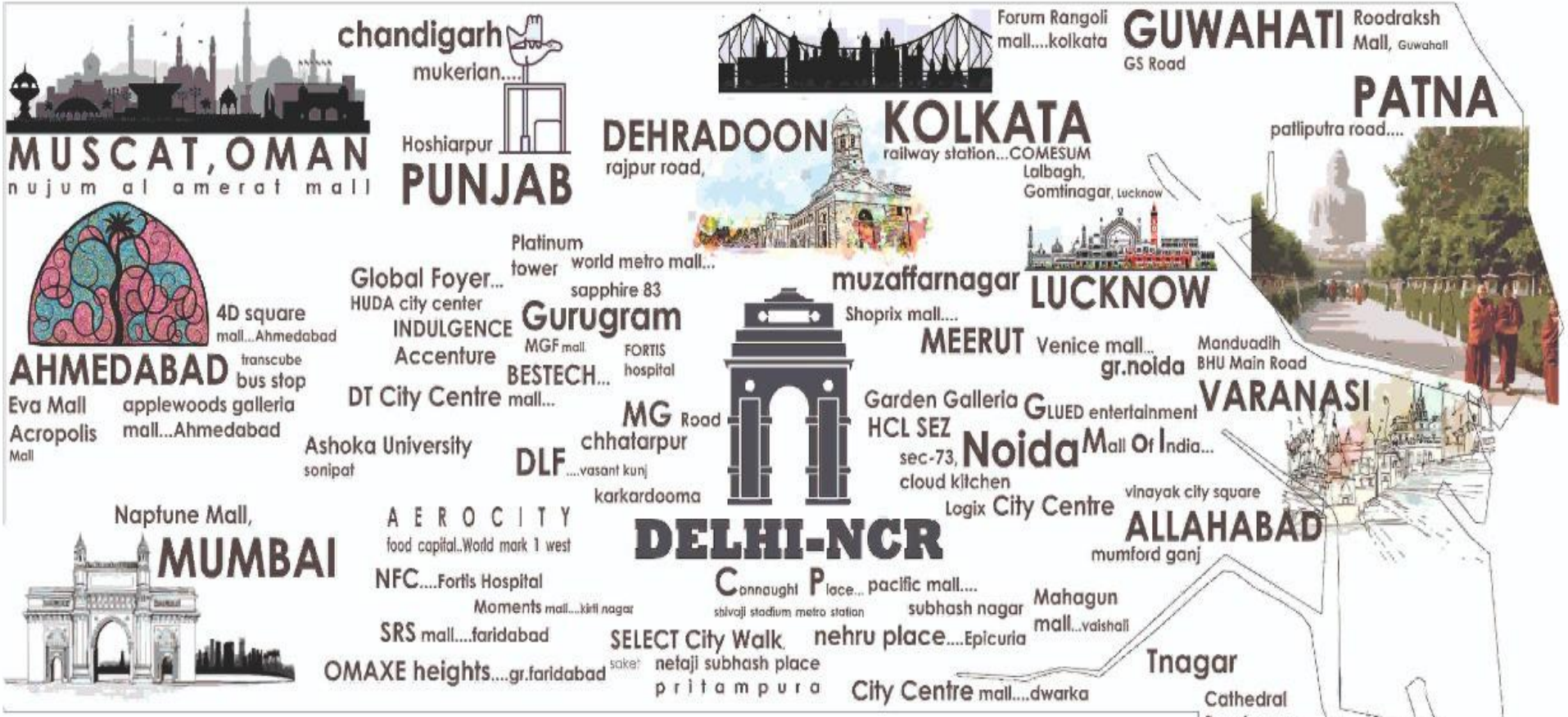
- We keep it simple: A new type of presentation offering great Choices

- Great for families with divergent topping tastes:
choose as many slices of whatever topping type you want

- Offers a more wholesome and economical meal than other quick service retailers like sandwiches, hotdogs and corn

- Convenient to carry around and for people short on time

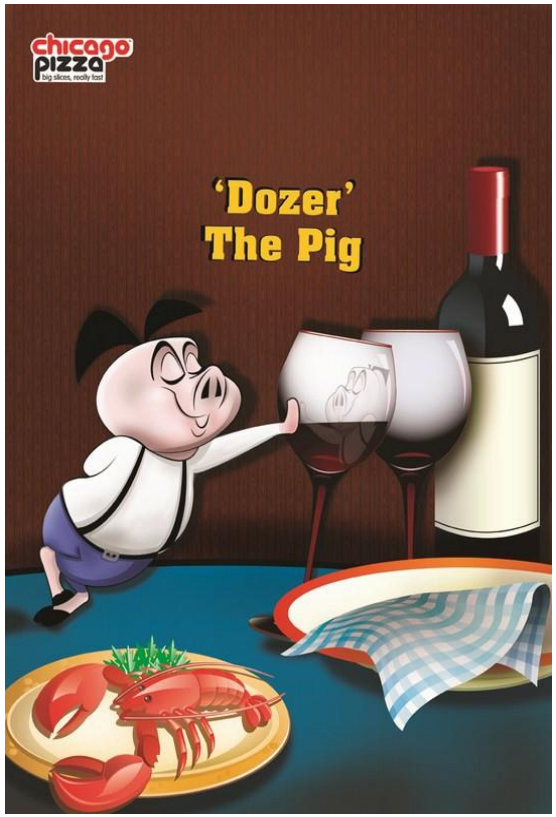
chicago pizza
big slices, really fast



LOCATIONS

Our Pizza by the Slice Model

- Huge slices freshly assembled and cooked; thereafter put on display in controlled conditions
- Flexibility: Build your own slice; choose any combination of toppings for any number of different slices
- Minimal wait time: Instantly served, hot and fresh



•Economical: Much cheaper by the square inch than any competitor

•Convenience: Easy to carry around and offers flexibility to the customer regarding exactly how much they want to buy

•Fresh ingredients, Great Taste: All ingredients sourced from quality suppliers, assembled together to provide consistent quality and rich, great tasting pizzas

Key Company Highlights

• Chicago Pizza is a registered brand of the food and hospitality division of Neo Palates Pvt. Ltd.; Company and initiated operations in India in 2007

• Successfully running retail outlets in 100+ locations across India

• Winner of Best Pizza Award – HT City owing to standardization of taste, utilization of premium raw materials and US recipe adapted to Indian Palate over the years.

• Chefs and mid-management hired from well renowned multinational chains

• Franchisee for Delhi, Mumbai, Bangalore, Punjab, Chennai, Guwahati, Srianagar, MP, AP, Bihar, Uttar Pradesh finalized and in final talks for other cities

• Beer n Wine Lounges of Chicago Pizza being opened in GKII, Laxmi Nagar, Hudson Lane, Vikas Puri, Vikas Marg, Nagpur, Ludhiana…

• Patented recipes, unique taste factor and goodwill of Chicago Pizza has opened the doors to the vast Make it at Home Pizza Home segment.

The Unique Attraction

• **Scalable business model** wherein systems easy to incorporate over expansion and clear demarcation between central vs. site operations. Standardized supply chain and internal processes, making the concept highly scalable. Multiple sites can be quickly launched with a consistent quality of product, service and internal checks from day 1

First mover advantage as the concept is truly unique and path-braking combining the single slice concept with the freedom of choice

chicago pizza
big slices, really fast

Current Status

Supplier base established

High Performance Team Recruited

Standardized recipes and processes developed

Proof of Concept established – 40+ outlets set up in Delhi

3rd party logistics & supply chain implemented

Standardized restaurant format developed

Target spend/cover achieved

Affordable prices and personalized service offered

Chef-independent restaurants operationalized

Vision, Mission and Growth Plans

• To dominate our niche segment and the QSR model as a whole by developing scalable restaurant concepts and maintaining our uniqueness backed by world class products, processes and execution

• To be appreciated by consumers, media, investors, franchisees for our product quality and concept and brand presentation

• To have a base of 100+ outlets and grow further in the next 1 year Pan India in premium locatios across high-streets, malls, transport destinations, clubs, cinema.

Assembly line Snapshot

- Extra care taken in dough making, kneading and proofing to provide light, fluffy and crispy base
- Shaping of base expertly done and measured thereafter for exact size
- Sauce, cheese and toppings measured for taste consistency
- Baking done with exact time and temperature setting for ease of operations

chicago pizza™
big slices, really fast

Huge options for customers

Quick impulsive buys

Packaging designed for easy carry

Display and Product Snapshot

chicago pizza
big slices, really fast

NEW MENU

PHOTO INTEGRATION IN MENU, NEW PRODUCTS SUCH AS DIPS FOR ADDED FLAVOURING TO PIZZA/ PASTA

System Checks

COMMERCIAL CHECKS

STOCK IN – STOCK OUT ACCOUNTING
VARIANCE REPORT
CCTV PRODUCTION ACCOUNTING
CASH AUDIT
DOUGH/FLOUR PACKET CHECKS
GRAB TESTS
NOTICE TO DISCOURAGE UNBILLED ORDER
MIS ON DISCOUNTS
BANKING CROSS VERIFICATION

OPERATIONAL CHECKS

CONTAMINATION
RECIPE CHECK
STORAGE CONDITIONS
HYGIENE
EXPIRY CHECKS
GRAB TEST
TASTING
VISUAL APPEAL
SIMPLE MEASUREMENTS

Health and safety precautions

- All personnel equipped with plastic gloves for handling purpose
- Segregation of vegetarian and non vegetarian items
- Slices discarded if not consumed within the hour
- MSG free ingredients and products
- Recycling of packaging items

Model Operation Flexibility to suit area and amenity availability

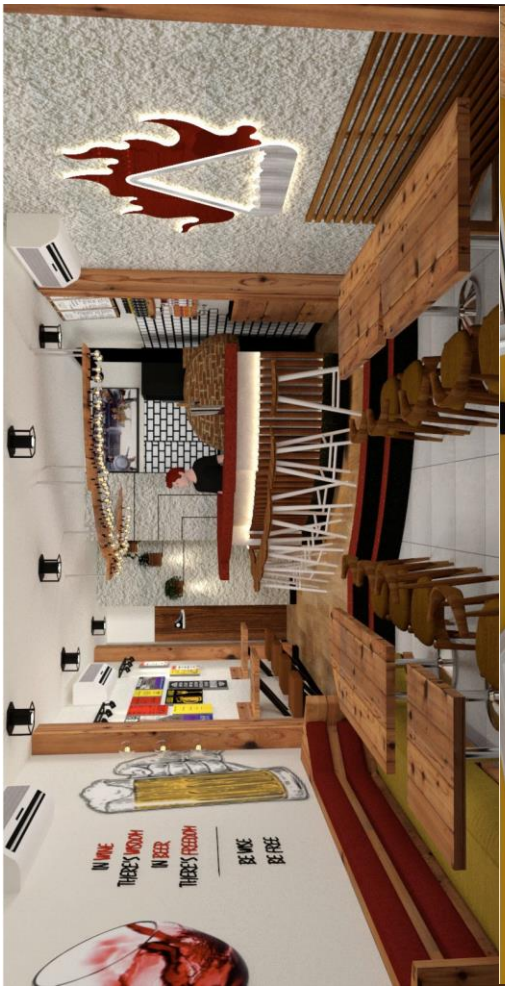
Quick Service Model (QSM)

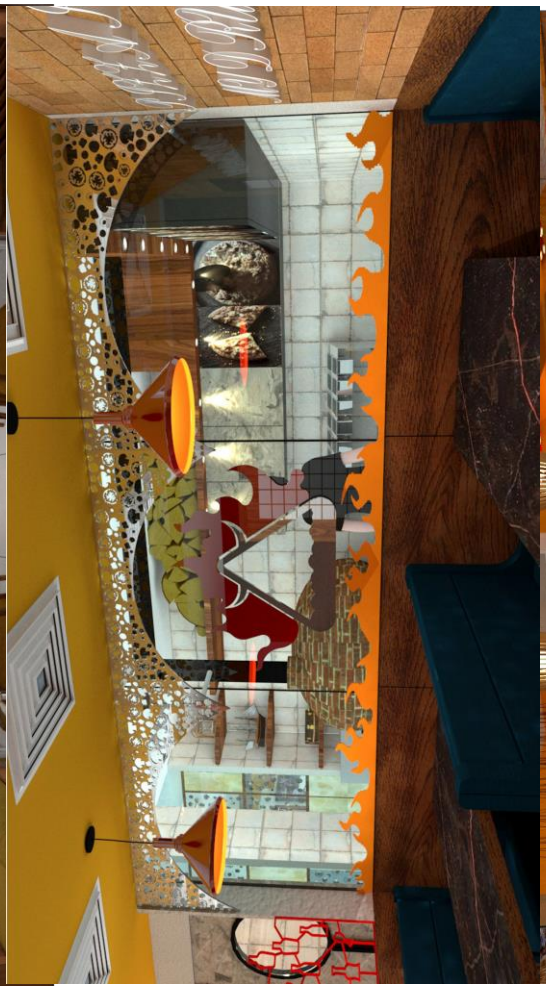
- Commissary based supply chain
- Assembly, baking, display and serve
- Minimal floor area requirement
- Operation can be done without amenities of water, drainage, gas etc.
- Quick, on-the-go service

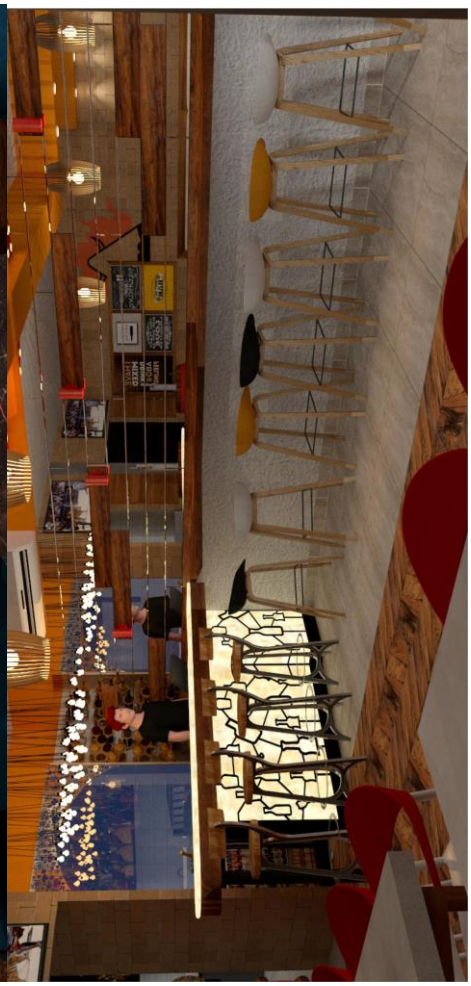
Casual Dining Model (CDM)

- Self sufficient operations
- Additional seating area
- Restaurant ambience

BEER N WINE LOUNGES

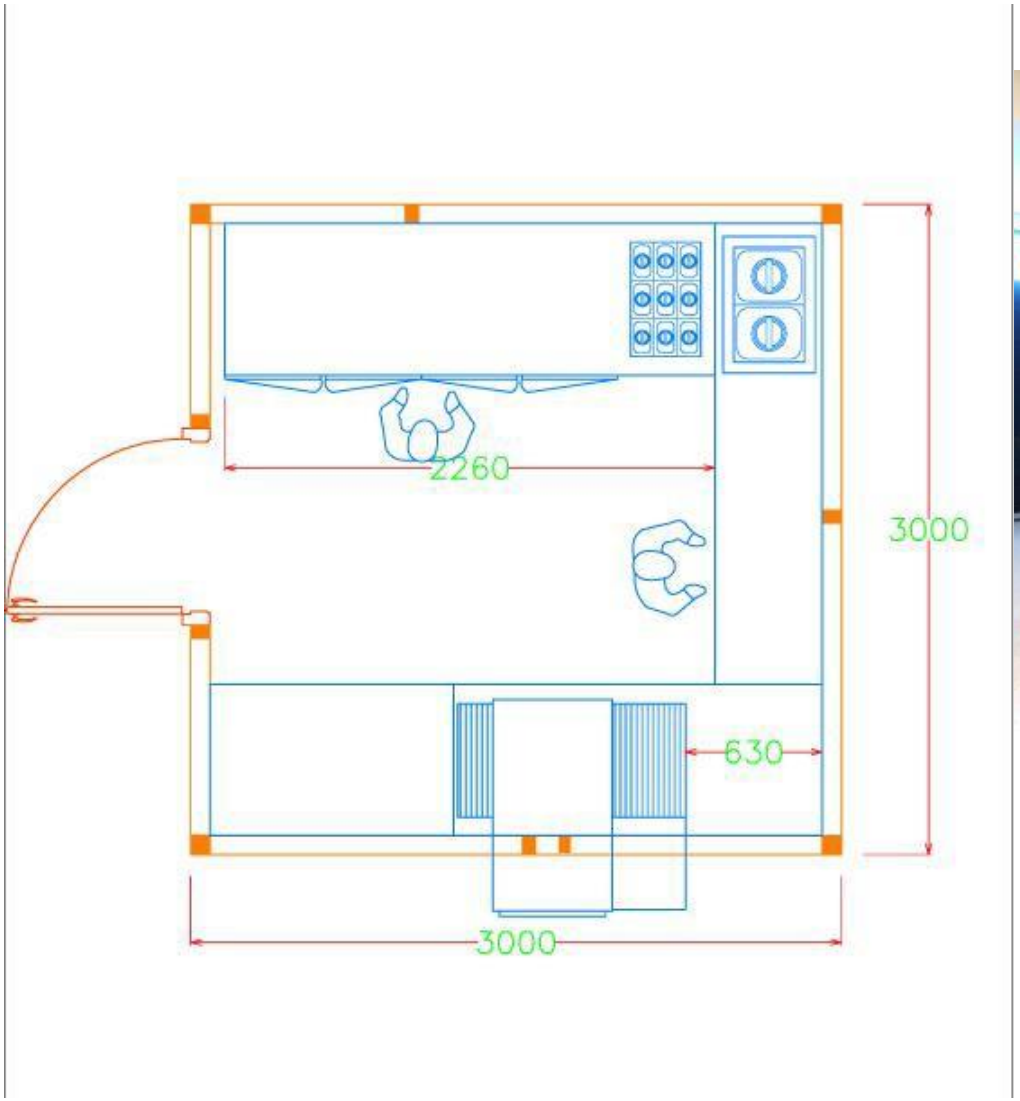






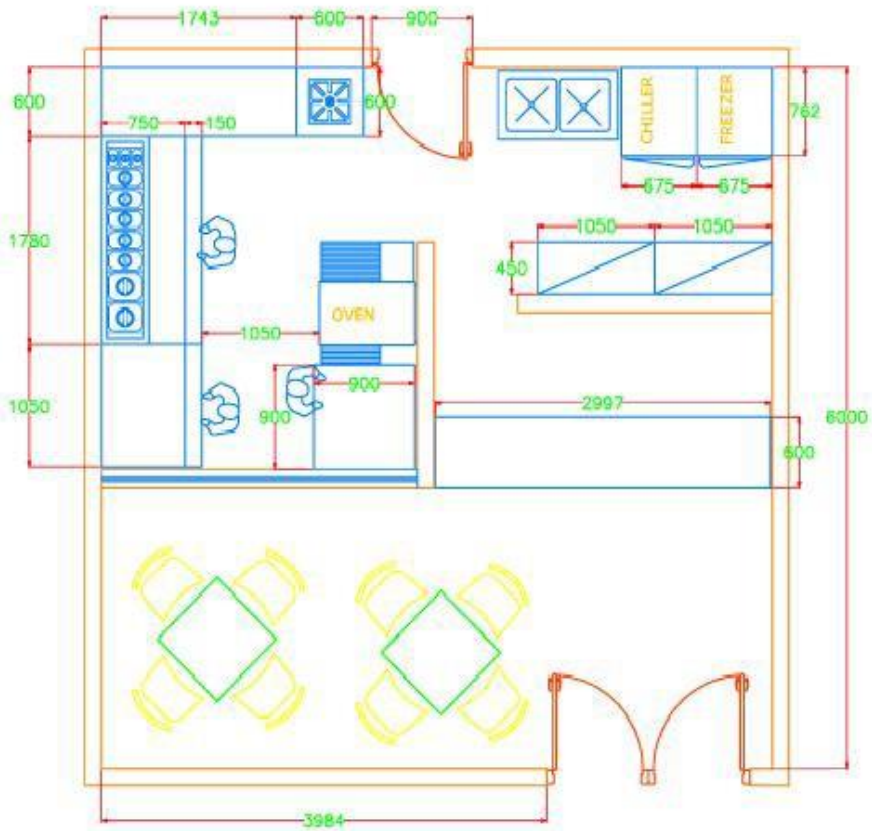
chicago pizza™
big slices, really fast

Typical Floor plan: QSM (10x10 sq. ft) for Malls and Foodcourts



Neo Palates Pvt. Ltd.

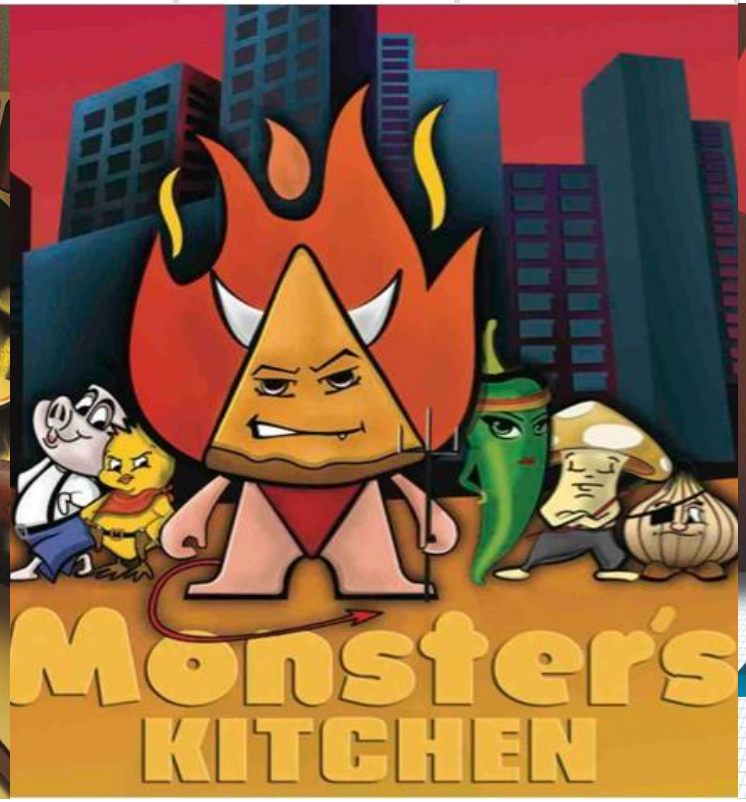
Typical Floor plan: CDM (20x20 sq. ft) for Highstreets



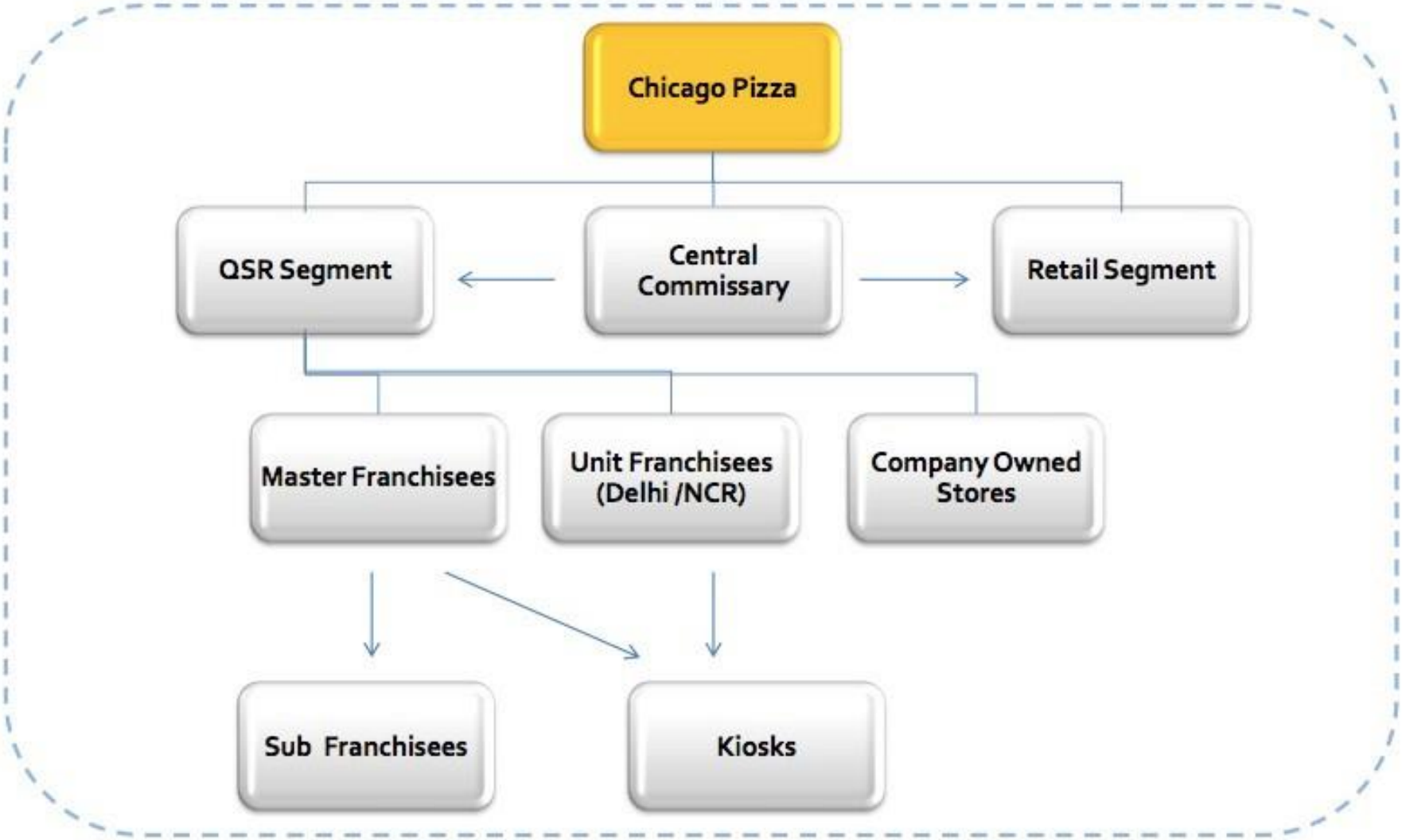
chicago pizza
big slices, really fast

BOQ requirements

	8x8	10x10	15x15	20x20
Water supply	optional	optional	✓	✓
Drainage	optional	optional	✓	✓
Gas line	optional	optional	optional	optional
Exhaust	optional	optional	✓	✓
Electric load (3 phase KW)	11	11	18	18

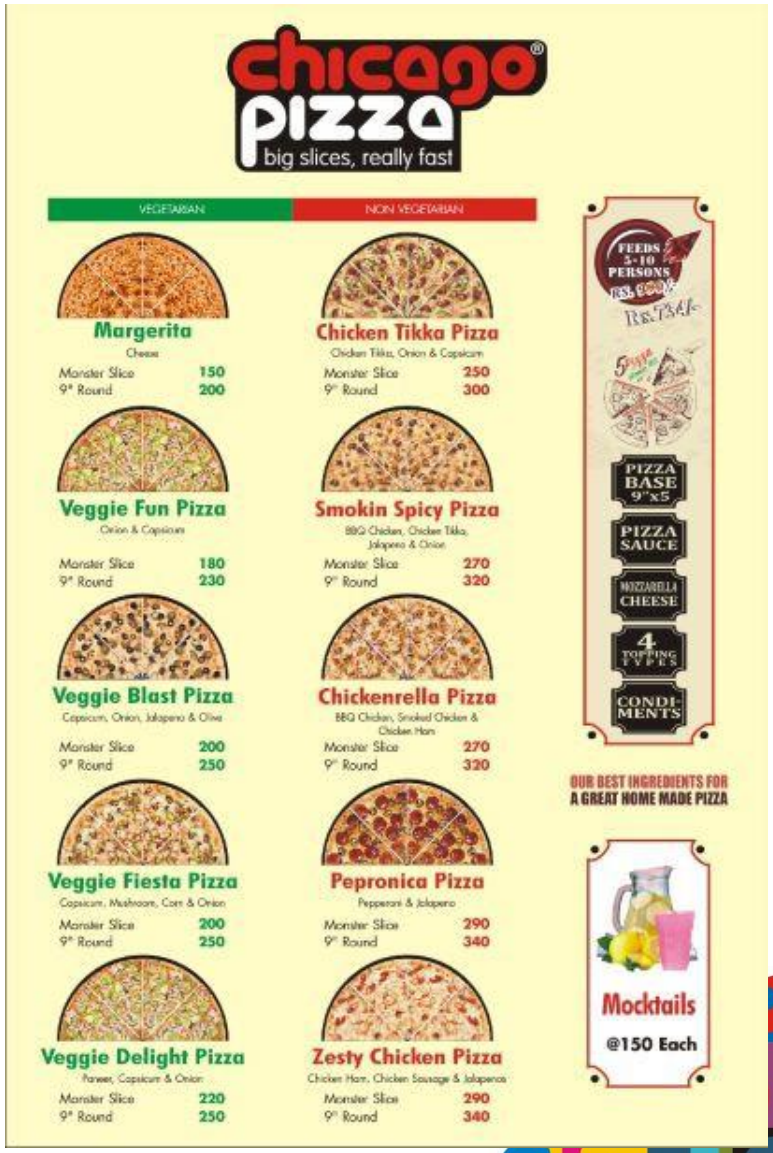


Organization Flowchart



chicago pizza
big slices, really fast

Catering setup



- Chicago Pizza regularly caters at Embassy events and Home parties
- Clients include Delhi Golf Club, NIFT, IIT, Delhi University, Select Flea Market and many happy families. We have also catered at Rock Shows, Christmas parties
- Catering setup and menu is customized according to client requirement and event

chicago pizza
big slices, really fast

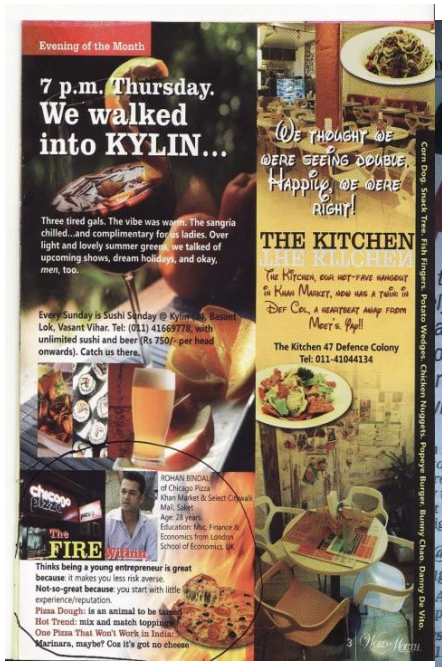
NEW PRODUCT

UTILIZES EXISTING INFRASTRUCTURE OF OUTLETS TO CREATE INCREMENTAL REVEUES & INCREASE APC

FUTURE SCOPE RETAIL

Media and Press

- Chicago Pizza has been featured extensively by the press
- 95 FM radio spots and what's up coverage
- Articles in TOI, HT
- NDTV Metro-nation 1 hour coverage on 'Feeding Frenzy'
- Fan pages on internet and Facebook
- Best Pizza Award by HT Eating Out Guide



TIE-UPS

CURRENTLY FOCUSED ONLY ON ORGANIC GROWTH VIA TAKEWAY/ DINE IN AND SWIGGY

2020 TIEUP FOCUS TO REACH NEW CUSTOMER

ZOMATO and SWIGGY

JUSTDIAL for easy customer reach

MOBIQUEST/ XENO for CRM

MAGICPIN for neighborhood publicity

DINEOUT

NEARBUY

MYDALA

BOOKMYSHOW/ BURPP

VOUCHAGRAM for credit/debt card point redemption

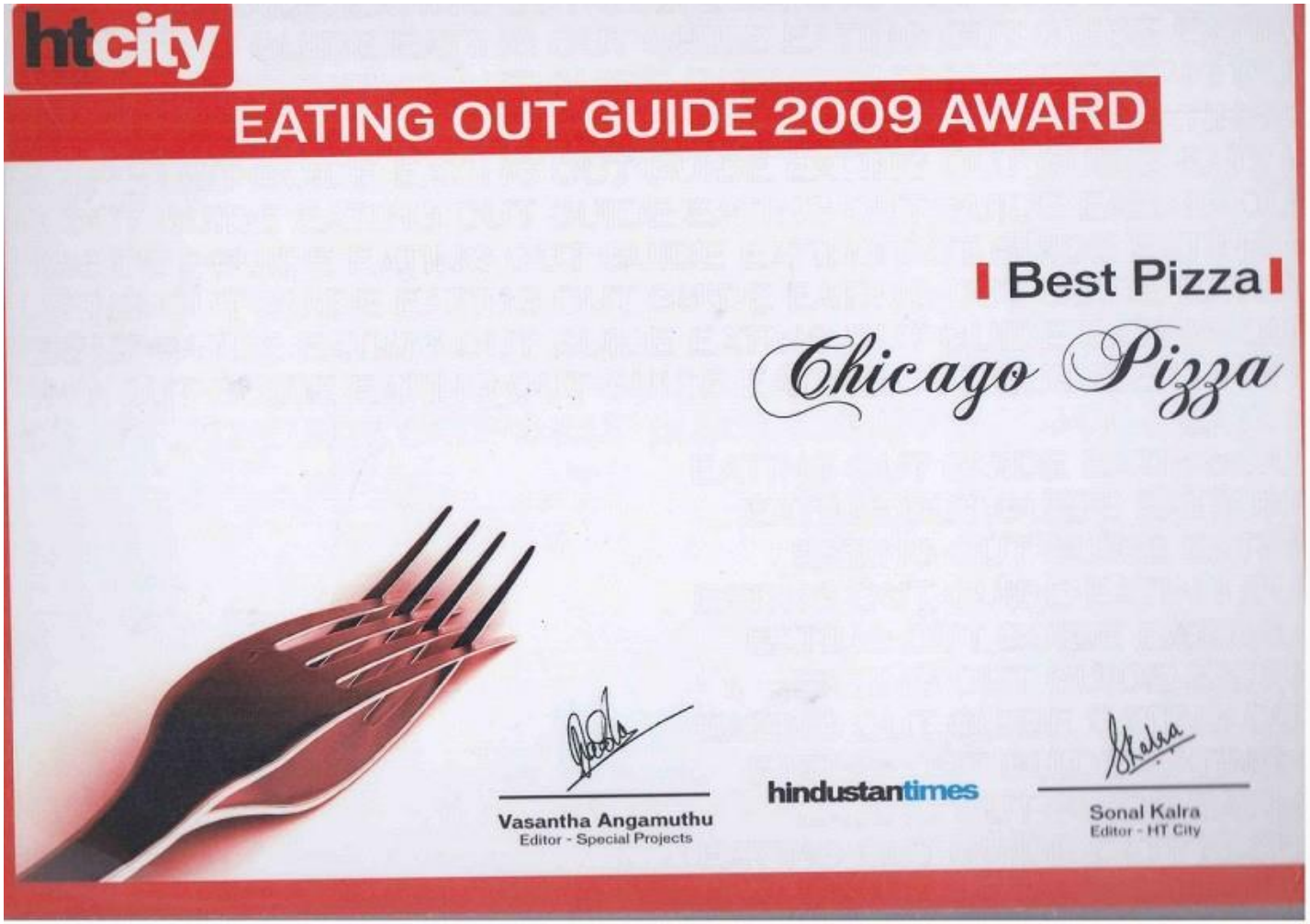
FSHARE to convert customers into brand ambassadors

LIMETRAY for self delivery

SODEXO, EDENRED, ADVANTAGE POINT for corporate

ILLUSIONS INDIA for cinema, radio campaigns

chicago pizza™
big slices, really fast



Neo Palates Pvt. Ltd.

Franchise
Batao.com
Call For Franchise : 8482828233
indiaexim7@gmail.com
www.franchiseeworld.in
chicago
pizza