

WE SERVE THE HEALTHIEST BURGERS IN TOWN



No one imagines a burger when thinking about health but that's what made us reinvent the wheel!

Brown Burger Co, serves succulent, healthy and choicest burgers and snacks varieties for the Indian connoisseurs. Operating on a QSR model, the brand takes pride in being the first Indian multigrain burger food chain in the country.

Brown Burger Co. aims to break down this stereotype by making use of multigrain bread and other healthy option to make the popular snack even more attractive to Indian food lovers.



BROWN
BURGER
co

COMPANY PURPOSE



To build a sustainable organization that aims to reinvent popular snacks with authentic Indian flavors and propagates Indian culture to connoisseurs around the globe by incorporating a new innovative strategy for health and wellness purposes which will be creating a massive change in the market.



BUSINESS MODEL



Supercharge your long-term growth with our 'One Kitchen, Multiple Brands' franchise model

Optimize infrastructure and resources with the unique dine-in concept

The model generates Win-Win results by covering the multi-cuisine market

Save 25% of the operating cost and log 3x more growth compared to single-brand franchise

The design focuses on a diversified menu to attract a wider customer base and extract maximum sales



WHY US



Full-service QSR Outlet-
Build healthiest operational QSR chain with an
extensive range & low operating cost.

Innovative recipes
with a unique blend of taste & nutrition, comprising
multigrain, freshly baked buns, ingredients & sauces.

Domestic & Global Franchise-
Achieved a milestone capping the domestic and
global area within six months.

Operational Model for Franchise-
Designed a flawless model for the franchise to access
day-to-day operations easily.

Highly skilled & competent team
with several years of expertise in the food service
industry, QSR & Franchise Operations.

Helping small entrepreneurs
to build sustainable business with BBC.

Generating employment on large scale



OUR APPROACH

- 1 First multigrain burger food chain flourishing the Indian culture globally with franchise models.
- 2 Reinvent burgers and snacks more healthily with freshly baked multigrain bread, honey oats & wheat.
- 3 Early mover advantage with no organized player innovating & creating unique recipes.



- 4 Adopt Low Investment & High Return approach by building a lucrative business opportunity for the company's franchise.
- 5 Constant Support to the franchise with complete handholding for setup, operations, staffing, audit & marketing.
- 6 Offer advanced tools for complete transparency and sustainability.



OUR SPECIALTY

WE BAKE OUR OWN BREADS
UNIQUE HEALTHY BAKERY RECIPES



HONEY OAT



MULTIGRAIN



SANDWICH BREADS



WHEAT



BIG BURGER BUN 6"



PREMIUM BREADS



PREMIUM BREADS



OUR SPECIALTY



WRAP



Brown Multigrain Burger



Giant Multigrain Burger



Gourmet Multigrain Sandwiches



PIZZA



VARIETY OF DISHES ON OUR MENU

Our dishes have a unique combination of taste and nutrition. We have a highly curated menu spanning various categories of snackable items



SANDWICHES



GIANT BUREGR



WRAPS



BURGERS



FRIES



STARTERS/FINGER FOOD



MILKSHAKES



PIZZA



M E N U



Simply Veg



Pizza Feast



Pizza Supreme



Pizza Exotic



Premium Pizza



Fusion Special



Mini Monster



Breads



Side Orders



Desert



Combo Offers



Breads



OUTLETS

Quick setup strategy makes us deliver ROI quicker than others





BUSINESS MODEL

(BROWN BURGER CO & FUSION PIZZA)

FRANCHISE PLANS		COMPACT
Min Area Req(sq.ft)	➔	500
Outlet Setup Cost	➔	19 Lakh
Franchise Fee	➔	7 Lakhs
Marketing Cost (for 6 months)	➔	50,000

Training Expense Rs. 35000 || Royalty - 6% of sales



THE FRANCHISE MODEL

Just one set-up and common resources are required to offer a wide range of cuisine

The model is driven by revenue growth, brand diversification, consumer trends and market segmentation.



The innovative eatery design delivers maximum benefits with minimum investment.

Franchisees can operate 5 brands under a single banner to take their business to new heights.

End result: Revenue boost with more daily sales, 40% quicker ROI and customer loyalty

The FUSION PIZZA
Happiness Served with Delight

BROWN BURGER
Co.

WROLLS

boba bhai

BENEFITS GALORE



1

We offer a transparent four-step set-up approach: Research, Execution, Promotion and Audits.

2

Enjoy hassle-free operations with fewer people to retrain, fewer systems to update, fewer facilities to rebrand.

3

The model also covers delivery-only brands in the same set-up.

4

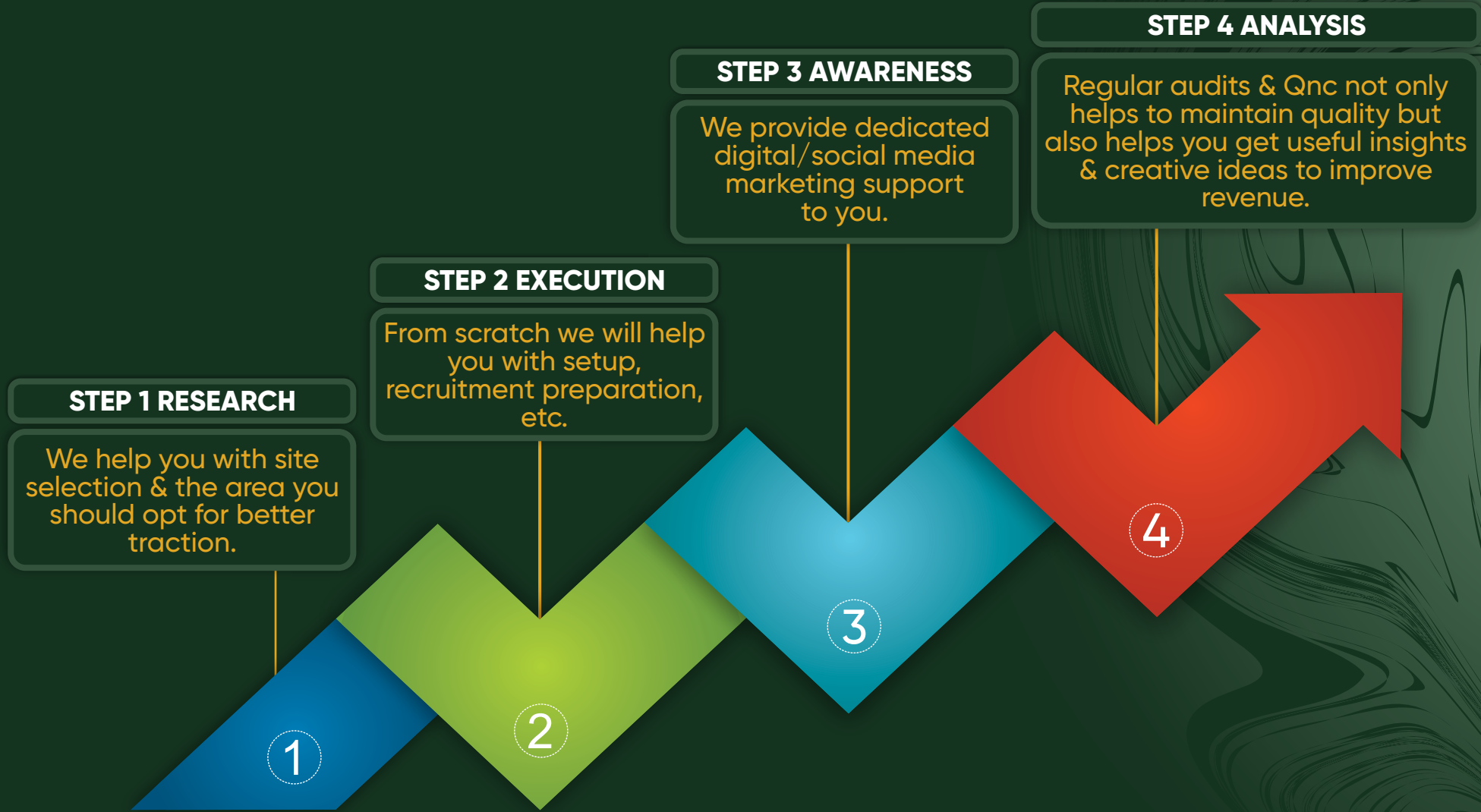
A single cohesive marketing strategy for online branding and promotion with a battery of influencers and food bloggers on board.

5

Our distinctive design opens the door to a huge untapped market at much lower monetary risks.



BBC'S PATH TO SUCCESS



OPERATIONAL BENEFITS

After years of experience and expertise we have designed a flawless model for our franchise to have seamless day to day operations.

Simple raw material requirements & minimal bakery wastage.

Long shelf life raw materials.

Minimal manpower & machinery requirements for smooth operations.

Digitization of various processes

Raw material ordering system



GREAT REASONS TO PARTNER WITH US

Unique multigrain
healthy burger
recipes



Low investment,
high returns



National &
international
level expansion



Fresh concept,
promising low
competition

Established &
repute brand

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