

GHOST
BRANDS

QUICKLY START UP MULTIPLE CLOUD KITCHEN
BRANDS WITH OUR TURNKEY ONLY CLOUD
RESTAURANT SOLUTION!



GHOST
BRANDS

Become a Ghost Brands Fulfillment Partner.

Learn how to multiply profits by
partnering with the fastest
growing, delivery only restaurant
brands nationwide.





Thanks for requesting this **Plug N Play Guide!**

When done correctly, we know that online ordering can be very profitable for restaurants. At Ghost Brands, we've spent thousands of hours researching and testing better ways to maximize the profitability of delivery-only brands.

With our integrated technology management platform, we intend to help thousands of restaurant brands nationwide to profit from online ordering.

In this guide you'll learn if Ghost Brands makes sense for you:

- Calculate your potential earnings!
- Discover how easy it is to start receiving more orders
- Get started: see how fast you can start growing profits

Here is my personal email address. Please use it.

We've spent last decade opening hundreds of Food & Beverage Franchise restaurants. Before giving our Ghost Brands to restaurant partners, we've opened our own cloud kitchens and reached an order volume of 50,000 per month. We're committed to helping you grow profits at your restaurant.

kt@ghostkitchensindia.com

Sincerely,

A handwritten signature in blue ink that appears to read "Laxmananna".

Founder & CEO

How the Ghost Brands Fulfillment program works



Pick the restaurant concepts.
We help you with aggregator
onboarding. Get started in 30
days, NO INVESTMENT.



Leverage existing staff
and equipments.



Simple reheating and assembly
of food supplied by us. Follow
SOPs with video training.



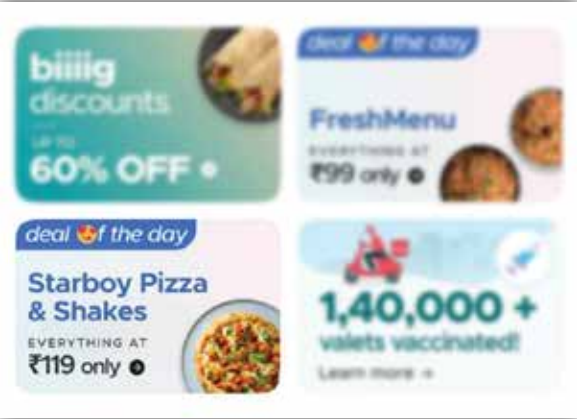
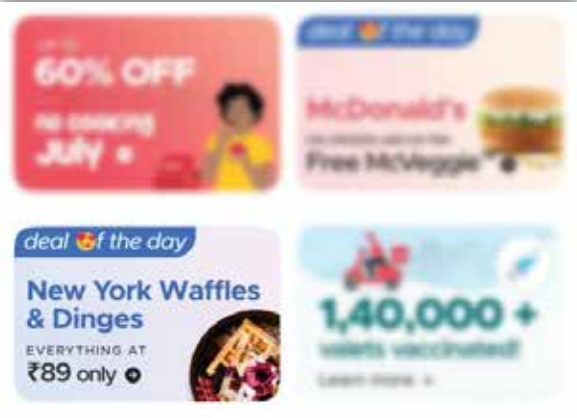
Fulfil delivery orders.
Manage recipes and
release purchase orders
from the software.



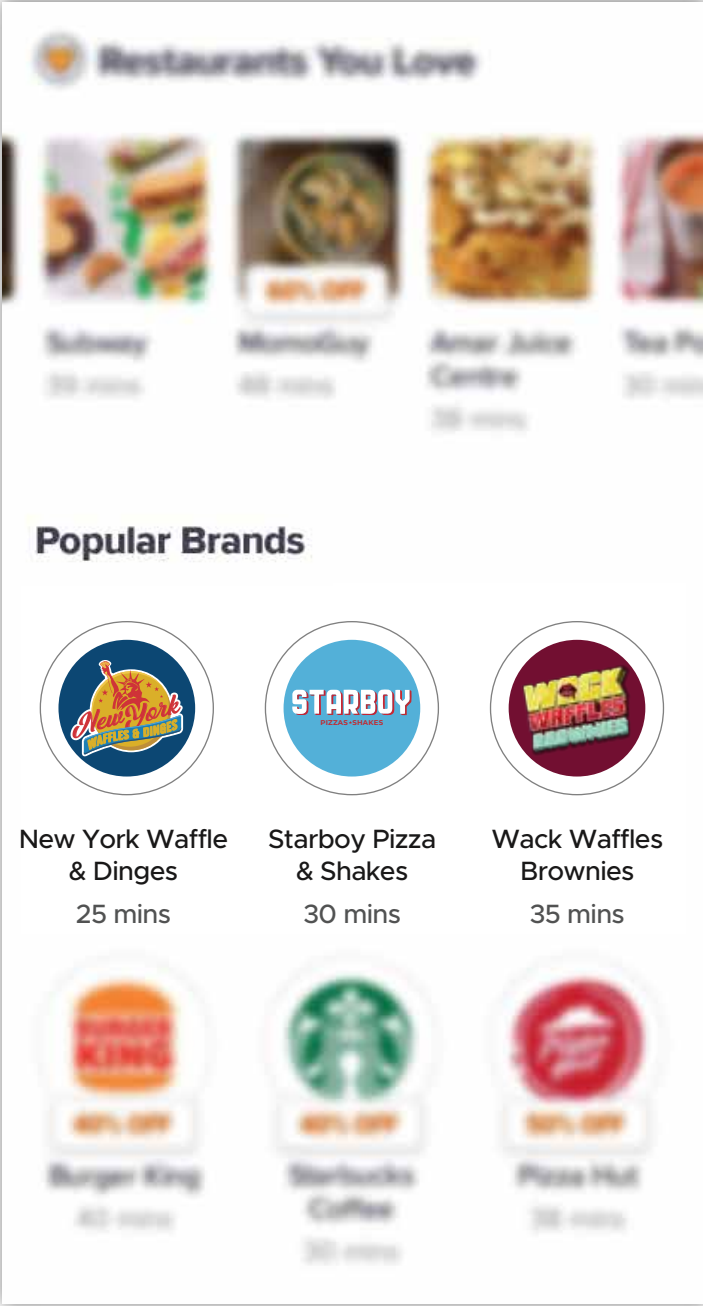
Generate additional profits.
Get access to proprietary
SaaS platform to monitor
sales and operational metrics
to organically grow orders.

Traction on Aggregators

Ghost Brands enjoys preferred banner visibility on aggregators due to consistent performance.



Deal of the Day
Banners on Zomato



Popular Brands
Tagging on Swiggy

Why should you consider becoming a Ghost Brands Fulfillment Partner?

Ghost Brands creates highly profitable, delivery only brands based on data generated by running their own kitchens and processing lakhs of orders. The menu is engineered in a way to give it's partners best conversion from menu clicks to orders. We focus on targeted digital and influencer marketing to create highly successful cloud kitchens brands, that customers love and keep ordering back from.

Is your staff underutilised?

To decide whether it makes sense to become a Ghost Brands Fulfillment Partner we need you to know whether you have excess capacity. In other words, do you have downtime when your staff isn't as busy as you would like? Can they handle more orders?

☒ If you have extra capacity, then read on...

We use equipment & manpower that you already have.

Ghost Brands recipes are easy to assemble. Ghost Brands will supply you with proprietary recipes which can easily be assembled if you have basic equipments like induction, fryer, microwave & refrigeration. If you have these equipments you are probably eligible to become a Ghost Brands Fulfillment Partner.

☒ If you already have this equipment, then read on...

Do you want to grow revenue?

Becoming a Ghost Brands Fulfillment Partner means more orders and revenue every day. Not all restaurant operators want to grow revenue. Many are happy with their current profits.

☒ If you want to grow revenue, then read on...

How Much Can You Earn?

Many restaurant operators wrongly assume that online ordering is too expensive. They think that high fees for online ordering companies won't leave anything for profits.

But that's because they aren't thinking about online ordering as incremental revenue — or additional revenue from a new line of business.

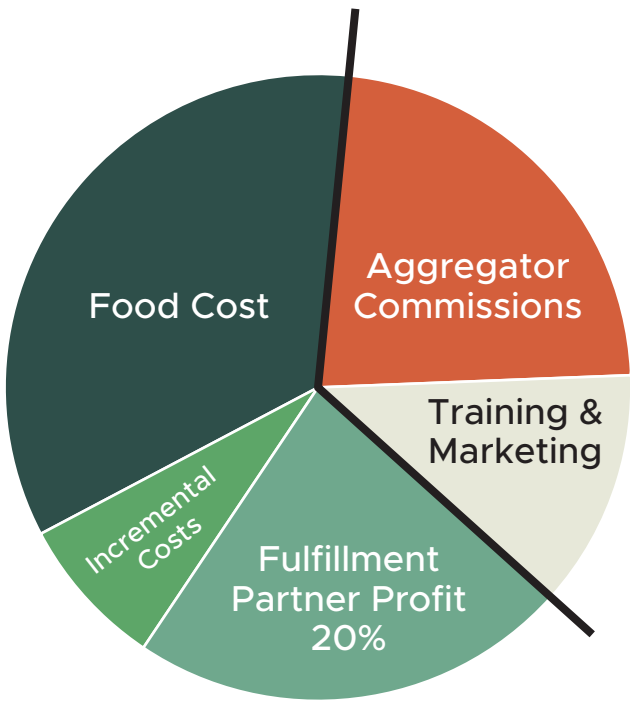
Here's how it works:

You must already pay for rent, equipment and minimal staffing regardless, whether or not you become a Fulfillment Partner; so we can subtract those expenses when we calculate the potential profitability of a new revenue stream. To determine the profitability of becoming a Fulfillment Partner, the only costs we need to include are the additional costs of becoming a Fulfillment Partner — things like additional labor and food + packaging.

Let's figure out the potential profit of becoming a Fulfillment Partner.

We pay you 65% of net sales

- Your food cost (COGS) at a mature state will be in 36% to 38%
- Marginal incremental overheads (approx. 6% to 8%)
- You earn approx. 20% of net profit on incremental sale



Ghost Brands 35% retains of net sales

- We pay online ordering fee/commission
- We provide training, support & marketing

The amount of profits you earn will depend on how many Ghost Brands concepts you sign up for. Each concept will earn you, on average, between ₹ 25,000 to ₹ 35,000 per month.

☒ If 18-20% profitability sounds reasonable, then read on...

It's Easy to Start Getting More Orders!

When you become Ghost Brands Fulfillment partner, we help you to get onboarded on aggregators. We provide you an integrated POS Software with recipe and inventory management module.



Zero up-front costs.

That's right. Zero. Unlike traditional franchise agreements, becoming a Ghost Brands Fulfillment Partner requires no heavy up-front fees, no long term commitment, and you can cancel at any time. Ghost Brands simply takes a small fee on all orders that you fulfill for Ghost Brands cloud kitchen concepts. To make sure the partners are serious, we charge a onboarding fee of ₹ 5,000 per internet restaurant.

We provide everything you need to be successful.

When you become a Ghost Brands Fulfillment Partner you join a nationwide network of other Fulfillment Partners that are not only working together, but also with Ghost Brands to build brand awareness and customer loyalty. That's the power of joining.

Qualifying restaurants get:

- Exclusive territories (4km radius).
- Immediate orders from major ordering services including Swiggy, Zomato & Dunzo.
- Platform for generating direct orders on your Internet Restaurants.
- Integration with last mile delivery players which can be leveraged to fulfill direct ordering.
- Training.
- Digital marketing to reach consumers nationwide.

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Ready to get started ?

Ghost Brands is one of the fastest growing restaurant companies in history and if you act quickly you can still get in on the ground floor. But you must apply to become a Ghost Brands Fulfillment Partner.

We have limited availability in major cities and in order to qualify you must currently operate a commercial kitchen.

To apply, please contact on
partner@ghostkitchensindia.com

Ghost Brands Concepts



... & more



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our concepts



+91 82918 77345 / ghostkitchensindia.com / kt@ghostkitchensindia.com

