

GHOST
BRANDS

BECOME A GHOST BRANDS FULFILLMENT PARTNER

QUICKLY START UP OUR DATA DRIVEN
ESTABLISHED CLOUD KITCHEN CONCEPTS IN
YOUR EXISTING KITCHENS WITH
NO ADDITIONAL INVESTMENT!



www.ghostkitchensindia.com

Company Profile



Karan Tanna

Founder & CEO

Kutchi King :

209 Stores
(2013 - 2015)

Yellow Tie Hospitality :

10 Brands, 120 Stores, 18 Cities,
(2016 - 2019)

Ex :

General Motors, McKinsey and Co.,
Head of NRAI Youth Committee



Rana Dagubati

Famous Bollywood and South Indian producer and actor Mr. Rana Dagubati has backed Ghost Kitchens and is an active investor.

TOTAL
OUTLETS

12

TOTAL
INTERNET
RESTAURANTS

190+

TEAM WITH
CUMULATIVE 40+
YEARS OF
EXPERIENCE

TOTAL
MONTHLY
ORDERS

50,000



4.0

zomato



3.8

Our Portfolio

INDIAN/KHICHDI

- Bolo Tara Rara
- Maa Ki Khichdi
- Khichdi Paradise
- MBA In Khichdi



BIRYANI

- Biryani Hazir Ho
- Badmash Biryani
- Sanskari Biryani
- The Almighty Biryani



PIZZA

- Starboy Pizza
- Winners Pizza (Fresh Dough)



BURGER & ROLLS

- Bhayankar Burgers
- Ji Janaab



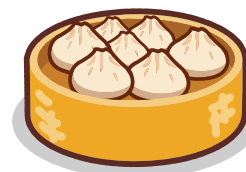
CHINESE

- Wakka Makka Chinese
- Beijing Chicken Lollipop
- Ching Chong
- Hot Lee Chinese



MOMO

- Momoguy
- Panda Momos



SOUTH INDIAN

- Arey O Sambhar
- Madrasam



DESSERTS & MILKSHAKES

- New York Waffles & Dinges
- Wack Waffles & Brownies
- Jenny's Brownies
- Miami Waffles & Jawbreakers
- Miami Shakes & More



MEALS & COMBOS

- Dil Ki Meal
- Mega Food Court
- Feel Good Food



SCAN TO REFER MENUS OF ALL BRANDS

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.



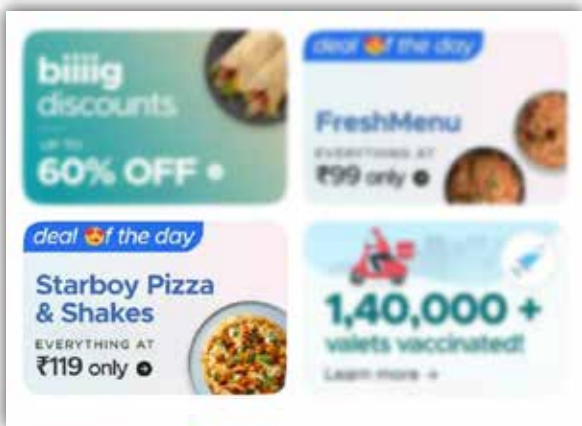
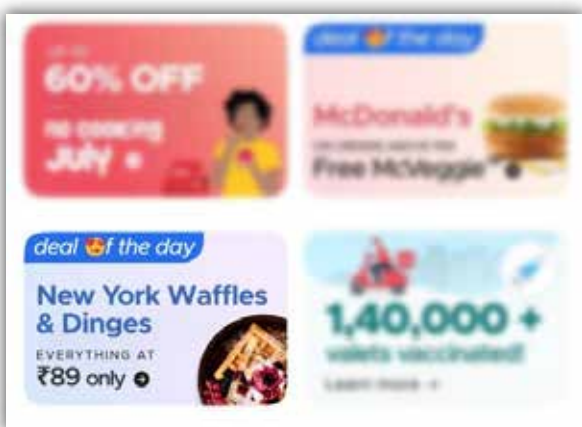
Fulfill delivery orders. Manage recipes and release purchase orders from the software.



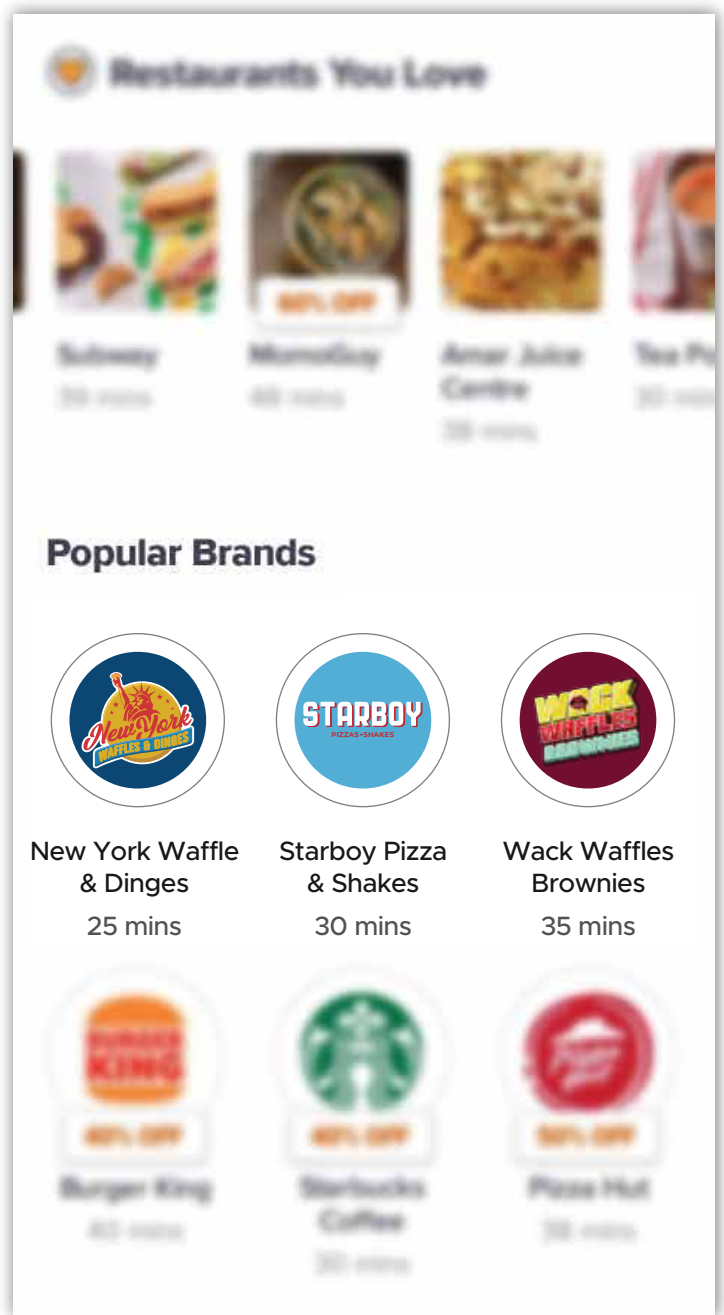
Generate additional profits. Get access to proprietary SaaS platform to monitor sales and operational metrics to organically grow orders.

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

Who can be a Fulfillment Partner



If you have ready kitchen infrastructure which is under utilised.



If you are paying salaries to your staff and they can process more orders.



If you are looking at earning incremental sales and profits by being part of network of national food delivery brands.

Fulfillment Partner is a program for kitchens with under-utilised capacities, looking to earn incremental profits by partnering with national food brands.

Advantages



Generate incremental revenues



Preferred visibility on aggregators



Profits from first order itself



Catalogue management



Only INR 5K per brand onboarding fee, no additional investment



Recruitment and training through video content



National level Brand Building and Social Media Marketing



Integrated Software with detailed dashboard



Be a part of National Chain of Brands



Periodic review of MIS and Operation metrics



Detail SOPs and Recipe card to assemble food



Early access to celebrity brands portfolio of Ghost Brands



Ready to eat backended food, reducing dependency on staff



Enjoy visibility and algorithms of established brand versus investing in own brand

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.

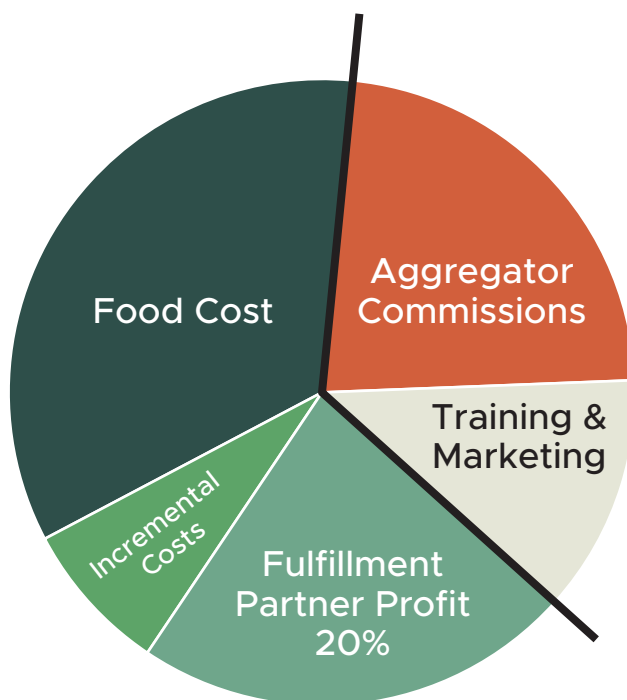
Here's how it works:

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) will be at 36% (after 4-6 months)
- 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...

GHST
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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



PARTH GOHEL

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