

MF



AMBROS WORLD FOODS
SUSTAINABLE > F&B > SUCCESSFUL

CLOUD KITCHENS

1 KITCHEN . MULTIPLE BRANDS . GREAT BUSINESS

S U C C E S S F U L B R A N D U N D E R A M B R O S G R O U P



I N D I A ' S M O S T S U C C E S S F U L S P O R T S B A R

6 L A R G E O U T L E T S A C R O S S I N D I A I N 2 Y E A R S





AMBROS WORLD FOODS
CLOUD KITCHENS

ABOUT AMBROS GROUP

WHAT IS A CLOUD KITCHEN MODEL?

ABOUT THE BRANDS

UNIT INVESTMENT & PROJECTED P&L

CONTACT US

ABOUT US



- Founded in 2017, AMBROS WORLD FOODS is a Food Company which manages India's Best Sports Bar Brand known as "The Studs Sports Bar & Grill" across India.
- AMBROS believes in supporting its Brands and Franchises on every single step of F&B journey and fuels the best result for every F&B Entrepreneur's dream.
- AMBROS was founded by Miten Shah and Abhilash Menon – two individuals passionate about Food and making Sustainable F&B Business.
- AMBROS today is a \$3 Million Valuation company within a span of just 3 years.
- With over 5 outlets of their first brand, the company has now launched "India's Most Unique Cloud Kitchen Concept" under their F&B umbrella.
- Based in Mumbai, the company has its network of F&B business across India.

INTRODUCTION TO CLOUD KITCHEN



- **CLOUD KITCHENS** – is a **COVID PROOF** concept which is designed to operate a full fledged kitchen without owing a Restaurant or a Dining Space
- The concept basically comprises of a kitchen which caters to customers through Food Delivery through third party delivery platforms such as Zomato and Swiggy.
- **CLOUD KITCHENS** – is a 1000 Crore business market in India today – with over 50 Lakh Cloud Kitchens operating across India
- In the Covid affected world – Restaurants are considered to be the highest risk spreader for the virus to infect people.
- Across India – 85% of customers now believe in ordering Safe, Hot Food from Good Delivery Joints which gives them same food experience of a restaurant, without stepping out of their houses.

MODEL CLOUD KITCHEN



CLOUD KITCHEN BY AMBROS



CLOUD
KITCHENS

1 FULLY FUNCTIONAL KITCHEN

300 SQ. FT SPACE

3 CUISINES FROM SAME KITCHEN

3 BRANDS OPERATING FROM 1 KITCHEN

CHEFS FOR EACH CUISINE

LESS OVERHEADS

REVENUES FROM 3-4 BRANDS

HIGH PROFIT MARGINS OF 15-20%



1. THE GREAT INDIAN KITCHEN

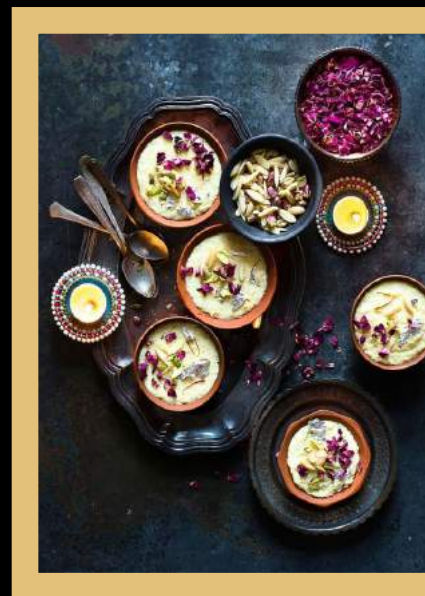
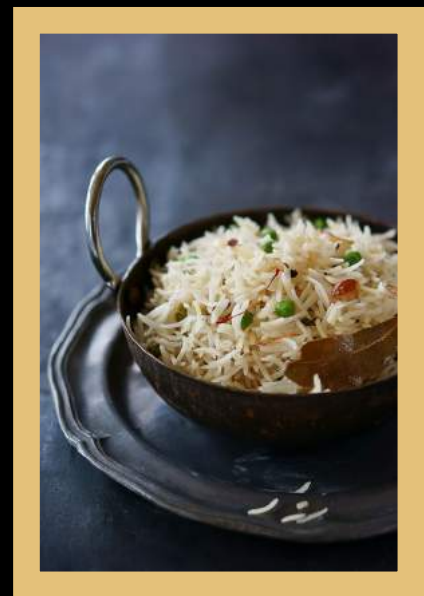
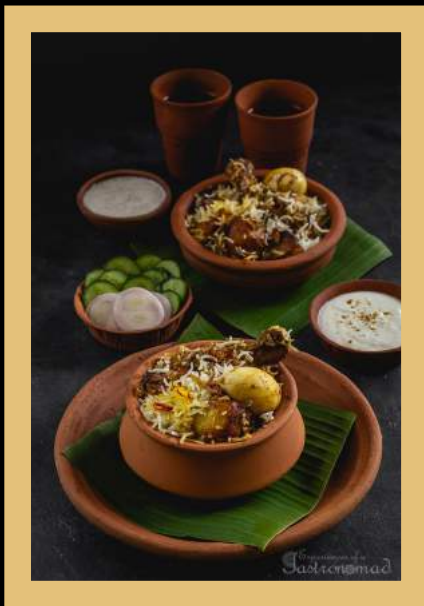


Authentic Indian Cuisine

- Serves Authentic Indian Cuisine including the Age Old Favourites such as Tandoors, Starters, Mains, and Traditional Biryani's and Rice Preparations.
- The Great Indian Kitchen is a mix Indian Cuisine which also opens itself to serve seasons special menu, authentic North Indian, Rajasthani and even Bengali and Keralan Cuisines.
- The Core Objective is to provide Great Indian Food at affordable, Daily to Eat Prices and be unique by providing niche dishes alongwith the traditional favourites.
- Around 20 Odd Top Selling Items as part of the Menu



THE GREAT INDIAN KITCHEN FOOD



2. WOK ME UP

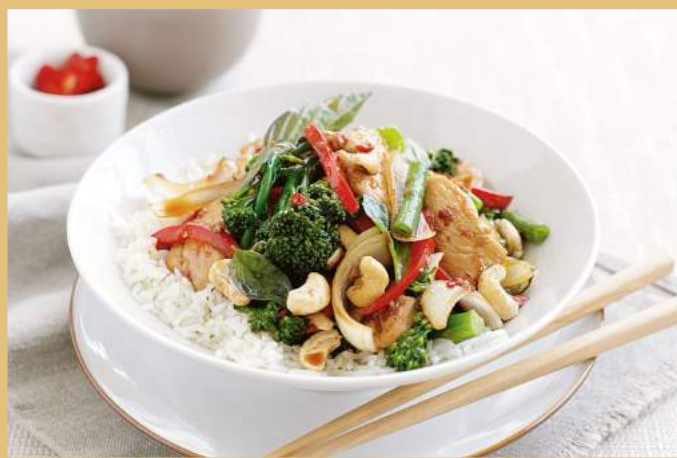


Chinese Food "Made in India" as we Love it !!

- India's likeliness for Non Authentic and Indianised version for Chinese Food, which consists of recipes developed over the years and loved by Indian Palliate – is the main aim to serve for WOK ME UP !!
- WOK ME UP – shall be one of the most unique such Chinese cuisine brands which is served in the City, with over 20-25 items in the Menu, designed specially keeping Indian Locally developed flavours.
- Staple base options for an Indian Chinese meal will include chicken, shrimp or vegetable variants of "Hakka" or "Schezwan" noodles popularly referred to as chow mein; and regular or "Schezwan" fried rice. American chop suey and sweet and sour dishes can be found at many restaurants.



WOK ME UP FOOD



3. FLAKES & OREGANO

Authentic Italian Cuisine and Global Food



- Flakes & Oregano is a Brand designed to deliver Good Hard Core Italian cuisine which people generally crave for and are scarce in India
- The Brand seeks to have variety of Authentic Pizzas, Pastas, Garlic Breads, Curated with a choice of over 15-20 toppings, Different types of Cheese, and sauces made in finest home made bases from freshest flour
- Apart from Core Italian Cuisine - Flakes & Oregano seeks to also have a combination of some Globally favorite dishes such as Burgers, Rissotoes, some desserts and more.

FLAKES & OREGANO FOOD



UNIT INVESTMENT FOR 1 KITCHEN



PREMISE CARPET AREA CONSIDERED (IN SQ. FEET)	300
Particulars	Amount Rs.
FRANCHISE FEES	INR 3,00,000
INTERIOR CIVIL COST	INR 2,00,000
KITCHEN EQUIPMENTS	INR 7,00,000
KITCHEN SMALLWARE	INR 1,00,000
LAN, POS, COMPUTERS, SOFTWARES	INR 1,50,000
MARKETING DURING LAUNCH	INR 50,000
TOTAL CAPITAL INVESTMENT	INR 15,00,000

Notes:

1. Refundable Deposit for Leased Space not included in the above
2. We insist to provide for the availability of Working Capital of 1-2 Lacs for initial one time stocking of Raw Materials.
3. The above Project Costs is Exclusive of GST at 18%.
4. Projects Costs are dependent on Standard Designs and Equipment's provided for each outlet, in case of any unforeseen work due to nonstandard site structure / built-up, if any, it can increase
5. Brokerage if applicable
6. Licensing & Liasoning cost extra

ESTIMATED PROFIT & LOSS STATEMENT



PARTICULARS	AMOUNT IN RS.	
	PER MONTH	ANNUAL
TOTAL SALES PER MONTH (NET OF TAXES)	7,80,000	90,00,000
FOOD COST - 33%	2,50,000	30,00,000
DELIVERY COMMISSION @ 20%	1,56,000	18,72,000
ELECTRICITY COST	25,000	3,00,000
RENT	25,000	3,00,000
EMPLOYEES COST	1,20,000	14,40,000
COST OF SEMI VARIABLES & MARKETING	35,000	4,20,000
OPERATIONAL ROYALTY 7.5%	58,500	7,02,000
TOTAL PROFIT	1,10,500	13,26,000

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