

INTRODUCTORY BUSINESS PROPOSAL



PAV BHAJI PANDA 

- **Why Pav Bhaji?**

- Why Pav Bhaji Panda?
- The Business Details
- Sales and Profitability
- Investment & ROI
- Next Steps



Pav Bhaji is Amongst the Top 10 Foods in terms of consumption.



pav bhaji market size india

AI Mode All Images Videos News Shopping Short videos

★ AI Overview

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While a precise, single figure for the *pav bhaji* market is elusive, it's a significant part of India's vast street food & food services industry, with estimates suggesting a dedicated market size of **around ₹500 Crores (₹5 Billion)**, growing within a larger, booming overall Indian food market valued in the trillions and driven by demand for quick, affordable, and traditional snacks. [🔗](#)

**Pav Bhaji is part of India's
Rs. 2,50,000 Cr+ Street Food Segment.**

**Welcome to
Rs. 5,000 Cr.
Annual Market
Opportunity**



Assuming 10% market is captured by Organized Market; Source: Team Research



GROWTH FORECAST



As only 10% Market is captured by organized segment, this presents a huge scope of growth for a National Footprint.

According to available data,
Pav Bhaji market size in India is estimated to be around ₹500 crore in the organized sector and ₹4,500 crore in the unorganized market.
This translates to a combined market size of roughly ₹5,000 crore per annum.

PAV BHAJI IS COMFORT FOOD



- Amongst the Top 10 dish ordered on Swiggy and Zomato
- Loved by middle aged people as well as Gen Z and Gen Alpha
- Within this, Pav Bhaji and Indian Chinese together form nearly ₹8,000–10,000 crore annually — and yet, there is no single organized brand owning this space
- The category ruled by street food and local players

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PAV BHAJI PANDA



PAV BHAJI PANDA

- Pav Bhaji Panda (PBP) is a pure vegetarian QSR brand born from Mumbai's street-food heritage.
- We serve Pav Bhaji, Chinese, Pulao, Pasta, Sizzlers, and Signature Beverages — all freshly made, never frozen.
- Our goal: Bring Indian comfort food into an organized, aspirational, and hygienic dining experience.
- Operational in Maharashtra with 9 Outlets

PAV BHAJI PANDA USP

- We provide Traditional Indian Comfort Food (Pav Bhaji and Chinese)
- Street Food prices in a hygienic and organized environment, and...



**A Scalable and Hassle-Free
Business Model for You**



PAV BHAJI PANDA FOUNDERS



OMKAR DABHADKAR is a beloved and trusted face on social media, especially facebook, for his honest and earnest opinions regarding Indian cultural, politics and his deeply insightful business, branding and marketing anecdotes.



VIREN KULKARNI comes from a family known for their hospitality business and social work. His multi-cuisine, 150-seater fine dine restaurant "Utsav" was the favorite spot of foodies in Nashik. Covid made Viren re-work his business model.

And that's when VIREN started working with OMKAR to build something new. They realized in the process that there's a huge demand-gap regarding a clean, easy to go and pocket-friendly Indian Chinese and Pav Bhaji place. That's how PAV BHAJI PANDA came into existence.

The story behind Pav Bhaji Panda is a testament of universes' weird ways of making things happen.



MULTI CHANNEL SALES FOCUS



DINE-IN CHANNELS

- Regular Walk-in
- Google redirection or Paid Promotion
- Influencer Engagements
- Instagram Ads



DELIVERY CHANNELS

- Zomato Delivery
- Swiggy Delivery
- Own Delivery





STRATEGY TO ATTRACT CUSTOMERS

70% DINE-IN SALES

Structured Monthly content calendar; dedicated marketing teams, and optimized Google activities help us in generating sustainable dine-in revenue month on month.



30% DELIVERY SALES

Separate online menu, targeted advertisement and focus on operational metrics help in predictable revenue from aggregator sales.

OUR MONTHLY EXECUTION RIGOR INCLUDES:

- Organic Content
- Influencer Engagements
- Paid Ads on Meta
- Google Paid Ads
- Zomato Swiggy Consultants





**IF THIS BUSINESS ATTRACTS YOU,
WE ARE THE RIGHT PARTNERS**



WHY CHOOSE US?

- Strong USP and Marketing Driven Brand
- Superior taste and raving customer reviews
- All Systems and Processes established
- Corporate Structure and Discipline for execution

HOW WE SUPPORT?

- Starting from site selection and lease process
- Setting up Your Restaurant
- Planning and Executing Your launch
- Running Monthly Operations for You
- Generating hassle-free and predictable ROI for You

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THE FORMAT AND SIZE



- 300-600 sft location; optimized for moderate overhead and faster turnaround
- Usually located in ground floor
- Locality with a decent footfall; but not so dependent on organic footfall only
- Designed for 20-30 seating capacity including family tables and smaller tables
- Smart interiors, minimalistic decor which is less capital and maintenance intensive
- Optional seating outside can be a good plus for evening hours

OPERATING MODEL SUMMARY



FOCO Model
(Franchise Owned,
Company Operated)



You Own
the Restaurants,
but not the hassles



We run the operations,
and generate ROI
for both of us





OUR RESPONSIBILITIES



BEFORE THE LAUNCH:

- Support in location validation and finalization
- Architect's estimate for property fitment and getting it ready for business
- Kitchen layout and procuring all kitchen equipment
- Inventory master file
- Setting up suppliers, procurement rates, negotiations with the vendors
- Manpower appointment, training and mock trials before launch
- Preparing the launch plan



OUR RESPONSIBILITIES



DURING THE LAUNCH:

- Staff training and SOPs for Welcome Process and Table Service Sequence
- Soft launch and digital marketing for hype creation
- Understanding the mood of the market during the soft launch phase
- Launch plan for a full house crowd and hype in local area
- Handling the customers, ensuring proper service and taking feedback from the early customers
- Incentivizing them for repeat visit to keep the momentum going



OUR RESPONSIBILITIES



POST-LAUNCH AND ON REGULAR BASIS:

- Taking care of routine operations
- Ensuring food preparation and ensuring consistent food quality
- Customer service and feedback
- Messaging campaigns with existing customers
- Purchase requisition and procurement on a daily basis
- Kitchen and service manpower management
- Running all marketing campaigns (digital and offline)
- Managing all aggregators (Zomato, Swiggy etc)
- Execution strategies to achieve the monthly sales and gross profit targets



EXPECTATIONS FROM YOU



- **Broad and long-term vision (not limiting to one restaurant)**
- **Investment (Initial Investment, Working Capital, Launch Marketing Budget)**
- **Your Representative in management**
- **Weekly and Monthly performance dialogue (so that there are no surprises)**
- **Participate in management reviews and action plans for the next month**
- **Spread the word around in your network and pass on enquiries on Group bookings / Corporate Orders / Party Orders etc**

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SALES MODELLING STEPS



- **Customer Ordering Pattern**
 - ▶ Based on Current Sales Data
 - ▶ Considering a New Location
- Based on ordering pattern, APC (Average per cover) is calculated
- For calculation purposes, only 80% of APC is calculated
- APC is considered same for both weekdays and weekends
- Based on APC, monthly dine-in Sales has been derived
- For Delivery business, order volume and order value is considered for Zomato and Swiggy
- 30% Aggregator commission has been deducted to arrive at net sales

SALES BUILD UP OVER THE MONTHS

PARTICULARS	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Average Order Value (Walk-in)	170	170	180	180	190	190	190	200	200	200	210	210
No. of Bills per Day (Weekdays)	45	55	65	65	65	70	70	70	75	75	80	80
Daily Weekday Sales (Walk-in)	7650	9350	11700	11700	12350	13300	13300	14000	15000	15000	16800	16800
No. of Bills per Day (Weekends)	80	90	90	110	110	120	120	130	130	140	140	150
Daily Weekend Sales (Walk-in)	13600	15300	16200	19800	20900	22800	22800	26000	26000	28000	29400	31500
TOTAL MONTHLY SALES (WALK-IN)	277100	328100	387000	415800	438900	475000	475000	516000	538000	554000	604800	621600
Average Order Value (Aggregators)	230	230	230	240	240	260	260	260	270	270	280	280
No. of Orders per Day (Weekdays)	15	20	20	25	25	25	30	30	30	35	35	35
Daily Sales from Online Orders (Weekdays)	3450	4600	4600	6000	6000	6500	7800	7800	8100	9450	9800	9800
No. of Orders per Day (Weekends)	30	35	35	40	40	40	45	45	45	55	55	55
Daily Sales from Online Orders (Weekend)	6900	8050	8050	9600	9600	10400	11700	11700	12150	14850	15400	15400
MONTHLY ONLINE SALES (AGGREGATORS)	131100	165600	165600	208800	208800	226200	265200	265200	275400	326700	338800	338800
TOTAL MONTHLY SALES (ALL CHANNELS)	408200	493700	552600	624600	647700	701200	740200	781200	813400	880700	943600	960400

OPERATIONAL BREAK EVEN IN 4 MONTHS (ESTIMATED)

PARTICULARS	Month 1	Month 2	Month 3	Month 4
Total Monthly Sales	408,200	493,700	552,600	624,600
Less Commission to Aggregators (30% of Online Sales)	39,330	49,680	49,680	62,640
Less Food Cost at 35% (Including Packaging)	142,870	172,795	193,410	218,610
GROSS PROFIT	226,000	271,225	309,510	343,350
Gross Profit (%)	55%	55%	56%	55%
Less Operative Expenses				
Rent	65,000	65,000	65,000	65,000
Manpower (6 to 8 people)	130,000	130,000	130,000	130,000
Staff Room Expenses	10,000	10,000	10,000	10,000
Marketing Epxneses	30,000	30,000	30,000	15,000
Management Expenses (15% of Sales)	61,230	74,055	82,890	93,690
Miscellenous Expenses	15,000	15,000	15,000	15,000
NET PROFIT	-85,230	-52,830	-23,380	14,660
Net Profit (%)	-21%	-11%	-4%	2%



MANAGEMENT COSTS

- We charge 15% of Sales as Management Costs
- This covers all operational and management efforts, HO services and Royalty
- HO services include:
 - ▶ Digital Marketing Agency services (Rs. 50,000 p.m.)
 - ▶ Zomato Swiggy Consulting (Rs. 30,000 p.m.)
 - ▶ Customer Retention Marketing (Rs. 25,000 p.m.)
 - ▶ Influencer Engagement (2 per month; valued at average Rs. 40,000)
 - ▶ All training, menu corrections, special schemes, new products etc.
- Other than this, we don't charge any other fees from you, no hidden expenses

ESTIMATED P&L FOR FIRST 12 MONTHS

PARTICULARS	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Total Monthly Sales	408,200	493,700	552,600	624,600	647,700	701,200	740,200	781,200	813,400	880,700	943,600	960,400
Less Commission to Aggregators (30% of Online Sales)	39,330	49,680	49,680	62,640	62,640	67,860	79,560	79,560	82,620	98,010	101,640	101,640
Less Food Cost at 35% (Including Packaging)	142,870	172,795	193,410	218,610	226,695	245,420	259,070	273,420	284,690	308,245	330,260	336,140
GROSS PROFIT	226,000	271,225	309,510	343,350	358,365	387,920	401,570	428,220	446,090	474,445	511,700	522,620
Gross Profit (%)	55%	55%	56%	55%	55%	55%	54%	55%	55%	54%	54%	54%
Less Operative Expenses												
Rent	65,000	65,000	65,000	65,000	65,000	65,000	65,000	65,000	65,000	65,000	65,000	65,000
Manpower (6 to 8 people)	130,000	130,000	130,000	130,000	130,000	130,000	130,000	130,000	130,000	130,000	130,000	130,000
Staff Room Expenses	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
Marketing Epxneses	30,000	30,000	30,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000
Management Expenses (15% of Sales)	61,230	74,055	82,890	93,690	97,155	105,180	111,030	117,180	122,010	132,105	141,540	144,060
Miscellenous Expenses	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000
NET PROFIT	-85,230	-52,830	-23,380	14,660	26,210	47,740	55,540	76,040	89,080	107,340	135,160	143,560
Net Profit (%)	-21%	-11%	-4%	2%	4%	7%	8%	10%	11%	12%	14%	15%

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TOTAL INVESTMENTS (EVERYTHING TILL START OF BUSINESS)



Particulars	Amount
Establishment Total	500,000
Kitchen Equipment Total	450,000
Franchise Fee	600,000
Working Capital	150,000
Launch marketing (3 Months)	100,000
Contingency Budget	100,000
TOTAL INVESTMENT	1,900,000

Note:

- 1 The amount doesn't include Rent Deposit and Brokerage.
- 2 This table is for the guidance only and actual investment may differ from case to case basis.
- 3 GST and other govt duties not included in this estimate.
- 4 Working capital estimates is for packaging supplies, raw materials etc.
- 5 Launch marketing covers digital and offline expenses for first month.

ESTIMATED P&L (FOR 4 YEARS OF OPERATIONS)

YEARLY PROJECTED P&L	Year 1	Year 2	Year 3	Year 4
Total Yearly Sales	8,547,500	12,051,314	13,044,730	14,120,035
Less Commission to Aggregators (30% of Online Sales)	874,860	1,303,889	1,411,372	1,527,714
Less Food Cost at 35% (Including Packaging)	2,991,625	3,856,420	4,043,866	4,377,211
GROSS PROFIT	4,681,015	6,891,004	7,589,492	8,215,110
Gross Profit (%)	55%	57%	58%	58%
Less Operative Expenses				
Rent	780,000	819,000	859,950	902,948
Manpower - 3nos	1,560,000	1,716,000	1,887,600	2,076,360
Other Overheads	120,000	132,000	145,200	159,720
Marketing Epxneses	225,000	198,000	217,800	239,580
Management Expenses (15% of Sales)	1,282,125	1,807,697	1,956,709	2,118,005
Miscellenous Expenses	180,000	180,000	180,000	180,000
NET PROFIT	533,890	2,038,307	2,342,232	2,538,497
Net Profit (%)	6%	17%	18%	18%



ROI CALCULATION



ROI CALCULATION

Total Investment	1,900,000
Average Yearly Net Profit	1,863,232
Average Yearly ROI (%)	98%
Average Monthly ROI (%)	8%

PAYBACK PERIOD

Total Investment	1,900,000
Accumulated Net Profit by Year 2	2,572,197
Accumulated Net Profit by Year 3	4,914,430
Payback Period (Months)	25



INVESTMENT SUMMARY



- **Total Investment: Rs. 19 Lakhs approx**
- **Monthly Average Sales in Year 1: Rs. 7.12 Lakhs**
- **Operational Break Even: 4 Months**
- **Monthly EBITDA at end of Year 1: Rs. 1.43 lakhs**
- **Year 2 is the EBITDA Growth Year**
- **%EBITDA grows from 6% to 17% in 2nd year**
- **Investment Payback: Approx. 2 Years**



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VISIT US

- Please visit any of our Outlet and Try our Food
- It will give you a first-hand experience of food and ambience
- During the visit, you can meet and interact with Our Team Members
- We welcome all your queries and doubts
- Only when you are completely convinced, take the next step



AFTER THAT...

- We sign an NDA (Non Disclosure Agreement) to maintain confidentiality
- We would like to understand your Profile, Your vision about food Business etc.
- More intense business and commercial discussions
- Once we agree on all terms and conditions, we complete paperwork, shake hands and the project starts...!





LET'S CREATE A **MADE IN INDIA**
PAV BHAJI BRAND TOGETHER!

THANK YOU!

