

# CHEELIZZA®

इंडिया का  
Pizza

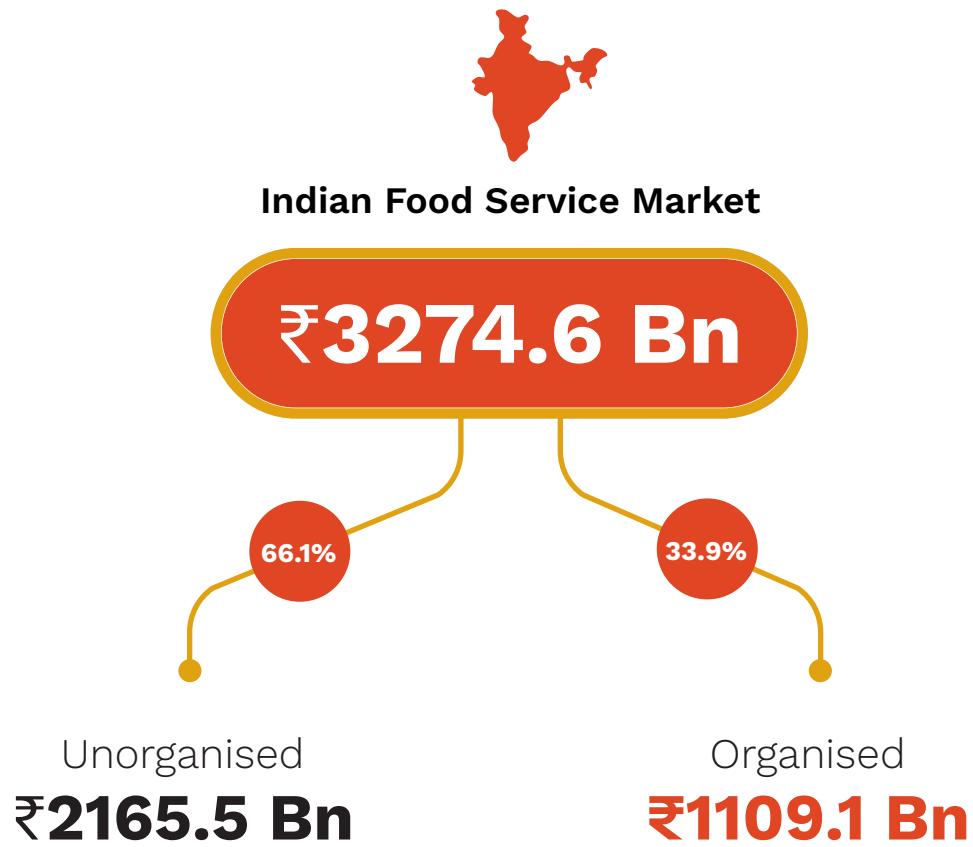


## SAY CHEESE!!

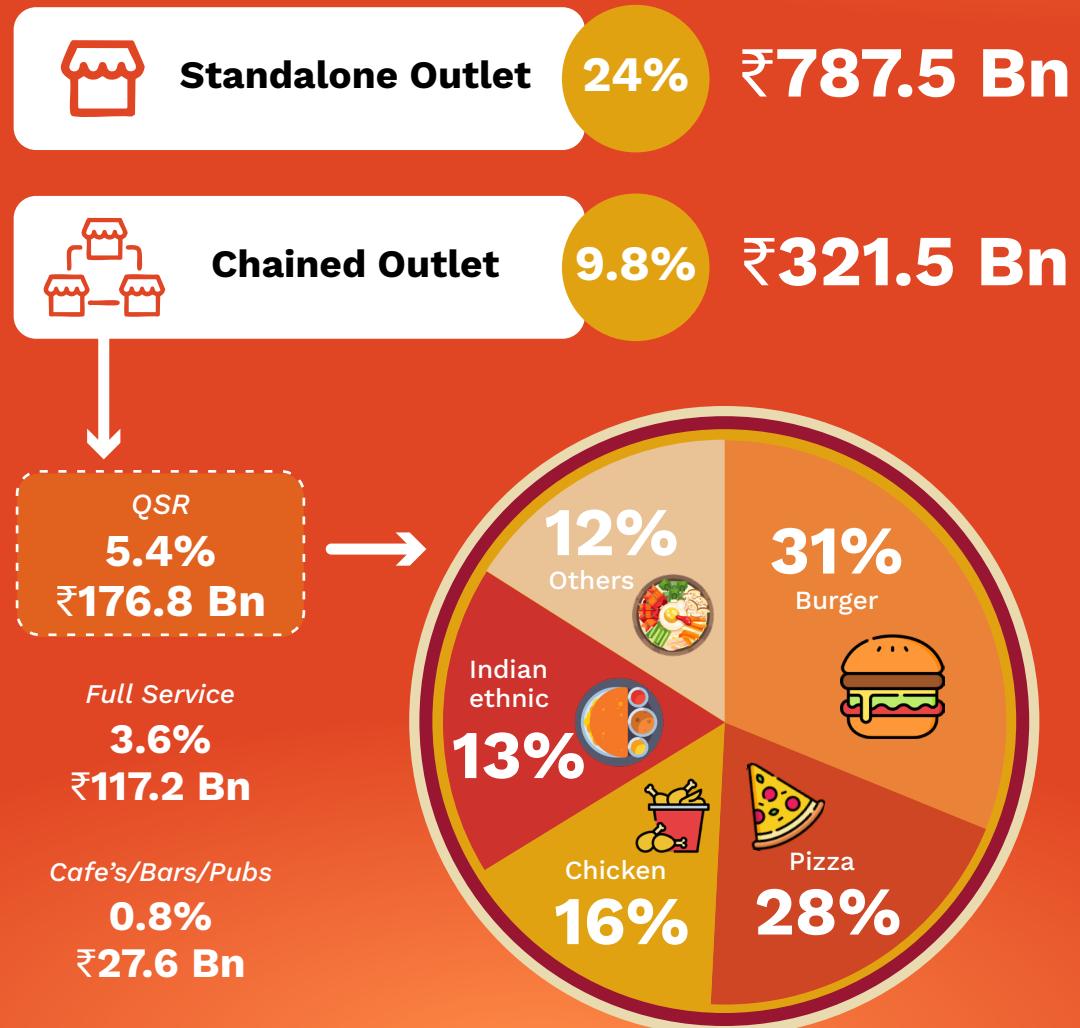
DOESN'T IT BRING A SMILE ON YOUR FACE?

\*Private and Confidential

# Current Indian F&B landscape



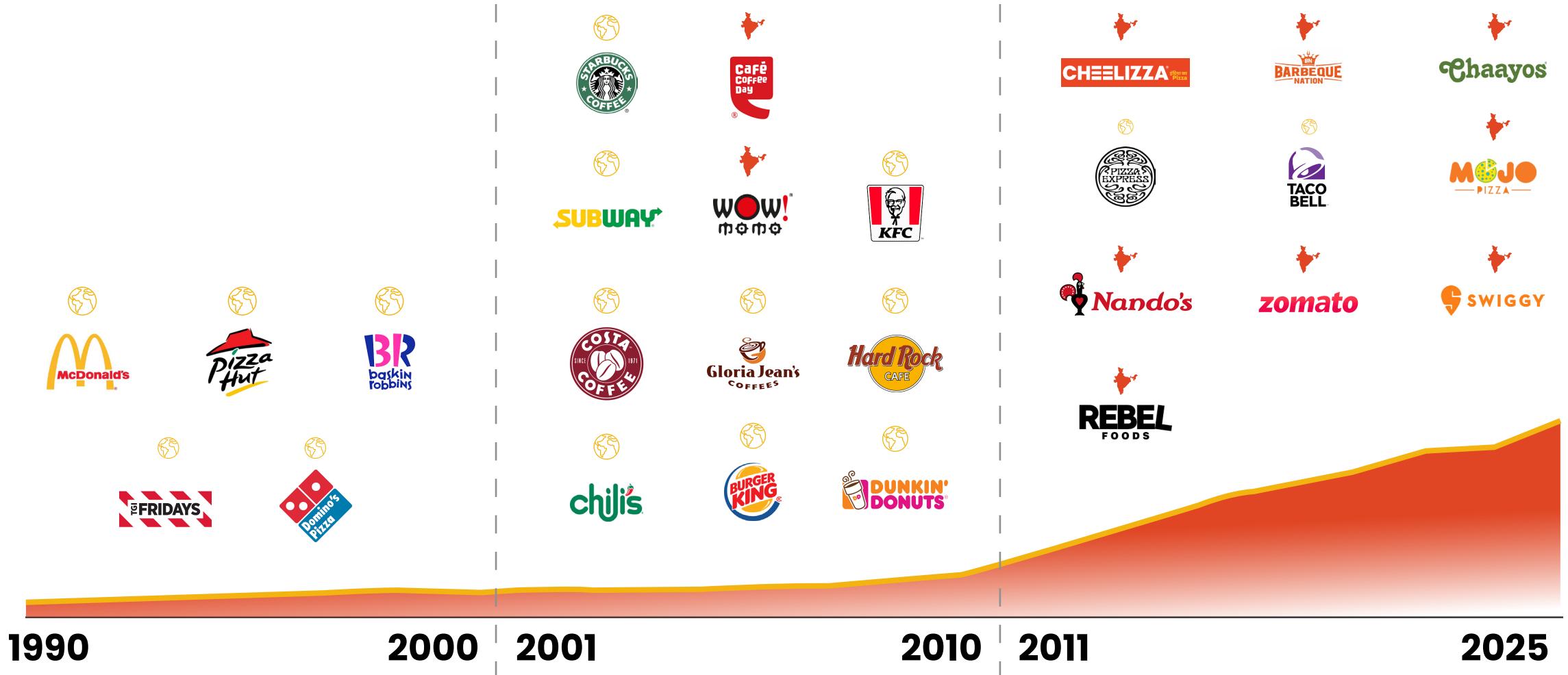
## 33.9% ORGANISED FOOD SERVICE MARKET



# Evolution Of Brand & Models

Global Brand

Indian Brand



Future growth will be led by home grown brands

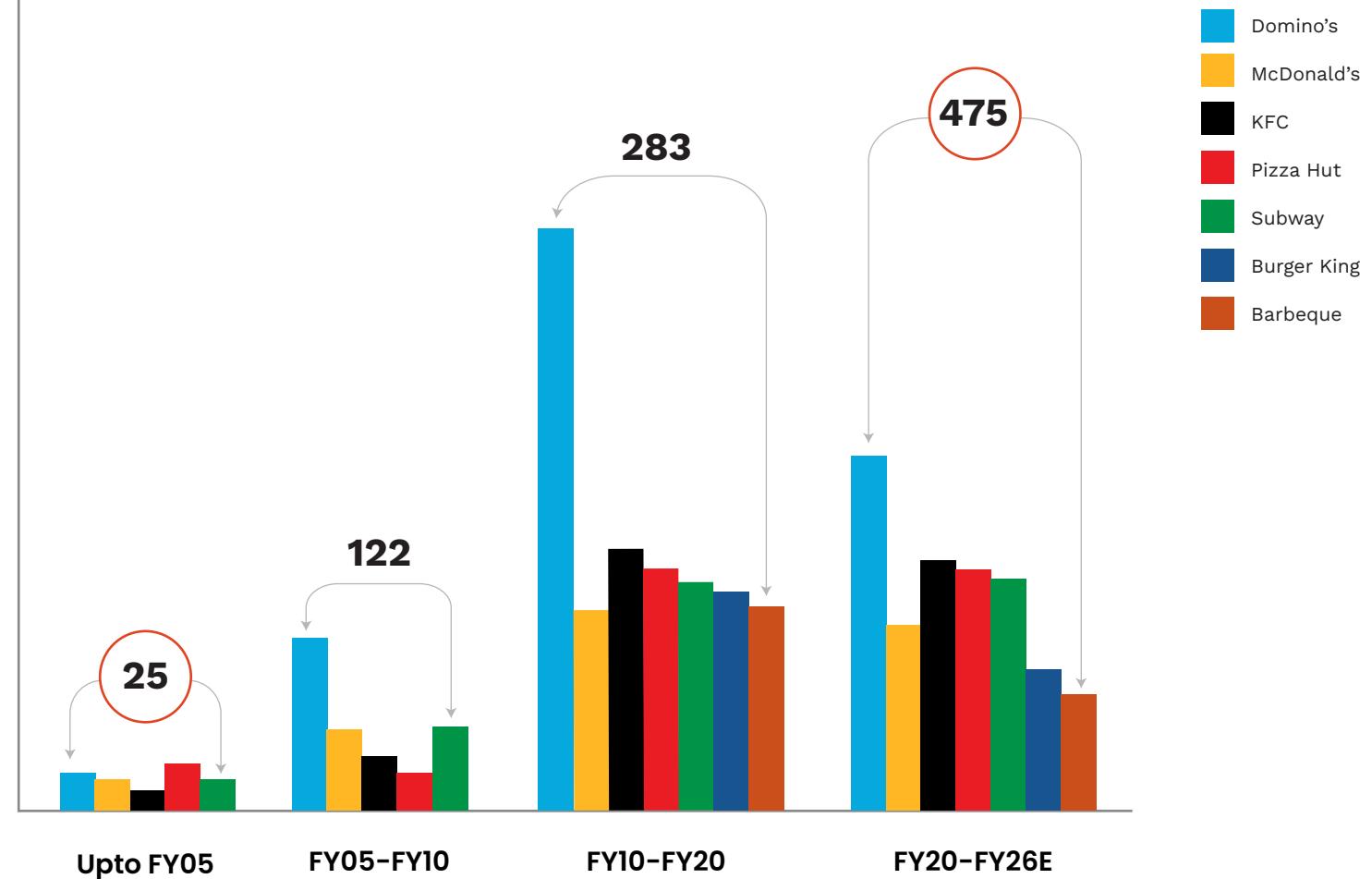


# Pizza – Continues to Lead & Grow

**Pizza Stores per Mn population**

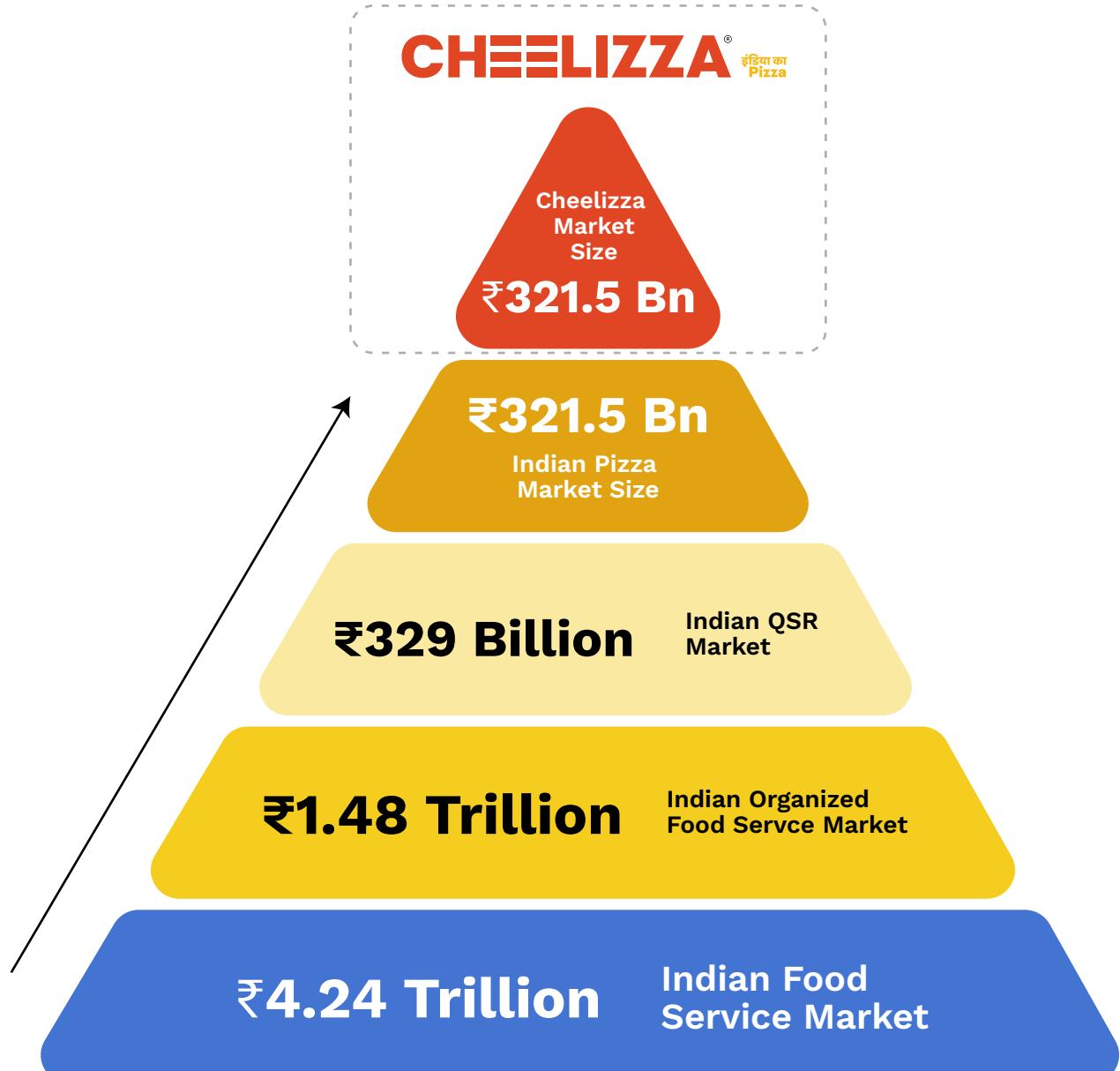


**Phase-wise QSR Store Opening**



# Pizza – Continues to Lead & Grow

With Performance Better Than Many Other Consumption Categories In The Recent Quarters

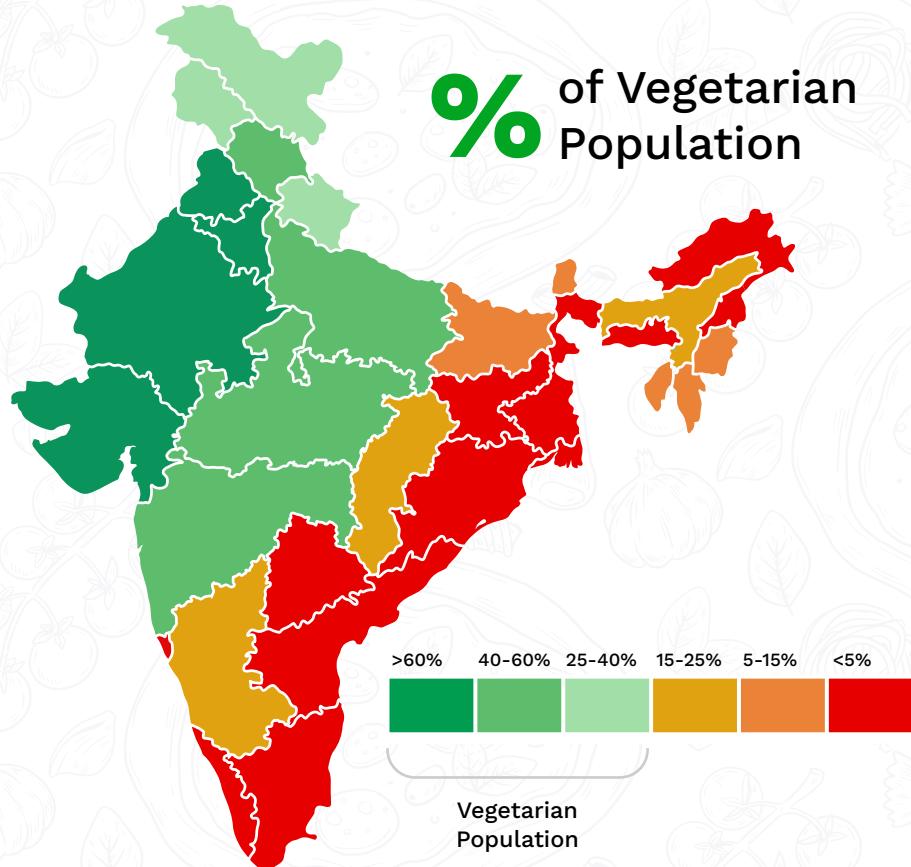


Pizza remains one of the most consume cuisine in the country

# Consumer Trends



## VEGETARIAN FOOD PREFERENCES



## West and North India

Are Potentially Large Markets For A Vegetarian Only Restaurant Chain

North and Central

West

East

South

Preferred Eat-out Format

Affordable Casual Dining (ACDR)

Affordable Casual Dining (ACDR)

Café and QSR

Café and QSR

Preferred Type

Veg: 83%

Veg: 71%

Non-Veg: 57%

Non-Veg: 70%

Preferred Cuisine

North Indian,  
Italian

Italian, Sandwich,  
Chinese,  
South Indian

Chinese, Indian  
Snacks, Wraps  
and Rolls

South Indian,  
Chinese, Wraps,  
South-East Asian

#Cities in Top 20

4

8\*

3

5

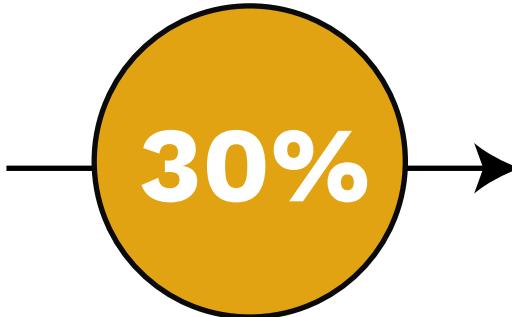
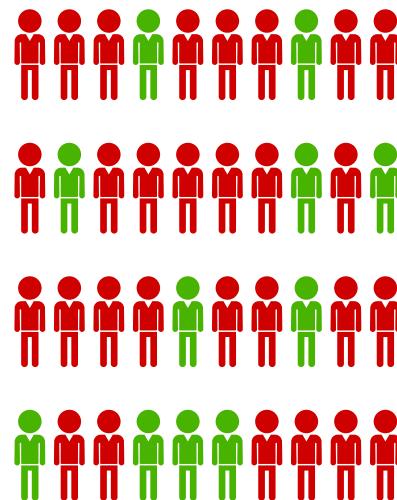


# Problem Statement?



Absence of Trustworthy Pure Veg Food Brand

Current Food Service Market

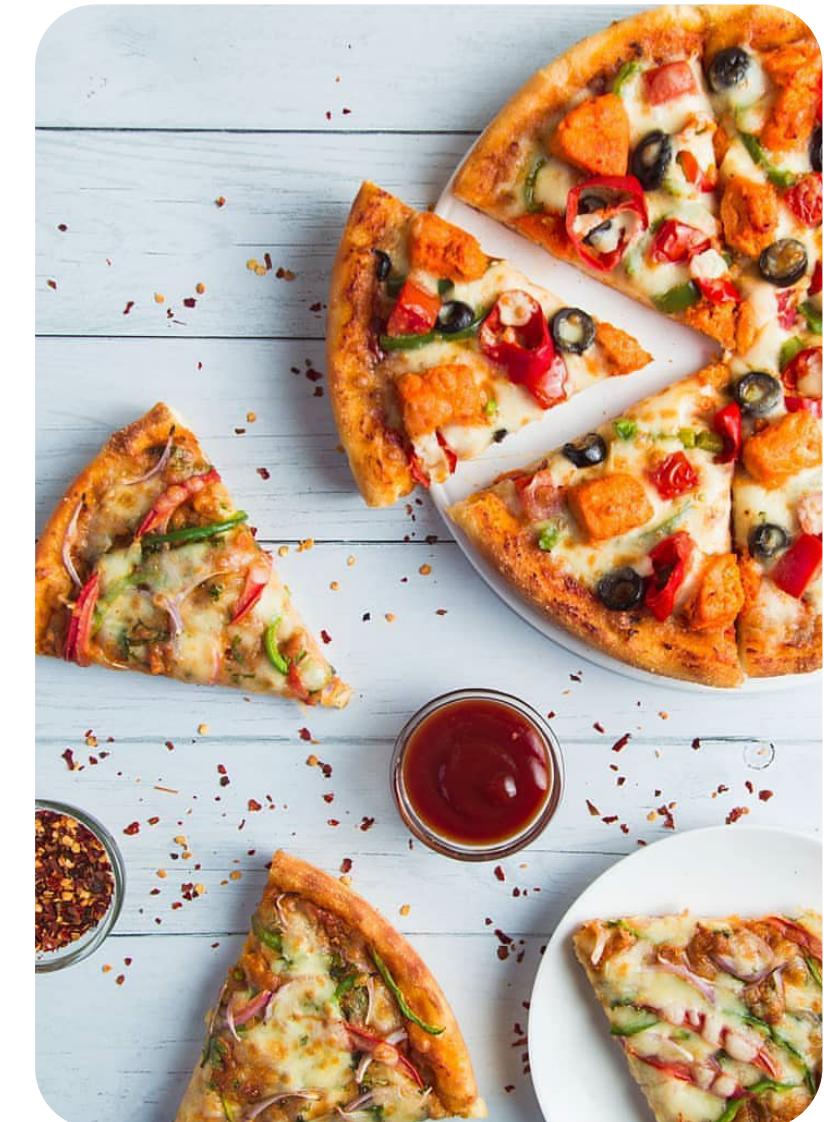


Pure Veg Food Consumption



₹1.27 Trillion

₹4.24 Trillion





# Evolution of Food Business In India

## Global legends

When Domino's, Mcd  
Entered India

1 BRAND 1 KITCHEN 1 CUISINE



PIZZA



BURGER



Own Delivery

## Millenials

Cloud Kitchens/  
Food Delivery

1 KITCHEN

Multi BRAND  
Multi CUISINE  
Multi CART



Sweet Truth

Faasos



## GenZ

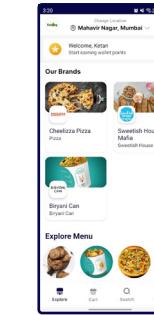
Platform Play

One PLATFORM

Multi BRAND

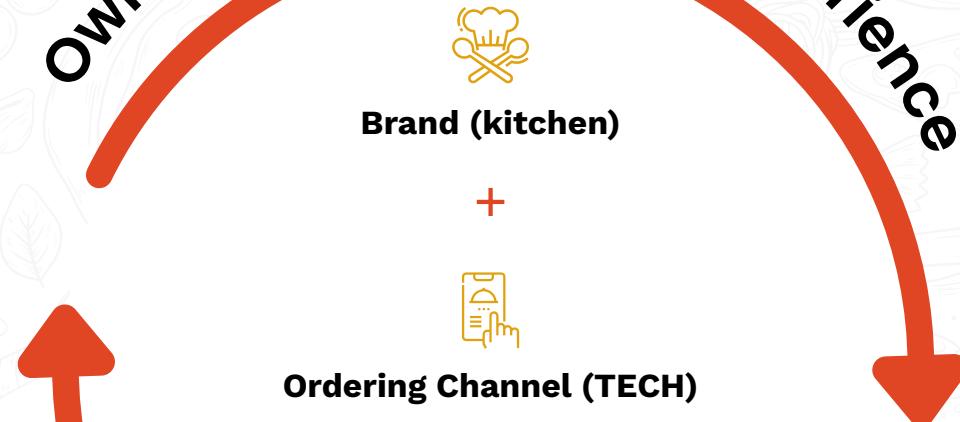
Multi CUISINE

SINGLE CART



# Become the First Trusted “PURE VEG” Brand

Owning 360° Customer Experience



Ordering Channel (TECH)



Last Mile Delivery (FLEET)



EatVeg



Pizza



Biryani



Burger



Indian



Desserts

# Biryani Can – India's First Pure-Veg Biryani Brand

## Breaking the stereotype: Biryani ≠ Only Non-Veg



Focused on **authentic regional veg biryanis** –  
Paneer Tikka, Veg Lucknowi and  
Hyderabadi, and more



**Cloud kitchen-first brand** under the Cheelizza umbrella



**Built to scale** –  
standardized recipes,  
low wastage, high  
throughput



Positioned for **India's 30%+ pure-veg population** – an underserved segment in the biryani space

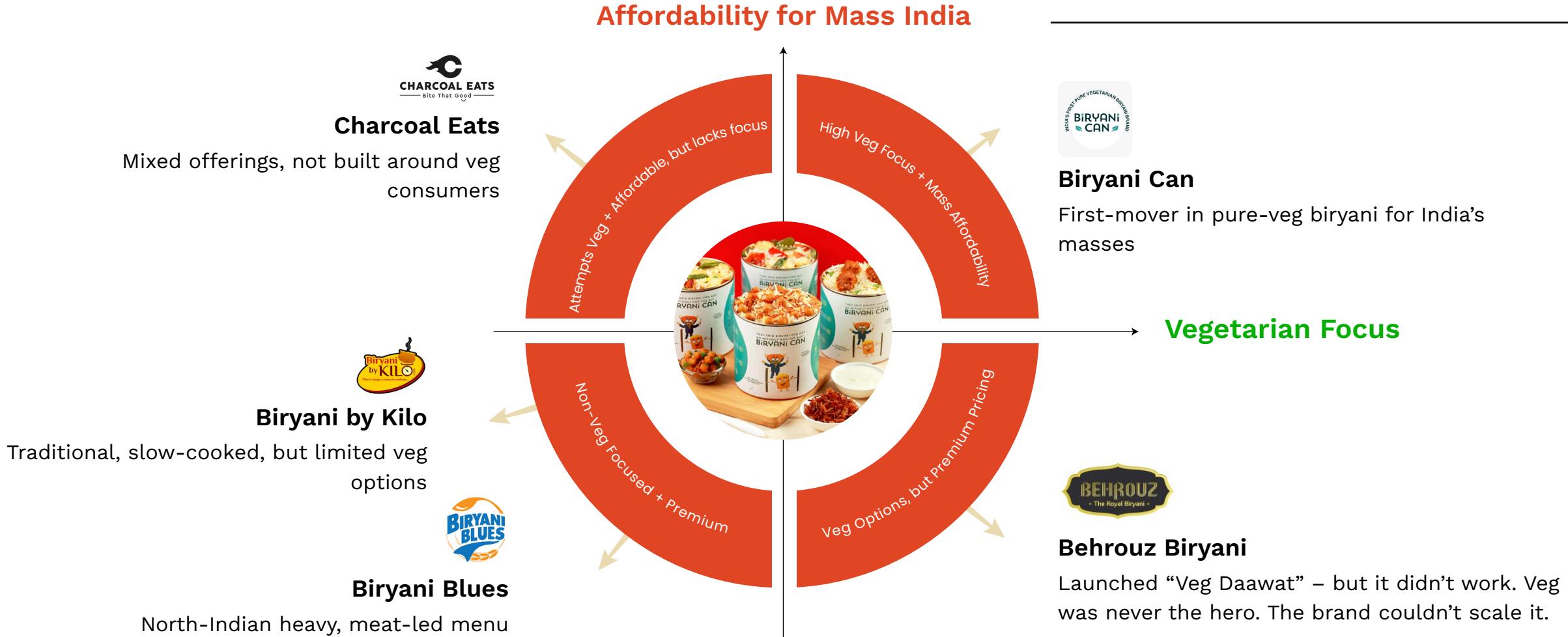


Leverages Cheelizza's **loyal customer base** and **delivery network**

# Why Biryani Can is Built to Win

No One Owns the **Veg** Biryani Space — Until Now

India has **400M+** vegetarians. No major biryani brand serves them seriously.  
**Biryani Can is changing that**



Biryani Can = India's first scalable, affordable, veg-first biryani brand. Not an afterthought. Not a side menu. We own the category.

# India's Biryani Market: A ₹30,000–38,000 Cr Goldmine



10,09,80,615 biryani orders in 2023 = #1 dish (8x Qutub Minars!)

Pizza – 7.4 Crore orders → Biryani is ~13X more loved

## Market Stats & Insights



### Massive Market Value

- Total biryani market estimated at **₹30,000–38,000 Cr (US\$4–5 bn)** in 2023, growing at **~11–12% CAGR**
- Organized sector (branded/cloud) is **₹1,500–3,000 Cr**, with **~85%** unorganized—huge white space



### Rapid Urban Penetration

- Hyderabad** alone saw **9.7M orders**, **Bengaluru 7.7M**, **Chennai 4.6M** in **2024**
- Biryani continues to dominate across metro and **Tier-2/3 cities** — a pan-India phenomenon.



### Order Volume Frenzy

- 2.5 biryanis** ordered per second on Swiggy in 2023 (i.e. **158/min** or **~83 M annually**)
- For every **5.5 chicken biryanis**, 1 veg biryani sold — meaning lack of veg-first focus



### Pure-Veg India = Untapped Demand

- ~39% of Indians** are **vegetarian** (Pew) → over **400 million people**
- Yet **veg biryani** accounts for just **~15–18% of biryani orders**—clear opportunity

With biryani's ₹30–38K Cr universe and ₹1–3K Cr organized slice, Biryani Can is poised to eat up the pure-veg category — a ₹10,000Cr+ opportunity waiting to be owned.

# Built To Scale

Full-Stack Operations Driving Margin and Experience

## Core Model

Brand



Platform



Delivery



### Brands

*What We Do ?*

Operate multi-cuisine, pure-veg brands: Cheelizza, BiryaniCan, Indian Combos

*Why It Matters ?*

More variety, higher retention, repeat orders

### Platform (EatVeg)

*What We Do ?*

Direct ordering via app/web, loyalty, cashback, multi-cart checkout

*Why It Matters ?*

Reduces aggregator dependence, higher margins

### Own Delivery

*What We Do ?*

Building in-house fleet for key cities

*Why It Matters ?*

Faster delivery, lower cost, better experience

### Central Kitchen

*What We Do ?*

SKU-optimized supply to all outlets

*Why It Matters ?*

Reduces COGS, ensures consistency

### Store Formats

*What We Do ?*

Dine-in, takeaway, cloud, kiosks & food trucks

*Why It Matters ?*

Multi-format expansion playbook

# Multiple Revenue Channels. One Pure Veg Platform.

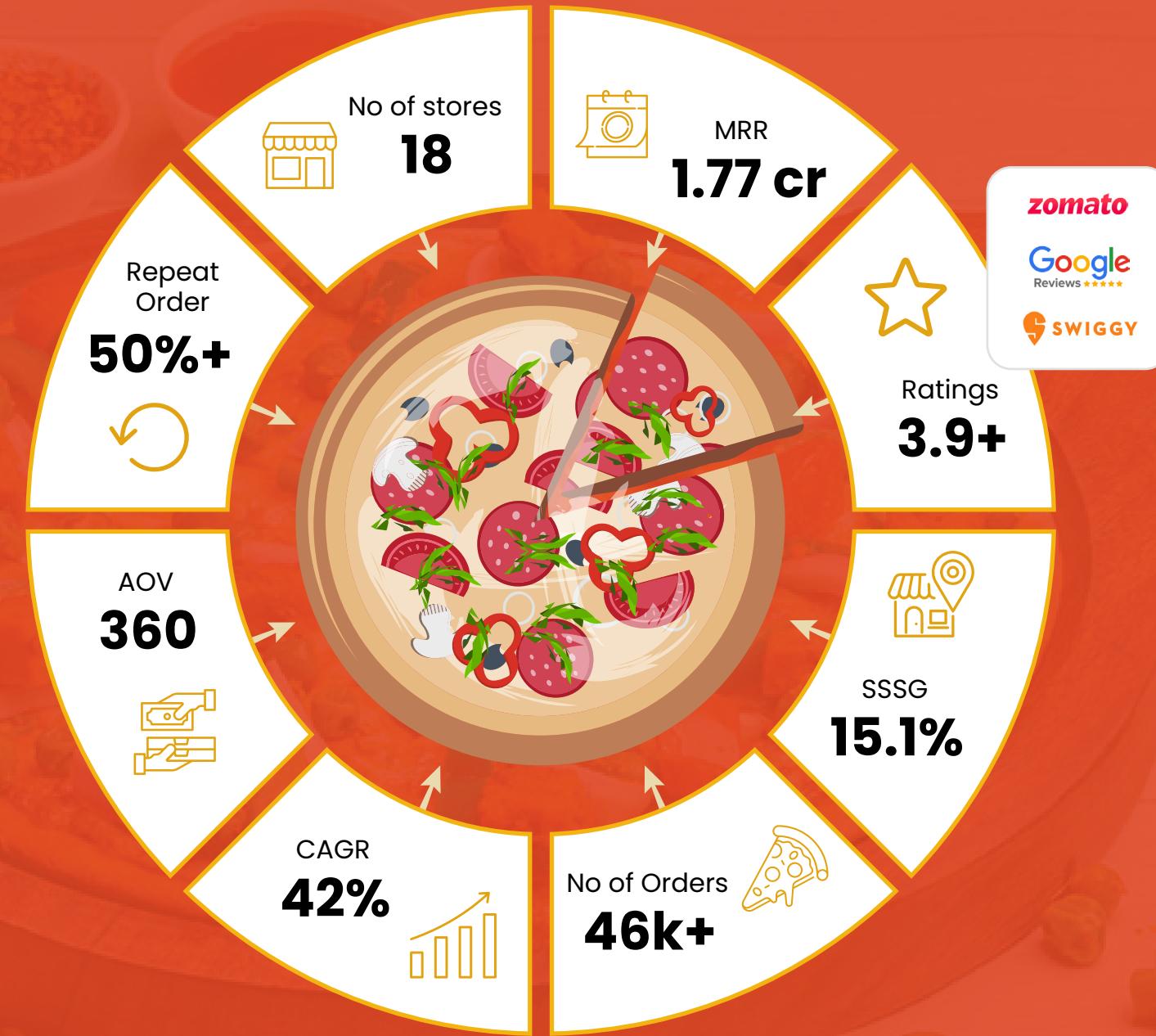
Cheelizza operates as a food-tech platform, not just a restaurant chain: blending technology, brand control, and operational infrastructure to capture value at every stage.



## % Mix (FY24) Revenue Streams



# Cheeliza Business



# Robust Organization System & Process

## Customer Satisfaction

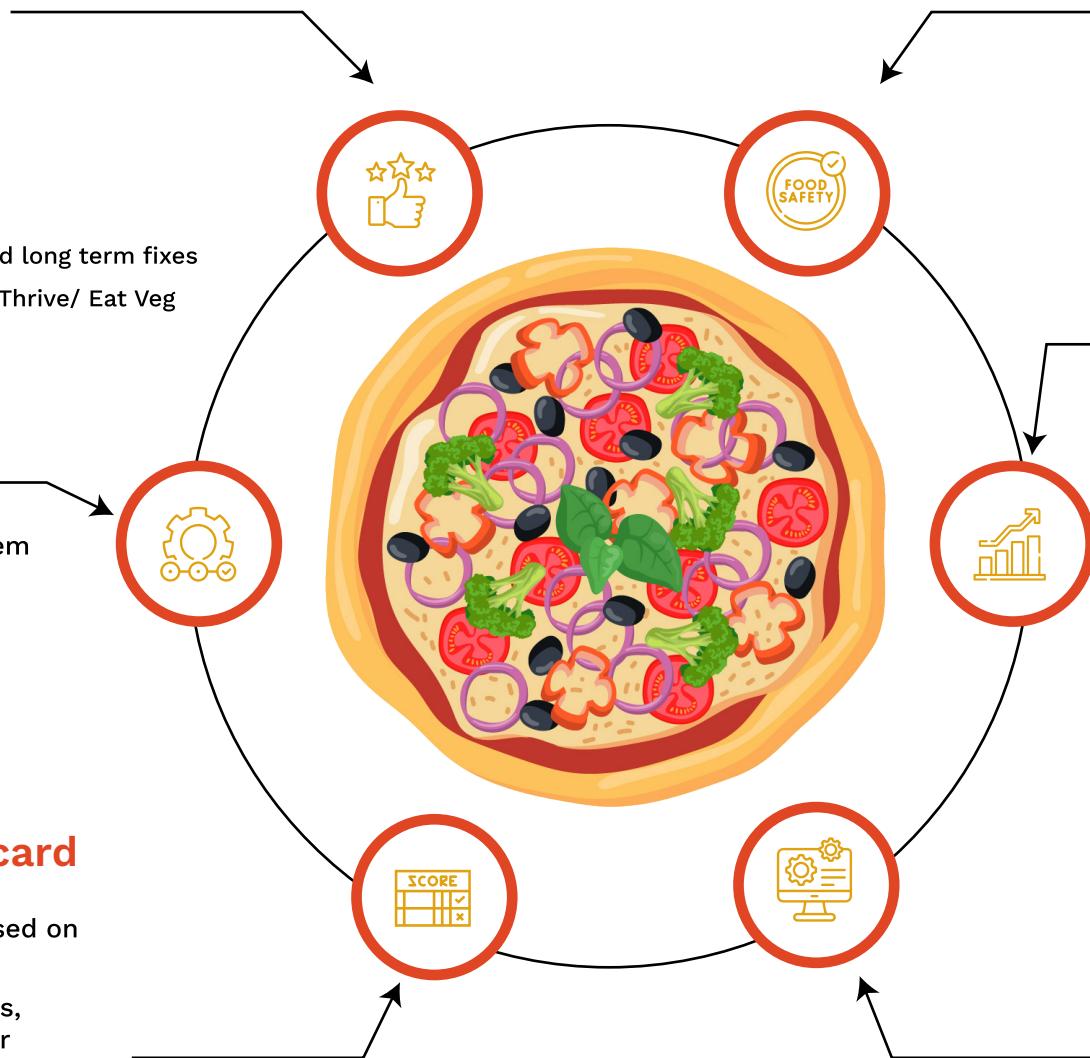
- Consistently executing great Customer Experience with Amazing Value
- Customer Feedback processes set up:
  1. Daily Ratings review
  2. Daily complaints Resolution and short and long term fixes
  3. Rating on all platforms Swiggy /Zomato /Thrive/ Eat Veg

## Supply Chain

- Robust Supply Chain backed with 1 system to monitor Purchases and Inventory Management (store level & Central)

## Store Level Balanced Scorecard

- Operations Team Incentive Structure based on Balanced Score Card
- KPI's driving Customer Satisfaction, Sales, People and Profits are the key criteria for Performance evaluation



## Food Safety & Hygiene

- HACCP based Operational SOP's well defined during the entire journey of the Raw Material and Finished Product
- Quality Checks at each HACCP

## Business Development & Financial Review

- Dedicated BD & Projects Team for New Store Development
- Store Opening processes templatized for consistent and on time store de
- Periodic Store performance review including Sales, Inventory Management & Cost Management Weekly, Monthly and Quarterly

## IT Systems

- Integrated single system for Sales Management, Inventory Management & Financial Management
- Internal IT/ SCM & Operations team thrive to improve Posist & ZOHO for accurate and timely checks
- Real time Data management through the Operating & Accounting Softwares.



# Why Customer move to cheeliza?



**Is the Cometition cheaper or give value for money (VFM)?**

The starting is at ₹79 & items prices below National QSR's makes Cheelizza competitive offering VALUE FOR MONEY

**Does competitive deliver faster than the Cheelizza?**

Yes, Cheelizza is the process of **creating their own Delivery currently** due to 3rd Party vendors this stays an opportunity

The launch of sub ₹100 pizza, Domino's still has the most VFM offerings.

However, certain meal options of PH are prices better than Domino's

**Does competitive deliver faster than the Cheelizza?**

Cheelizza is in the process of making the Dine In consumer experience better with redesigning old store & making new stores more welcoming with great store designs. They are also building their own Delivery infrastrucutre to improve the delivery experience.

More than ~70% of Domino's order are delivered under 20 mins & also has delivery gurantee for 20-min delivery in Bangalore

PH uses 3rd party vendors for last mile making the experience mediocre

**Can consumers migrate to competition due to product or taste?**

The vegetarian consumers would want to migrate to cheelizza as they build the trust on Cheelizza who have an end to end **100% vegetarian Supply Chain** with maximum variety for the vegetarian consumer

App ordering: Domino's definitely socres well ahead of PH

Dine-In: Experience at PH stores in better than that in DOMino's as validated by share loss of Domino's in the channel

**Can consumers shift due to brand fatigue? Possible**

Cheeliza is a fairly young brand so is not at all challenged, also due to **constant product innovation** they thrive to stay relevant & fresh in the conusmer mind.

Depends on the consumers: As the Vegetarian Consumers get farly less variety in Domino's also the fear of mishaps of Non Vegetarian cross contamination stays a concern for the pure vegetarian consumers

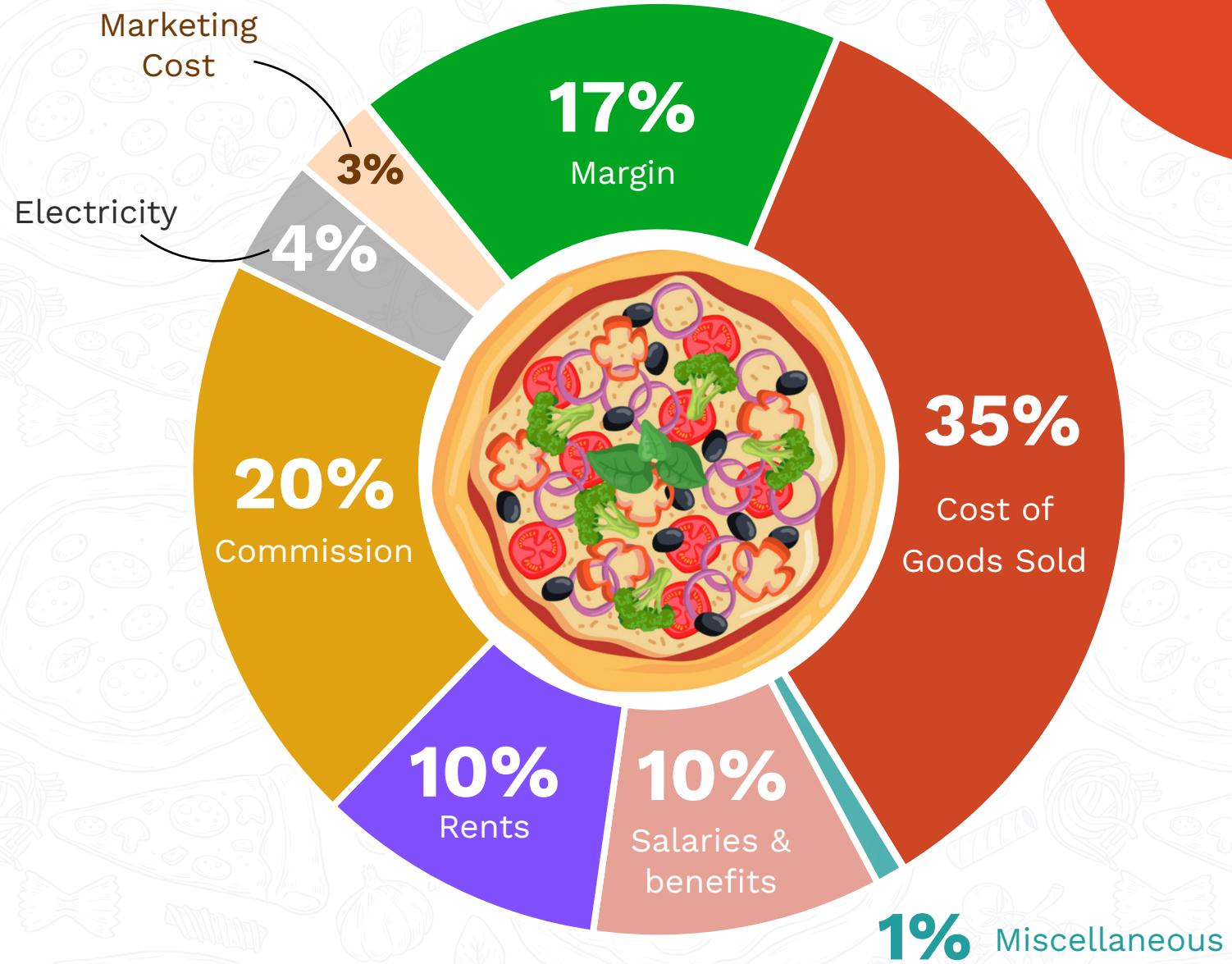
Depends on the consumers: Vegetarians consumers have limited options in PH & the fear of being served or cross handling of meats will instigate the vegetarian consumers to switch

If consumer doesn't find enough value proposition, he/she would shift to a trusted brand as seen in multiple categories

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# Store Unit Economics

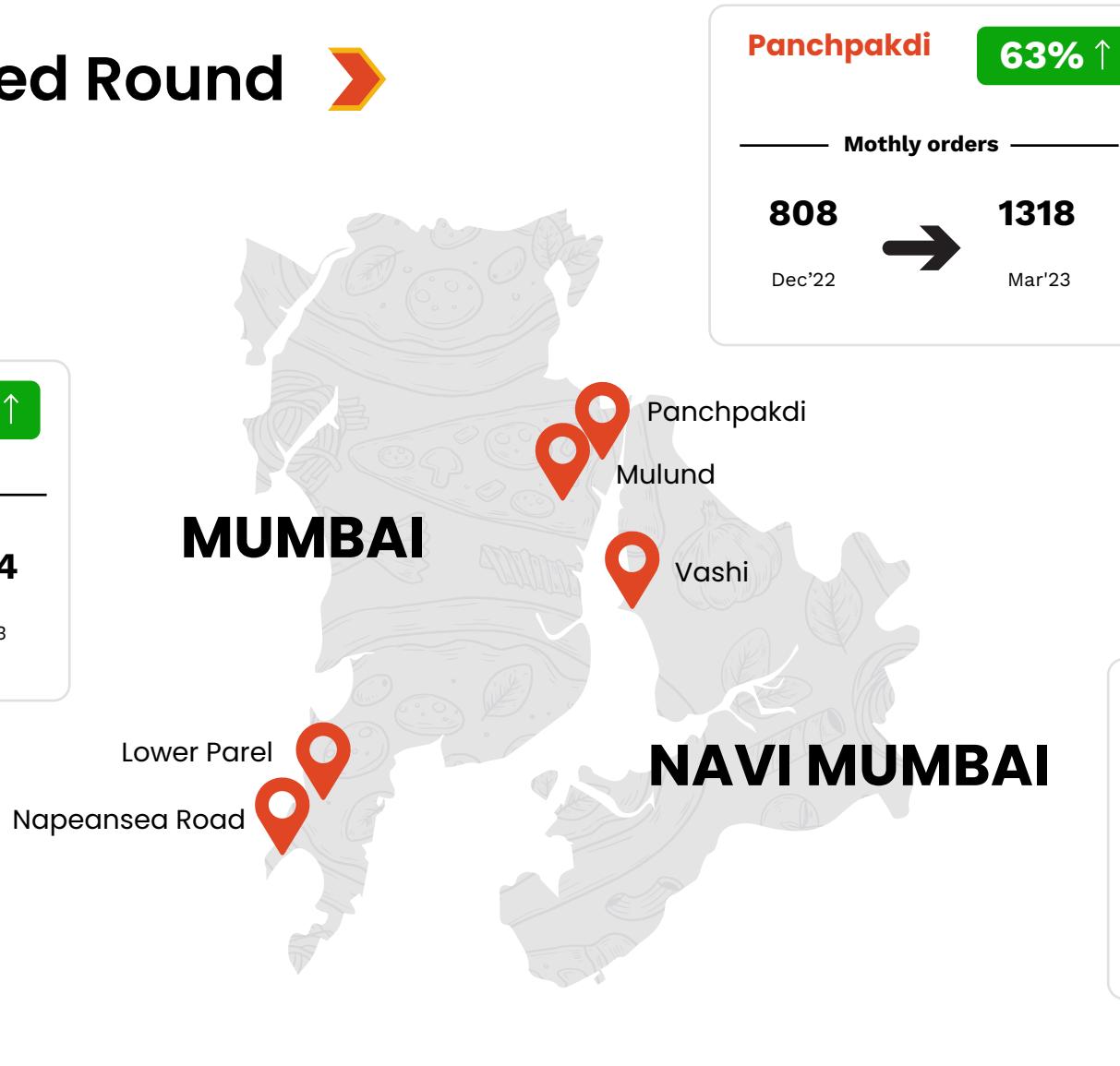
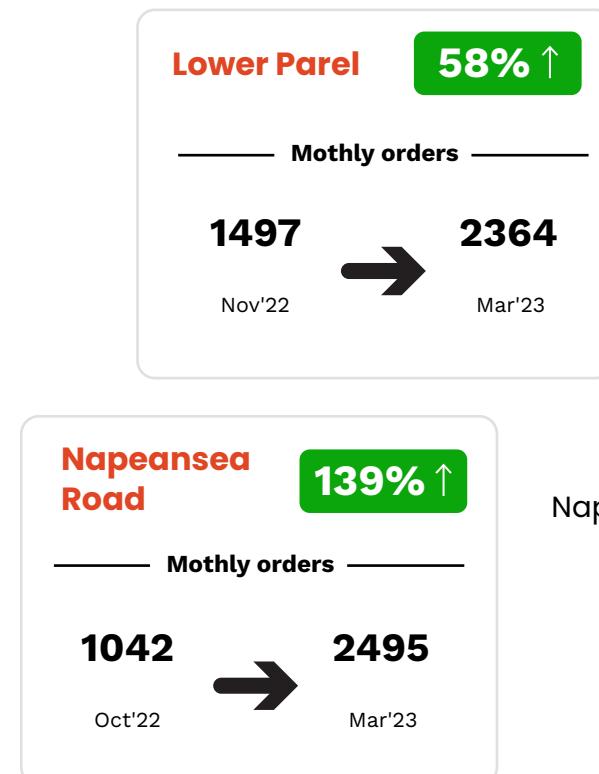
Apr'25 Store Operating profit 11%



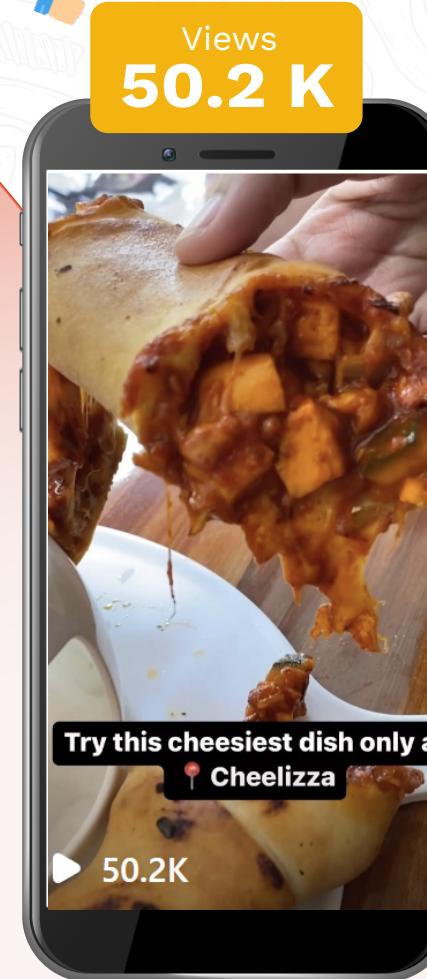
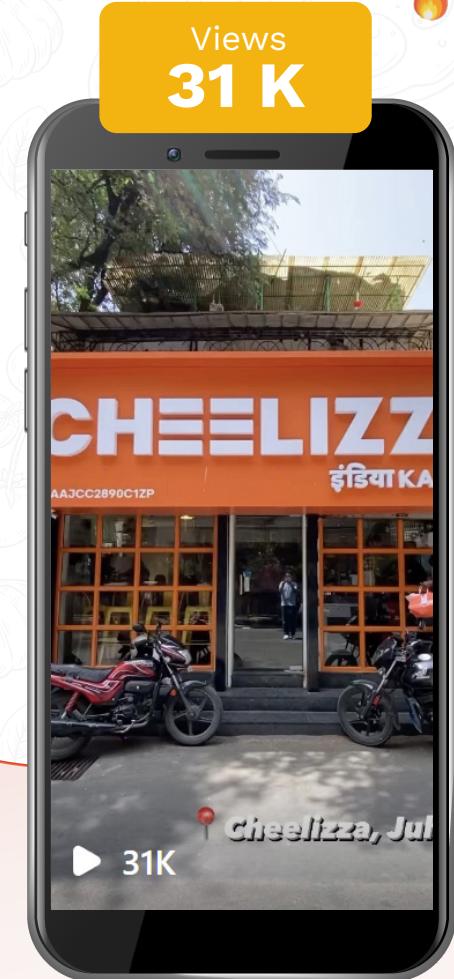


# Growth In New Stores Opened

After Raising Seed Round ➤



# Our Customer Loves Us Digital Brand Value





# Our Customer Loves Us Digital Brand Value

**85k+**

Reviews and ratings across  
All online platforms

**Google**

All Time Reviews

**6,237**



(4)

**zomato**

All Time Reviews

**76,217**



(4)

**SWIGGY**

All Time Reviews

**7,622**



(4.1)



# Strong Execution Team

## Animesh Lodha

Founder & CEO



- 20+ years of Experience
- CA by qualification
- Quit his job at Edelweiss very early in his career to start Cheelizza in April 2013

## Ajay Patil

Chief Business Officer



- 28+ years of experience
- Business Excellence
- Operations Expert
- Ex Dominos, Pizza Hut, Burger King India, UK & UAE

## Harish Gupta

Head Of Projects



- 30+ years of Experience
- Deep Consumer understanding.
- Priceless Conventional

## Bakul Kodikal

Corporate Chef – Operations & Training



- 27+ years of experience
- Culinary excellence
- Innovation Expert
- Worked with VKL, Swiggy, CPK, Jamie Oliver's Pizzeria

### Krishna Sawant

Account & Finance

- Business Operation Analysis
- Accounting Policy and protocol

### Jitesh Sagar

Inventory & SCM

- Inventory Management
- Demand Planning

### Sahadev Gawade

Procurement

- Logistics Planning
- Contract Development

### Mangesh Rajbhar

Store Operation

- Retail Operations
- Operations Strategy

### Mangesh Shelar

IT & Admin

- Managing networking system

### Prerna Rane

Shared Services

- Supervises Staff
- Oversees delivery of multi-disciplinary programmes

# Our Investors



## LEAD INVESTOR

**Hari Balasubramanian**  
Indian Angel Network



**Rahul Surana**  
Asia Alternatives PE



**Sagar Daryani**  
WoW Momos



**Vishal Jindal**  
Biryani By Kilo



**Shankar Narayanan**  
Sanaka Capital



**Mayank Agarwal**  
RCB - Cricketer



**Vikas Khemani**  
Carnelian



**Apurva Parekh**  
Pidilite



**Chetan Kotak**  
KVijay Ventures



**Subrata Dutta**  
Samsonite



**Ankita Jaisinghani**  
Polycab



**Karan Tanna**  
Ghost Kitchens



**Sachin Oswal**  
Infibeam

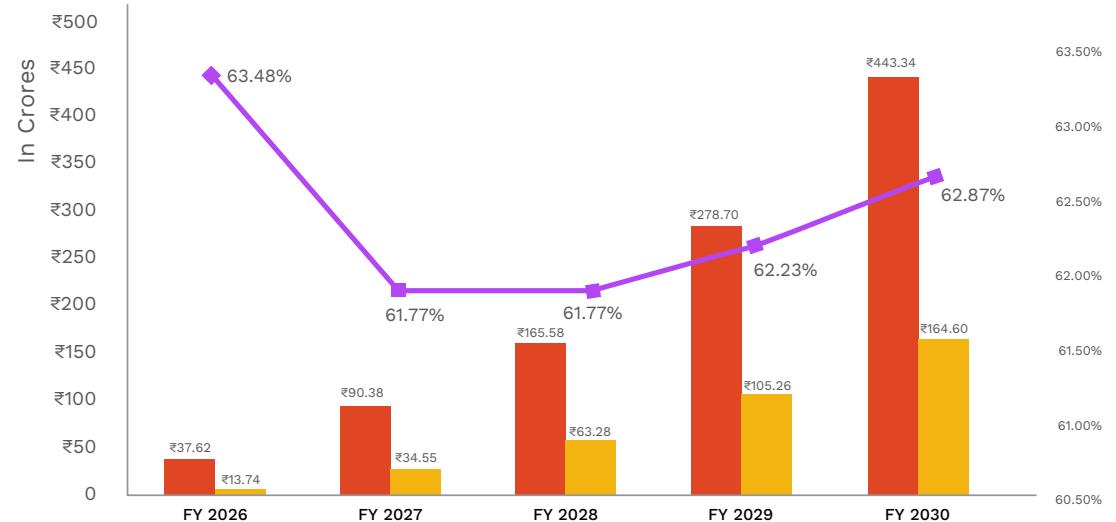


**Ramakant Panda**  
Asian Heart Hospital

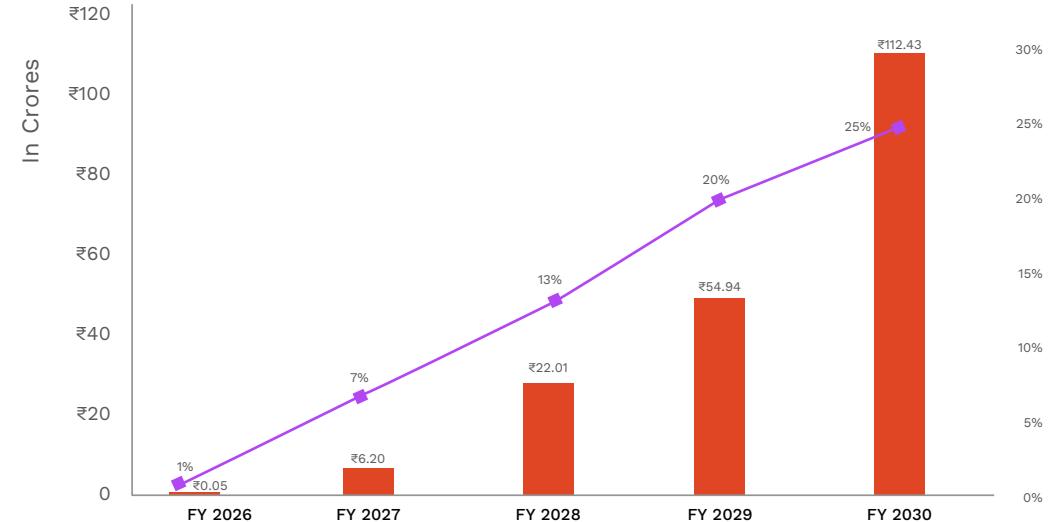


## Co-Investors

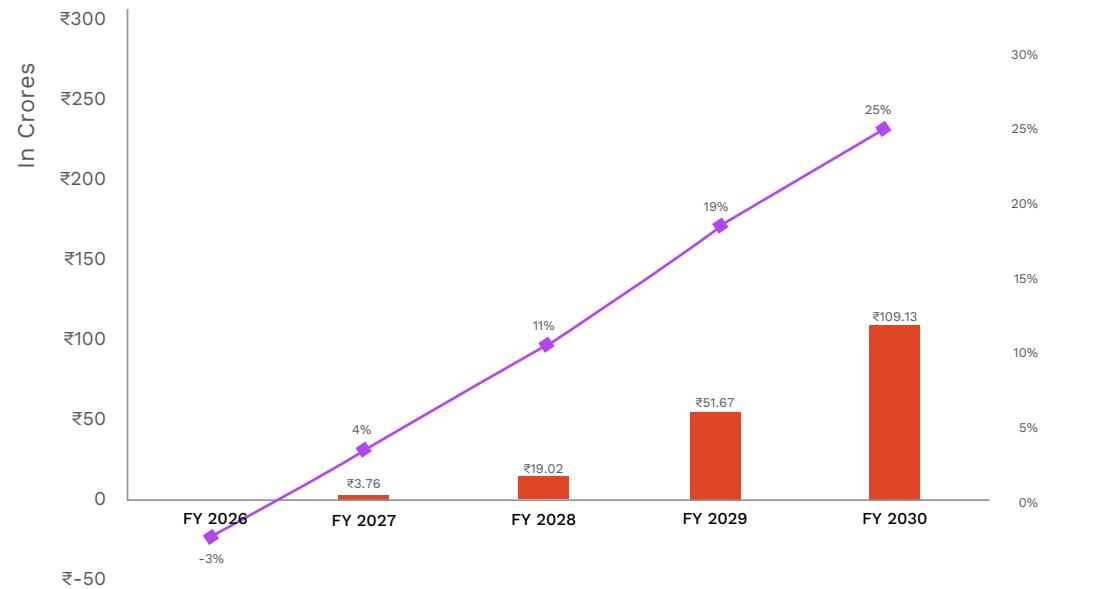
## Revenue, COGS & Gross Margin



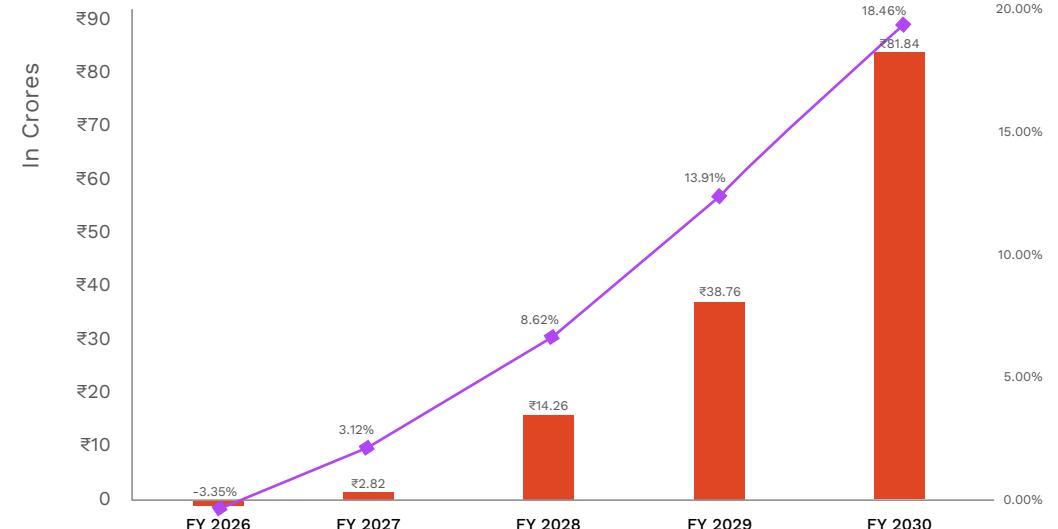
## EBITDA & EBITDA Margin



## EBIT & EBIT Margin

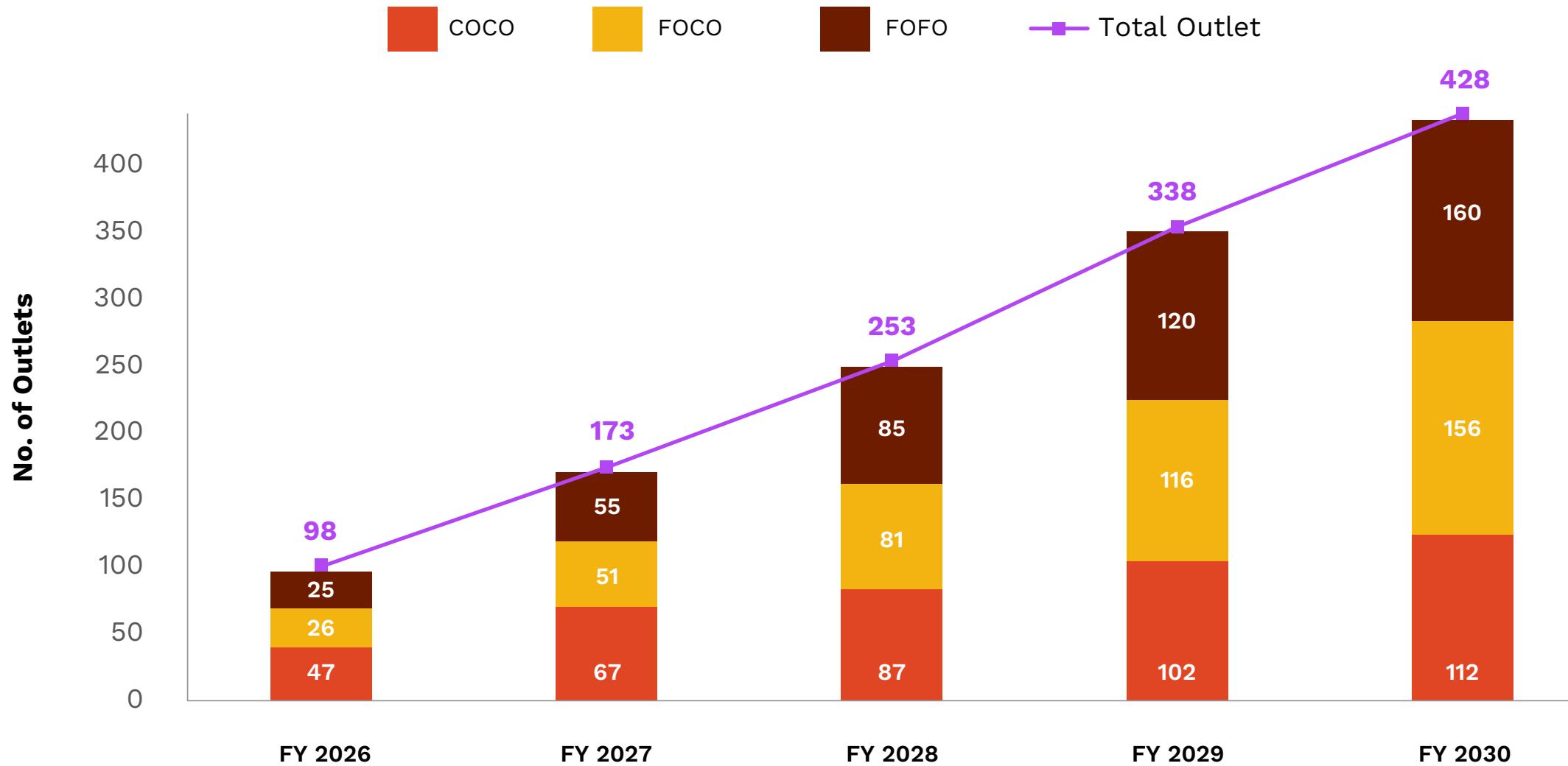


## Net Profit & Margin





# Total Outlet



# Projections



Total Net Revenue



EBITDA Co. Lvl.

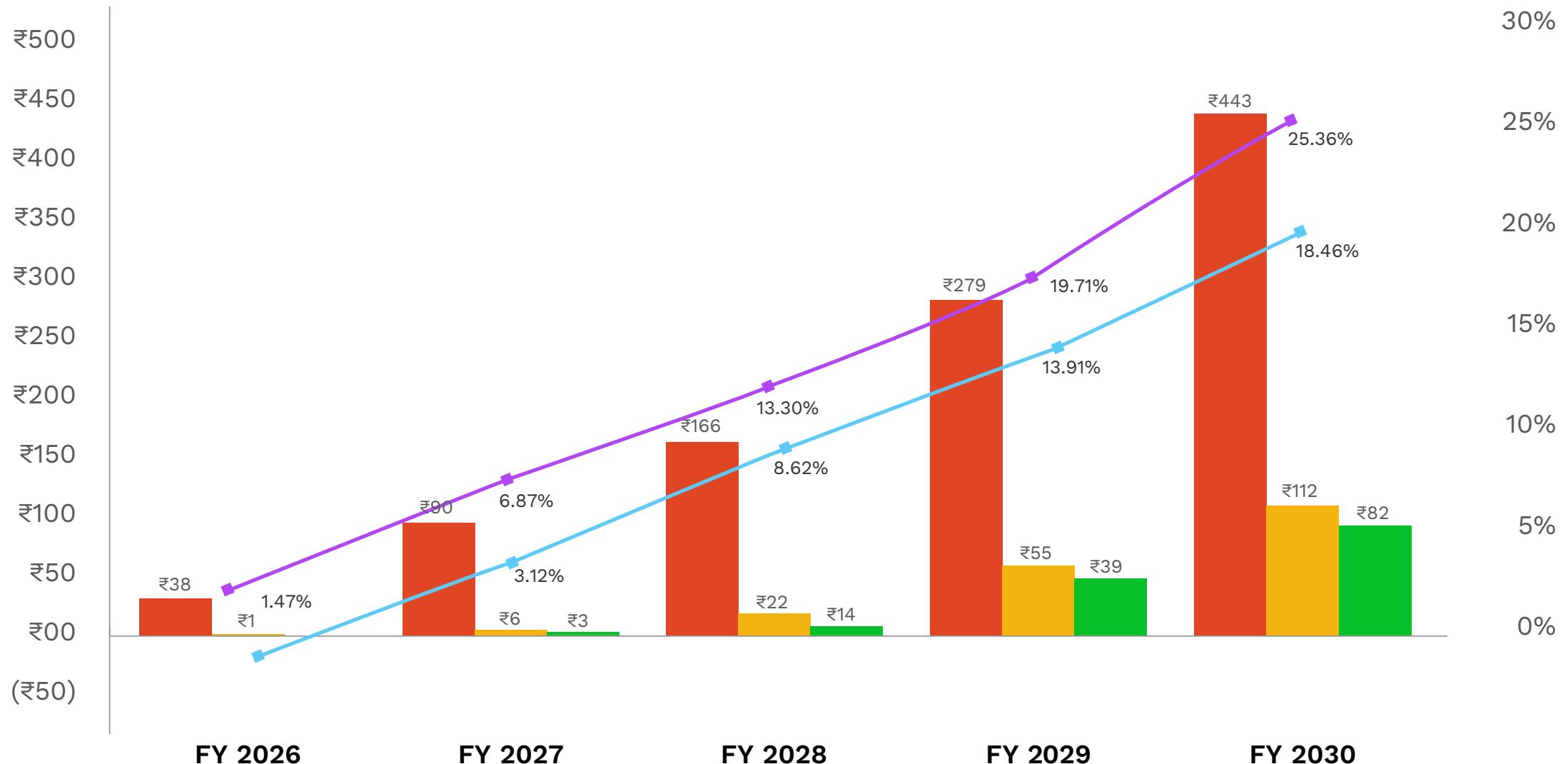


Net Profit

EBITDA Margin (Co. Lvl.)

NP Margin

All Figures in Crores





# Thank You!

## Contact Details



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[investor@cheelizza.com](mailto:investor@cheelizza.com)

## Company Name

**Cheelizza Pizza India Limited**

**CIN**

**U15400MH2021PLC355218**

**ISIN**

**INE0MSX01019**

**Face Value**

**₹ 1**

## Registrar

**Bigshare Services Pvt. Ltd.**

Office No S6-2, PINNACLE BUSINESS PARK, 6th,  
Mahakali Caves Rd, next to Ahura Centre, Shanti  
Nagar, Andheri East, Mumbai, Maharashtra 400093

**Central Kitchen & SCM Hub (Plant Address)**

Cheelizza Pizza India Ltd  
Gala No 1, Kothari Compound,  
Kherani Road, Sakinaka Andheri East,  
Mumbai - 400072