



BIRYANI REVOLUTION

THE FASTEST GROWING
DISTRIBUTION PLATFORM



The Biryani People

Our journey begins with MO & MIK,
the all-star co founders of HOB

Mo, freshly thrown out of his traditional
biryani and catering business, met Mik,
who was a budding chef on track
to Michelin  stardom.

Who knew meeting over pizza 
would lead to a biryani  revolution.



MO



20+
YEARS



MIK



Why Biryani?

BURGER



PIZZA



BIRYANI ROLLS, KEBABS AND CURRIES

Indian palette + Lunch/Dinner
alternatives to
Pizza, Burger, Taco globally

SANDWICHES



FRIED CHICKEN



INDUSTRY CHALLENGES

Operating model

- Skilled manpower
- High capex
- Lack of standardization
- Wastage

Consumer facing

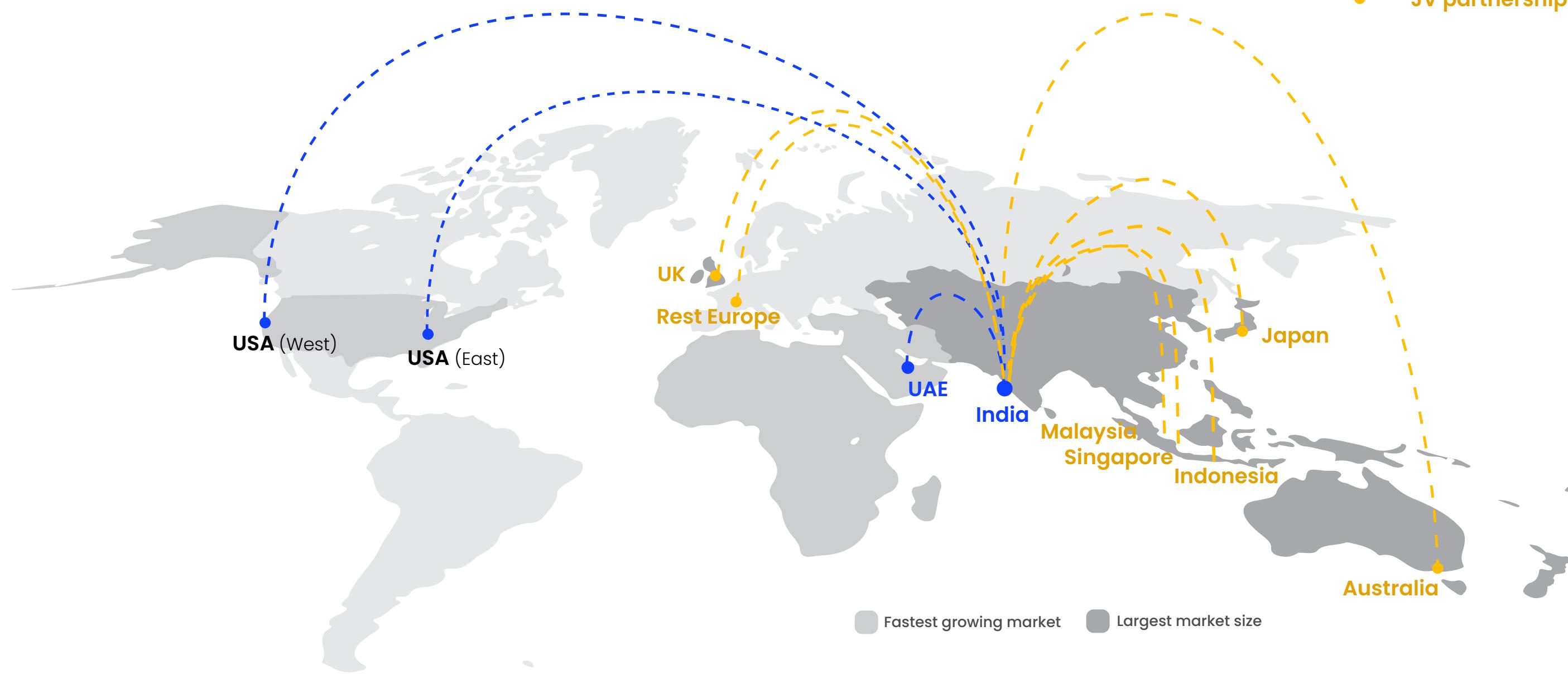
- Universal biryani does not exist
- Lack of consistency
- Optionality & Quality offering
- Freshness



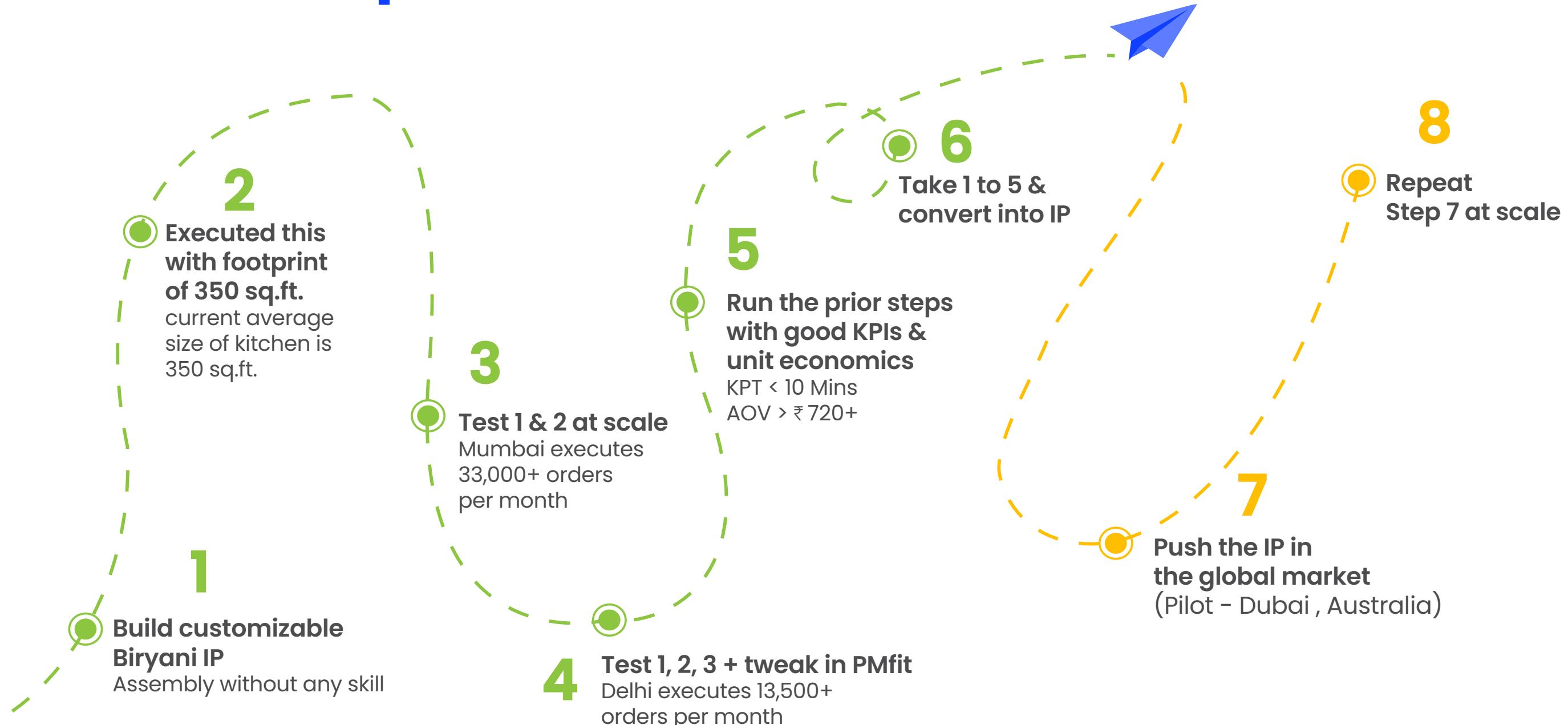
Global market size

USD 895 BILLION TO GROW AT CAGR OF 8.9%

- - Company Owned
- - JV partnerships



HOB Masterplan \$ 120M + ARR (2030)



Traction



Revenue per Store

2.5x

competitors with
presence >8+ years

Store Payback

<15 months

ARR

\$3M

achieved with \$900k
capital



Customers

2,80,912

Orders

4,96,247

Food Rating



4.3+

(37k reviews)

MUMBAI CITY: **ROCE >37%***

*including corporate



Benchmarking analysis 😊

Discount lower by

33% ↓

yet revenue higher by

250% ↑

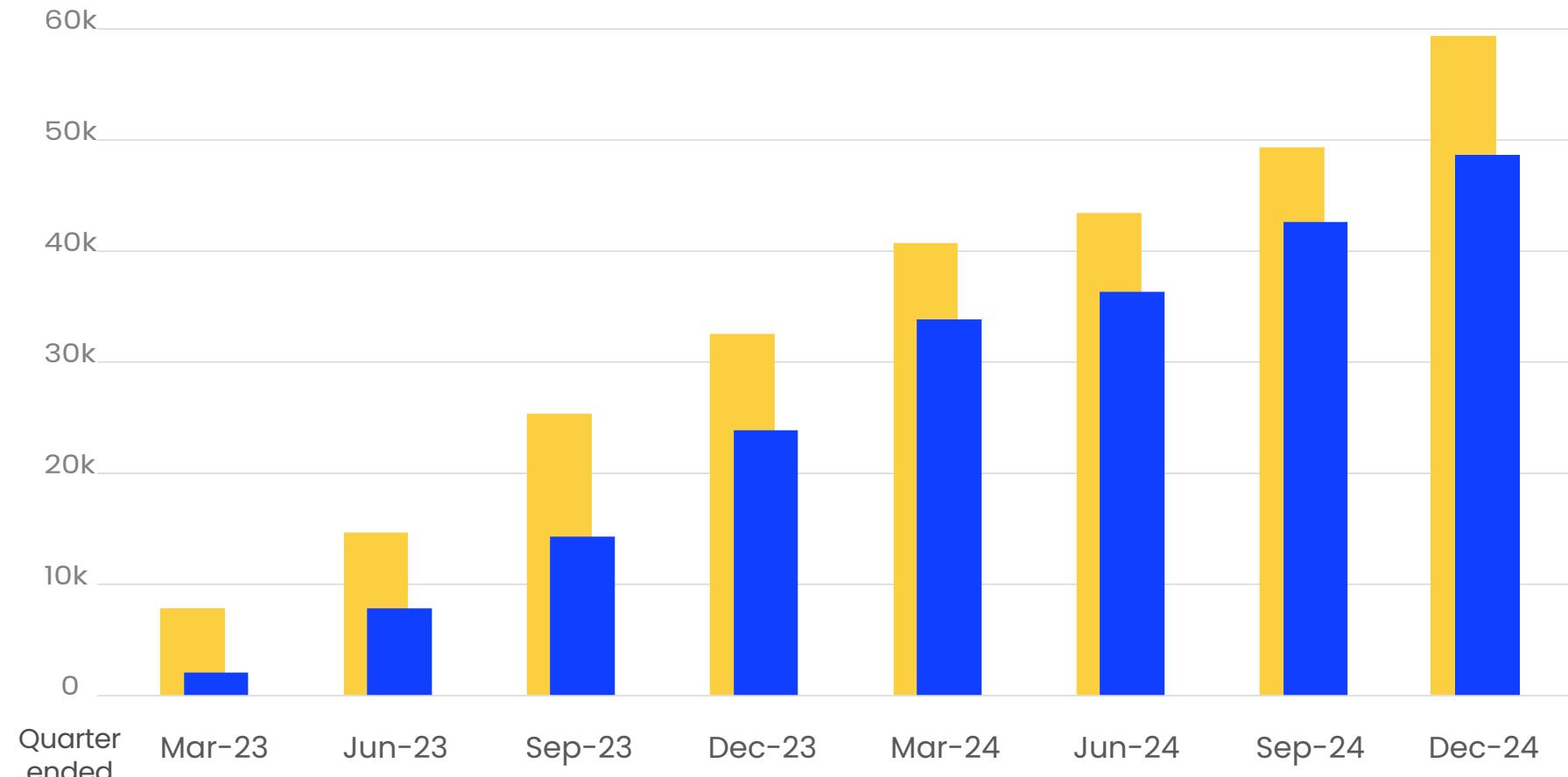
than our largest
competitors

Achieved #

Top 3

status < 1 year in Mumbai

New Users / Repeat Users



47%+ REPEAT USERS



How we HOB

Production

- Portion packed at factory
- Easy to manufacture using recipe spice pouches with weighed ingredients

0 WASTAGE



Supply Chain

- Tech enabled par stock automatically refilled
- Real time data flow between stores & warehouses



Distribution

- 0 culinary
- Simplicity
- Plug & play
- Lowest prep time = Highest delivery coverage

ALL TECH NO
COOKING

SETUP
< 2 WEEKS

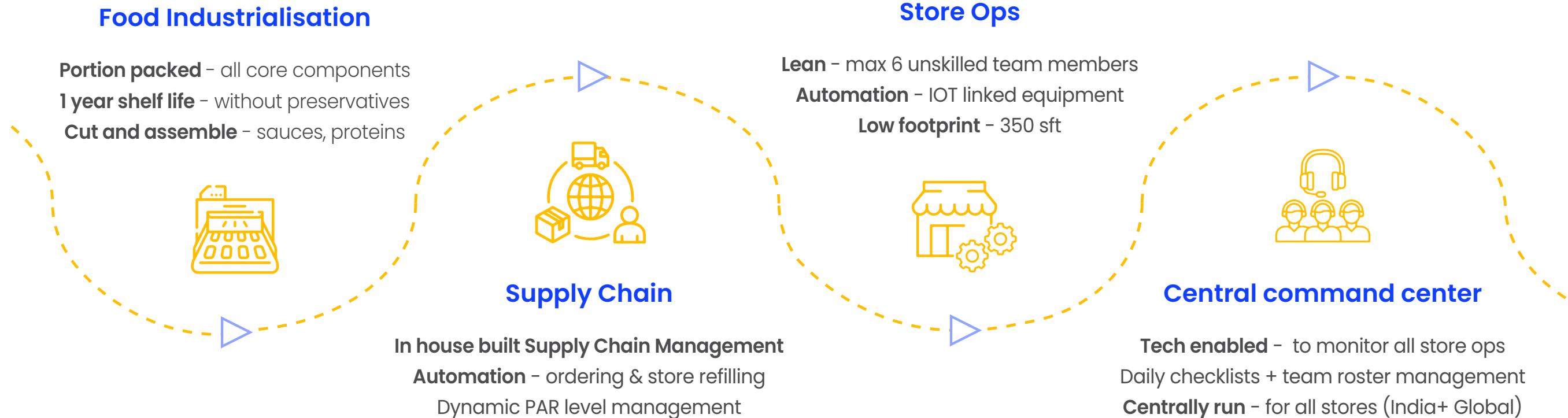


<1 MINUTE
BIRYANI
ASSEMBLY

1.5X OF
COMPETITION



HOB as a platform



All possible with integration of

Point of Sale + Our own tech stack at scale with minimal per city cost.

For eg. Dubai city cost for 10 stores to maintain the Value chain - ₹2 lacs per month



HOB Flywheel



Global platform pilot

Structure

30% in lieu of IP

10% investment by HOB

Leveraging IP for growth

Why Australia

- Strong local partner (Already running a successful restaurant business – AUD 20Mn ARR)
- Demonstrate first-world PMFit
- USD 50Mn ARR in 36 months
- Supply gap: High-quality ethnic food served in <3mins at QSR price points

Value to main entity

- USD 100 Mn+ in value from USD 5 Mn investment – 20x
- Consolidate revenue at the time of the liquidity event
(Agreement to buy 11% at pre decided multiple)



Roadmap TO GLOBAL PMFIT

Month	Activity	Comments
Oct'24	Curated Middle East menu	<ul style="list-style-type: none"> ✓ Completed market analysis for competition food ✓ Reworked packaging to better fit the global market ✓ Menu bolstered by innovative items like camembert, asparagus & water chestnut kebabs, etc
Nov'24-Dec'24	Dubai menu tasting done with 200+ individuals	<ul style="list-style-type: none"> ✓ Food tasting completed with delivery channel partners     - Feedback has been super positive ✓ Great feedback received from food tasting done with local fund houses ✓ Curated Dubai menu to cater to all kinds of residents ✓ Converted a local fund house & family offices to invest in current round - Apex, EBH
Jan'25-Feb'25	Identified 3 locations - Al Barsha - Business Bay - Mirdif	<ul style="list-style-type: none"> ✓ Founders closed rental deals for the 1st three stores at 30%-40% discount on market rentals
Mar'25-Apr'25	Live by April, 2025	<ul style="list-style-type: none"> ✓ Achieved global PMFit as more than 60+ nationalities stay in the identified locations



Expansion Plan

Open
20 stores

Target - March'27

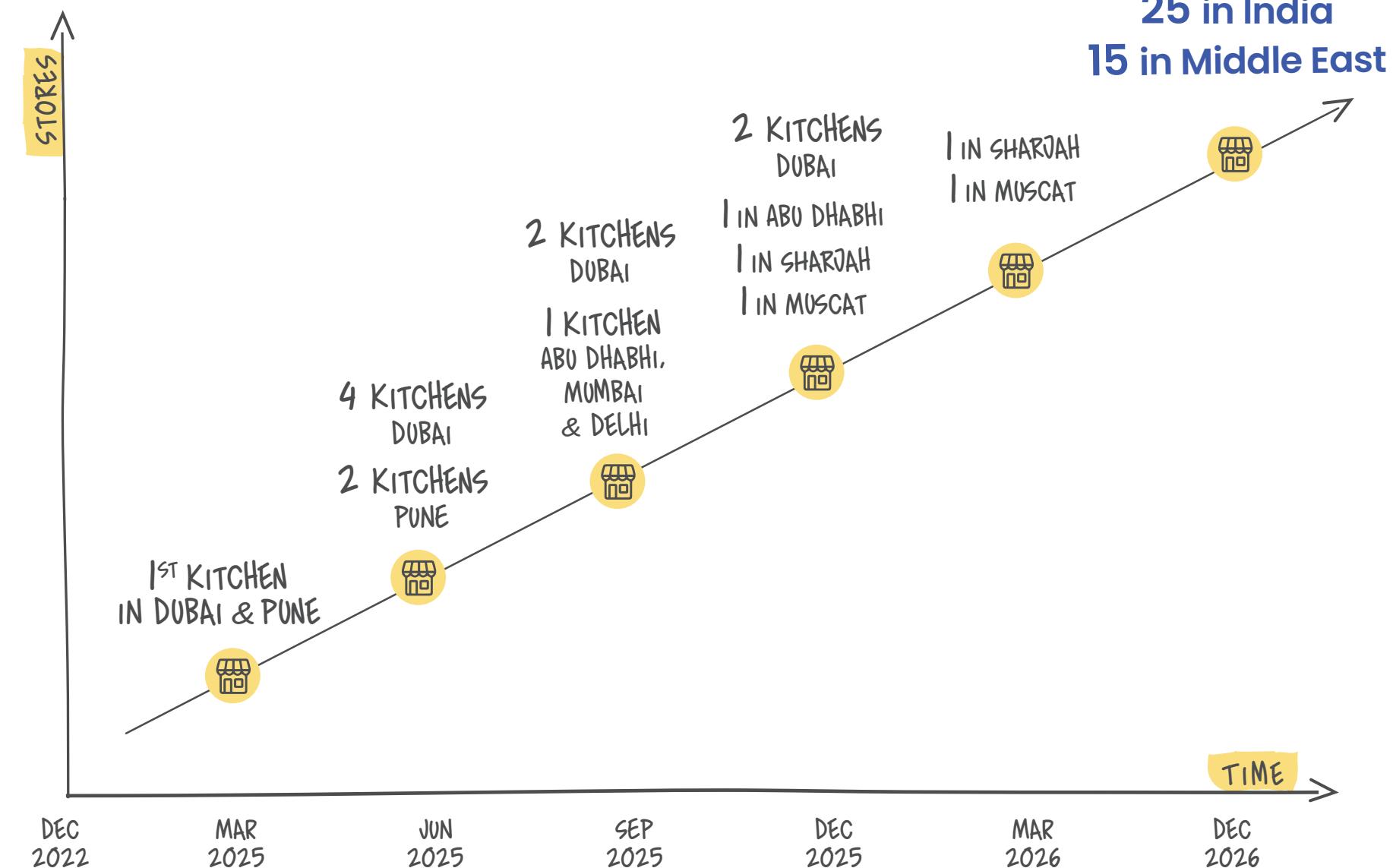
40 stores / **7 cities**

MUMBAI, DELHI,
PUNE, DUBAI,
ABU DHABI,
SHARJAH, MUSCAT

Cloud + Dine-in

₹180 Cr ARR

EBIT 8%+



Why invest in HOB?

4-9x CURRENT ROI EXTRACTED
BY EXITING INVESTORS*

Valuation journey

2X REVENUE IN LESS THAN 3 QUARTERS

₹210  550/650 cr

EXPECTED 5X JUMP IN REVENUE IN NEXT 8 QUARTERS

How are the risks mitigated?

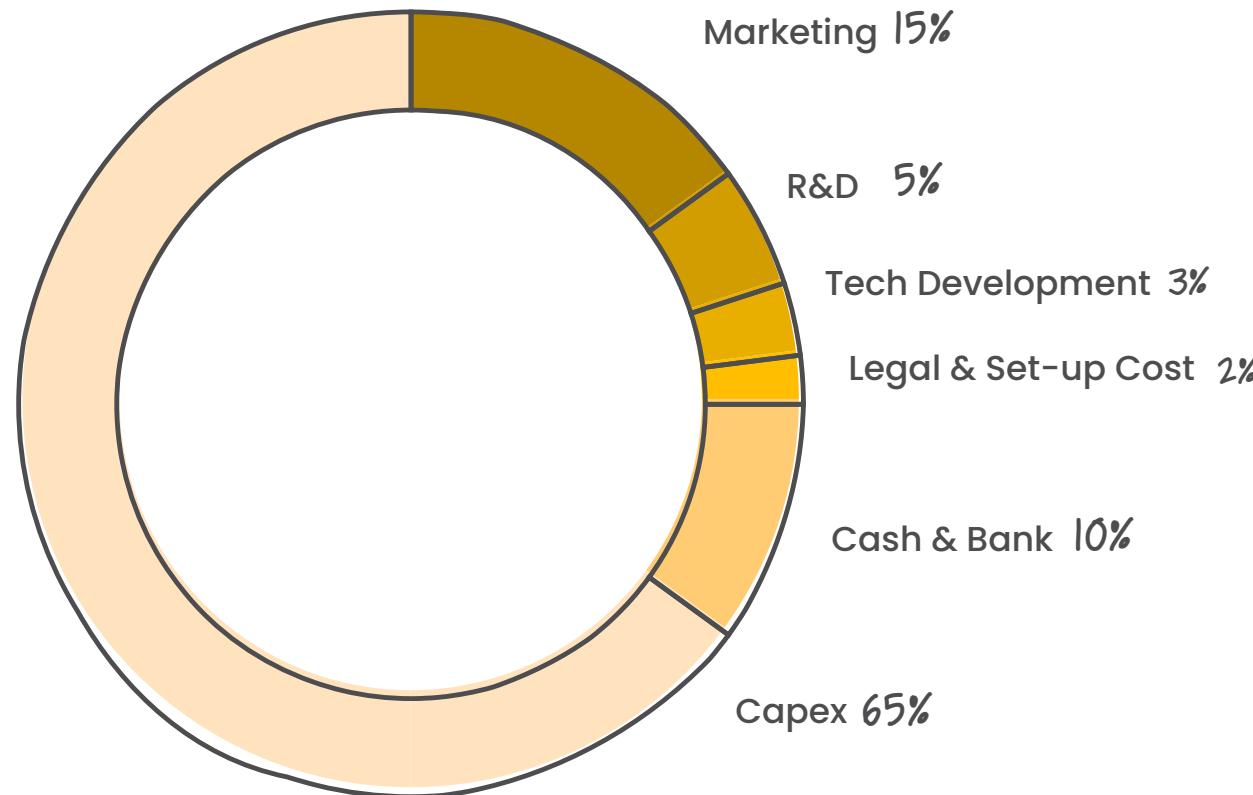
- With 1 City - HOB pitched at 40 Crs valuation at less than a year back and investors made 3x in the last round.
 - With 2 Cities PMFit proven, the risk is mitigated.
 - Hence with hockey stick growth, it is even less riskier to invest at current valuations.

**As at Dec'24, details available on request*



Upcoming fund raise with commitments

Use of funds



Round commitments **\$2.6M**

EXISTING INVESTORS



\$ 750k



\$ 1.2 M



\$ 200k

MOHIT GOYAL

\$ 200k

NEW INVESTORS



\$ 250k

Pending
commitments
\$ 0.5 - 1 M

TOP TIER INDIAN CONSUMER FUNDS
TRACKING US



Team HOB

CO-FOUNDER
AND CEO



MOHAMMED BHOL



CHARCOAL
EATS



CAFÉ
SUNDANCE

GORDON
RAMSAY



TWO ONE TWO
BAR AND GRILL

IHM-A
Institute of Hotel Management

Thames
Valley

CO-FOUNDER AND
HEAD OF PRODUCT



Mikhail Shahani



CHARCOAL
EATS



CAFÉ
SUNDANCE
TWO ONE TWO
BAR AND GRILL

IHM-A
Institute of Hotel Management

CFO



JIYAN SHAH



HEAD OF
MARKETING



MARIYAM BRACKETWALA



CHARCOAL
EATS



OPS + NSO



VIREN SALDANHA



BOMBAY IRANI. BOMBAY CAFÉ. BOMBAY BAR.



ADFACTORS PR
Reputation & Critical Issues Advisory

GOLINOPINION
MULLENLOWE
LINTAS GROUP



Individual PE investors owns 20%+



ABHINEET SINGH



MOHIT GOYAL



HARI B



SARTHAK MISRA



VISHAL GUPTA



ABHISHEK MUNOT



Advisors



BHUPINDER SINGH



SIDDHARTH JOGANI

restaverse

zomato



SHABBIR DANISH



THANK
YOU



www.houseofbiryani.com



Business Economics HOB

Figures in INR

Month / No of store	Jan'25 - Mumbai		Jan'25 - Delhi	
Revenue	2,39,73,653	100.00%	77,99,094	100.00%
Direct Expenses	1,71,23,671	71.40%	59,89,543	76.80%
Gross Margin	68,49,982	28.60%	18,09,551	23.20%
Store Opex	26,32,795	10.98%	25,06,031	32.13%
Net Margin	42,17,187	17.62%	-6,96,480	-8.93%
Corporate Expenses	28,98,636	12.09%	26,24,507	33.65%
-/+	13,18,551	5.53%	-33,20,987	-42.58%
Orders	32,943		13,460	
AOV	728		579	



Business Economics HOB

Figures in INR

Month / No of store	Mar'25 - Mumbai		Mar'25- Delhi	
Revenue	2,70,00,000	100.00%	90,00,000	100.00%
Direct Expenses	1,87,43,400	69.42%	62,89,200	69.88%
Gross Margin	82,56,600	30.58%	27,10,800	30.12%
Store Opex	25,00,000	9.26%	25,00,000	27.78%
Net Margin	57,56,600	21.32%	2,10,800	2.34%
Corporate Expenses	42,47,300	15.73%	34,35,500	38.17%
+	15,09,300	5.59%	-32,24,700	-35.80%
Orders	36,515		13,800	
AOV	739		653	

