



**pizza  
maverik™**

*ATTITUDE HAI...  
BECAUSE TASTE HAI...*

**BRAND  
DOCUMENT**

[www.pizzamaverik.com](http://www.pizzamaverik.com)

## About The Concept

### Pizza, Beverages & Sides

- USP – International and Regional taste profiles.

Pizza Sauces with ZERO preservatives

- Dough is formulated with our secret recipe to get best results in its stability and rise with perfect wall structure and strength. Achieved this through usage of various high-grade ingredients.

## Why Choose Pizza?

### Everyone **LOVES** Pizza

- The Pizza market in INDIA is pegged at nearly \$2 billion, according to information available in any public domain.
- Growing at a rapid pace of 26%
- It fits into All the Meals of the DAY especially with aspirational younger target audience.
- Product is HIT because of it's Value For Money.
- Product can be highly CUSTOMISED
- Goes very well with Indian eating habits "Eat Fresh .. Eat Hot"
- Sauces can be localized and to the regional taste

## Pizza Is Our Passion..

- Core team has an experience of over 2 decades each, in the business of pizza making, selling quick service restaurant products, customer engagement, cost management, running low-cost supply chain and brand experience.
- Served millions of customers which has given us an insight into their mindset and purchase trends.
- We have developed a winning formula for our unique pizza sauce with ZERO PRESERVATIVE at room temperature.
- Developed international looking packaging to satisfy young & aspirational target audience.

Delicate flavoured Makhani Sauce



Goan Vindaloo Sauce



Jain Sauce



Indian Masala Sauce



Italian Pizza Sauce





# About Us



**Rahul Takalkar**  
Founder & CEO



**Badri Narayana Varma**  
Co-Founder



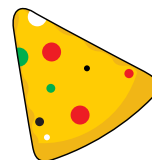
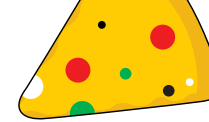
**Hemant Suthar**  
Co-Founder



**Jagdish Rao**  
Core Team Member

We are a set of highly passionate quick service restaurateurs with an experience over 2 decades each with top MNC franchise food brands. We have all rounded experience in all aspects of Quick Service Restaurants, Food Retail and Mall & Multiplex businesses. We are customer maniacs who have transacted directly and indirectly with millions of customers throughout our career serving world class products. In our journey, we have successfully run businesses for various brands Pan Indian and across African markets with P&Ls of 1000 Cr+. As they say your net worth is your network and we are proud to have invested over 2 decades building our valuable network in the hospitality industry. We are recipients of various National and International Awards over this time.

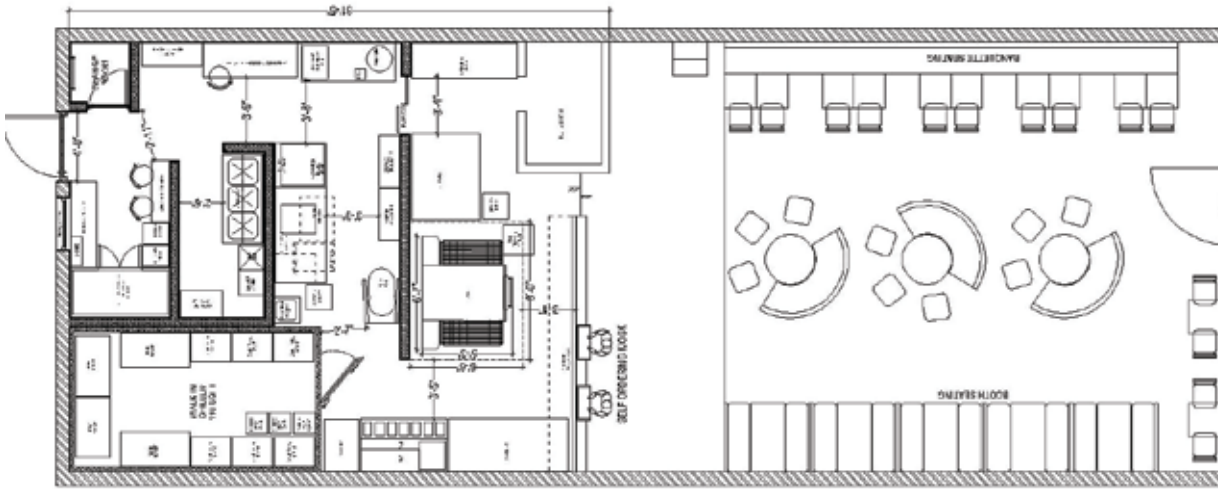
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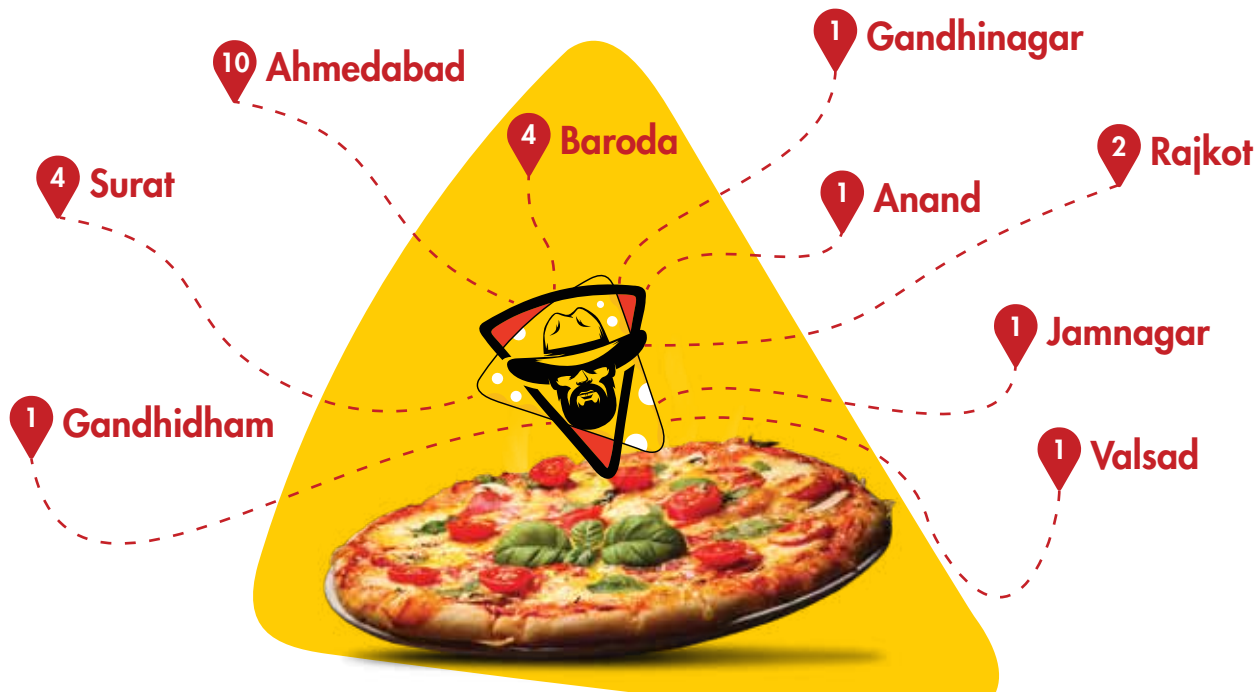
# Location

In Gujarat – Dine-in , Take Away & Delivery

Floor Plate – 800 to 1000 sq.ft.



## Business Development Plan Till - 2025





# Typical Store

## Profit & Loss Statement

Monthly	In Lakh (Rs.)	%
Sales	20	
Food Cost	6	30%
Salary	2.4	12%
Rent	2	10%
Electricity	0.8	4%
Gas	0.2	1%
Cleaning	0.2	1%
Maintenance	0.2	1%
Marketing	1.4	7%
Admin Cost	1	5%
Misc	0.8	4%
Ebitda	5	25%

# Gujarat Market

Approx Sales Per Month Per Store



87 Outlets  
₹ 21L / Month



34 Outlets  
₹ 20L / Month



132 Outlets  
₹ 25L / Month



49 Outlets  
₹ 20L / Month



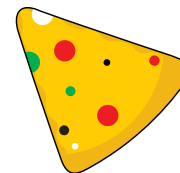
20 Outlets  
₹ 14L / Month



3 Outlets  
₹ 14L / Month



22 Outlets  
₹ 15L / Month



# Key Numbers

20L Plant & Machinery

20L MEP, Civil & Aircon

10L Signage, Furniture & Fixtures

5L Deposit

5L Launch Marketing

**TOTAL CAPEX : 60L**

\*Business Model Figures For Standard Design 800 To 1000 Sqft Outlet



**BE A  
MAVERIK!**

**DHRISHAY FOODWORKS.LLP**

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**Thank You**



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