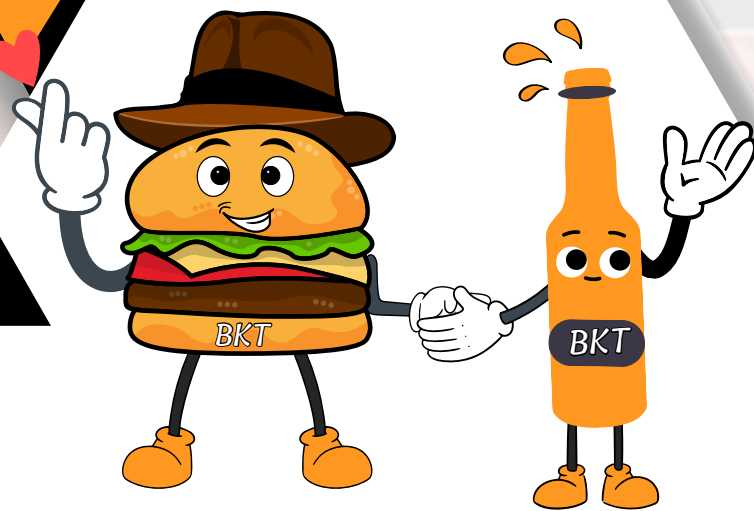


# Franchise presentation

2022 - 2023



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





**OUR TAGLINE**

*For Desi Burger*

*Lovers*

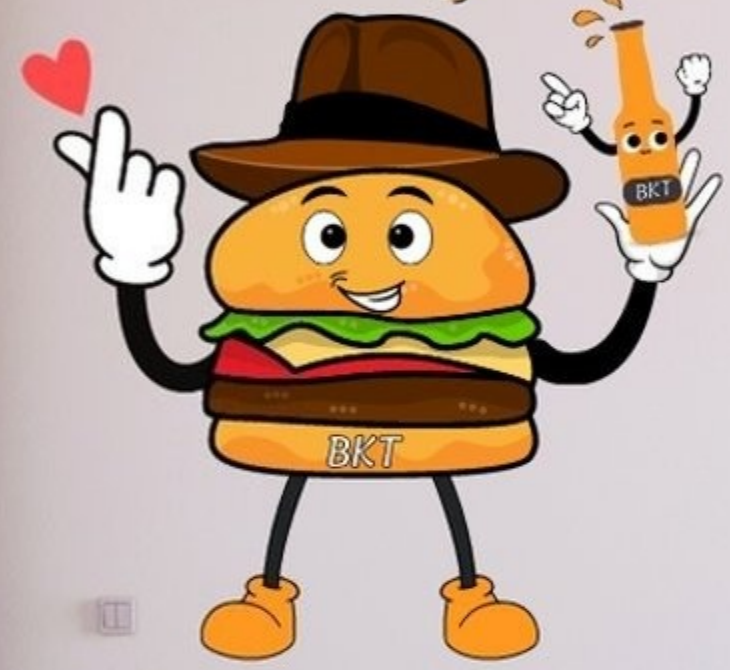


# HOW LOOKS OUR OUTLET





Burger



Burger का Theka  
for देशी Burger lovers



Theka

yum!





# INDUSTRY STATISTICS



Recession Free

QUICK SERVICE RESTAURANT (QSRS) MARKET SIZE : INR 5.500

CR (IN 2013)

Attractive Returns

PROJECTED TO GROW AT A CAGR OF 25% TO REACH INR 16,785

CRORE (USD 3,230 MILLION 2018 BY )

Fast Growing

THE INDIAN FOOD & BEVERAGE SERVICE MARKET IS

EXPANDING RAPIDLY. THE CARG IS EXPECTED TO BE 25%

# OUR USP'S



- **Discover the Desi Delight at Burger Ka Theka - Where affordability meets irresistible flavours Enjoy the mouthwatering essence of Indian-style burgers, meticulously crafted with authentic spices and love.**
- **We take pride in being the most pocket-friendly and delectable burger destination, making every bite a celebration of taste and value. Savor the fusion of tradition and affordability, only at Burger Ka Theka**

# OUR USP'S



- **Experience the Irresistible Desi Delight - Our burgers are a mouthwatering fusion of traditional Indian flavors served at the most unbeatable prices in the fast-food industry.**
- **At Burger Ka Theka, we take pride in offering you the perfect blend of affordability and deliciousness, making every bite a truly delightful experience.**

# WHY FRANCHISE WITH US

- **Unique Desi Indian Flavours**
- **Unbeatable Affordability**
- **Comprehensive Support and Training**
- **Streamlined Operations**
- **No prior experience is required**
- **Only 3 staff required**



# WHY FRANCHISE WITH US

- **Strong Brand Identity**
- **Growing Market Demand**
- **Marketing and Advertising Support**
- **Continuous Innovation**
- **Low Investment, High Returns**

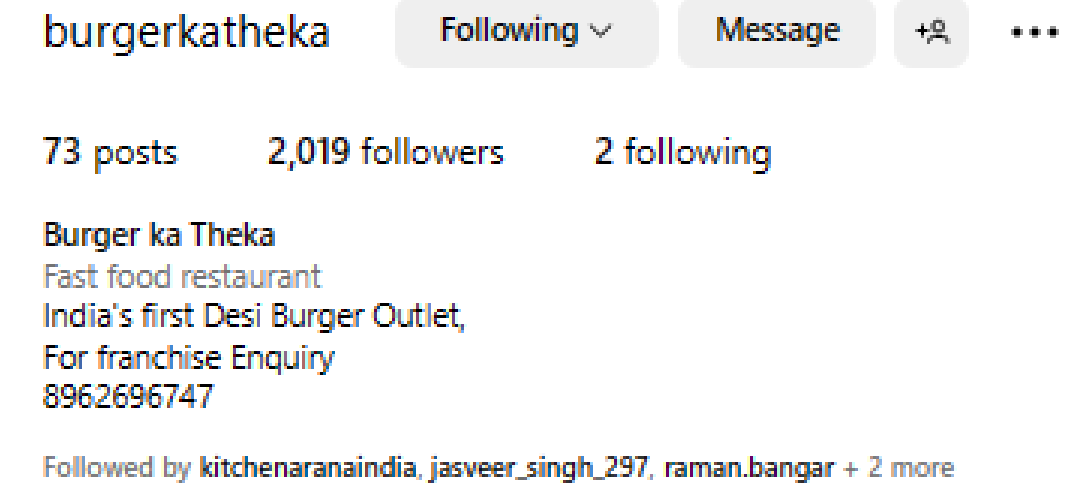


# Pre Opening Support



## 1. Pre launch marketing:-

- FB and Insta page.
- Content around shop location for paid promotion.
- Regional marketing :- Newspapers, Pemplates, Holdings & Banners.



- 2. LED Boards & BKT Signboard**
- 3. Interior designs provided by Company**
- 4. Kitchen equipments provided by company**

# Pre launching posters



# BKT Signboards

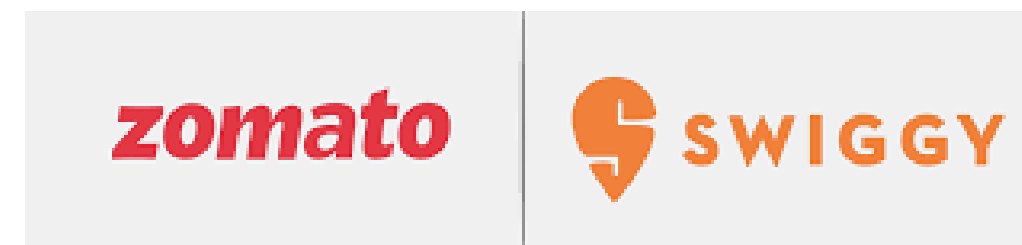


# BKT Social Media Post



# Post Launch Support

- Material Deliver to your Location.
- Local influencer , Food Blogger visit for promotion.
- Training of your Manpower for 1 week.
- Onboard support at online delivery food apps like- Swiggy and zomato .
- Social media creative support
- Material credit for 2 weeks





# WHAT YOU WILL GET IN FEE PART





- **Interior branding digital files.**
- **LED boards files.**
- **Pamplates for distribution.**
- **Staff dresses- T shirts , Caps, Aprons.**
- **Menu cards.**



- **Paper Napkins**
- **Butter Papers**
- **Banners designs.**
- **Delivery raw materials.**
- **Fb & Instagram paid promotions.**



- **BKT Team visits without any charges.**
- **Manpower Training.**
- **Material buy back guarantee.**
- **Chairs, Counter, Lightning, Furniture, LED boards, Holdings designs .**





# Thank You

