



FRANCHISE PRESENTATION

Built for Modern Consumers. Designed for Scalable Growth.





ABOUT US

Established in Indore in 2009, VegBites is a modern Pure Veg multi-cuisine brand crafted to deliver exceptional flavours, elevated dining experiences, and contemporary food culture under one roof.

Blending the richness of Indian cuisine with globally loved food concepts, VegBites offers a dynamic menu inspired by American, Italian, Chinese, and North Indian delicacies — designed for today's evolving consumer lifestyle.

Driven by quality, consistency, and innovation, the brand focuses on creating a premium yet accessible dining experience through hygienic preparation, fresh ingredients, vibrant ambience, and customer-centric service.

At VegBites, every meal is designed to turn everyday dining into a memorable experience.

INDUSTRY OVERVIEW

The India food service market size was valued at

\$56.2B

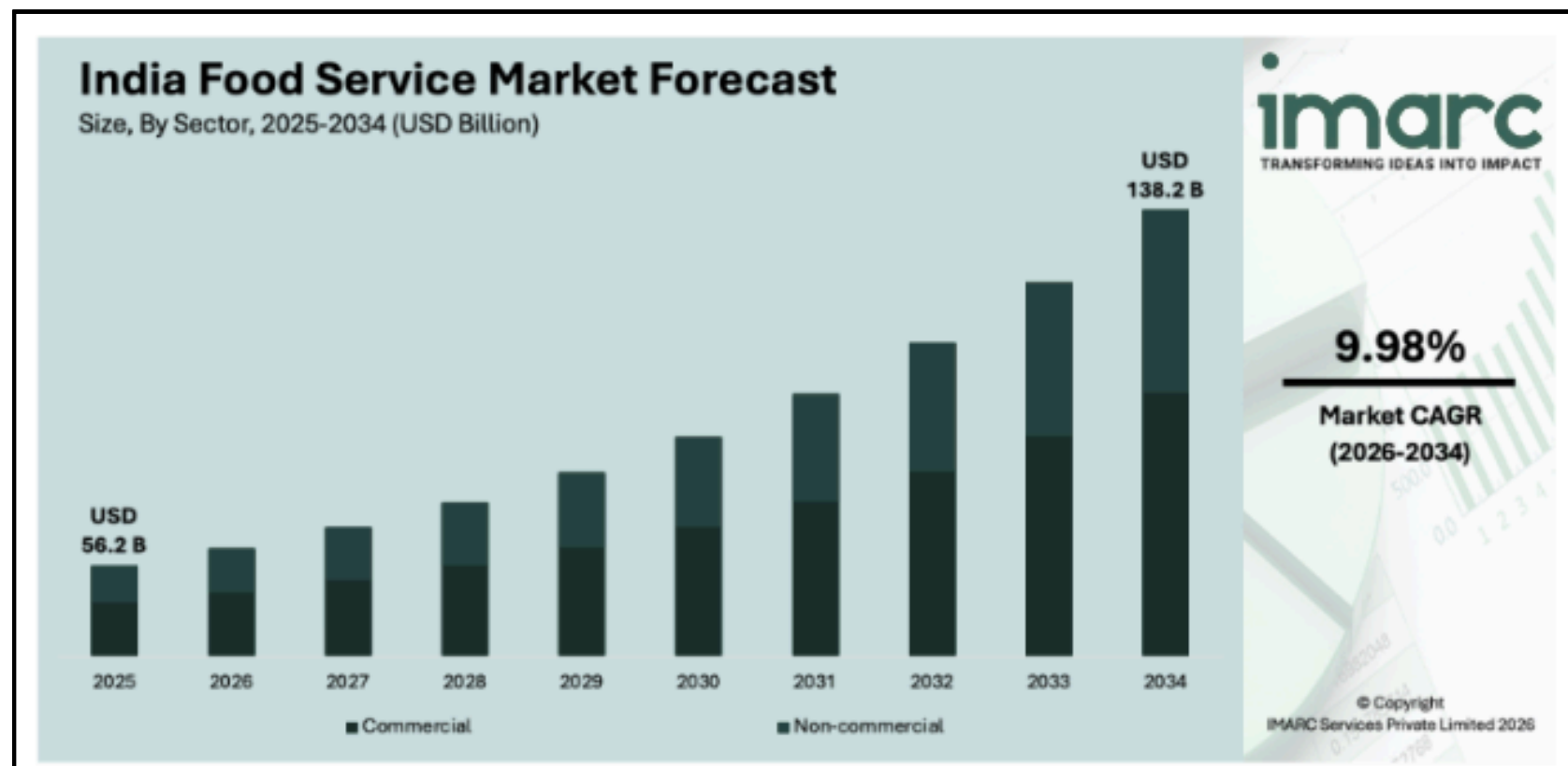
Market Size (2025)

\$138.2B

Projected by 2034

~10% CAGR

Growth Rate
(2026–2034)



Key Growth Drivers

- Shift from Unorganized Eateries to Branded Café-Dining Chains
- Rapid Expansion of Online Food Delivery Ecosystem
- Increasing Demand for Hygienic & Quality Dining Experiences
- Rising Popularity of Affordable Multi-Cuisine Food Concepts
- Growing Consumer Preference for Pure Veg Café-Dining Brands
- Higher Spending on Convenience-Driven Food Consumption
- Strong Growth Potential in Tier 2 & Tier 3 Markets

VISION

To shape the future of contemporary dining by building a culturally relevant, experience-led Café-Dining Brand for the next generation of consumers.

MISSION

Delivering globally inspired flavours, elevated dining experiences, and scalable food destinations through a growth-driven franchise ecosystem.



KEY GROWTH DRIVERS



Experience-Oriented Brand Format

Modern ambience and contemporary food presentation enhancing customer engagement.



Multi-Cuisine Consumer Appeal

A diversified menu strategy catering to multiple taste preferences under one restaurant brand.



High Repeat Dining Potential

Designed for frequent customer visits through everyday dining, casual outings, and group consumption.



Pure Veg Market Positioning

A hygienic and widely accepted vegetarian concept aligned with evolving consumer preferences.



Dine-In + Delivery Driven Model

Balanced revenue generation through Cafe dining and online food delivery platforms.



Scalable Franchise Infrastructure

Standardized operational systems built for efficient expansion across multiple market categories.



WHY VEGBITES STANDS OUT



15+ Years of Dining
Excellence



High Repeat
Consumption Potential



Brand with Cross-
Category Appeal



Strong Digital
Consumption Alignment



Market-Adaptive
Business Format



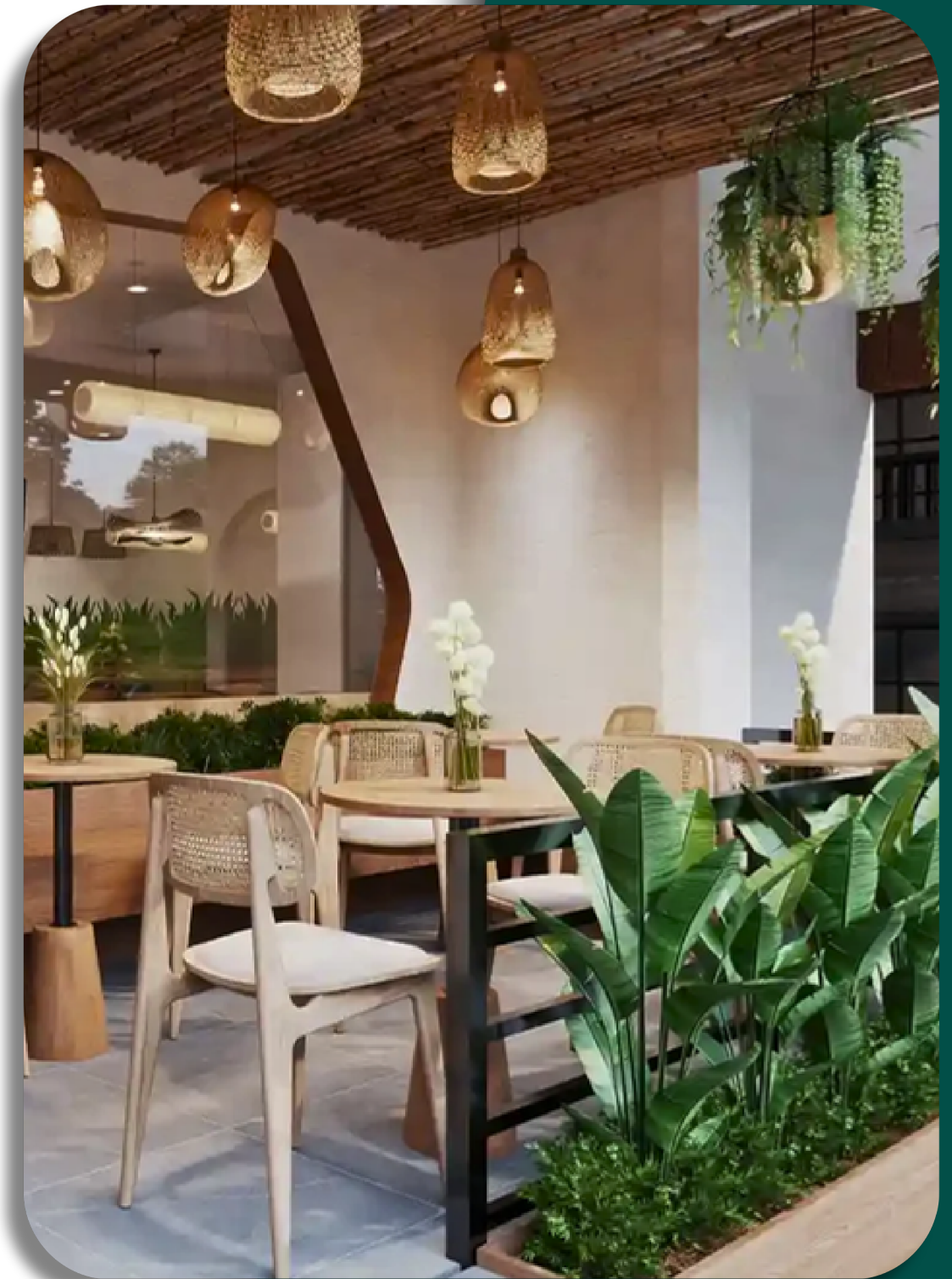
Expansion-Oriented
Operating Structure



IDEAL LOCATIONS & HIGH-POTENTIAL FORMATS

The VegBites cafe' dining is strategically designed to operate across high-footfall and consumption-driven locations, enabling strong brand visibility, customer engagement, and sustainable business performance.

- High-Street Commercial Areas
- Malls & Food Courts
- Corporate & Office Catchments
- Educational & Student Hubs
- Residential & Family-Centric Areas
- Tier 2 & Emerging Urban Markets



WHO WE SERVE

- **Urban & Emerging Consumers**

A growing base of customers across metro, Tier 2, Tier 3 and developing market.

- **Young & Working Demographic**

Digitally active students and professionals with high frequency of eating out.

- **Family-Oriented Consumers**

Preference for variety, hygiene, and dependable dining experiences.

- **Social & Lifestyle-Driven Audience**

Customers engaging in cafés, casual dining, and group interactions.

- **Convenience-Led Consumers**

Individuals prioritizing speed, accessibility, and delivery-driven consumption.



FRANCHISE REQUIREMENTS



Financial eligibility

A strong investment capability aligned with outlet setup, branding, and initial operational scaling requirements of the franchise model.

Prime Location Access

Availability of a high-footfall location such as high streets, malls, corporate zones, or residential catchments suitable for restaurant operations.

Operational Commitment

Active involvement in day-to-day business operations to ensure brand standards, customer experience, and service consistency.

Infrastructure Readiness

Ability to support basic restaurant setup requirements including kitchen space, seating area, storage, and service flow design.

Brand Alignment Mindset

A long-term approach towards building and growing a structured restaurant brand rather than a short-term business perspective.

Team & Execution Capability

Capability to manage a trained staff team focused on hygiene, service quality, and operational efficiency.

HOT COFFEES

Americano	99
Latte	119
Cappuccino	119
Hazelnut Latte	149
Caramel Latte	149
Cappuccino Hazelnut	149
Cappuccino Caramel	149
Mocha-chino	149

HOT CHOCOLATES

Hot chocolate	149
Biscoff Hot Chocolate	179
Nutella Hot Chocolate	179

TEA

Adrak Chai	49
Elaichi Chai	49

MAKE IT COMBO

Chai With Mawa Cake	79
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COLD COFFEES

Cold Coffee	149
Mocha Cold Coffee	159
Cold Coffee with Ice Cream	179
Oreo Cold Coffee	179
Hazelnut Cold Coffee	179
Caramel Cold Coffee	179
Kitkat Cold Coffee	179
Nutella Cold Coffee	199
Brownie Cold Coffee	199
Biscoff Cold Coffee	199
Iced Latte	119

(Sugarfree Option Available)

SHAKE

Vanilla Chocolate	149
Black Current	149
Strawberry	149
Mango	149
Sitalai	149
Butterscotch	149
Oreo	149
Kitkat Chocolate	149
Nutella	199

RICE PLATTERS

Jeera Rice + Choley	179
Jeera Rice + Dal Makhani	179
Jeera Rice + Butter Paneer	179

EXTRA

Kulcha	30
Pav	30
Laccha Paratha	40
Cheese slice	40
Cheese	40

MOJITO

Virgin Mojito	119
Watermelon Mojito	119
Orange Mojito	119
Green Apple Mojito	119
Pink Guava Mojito	119
Blue Guava Mojito	119
Lychee Mojito	119

REFRESHERS

Ice Tea Lemon	119
Peach Ice Tea	119
Fresh Lime Soda	119
Orange Soda	119

FRIES

French Fries	99
Piri Piri Fries	109

SAUCY SAUCY FRIES

Cheese And Herb Fries	149
Spicy Masala Cheesy Cheesy Fries	149
Pesto Cheesy Cheesy Fries	149
Italian Hot N Cheesy Fries	149

BURGER

Og Veg Burger	119
Spicy Paneer Burger	149

PANINI SANDWICH

Bombay Masala Sandwich	149
Paneer Tikka Sandwich	149
Piri Piri Paneer	149
Spinach Cheese Corn Sandwich	149
Mexican Crunch Sandwich	149
Mushroom Cheese	149

CLUB SANDWICH

Cheese Vegetable	149
Cheese Chutney	149
Masala Paneer	149
Corn Cheese Sandwich	149

COLD SANDWICHES

Bombay Kaccha	119
Coleslaw Cold	119

INDIAN MEALS

Pav Bhaji	149
Choley Kulche	179

PARATHA PLATTERS

Lachha Paratha + Choley	179
Lachha Paratha + Dal Makhni	179
Lachha Paratha + Butter Paneer	179

EXTRA



Kulcha 30 Laccha Paratha 40 Cheese slice 40

STARTERS

Cheesy Nachos	179
Crispy Corn	179
Honey Chilly Potato	179
Chilly Paneer	219

WOK NOODLES

Veg Noodles	139
Spicy Schezwan Noodles	149
Paneer Fried Noodles	179
Hot Garlic Chilly Noodles	179

WOK FRIED RICE

veg Fried Rice	139
Spicy Schezwan Fried Rice	149
Paneer Fried Rice	179
Hot Garlic Chilly Rice	179



@VegBitesCafe | Open 10 AM - 10 PM

FRANCHISE DETAILS

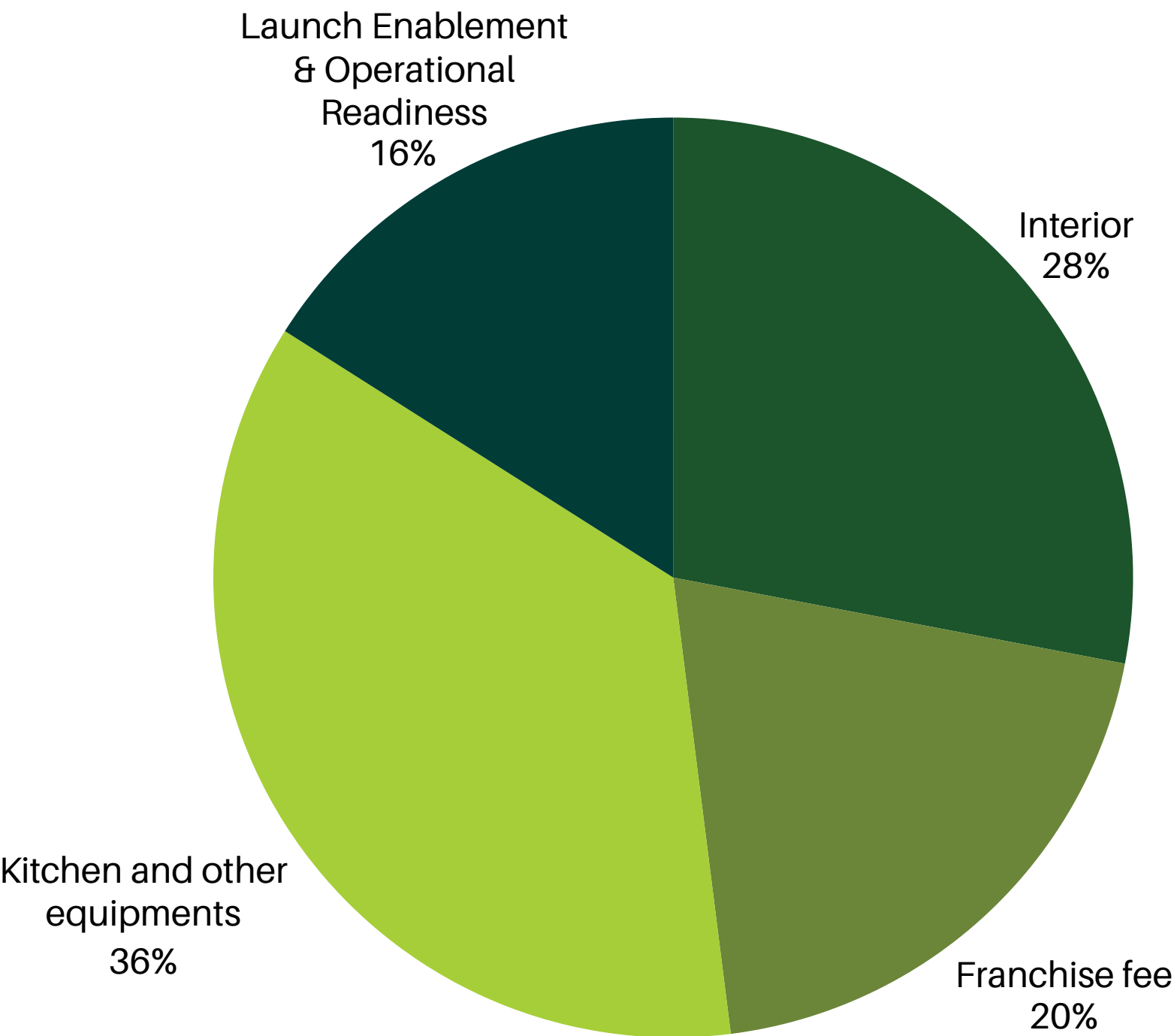
FRANCHISE MODEL	FOFO
FRANCHISE FORMAT	CAFE
AREA REQUIRED	600 – 800 sqft
INVESTMENT	25 Lakhs
ROI	70%
PREFERRED LOCATIONS	Premium high streets, Commercial business districts, Urban town centers etc

INVESTMENT BREAKUP

COST HEAD		AMOUNT (₹)	% SHARE
	Franchise fee	₹5,00,000	20%
	Interior	₹7,00,000	28%
	Kitchen and other equipments	₹9,00,000	36%
	Launch Enablement & Operational Readiness	₹4,00,000	16%

 **TOTAL INVESTMENT**

₹25,00,000



MARKETING & SALES SUPPORT



Grand Opening & Market Entry Strategy

End-to-end launch execution support with structured brand rollout, ensuring strong market visibility, customer traction, and impactful brand positioning from Day 1.



Digital & Social Media Activation

Centralized brand-led campaigns supported with localized digital strategies to build awareness, engagement, and consistent online visibility.



Customer Retention Ecosystem

Structured loyalty and referral frameworks designed to drive repeat visits, enhance customer lifetime value, and strengthen brand loyalty.



Seasonal & Demand-Centric Campaigns

Strategic promotional planning aligned with festivals, peak seasons, and consumption cycles to maximize sales performance and footfall.



Influencer & Community Integration

Targeted collaborations with regional influencers, food creators, and community networks to amplify brand reach and local relevance.



On-Ground Activation & Partnerships

Support for experiential marketing initiatives, local partnerships, and branded events to strengthen physical market presence and consumer connect.



FRANCHISE SUPPORT

End-to-End Setup Assistance

Complete support in outlet planning, design, and launch execution for a smooth market entry.

Operational Training & SOPs

Structured training and systems to ensure consistent food quality, service, and hygiene standards.

Supply Chain Support

Assistance in sourcing reliable vendors and ensuring cost-efficient, high-quality raw material procurement.

Marketing & Brand Support

Centralized brand guidance and marketing support to drive visibility and customer acquisition.

Technology Integration

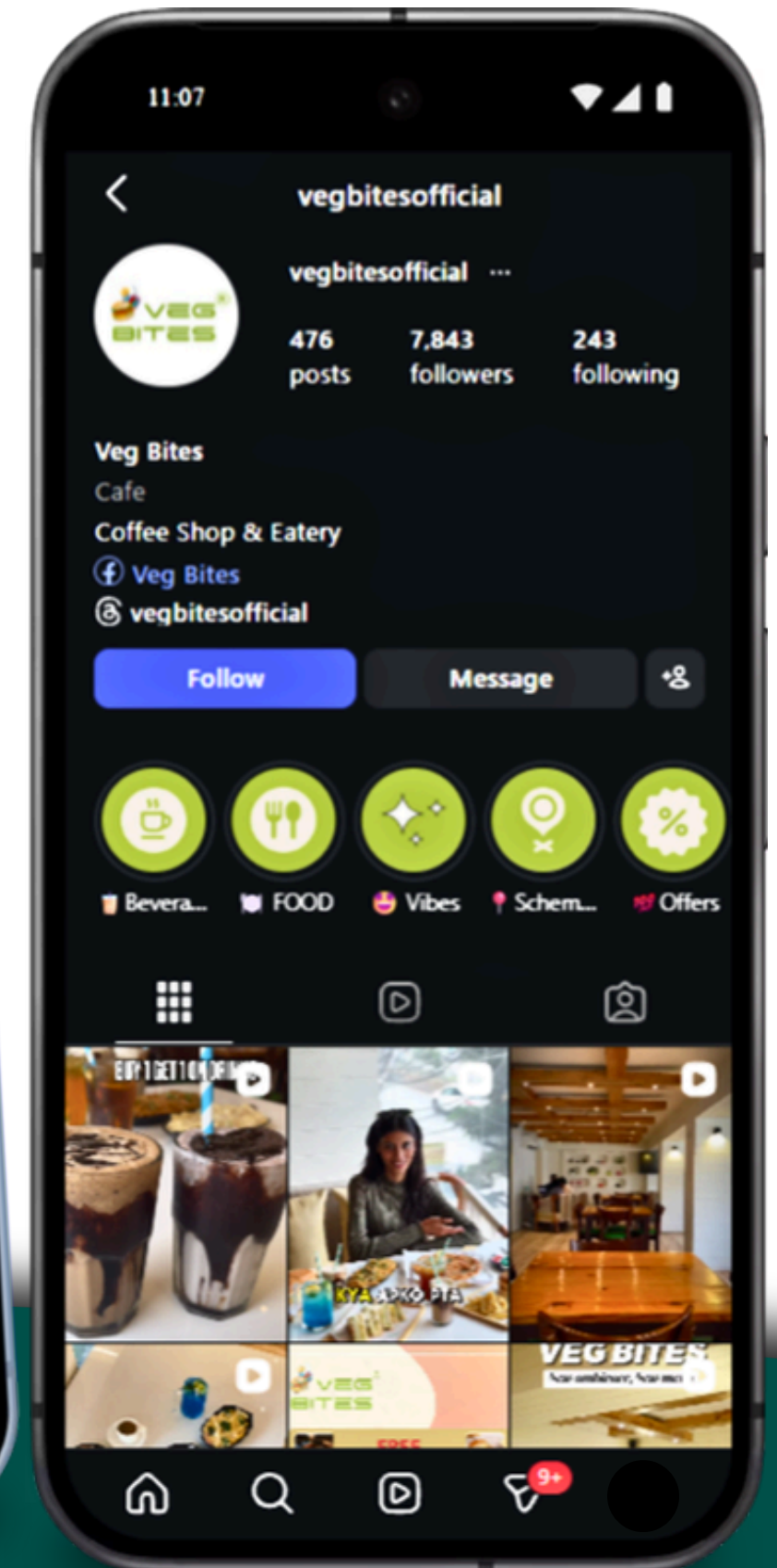
Support for billing systems, delivery platforms, and operational tools for seamless management.



SOCIAL MEDIA PRESENCE

 @Veg Bites

 @Veg Bites official





WHERE GREAT FOOD MEETS GREAT BUSINESS.

LET'S BUILD SOMETHING GREAT TOGETHER

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