



STRATEGIC PRESENTATION

AGENDA

GOELD™

COMPANY OVERVIEW

- ✓ About the Company
- ✓ Offerings

INDUSTRY LANDSCAPE

- ✓ Market Dynamics
- ✓ Competition Benchmarking

INVESTOR PROPOSAL

- ✓ Brand Value Proposition
- ✓ Goeld's Model

LET'S
CHASE THE
GOELDEN
HORIZONS.



ABOUT US

GOELD™

The Goel Group was established in 1961 in Raipur, Chhattisgarh and is one of the most respected business houses in Central India across different sectors.

Under its banner Shri Bajrang Alliance Limited, the Group has now launched GOELD which marks its foray into the foods service business with its 100% vegetarian food service offerings, in addition to its GOELD Frozen Food Division.

GOELD aims to modernise the retail environment in India, the brand is all set to define the gold standard in the food industry.



GOEL TMT



GOEL PIPES



SHRI BAJRANG
CHEMICAL
DISTILLERY



NH GOEL
WORLD
SCHOOL



NH GOEL
FINISHING
SCHOOL



IBC 24



GINNI DEVI
GOYAL MANIPAL
HOSPITAL

ACCREDITATIONS



Lic. No. 22817013000204



FSSC 22000



22000 : 2018



Food Safety

CERTIFICATED



Registration No.

10483744590



OUR CLIENTS

QSR

GO:LD™

PVR
CINEMAS



JUBILANT
FOODWORKS



SWIGGY

zomato



Nestlé

lfs

Travel Food Services

INOX

BN
BARBEQUE
NATION



KFC



COMPASS
GROUP

OUR CLIENTS

Modern Trade

GO:LD™


Reliance
RETAIL

Walmart 

METRO

 **big**
basket

STAR

D  **Mart**

spencer's

blinkit
India's Last Minute App

 **SWIGGY**
instamart

SPAR 

 **Goody** Nature's
Basket

zepto

INDUSTRY LANDSCAPE

GOELD™

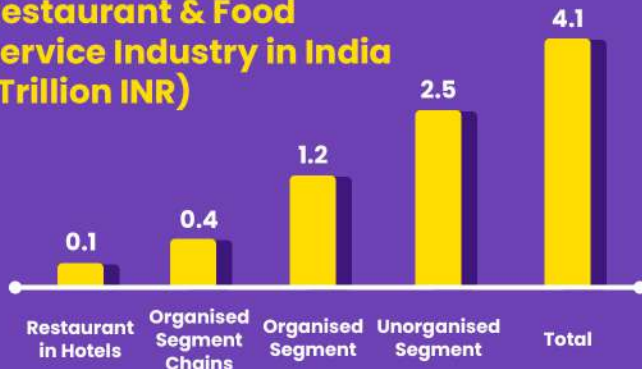
Indian food service industry declined in FY'21 by 53% due to Covid-19 vs YA.

However, saw recovery at 27% in current Fiscal year & is expected to grow by **54%** in 2025.

Average order value increased by **43%** from Digital Platform, with Takeaway & delivery market expected to expand by ~18% by FY'25.

Asian Kiosk Industry led by India and China grew to \$ 5.53 Billion, with overall Kiosk Industry in India expected to grow by **13%** in next 5 Years.

Restaurant & Food Service Industry in India (Trillion INR)



Indian Food Services Market (Crores INR)



QSR & FSR DRIVING RECOVERY FOR FOOD SERVICE INDUSTRY



Full-service Restaurants & QSRs control majority of the Food Service Industry Sales, with nearly 50% of market in India, with both segments seeing double-digit growth in FY'22. Quick Service Restaurants hold a major share in Food Services sales with a share of 34.1%.



GROWTH DRIVERS

Urbanisation

Food Experimentation

Awareness & Access to market offerings

Female Professionals

Nuclear Families

Trend of eating out



DEMOGRAPHIC SHIFT

43.82% of the population is below 24 years, numbering at over 581 million - CIA estimation in 2020.

WORK POPULATION

41.5% of the working population is between 25-54 years - CIA (21).

INCREASING URBANIZATION

2020 - 35% of the population
2025 - 42.5% of the population.

4.3

3.8

1.1

EATING OUT FREQUENCY/WEEK

Per capita spend on meals outside home



Source: NRAI Indian Food Service Report

CONVENIENCE FOOD PLAYERS

GO:LD™

- ✓ **Haldiram** - 150+ Outlets (Primarily North India)
- ✓ **Bikanerwala** - 115+ Outlets across India & Globally
- ✓ **McDonalds** - 480+ Outlets across India
- ✓ **Burger King** - 265+ Outlets across India
- ✓ **Dominos** - 2000+ Outlets across India
- ✓ **Rolls Mania** - 100+ Outlets
- ✓ **Subway** - 500+ Outlets
- ✓ **Wow Momos** - 650+ Outlets across Delhi, Mumbai, Bangalore, Pune & Kolkata
- ✓ **Nestle Kiosk** - 500+ Locations (Excluding Vending Machines)
- ✓ **24 Seven** - 120+ Outlets across Delhi NCR
- ✓ **Pizza Hut** - 800+ Outlets
- ✓ **KFC** - 800+ Outlets
- ✓ **Starbucks** - 350+ Outlets

NESTLE KIOSK MODEL: 4 MAIN TYPES

- ✓ Nescafe
- ✓ Maggi Hotspot Models
- ✓ Kit Kat Break Zone
- ✓ A+ Milk Booth

TARGET AREAS

- ✓ Nescafe
- ✓ Maggi Hotspot Models
- ✓ Kit Kat Break Zone
- ✓ A+ Milk Booth

FORMAT

- ✓ FOFO Model for Franchise
- ✓ 25 sqft. to 120 sqft.
- ✓ 5-15 Lacs - Investment Range
- ✓ Helps with financing & lending activities
- ✓ Price Points: INR 20-100



WOW MOMOS

GO:LD™

FORMAT

- ✓ FOFO Model for Franchise
- ✓ Common Kiosk Size: 7x7 Ft.
- ✓ 8-20 Lacs - Investment Range
- ✓ 15 SKUs

TARGET AREAS

- ✓ Universities & Colleges
- ✓ Hospitals
- ✓ Offices & Business Cards
- ✓ Malls



QSR(HYPER) FORMAT

QSR

GO:LD™

Growth Rate: 17.3% in India

QSR space in India has transitioned from being just a hygienic & affordable format to also being comfort food format.

- ✓ Low Capex
- ✓ High Profitability
- ✓ Quick Service
- ✓ Consistent Quality
- ✓ Easy access in multiple locations
- ✓ Minimum Staff



ROLL-OUT PERSPECTIVE

GO:LD™

Roll-Out in Phases with potential to do 75-100 Outlets in each phase in the next 2 Years.

Top 15 Cities present immediate opportunity for a retail roll-out:

YOUNG CUSTOMER

- ✓ High density of relevant customer groups.
- ✓ Key education hubs with strong availability of young customers.

GROWING AFFLUENCE

- ✓ Key commercial /business hubs with strong presence of IT industry offering customers with high disposable income

REAL ESTATE

- ✓ Existing & emerging Real estate availability

NORTH INDIA

Chandigarh
Delhi NCR
Jaipur

EAST INDIA

Kolkata

WEST INDIA

Ahmedabad
Mumbai
Pune

SOUTH INDIA

Hyderabad
Bangalore
Chennai





INVESTOR PROPOSAL



PRODUCTS THAT MAKE THE WORLD PROUD OF US.

**LOW
INVESTMENT
MODEL**

**UNCOMPROMISED
QUALITY, HYGIENE
& SAFETY**

**STRONG
SUPPLY
CHAIN**



**INNOVATION
& PRODUCT
MIX**

**MINIMAL
HAND
TOUCH**

**QUICK &
PREMIUM
SERVICE**



**100%
VEGETARIAN
KITCHENS**



**NO ADDED
COLOURS &
FLAVOURS**



**NO ADDED
PRESERVATIVES**



**ZERO
TRANS FAT**

GOELD embodies the highest standard in the world of food & allied industries. For us it is the best, or nothing!

SCOT ANALYSIS

SCOT

GO:LD™

STRENGTH

- ✓ Low Operation Cost
- ✓ Good Supply Chain
- ✓ High Financial Strength & Brand Reputation
- ✓ Comprehensive Product Mix

OPPORTUNITY

- ✓ Abundant market penetration opportunity with industry growing at 27% CAGR.
- ✓ QSR Models seeing double digit growth.
- ✓ Increase in people eating out & higher disposable income.
- ✓ High Vegetarian Population Base.

CHALLENGES

- ✓ Competitive Pricing
- ✓ Central Server for Franchise Network
- ✓ Taste Consistency vs. Freshly-cooked Food
- ✓ Audit of Kiosk Model
- ✓ Strategic Tie-ups with various avenues

THREAT

- ✓ Established Players
- ✓ Licenses & Government regulations

EXPECTED MENU

GO:LD™

40-60 SQ.FT. | 80-100 SQ.FT.

- ✓ ROLLS
- ✓ NANZA (2-3 Types)
- ✓ BIRYANI
- ✓ HAKKA NOODLES
- ✓ THALIS (6-7 Types)
- ✓ GULAB JAMUN

COMPLIMENTARY DRINKS

- ✓ HOT & COLD - Tea & Coffee
- ✓ COLD PRESSED JUICES
- ✓ MINERAL WATER

100%
VEGETARIAN
INDIAN
QSR



COFO TO FOFO

Responsibilities of Franchise Partners

GO:LD™

INVESTMENT

×

✓

OWNERSHIP

×

✓

RENTAL

✓

✓

SALARY

✓

✓

UTILITY BILLS

✓

✓

OPERATIONS

✓

✓

EXPENSES

✓

✓

REVENUE SHARE

✓

×

NET PROFIT

✓

✓

FOFO: Franchise-Owned Franchise-Operated
COFO: Company-Owned Franchise-Operated

For the 1st Outlet in Mumbai, we will follow COFO Model. Then, we will transition into FOFO Model.

SIZE: 40-100 Sq. Ft. (Kiosk)
(Option 1: 40-60 sq.ft. | Option 2: 80-100 sq.ft.)

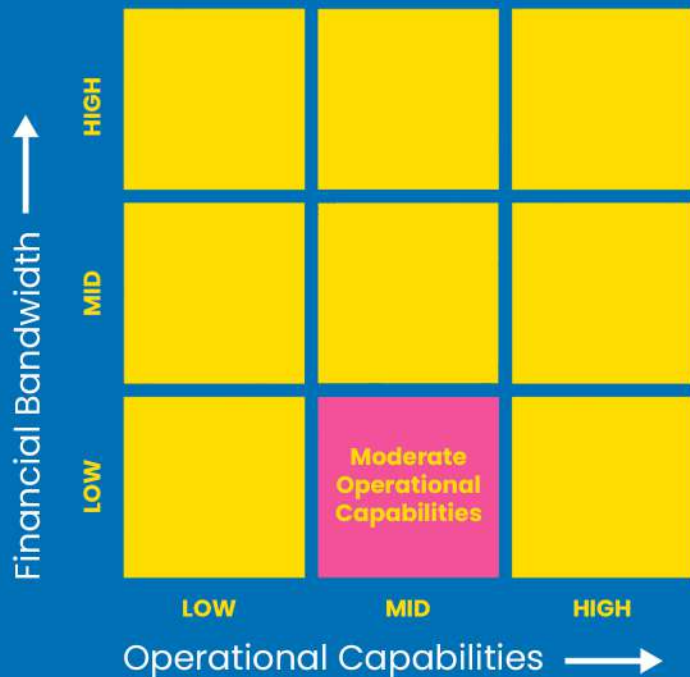
LOCATION: Travel Retail | Corporate Locations
Educational Hubs | Food Courts (Food Zones)

INVESTMENT: 5-8 Lacs

FRANCHISE FEE: 1 Lakh

- ✓ Reasonable Operations cost & Quality Service.
- ✓ Competitive Pricing
- ✓ Lock-in Period: 3 Years

IDEAL PARTNER PROFILE



KEY ROLES:

Strategic: Ability to capture best locations at competitive price.

Operations: Outlet operations, client interaction, inventory planning & management.

Marketing: Location has to be with captive high footfall, travel retail, high streets, corporate hubs, education.

Financial: Significant ROI based on realistic projections.

IDEAL PARTNERS

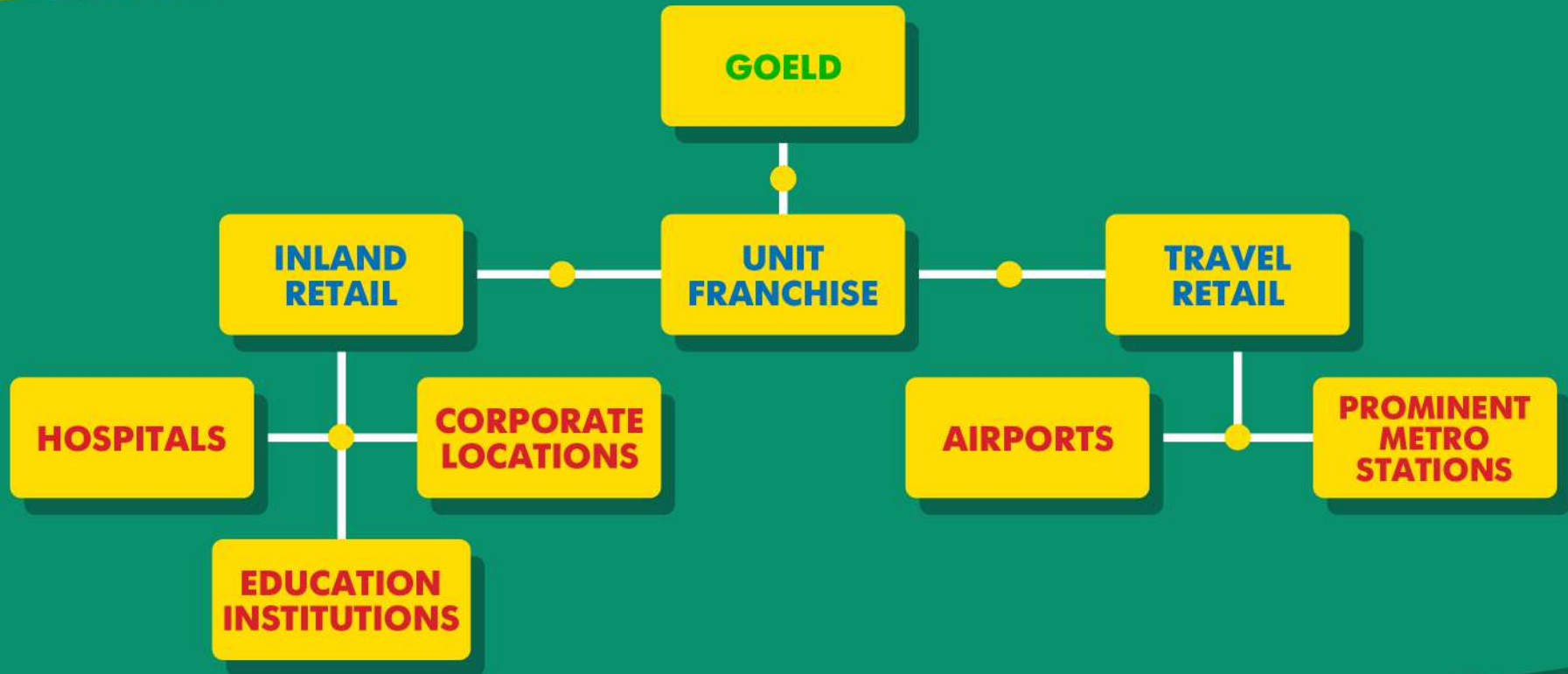
Young entrepreneurs keen to enter in Food service industry.

Prior experience in the F&B or service industry.

Knowledge of running daily business operations.

GOELD™

UNIT FRANCHISE MODEL



FRANCHISE OWNER

- ✓ Run operations on a day-to-day basis.
- ✓ Adhere to SOPs and Guidelines.
- ✓ Keep employees motivated.
- ✓ Ensure cleanliness & hygiene.
- ✓ Ensure implementation of local marketing activities.
- ✓ Maintain accounts & records in the required formats (On Central Server).
- ✓ Inventory Management
- ✓ Training mandatory for each franchisee before starting operation.
- ✓ Maintain good customer relations.
- ✓ Register with Home Delivery Sites.

RESPONSIBILITIES

GO:LD™

- ✓ Products from our own Factory.
- ✓ Provide training to the Franchisee before operations begin & help with staff selection.
- ✓ Conduct marketing at National level through different platforms.
- ✓ Supply of equipment & products for providing services to client.
- ✓ Conduct audits and provide feedback to the franchisee for improvement in performance & higher efficiencies.
- ✓ R&D on Service offerings.
- ✓ Help with strategic tie-ups.

POINTS FOR CONSIDERATION

The logo for GOELD, featuring the word "GOELD" in a bold, white, sans-serif font with a trademark symbol, set against a black circular background.

Post-audit on initial COFO model, for Franchising opportunities we would look at FOFO Model for Unit Franchise. We suggest creating a Robust Centralised platform which not only takes care of delivering food services to client, but also link all franchisees together. This will help us in the following aspects:

- ✓ All billing to be done through the central server, this helps avoid manipulation & theft.
- ✓ Franchisee Equipment, Frozen Food Meals & other needs can be processed fast through the central servers & track record can be maintained to control wastage & inventory management.
- ✓ Performance evaluation for franchisee can be easily done through this.

- ✓ Enter into Strategic Tie-ups with Railways, Hospital, Real Estate or Universities for Franchising opportunities.
- ✓ Should also consider updating the Website for the Kiosk Model Business Model
- ✓ Create dedicated Franchisee Management Team
- ✓ Utilise Existing Distribution Network for Supply Chain Management
- ✓ Can look into National level Tie-ups with Vendors (Cutlery, Drinks) & Delivery Partners (Swiggy, Zomato etc.)

KEY SUPPORT FUNCTIONS

GOELD™

PRE-OPENING

- ✓ Site Selection & Approval
- ✓ Brand Book For Unit Design & Layout
- ✓ Site Design & Development
- ✓ Complete Equipment Sourcing
- ✓ Vendor Sourcing
- ✓ Training For Efficient Unit Operations
- ✓ Operations Manual
- ✓ Recipe Manual
- ✓ Technical Support
- ✓ Legal & Licenses

POST-OPENING

- ✓ Product Supplies
- ✓ Menu Innovation
- ✓ Marketing & Brand Pull
- ✓ Promotional Schemes
- ✓ Technical Support
- ✓ Strategic Tie-Ups



GO:LD™

LET'S SPREAD
THE GOELDEN
CHARM.

THANK YOU