

CHEELIZZA[®] इंडिया का
Pizza



SAY CHEESE!!

DOESN'T IT BRING A SMILE ON YOUR FACE?

*Private and Confidential

Current Indian F&B landscape



Indian Food Service Market

₹3274.6 Bn

66.1%

Unorganised
₹2165.5 Bn

33.9%

Organised
₹1109.1 Bn

33.9%

ORGANISED FOOD SERVICE MARKET



Standalone Outlet

24%

₹787.5 Bn



Chained Outlet

9.8%

₹321.5 Bn

QSR

5.4%

₹176.8 Bn

Full Service

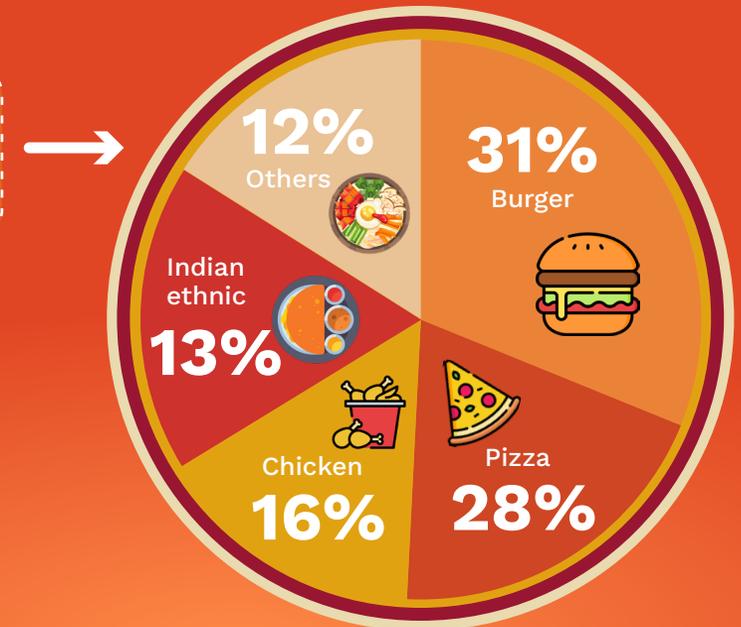
3.6%

₹117.2 Bn

Cafe's/Bars/Pubs

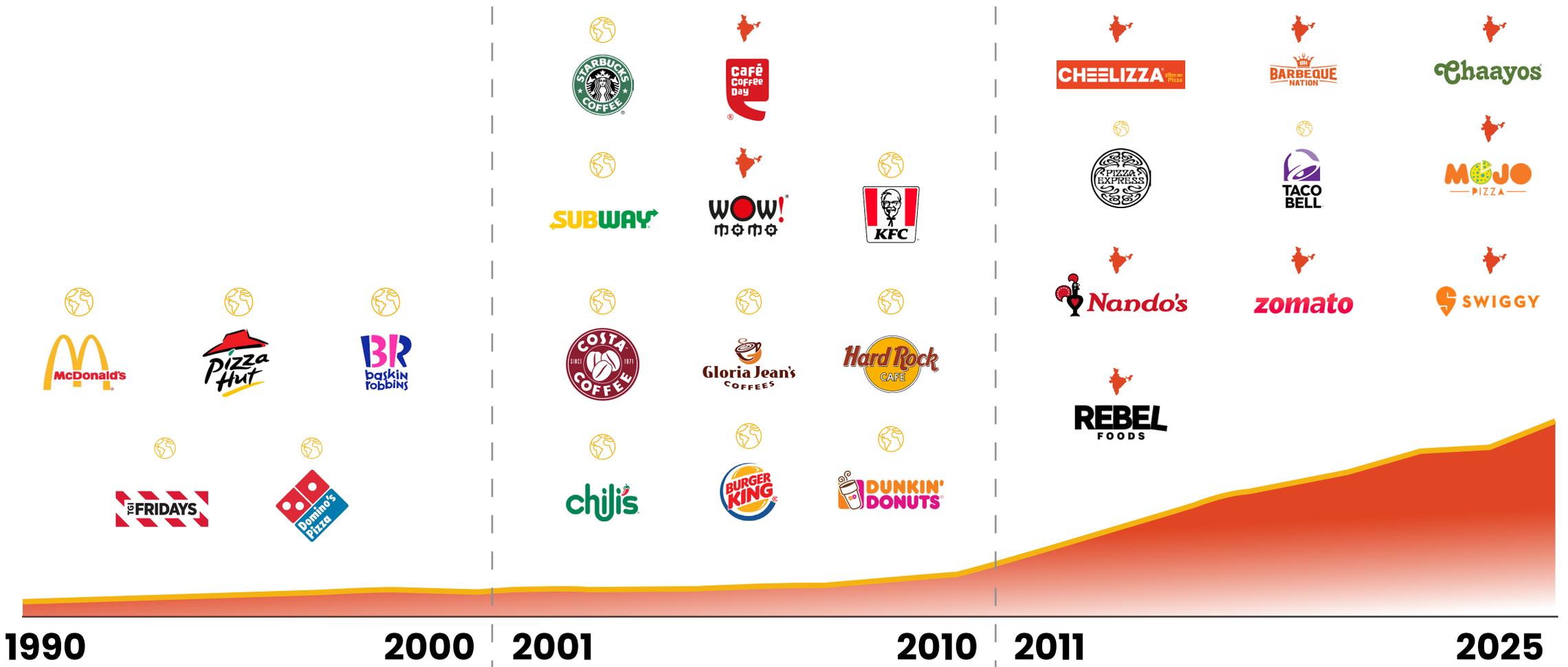
0.8%

₹27.6 Bn



Evolution Of Brand & Models

 Global Brand
 Indian Brand



Future growth will be led by home grown brands

Pizza – Continues to Lead & Grow

Pizza Stores per Mn population



USA

227



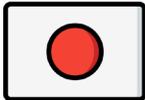
UK

96



China

96



Japan

96



Australia

166



South Korea

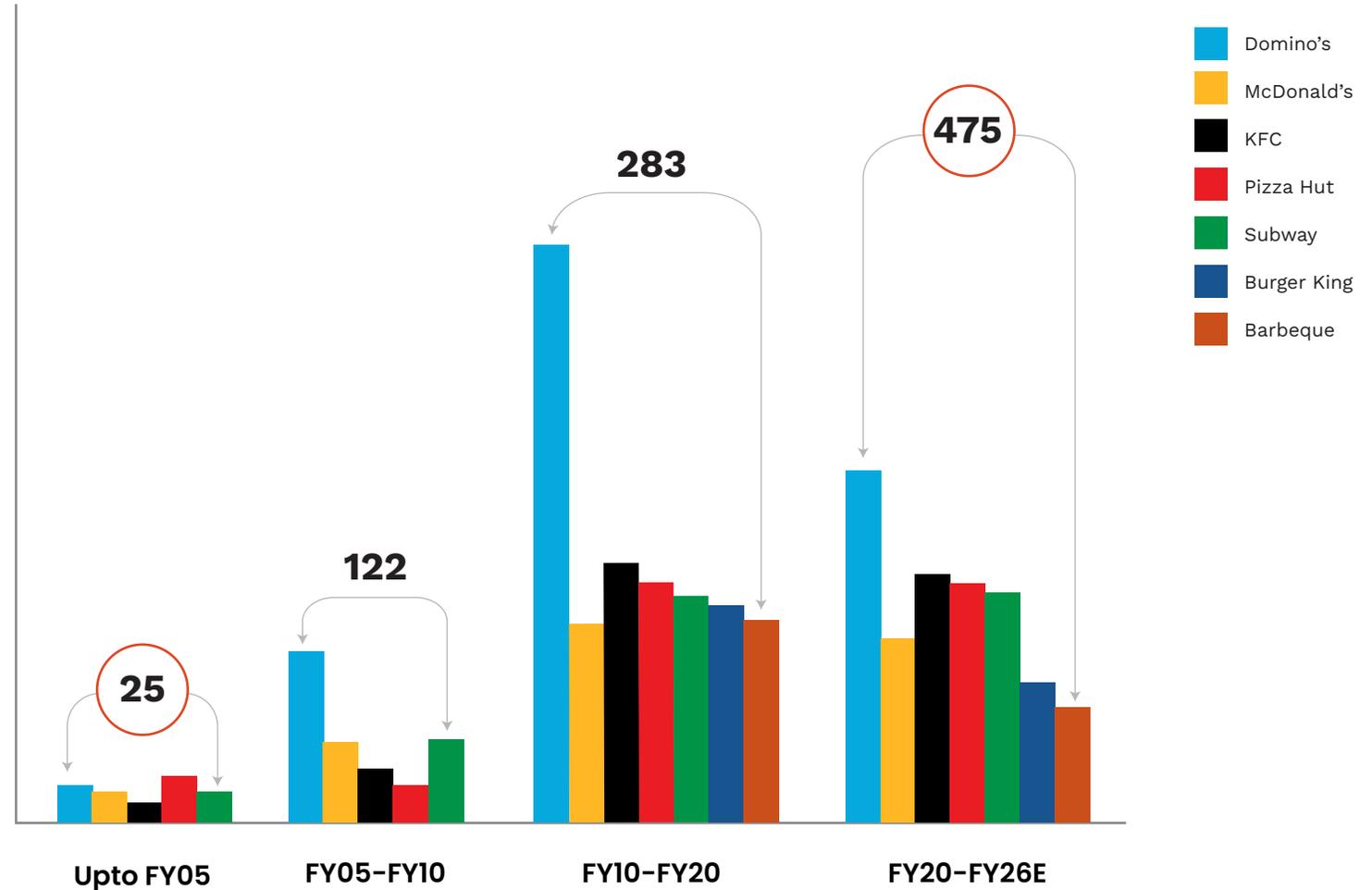
28



India

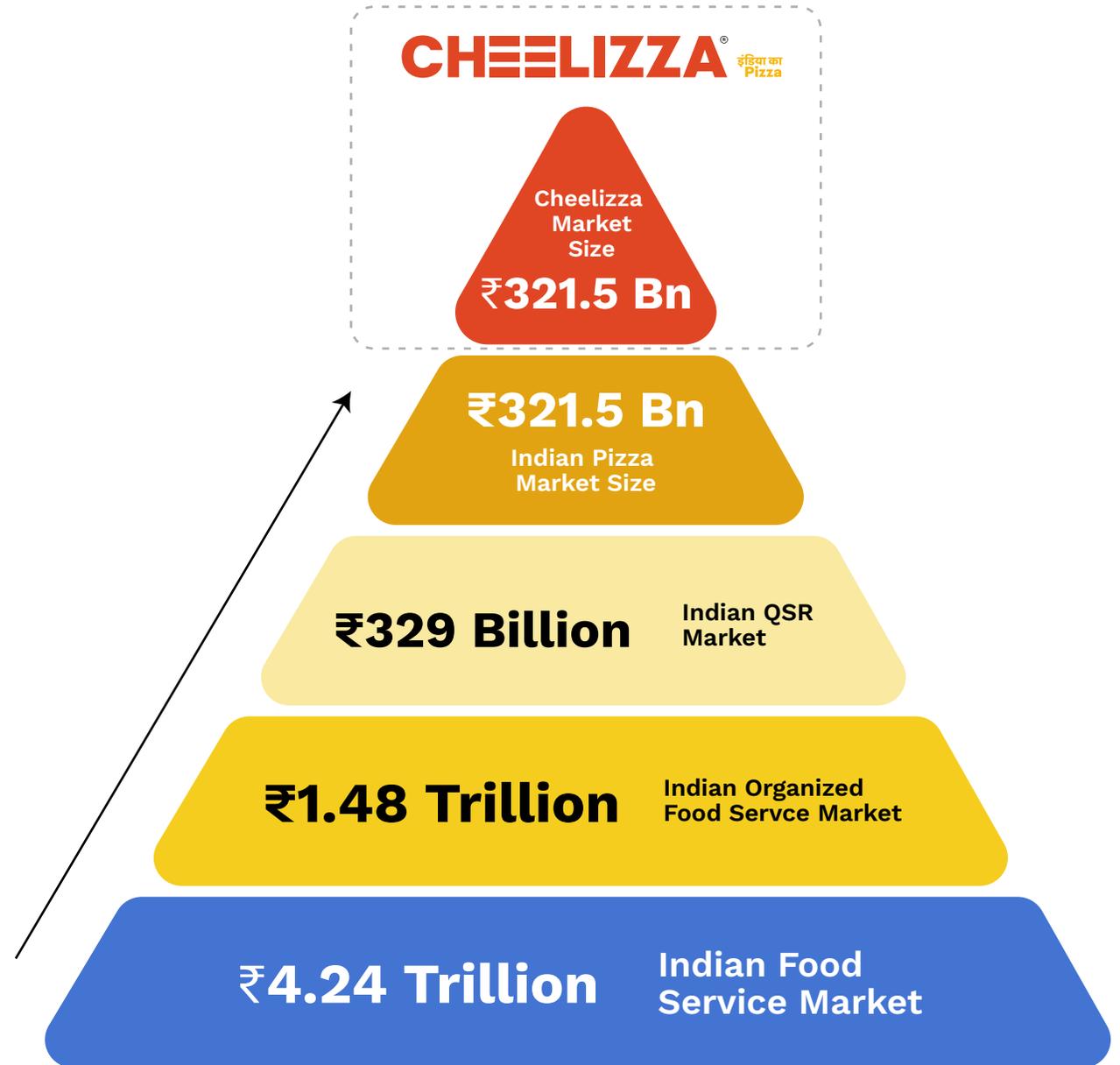
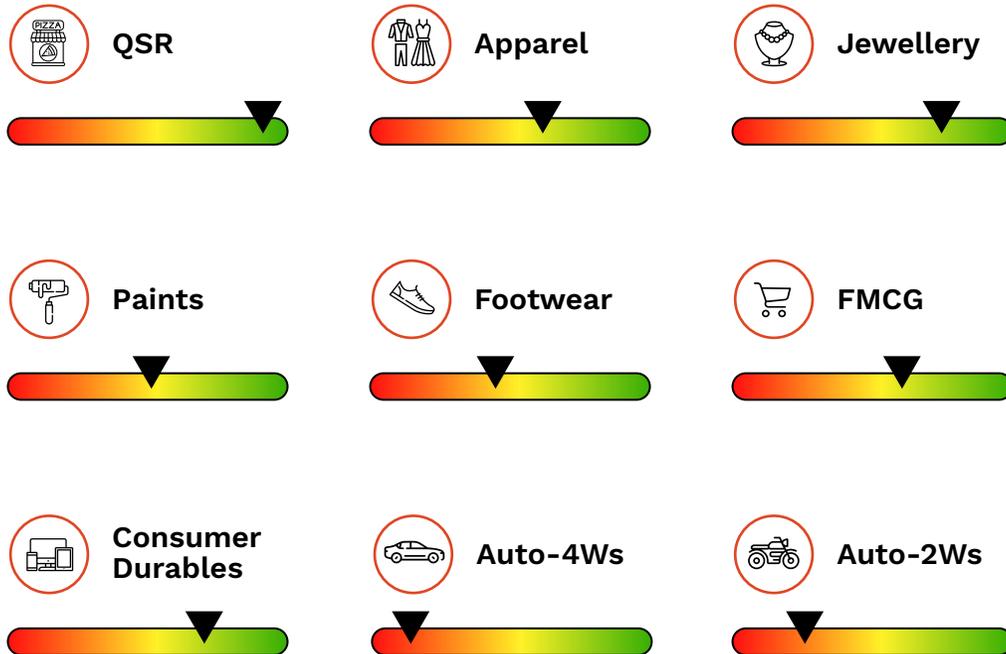
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Phase-wise QSR Store Opening



Pizza – Continues to Lead & Grow

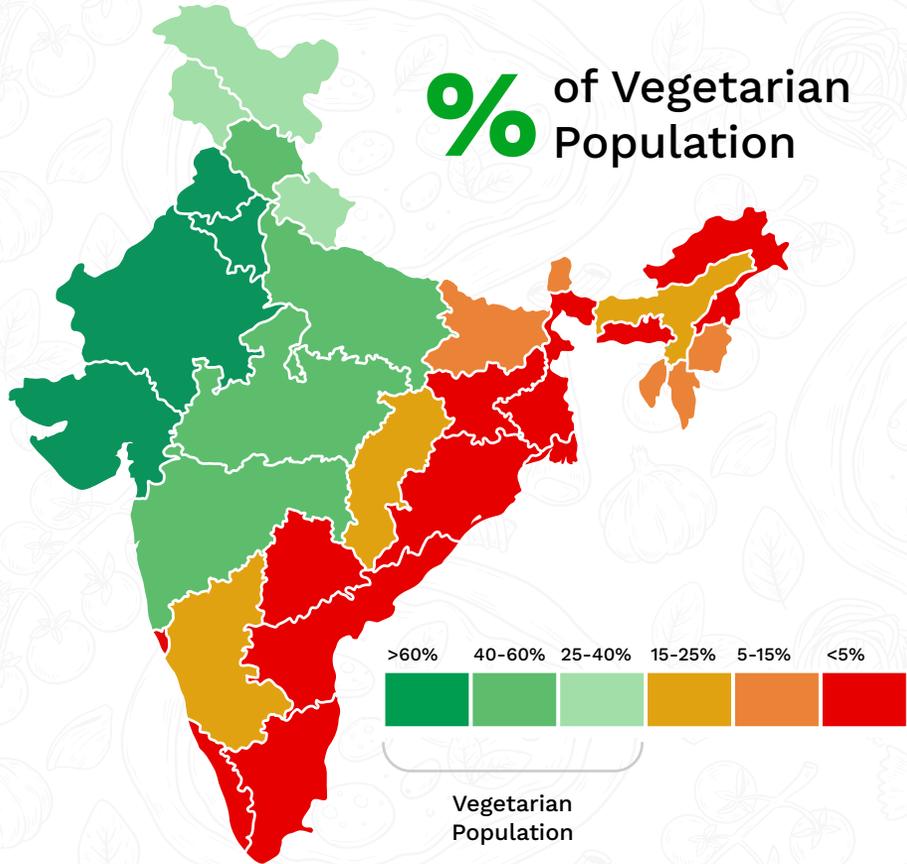
With Performance Better Than Many Other Consumption Categories In The Recent Quarters



Pizza remains one of the most consume cuisine in the country

Consumer Trends

VEGETARIAN FOOD PREFERENCES



West and North India

Are Potentially Large Markets For A Vegetarian Only Restaurant Chain

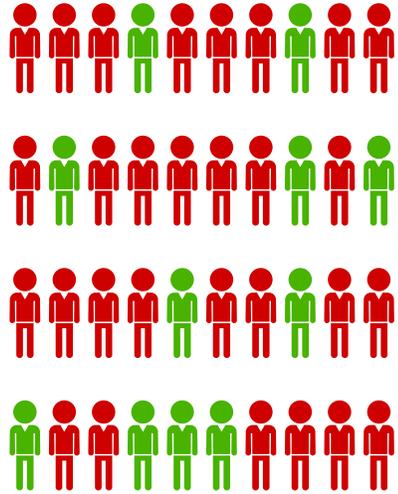
	North and Central	West	East	South
Preferred Eat-out Format	Affordable Casual Dining (ACDR)	Affordable Casual Dining (ACDR)	Café and QSR	Café and QSR
Preferred Type	Veg: 83%	Veg: 71%	Non-Veg: 57%	Non-Veg: 70%
Preferred Cuisine	North Indian, Italian	Italian, Sandwich, Chinese, South Indian	Chinese, Indian Snacks, Wraps and Rolls	South Indian, Chinese, Wraps, South-East Asian
#Cities in Top 20	4	8*	3	5

Problem Statement?



X Absence of Trustworthy Pure Veg Food Brand

Current Food Service Market



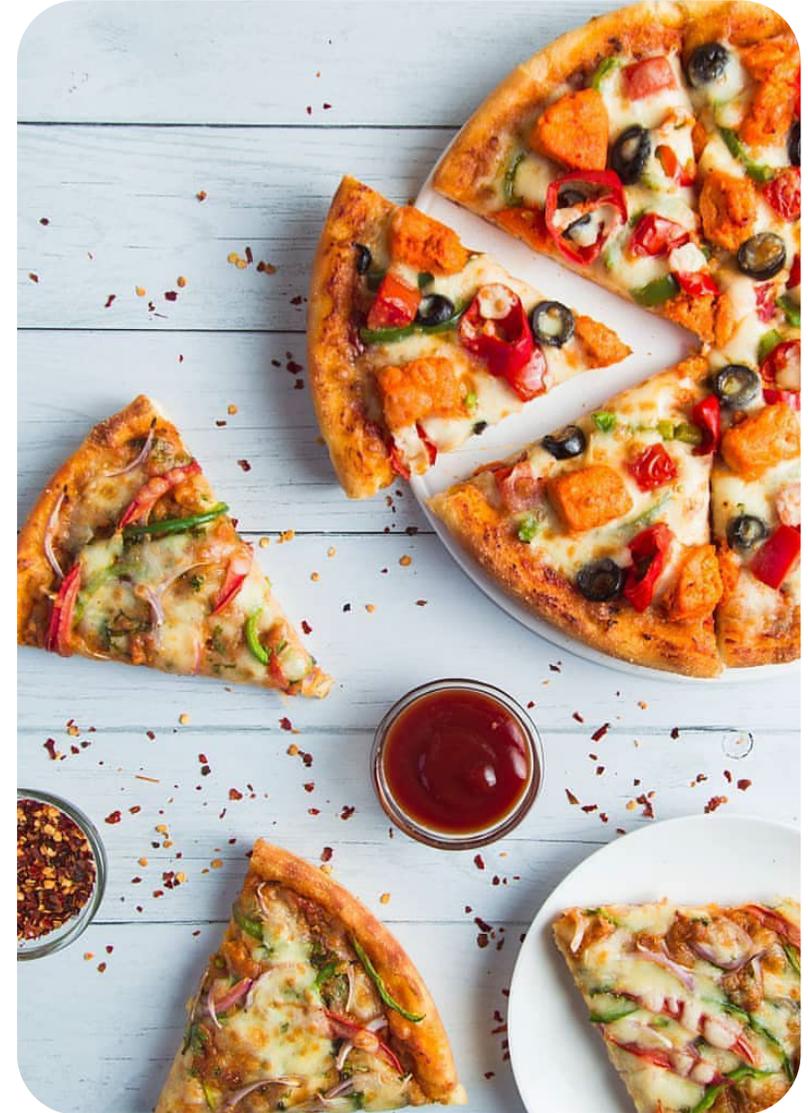
30%

● Pure Veg Food Consumption



₹1.27 Trillion

₹4.24 Trillion



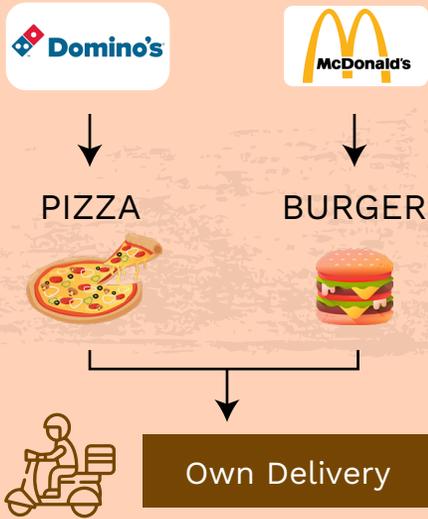
Evolution of Food Business In India



Global legends

When Domino's, Mcd Entered India

1 BRAND 1 KITCHEN 1 CUISINE



Millenials

Cloud Kitchens/
Food Delivery

1 KITCHEN Multi BRAND
Multi CUISINE
Multi CART



GenZ

Platform Play

One PLATFORM
Multi BRAND
Multi CUISINE
SINGLE CART



Become the First Trusted **“PURE VEG”** Brand

Eat  **veg**



Pizza



Biryani



Burger



Indian



Desserts

Biryani Can – India's First **Pure-Veg** Biryani Brand

Breaking the stereotype: Biryani ≠ Only Non-Veg



Focused on **authentic regional veg biryanis** – Paneer Tikka, Veg Lucknowi and Hyderabadi, and more



Cloud kitchen-first brand under the Cheelizza umbrella



Built to scale – standardized recipes, low wastage, high throughput



Positioned for **India's 30%+ pure-veg population** – an underserved segment in the biryani space



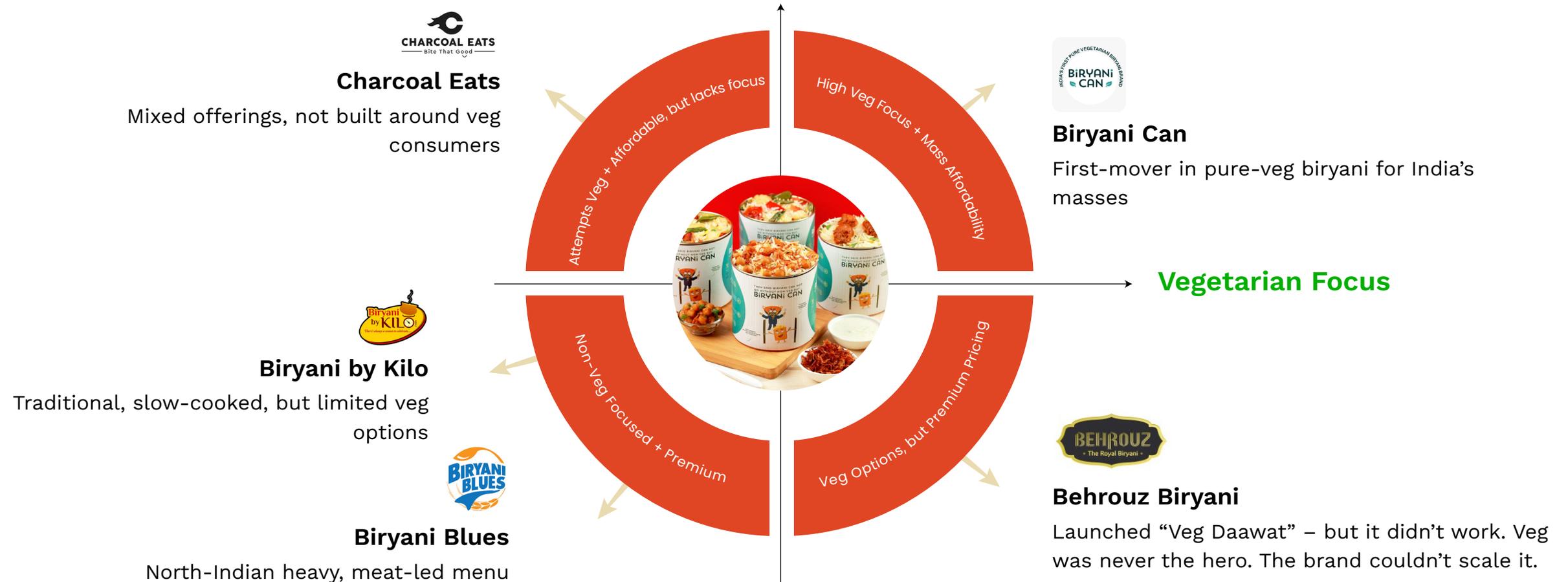
Leverages Cheelizza's **loyal customer base** and **delivery network**

Why Biryani Can is Built to Win

No One Owns the **Veg** Biryani Space — Until Now

India has **400M+** vegetarians. No major biryani brand serves them seriously. **Biryani Can is changing that**

Affordability for Mass India



Biryani Can = India's first scalable, affordable, veg-first biryani brand. Not an afterthought. Not a side menu. We own the category.

India's Biryani Market: A ₹30,000–38,000 Cr Goldmine



10,09,80,615 biryani orders in 2023 = #1 dish (8× Qutub Minars!)

Pizza – 7.4 Crore orders → Biryani is ~13X more loved

Market Stats & Insights



Massive Market Value

- Total biryani market estimated at **₹30,000–38,000 Cr (US\$4–5 bn)** in 2023, growing at **~11–12% CAGR**
- Organized sector (branded/cloud) is **₹1,500–3,000 Cr**, with **~85%** unorganized—huge white space



Rapid Urban Penetration

- **Hyderabad** alone saw **9.7M orders**, Bengaluru 7.7M, **Chennai 4.6M** in **2024**
- Biryanis continue to dominate across metro and **Tier-2/3 cities** — a pan-India phenomenon.



Order Volume Frenzy

- **2.5 biryanis** ordered per second on Swiggy in 2023 (i.e. **158/min** or **~83 M annually**)
- For every **5.5 chicken biryanis**, 1 veg biryani sold — meaning lack of veg-first focus



Pure-Veg India = Untapped Demand

- **~39% of Indians** are **vegetarian** (Pew) → over **400 million people**
- Yet **veg biryani** accounts for just **~15–18% of biryani orders**—clear opportunity

With biryani's ₹30–38K Cr universe and ₹1–3K Cr organized slice, Biryani Can is poised to eat up the pure-veg category — a ₹10,000Cr+ opportunity waiting to be owned.

Built To Scale

Full-Stack Operations Driving Margin and Experience

Core Model

Brand

CHEELIZZA भारतीय
Pizza



Platform

EatVeg



Delivery

zomato **SWIGGY**

Brands

What We Do ?

Operate multi-cuisine, pure-veg brands: Cheelizza, BiryaniCan, Indian Combos

Why It Matters ?

More variety, higher retention, repeat orders

Platform (EatVeg)

What We Do ?

Direct ordering via app/web, loyalty, cashback, multi-cart checkout

Why It Matters ?

Reduces aggregator dependence, higher margins

Own Delivery

What We Do ?

Building in-house fleet for key cities

Why It Matters ?

Faster delivery, lower cost, better experience

Central Kitchen

What We Do ?

SKU-optimized supply to all outlets

Why It Matters ?

Reduces COGS, ensures consistency

Store Formats

What We Do ?

Dine-in, takeaway, cloud, kiosks & food trucks

Why It Matters ?

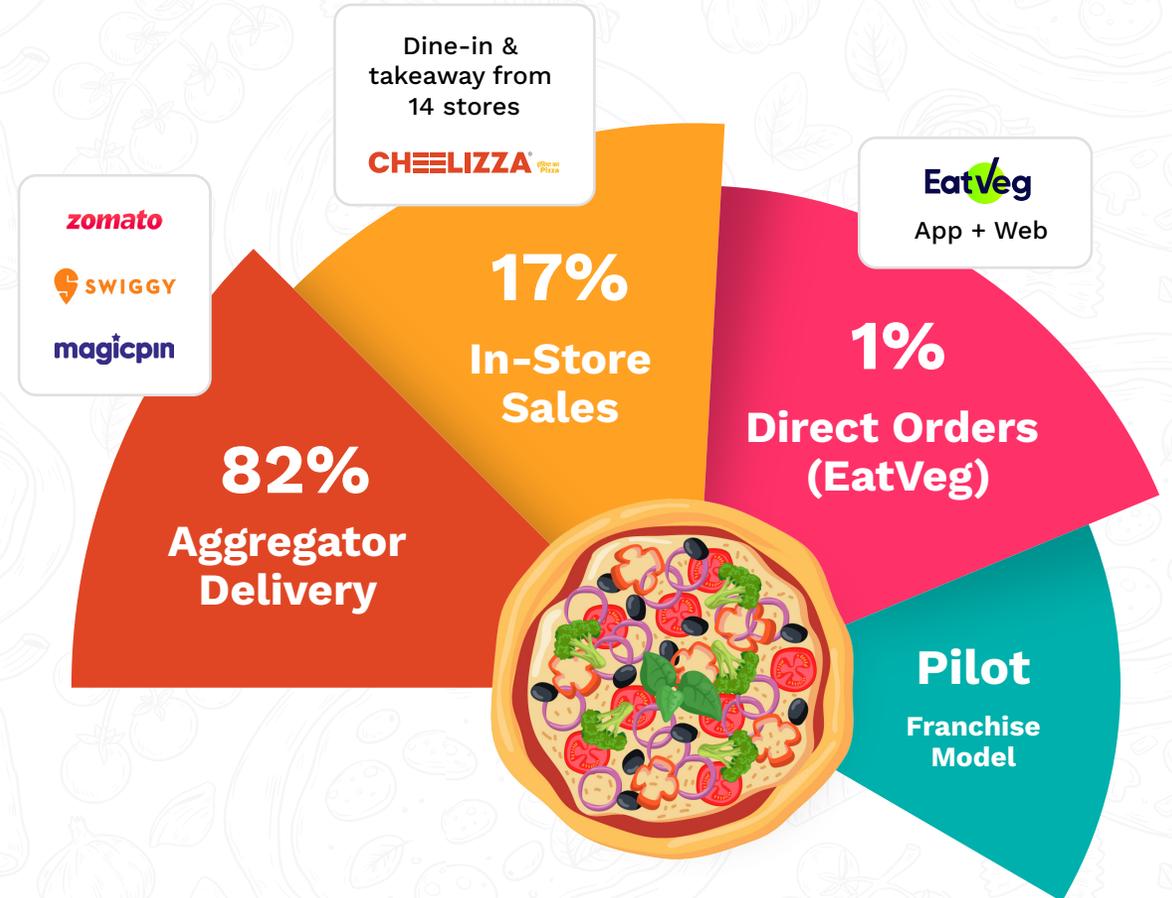
Multi-format expansion playbook

Multiple Revenue Channels. One Pure Veg Platform.

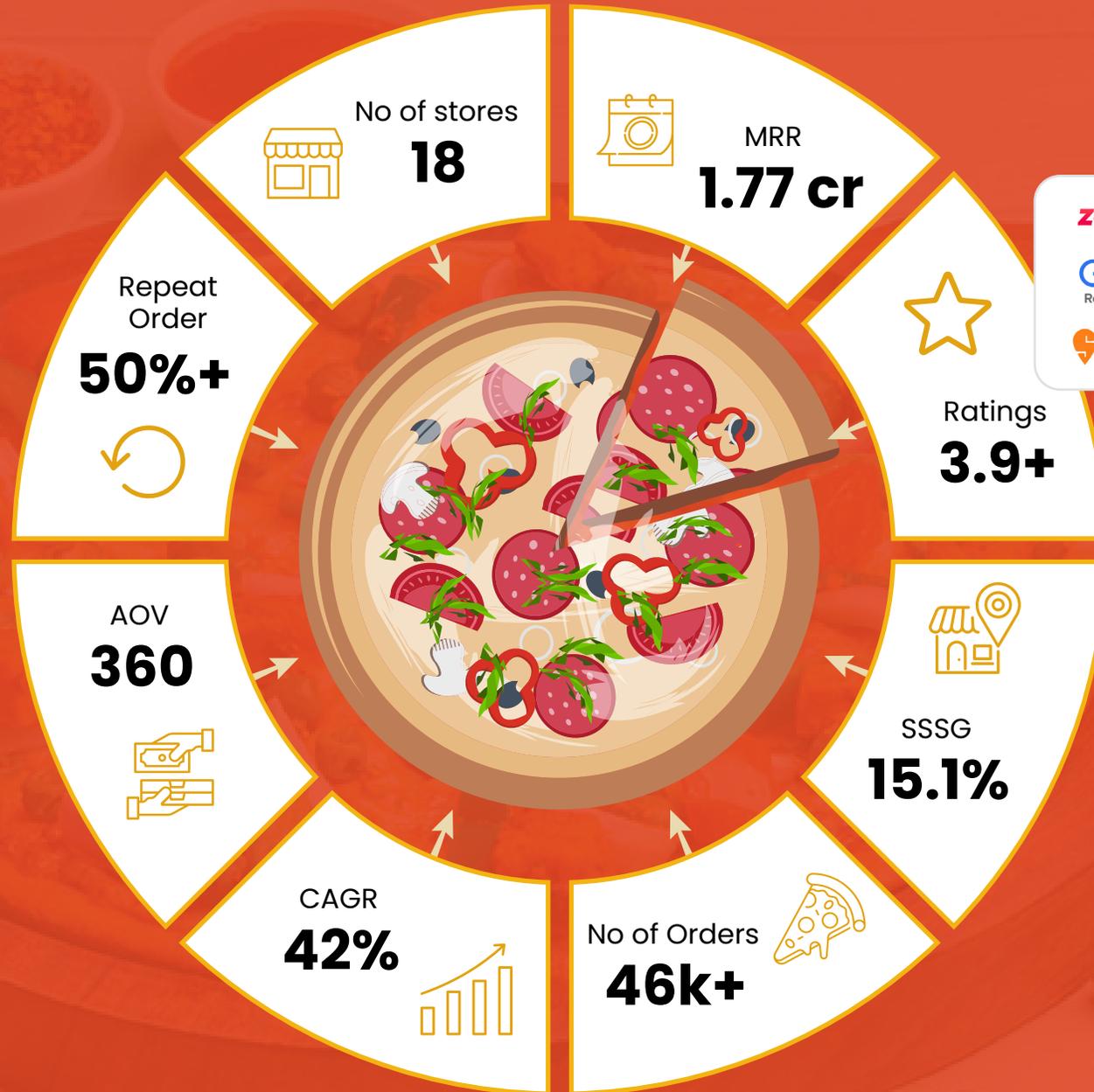
Cheelizza operates as a food-tech platform, not just a restaurant chain: blending technology, brand control, and operational infrastructure to capture value at every stage.



% Mix (FY24) Revenue Streams



Cheeliza Business



Robust Organization System & Process

Customer Satisfaction

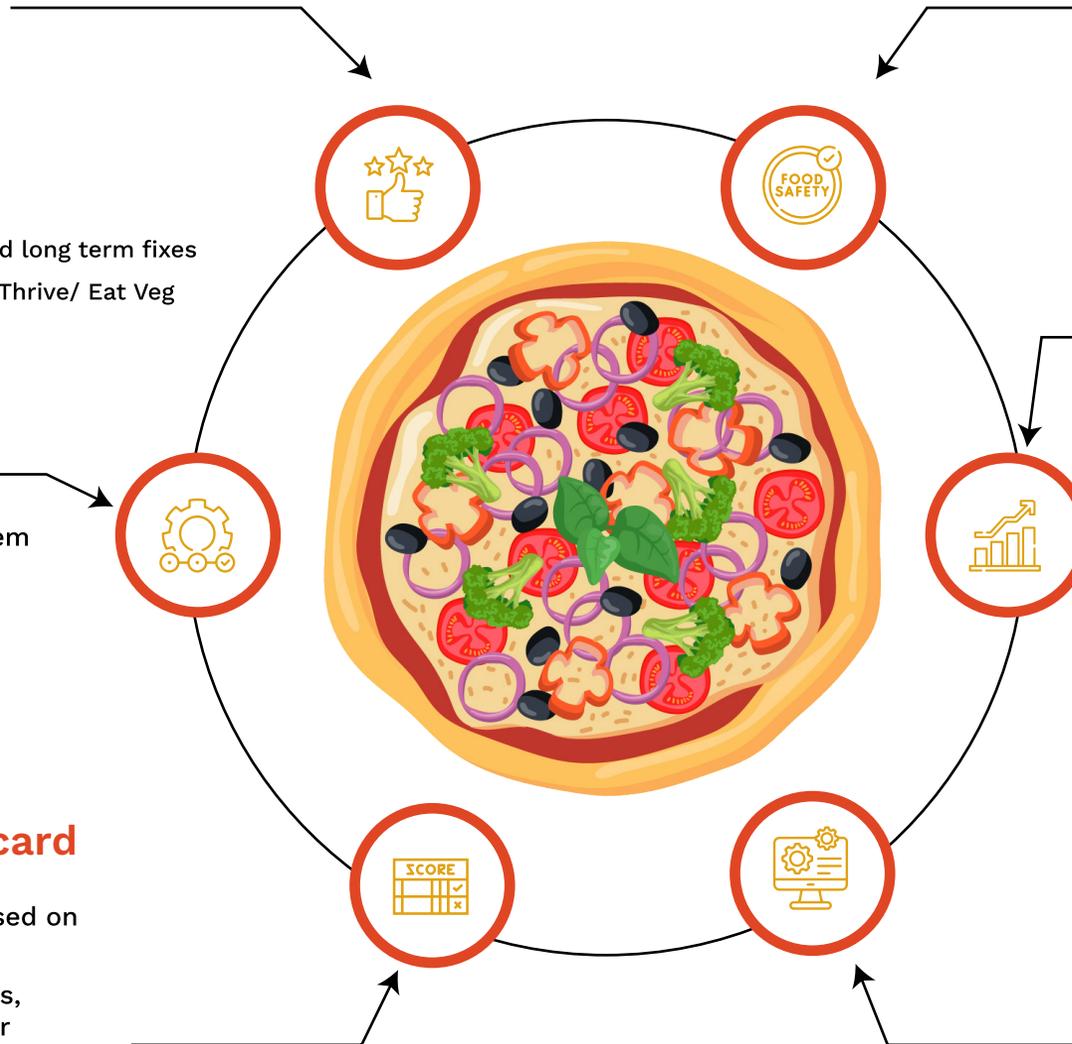
- Consistently executing great Customer Experience with Amazing Value
- Customer Feedback processes set up:
 1. Daily Ratings review
 2. Daily complaints Resolution and short and long term fixes
 3. Rating on all platforms Swiggy /Zomato /Thrive/ Eat Veg

Supply Chain

- Robust Supply Chain backed with 1 system to monitor Purchases and Inventory Management (store level & Central)

Store Level Balanced Scorecard

- Operations Team Incentive Structure based on Balanced Score Card
- KPI's driving Customer Satisfaction, Sales, People and Profits are the key criteria for Performance evaluation



Food Safety & Hygiene

- HACCP based Operational SOP's well defined during the entire journey of the Raw Material and Finished Product
- Quality Checks at each HACCP

Business Development & Financial Review

- Dedicated BD & Projects Team for New Store Development
- Store Opening processes templated for consistent and on time store de
- Periodic Store performance review including Sales, Inventory Management & Cost Management Weekly, Monthly and Quarterly

IT Systems

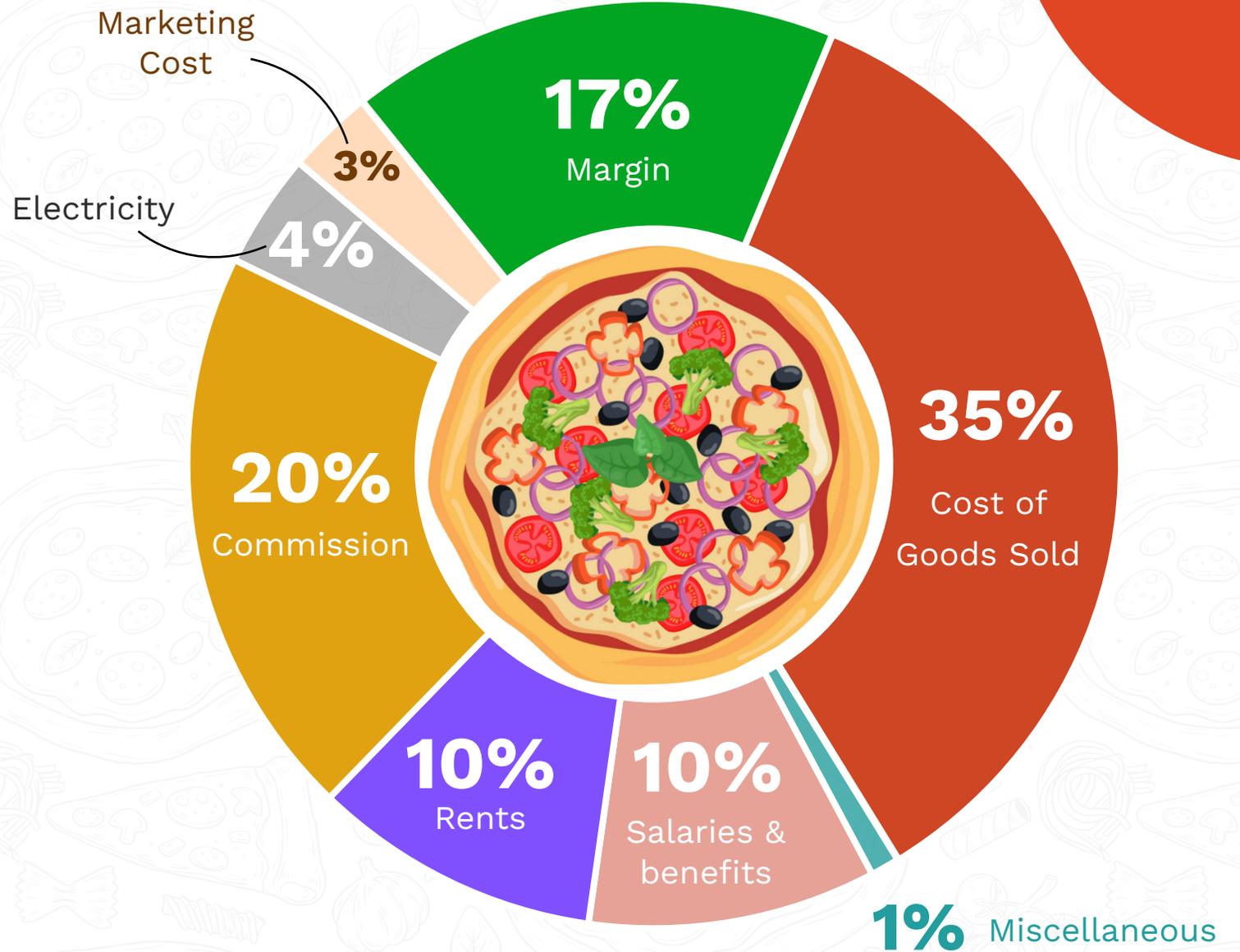
- Integrated single system for Sales Management, Inventory Management & Financial Management
- Internal IT/ SCM & Operations team thrive to improve Posist & ZOHO for accurate and timely checks
- Real time Data management through the Operating & Accounting Softwares.

Why Customer move to cheeliza?

			
Is the Competition cheaper or give value for money (VFM)?	<p>The starting is at ₹79 & items prices below National QSR's makes Cheelizza competitive offering VALUE FOR MONEY</p>	<p>The launch of sub ₹100 pizza, Domino's still has the most VFM offerings.</p>	<p>However, certain meal options of PH are prices better than Domino's</p>
Does competitive deliver faster than the Cheelizza?	<p>Yes, Cheelizza is the process of creating their own Delivery currently due to 3rd Party vendors this stays an opportunity</p>	<p>More than ~70% of Domino's order are delivered under 20 mins & also has delivery guarantee for 20-min delivery in Bangalore</p>	<p>PH uses 3rd party vendors for last mile making the experience mediocre</p>
Does competitive deliver faster than the Cheelizza?	<p>Cheelizza is in the process of making the Dine In consumer experience better with redesigning old store & making new stores more welcoming with great store designs. They are also building their own Delivery infrastructure to improve the delivery experience.</p>	<p>App ordering: Domino's definitely scores well ahead of PH</p>	<p>Dine-In: Experience at PH stores is better than that in Domino's as validated by share loss of Domino's in the channel</p>
Can consumers migrate to competition due to product taste?	<p>The vegetarian consumers would want to migrate to cheelizza as they build the trust on Cheelizza who have an end to end 100% vegetarian Supply Chain with maximum variety for the vegetarian consumer</p>	<p>Depends on the consumers: As the Vegetarian Consumers get fairly less variety in Domino's also the fear of mishaps of Non Vegetarian cross contamination stays a concern for the pure vegetarian consumers</p>	<p>Depends on the consumers: Vegetarians consumers have limited options in PH & the fear of being served or cross handling of meats will instigate the vegetarian consumers to switch</p>
Can consumers shift due to brand fatigue? Possible	<p>Cheelizza is a fairly young brand so is not at all challenged, also due to constant product innovation they thrive to stay relevant & fresh in the consumer mind.</p>	<p>If consumer doesn't find enough value proposition, he/she would shift to a trusted brand as seen in multiple categories</p>	<p>If consumer doesn't find enough value proposition, he/she would shift to a trusted brand as seen in multiple categories</p>

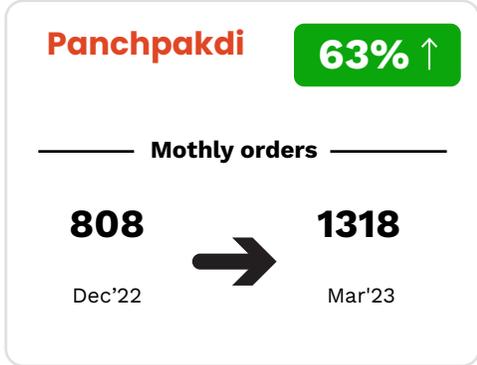
Store Unit Economics

Apr'25 Store Operating profit **11%**



Growth In New Stores Opened

After Raising Seed Round ➔



Our Customer Loves Us Digital Brand Value

Views
671 K



When your friend says they won't h
anything but end up eating your food

671K

This smartphone displays a video of a woman sitting at a table with a pizza box. A hand is seen reaching into the box. A thumbs-up icon is positioned to the left of the phone. A red heart icon is located to the left of the phone's bottom edge.

Views
31 K



CHEELIZZA
इंडिया का

AAJCC2890C1ZP

Cheelizza, Jul

31K

This smartphone displays a video of the Cheelizza restaurant storefront. The sign above the entrance reads 'CHEELIZZA इंडिया का'. A red motorcycle is parked in front. A red heart icon is located to the right of the phone's top edge.

Views
501 K

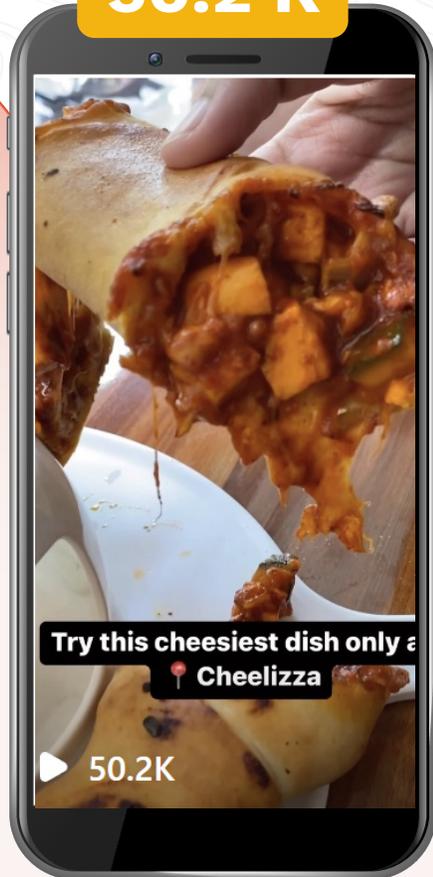


Pov: Every boyfriend ever
*posing for the tenth time for his
perfect Instagram story*

501K

This smartphone displays a video of a man wearing sunglasses, smiling, and holding a green drink. A pizza is visible on the table in front of him. A flame icon is positioned to the right of the phone. A red heart icon is located to the right of the phone's bottom edge.

Views
50.2 K



Try this cheesiest dish only a
Cheelizza

50.2K

This smartphone displays a video of a hand holding a slice of pizza topped with melted cheese. A red heart icon is located to the right of the phone's middle edge. Another red heart icon is located to the right of the phone's bottom edge.

Our Customer Loves Us Digital Brand Value

85k+

Reviews and ratings across
All online platforms

Google

All Time Reviews

6,237



zomato

All Time Reviews

76,217



SWIGGY

All Time Reviews

7,622



Strong Execution Team

Animesh Lodha

Founder & CEO



- 20+ years of Experience
- CA by qualification
- Quit his job at Edelweiss very early in his career to start Cheelizza in April 2013

Ajay Patil

Chief Business Officer



- 28+ years of experience
- Business Excellence
- Operations Expert
- Ex Dominos, Pizza Hut, Burger King India, UK & UAE

Harish Gupta

Head Of Projects



- 30+ years of Experience
- Deep Consumer understanding.
- Priceless Conventional

Bakul Kodikal

Corporate Chef – Operations & Training



- 27+ years of experience
- Culinary excellence
- Innovation Expert
- Worked with VKL, Swiggy, CPK, Jamie Oliver's Pizzeria

Krishna Sawant

Account & Finance

- Business Operation Analysis
- Accounting Policy and petrol

Jitesh Sagar

Inventory & SCM

- Inventory Management
- Demand Planning

Sahadev Gawade

Procurement

- Logistics Planning
- Contract Development

Mangesh Rajbhar

Store Operation

- Retail Operations
- Operations Strategy

Mangesh Shelar

IT & Admin

- Managing networking system

Prerna Rane

Shared Services

- Supervises Staff
- Oversees delivery of multi-disciplinary programmes

Our Investors

Co-Investors



LEAD INVESTOR

Hari Balasubramanian
Indian Angel Network



Sagar Daryani
WoW Momos



Vishal Jindal
Biryani By Kilo



Shankar Narayanan
Sanaka Capital



Mayank Agarwal
RCB - Cricketer



Vikas Khemani
Carnelian



Apurva Parekh
Pidilite



Chetan Kotak
KVijay Ventures



Subrata Dutta
Samsonite



Rahul Surana
Asia Alternatives PE



Ankita Jaisinghani
Polycab



Karan Tanna
Ghost Kitchens



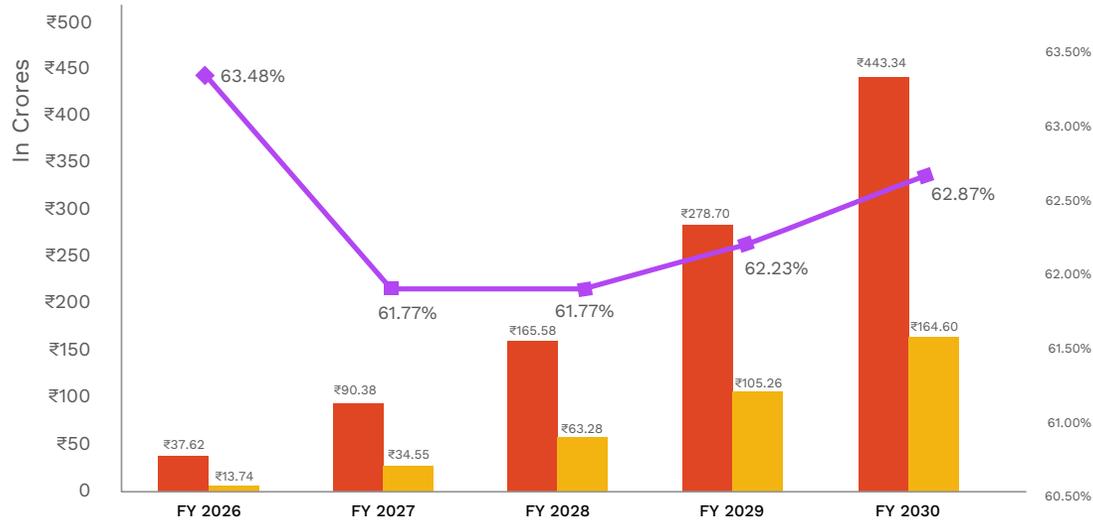
Sachin Oswal
Infibeam



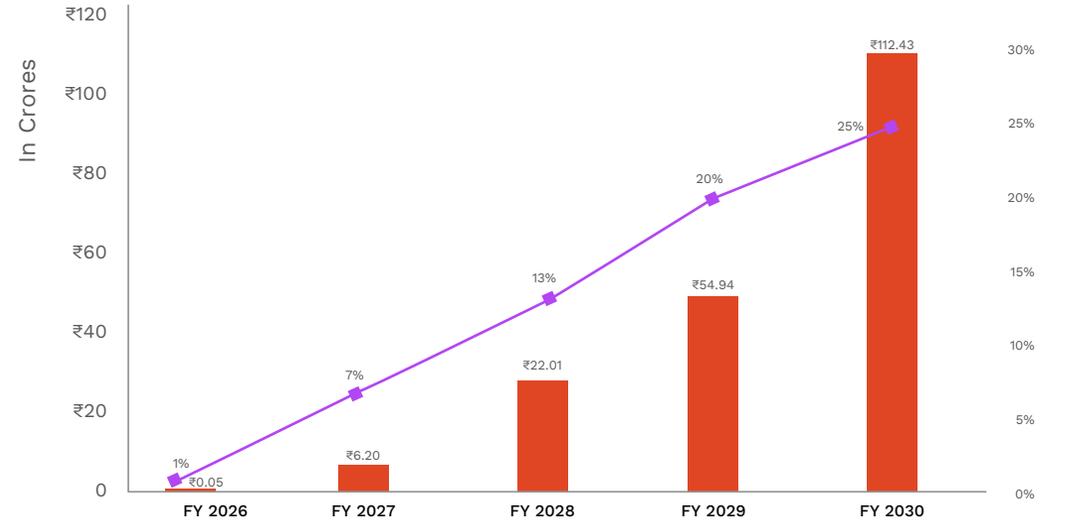
Ramakant Panda
Asian Heart Hospital



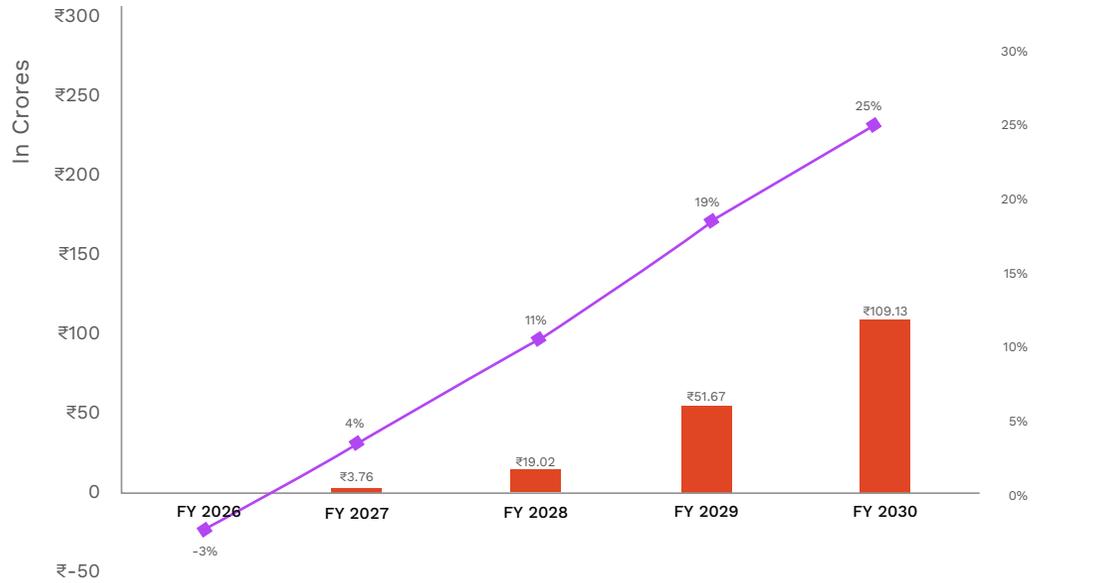
Revenue, COGS & Gross Margin



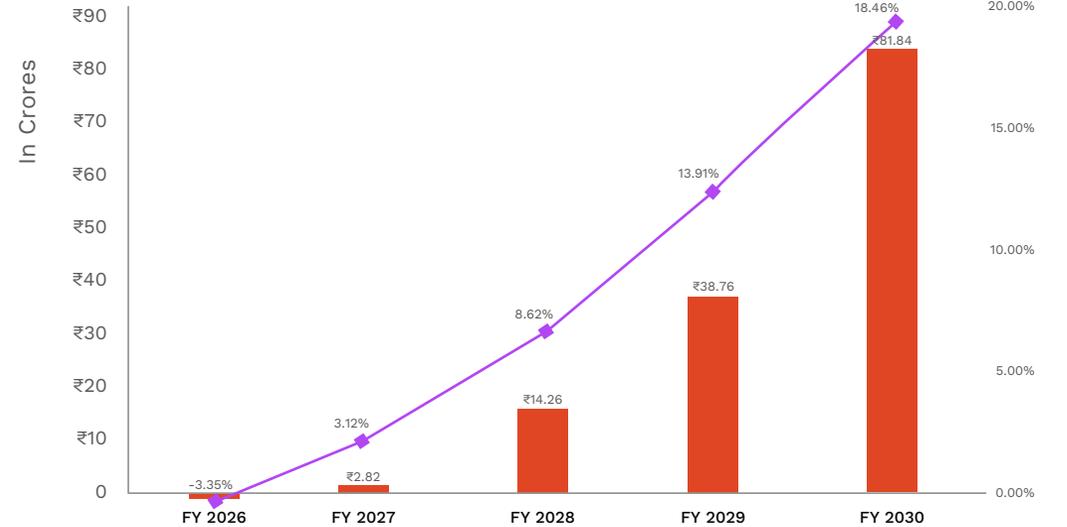
EBITDA & EBITDA Margin



EBIT & EBIT Margin

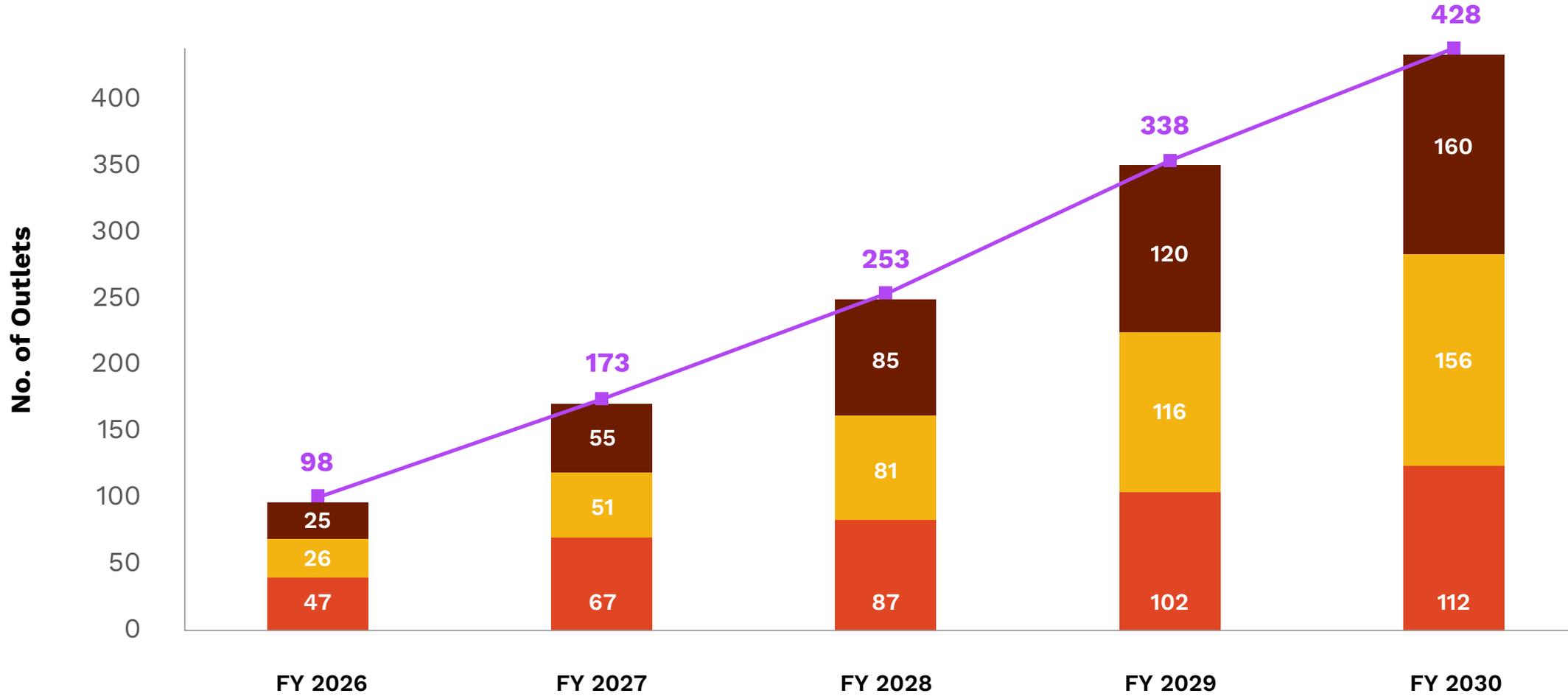


Net Profit & Margin





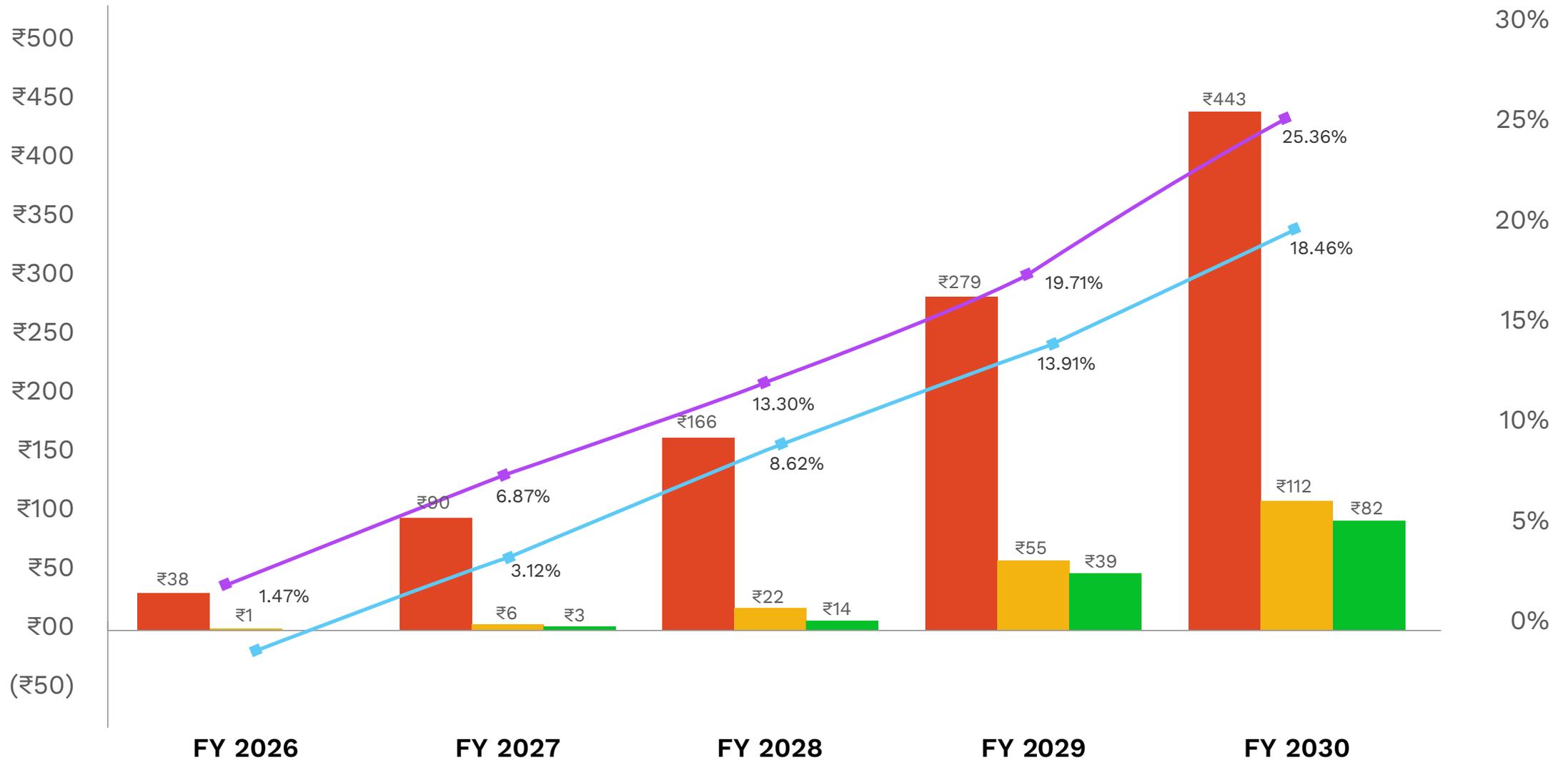
Total Outlet



Projections



All Figures in Crores





Thank You!

Contact Details



www.cheelizza.com



investor@cheelizza.com

Company Name

Cheelizza Pizza India Limited

CIN

U15400MH2021PLC355218

ISIN

INE0MSX01019

Face Value

₹ 1

Registrar

Bigshare Services Pvt. Ltd.

Office No S6-2, PINNACLE BUSINESS PARK, 6th,
Mahakali Caves Rd, next to Ahura Centre, Shanti
Nagar, Andheri East, Mumbai, Maharashtra 400093

Central Kitchen & SCM Hub (Plant Address)

Cheelizza Pizza India Ltd
Gala No 1, Kothari Compound,
Kherani Road, Sakinaka Andheri East,
Mumbai - 400072