

**फास्ट फूड अड्डा<sup>TM</sup>**

*Journey Through Global Flavors*

**BUSINESS PROPOSAL**

**2024**

**FROM THE HOUSE OF VARDHAMAN GROUP OF INDIA**



*Journey Through Global Flavors*

## About Us

1. A Vardhaman Group Subsidiary: Fast Food Adda is part of the prestigious Vardhaman Group, founded to revolutionize the fast-food experience with unique and high-quality offerings.
2. Fusion of Taste and Affordability: We combine mouth-watering dishes with affordable pricing, ensuring delicious meals are accessible to all.
3. Creative Innovation at the Core: Our in-house R&D team continuously crafts bold new flavours, keeping our menu exciting and ahead of trends.
4. Signature Snacks and Refreshing Beverages: Every item reflects our commitment to excellence, from iconic snacks to beverages that refresh and delight.
5. Franchise Model for Community Connection: Through our franchise model, we bring the magic of Fast Food Adda to neighbourhoods across the country.
6. More Than Just Fast Food: We offer an experience where every meal becomes a celebration of flavour, creativity, and value.

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## Mission

At Fast Food Adda, our mission is to revolutionize the fast-food industry by delivering high-quality, innovative, and delectable food options that cater to the diverse tastes of our customers, all at affordable prices. We are dedicated to expanding our reach through a well-structured franchise model, ensuring that every community we serve experiences our passion for great food and exceptional service.

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## Vision

Our vision is to become a leading fast-food brand recognized for its creativity, culinary excellence, and commitment to affordability. We strive to continuously innovate and set new standards in the fast-food sector, making Fast Food Adda a preferred destination for food lovers everywhere. Through our R&D efforts and unwavering focus on quality, we aim to create lasting impressions and grow into a global food brand.



Journey Through Global Flavors

# Financial Model

TYPE	DETAILS
Brand Name	Fast Food Adda
Industry	Restaurant
Founded	2023
Project by	Vardhaman Group Of India
Corporate Office & Factory	Akurdi, Pune, Maharashtra
Area served	Maharashtra
Models	FOFO (Franchisee Own Franchisee Operated)
Menu offering	Varieties Of Chinese, Continental, Coolers, Milkshakes, Breakfast Menu & Much More
Website	fastfoodadda.com

TYPE OF FEE	COST & OTHER DETAILS
Floor Area	Min. 500 sq. ft.
Store Ambiance & Interiors	Rs 6 - 7 lacs (as per floor area)
Civil & other	Rs 1 - 2 lacs (as per floor area)
Kitchen Equipments & Kitchen Utensils	Rs 6 - 7 lacs (as per floor area)
IT Support & Online Platforms	2 lacs
Agreement Period	10 Years, Renewable
Total Initial Investment	Rs 15 lacs to Rs 18 lacs
ROI	18 - 20 Month

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# Financial Model



## Menu

### PICK ME UP

- |                     |      |                          |      |
|---------------------|------|--------------------------|------|
| • Masala Chai       | ₹ 20 | • Classic Hot Coffee     | ₹ 30 |
| • Mumbai Kadak Chai | ₹ 30 | • Vanilla Coffee         | ₹ 40 |
| • Sugar Less Tea    | ₹ 30 | • Caramel Jaggery Coffee | ₹ 50 |
| • Green Tea         | ₹ 30 | • Hazelnut Coffee        | ₹ 50 |
| • Lemon Tea         | ₹ 30 |                          |      |
| • Rose Black Tea    | ₹ 40 |                          |      |



### COOLERS & BEVERAGES

- |                            |             |                      |      |
|----------------------------|-------------|----------------------|------|
| • Limboo Sarbat / Soda     | ₹ 29 / ₹ 39 | • Mint Mojito        | ₹ 79 |
| • Desi Jeera Sarbat / Soda | ₹ 39 / ₹ 49 | • Green Apple Mojito | ₹ 79 |
| • Cold Coffee              | ₹ 49        | • Blue Lagoon Mojito | ₹ 89 |
|                            |             | • Mix Fruit Mojito   | ₹ 99 |

### SIP SIP HOORAY !

- |                              |      |                         |      |
|------------------------------|------|-------------------------|------|
| • Oreo Cookie Milk Shake     | ₹ 69 | • Strawberry Milk Shake | ₹ 69 |
| • Mad Over Mango Milk Shake  | ₹ 69 | • Kit Kat Milk Shake    | ₹ 79 |
| • Chocolate Crazy Milk Shake | ₹ 69 |                         |      |



### BE HAPPY DESERTS

- |                         |      |                         |      |
|-------------------------|------|-------------------------|------|
| • Hot Chocolate Cookies | ₹ 10 | • Choco Lava            | ₹ 59 |
| • Hot Coconut Cookies   | ₹ 10 | • Dark Chocolate Donut  | ₹ 69 |
| • Hot Usmaniya Cookies  | ₹ 10 | • White Chocolate Donut | ₹ 79 |

## Menu

### BREAKFAST & SNACKS MENUS



- Panjabi Mini Samosa (2 pcs) ₹ 30
- Crunchy Vadapav ₹ 20
- Ulta Vadapav ₹ 25
- Tandoori Vadapav ₹ 30
- Tandoori Cheese Vadapav ₹ 40



- Kanda Bhaji ₹ 40
- Batata Bhaji ₹ 40
- Moong Bhaji ₹ 40
- Poha ₹ 30
- Upma ₹ 30
- Sheera ₹ 30



- Shabudana Vada ₹ 40
- Classic Maggi ₹ 49
- Masala Veggi Maggi ₹ 59
- Schezwan Maggi ₹ 79
- Cheese Maggi ₹ 89
- Punjabi Mini Samosa Bucket ₹ 79
- Kolhapuri Jhatka Misal ₹ 79
- Pav Bhaji ₹ 79
- Extra Butter Pav Jodi ₹ 25



### CLASSIC GRILLED SANDWICH

- Veg Cheese Grilled Sandwich ₹ 79
- Cheesy Spinach Corn Grill ₹ 89
- Cheesy Butter Garlic Grill ₹ 89
- Tandoori Veggie Grill ₹ 99
- Paneer Creamier Spicer Grill ₹ 99
- Adda Special Sandwich ₹ 109
- Cheese Counsoler Grill ₹ 109
- Paneer Juicy Grill ₹ 129



### OPEN PIZZARO TOAST

- Cheese Chilli Toast ₹ 129
- Cheese Garlic Sticks ₹ 129
- Cheese Corn Toast ₹ 129
- Veggie Madness Pizzaro ₹ 129
- Cheese Paneer Burst Toast ₹ 139

# Menu

## HOT SOUPS

- Veg Manchow Soup ₹ 105
- Hot and Sour Soup ₹ 110
- Sweet Corn Soup ₹ 125
- Lemon Coriander Soup ₹ 135



## NOODLES

- Veg Hakka Noodles ₹ 119
- Veg Schezwan Noodles ₹ 149
- Veg Triple Noodles ₹ 149
- Veg Manchurian Noodles ₹ 159
- Veg Chilly Garlic Noodles ₹ 169
- Paneer Triple Noodles ₹ 169



## RICE MAGIC

- Veg Fried Rice ₹ 119
- Veg Schezwan Rice ₹ 149
- Veg Triple Rice ₹ 149
- Veg Manchurian Rice ₹ 159
- Paneer Fried Rice ₹ 169
- Paneer Triple Rice ₹ 169



## CHINESE STARTERS

- Veg Manchurian Dry ₹ 129
- Veg Manchurian Gravy ₹ 149
- Paneer Chilly Dry ₹ 159
- Honey Chilli Potato ₹ 159



## FOREVER FRIES

- Classic Salted French Fries/Cheese ₹ 69 / ₹ 89
- Peri Peri French Fries/Cheese ₹ 89 / ₹ 109
- Cheese Loaded Fries ₹ 129



## CREAMY PASTAS

- Red Sauce Pasta ₹ 149
- Alfredo White Sauce Pasta ₹ 169
- Spicy Twist Pasta ₹ 189





# Menu



## PIZZAS ON FIRE

- All Veggie Madness Pizza ₹ 159
- Golden Corn Pizza ₹ 169
- Peri Peri Paneer Pizza ₹ 179
- Special Paneer Tandoori Pizza ₹ 179
- Cheese Loaded Pizza ₹ 219
- Farm Fresh Pizza (Cheese Burst) ₹ 249
- Special Paneer Tandoori Pizza (Cheese Burst) ₹ 299



## MOMO ME UP

- Veg Steam Momos ₹ 70
- Veg Fried Momo ₹ 80
- Veg Peri Peri Momo (Steam/Fried) ₹ 80 / ₹ 90
- Veg Afghani Momos ₹ 119
- Veg Cheese Momos ₹ 149



## LAZY BITES

- Hara Bhara Kabab ₹ 119
- Cheese Shots ₹ 129
- Crispy Onion Rings ₹ 129
- Cheese Corn Traingles ₹ 139



## ROCK & ROLL

- Veg Roll ₹ 79
- Veg Cheese Roll ₹ 89
- Sweet Corn Cheese Roll ₹ 99
- Paneer Tikka Roll ₹ 109
- Aalu Tikki Cheese Roll ₹ 119
- Paneer Tikka Cheese Roll ₹ 129



## HUNGRY BURGERS

- Veg Surprise Burger ₹ 79
- Cheese Twister Burger ₹ 99
- Smokey Tandoori Burger ₹ 109
- Veg Paneer Rockfort Burger ₹ 119
- Bhukkad Burger ₹ 129



## FFA THALI ₹ 199

Noodles: Veg Hakka Noodles, Veg shezwan Noodles, Veg chilli Noodles(Choose any One)

Rice: Veg Fried Rice, Veg schezwan Rice, Veg Manchurian Rice(Choose any one)

Soups: Manchow Soup, Hot & Sour Soup, Sweet Corn Soup, Lemon Corriender Soup (Complementary)

# फास्ट फूड अड्डा™

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## PUNE HEAD OFFICE

Sector No. 173/2, Pandharkar Nagar, Near Beena English School,  
MIDC, Akurdi, Pune 411035. Maharashtra. INDIA.

## MUMBAI OFFICE & WAREHOUSE

Shop No 15, Ground Floor, Shah Complex III, Plot No. 2, Sector 13,  
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