

Chicago Pizza



Neo Palates Pvt. Ltd.

STRICTLY PRIVATE & CONFIDENTIAL

Jan 2025
New Delhi



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The Opportunity: Key Investment Highlights

- India has an ever-growing middle class coinciding with a retail boom. About a 100 million people represent the 'consuming class' in India and this number is expected to double in the next 5 years.
- As the economy has grown and disposable incomes of households have increased, an increasing trend amongst the urban population to "eat-out" has emerged
- The Indian food service industry has been witnessing tremendous growth over the last decade. However, the industry is highly fragmented, and hence presents an opportunity for an organized player to enter the market and develop a chain of restaurants. A huge market remains untapped with opportunities for a niche player
- Changing lifestyles have removed quiet periods from the day: there are now longer trading days as opposed to the typical 1 hour lunch and 1 hour dinner period





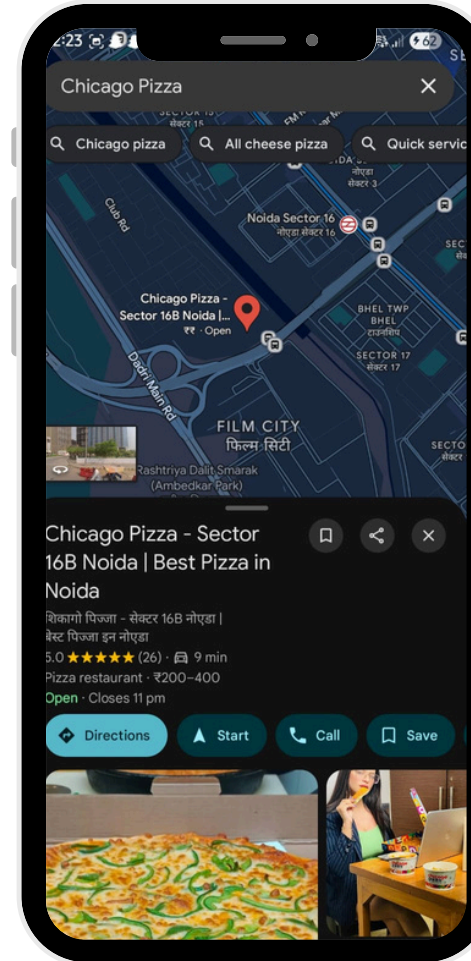
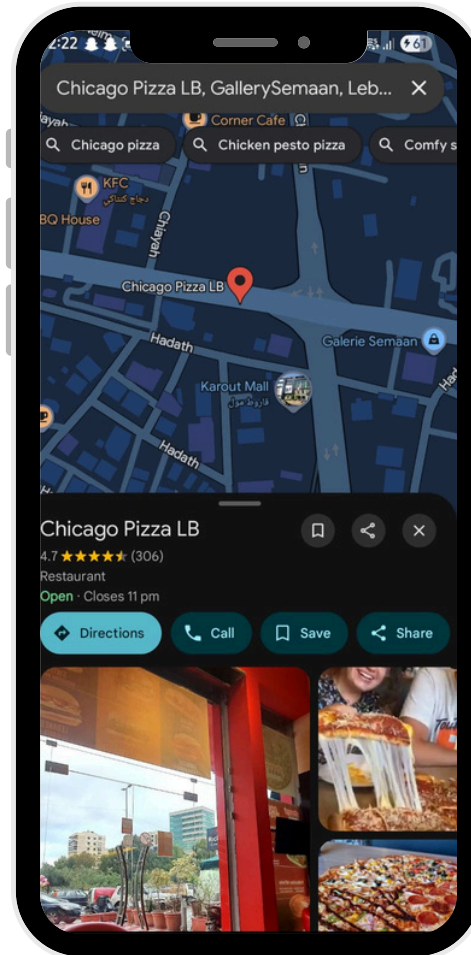
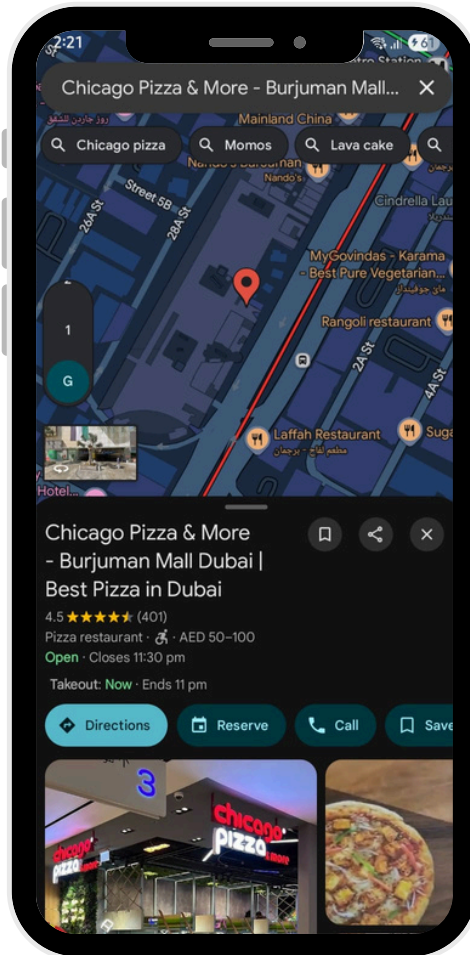
Chicago Pizza: An Ideal Fit

- Our recipe and taste is designed to cater to the masses
- We keep it simple: A new type of presentation offering great Choices
- Great for families with divergent topping tastes: choose as many slices of whatever topping type you want
- Offers a more wholesome and economical meal than other quick service retailers like sandwiches, hotdogs and corn
- Convenient to carry around and for people short on time





Location



DUBAI | **LEBANON** | INDIA





MUSCAT, OMAN
nujum al amerat mall

chandigarh
mukerian...
Hoshiarpur

PUNJAB

DEHRADOON
rajpur road,
Forum Rangoli mall...kolkata

KOLKATA
railway station...COMESUM Lalbagh, Gontinagar, Lucknow

GUWAHATI
GS Road
Roodraksh Mall, Guwahati

PATNA
patliputra road...

AHMEDABAD
4D square mall...Ahmedabad
transcube bus stop
Eva Mall
Acropolis Mall
applewoods galleria mall...Ahmedabad

Gurugram
Platinum tower world metro mall... sapphire 83
Global Foyer... HUDA city center
INDULGENCE
Accenture
BESTECH... MGF mall
FORTIS hospital
MG Road chhatarpur
DLF ...vasant kunj karkardooma

DELHI-NCR
Cannaught Place... pacific mall... shivaji stadium metro station
subhash nagar
nehru place...Epicuria
City Centre mall...dwarka

LUCKNOW
muzaffarnagar Shoprix mall...
MEERUT
Venice mall... gr.noida

Noida
Garden Galleria HCL SEZ sec-73, cloud kitchen
Logix City Centre
vinayak city square

VARANASI
Manduadh BHU Main Road

ALLAHABAD
mumford ganj

MUMBAI
Naptune Mall,
AEROCITY food capital..World mark 1 west
NFC....Fortis Hospital
Moments mall...kirti nagar
SRS mall...faridabad
OMAXE heights....gr.faridabad

BANGALORE

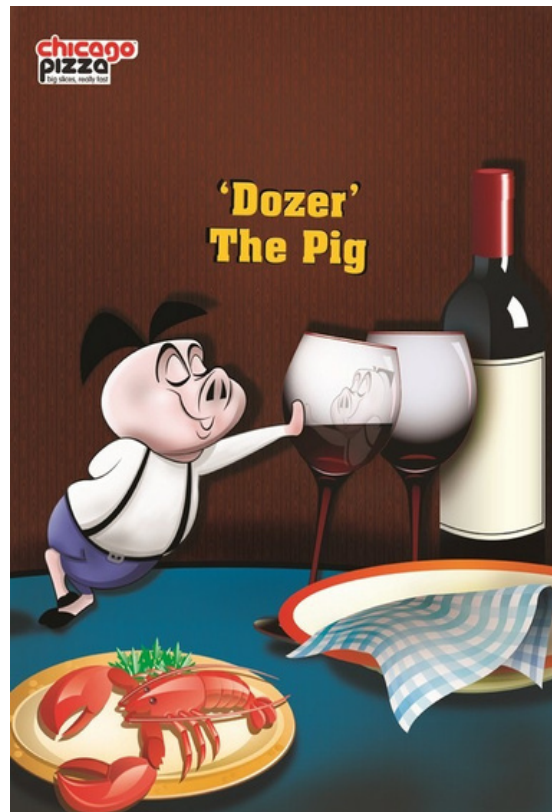
CHENNAI
Cathedral Road, Chennai
loyola college Chennai
Ego Fashion

LOCATIONS



Our Pizza by the Slice Model

- Huge slices freshly assembled and cooked; thereafter put on display in controlled conditions
- Flexibility: Build your own slice; choose any combination of toppings for any number of different slices
- Minimal wait time: Instantly served, hot and fresh



- Economical: Much cheaper by the square inch than any competitor
- Convenience: Easy to carry around and offers flexibility to the customer regarding exactly how much they want to buy
- Fresh ingredients, Great Taste: All ingredients sourced from quality suppliers, assembled together to provide consistent quality and rich, great tasting pizzas





Key Company Highlights

- Chicago Pizza is a registered brand of the food and hospitality division of Neo Palates Pvt. Ltd. , Company and initiated operations in India in 2007
- Successfully running retail outlets in 200+ locations across India
- Winner of Best Pizza Award – HT City owing to standardization of taste , utilization of premium raw materials and US recipe adapted to Indian Palate over the years .
- Chefs and mid-management hired from well renowned multinational chains
- Franchisee for Delhi , Mumbai , Bangalore , Punjab , Chennai , Guwahati , Srianagar , MP , AP , Bihar , Uttar Pradesh finalized and in final talks for other cities
- Beer n Wine Lounges of Chicago Pizza being opened in GKII , Laxmi Nagar , Hudson Lane , Vikas Puri , Vikas Marg , Nagpur , Ludhiana ...
- Patented recipes , unique taste factor and goodwill of Chicago Pizza has opened the doors to the vast Make it at Home Pizza Home segment .





The Unique Attraction

- **Scalable business model** wherein systems easy to incorporate over expansion and clear demarcation between central vs. site operations. Standardized supply chain and internal processes, making the concept highly scalable. Multiple sites can be quickly launched with a consistent quality of product, service and internal checks from day 1



First mover advantage as the concept is truly unique and path-braking combining the single slice concept with the freedom of choice





Current Status



Supplier base established

High Performance Team Recruited

Standardized recipes and processes developed

Proof of Concept established –
10+ outlets set up in Delhi

3rd party logistics & supply chain implemented

Standardized restaurant format developed

Target spend /cover achieved

Chef-independent restaurants operationalized

Affordable prices and personalized service offered





Vision, Mission and Growth Plans

- To dominate our niche segment and the QSR model as a whole by developing scalable restaurant concepts and maintaining our uniqueness backed by world class products, processes and execution

- To be appreciated by consumers, media, investors, franchisees for our product quality and concept and brand presentation

- To have a base of 200+ outlets and grow further in the next 1 year Pan India in premium locations across high-streets, malls, transport destinations, clubs, cinema.





Assembly line Snapshot



- Extra care taken in dough making, kneading and proofing to provide light, fluffy and crispy base
- Shaping of base expertly done and measured thereafter for exact size
- Sauce, cheese and toppings measured for taste consistency
- Baking done with exact time and temperature setting for ease of operations



chicago
PIZZA
big slices, really fast



Huge options for customers

Quick impulsive buys

Packaging designed for easy carry

Display and Product Snapshot





NEW MENU

VEG PIZZA			
Monster Slice	Regular	Medium	Large
119	159	329	429
LA TOMATO PIZZA LA ONION PIZZA LA GAPSIUM PIZZA LA GOLDEN CORN PIZZA LA MUSHROOM PIZZA LA PINEAPPLE PIZZA			
CHEESE			
129	169	339	439
FOUR CHEESE (Mozzarella, Cheddar, Gouda, Smoked Scamorza) 7 TYPES CHEESE			
159	209	429	529
RESHMI PANEER PIZZA (Paneer, Capsicum, Onion, Secret Tandoori Sauce) PANEER LABABDAR (Onion, Paneer with Rich Makhi Sauce) KADHAI PANEER TIKKA PIZZA (Paneer Tikka Marinated in Makhi Sauce) MAKHNI PANEER PIZZA (Paneer Tikka Marinated in Makhi Sauce)			
DESI PIZZA			
189	239	449	549
GARDEN FRESH PIZZA (Onion & Capsicum, Jalapeno Sauce) COUNTRY SPECIAL PIZZA (Capsicum, Onion, Olives, Pineapple, Jalapeno Sauce) GOLDEN VEG PIZZA (Capsicum, Onion, Corn) VEGGIE TREAT PIZZA (Capsicum, Onion, Red Paprika, Peri-Peri Sauce) GARIBAN PIZZA (Red Paprika, Olive, Paneer, Peri-Peri Sauce) HAWAIIAN PIZZA (Pineapple, Paneer & Sweet Corn) PANEER DELIGHT PIZZA (Paneer, Onion & Capsicum) SPIGY AFFAIR PIZZA (Jalapeno, Red Paprika, Onion & Olive, Peri-Peri Sauce)			
EXOTIC PIZZA			
219	269	499	599
VEGGIE DELIGHT PIZZA (Capsicum, Onion, Mushroom, Paneer) MEXICAN VEG PIZZA (Jalapeno, Onion, Pineapple, Jalapeno Sauce) FARM HOUSE PIZZA (Onion, Capsicum, Mushroom, Corn) SIGNATURE PERI PERI PIZZA (Capsicum, Onion, Jalapeno with Homemade Peri Peri Sauce) VEG OVERLOADED PIZZA (All Veg Toppings)			
NON VEG PIZZA			
Monster Slice	Regular	Medium	Large
139	179	349	449
LA CHICKEN MEATBALL PIZZA (Chicken Meatballs and Mozzarella Cheese) LA CHICKEN HAM PIZZA (Chicken Ham & Mozzarella Cheese) LA AMERICAN BBQ PIZZA (BBQ Chicken & Mozzarella Cheese) LA CHICKEN SAUSAGE PIZZA (Chicken Sausage & Mozzarella Cheese) LA SEEH KABAB PIZZA (Chicken Seekh & Mozzarella Cheese)			
DESI PIZZA			
179	229	449	549
BHUNA MURG PIZZA (Chicken Tikka Marinated in Makhi Sauce) BUTTER CHICKEN PIZZA (Chicken Tikka, Onion in Kadhai Sauce) KADHAI CHICKEN PIZZA (Chicken Tikka, Red Paprika, Onion in Kadhai Sauce) CHICKEN LABABDAR PIZZA (Tikka, Onion, Tandoori Sauce) CHICKEN LAHORI PIZZA (Smoked Chicken Breast, Onion, Tandoori Sauce) KASHMIRI KEBAB PIZZA (Chicken Kebab, Red Paprika, Onion, Makhi Sauce)			
EXOTIC PIZZA			
209	259	469	569
CHICKEN HAS LANDED (Tandoori Tikka, Onion, Jalapeno Sauce) TANDOORI TIKKA PIZZA (Tandoori Chicken Tikka, Capsicum & Onion) ITALIAN PEPPERONI PIZZA (Italian Pepperoni & Jalapeno) CHICAGO DELIGHT PIZZA (Chicken Kebab, Sausages, Red Paprika, Peri-Peri Sauce) ZESTY CHICKEN PIZZA (Chicken Ham, Sausages, Red Paprika, Peri-Peri Sauce) SPIGY KEBAB PIZZA (Seekh Kebab, Chicken Meatballs, Onion, Peri-Peri Sauce) DEADPOOL PIZZA (Chicken Ham, Olive, Pineapple) HOT QUEEN PIZZA (Chicken Tikka, BBQ Chicken, Red Paprika, Peri-Peri Sauce)			
PREMIUM PIZZA			
249	299	529	629
EXOTIC CHICKEN PIZZA (Chicken Kebab, BBQ Chicken, Red Paprika, Jalapeno, Onion) MEXICAN NONVEG PIZZA (Jalapeno, Smoked Chicken, Corn, Red Paprika, Peri-Peri) BIG MEATY PIZZA (Loaded with Smoked Chicken, BBQ, Onion, Tandoori Sauce) SMOKED DELIGHT PIZZA (Chicken BBQ, Smoked Chicken Breast, Chicken Ham, Jalapeno Sauce) NON VEG OVERLOADED PIZZA (All Nonveg Toppings)			

SUPER SAVER

99/- EACH

Includes: Margherita Slice, Cheese Garlic Bread, Pizza Roll, Mocktail, Pizza Sandwich

COMBO

REGULAR PIZZA VEG COMBO: 179
 Regular Pizza (Choice of Cheese, Corn, Onion, Capsicum) + Pepsi 220ml

REGULAR PIZZA NONVEG COMBO: 199
 Regular Pizza (Choice of Chicken Ham, Chicken Meatball, BBQ Chicken, Mutton Keema) + Pepsi 220ml

INDIAN TREAT COMBO VEG: 519
 Medium 9" Paneer Lababdar + 2pcs Cheese Garlic Bread + Pepsi 220ml

INDIAN TREAT COMBO NONVEG: 549
 Medium 9" Chicken Lababdar Pizza + 2pcs Cheese Garlic Bread + Pepsi 220ml

CHICAGO PIZZA FAMILY SPECIAL: 749
 Any 11" Large Pizza + 4 Pcs Cheese Garlic Bread + 4 Pepsi 220ml

CHEESE BLAST ADD ON

MEDIUM 79/-
 LARGE 89/-

Newly Launched

NEWLY LAUNCHED

Watermelon Mocktail

199/-

Includes: Chicago Pizza, Watermelon Mocktail

NEW OFFER

Mocktail ₹99/- each

- Monster Ginger Indian Spice Soda
- Monster Lemon Strawberry Cooler
- Virgin Mojito
- Green Apple Cooler

Shakes ₹199/- each

- Chocolate Shake
- Strawberry Shake
- Oreo Shake

ROLLS/Sandwich

- Pizza 99/-
- Paneer Makhani 129/-
- Paneer Tandoori 129/-
- Chicken Makhani 159/-
- Chicken Tandoori 159/-

PASTA Choice of Sauce :- Red, White, Pink

VEG	NON VEG
GLASSIC CHEESE (Margherita) 199	CHICKEN HAM (Chicken Ham) 199
SIMPLY VEG (Onion, Capsicum) 229	PEPPERONI (Italian Pepperoni, Jalapeno) 229
SPIGY TWIST (Jalapeno, Red Paprika) 249	CHICKEN TWIST (Chicken Seekh Kabab, Olive, Capsicum) 249
VEGGIE BLAST (Corn, Capsicum, Onion) 249	CHICKEN TIKKA (Chicken Tikka, Capsicum, Onion) 249
FARM HOUSE (Mushroom, Olive, Corn) 249	ITALIAN CHICKEN (BBQ Chicken, Corn, Jalapeno) 269
CHICAGO SPECIAL (BBQ Chicken, Smoked Chicken, Onion) 249	CHICKEN SUPREME (BBQ Chicken, Smoked Chicken, Onion) 269
PANEER (Paneer, Capsicum, Red Paprika) 289	CHICKEN DELIGHT (Chicken Tikka, BBQ Chicken, Chicken Ham, Onion) 299
VEGGIE LOVER (Capsicum, Olive, Jalapeno, Onion) 289	

WEDNESDAY

BUY 1 GET 1 FREE

EVERY DAY

349*
2 ECO PIZZA + 2 PEPSI

TUESDAY & THURSDAY

549*
Any Large Pizza

MARGHERITA

Monster Slice 99	Regular 149	Medium 299	Large 399
Cheese, Onion, Capsicum, Mushroom, Corn, Jalapeno, Red Paprika, Paneer, Tomato, Olive, Pineapple			

BUILD YOUR OWN PIZZA

Choose from: Chicken Ham, Chicken Sausage, BBQ Chicken, Pepperoni, Chicken Tikka, Smoked Chicken Breast, Chicken Meatballs, Chicken Seekh Kabab

CHICAGO PIZZA SPECIAL

18" Monster Pizza (All 8 Slices Fully Customisable)

Veg Rs 1199 | Nonveg Rs 1299

FOR FRANCHISE CALL 9289870890 Available at SWIGGY & ZOMATO

chicago PIZZA big slices, really fast

SUPER SAVER DEAL

ORDER NOW AND ADD ANY ITEM FOR ₹1*

Includes: Mocktail, Stuffed Garlic Bread, Pizza Roll, Pepsi

VALID ON DINE-IN & TAKEAWAYS

Valid on Tuesdays and Thursdays on Orders Above Rs 399*

chicago PIZZA big slices, really fast

WHOLE DAY BOGO

BUY 1 GET 1 FREE

MONDAY, WEDNESDAY & FRIDAY
 (VALID ON MEDIUM / LARGE PIZZA OF SAME CATEGORY IN PREMIUM, EXOTIC & DESI PIZZA)

ORDER NOW:

8800441922

*T & C Applies



System Checks

COMMERCIAL CHECKS

STOCK IN - STOCK OUT ACCOUNTING

VARIANCE REPORT

CCTV PRODUCTION ACCOUNTING

CASH AUDIT

DOUGH / FLOUR PACKET CHECKS

GRAB TESTS

NOTICE TO DISCOURAGE UNBILLED ORDER

MIS ON DISCOUNTS

BANKING CROSS VERIFICATION

OPERATIONAL CHECKS

CONTAMINATION

RECIPE CHECK

STORAGE CONDITIONS

HYGIENE

EXPIRY CHECKS

GRAB TEST

TASTING

VISUAL APPEAL

SIMPLE MEASUREMENTS





Health and safety precautions

- All personnel equipped with plastic gloves for handling purpose
- Segregation of vegetarian and non vegetarian items
- Slices discarded if not consumed within the hour
- MSG free ingredients and products
- Recycling of packaging items

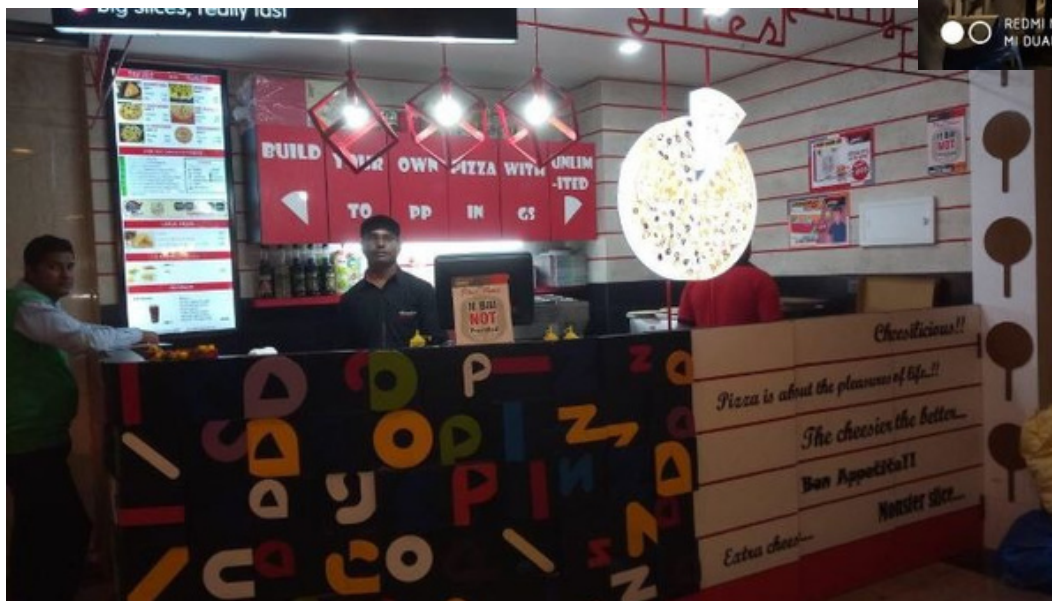




Model Operation Flexibility to suit area and amenity availability

Quick Service Model (QSM)

- Commissary based supply chain
- Assembly, baking, display and serve
- Minimal floor area requirement
- Operation can be done without amenities of water, drainage, gas etc.
- Quick, on-the-go service



Casual Dining Model (CDM)

- Self sufficient operations
- Additional seating area
- Restaurant ambience



chicago
PIZZA
big slices, really fast

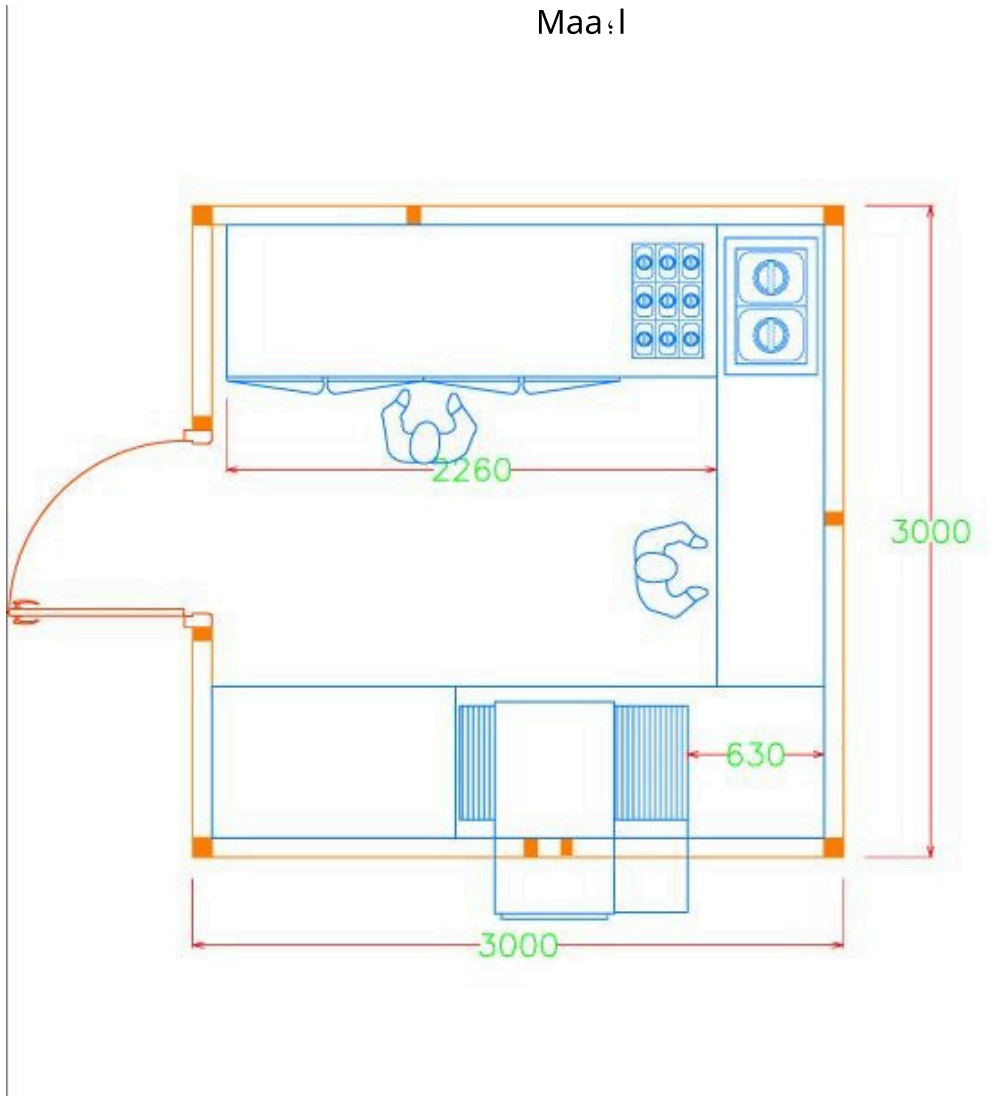


9 BEER N WINE LOUNGES



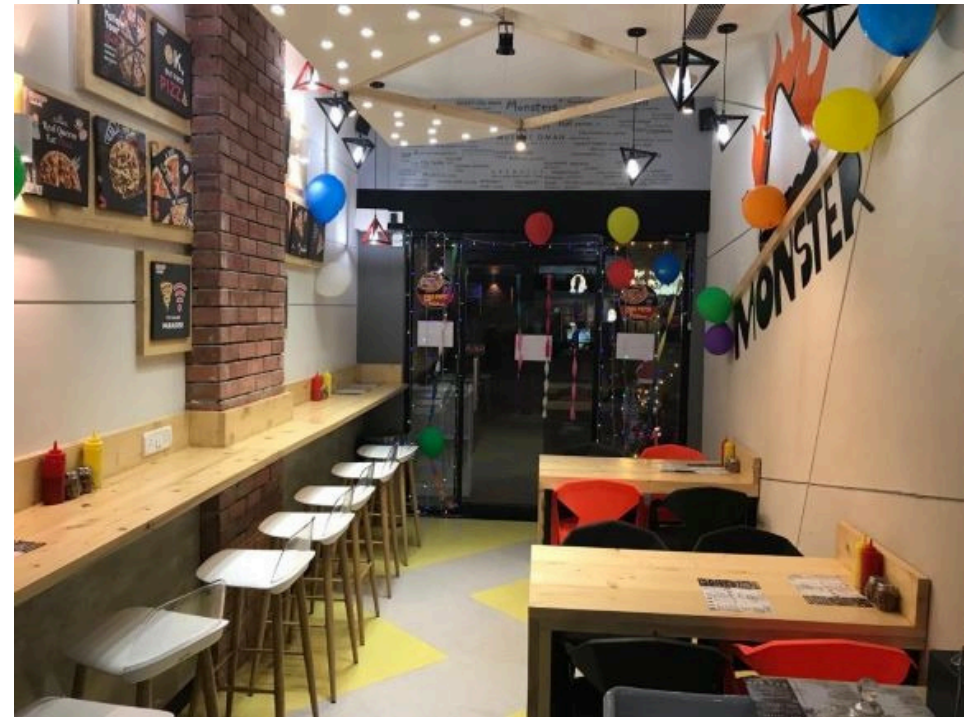
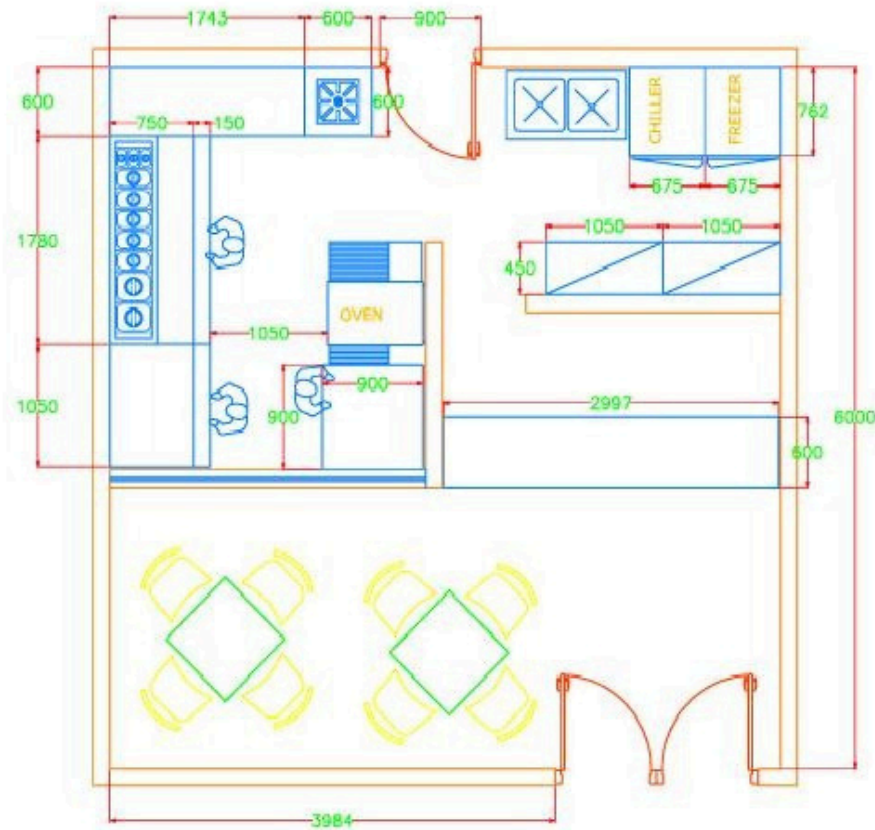
Typical Floor plan: QSM (10 x 10 sq. ft) for Malls and Foodcourts

Maas:l





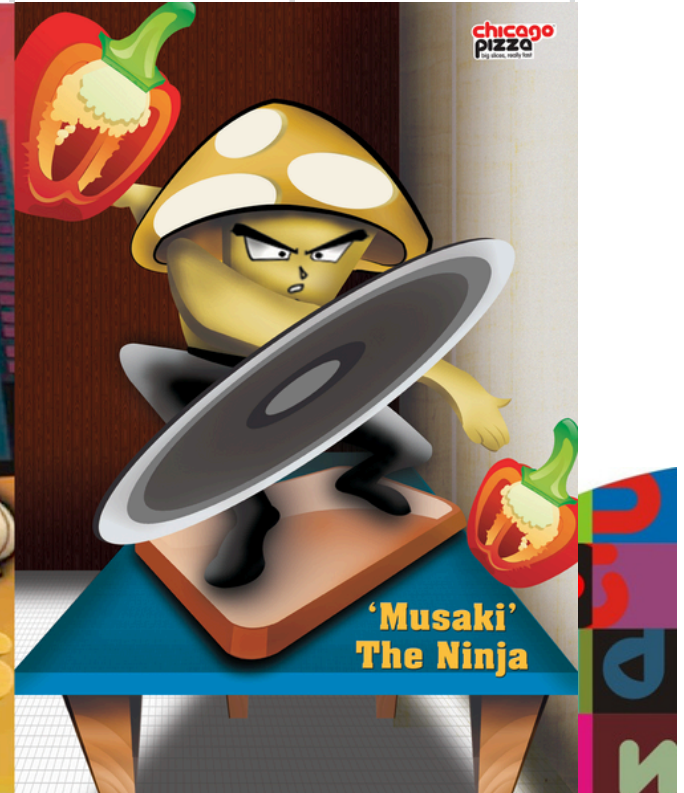
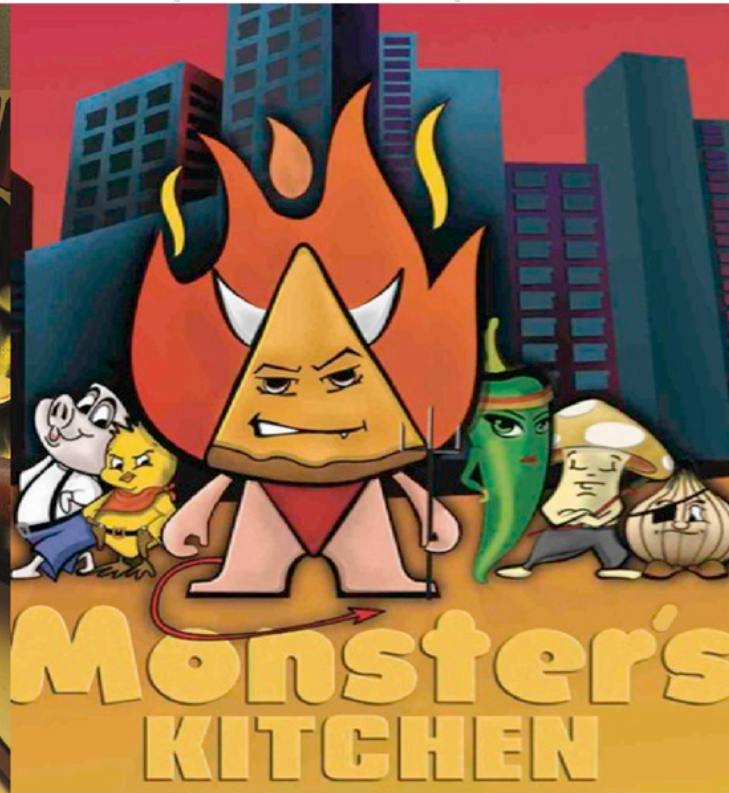
Typical Floor plan: CDM (x·y·sq. ft) for Highstreets





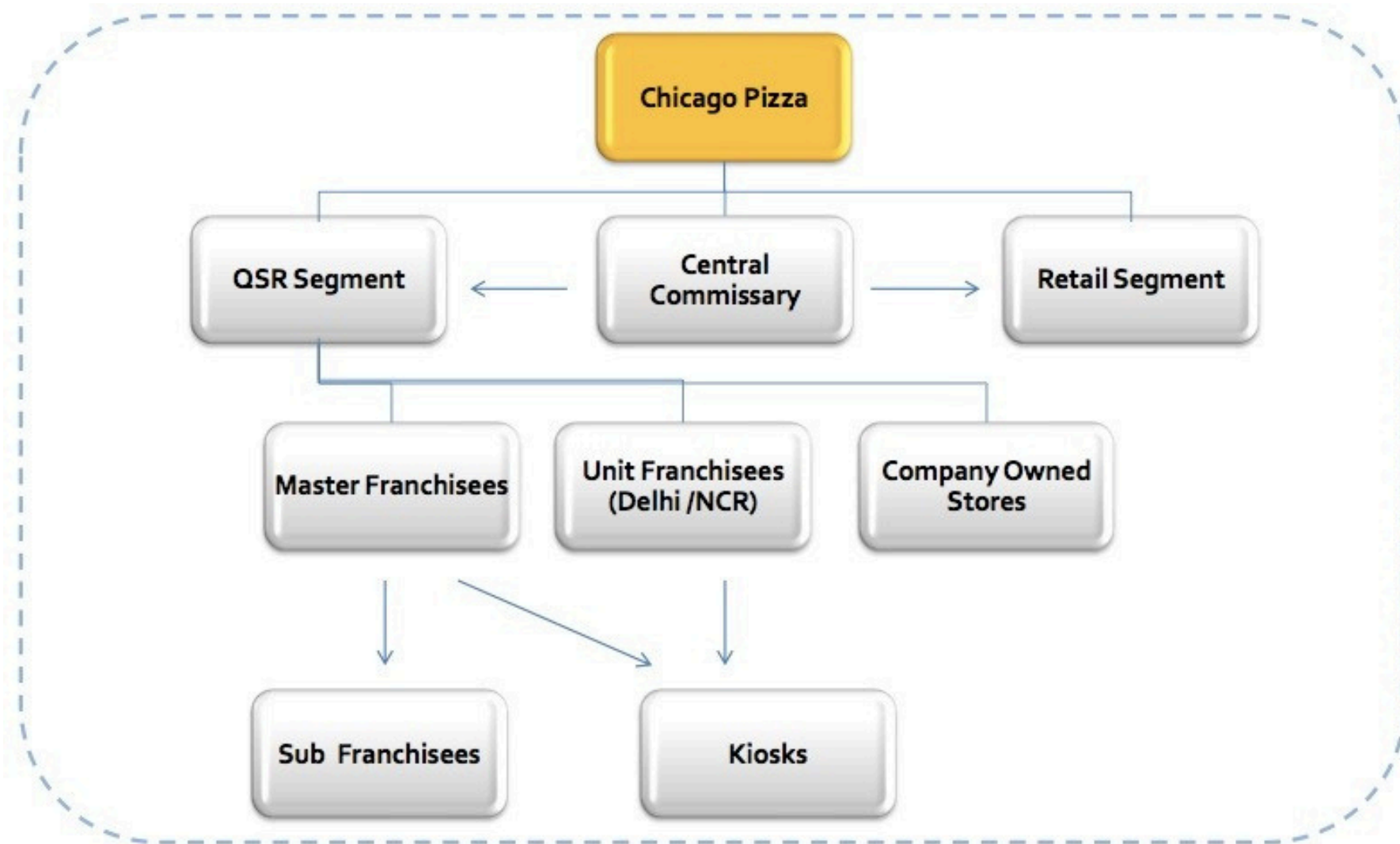
BOQ requirements

	8x8	10x10	15x15	20x20
Water supply	optional	optional	^	^
Drainage	optional	optional	^	^
Gas line	optional	optional	optional	optional
Exhaust	optional	optional	^	^
Electric load (3 phase KW)	11	11	18	18





Organization Flowchart





Catering setup



chicago
PIZZA
big slices, really fast

VEGETARIAN	NON VEGETARIAN
 Margherita Cheese Monster Slice 150 9" Round 200	 Chicken Tikka Pizza Chicken Tikka, Onion & Capsicum Monster Slice 250 9" Round 300
 Veggie Fun Pizza Onion & Capsicum Monster Slice 180 9" Round 230	 Smokin Spicy Pizza BBQ Chicken, Chicken Tikka, Jalapeno & Onion Monster Slice 270 9" Round 320
 Veggie Blast Pizza Capsicum, Onion, Jalapeno & Olive Monster Slice 200 9" Round 250	 Chickenrella Pizza BBQ Chicken, Smoked Chicken & Chicken Ham Monster Slice 270 9" Round 320
 Veggie Fiesta Pizza Capsicum, Mushrooms, Corn & Onion Monster Slice 200 9" Round 250	 Pepronica Pizza Pepperoni & Jalapeno Monster Slice 290 9" Round 340
 Veggie Delight Pizza Peppers, Capsicum & Onion Monster Slice 220 9" Round 250	 Zesty Chicken Pizza Chicken Ham, Chicken Sausage & Jalapeno Monster Slice 290 9" Round 340

FEEDS 3-10 PERSONS
RS. 600/-
RS. 750/-

PIZZA BASE 9"x5"

PIZZA SAUCE

MUZARELLA CHEESE

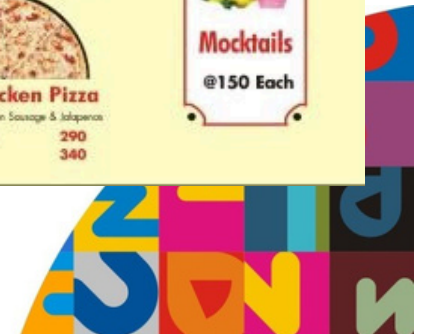
4 TOPPING V.P.S.

CONDIMENTS

OUR BEST INGREDIENTS FOR A GREAT HOME MADE PIZZA

Mocktails @150 Each

- Chicago Pizza regularly caters at Embassy events and Home parties
- Clients include Delhi Golf Club, NIFT, IIT, Delhi University, Select Flea Market and many happy families. We have also catered at Rock Shows, Christmas parties
- Catering setup and menu is customized according to client requirement and event





NEW PRODUCT

FUTURE SCOPE
RETAIL

DO-IT-YOURSELF PIZZA KIT 

- CUSTOMISE IN UNLIMITED WAYS
- FRESH AND CONVENIENT
- CONSUME WHEN YOU LIKE
- ECONOMICAL PER HEAD COST
- EASY AND FUN TO MAKE IN 15 MINS.

ORDER NOW

☎ 8802473828
📱 kit.chicagopizza.in

Please allow upto 6 hours for delivery

3 *PIZZA Home Kit*

FEEDS 3-5 PERSONS

IN JUST
RS. 699*

5 *PIZZA Home Kit*

FEEDS 5-7 PERSONS

IN JUST
RS. 999*

CONTAINS

PIZZA BASE
9"

PIZZA SAUCE

MOZZARELLA CHEESE

MULTIPLE TOPPING TYPES

CONDIMENTS

*5% GST extra

FOR CATERING 88024 73828 **Rs 10,000 for 50 Pax + 1 Free 5 Pizza Home Kit**



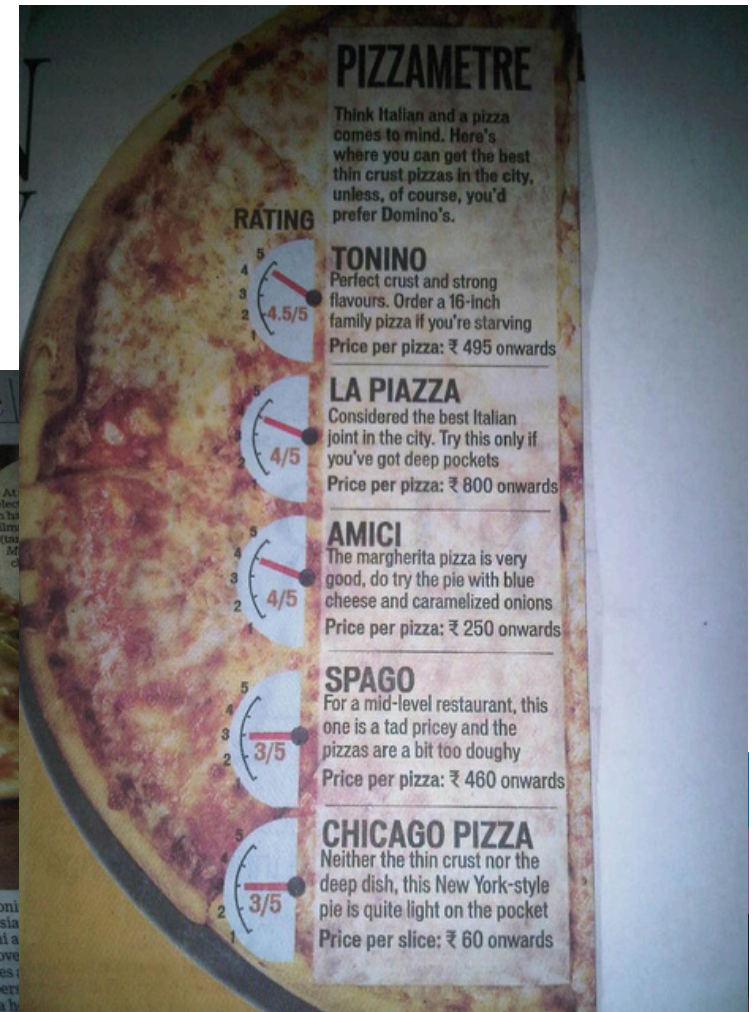

UTILIZES EXISTING INFRASTRUCTURE OF OUTLETS TO
CREATE INCREMENTAL REVEUES & INCREASE APC





Media and Press

- Chicago Pizza has been featured extensively by the press
- 90 FM radio spots and what's up coverage
- Articles in TOI, HT
- NDTV Metro-nation 1 hour coverage on 'Feeding Frenzy'
- Fan pages on internet and Facebook
- Best Pizza Award by HT Eating Out Guide





TIE-UPS

CURRENTLY FOCUSED ONLY ON ORGANIC GROWTH VIA TAKEAWAY / DINE IN AND SWIGGY
२०२४ TIEUP FOCUS TO REACH NEW CUSTOMER

ZOMATO and SWIGGY

JUSTDIAL for easy customer reach

MOBIQUEST / XENO for CRM

MAGICPIN for neighborhood publicity

DINEOUT

NEARBUY

MYDALA

BOOKMYSHOW / BURPP

VOUCHAGRAM for credit /debt card point redemption

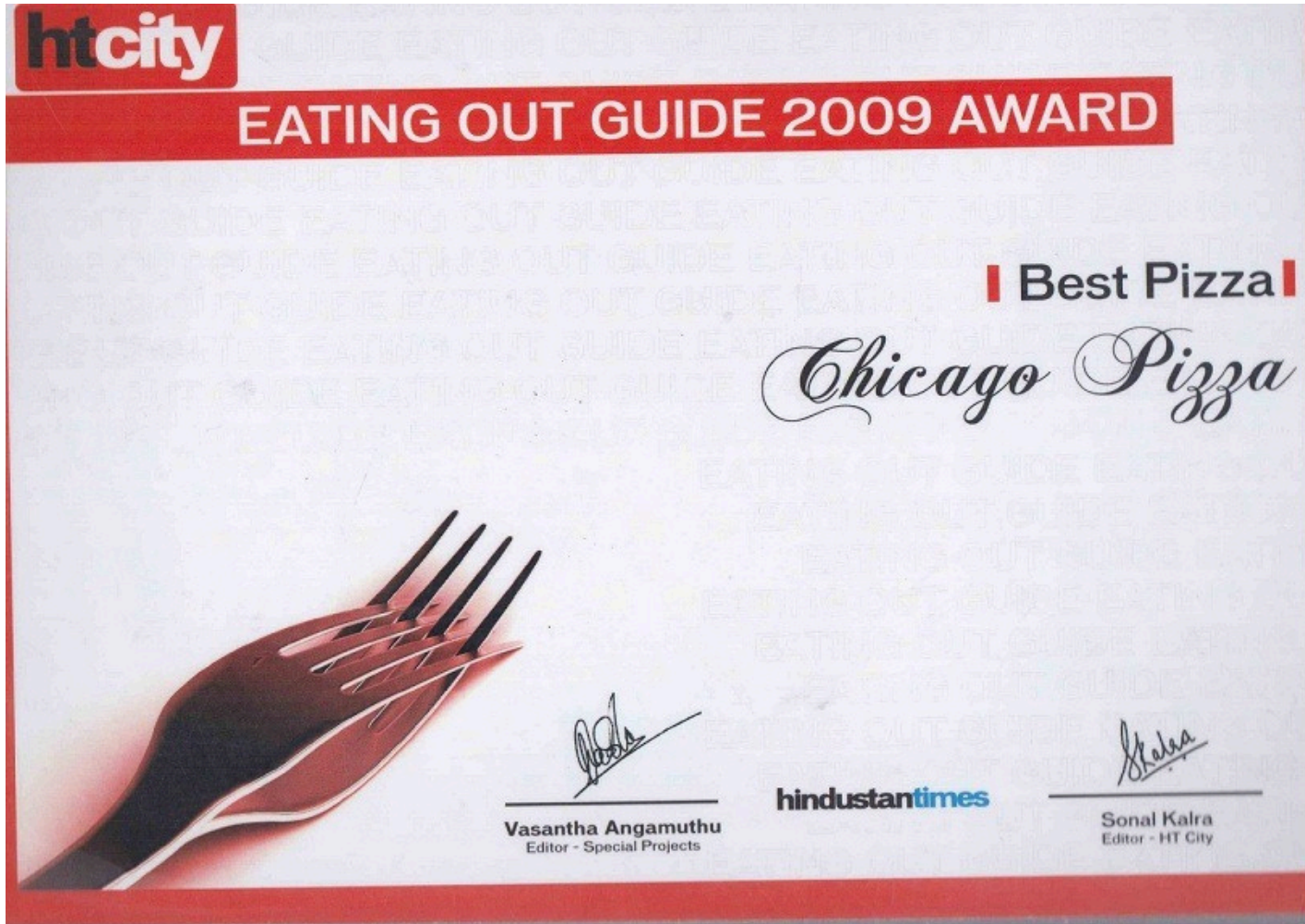
FSHARE to convert customers into brand ambassadors

LIMETRAY for self delivery

SODEXO , EDENRED , ADVANTAGE POINT for corporate

ILLUSIONS INDIA for cinema , radio campaigns





IF YOU KNOW WHERE TO ORDER FROM.





Contact for Franchise 7827719099