

# TIKKA N' CURRY

MODERN INDIAN EATERY



# THE CONCEPT

Nutritious, Delicious, Scalable, Profitable, And Ethical. These are the key pillars to Tikka N' Curry.

We pride ourselves on blending a classic and nostalgic "Curry-house" experience with modern fast casual options. Our menu is fired up with secret recipes designed with all-natural ingredients n' bold flavors.

Our customers create their custom bowl with fresh, local proteins, scratch-made curries, n' housemade sides. Each bowl is cooked to order on our live sauté station (i.e. Tava). As we fire up our Tava to sauté Tikka and Curry, customers pick sides and toppings to create the bowl just way they like it.

**TIKKA  
N'  
CURRY**  
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# THE FOOD

Both the dining environment and the menu have been carefully curated to captivate our guests with the aromatic flavors of India through the artful creation of blended spices.

Our lineup of menu offerings provides a variety of traditional Indian curries, as well as simplified pairings, offering options for both the newbie foodie and the curry connoisseur.



# THE FOOD



# CATERING



Corporate catering is an important part of the Tikka N' Curry. We offer a wide range of corporate catering services, from boxed lunches for business meetings to full spreads for corporate events.

In a short span, Tikka N' Curry has earned a solid reputation as one of the leading catering services in the Chicago area.



# THE EXPERIENCE

UNIQUE (1,000 – 1,500 sq.ft.), gritty and eclectic space. Reminiscent of Indian street-side market.

Custom-aged countertops and rustic architectural features create a casual dine-in atmosphere or a quick, easy take out meal.

A modern, family-friendly environment with welcoming staff and fast service.

# THE RESTAURANT VISION



## FIRST LOCATION

- 400 South Financial Pl
- Opened in March, 2019

*In the heart of financial district, neighborhood with a strong lunch crowd*

- Approximately 1200 SQFT with quick service layout
- Established the Tikka N' Curry brand

## SECOND LOCATION

- 133 N Wells St
- In the hearth of the loop, a corner spot with a strong lunch crowd
- Approximately 1200 SQFT second generation restaurant with quick service layout
- Accelerates Tikka N' Curry brand presence in the loop

## 2020 GOAL

- 3 locations
- Neighborhood with a strong lunch crowd: Loop, River North, West Loop are primary options
- Approximately 1,000 - 1,500 SQFT second generation restaurant with "black iron" already built in
- Extend the Tikka N' Curry brand presence in the loop

# THE TEAM



**KUNAL  
DESAI**

MANAGING  
PARTNER

- 15+ years of consulting experience in retail and food sector including branding, marketing and design.
- Creative genius. Expert in bringing concept to market.



**ANANT  
PATEL**

MANAGING  
PARTNER

- 15+ years of operational and executive experience in financial and wealth management sectors.
- Catalyst for sales & profit improvement/turnarounds. Creative genius.



**NILESH  
THAKKAR**

OPERATION  
MANAGER

- 25+ years of practical food service experience
- Worked for numerous restaurant operations ranging from quick-serve to fine dining establishments.



**BHAVESH  
SHAH**

ARCHITECTURE &  
RESTAURANT DESIGN

- Trained and licensed general contractor with a specific focus in restaurant architecture and food service design.
- 25+ years of experience in preparing and executing end-to-end restaurant projects.



**JIGAR  
PARIKH**

CENTRAL KITCHEN  
MANAGER

- 20+ years of hands-on food experience.
- Owned and managed multiple Indian restaurants
- Manages team of 4 head chefs and 5 sous chefs



# GROWTH OPPORTUNITIES:



After a successful initial launch of Tikka N' Curry as a restaurant, we plan on scaling the business quickly and cost-effectively

## PLAN TO SCALE PRODUCT TO MULTIPLE LOCATIONS

Focus exclusively on the following for future locations:

- 2nd generation restaurants and/or bars with existing, built-out "black-iron" kitchens
- Minimal build-out to preserve local community feel, personality
- Maintain less than \$380,000 total build-out costs
- Consistent food, customer service and implementation of Tikka N' Curry ethos.

Science and Technology department will be fully engaged in research and development

Procurement Department will be put into action and coordinate company plant runs as well as ingredient purchasing and product distribution

Tikka N' Curry recipes will be formulated for consistent industrial scale production

Strategic and systematic implementation of use of industrial scale product per store will rapidly accelerate growth potential and unit economics

Co-Manufacturers will be identified, distribution networks engaged, as well as industrial ingredient suppliers

We will activate in store HACCP plans as well as hold monthly audits to ensure sanitation and product quality in each location

# MARKET OVERVIEW



While there are successful Indian QSR restaurants in Chicago, most are poorly executed concepts focused on Chipotle like setup and not offering complex flavors and variety that Indian cuisine offers. Tikka N' Curry is a first true fast casual Indian restaurant in Chicago that brought curry in the bowl. Bowl lunches are highly sought by millennials and working professionals. Fast casual Indian concepts are growing rapidly in east coast, west coast and in south west. Midwest has Naansense and Bombay Wraps but they only have couple locations. There is a huge void in fast casual Indian restaurant space that Tikka N' Curry can fill. Cooked to order "curry in the bowl" sets apart Tikka N' Curry from the competition and presents opportunity to grow rapidly similar to other concepts in east and west coasts:



**TIKKA  
SHACK**  
INDIAN GRUB

## MASALA WOK & TIKKA SHACK

Multiple locations in 4 states

Specializes in fast casual Indian concepts but focuses on dine -in experience with large suburban locations

Tikka N' Curry's goal is to open locations in densely populated office areas with lunch crowd.

Keeps the hours of operations shorter but with high volume

**TARKA**  
INDIAN KITCHEN

## TARKA INDIAN KITCHEN

8 locations in TX

Specializes in fast casual Indian concept in densely populated office area

Tikka N' Curry's goal is to emulate Tarka but with curated menu designed for Millennials and working professionals

Other high performing fast casual Indian restaurants in East and West coasts:



15 Locations

**deap**  
INDIAN KITCHEN

4 Locations

The  
**Kati  
Roll**  
Company

4 Locations

# COSTS & PAYBACK PERIOD



Low build-out costs should yield a quick payback period using reasonable assumptions

## DRAFT P&L

	Daily	Monthly	Annualized
Dine-in Food <i>(Sales inc Delivery)</i>	\$2,309	\$70,245	\$842,940
<b>Total Revenues</b>	<b>\$2,309</b>	<b>\$70,245</b>	<b>\$842,940</b>
<b>Total COGS</b>	<b>\$693</b>	<b>\$21,074</b>	<b>\$252,882</b>
<b>Total Gross Profit</b>	<b>\$1,617</b>	<b>\$49,712</b>	<b>\$590,058</b>
<i>% Gross Margin</i>	70%	70%	70%
<b>Rent</b>	<b>\$214</b>	<b>\$6,500</b>	<b>\$78,000</b>
<i>% Sales</i>	9%	9%	9%
<b>Labor &amp; Related</b>	<b>\$418</b>	<b>\$12,178</b>	<b>\$152,615</b>
<i>% Sales</i>	18%	18%	18%
<b>Other</b>	<b>\$141</b>	<b>\$4,285</b>	<b>\$51,418</b>
<i>% Sales</i>	6%	6%	6%
<b>Total SG &amp; A</b>	<b>\$773</b>	<b>\$23,503</b>	<b>\$282,033</b>
<i>% Gross Margin</i>	33%	33%	33%
<b>EBTIDA</b>	<b>\$844</b>	<b>\$25,669</b>	<b>\$308,025</b>
<i>% Gross Margin</i>	37%	37%	37%

## BUILD-OUT COSTS

*(Assumes all locations are pre-existing restaurant spaces)*

Furniture, Fixtures & Equipment	\$130,000
Construction, Design & Related	\$120,000
Legal Fees & Permitting	\$15,000
Initial Food Costs	\$5,000
Pre-Opening Soft Costs	\$30,000
<b>Total Build-Out Costs</b>	<b>\$300,000</b>



ABC 7 CHICAGO

## FEATURED IN CHICAGO ABC7 HUNGRY HOUND

*“You make a few choices while the cooks assemble your food. Fast casual Indian to be sure. But this concept, which is really hidden away along South Financial Place, across the street from the Options Exchange building, is tweaking that concept, by making several of the dishes to-order.”*

## Chicago Tribune

## NAMED #1 BEST LUNCH SPOT

*“One of the newest entries in the Loop lunch scene is also **one of the best**. Unlike the vast majority of quick-service concepts, the food here isn't just cooked ahead of time and left to hang out on a steam table. Instead, the main dishes at Tikka N' Curry are cooked to order. Lines can get long (I've waited 30 minutes before), but the prices are remarkably reasonable.”*



# CUSTOMERS LOVE US





# TIKKA N' CURRY

MODERN INDIAN EATERY

THANK YOU!