

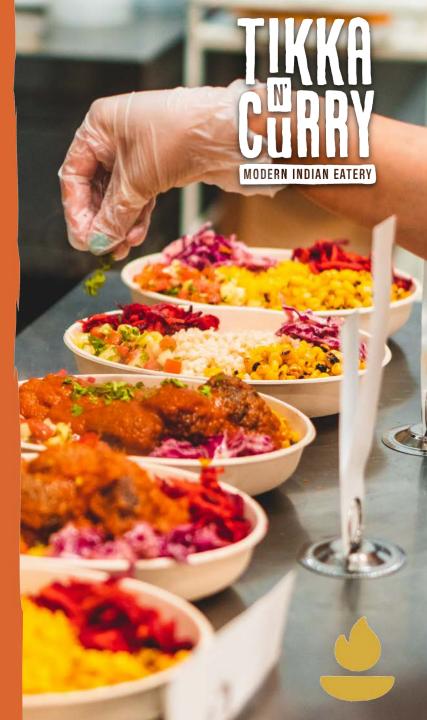


THE CONCEPT

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 allnatural 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.



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













S W E E





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.

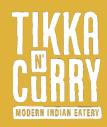


THE EXPERIENCE

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.



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/turnaround s. Creative genius.



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

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.

PLAN TO SCALE PRODUCT TO MULTIPLE LOCATIONS

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

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

Co-Manufacturers will be identified, distribution networks engaged, as well as industrial ingredient suppliers Procurement Department will be put into action and coordinate coman plant runs as well as ingredient purchasing and product distribution

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

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:







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

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

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 Millenials and working professionals







COSTS & PAYBACK PERIOD

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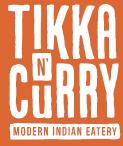
Low build-out costs should yield a quick payback period using reasonable assumptions

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

Total Build-Out Costs

\$300,000





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 quickservice 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."

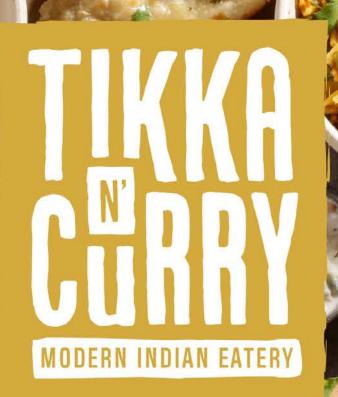
CUSTOMERS LOVE US

MODERN INDIAN EATERY

SP.

VE TENA

MORE TIKKA



THANK YOU!