

# Crush Burg<sup>TM</sup>

Bringing the Best from U.S to INDIA





THE BEST  
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# CRUSH BURG







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# Who Are We?

Welcome to CrushBurg, where every Bite tells a Story!

As a rapidly growing Quick Service Restaurant (QSR) chain, we take pride in offering a diverse menu that goes beyond just Burger, catering to the diverse taste of our community. At CrushBurg, we believe in the power of fast food to bring people together, spark conversations, and create lasting memories. Whether you are craving for the cheesy taste of Burger `s, or bowl of noodles, or just a cup of Hot Coffee, Cold Coffee, Shakes, Chai and much more, we invite you to join us.



# Our Mission

Bringing The Best From US to INDIA



At CrushBurg, our mission is to redefine the fast-food experience by offering a delicious fusion of authentic flavours and quick service convenience. We are dedicated to providing our customer with a diverse menu of mouthwatering fast foods that reflect the rich culinary heritage of India, all served with speed and efficiency.



# Our Values

- 1. Flavor Excellence:** We are passionate about delivering exceptional flavour experiences in every dish we serve, using high-quality ingredients and authentic recipes to ensure that every bite is a delight.
- 2. Speed and Efficiency:** We understand the importance of fast service in the fast-food industry and are committed to providing quick and efficient service without compromising on quality.
- 3. Innovation:** We continuously strive to innovate and introduce new and exciting menu items that push the boundaries of traditional fast food, keeping our offerings fresh and exciting for our customers.
- 4. Guest Satisfaction:** Our customers are our top priority, and we are dedicated to providing them with highest level of satisfaction by listening to their feedback and consistently exceeding their expectations.
- 5. Community Engagement:** We believe in giving back to the communities we serve by supporting local initiatives and fostering a sense of community through our food and service.

*Delicious*

*Delicious*

*Delicious*



# Why CrushBurg ?

At CrushBurg, we have a proven business model for the cafe and the QSR market. With an adequate knowledge of the market, we are ready with a plan to bring your dream of running a cafe to reality. Choose us as your franchisor and embark on a rewarding journey towards entrepreneurial success. With our proven business model, comprehensive support, and delicious menu offerings, the opportunities are endless.

- 1. Proven Success Model:** Our franchise model has been meticulously developed and refined to ensure maximum success for our franchisees. With a track record of success and a robust support system in place, you can trust you're partnering with a franchisor committed to your success.
- 2. Comprehensive Training:** We provide comprehensive training programs designed to equip you with the knowledge and skills you need to run a successful CrushBurg franchise. From operations and management to marketing and customer service, we'll ensure you have all the tools you need to thrive.
- 3. Ongoing Support:** At CrushBurg, we're invested in the success of franchisees. That's why we offer ongoing support and guidance every step of the way. Whether you need assistance with operations, marketing or any other aspect of your business, our team is here to help.
- 3. Marketing and Branding:** As a CrushBurg franchisee, you will benefit from our marketing and branding.



Loved it  
Loved it

# OUR GAME CHANGERS



## **SURAJ KUMAR RAI**

### **Chief Executive Officer (CEO)**

As the Chief Executive Officer of CrushBurg, my vision is to lead the brand toward becoming a market leader through innovation, exceptional customer experiences, and sustainable growth. By fostering a strong team culture and staying ahead of industry trends, I aim to build a brand that inspires loyalty and sets new benchmarks in the food industry.



## **DHANEESH K DIXIT**

### **Chief Management Officer (CMO)**

As the Chief Management Officer of CrushBurg, my vision is to make CrushBurg the go-to brand for bold flavors, exceptional service, and innovative food experiences. We focus on creativity, sustainability, and leveraging technology to enhance customer satisfaction while fostering loyalty. By prioritizing quality and community impact, we aim to set industry standards and drive long-term growth.



## **Avinash Shukla**

### **Chief Operation Officer (COO)**

As the Chief Operating Officer of CrushBurg, my vision is to ensure seamless operations that drive efficiency, consistency, and customer satisfaction. By streamlining processes, optimizing resources, and fostering a culture of excellence, I aim to deliver exceptional experiences and support the brand's growth and success.





## **ABHISHEK GUPTA**

### **Chief Technology Officer (CTO)**

As the Chief Technology Officer of CrushBurg, my vision is to harness technology to enhance customer experiences, streamline operations, and drive innovation. By leveraging data, automation, and digital solutions, I aim to create a tech-enabled ecosystem that supports sustainable growth and sets CrushBurg apart in the industry.



## **SHUBHAM RAI**

### **Chief Business Officer (CBO)**

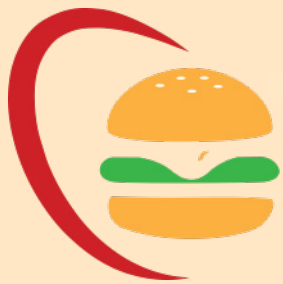
As the Chief Business Officer of CrushBurg, my vision is to strategically identify and seize new business opportunities, drive the sales and development of franchise networks, ensure exceptional client handling and relationship management, and lead the expansion of our business while aligning every initiative with the core objectives of the company..



## **Karan Agrawal**

### **Chief Executive Chef (CEC)**

As the Chief Executive Chef of CrushBurg, my vision is to craft innovative, high-quality, and unforgettable culinary experiences that define our brand. By focusing on fresh ingredients, bold flavors, and creative menu offerings, I aim to set new standards in taste while ensuring every dish reflects our commitment to excellence and customer satisfaction.



**Crush Burg™**

# Menu List





## CB BURGERS

- Indian Masala Burger
- Herb Patty Burger
- Aloo Tikki Burger
- Paneer Burger
- Spicy Paneer Burger
- Jumbo Vegie Decker
- Premium Vegie Decker



## CB SANDWICHE

- Corn Sandwich
- Tandoori Paneer
- Sandwich Pizza



## **CB FRIES**

- Perry Perry Fries
- Fiery French Fries
- Crinkle French Fries
- Gold French Fries



## **CB SIDES**

- Veggie Fingers
- Chilly Garlic Potato Shots
- Cheesy Shots
- Cheese Corn Nudgets
- Cheese Corn Chalks
- Potato Scoops
- Potato Popcorn



## **CB WRAPS**

- Veg Wrap
- Corn Wrap
- Paneer Wraps



## **CB DESSERTS**

- Vanilla Softie
- Chocolate Softie
- Mango Softie



## **CB SHAKE'S**

- Chocolate Shake
- Vanilla Shake



## **CB COLD DRINKS**

- Coca Cola
- Non-Alcoholic Beer







## 1.CAFE MODEL

### FOCO MODEL

(Franchise Owned Company Operated)

- Company will charge 5% Royalty on Gross Sale.
- Inventory will be managed by Partner Itself .

### FICO MODEL

(Franchise Invested Company Operated)

- Company will Share 20% revenue of Gross Sale.
- Inventory will be managed once (first time) by Partner .





## 2.CAFETERIA MODEL

### FOCO MODEL

(Franchise Owned Company Operated)

- Company will charge 5% Royalty on Gross Sale.
- Inventory will be managed by Partner Itself .

### FICO MODEL

(Franchise Invested Company Operated)

- Company will Share 20% revenue of Gross Sale.
- Inventory will be managed once (first time) by Partner .

# CAFE MODEL

Total Investment - **RS.17,25,000** lakhs approx ( 18% GST applicable on brand fees only )  
(Amount may vary according to area,this is calculated by assuming area of 300 sq. ft.)

COST CATEGORY	Estimated Cost	Details
Brand Fees	Rs. 1,00,000 /year	One- time fee for Brand , Training, and Support.
Interior	Rs. 2,000 per sq. feet	Design,construction, and interior furnishings.
Equipement	Rs. 5,00,000	Kitchen machines, Refrigerators, POS system,etc.
Machinery	Rs. 1,00,000	Machines like Ventilation duck, AC , etc.
Marketing	Rs. 75,000	Initial promotional materials.
Branding	Rs. 1,00,000	Branding ( In and Out store).
Initial Inventory	Rs. 1,00,000	First month`s stock-ingredients,snacks.
Licenses and Permits	Rs. 50,000	Local business licenses,FSSAI, health permits.
IT Support	Rs. 1,00,000	Technical support.

## Key Features of Cafe Model

- 1. Compact Space:** Designed for Cafe with a 200-300+ sq.ft. footprint, perfect for small spaces maintaining efficiency.
- 2. Low Operational Costs:** ~ Minimal staff required (2-3 employees), reducing wage costs, low electricity and utility expenses due to the compact nature of the setup.
- 3. Ideal Locations:** High-footfall areas such as malls, corporate offices, metro stations, and busy markets where quick-service kiosks thrive.
- 4. Core Offerings:** A focused menu of signature varieties and select snacks to keep the operations lean and simple.
- 5. Fast Payback Period:** Due to the low operational cost and the small space, franchisees can expect a faster ROI (Return on Investment), typically within 18-24 months.
- 6. Yearly Sustenance Cost:** IT Support ~ Rs. 50,000 , Pest Control ~ Rs. 12,000 and Support and Marketing ~ Rs. 38,000.





# CAFETERIA MODEL

Total Investment - **RS.28,75,000** lakhs approx ( 18% GST applicable on brand fees only )  
(Amount may vary according to area,this is calculated by assuming area of 600 sq. ft.)

COST CATEGORY	Estimated Cost	Details
Brand Fees	Rs. 1,00,000 /year	One- time fee for Brand , Training, and Support.
Interior	Rs. 2,000 per sq. feet	Design,construction, and interior furnishings.
Equipement	Rs. 8,00,000	Kitchen machines, Refrigerators, POS system,etc.
Machinery	Rs. 1,50,000	Machines like Ventilation duck, AC , etc.
Marketing	Rs. 1,50,000	Initial promotional materials.
Branding	Rs. 1,00,000	Branding ( In and Out store).
Initial Inventory	Rs. 1,50,000	First month`s stock-ingredients,snacks.
Licenses and Permits	Rs. 75,000	Local business licenses,FSSAI, health permits.
IT Support	Rs. 1,50,000	Technical support.

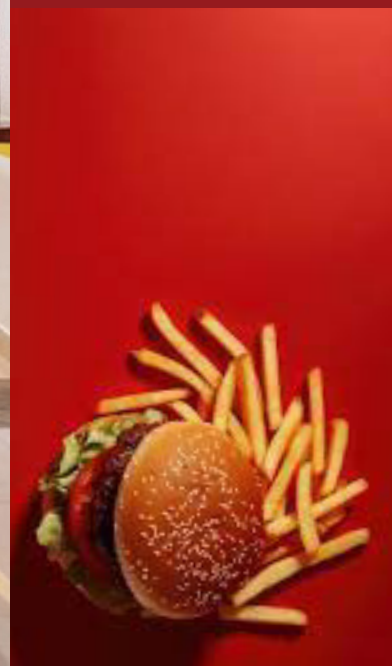
## Key Features of CAFETERIA Model

- 1. Compact Space:** Ideal for high-traffic areas with 500-600+ sq. ft. space requirements, ensuring you can set up in urban hubs, markets, and neighborhood areas.
- 2. Diverse Menu:** Featuring a wide range of fast food varieties, and light meals. This model is designed to attract fast food lovers looking for a quick, yet authentic, break.
- 3. Low Investment:** A cost-effective model for business owners looking to enter the F&B industry with a well-loved and growing brand.
- 4. Efficient Operations:** Simplified processes and streamlined operations to ensure fast service, reducing wait times for your customers and increasing footfall during peak hours.
- 5. Brand Support:** Access to comprehensive training, marketing support, and operational guidance, ensuring franchisees have the tools to run a successful outlet.
- 6. Yearly Sustenance Cost:** IT Support - Rs. 75,000 Pest Control - Rs. 25,000 Support and Marketing - Rs. 50,000.

# RESTAURANT



**CRUSH BURG**  
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BRINGING THE BEST FROM THE US TO INDIA



# SET-UP PROCESS

## Phase 1

The first phase of the franchise application will include 3 rounds of meeting i.e. Online Screening, On-site Discussion, and Panel Round.

## Phase 2

After the selection is done in Phase 1, the applicant is required to pay the Brand Fee.

## Phase 3

The location to setup the franchise will be finalized by the parties.

## Phase 4

The franchisee will be required to sign the LOI along with the Franchise Agreement and pay the remaining amount.

## Phase 5

Our team will take around 30-45 days to get the store ready for the grand launch.



# **PARTNER REQUIREMENT`S**

We are seeking a dedicated, innovative, and visionary partner to expand and grow our business together. If you are looking for a strong and profitable collaboration, we are ready to join hands with you!

- **Business Acumen:** Strong understanding of operations and management.
- **Operational Skills:** Ability to lead staff and maintain quality standards.
- **Passion for Hospitality:** Commitment to delivering exceptional customer experiences.
- **Prime Location:** A high-footfall area with ample parking space.
- **Infrastructure:** Reliable electricity and a suitable commercial space.

Ideal partners are driven, hands-on, and aligned with our brand values.

# SUPPORT?

- Interior Designing
  - Government FSSAI Registration
  - Franchisee Licence
  - Day to Day Operations
  - POS & Inventory Management
  - Access to our Community
- Ready Kitchen
  - Firm Registration & GST
  - Owner Training, Staffs & Management
  - Guidelines
  - Raw material Handling
  - Helpline Support



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# CRUSH CLUB

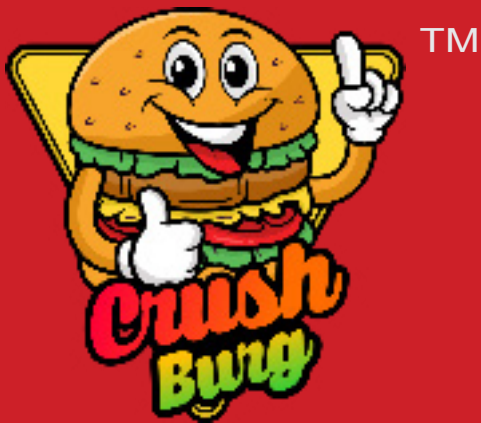
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Join the Community of Foodies.



We are not just a normal QSR brand. At CrushBurg, we aim to build relationships with our guests. To take this forward, we introduced Crush Club Membership, to enroll the foodies and reward them on every order they have with us . As a Crush Club Membership ,you unlock exclusive benefits and get access to our new items earlier than other guests. A card which will make you happier and strengthen our Love.

*Success with every  
Bite*



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