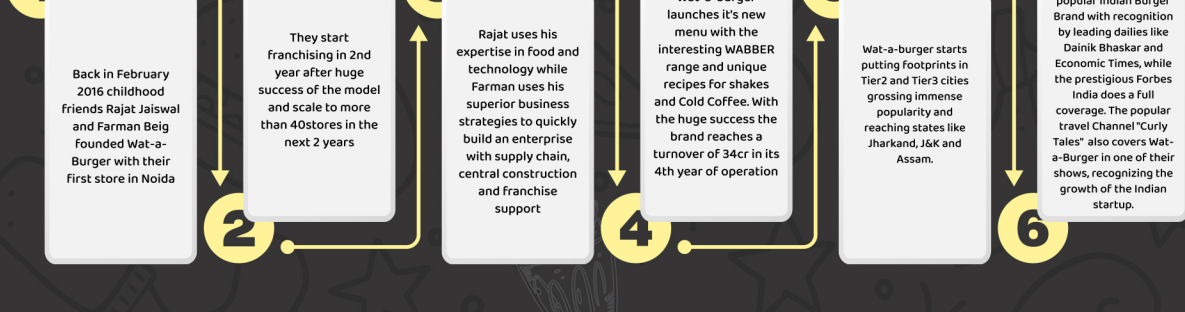


Wat-a-Burger!

India ka BURGER



Journey to Become India Ka Burger



Start Your Entrepreneurial Journey



The biggest Homegrown Burger Chain of India



20+ Cities



65+ Stores

Pioneer of Indian Fusion Burgers



OUR TEAM

A mix of like-minded people with an innate desire to meet, create, and innovate, our team is a unified body that works diligently to bring you delicious burgers with exceptional quality.

- **Innovative:** We are in the forefront in keeping track of the latest trends, always aiming to be even better. Wat-a-Burger takes pride in offering top-of-the-line technology and equipment.
- **Values and responsibility:** We appreciate the value of a good taste in the mind as well as in the mouth. Today, it is not enough just to make the best burger; we must also take responsibility for our products. Health and climate are really important to us.
- **Design:** We love good design and our attitude is that enjoying a meal in a fresh, clean and well-designed environment makes the whole visit a pleasurable experience.

WAT-A-BURGER IS ABOUT TASTE AND EXPERIENCE

Eat, relax and enjoy a break in the day in an environment that makes you feel good. A moment to look forward to...

The best taste thanks to our own secret recipes, first class ingredients, product development, production process and food handling. Menus can also be customized as per locations and regional cuisine.

If there is one thing we are known for, it is that the majority of people think that our burgers taste the best. Our menu, rich in taste and plen- has much to choose from! You can choose any of your favourite burgers with a selection available, add to that a plethora of flavoured milkshakes, grilled sandwiches, and wraps, and of course the inevitable French fries for your choice of side order, and there you have it, the perfect meal!

WAT-A-BURGER IS ABOUT QUALITY

Our vision is to become India's best quick service food chain and thus, we are seeking the best franchise partners to further our dream.

- **Quality is profitable!** We aim for quality in everything we do.
- **Taste:** We never compromise on taste. The best ingredients, carefully chosen and cooked with passion - that is the recipe for the best burger. Our products are made-to-order for the most exquisite taste.
- **Operations:** system, good control of wastage, and a culture where employees are expected to take responsibility for their work. Control of costs and a close eye on sales make for a profitable company.



What Support Do You Get As A Franchise?

- Assistance in location selection and real estate hunting. We have some of the best tieups in the market and offer premium spaces in prominent areas
- Our hassle free construction and fitout team is in-house. So you go live in less than 45days!
- Assistance in manpower hiring and organised training before launch
- Central brand level tieups with leading aggregators like Zomato, Swiggy etc. Competitive edge over other brands in positioning of the store and marketing on these platforms
- Complete automated and high tech QR code based self ordering platform powered by Dotpe. Enables the store to offer delivery services to customers with end to end solution
- Seamless POS with high level integrations to enable quick service and efficient operations along with end to end technological support
- Marketing support on all fronts, including social media, with a central ad agency managed at brand level.
- Analytics and quality vertical to assist you plan better for your restaurant
- Single point supply chain system with tech based platform for ordering for easy inventory control
- Unique ingredients specially manufactured for Wat-a-Burger and not available in the open market, to make it impossible to copy the product by any competition

Model	Takeaway	Café
Space Req.	200-250sqft	Min 350sqft**
Space Cost	13L	19L
Franchise Fees	6L	10L
Total Investment	19L	29L

- Wat-a-Burger Royalty is 6%.
- For the area bigger than 350 Sq Ft, the cost of INR 1800 per Sq Ft will be charged.
- We will need at max 45 days for the complete set up and handover of the store.



Mr. Rajat Jaiswal



Mr. Farman Beig

For More Information

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