



W.T.F.

WHAT'S THE FRITTERS

FLAMING WHEELS – MOBILE SNACK REVOLUTION

India's First Branded Bajji Chain on Wheels
Crunchy. Tasty. Addictive.
Fritters Like You've Never Had Before!



HOT FRITTERS.
HAPPY PEOPLE.
HIGH PROFITS!

BUSINESS CONCEPT

- Mobile Food Truck (On-Demand Selling)
- Focus on Bajji, Fries & Quick Bites
- Operates in high footfall locations
- Dynamic location strategy using smart routing

USP (WHY THIS WORKS)

- First brand to organize & brand Bajji
- Baked + Fried options
- Fresh veggies & homemade masala
- Low setup vs restaurant
- High impulse buying product

INVESTMENT SNAPSHOT

TOTAL INVESTMENT

₹8.8 LAKHS

- Food Truck ₹6.25 Lakhs (approx)
- Generator / Power Setup ₹75,000 (approx)
- Equipment & Setup ₹1.00 Lakhs (approx)
- Initial Inventory ₹80,000 (approx)

Pilot + Working Capital Included

REVENUE MODEL (PROJECTIONS)

WEEKDAYS	WEEKENDS	MONTHLY REVENUE
₹8,000 PER DAY	₹12,000 PER DAY	₹2.5 LAKHS+
		WEEKLY REVENUE ₹64,000

PROFIT & RETURNS

- Monthly Expenses ~₹46,400
- Net Profit ~₹1.5 LAKHS / MONTH
- 6 Month Gross Profit ₹9.2 LAKHS+
- ROI (Annualized) ~34%



HIGH MARGIN.
HIGH RETURNS.

PRODUCT RANGE



BAJJI
Onion, Chilli, Potato, Banana

STUFFED & SPECIAL STUFFED VARIANTS

FRIES & NUGGETS

SIGNATURE DIPS

♥ High Demand | Repeat Purchases | Excellent Margins

TARGET MARKET

- High footfall areas
Markets, Streets, IT Parks, Colleges, Events
- Evening Crowd
5:30 PM – 8:30 PM (Peak Time)
- Students, Walkers, Street Buyers

WHY THIS WILL SCALE

- Low rental dependency (mobile model)
- Demand-based location switching
- Fast setup & replication
- Perfect for franchise expansion

SCALING STRATEGY

- Multiple Trucks Across City
- Event-Based Positioning
- Franchise Rollout
- Brand Building Around "Fritters" Category

INVESTMENT OFFER

- Entry into mobile food chain model
- High cash flow business
- Scalable multi-location opportunity

LET'S FRY
SUCCESS
TOGETHER!



LOW INVESTMENT
HIGH RETURNS

FAST BREAK-EVEN

STRONG CASH FLOW

SCALABLE &
SUSTAINABLE BUSINESS