



RAJESH KAITHWAS FOUNDATION



URBAN BUSINESS MODEL

“UNNATI” FOOD TRUCK



“The advantage of mobility in the Food Truck model gives owners access to multiple locations at an initial capital that is lower than that needed in opening a restaurant of any other format. Food truck business has been gaining huge popularity in India”



The India food truck services market was valued at USD 160 million and is expected to grow at a significant rate, driven by increasing demand for affordable and quick dining options. Major cities like Mumbai, Delhi, and Bengaluru dominate the market, offering a diverse customer base and high foot traffic.

KEY TRENDS

- **Health-Conscious and Sustainable Menu Options**
- **Gourmet and Niche Food Trucks**
- **Technology-Driven Expansion**

GROWTH DRIVERS

- **Increased Consumer Demand:** The demand for affordable and quick dining solutions has significantly increased in India, driven by urban consumers and travelers.
- **Rising Entrepreneurship:** The market has seen a surge in the number of entrepreneurs and small businesses entering the sector, capitalizing on low startup costs and higher mobility.
- **Growth in Tourism and Events:** India's tourism industry is fueling demand for unique, local culinary experiences, with food trucks playing a central role in offering regional delicacies.

The India food truck services industry is expected to experience growth over the next five years, driven by increasing urbanization, changing consumer preferences, and the continued evolution of mobile food services. Future market opportunities include the growth of regional and specialty cuisine trucks and technology-driven expansion and automation.



STATISTICS

- The fast-food market is expected to grow at a rate of 18%.
- Over 15,000 food trucks are estimated to be operating in major urban hubs by 2024.
- More than 3,000 new food truck businesses were launched in 2023.
- India's e-commerce sector is projected to grow at a CAGR of 27%, reaching a value of USD 163 billion by 2026.

SET UP COST

₹15,00,000 to ₹20,00,000 or more, depending on machine features and capacity

ENTREPRENEURSHIP OPPORTUNITIES

OUR OFFERINGS

- Awareness session
- Central Kitchen Support
- Lucrative business model,
- Government Certifications,
- Educational & business loan approval from leading banks & financial institutions
- End to End Company support
- Site selection,
- Support in obtaining licenses, permissions at fast pace,
- Assured Remuneration,
- Best training in the industry,
- Raw Material Sourcing and Procurement,
- Best of the best food menus curated by leading industry Chefs & Nutritionists
- Quality Control,
- Daily Operations,
- EMI management,
- Accounting & taxation,
- Marketing & Advertising,
- Supply Chain Management,
- Staff Selection, training & Recruitment,
- Staff Uniforms,
- Job Description of Staff,
- Preparing Scope of Work
- Soft skills training for staff,
- Daily Marketing Strategy,
- Software training,
- Support in terms of Social Media, Influencer Marketing, Local Press, Pop-up Events
- Early break-even strategies ensuring growth in revenues
- Health & Hygiene tips
- Customer Behavioral Training for the staff,
- Remuneration management,
- Maintenance of the Cart,
- Website & Email support,
- Packaging,
- Logistics,
- Storage,
- Finished Goods supply,
- Celebrating Women & Girl Heros as a Theme to attract more footfall



“FARMERS FRIDGE” VENDING MACHINE

Healthy Options, Endless Possibilities

- Fresh baked goods, salads, smoothies, juices, and more
- Diversify your products and increase average ticket size for better profits
- Multiple revenue streams: sales, advertisements, and listing fees



LOW INITIAL COST, HIGH RETURNS

- Low initial investment and operational costs
- Smart vending machines with advanced technology to minimize losses and maximize profits
- Average margins: 25%, up to 45% on fresh food, bakery, and ready-to-eat food



IDEAL LOCATIONS

- High-traffic areas: schools, offices, hospitals, malls, and transportation hubs
- Breakrooms, waiting rooms, and common areas in apartment complexes

BENEFITS

- Low risk, high returns
- Quick break-even point and healthy profit margins
- Advanced technology for sales prediction, customer insights, and data analysis



SET UP COST

₹5,00,000 to ₹7,00,000 or more, depending on machine features and capacity



“Join the Future of Vending”

“FARMERS BASKET”

FOOD KIOSK

Efficient, Convenient, and Delicious

- Self-service kiosks with contactless technology and AI integration
- No extra investment for staff, interior decoration, or valet parking
- Focus on maintaining quality food and attracting more crowd



STREET FOOD

Mumbai also has a significant street food vending culture, with an estimated 20 lakh street food vendors.

ATTRACTS MORE CROWD

These kiosk models can be opened in shopping malls, amusement parks, theme parks, and multiplexes, where the crowd is always high.



IDEAL LOCATIONS

- High-traffic areas: malls, shopping centers, parks, universities, hospitals, and office buildings
- Busy streets with strong target demographics

BENEFITS

- Reduced wait times and improved customer experience
- High visibility and accessibility in ideal locations
- Health and hygiene maintained with clean and hygienic food options



SET UP COST

₹3,00,000 to ₹5,00,000 for a basic setup

“Experience the future of food kiosks with us!”

“THE GOURMET TABLE”

GOURMET CATEGORY

Introducing Gourmet Millet-Based Bakery Products
Nutritious, Delicious, and Convenient

- Millet-based gourmet bakery items made with high-quality ingredients like coconut sugar and gluten-free options
- Curated by highly qualified chefs and nutritionists
- Specialty breads, premium desserts, and artisan cookies



GOURMET OFFERINGS

- Specialty breads with unique flours and premium ingredients
- Premium desserts: cakes, pastries, and cookies made with high-quality ingredients
- Customizable subscription options: monthly or bi-monthly deliveries

CONVENIENCE

- Access gourmet baked goods without visiting a bakery
- Perfect for areas with limited access to high-end bakeries



TARGET MARKET

- Individuals who appreciate high-quality food and enjoy trying new flavors
- Those who value convenience and subscription services

JOIN OUR SUBSCRIPTION BASED SERVICE

- Experience the best of gourmet millet-based bakery with our subscription service
- Discover new flavors and enjoy the convenience of home delivery

“ HOME MINISTER ”

FOOD OUTLET

Coming Soon to Mumbai City!

-Indulge in delicious multicuisine food at our new outlets! Enjoy our unlimited buffet with a variety of dishes, including



FOOD OUTLET OFFERINGS

- Fish Thali
- Mutton Thali
- Chicken Thali
- Vegetarian Thali
- Desserts and drinks



Prices starting
at Rs. 250 per
Thali

QUALITY GUARANTEED

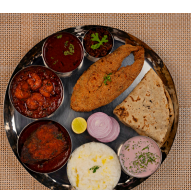
We maintain high standards of food safety, hygiene, and quality in our central kitchen.



SETUP COST

₹7,00,000 to
₹10,00,000,
depending on
setup and
capacity

STAY TUNED FOR MORE UPDATES!



WHO CAN ENROL IN EDP PROGRAM ?

- Individuals (Men / Women / Transgenders)
 - Self Help Groups
- Businesses (Registered businesses, including sole proprietorships, partnerships, and limited liability companies)
- Entities such as non-profit organizations or cooperative societies

STANDARD PROCESS FLOW WILL BE AS FOLLOWS

- EDP form filling by applicant on website of Rajesh Kaithwas Foundation. (www.rajeshkaithwasfoundation.org).
- Approval of application from screening committee
- Compulsory Participation in awareness program.
- A Fee receipt & confirmation of registration will be sent to the applicant
- LOD for loan procedure will be shared.
- Complimentary Business Counselling session will be offered to the applicants & Orientation lecture will be conducted by Government approved trainers
- Segmentation of applicants into training batches as per course selected
- Training batches will be formed & location allotted as per availability of local training centers
- Geotagging of sessions will be done for Government records as well for loan purposes
- Commencement of loan documentation process
- Company incorporation document process will be initiated parallelly, based on loan approval .
- Guidance in getting best quotes for Carts & related equipments, internal furnitures & fixtures, fittings
- Assistance in preparation of DPR (Detailed project report)

As per our research the Timelines needed are given below:

1. The Loan process & training activity will be completed in 90 days
2. Selection of a suitable Location, obtaining requisite permissions & business handover will take approximately 60 days

**EMPLOYMENT OPPORTUNITIES FOR
Chefs, Cooks, Kitchen Staff, helpers, Delivery boys**



THANK YOU

Building a Sustainable and Inclusive Future