

MOST UNIQUE CAFE FRANCHISE

@
5.99 lac

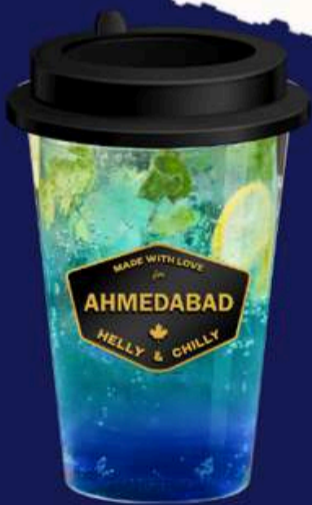
(OFFER VALID FOR SHORT TIME)



INDIA'S FIRST BRAND WITH 4 WORLD RECORDS

WWW.HELLYCHILLY.COM

**WORLD'S FIRST BURGER , COFFEE,
MOCKTAIL ,PIZZA WITH YOUR 3D NAME,
LONGEST FRIES OF THE WORLD AND
MORE DELICIOUS DISHES**



**MOST UNIQUE
CAFE
FRANCHISE**

WWW.HELLYCHILLY.COM

FRANCHISE OPPORTUNITY

WANT TO START
UNIQUE FOOD
BUSINESS?

- MOST UNIQUE CAFE FRANCHISE CONCEPT
(Offer valid for short period only)
- *Join The World's First Cafe Brand with 4 WORLD records
- Total electric concept. No gas use
- 365 days evergreen business
- Awarded Most Promising Cafe Franchise Brand , Most Innovative Company of the Year for Food Innovation
- No Expensive/Trained Chef required
- Practical and Digital Training
- No Gas Concept, Highest ROI and Lowest investment in its category
- Full Setup Assistance, Raw Material Assistance and Supply
- 0% wastage concept
- Delicious food products menu
- High Margin and evergreen menu for all seasons and ages.
- Pure Veg Cafe concept / Non Veg option also available
- Popcorn magic dhamaka thickshake* (magic dhamaka)
- ONE feet world's longest fries
- world's first coffee, burger, pizza , mocktail with customer 3D NAME.
- *Model*

UNIQUE CAFE MODEL (WITH ALL MACHINES, TRAINING, MARKETING ETC)

- Min. 150-250 sq.ft shop
- Investment : 5.99 LAC
- Staff: 2-3

*For Appointment *

WHATSAPP YOUR NAME, PROFESSION, CITY NAME ON
81288 26785 (For pan India)

FOR MORE DETAILS PLS VISIT OUR WEBSITE AND INSTAGRAM PAGE



(for India)



- www.hellychilly.com
- www.hellynchilly.ca



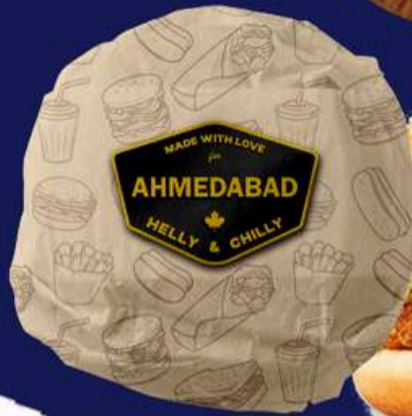
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HELLY & CHILLY FOODS PVT LTD

D244/ SUMEL BUSINESS PARK 6, DUDHESHWAR BRTS ROAD, SHAHIBAUGH,
AHMEDABAD 380004

most unique menu



WWW.HELLYCHILLY.COM

ACHIEVEMENTS



2 GUINNESS WORLD RECORDS

2 LIMCA BOOK OF WORLD RECORDS

INDIA BOOK OF WORLD RECORDS



MOST PROMISING FRANCHISE BRAND AWARD 2021



ASIA BOOK OF WORLD RECORDS

INNOVATIVE COMPANY OF THE YEAR 2021



United States of America

4th WORLD RECORD CELEBRATION OFFER



**BE UNIQUE
IN YOUR CITY**

WWW.HELLYCHILLY.COM

LIST OF PROVIDING THINGS IN MODEL

Helly & Chilly

**INCLUDING IN
CONCEPT**

- SS Pizza Oven
- Sandwich Griller
- Deep Fryer
- Sujata Mixer Grinder
- Induction (2 pcs)
- Deep Freezer
- Long Fries Machine
- Regular Fridge
- Billing Software with printer
- LED MAIN Board (10 x 3)
- Food Frames- 5
- World Record Frames
- 3D Name print SETUP
- Menu 4 set
- Crockery set,
- FSSAI Registration
- Training (3 Days) with food & stay
- BURGER OFFER (for 2 days)
- Social Media poster (lifetime)
- Dress Code 3 set
- News Paper Or Apna App Staff Hire ad.
- Transportation of setup material
- Basic Raw material startup kit
- 2 bloggers or facebook/instagram paid campaign for burger offer(any one)

• **REQUIREMENT & INVESTMENT**
150 TO 300 SQ FEET SHOP
2 EMPLOYEE
5 KW ELECTRIC LOAD
INVESTMENT: 5.99 LAC



WWW.HELLYCHILLY.COM

**"YOU CAN BE TALK OF THE
TOWN IF YOUR BUSINESS
CONCEPT IS UNIQUE"**

OUR UNIQUENESS

**WORLD'S
LONGEST
Fries**

10+ delicious flavors

Instagram, Facebook, Google+, YouTube icons

Small circular logo in the top right corner.

World's first
**COFFEE
WITH
CUSTOMER
NAME IN
3D**



Pop Corn
**BLAST
MAGIC
THICK
SHAKE**



Delicious
**BURGER
WITH
CUSTOMER
NAME IN
3D**



*Always
Start
Your Day
With a
Coffee*





World's first
**MOCKTAIL
WITH
CUSTOMER
NAME IN
3D**



SUPER
Delicious
BURGER
*With Juicy
Ingredients*



Delicious
**PIZZA WITH
CUSTOMER
NAME IN
3D**



Helly & Chilly



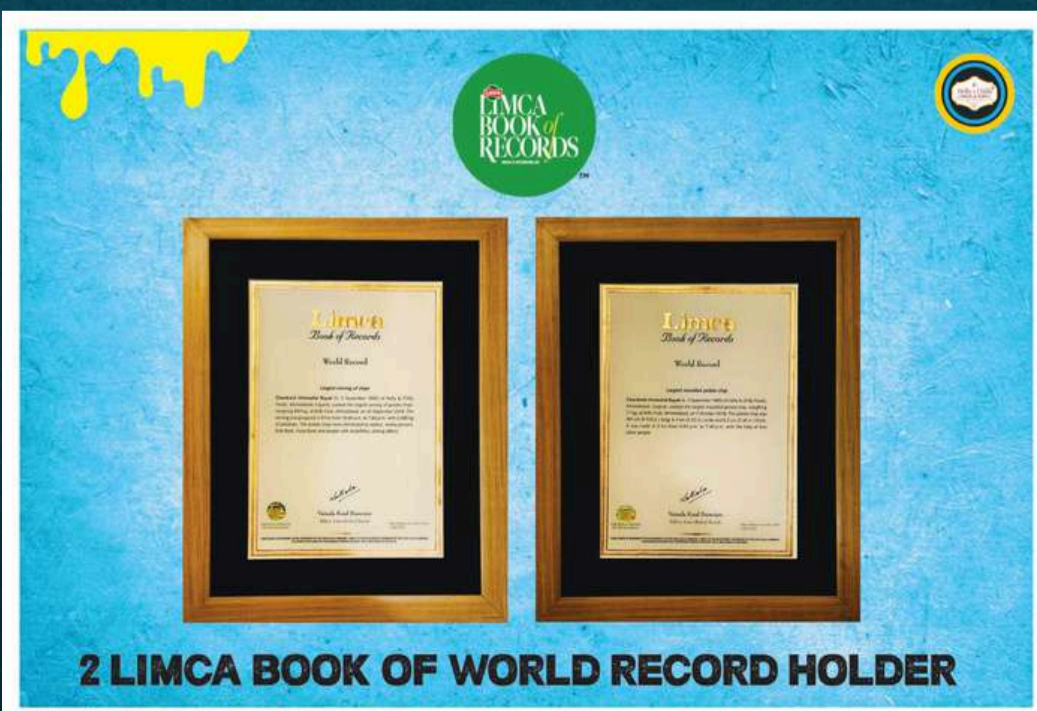
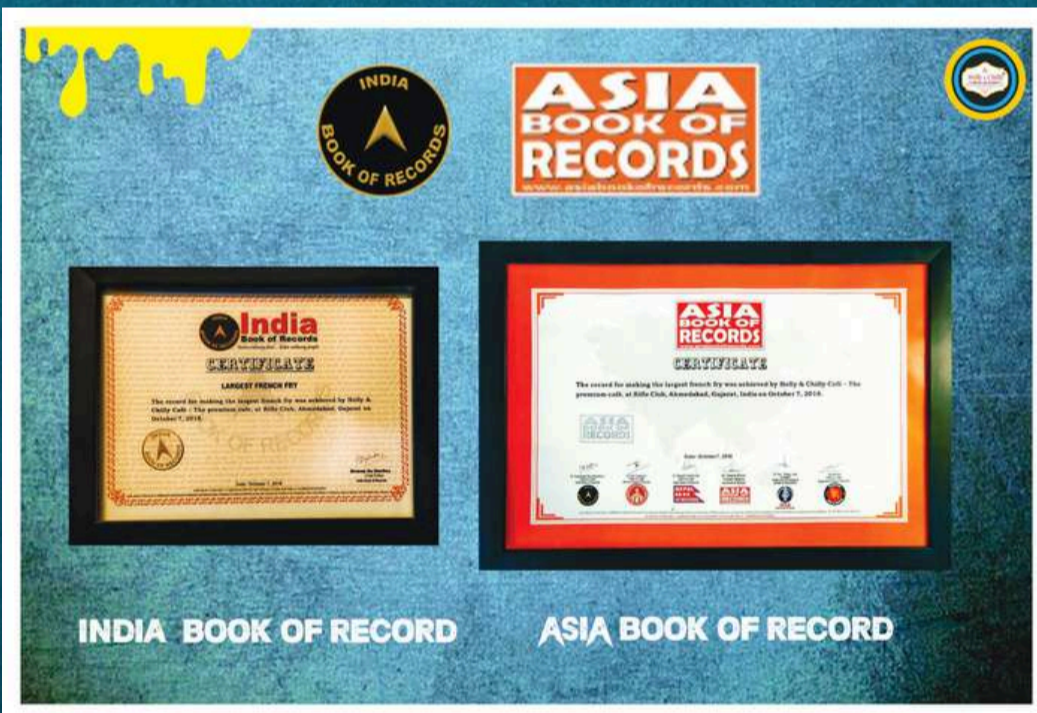
We Serve
COFFEE
WITH 3D NAME OF OUR CUSTOMER

Helly & Chilly



We Serve
BURGER
WITH 3D NAME OF OUR CUSTOMER

ACHIEVEMENTS



ACHIEVEMENTS



Patrick Brown @patrickbrownont · Jul 16
 Congratulations to Helly and Chilly Canada for setting a World Record this evening in Brampton for the largest imprinted burger. The burger weighed 156kg and had a diameter of 100cm x 100cm. This is their fourth world record. I love their creativity and dedication!



PROJECTED ROI

Helly & Chilly

**PROJECTED
RETURN ON INVESTMENT**

PROJECTED DAILY SALE -- 9000

ANNUAL TURNOVER -- 3240000

ANNUAL MANPOWER -- 432000
(36000X12)

ANNUAL SHOP RENT -- 360000
(30000X12)

ANNUAL ELECTRIC BILL -- 72000
(6000X12)

FOOD COST (35%) -- 1134000

TOTAL ANNUAL EXPENSE

MANPOWER+RENT+ELECTRIC BILL+FOOD COST
432000+360000+72000+1134000 = 19,98000

PROFIT


ANNUAL TURNOVER - ANNUAL EXPENSE

3240000- 1998000= 1242000

103500/- PER MONTH

ROI CAN BE 8 TO 12 MONTHS APPX

 www.hellychilly.com

 [hellychillycafeindia](https://www.instagram.com/hellychillycafeindia)

MENU

MENU

Helly & Chilly

BURGER

with your 3D Name

ALOO TIKKI BURGER	49
VEG BURGER	89
VEG PERI PERI BURGER	99
VEG TANDOORI BURGER	99
H & C DOUBLE TIKKI BURGER	139
ADD CHEESE SLICE	30



GARLIC BREAD

(4 slices)

CHEESE GARLIC BREAD	99
SUPREME GARLIC BREAD	109



PIZZA

(8 INCH)

MARGHERITA PIZZA	139
VEGGIE DELIGHT PIZZA	149
TANDOORI PANEER PIZZA	159
H & C SPECIAL PIZZA	179



SANDWICHES

BREAD BUTTER GRILL	69
VEG CHEESE GRILL SANDWICH	89
VEG PERI PERI GRILL SANDWICH	99
FULLY CHEESY GRILL SANDWICH	109
VEG TANDOORI PANEER GRILL SANDWICH	109
H&C SPECIAL GRILL SANDWICH	129



FRENCH FRIES

150 gram

SALTY FRIES	69
PERI PERI FRIES	89
MAGGI MASALA FRIES	89



MENU

FOOT LONG FRIES

(1 FOOT LONG)

MAYO + PERI PERI FRIES	119
CHEESE JALAPENO + BBQ	119
PERI PERI MAYO + BBQ	119
CHILLY GARLIC MAYO + BBQ	119
TANDORI MAYO + CHEESE JALAPENO	119

HOT BEVERAGES

MASALA CHAI	39
ADRAK CHAI	39
ELAICHI CHA	39
HOT BOURNVITA	59
HOT ESPRESSO	59
HOT HAZELNUT	79

MOCKTAIL

with your 3D Name 300 ml

GRENDINE	99
PINA COLADA	99
GREEN APPLE	99
MOJITO	99
BLUE OCEAN	99

MAGIC BLAST SHAKE

PAAN BLAST THICK SHAKE 139



PASTA

RED GRAVY PASTA	99
WHITE GRAVY PASTA	99

COLD COFFEES

with your 3D Name 300 ml

CLASSIC COLD COFFEE	79
HAZELNUT COLD COFFEE	99
IRISH CREAM COLD COFFEE	99
CHOCOLATE COLD COFFEE	99
MOCHACCINO COLD COFFEE	99

MAGGI

MASALA MAGGI	49
VEG TADKA MAGGI	79
BUTTER & CHEESE MAGGI	89

MILKS HAKES

280 ml

KITKAT MILKSHAKE	109
OREO MILKSHAKE	109
STRAWBERRY MILKSHAKE	119
CHOCOLATE MILKSHAKE	119

Helly & Chilly



We Serve

MOCKTAIL

WITH 3D NAME OF OUR CUSTOMER

MOST UNIQUE CAFE FRANCHISE OPPORTUNITY



INDIA'S FIRST BRAND WITH 2
GUINNESS WORLD RECORDS



QUALIFI
SUCCESS THROUGH LEARNING
RECOGNISED WORLDWIDE



ABOUT HELLY & CHILLY BRAND

Helly and Chilly is the fastest growing chain which strives to provide their loyal foodie customers with an experientially distinctive taste. It was an idea that sparked on the land of our very own Ahmedabad and now is on its objective to spread wide across the globe. It is the only brand in India which guarantees a wide range of mouth-watering menu and is best suited for everyone right from the young to the old to hold their taste buds intact. The team of professionals at Helly and Chilly work to the best of their potential in order to research, test, attain and deliver nothing but the best food and beverages to their customers. It is ISO 22000:2005 and HACCP (HAZARD ANALYSIS AND CRITICAL CONTROL POINT) certified by UASL, England, UK.



OFFICIALLY
AMAZING



QUALIFI
SUCCESS THROUGH LEARNING
RECOGNISED WORLDWIDE



ABOUT THE FOUNDER

The young dynamic Chandresh Bayad started the brand with an innovative concept. This dynamic team has strongly been a part of the hospitality industry and understands the importance of quality and hygiene. They plan to deliver the most memorable experiences to all the foodies all around the world. They hold a strong perception in their minds and want to create a space in order to build meaningful social connections and attain customer satisfaction clubbed with positive feedback.



Chandresh Bayad
Director & Founder
Ahmedabad



Arjit Mehta
Director
Ahmedabad



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SUCCESS THROUGH LEARNING
RECOGNISED WORLDWIDE



OUR VISION

To be an incomparable Brand that is loved by one and all which unites different generations together over our delectable menu.

Helly and Chilly aims to be the best Brand in the food industry and strives to be the perfect place that serves fresh food and an incredible range of beverages, each of which is designed and labeled to be our USP.

We are working towards delivering a competitive menu with a reasonable price in order to be enjoyed by all our customers who become family and friends with our Brand

OUR MISSION

- To invite and encourage the entrepreneurs across the globe to follow their passion and create a name in the food industry
- To develop our USP's to a level which is a need of the people and bring out a lovely smile on each bite from our finger licking food
- To always focus on the least wastage of food in any form yet deliver only the best of the food and beverages with assured quality



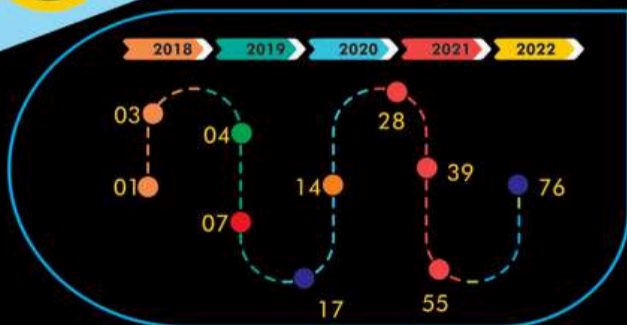
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OUR JOURNEY



Coming Soon

ANDHRA PRADESH, JAMMU
GUJARAT MAHARASHTRA,
UTTAR PRADESH, KARNATAKA,
TAMILNADU, CHANDIGARH
CHHATTISGARH, TELANGANA,
UTTRAKHAND, RAJASTHAN,



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QUALIFI
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RECOGNISED WORLDWIDE



ACHIEVEMENTS

Helly and Chilly has won **TWO GUINNESS WORLD RECORDS** for the Largest French Fries in the World and The Largest Serving of the French Fries in the World, both at the same time in the year 2018.

It also holds two Limca Book of World Records, won in the year 2018

In 2021, the company has also won two additional awards, for **The Most Promising Café Franchise Brand Award** and **The Most Innovative Company of the year 2021.**

In 2022 company won **Most Innovative Food & Beverage Brand- Gujarat** from **APAC BUSINESS AWARDS, UNITED KINGDOM**
Helly & Chilly Is Working With The High Standards Of International Organizations and member of IAFP (International Association For Food Protection, USA) And Safer Food Handler (Qualifi, UK).



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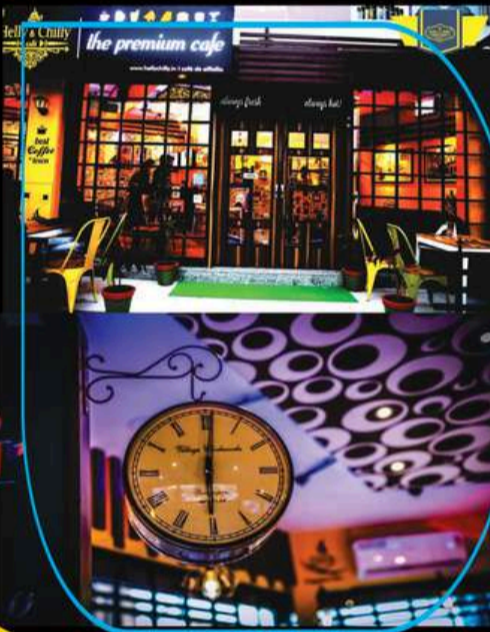
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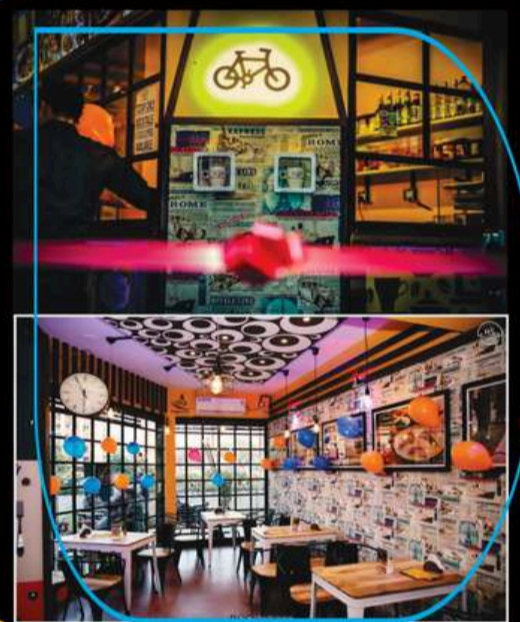
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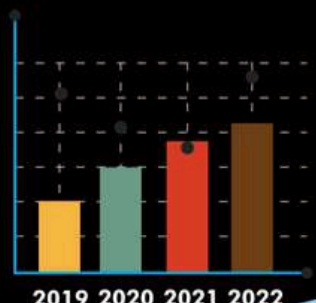
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WHY CHOOSE THE FOOD INDUSTRY?

- 1 THE FUTURE OF FOOD INDUSTRY
- 2 AN APPROX GROWTH OF 12% ANNUALLY
- 3 INCREASE IN THE RETAIL MARKET OF THE RAW MATERIALS
- 4 A COMBINATION OF SERVICE, TECHNOLOGY AND INNOVATION
- 5 BASIC NEEDS OF THE PEOPLE
- 6 INCREASE IN THE PLANT BASED SALES
- 7 INCREASE IN THE SUSTAINABILITY

RECORDED CONTINUES GROWTH IN FOOD INDUSTRY AS PER CENTRAL AGENCY FOOD SURVEY




2019 2020 2021 2022



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WHY HELLY & CHILLY?

ASSISTANCE PROVIDED FOR COMPLETE SET UP

OUR AWARDS ARE A PROOF OF OUR QUALITY

NO EXPENSIVE CHEF REQUIRED

TECHNOLOGY DRIVEN CONCEPT




WHY HELLY & CHILLY

MOST UNIQUE MENU

NO EXPENSIVE CHEF REQUIRED

TECHNOLOGY DRIVEN CONCEPT

NO EXPENSIVE CHEF REQUIRED



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WHY HELLY & CHILLY?

EXCELLENT EARNING POTENTIAL

PHYSICAL AND DIGITAL TRAINING WITH TECHNOLOGY

MONITORING AND AUDITS AT NO ADDITIONAL COSTS

RAW MATERIALS SUPPLY & TIE UPS



WHY HELLY & CHILLY

EXCELLENT EARNING POTENTIAL

NO GAS REQUIRED

0% FOOD WASTAGE & HIGHEST ROI

MONITORING AND AUDITS AT NO ADDITIONAL COSTS



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TRAINING

Training is divided into 4 main parts and is handled by our professional team at our training cum R&D centre at Ahmedabad, Gujarat who will guide and help in the overall improvement of all the associated steps.

- 1. Orientation**
 - # An on-site orientation is provided at the time of training wherein a complete introduction is shared in detail so that the transparency of the working pattern associated with the brand, Helly and Chilly is established and maintained.
- 2. Handling**
 - # Practical and digital training will be provided in terms of handling the food products, raw materials, etc. in order to ensure zero wastage of any food.
 - # The prime focus will be laid out on hygiene and quality maintenance in order to ensure that the brand only delivers the best to its clients.
 - # Storage of food in an appropriate manner clubbed with the temperature which needs to be maintained for particular food products.
 - # Organization of paper trails
- 3. Preparation of the food and beverages**
 - # Hands on training will be provided to the staff so that the dishes can be prepared in the right manner along with the serving style and platter decoration which will be maintained throughout
 - # Digital training will be provided to maintain a never ending support





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TRAINING

- 4. Service**
 - # Practical training will be provided on how to receive and record the table reservations/orders.
 - # Greeting the customers, taking feedback from the customers and how to acknowledge the same, resolving any complaints from a customer, etc.


Note:
The training and R&D centre will be at Ahmedabad, Gujarat and will include training for 4 days, stay at the hotel, pick up from the hotel and drop to the training centre, pick up from the training centre and drop to the hotel, 2 course meals during the training period. Hotel stay(for unique café model- 2 people sharing 1 room)





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OPERATIONS

The team of professionals will play an important role in displaying the right outlook for the handling of the operations associated with the brand, Helly and Chilly. The following will be a part of the operations:


- # Marketing activities in order to promote the brand on social networking sites, off line campaigns, etc.
- # Routine maintenance checks on the working of the equipment used
- # Written reports and documentation on the cleanliness of the outlet, food quality, sales, inventory, etc. along with the complete inspection of the place
- # Communication in case of any issues on-going or encountered at the outlet and steps to be taken in order to rectify the issue
- # Instruct the employees on maintenance of key areas such as portion sizes, wastage, etc.

Note:
If the management shares a feedback with the concerned outlet, it is recommended that the feedback should be taken seriously in order to ensure that the business is not impacted in any form and the profitability of the business remains intact.





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ADVERTISEMENT

"Advertisement is an investment. If you invest in it wisely – it increases the revenue."
Helly and Chilly will assist in the advertisement of the outlets and menu associated with the brand. This will majorly target the right audience using a wide range of online and offline promotions, events and campaigns. We will focus in creating awareness about the brand and the outlets in the local market so that the revenue is generated at a faster pace and the associated members of this brand are extremely satisfied.

OUR SYSTEM & SUPPORT

Our system will include providing the outlets associated with the brand, Helly and Chilly with the billing software in order to track the revenue generated, inventory management, supply of raw materials, etc. We will provide complete support in terms of the following:

- # Store selection and Store designing
- # Marketing
- # Menu modifications as per current terms and conditions
- # Digital training
- # Research and Development
- # Online and offline meetings to support in terms of complaints and resolutions





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