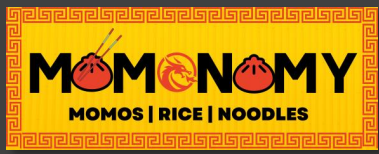


MOMONOMY

Momos | Rice | Noodles

Franchise Information

A BRAND OWNED BY Go69 PIZZA™

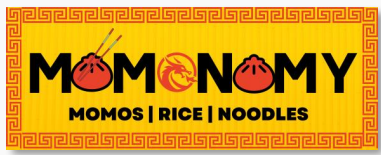


Introduction

About Us

MOMONOMY is an Indo chinese food brand from the house of Go69 Foods and Beverages, Which is a renowned Indian Pizza brand started from Lucknow Uttar Pradesh in 2014 and Now spreaded across the country with 100+ outlets. We have started MOMONOMY to cater growing demand of hygienic and affordable Indo Chinese food specially in tier 3 and 4 cities. Our recipes are developed by well experienced Chef from Nepal and liked by Indian foodies. We are currently operating our multiple profitable outlets in association with Go69 Pizza and multiple individual franchise outlets also. We have a team of professionals with rich experience of creating, developing and establishing a food brand. With the help of our previous experience and expertise of more than 9 years we would make this brand MOMONOMY a well known, affordable and most accepted brand across India in Indo Chinese food category.





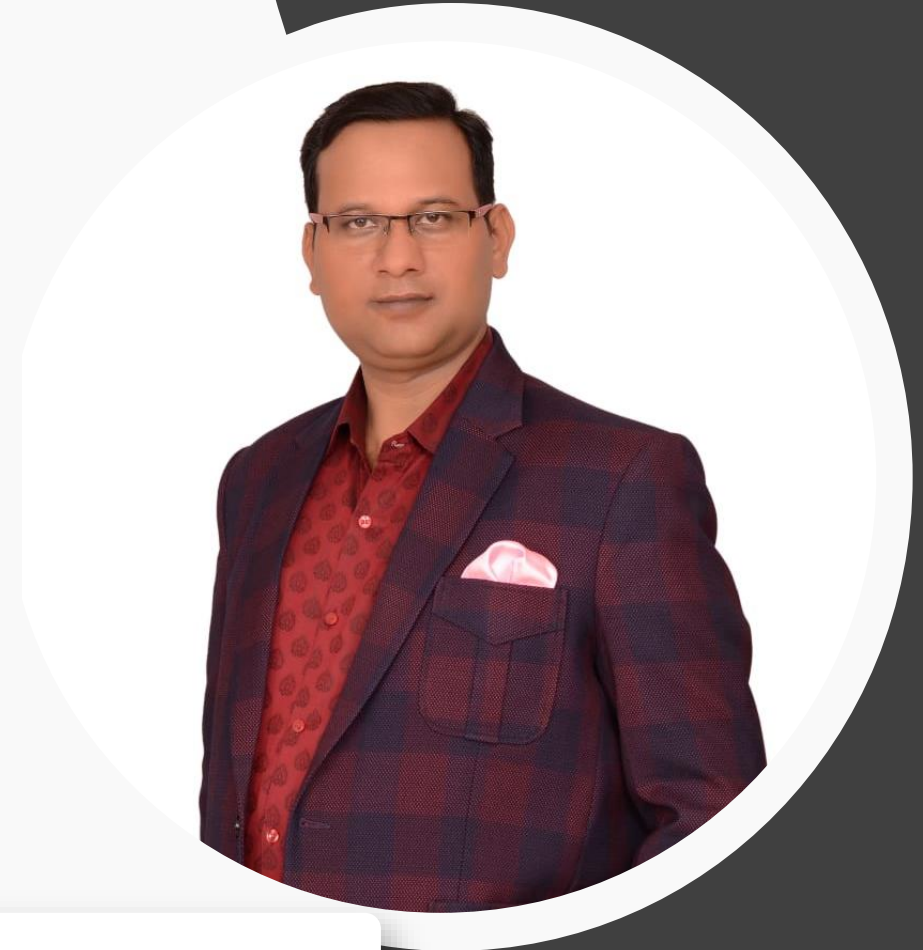
Introduction

About Founder

Spearheading an expansion, administration, brand building & positioning, and sales & marketing—Dr Amit had worked with different multinational companies such as Bajaj, Reliance, Birla, and Bank of Baroda Group for over 15 years at various positions of high repute.

He has started his own business of Pizza chain in the year 2015 from Lucknow, U.P and in 8 years he has expanded across 20 states of the country with more than 100 branches and received more than 15 awards like "fastest growing Indian pizza chain", "Fastest emerging pizza brand", " Best Indian Pizza chain", "most promising Indian pizza chain", "company of the year" etc. by some of the most famous Bollywood actresses also like Padamshree Madhuri Dixit, Goodness ambassador of United Nations and Bollywood actress Dia Mirza, Shilpa Shetty, Kriti Sanon, Malaika Arora, Urmila Matondker, Eisha Deol etc, Deputy CM of U.P Mr Brijesh Pathak, Minister of state U.P. Mr. Ravindra Jaiswal.

The success story has been published by news papers like Dainik Jagran and Hindustan and in national level magazines like Franchise India, Franchise Apply Silicon India etc. The photo has been published on the cover page of the national magazines multiple times .



DR. AMIT KUMAR SRIVASTAVA

MD & CEO



Fact About Momos

Did You Know?

Momos are mostly steamed. The traditional momo steamer is called a **MUCKTOO**.



Why Us?

12 Reasons To Partner With Us

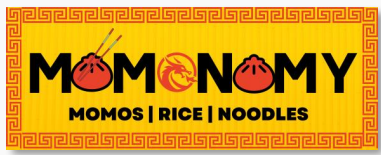
1. Supply of startup kit having complete kitchen including all the machines, equipment, utensils, kitchen kit, home delivery kit etc. so that you need not to waste time & energy in searching these things here and there.
2. Supply of skilled chef and other skilled person as per the operational requirement.
3. Class room & on-job training to employees as well as Owner for the smooth and seamless operations of outlet.
4. Advanced billing software through which you can have track of sales and material consumption any time anywhere just on your mobile.
5. Complete guidance/handholding in outlet setup by dedicated professional NSO team, they shall provide kitchen layout, electrical work guidance, branding guidelines, interior designs.

Why Us?

12 Reasons To Partner With Us (Continued...)



6. 15 days pre-opening marketing support through social media paid promotion & video shoot of outlet & owner for 15 days post opening social media promotion and 3 days announcement & leaflet distribution through vehicle in local area without any extra charge.
7. Opening support by a trained professional team at your outlet during opening.
8. Presence on our mobile app for online ordering.
9. Supply of all the required raw materials on door step so that you no need to worry about the supplies and stocking.
10. Daily support by a dedicated franchise support manager who would take care of the day to day activity/ day plan of the outlet and basic protocols of the outlet for smooth functioning and process adherence at outlet.



Why Us?

12 Reasons To Partner With Us (Continued...)

11. Monthly analysis of the sales and consumption along with PnL of the outlet and recommendations by a professional team.

12. Lifelong staff training and skilled staff support.





Fact About Momos

Did You Know?

MOMO is the **Chinese word** but
this dumpling is native of
Tibet & Nepal.



गो-69 देश का सबसे तेजी से उभरता पिज्जा चेन

वाराणसी : कंपनी के एमडी जिले के डॉ. अमित श्रीवास्तव की कंपनी गो-69 पिज्जा चेन को सबसे तेजी से बढ़ते चेन का अवार्ड मिला है। उन्होंने बताया कि लखनऊ से पिज्जा कंपनी की शुरुआत की। पिछले दिनों गोवा में आयोजित एक समारोह में भारत के तेजी से उभरते हुए पिज्जा कंपनी का अवार्ड फिल्म अभिनेत्री माधुरी दीक्षित ने दिया। बताया कि समारोह में विभिन्न क्षेत्रों की करीब 50 से अधिक कंपनियों को सम्मानित किया गया। एमडी ने बताया कि उनकी कंपनी को अब तक दस अवार्ड मिल चुके हैं लेकिन, यह इंटरनेशनल स्तरों पर अवार्ड है। वह गर्व की बात है कि फिल्म



माधुरी दीक्षित से सम्मानित होते एमडी डॉ. अमित श्रीवास्तव (विजयि)

अभिनेत्री माधुरी दीक्षित के हाथों पुरस्कार मिला। कहा कि हमारी जिम्मेदारी बढ़ जाती है कि अपने उत्पाद व सेवा को और उत्कृष्ट करें। (विजयि)

तेजी से उभरता पिज्जा चेन है गो 69 पिज्जा

लखनऊ। मशहूर अभिनेत्री पद्मश्री माधुरी दीक्षित ने गोवा के हालिडे इन रिसार्ट में गो69 पिज्जा को भारत के सबसे तेजी से उभरते हुए पिज्जा कम्पनी अवार्ड से नवाजा। अवार्ड प्राप्त करने के बाद कम्पनी के एमडी डा. अमित श्रीवास्तव ने बताया कि कार्यक्रम में अलग अलग क्षेत्र की 50 से ज्यादा कम्पनियों को माधुरी दीक्षित ने सम्मानित किया गया। जिसमें पिज्जा के क्षेत्र से सिर्फ गो69 पिज्जा को इस अवार्ड से नवाजा गया है।



बेस्ट इंडियन पिज्जा चेन अवार्ड

लखनऊ। बॉलीवुड अभिनेत्री शिल्पा शेट्टी ने गो69 ने बेस्ट इंडियन पिज्जा चेन अवार्ड से सम्मानित किया। कंपनी के एमडी डा. अमित कुमार श्रीवास्तव ने बताया कि हाल ही में कंपनी को लखनऊ का नंबर वन पिज्जा स्टोर के रूप में भी एक एफएम चैनल के द्वारा सम्मानित किया जा चुका है।

**Our Group
Company
Go69 Pizza
In News**

सबसे तेजी से बढ़ते पिज्जा चेन का मिला अवार्ड

संवादसूत्र, वाराणसी : कंपनी के एमडी जिले के डॉ. अमित श्रीवास्तव की कंपनी गो-69 पिज्जा चेन को सबसे तेजी से बढ़ते चेन का अवार्ड मिला है। उन्होंने बताया कि लखनऊ से पिज्जा कंपनी की शुरुआत की। फिल्म अभिनेत्री दीपा मिर्जा व चित्रांगदा सिंह ने पिछले दिनों दो अलग-अलग कार्यक्रमों में अवार्ड दिया। जिसमें बैंगलुरु में भारत में सबसे तेजी से बढ़ते हुए पिज्जा चेन अवार्ड से नवाजा गया। एमडी ने बताया कि वह गर्व की बात है कि पिछले साल फिल्म अभिनेत्री शिल्पा शेट्टी के हाथों से एक कार्यक्रम में बेस्ट पिज्जा कंपनी का पुरस्कार मिला था। साथ ही कंपनी ग्राहकों की संतुष्टि को सबसे ऊपर रखती है।



गो69 पिज्जा की उपलब्धि पर जताई खुशी

वाराणसी :

गो69 पिज्जा कम्पनी को सबसे तेजी से बढ़ते पिज्जा चेन का अवार्ड मिलने पर जिले के लोगों ने खुशी जताई की है। बताया कि कम्पनी के एमडी डा. अमित श्रीवास्तव मूल रूप से वाराणसी के रहने वाले हैं।

डा. अमित श्रीवास्तव ने बताया कि लखनऊ से शुरू हुए गो69 पिज्जा कम्पनी को मशहूर अभिनेत्री दिवा मिर्जा व अभिनेत्री चित्रांगदा सिंह ने पिछले दिनों दो अलग अलग अवार्ड कार्यक्रमों के दौरान बैंगलुरु में भारत की सबसे तेजी से बढ़ते हुए पिज्जा चेन का अवार्ड से नवाजा।

उन्होंने बताया कि पिछले वर्ष



बैंगलुरु में कम्पनी के एमडी डा. अमित को सम्मानित करती दिवा मिर्जा (फाइल फोटो)

कम्पनी अन्य कई कैटेगरी के लिए नामित हुई है। जिसमें अवार्ड को घोषणा होना बाकी है। उनकी इस उपलब्धि पर

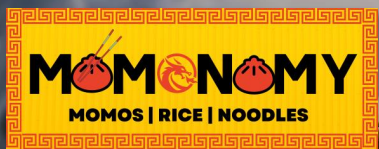
जिले के अमरनाथ शुक्ल, असीम खान, हर्षक अग्रवाल, कौशल मदान, अकिश, योगेश आदि ने खुशी जताई है।



Our Group Company Go69 Pizza In News

Bollywood
Celebrities Giving
Awards To Our MD





Best Pizza Chain of India 2018

By- HOPE Communication



Fastest Growing Indian Pizza Chain - 2018

By- Franchise Apply



Among 20 Most Promising Brand In Fast Food Chain - 2018

By- Silicon India



Fastest Growing Pizza Chain of India – 2019

By- International Business Awards



Fastest Emerging Indian Pizza Company – 2019

By- International Glory Awards 2019



Best Pizza Chain of the Year 2019

By- National Achiever Awards



Fastest Growing Indian Pizza Brand 2019

By- Brands Votz



Fastest Growing Indian Pizza Chain 2019

By- India Icon Awards



Best Indian Pizza Chain – 2019

By- Franchise Apply



Company of The Year In Fast Food Chain – 2019

By- Silicon India



Top 100 Franchise Opportunity - 2021

By- Franchise India



Most Successful Indian Pizza Brand of Small Town - 2022

By- Top Notch Foundation

Awards Won By Go69 Pizza

Awards Won By Go69 Pizza (Continued)



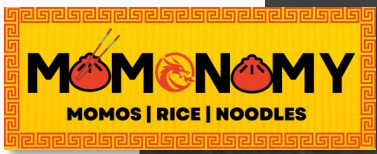


Fact About Momos

Did You Know?

Steam momos have fewer calories and can be substituted for **salad**.





Pre-Opening Support

- 01. SITE SELECTION**
Our process starts with helping the franchise for identification of suitable site that meets our criteria (the location, visibility, access etc.). We also help our partner in negotiating the better leasing terms with site owner.
- 02. STORE SET-UP**
After Site finalization, our team will guide you to build the store according to the company standards within given timeframe.
- 03. PRE LAUNCH STOCK**
Our team from HO will provide the startup kit along with initial raw material and help the client to procure the local items as required.
- 04. TEAM HIRING/TRAINING**
We support the partner in hiring the suitable team to run the store and our expert trainers will provide all trainings to them like FOOD, SERVICE and STORE OPERATIONS.
- 05. PRE LAUNCH MARKETING**
We help the store team in identifying the key marketing areas around the store location and provide the all required marketing related collateral designs to the store. We start ONLINE/SOCIAL MEDIA marketing activities before the launch to create the buzz in store territory.

Post-Opening Support

- 01. HAND HOLDING**
Our expert operations team will provide the handholding support of 5 to 10 days to the newly opened store team. They will train the standard operating procedures in live environment to the store team.
- 02. BRAND MANAGEMENT**
Our marketing team will maintain the brand value among the clients through various client engagement methodologies.
- 03. R&D OF NEW PRODUCTS**
We believe in innovation, so our core team always works in R&D for individual store and will keep the track on each item in our menu. They will help local team to realign the menu to gain maximum traction on our clientage.
- 04. LOYALTY & OFFER PROGRAM**
We run an exclusive loyalty program for our store clients to make sure that they always cherish their relationship with MOMONOMY®.
- 05. SUPPORT VISITS**
Our representative from each department will visit the store frequently to perform the quality audit, Stock Audit and to help team for various marketing activities in catchment area.



20k+

Happy
Customers

Post-Opening Support (Continued...)



- 06. TRAINED CHEFS**
The most important aspect of In MOMONOMY® is trained chefs. This is one aspect of business, which if ignored, can result in a downfall of a restaurant. MOMONOMY® has big pool of trained chefs and it runs training and development exercise for its chefs on regular intervals to ensure the quality of the products is retained in all its outlets.
- 07. VENDOR MANAGEMENT**
A Professional team at MOMONOMY ® will support the partner store manager to maintain the required stock of both dry and fresh stock at store to maintain the seamless operations. Our technology partner will also help us in tracking the stock status via billing software and will timely notify both Store Manager and Franchise coordinator about the requirement of stock.





Fact About Momos

Did You Know?

Approx Nutritional Value in 1 Plate
of Veg steamed momos (4 momos)

240

CALORIES

6g

FAT

12g

PROTEINS

12g

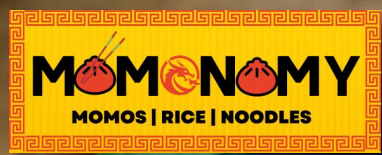
CHOLESTEROL

33g

CARBO-
HYDRATES

3g

DIETARY
FIBRE



SALES & PROFIT ILLUSTRATION

AVERAGE DAILY SALES	10000/-
MONTHLY SALES	300000/-
FIXED EXPENSES	75000/-
BALANCE	225000/-
RAW MATERIAL EXPENSE (1/3rd OF SALES)	100000/-
BALANCE	125000/-
SUPPORT FEE 3% & Taxes Etc.	24000/-
NET PROFIT	101000/-

Profit Projection

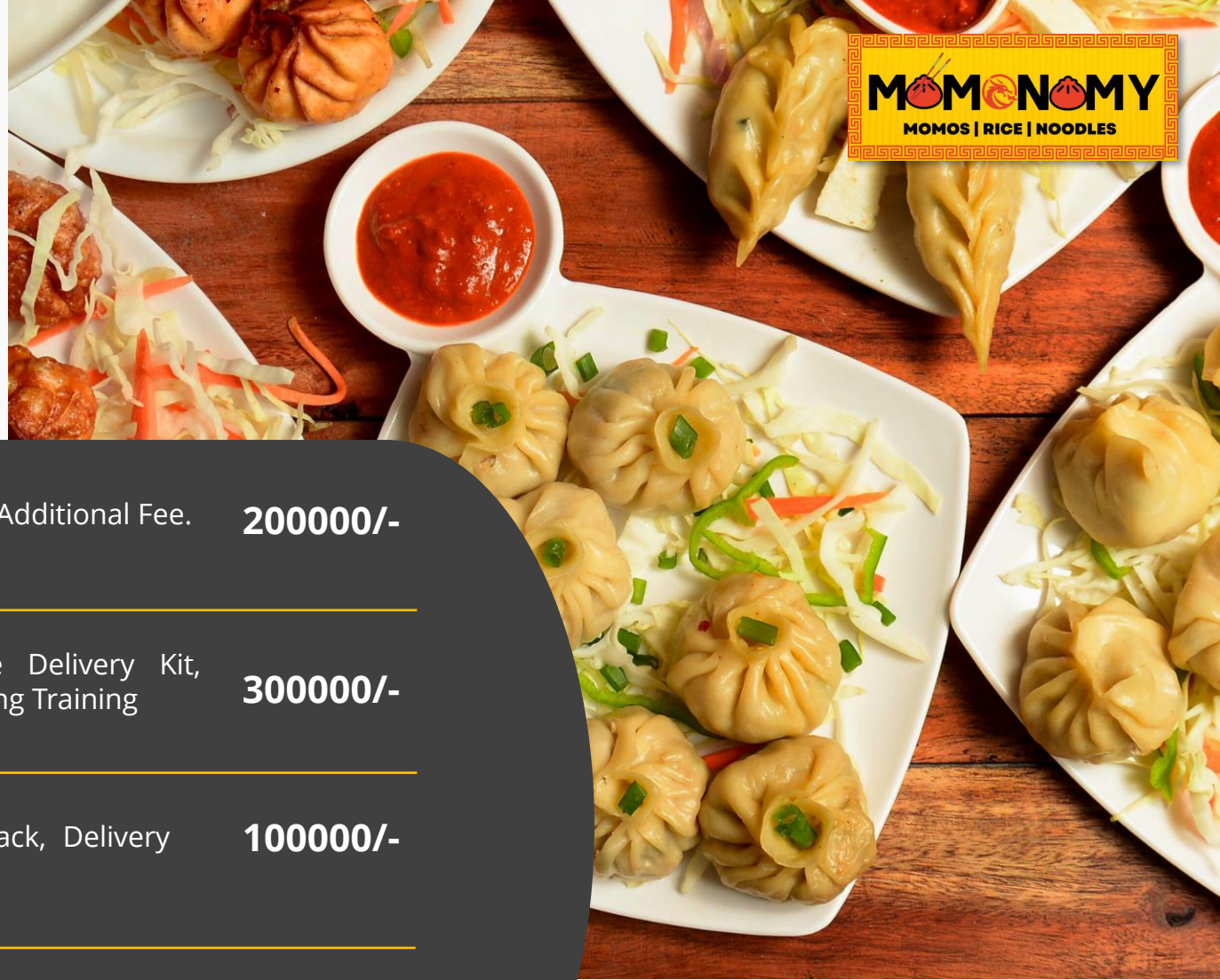
Fixed Expense Estimation

SR. NO.	EXPENSE HEADS	AMOUNT (APP.)
1	RENT	20000/-
2	SALARY	45000/-
3	ELECTRICITY	8000/-
4	REGULAR ADVERTISING	2000/-
TOTAL		75000/-



Investment Plan

(Area Required Min 200 Sq Ft.)



01	FRANCHISE FEE	Valid For 3 Years , Auto Renewal Without Any Additional Fee.	200000/-
02	START-UP KIT	Machines, Equipment, Kitchen Kit, Home Delivery Kit, Utensils, Training, Software, Food & Stay During Training	300000/-
03	KITCHEN SETUP	Includes Kitchen Platform, Dough Table, Rack, Delivery Counter, Plumbing Work/Sink, Utensil Stand,	100000/-
04	INTERIOR & FURNITURE	Includes Tables, Chair, Counter, Billing Machine, Electrical Fittings, etc	150000/-
TOTAL			750000/-

Disclaimer:

- 1) The cost shown in below reports may vary location to location due to the different reasons.
- 2) GST will be charged extra as applicable, raw material can be ordered as per budget.

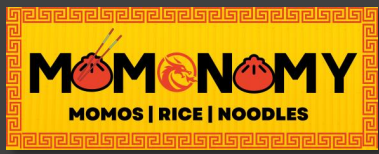


Fact About Momos

Did You Know?

“Frequently eating-out and fast moving lifestyle gives very large headroom for growth to QSR industry in India.”

“Fast Food QSR is one of the largest growing food business in world, Indian fast food business is growing at **CAGR of 18%”.**

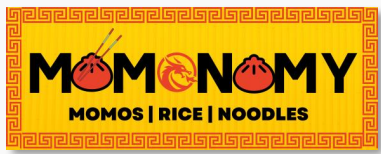


Start-Up Kit

Note:

1. Freight to borne by franchise.
2. Billing software subscription charges to be paid separately.

- | | | |
|---|----------------------------|------------------------------|
| 1. Deep Freezer (Qty 1) | 25. Potato Peeler (Qty 2) | 49. Side Plate |
| 2. Refrigerator (Qty 1) | 26. Non Stick Tawa (Qty 1) | 50. Bat Platter |
| 3. RO (Qty 1) | 27. Bhagona Large | 51. Rectangular Platter |
| 4. Weighing Machine | 28. Masala Dani | 52. Serving Bowl |
| 5. Sink (Qty 1) | 29. Sujata Mixi | 53. Miniature Bowl |
| 6. Chinese Bhatti | 30. Tea Stainer | 54. Veg Bowl |
| 7. Working Table | 31. Mixi Jar | 55. Soup Spoon |
| 8. Chinese Wok (Qty 3) | 32. Mixing Bowl | 56. Chinese Set |
| 9. Momos Steamer (Qty 1) | 33. Gas Lighter | 57. Dimsim Basket |
| 10. Chinese Jhal Punia Set (Qty 1) | 34. Cheese Grater | 58. Ap Spoon |
| 11. Kadhai (Qty 1) | 35. Jug | 59. Ap Fork |
| 12. Chinese Dabbu (Qty 2) | 36. Momos Stock Tray | 60. Serving Spoon |
| 13. Noodles Palta (Qty 2) | 37. Bottle Opener | 61. Serving Fork |
| 14. Rice Strainer (Qty 2) | 38. Squeezy Bottle | 62. Tea Spoon |
| 15. Noodles Sticks Set (Qty 1) | 39. Kitchen Tong | 63. Uniform |
| 16. Plastic Basket For Noodles (Qty 10) | 40. Lemon Squeezer | 64. Measuring Jar (1000 ml) |
| 17. Potato Finger Cutter (Qty 1) | 41. Silicon Brush | 65. Chef Coat (Qty 3) |
| 18. SS Kitchen Bowl (Qty 20) | 42. Measuring Spoon | 66. Chef Cap (Qty 3) |
| 19. Chopping Board (Qty 2) | 43. Kot Puncher | 67. Crew T-shirt (Qty 4) |
| 20. Plastic Container 500 ML (Qty 20) | 44. Kot Rail | 68. Crew Cap (Qty 4) |
| 21. Steel Container Maida 20 Kg (Qty 2) | 45. Napkin Holder | 69. Dustbin 20 Litre (Qty 2) |
| 22. Oil Strainer (Qty 2) | 46. Service Tray | 70. Mop & Duster (Qty 2) |
| 23. Knife (Qty 6) | 47. Self Service Signage | 71. Kitchen Towel (Qty 6) |
| 24. Chanpad (Qty 2) | 48. Dinner Plate | 72. Scrubber (Qty 6) |



Always Here For You

Connect With Us Today



Visit Us At:
www.momonomy.com



MOBILE NO.

(+91) 880 8222 666,
(+91) 8400296969



LOCATION

E-1772, Rajajipuram ,
Lucknow , UP –
226017 ,India



E - Mail

Support@go69pizza.com



Thank You

FROM WHOLE MOMONOMY TEAM