

# VEEKES&COMPANY

## A CUSTOMER'S FIRST CHOICE

### No Refrigeration

The Veekes and Company range of pasta sauces and soups needs no refrigeration while storing it at the warehouse, store or home.

### Cut Labour Cost

The pasta or soup mix when stirred with water for just over 2 minutes turns into an authentic and delightfully thick textured sauce that pours well over 240 grams of boiled pasta making it a perfectly balanced meal for 1 especially when tossed with vegetables or meats of choice. IT IS AN AUTHENTIC MEAL WITHOUT THE NEED OF AN EXPENSIVE CHEF.

### Incredible Value

OUR RANGE @ INR 40, is very affordable and breaks the convention in this cuisine category of being expensive and exclusive. Together with pasta and an assortment of garnishing a single sumptuous meal of a Veekes and Company pasta would cost a QSR not more than INR 45. Soups will cost you less than INR 20 per serving. Charge what you will over that to determine your profit.

### Takes just 2 Minutes

You have your authentic pasta sauce or soup in just 2 minutes. The same as your regular instant noodle.

## PRODUCT SPECIFICATIONS

### Type of Packaging:

Factory-packed in sachets, encased in printed boxes of 20 single-serve sachets, ideal to measure portions.

### Content weight per sachet:

25 grams

### Storage:

Cool, dry. Needs no refrigeration at store or at home

### Shelf Life:

6 months

### Menu

*Indicative menu on QSR page on website*  
*Price band INR 10-INR 100*

- Product pre-prepared
- Standardized - chef independent
- Heat and Serve - 2 minutes to prepare
- Vegetarian base sauce/soup - allows for non-vegetarian addition to base sauce/soup
- Training - 2-3 days

### Brand Owned & Marketed by:

Velavan Veekes and Thomas

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### Contact:

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# VEEKES&COMPANY



**QSR** a  
**150% ROI**  
**OPPORTUNITY**

We are proud to introduce a range of all-vegetarian pasta sauces & soups from

**VEEKES & COMPANY** that reject, at the outset, complication and elaborateness in preparation and yet retains flavour and freshness. What we offer is a 'home grown, selected' range of products that allows Indian flavors and ingredients to permeate what is otherwise quintessentially European cuisine - ingredients and tastes that can be found in any Indian kitchen!

### ABOUT THE COMPANY

Established in 2009 in Bangalore to address a need for specialty cuisines at affordable prices that catered to a wider segment, the idea was to make niche cuisine accessible and affordable and yet retain the authenticity of preparation keeping in mind the Indian palate. We offer today affordable and yet authentic niche cuisines perfected over 5 years across an F&B business spread over 4 states and 17 restaurants and which was by far the most popular Euro restaurant chain in the country.

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## HERE'S HOW IT WORKS...

<b>Days</b>	<b>30</b>
Outlets	1
Sales (units) per day	25
Avg price per sku	100
Daily sales (INR)	2,500
Revenue (INR) p.a	9,00,000
Direct food costs per dish	40
Total direct food costs p.a	3,60,000
Total salary p.a (1 person)	1,20,000
Total rent (notional - sft 100) p.a	1,20,000
Administrative costs	30,000
<b>TOTAL COSTS - A</b>	<b>6,30,000</b>
Insurance	1,000
Maintenance	24,000
<b>TOTAL COSTS - B</b>	<b>25,000</b>
<b>ALL COSTS (A+B)</b>	<b>6,55,000</b>
Net Margin P.A	2,45,000
<b>Investments</b>	
Interiors /music	1,00,000
Signing fee	50,000
<b>TOTAL (investments)</b>	<b>1,50,000</b>
<b>ROI 163 %</b>	

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## ALL YOU NEED IS 100 SQ FT...



If you have an existing retail store that has footfalls and an area in that store that can accommodate a prep counter and some branding (all told approximately 100 sq ft) you can

garner additional business and footfalls for a new line of VFM cuisine by becoming our Franchisee. Get in touch to set up your Veekes and Company QSR or QSC outlet in less than a fortnight.

### And the Revenue Model...

You could price a pasta dish between INR 80-100. Let's say you attract 100 customers a day for coffee, a sandwich, an ice cream or a plate of noodles or whatever you sell. Let's say you sell pasta to 50% of them. It will cost you INR 50 to make a sumptuous pasta meal using a Veekes and Company sauce. At a sell price of INR 100 for a pasta dish, you earn a net profit of INR 50 per dish or INR 2500 per day (INR 75,000 pm and INR 9 lacs pa). With your investment not exceeding INR 1.5 lacs, your ROI is >150%.



# VEEKES&COMPANY

## GOURMET PRODUCT RANGE

We are manufacturers under IP licence at ISO certified manufacturing facilities, and offer the following products:

### Gourmet Pasta DRY Sauce Mixes

- Aglio Olio
- Broken Mustard
- Primavera
- Mediterranean Caprese
- Cilantro Pesto Genovese
- Pepper Alfredo
- Masala de Inde

### Gourmet DRY Soup Mixes

- Pumpkin Bisque
- French Onion
- Peas and Mint

### THE CONCEPT

We seek to demystify European cuisine by taking it out from fine dining restaurants to the streets. Literally! Veekes hopes to be present in every prominent locality of every city we operate in through a range of franchised QSRs or QSCs.