

TAPRI WALI BHURJI

A sales platform for the
street-food egg business

SELL • SERVE • GROW

Bring your egg dishes, tapri identity and local customers together
through the AndaBhurji ecosystem.

AndaBhurji Global Solutions

Romantic Business Company





What is Tapri Wali Bhurji?

The street-food side of the AndaBhurji food platform

THE CONCEPT

- A dedicated positioning for street-food sellers serving egg-based cuisines.
- Built around the familiar energy of the Indian tapri: quick, tasty, affordable and local.
- Designed to bring multiple egg dishes under a recognizable platform identity.
- Part of the wider AndaBhurji combination of food platforms.

THE SALES MESSAGE

- Your shop already has the food — the platform helps give it a digital identity.
- Turn individual dishes into a discoverable menu and a repeatable customer proposition.
- Use a consistent brand story while retaining your own local taste and style.
- Connect your street-food business with the broader AndaBhurji ecosystem.



Who can join?

Potential Tapri Wali Bhurji partners

EGG TAPRIS

- Street-side egg stalls and anda points

TEA & SNACK STALLS

- Tea shops adding egg snacks

FAST-FOOD COUNTERS

- Small counters serving quick egg meals

FOOD TRUCKS

- Mobile food businesses with egg offerings

LOCAL CAFÉS

- Cafés with a street-food / egg menu

HOME-GROWN STALLS

- Independent local sellers ready to digitize



What can you sell?

Build a focused, craveable egg menu

BHURJI CLASSICS

• Anda Bhurji • Masala Bhurji • Onion-Tomato Bhurji • Butter Bhurji

QUICK PAIRINGS

• Bhurji Pav • Bhurji with Roti • Bhurji with Paratha • Bhurji with Rice

STREET-FOOD FAVOURITES

• Bhurji Roll • Bhurji Sandwich • Bhurji Burger • Stuffed Paratha

BREAKFAST & MEALS

• Breakfast Bhurji • Bhurji Meal • Bhurji Thali • Family Bhurji Meal

EGG SNACKS

• Omelette variations • Egg rolls • Egg toast • Spiced egg snacks

YOUR SIGNATURE

• Add your local masala, style, serving format and signature dish



Why partner with the platform?

A practical sales story for a local egg-food business

01

DIGITAL PRESENCE

Give the business a place inside a dedicated egg-food ecosystem.

02

MENU PRESENTATION

Present dishes in a structured way instead of selling only through word-of-mouth.

03

BRAND DISCOVERY

Use the Tapri Wali Bhurji identity to communicate what the outlet specializes in.

04

BUSINESS GROWTH

Use digital, marketing and business-development capabilities available across the wider platform.



The seller journey

A simple conversation your sales team can use

DISCOVER

- Identify an egg-food seller with at least one suitable egg cuisine.

POSITION

- Explain Tapri Wali Bhurji as the street-food segment of the AndaBhurji food platform.

CURATE

- Help the seller define its menu, signature dishes and outlet story.

ONBOARD

- Complete the applicable business and platform onboarding process.

ACTIVATE

- Publish / promote the seller presence and start customer discovery.

GROW

- Review the menu, promotions and business needs for future platform solutions.



Sales pitch in 30 seconds

A ready-to-use conversation for field sales

“Aapki tapri par anda bikta hai — ab usko ek dedicated identity dijiye.

Tapri Wali Bhurji is the street-food segment of AndaBhurji Global Solutions. We help egg-food sellers present their dishes, build a digital presence and connect their local food business with a larger egg-focused ecosystem.

Aap apna taste aur apni pehchaan rakhiye — hum platform aur digital business side par saath chalte hain.”



Partner conversation checklist

Qualify the seller before onboarding

ASK • UNDERSTAND • POSITION • ONBOARD

- Does the outlet currently sell at least one egg-based dish?
- Which egg dishes are the best-known or most frequently ordered?
- What is the outlet type: tapri, stall, café, food truck or fast-food counter?
- Does the seller have a menu, photos, location and business contact details ready?
- What makes the seller's taste or preparation locally distinctive?
- Which digital / marketing / business needs should be discussed after the initial food-platform conversation?



**READY TO CRACK OPEN
YOUR NEXT SALES CHANNEL?**

Tapri Wali Bhurji

Street Food • Egg Cuisines • Digital Business

Website

www.andabhurjiglobal.com

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Platform positioning based on the AndaBhurji Global Solutions website.