

BRANDED WALI BHURJI

The Professional, Branded & Scalable Egg Business

MENU • PACKAGING • EXPERIENCE • DIGITAL ORDERING • SCALE

Turn egg bhurji into a recognizable branded food proposition.





What is Branded Wali Bhurji?

The professional and scalable side of the AndaBhurji food platform

THE MODEL

- Egg bhurji sold as a proper branded food product.
- Structured menus, packaging and customer experience.
- Built for businesses seeking a recognizable egg-food identity.
- Positioned with digital ordering and potential multi-location scale.

THE SALES STORY

- Move from a single dish to a branded food proposition.
- Create differentiated bhurji products and combos.
- Build a consistent customer experience across formats.
- Connect the brand with the wider AndaBhurji ecosystem.



Who can join?

Branded food businesses identified by the platform

RESTAURANT & QSR

- Branded Egg Restaurants
- Egg Specialty Restaurants
- Egg Cafés
- Egg QSRs
- Branded Fast-Food Restaurants
- Quick-Service Restaurants

CHAINS & FRANCHISES

- Egg Food Chains
- Egg Franchises
- Egg Food Brands
- Restaurant Chains
- Regional Food Chains
- National Food Brands

ORGANIZED FOOD

- Café Chains
- Food Courts
- Food Halls
- Food Kiosks
- Mall Food Outlets
- Hotel Restaurants



Where can the branded model scale?

Organized food-service environments listed on the platform

HOSPITALITY

- Hotel Restaurants
- Resort Restaurants
- Airport Food Outlets
- Railway Food Outlets
- Travel Food Businesses

INSTITUTIONAL

- Corporate Cafeterias
- Institutional Food Outlets
- College Cafeterias
- Food Courts
- Food Halls

DIGITAL FOOD

- Cloud-Kitchen Brands
- Virtual Food Brands
- Delivery-First Food Brands
- Multi-Brand Cloud Kitchens
- Franchise Food Businesses



Build a branded bhurji menu

Typical Branded Wali Bhurji products

SIGNATURE

- Signature Anda Bhurji
- Special Anda Bhurji
- Chef's Special Bhurji
- Premium Bhurji

VARIATIONS

- Butter Anda Bhurji
- Cheese Anda Bhurji
- Double Egg Bhurji
- Triple Egg Bhurji

REGIONAL

- Punjabi Bhurji
- Mumbai-Style Bhurji
- Delhi-Style Bhurji

MODERN

- Protein Bhurji
- Loaded Bhurji
- Signature Bhurji Pav
- Signature Bhurji Paratha

MEALS

- Bhurji Rice Bowl
- Bhurji Meal Combo
- Family Bhurji Combo



Why build a branded egg business?

Translate a popular dish into a repeatable food-business format

01 DIFFERENTIATION

- Signature, regional, premium, protein and loaded bhurji options.

02 EXPERIENCE

- Menu presentation, packaging and customer experience become part of the proposition.

03 DIGITAL ORDERING

- A structured digital-ordering proposition for the food business.

04 SCALE

- The platform positions the model for businesses with potential to scale across locations.



Branded Wali Bhurji sales journey

A practical sequence for sales and business-development teams

1 IDENTIFY

- Find a branded or scalable food business with egg offerings.

2 QUALIFY

- Understand menu, outlet format, locations and current brand model.

3 POSITION

- Show how Branded Wali Bhurji can organize the egg-food proposition.

4 CURATE

- Define signature dishes, menu structure, packaging and experience.

5 ONBOARD

- Complete applicable business and platform onboarding.



Sales pitch in 30 seconds

A ready-to-use conversation for a branded egg-food prospect

“Aap anda bhurji ko sirf dish nahi, ek proper food brand banana chahte hain?”

Branded Wali Bhurji is designed for professional food businesses seeking differentiated menus, packaging, customer experience and digital ordering, with potential to scale across locations.

“Aapke signature taste ko ek stronger branded egg-business proposition ke saath connect karte hain.”



TURN BHURJI INTO A BRAND.

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