

ANDABHURJI GLOBAL SOLUTIONS PRESENTS

THE ANDABHURJI EMPIRE

One egg-led ecosystem.
Three brands. Many ways to grow.

WHY JOIN US • BRAND ORIENTATION • ECOSYSTEM STORY

www.andabhurjiglobal.com | A romantic business company

THE ANDABHURJI EMPIRE • ANDABHURJI GLOBAL SOLUTIONS



Make the everyday egg a gateway to business growth

The Andabhurji Empire connects food businesses, digital tools, brand-building and market access.

A familiar starting point

Anda is already part of everyday food culture—from street-side bhurji to family kitchens and professional menus.

A wider business proposition

Software, online stores, marketing, brand development, directories and marketplace pathways can support the businesses around the product.

An ecosystem, not a single outlet

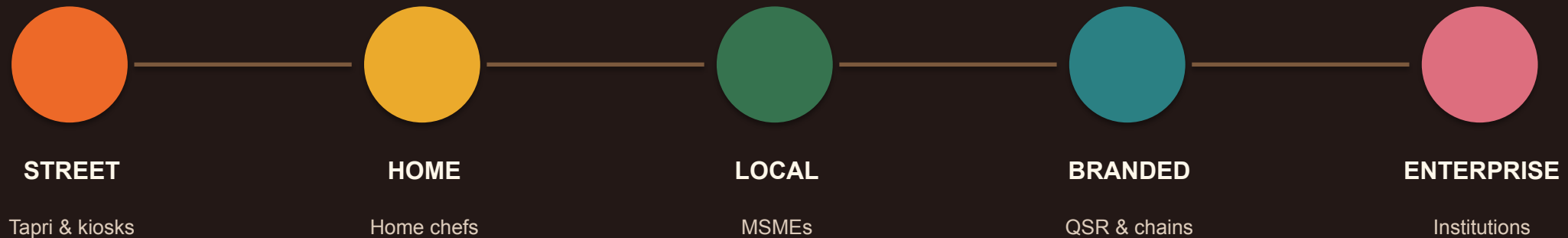
Tapri Wali, Rasoi Wali and Branded Wali Bhurji serve different stages and formats—and can introduce customers to one another.

FROM “SELLING ANDA BHURJI” → TO “BUILDING AN EGG-LED BUSINESS”



An everyday ingredient. An unusually broad business canvas.

The ambition: own a memorable place in the market by connecting egg-related commerce with practical business enablement.



ONE NAME THAT CAN FEEL LOCAL, LOVABLE, PROFESSIONAL AND SCALABLE.



A multi-market platform built around one clear theme

The egg is the brand anchor; business needs determine which solution or business unit leads.



Implementation • Operations • Support • Training • Growth services



Source: Andabhurji Global Solutions website and supplied brand presentations.

Three business units. Three entry points. One connected ecosystem.

The brands are complementary—not competing silos.

01 TAPRI WALI BHURJI

The street-side and quick-service spirit.

For stalls, kiosks, small food outlets and entrepreneurs who want to make everyday anda commerce more organized.

02 RASOI WALI BHURJI

The warmth of home-style food.

For home kitchens, home chefs, tiffin services, family food businesses and cloud kitchens.

03 BRANDED WALI BHURJI

The professional, branded and scalable side.

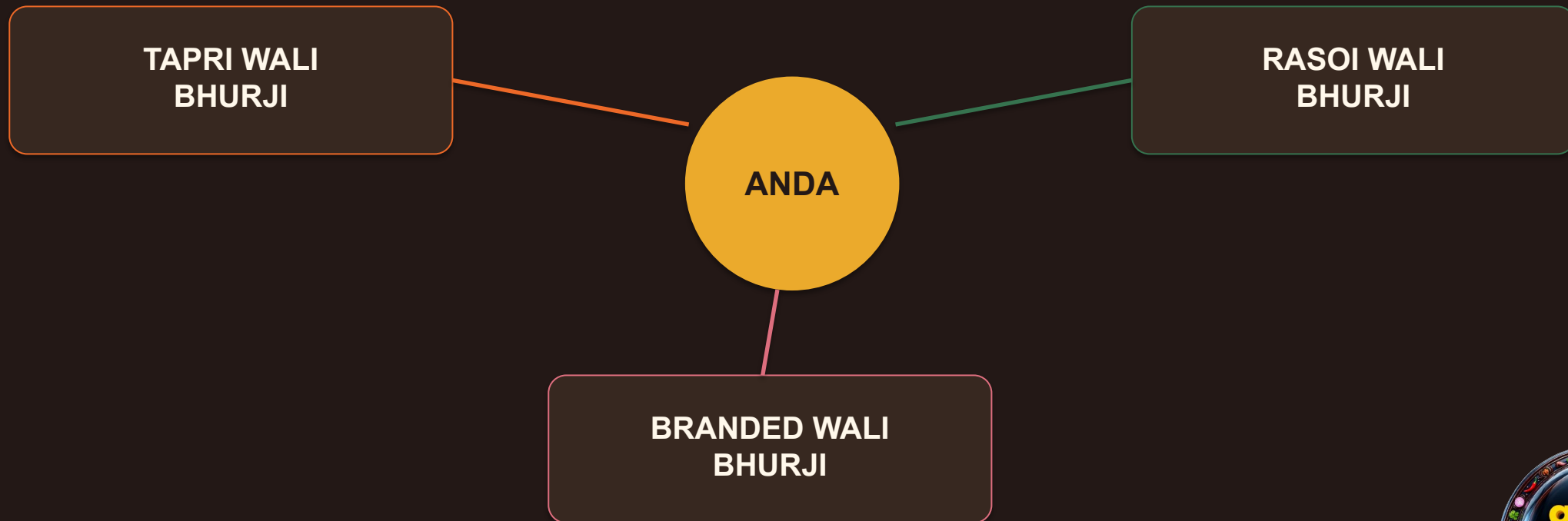
For egg-focused restaurants, QSRs, cafés, chains, food courts and organized food service.

ONE EGG-LED WORLD • DIFFERENT CUSTOMER NEEDS • SHARED GROWTH OPPORTUNITIES



Each brand can upsell the others

A customer may enter through one business need and discover the next useful step as the business matures.



Example: a local seller grows into a kitchen, adds digital ordering, then explores a branded format—or vice versa.



From the first home chef to a multi-location enterprise

A single umbrella can speak to different business sizes without forcing everyone into the same model.

INDIVIDUAL	Home chefs • side-hustle sellers
MICRO	Stalls • kiosks • tiffin services
MSME	Restaurants • cloud kitchens • local chains
GROWING BRAND	QSRs • cafés • multi-outlet operators
ENTERPRISE	Institutions • food courts • hospitality

Bring your food business online—and give it room to grow

For businesses buying solutions: the proposition starts with a practical business outcome, not technology for technology's sake.

Be easier to discover

Create a clearer digital presence for your egg menu, products and business.

Own your menu story

Present signature dishes, combos and pricing in a more structured way.

Operate with more clarity

Use online ordering and order-management capabilities where available in the chosen plan.

- Start with the scale and format that fit your business.
- Add branding, marketing, integrations or operational support as needs evolve.
- Explore other Empire business units when they solve a real next-stage need.



Rasoi Wali Bhurji | Ghar ki rasoi. Anda ka pyaar.

A home-first model for home kitchens, home chefs and everyday-meal businesses.



- Turn signature recipes into a more discoverable menu.
- Create a hosted online ordering presence without building a store from scratch.
- Set your own menu and prices; manage incoming orders digitally.
- Build from bhurji into paratha meals, rice bowls, thalis, breakfast, rolls and more.
- Potential users include tiffin services, family kitchens and delivery-first kitchens.

FROM HOME RECIPE → DIGITAL STORE → CUSTOMER ORDERS



Tapri Wali Bhurji | Everyday anda, entrepreneurial energy

A street-smart entry point for small food businesses and quick-service formats.



- Speak to the realities of a stall, kiosk, small outlet or local food entrepreneur.
- Help sellers move from informal discovery to a more structured digital presence.
- Connect menu, ordering, promotion and brand visibility where the solution scope supports it.
- Create a pathway to Rasoi Wali Bhurji or Branded Wali Bhurji as the business model changes.

SMALL STARTS DESERVE A BIGGER BUSINESS STORY.



Branded Wali Bhurji | Turn bhurji into a brand

The professional, branded and scalable side of the egg-food platform.



MENU

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

EXPERIENCE

Packaging, presentation and a more consistent customer experience.

DIGITAL ORDERING

A structured digital-ordering proposition with potential for multi-location scale.

WHO IT CAN SERVE

- Branded egg restaurants and specialty cafés
- QSRs, chains and franchise-oriented food businesses
- Hotels, resorts, food courts, corporate cafeterias and organized food service



Source: Branded Wali Bhurji presentation, pp. 2–8.

Lead with the customer's reality—not with a fixed brand

The best first offer is the one that fits the customer today; cross-sell follows when it adds genuine value.

If they start small

Tapri Wali Bhurji can be the entry point. Later needs may include menu expansion, online ordering or a more formal brand.

If they cook from home

Rasoi Wali Bhurji can support a home-first food journey. Growth may lead to staff, delivery or a branded format.

If they already run outlets

Branded Wali Bhurji can organize the egg-food proposition. Additional needs may include implementation, marketing and operations.

ONE CUSTOMER RELATIONSHIP → MULTIPLE RELEVANT SOLUTIONS OVER TIME



Build business with us—not just a one-off sale

For partners who sell, implement or operate solutions across the ecosystem.

A broader conversation

Discuss software, stores, branding, marketing and marketplace opportunities instead of relying on one narrow product.

Multiple customer doors

Approach home entrepreneurs, local food businesses, QSRs and organized operators through the most relevant brand.

A role beyond selling

Depending on the agreement and capability, partners may contribute to implementation, onboarding, operations or ongoing relationships.

RELATIONSHIPS • EXECUTION • CUSTOMER SUCCESS • REPEATABLE GROWTH



Different strengths can create value in different parts of the journey

The exact scope, territory, commercials and authority should be defined in the applicable written agreement.

SALES & BUSINESS DEVELOPMENT

Find prospects, understand needs, present relevant offers and build durable customer relationships.

IMPLEMENTATION & ONBOARDING

Coordinate setup, functional configuration, training and a smooth handover into use.

OPERATIONS & MARKET DEVELOPMENT

Support partner networks, local market activity, customer feedback and service improvement.

A GOOD PARTNER MAKES THE PROMISE REAL AFTER THE SALE.



Help build a business ecosystem where commercial and creative work meet

For people who want to contribute skills, ownership and execution—not just occupy a role.

Work across business types

Engage with entrepreneurs, home businesses, food brands and larger operators.

See the full customer journey

Contribute from outreach and onboarding through implementation, support and improvement.

Learn through real execution

Build commercial, operational, communication, coordination and problem-solving capability.

- Roles can span sales, partnerships, recruiting, account support, brand/creative work and operations.
- Success depends on role clarity, reliable follow-through, teamwork and customer outcomes.



Source: Andabhurji Global Solutions careers and role descriptions.

Romantic in the brand. Practical in the business.

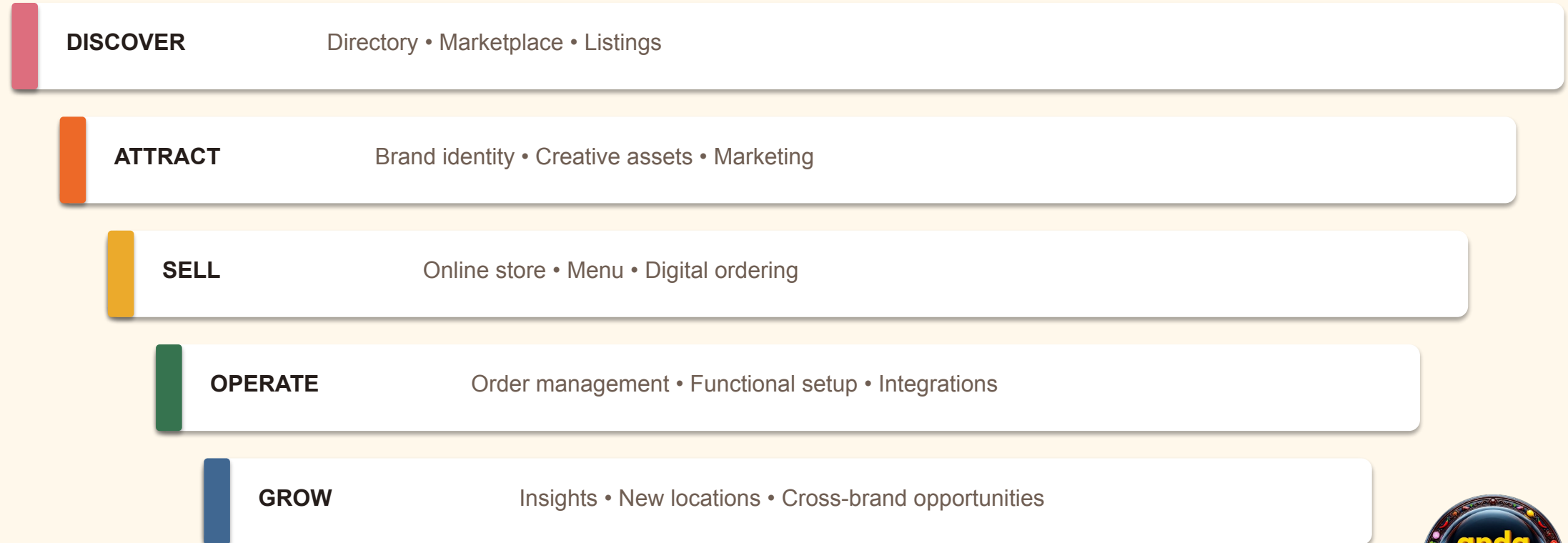
A warm, memorable identity should be supported by clear delivery and commercial discipline.

- | | | |
|----|-----------------------------|--|
| 01 | Customer first | Solve the real need; avoid overselling. |
| 02 | Simple language | Make technology and business value easy to understand. |
| 03 | Own the handover | A sale is the start of the customer journey. |
| 04 | Build trust | Set accurate expectations; communicate clearly. |
| 05 | Improve continuously | Use feedback and execution to make the offer better. |



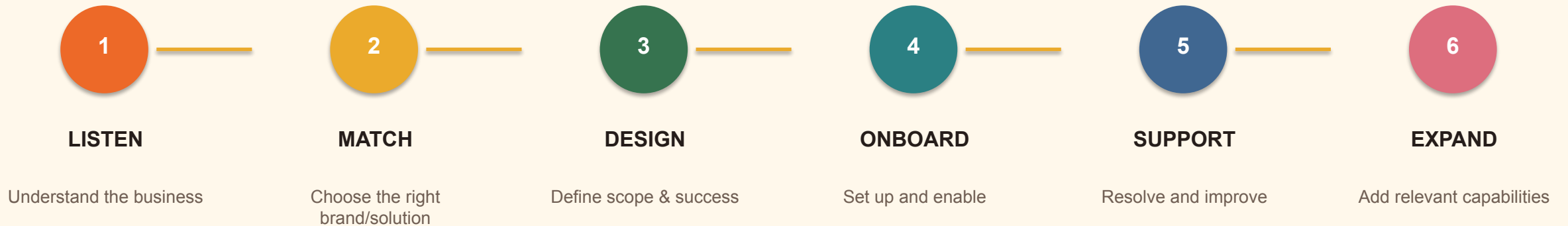
A connected stack of business enablement

Not every customer needs every layer. Start with the use case; assemble the right scope.



A repeatable journey that teams can explain and deliver

The same high-level motion can be adapted for a seller, partner or enterprise prospect.



MEASURE PROGRESS BY ACTIVATION, CUSTOMER VALUE, RETENTION AND RESPONSIBLE EXPANSION.



One ecosystem, many real-world business contexts

Examples to help teams make the story concrete in customer conversations.

HOME & COMMUNITY

Home chef • tiffin service • family kitchen

STREET & QUICK SERVICE

Tapri • kiosk • small outlet • local takeaway

DIGITAL-FIRST FOOD

Cloud kitchen • delivery-only brand • virtual brand

BRANDED FOOD SERVICE

Egg café • QSR • restaurant chain

INSTITUTIONAL & HOSPITALITY

Corporate cafeteria • hotel • food court

BUSINESS ENABLEMENT

Software • online store • brand/marketing services



Source: supplied Rasoi Wali Bhurji and Branded Wali Bhurji presentations.

A distinctive combination—not an unsupported “no competitors” claim

The strongest brand story is clear about what makes the model distinctive and honest about what still needs market validation.

A memorable category anchor

Egg and anda are instantly understandable; bhurji gives the umbrella a specific, ownable cultural voice.

Multiple market layers

Food identity meets software, online stores, marketing, brand development, directory and marketplace services.

A cross-brand pathway

Three brands can address different customer contexts and create relevant progression over time.

POSITION AS A DISTINCTIVE, MULTI-MARKET PLATFORM—THEN VALIDATE COMPETITORS, DEMAND AND DIFFERENTIATION WITH RESEARCH.



Lead with their business. Introduce the ecosystem second.

A short, flexible story for sales, partner and employee conversations.

“The Andabhurji Empire helps egg and anda-related businesses build, sell and grow. Whether you’re starting from a home kitchen, running a local outlet or scaling a food brand, we connect relevant digital stores, software, brand development, marketing and marketplace opportunities through three complementary business units.”

THEN ASK: “WHAT DOES GROWTH LOOK LIKE FOR YOUR BUSINESS RIGHT NOW?”

- Start with the customer’s current need.
- Recommend only the relevant solution and next step.



Shared outcomes make the ecosystem stronger

Use measures that reflect customer value and execution quality—not just activity volume.

SELLERS

A live, usable presence • quality menu/listings • orders managed • customers served

PARTNERS

Qualified opportunities • honest positioning • clean onboarding • customer follow-through

TEAM MEMBERS

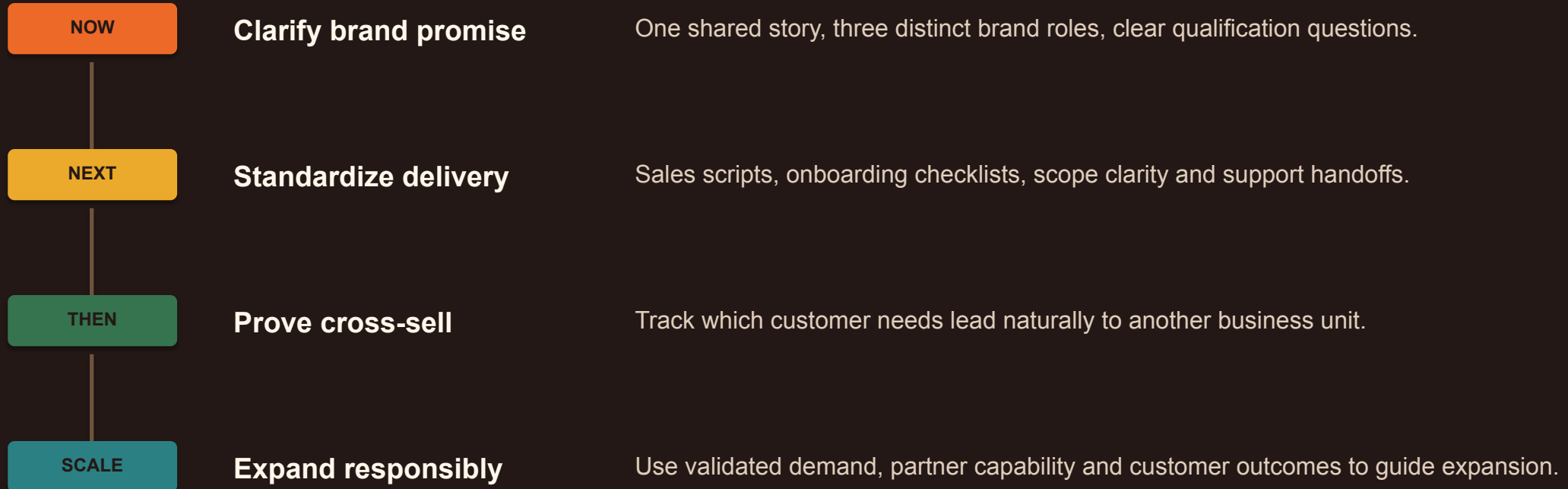
Reliable execution • clear updates • teamwork • issue resolution • continuous improvement

GROWTH SHOULD BE REPEATABLE, MEASURABLE AND TRUST-BUILDING.



Start focused. Learn fast. Expand with evidence.

A suggested execution sequence for building a consistent brand and partner narrative.



A world of anda. A world of opportunity.

For sellers who want to grow.
For partners who want to build.
For people who want to contribute.

TAPRI WALI BHURJI • RASOI WALI BHURJI • BRANDED WALI BHURJI

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