ANDABHURJI GLOBAL SOLUTIONS PRESENTS

BRANDED WALI BHURJI

The growth & operations platform for multi-store egg-serving QSRs

ORDER. SERVE. DELIVER. GROW.

www.andabhurjiglobal.com

brandedwali.andabhurjiglobal.com

Fresh. Fast. Fabulous.



THE OPPORTUNITY

Your restaurant brand deserves more than disconnected apps

A unified digital and operational layer for QSR businesses with at least one egg item on the menu.

MORE CHANNELS

Website orders, walk-ins, phone enquiries, social discovery and repeat customers — connected to one operating view.

MORE OUTLETS

Manage menus, teams, orders, stock, customer relationships and performance across locations.

MORE CONTROL

Bring sales, subscriptions, billing, accounting and delivery workflows into a coordinated system.

One brand experience for every store. One operational picture for the people running it.

BUILT FOR YOUR FORMAT

Made for multi-store quick service restaurants

Especially relevant to restaurant groups that serve egg dishes alongside other QSR favourites.

- Single-outlet brands preparing to expand
- Regional chains with several kitchens or counters
- Franchise and company-owned store networks
- Egg bhurji, rolls, omelettes, sandwiches, bowls and meal formats

THE FIT

If your menu includes at least one egg-based item — and you want to grow beyond a single outlet — Branded Wali Bhurji is designed around your multi-store journey.

From independent QSR operators to ambitious regional and national chains.

ONE CONNECTED PLATFORM

From first click to final accounts

A modular suite that connects customer-facing channels with back-office operations.

01 ORDERING

Branded website ordering, menu, cart, checkout and order flow

02 POINT OF SALE

Counter sales, order handling, payments and outlet workflows

03 CRM & SALES

Leads, customer records, quotations, follow-ups and sales pipeline

04 SUBSCRIPTIONS

Recurring plans, renewals, billing schedules and customer plans

05 ACCOUNTING

Invoices, payments, expenses, taxes and financial visibility

06 WEBSITE & CONTENT

Responsive website, product/menu pages, blog and lead capture

Ordering and POS that work together

Make every ordering moment easier to manage — online, at the counter and across outlets.

ONLINE ORDERING

- Mobile-friendly branded ordering
- Menu categories, variants, add-ons and pricing
- Cart, checkout, customer details and order confirmation
- Multiple store / website structure
- Online payment options and order visibility

POINT OF SALE

- Fast counter order entry and billing
- Product and menu configuration
- Cash, card and digital payment recording
- Outlet-wise operations and reporting
- Connected customer and sales records

A consistent menu and service experience — wherever your customer places the order.

MULTI-STORE CONTROL

See the network. Run each outlet.

A central view with location-aware workflows for growing restaurant groups.

CENTRAL CONTROL

Manage shared products, menu structures, pricing logic and business records from a coordinated setup.

LOCAL EXECUTION

Support outlet-level order handling, store details, teams, stock and day-to-day activity.

GROUP VISIBILITY

Review sales, customer activity, transactions and operational performance across locations.

Configure the right access, reporting and workflows for your company-owned and franchise model.

Turn every interaction into a relationship

Build a pipeline from enquiries, first orders and repeat visits.

- Capture enquiries from website forms and campaigns
- Organise leads, opportunities, contacts and follow-ups
- Track quotations, sales activities and customer history
- Segment customers for relevant offers and communication
- Use customer insights to support retention and repeat orders

A CONNECTED CUSTOMER JOURNEY

Discover → Enquire → Order → Receive → Review → Return

Connect service interactions and sales follow-up with the customer record, subject to the final workflow configuration.

Dispatch smarter. Keep customers informed.

Delivery-management capabilities can be connected to the ordering and store workflow.

DISPATCH & DRIVERS

- Manual or automated driver assignment
- In-house and third-party delivery options
- Driver app and order details
- Dispatch dashboard and status updates

LIVE DELIVERY VISIBILITY

- Driver location and delivery progress
- Customer tracking links and ETA updates
- SMS notifications
- Proof of delivery and feedback capture

ROUTES & EXCEPTIONS

- Multi-stop route planning and optimisation
- Reassignment and route changes
- Late-delivery visibility
- Delivery reporting and operational review

Delivery layer: Shipday capabilities, subject to supported integration, plan, geography and configuration.

Connect to leading shipment aggregators

For eligible shipment workflows, extend fulfilment beyond your own local delivery fleet.

SHIPROCKET

Connect shipping workflows to a multi-carrier platform for shipment processing, courier selection, tracking and shipping operations.

ENVIA

Connect to a multi-carrier shipping API for rate quotes, label generation, pickup scheduling, shipment tracking and address validation.

Final carrier availability, serviceability and live integration scope depend on aggregator account, origin, destination and API setup.

PAYMENT FLEXIBILITY

Offer the payment methods your customers trust

Payment gateway options can be configured to suit your market, checkout and settlement requirements.

STRIPE | **PAYPAL** | **PAYU** | **RAZORPAY** | **AND MORE**

Online checkout • Payment confirmation • Transaction records • Reconciliation support

Gateway availability, currencies, fees, onboarding and settlement are governed by each provider and merchant account.

Make the business easier to measure

Support recurring commercial models while keeping financial records connected.

SUBSCRIPTIONS

Recurring plans, billing cycles, renewals, customer subscriptions and payment status.

INVOICING & EXPENSES

Customer invoices, vendor bills, expense records, payment tracking and document history.

ACCOUNTING INSIGHT

Financial reports, tax configuration, analytic dimensions and outlet / business performance views.

Configure your accounting workflows with your finance team and statutory advisor.

We help customers find your brand — and your stores

Branded Wali Bhurji combines business technology with promotional support from Andabhurji Global Solutions.

SOCIAL MEDIA

Promotional content and brand visibility through relevant social media channels.

DIRECTORY PORTAL

Business discovery through the company's directory portal, helping customers find your brand and locations.

BLOGS & CAMPAIGNS

Blog content and requirement-based marketing solutions aligned to your audience, geography and business goals.

Digital presence + physical-store promotion = a stronger local discovery footprint.

HOW WE BRING IT TOGETHER

A practical rollout, built around your operations

Scope is tailored to your store count, ordering model, delivery geography and growth priorities.

01 DISCOVER

Understand stores, menu, workflows, systems and goals.

02 DESIGN

Plan website, store structure, roles, integrations and customer journey.

03 CONFIGURE

Set up ordering, POS, CRM, sales, subscriptions, accounting and delivery connections.

04 LAUNCH

Test menus, payments, order routing, outlet workflows and reporting.

05 GROW

Support ongoing optimisation, visibility and requirement-based marketing.

Integrations and feature availability are confirmed during discovery; third-party subscriptions, API access and provider approvals may be required.

LET'S BUILD YOUR NEXT STAGE

Ready to make every outlet work as one brand?

Start with a conversation about your current stores, menu, ordering channels and expansion plans.

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END-TO-END DIGITAL OPERATIONS
+ DELIVERY CONNECTIONS
+ BRAND VISIBILITY



DISCUSS YOUR REQUIREMENTS • PLAN YOUR ROLLOUT • GROW YOUR QSR NETWORK

Designed around proven platform capabilities

Illustrative capability basis. Final scope depends on requirements, licences, API access, provider availability and implementation.

- Business platform capabilities: CRM, sales, POS, subscriptions, accounting, website, eCommerce, blog, inventory and marketing automation.
- Delivery capabilities: driver management, assignment, route planning, live tracking, customer notifications and proof of delivery.
- Shipping connectivity: Shiprocket channel / API integrations; Envia multi-carrier API, rates, labels and tracking.
- Payment gateways requested for evaluation: Stripe, PayPal, PayU and Razorpay. Merchant eligibility and country-specific availability apply.

Reference URLs
shipday.com/features/driver-management | shipday.com/route-planning
shiprocket.in/features | docs.envia.com | envia.com/en-IN

This presentation describes a proposed solution and does not imply that third-party integrations are already activated.