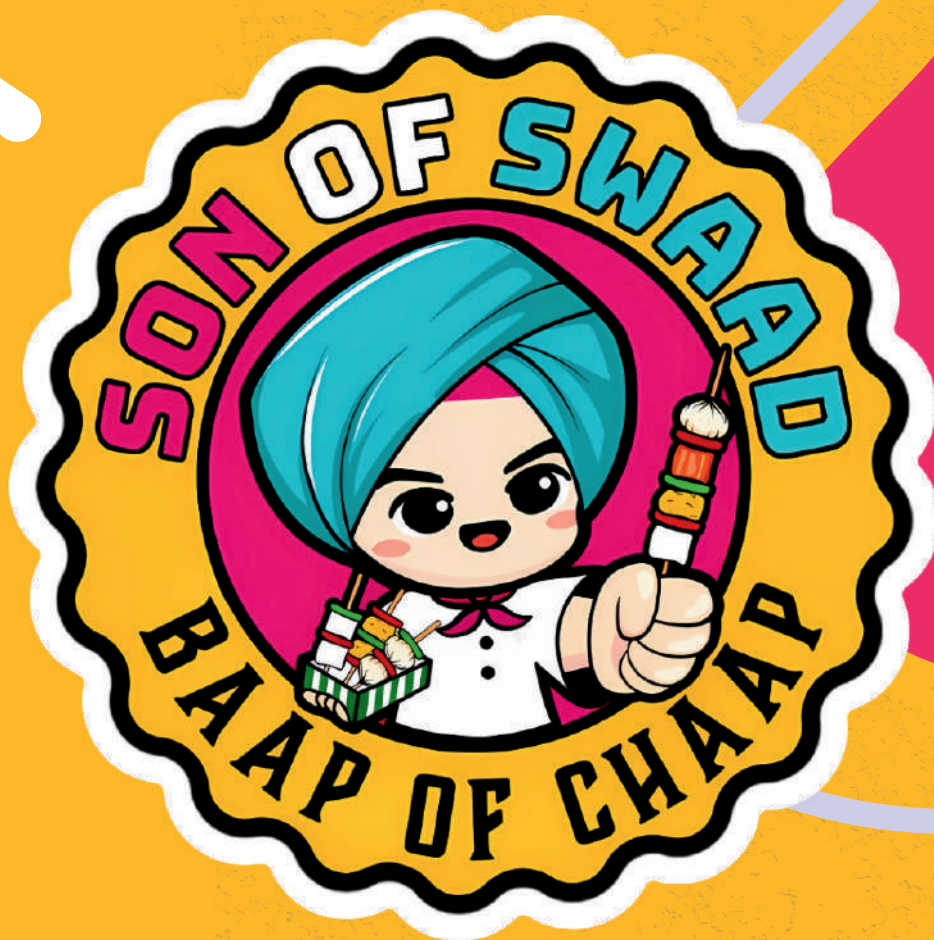




SON OF SWAAD
BAAP OF CHAAP®

**India's Fastest-Growing
Pure Soya Chaap Brand**

Pure Soya – No Maida | Join the Veg Meat Revolution



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THE BRAND BEHIND THE TASTE

Son of Swaad is India's Fastest-Growing Pure Soya Chaap Brand redefining street food through innovation, purity, and consistency.

Pure Soya | 0% Maida |
0% Gluten | Veg Meat
Concept

Baap of Chaap not
just a tagline, but a
reputation earned.

Born in Meerut, now **35+ outlets** strong across India

Backed by the trusted expertise of Mister Veg, the brand combines strong product innovation with world-class manufacturing and supply-chain systems.

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THE MINDS BEHIND THE MAGIC

9 years of learning, growing, and building trust



Mr. Maneet Singh

(Founder & CEO)



Mr. Panpreet Singh

(Founder & COO)



Mr. Ravneet Singh

(Founder & CFO)

Every big journey starts small — and ours began on wheels. What started as a humble food van in Meerut soon became a crowd favourite for its pure, flavour-packed chaap. Behind this movement are 3 entrepreneurs who turned that van into a full-fledged QSR revolution. With relentless passion, smart scaling, and a commitment to purity, they transformed **Son of Swaad** from a local name into a trusted national brand with **35+ thriving outlets**. Their belief remains the same even today —

**We don't just build restaurants —
we build success stories for every partner.**



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THE BIG SOLUTION BY :

MISTER VEG FOODS PVT. LTD



SOYA CHAAP

100% SOYA

**00% MAIDA
WHEAT
GLUTEN**

100%  PURE VEGETARIAN

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WHY CHOOSE PURE SOYA CHAAP?



PARAMETERS	Plant Based Chaap	Raw Chicken	Goat Meat	Egg (Hen)
Energy value (Kcal)	130	197	118	173
Protein(g)	24.5	18.18	21.4	13.3
Carbohydrate(g)	6	1.82	0	0
Total Fat(g)	0.89	13	3.6	13.3
Calcium(mg)	98.78	16.78	12	60
Iron(mg)	15.06	1.32	0	2.1
Cholestrol(mg)	0	89.28	82.38	425



Healthier
Cleaner
Smarter
Protein Choice



OUTLETS GLIMPSE

35+ Outlets | 20+ Cities | 9 Years of Trust



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WHY CHOOSE US?

A Brand Built for Today's Entrepreneurs



Chef Less Model

Easy To operate



Visibility

High National Brand Visibility



55-60%

Average Gross Profit



Quickest Roi

Return On Investment In 15-18 Month



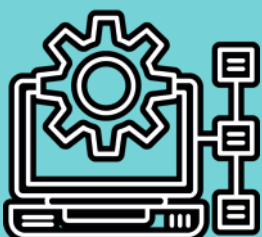
SOP

Standard Operating Procedure



Freedom

Creative Freedom For Fast Growth



Tech Enabled

Digital Ordering System



Low Risk Management

Minimized Risk Management



In House Manufacturing



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WHAT IS INCLUDED IN OUR SOS FRANCHISE

✦ Brand Power & Identity

- Brand value and trust of 35+ successful outlets across India
- Right to use the Son of Swaad™ trademark
- Strong product USP backed by proven demand

**55–60% Gross
Profit Margin**

✦ Setup & Operations

- Assistance in kitchen setup – layout, equipment & installation guidance
- Assistance in interior setup – branding, design & ambience planning
- Online and offline menu designing – customised as per outlet model
- SOP-based operations for consistency and ease of management
- Operation management manual for daily guidance
- Unlimited-time kitchen staff hiring and support
- Recipe training directly from brand experts
- Cashier and manager hiring & training support

**End-to-End
Support**

✦ Marketing & Branding

- Marketing action plan for pre- and post-launch campaigns
- National-level digital branding handled by our central marketing team
- Offline branding designs – hoardings, pamphlets, in-store creatives
- Zomato and Swiggy onboarding support
- New store opening assistance – team presence and local strategy

✦ Support & Growth

- Dedicated teams for every type of franchise support
- Supply chain support for smooth raw material delivery
- Customisations and timely new product introductions
- 100+ innovative recipes ready for franchise menu
- Area manager assistance for on-ground supervision
- Regular feedback calling to monitor customer experience
- Documentation assistance for smooth onboarding and compliance
- Business growth strategy and planning for sustained profitability



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Plant Based 100% Vegetarian

FRANCHISE REQUIREMENTS

START YOUR OWN BUSINESS



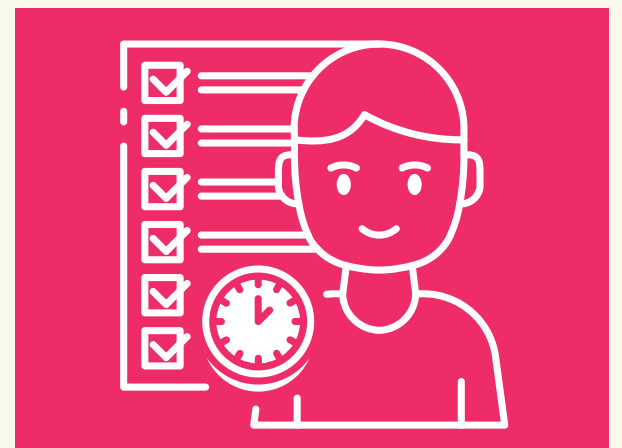
Dedication & Passion:

Genuine interest and daily involvement in the business



Self-Funded:

Should have working capital and setup cost available



Process Discipline:

Must adhere to company guidelines and operational procedures to ensure smooth, consistent business performance

- **Property Requirements**
- **Main-road facing location**
- **High-footfall or crowded market area**
- **Near schools, colleges, IT parks, or corporate zones**
- **Suitable for residential colonies, bus stands, and railway stations**

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TAKE AWAY MODEL

Total Investment :	14-15 Lacs
Space Required :	200-300 sq.ft Min. Carpet
Tenure :	05 Years
Royalty :	3% of Sales
Tentative ROI :	12 Months

COST BREAKDOWN

• Franchise Fees	6 Lacs
• Renovation of Outlet (Civil, Plumbing, Electric)	1 Lacs
• Kitchen Equipment, Utensils & Ducting	5 Lacs
• Interior & Decor	1 Lacs
• Billing System & Software	0.75 Lacs
• Display Board and Sign Boards	0.50 Lacs
• Sound Setup + Camera Setup	0.50 Lacs
• Miscellaneous & Petty Expenses	0.25 Lacs

FOR REFERENCE*



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TENTATIVE ROI SHEET

TAKE AWAY MODEL	Scenario 1		Scenario 2		Scenario 3	
Average Order Value	300		300		300	
No. Of Orders Per Day	70		90		110	
Average Daily Sales	21000		27000		33000	
Operational Days In The Month	30		30		30	
Average Monthly Sale	630000		810000		990000	
Food Cost	163800	26%	210600	26%	257400	26%
Consumable Cost	113400	18%	145800	18%	178200	18%
Fixed Cost (Rental, Electricity Bill)	69300	11%	72900	9%	74250	7.50%
Operating Cost	138600	22%	178200	22%	198000	20%
Royalty	18900	3%	24300	3%	29700	3%
Ebidta	126000		178200		252450	
Amc	3780	3%	5346	3%	7573.5	3%
Net Ebidta	₹ 1,22,220	19%	₹ 1,72,854	21%	₹ 2,44,877	25%
Total Yearly Profit	₹ 14,66,640		₹ 20,74,248		₹ 29,38,518	

CASUAL DINE-IN MODEL

Total Investment :	18 - 20 Lacs
Space Required :	500- 600 sq.ft Min. Carpet
Tenure :	05 Years
Royalty :	3% of Sales
Tentative ROI :	14-15 Months

COST BREAKDOWN

• Franchise Fees	6 Lacs
• Renovation of Outlet (Civil, Plumbing, Electric)	1 Lacs
• Kitchen Equipment, Utensils & Ducting	5 Lacs
• Interior & Decor	5 - 6 Lacs
• Billing System & Software	0.75 Lacs
• Display Board and Sign Boards	0.50 Lacs
• Sound Setup + Camera Setup	0.50 Lacs
• Miscellaneous & Petty Expenses	0.25 Lacs

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TENTATIVE ROI SHEET

CASUAL DINE IN MODEL	Scenario 1		Scenario 2		Scenario 3	
Average Order Value	350		350		350	
No. Of Orders Per Day	70		90		110	
Average Daily Sales	24500		31500		38500	
Operational Days In The Month	30		30		30	
Average Monthly Sale	735000		945000		1155000	
Food Cost	191100	26%	245700	26%	300300	26%
Consumable Cost	132300	18%	170100	18%	207900	18%
Fixed Cost (Rental, Electricity Bill)	80850	11%	85050	9%	86625	7.50%
Operating Cost	161700	22%	207900	22%	231000	20%
Royalty	22050	3%	28350	3%	34650	3%
Ebidta	147000		207900		294525	
Amc	4410	3%	6237	3%	8835.75	3%
Net Ebidta	₹ 1,42,590	19%	₹ 2,01,663	21%	₹ 2,85,689	25%
Total Yearly Profit	₹ 17,11,080		₹ 24,19,956		₹ 34,28,271	

DINE-IN MODEL

Total Investment :	26 Lacs
Space Required :	900+ sq.ft Min. Carpet 05
Tenure :	Years
Royalty :	3% of Sales
Tentative ROI :	18 Months

COST BREAKDOWN

• Franchise Fees	8 Lacs
• Renovation of Outlet (Civil, Plumbing, Electric)	3 Lacs
• Kitchen Equipments, Utensils, Crockery & Ducting	6 Lacs
• Interior & Decor of Dine in Area (including furniture)	5 Lacs
• Billing System & Software	0.75 Lacs
• Display Board and Sign Boards	1 Lacs
• Sound Setup + Camera Setup	0.50 Lacs
• Air Conditioners	1 Lacs
• Miscellaneous & Petty Expenses	0.75 Lac

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TENTATIVE ROI SHEET

DINE IN MODEL

	Scenario 1		Scenario 2		Scenario 3	
Average Order Value	450		450		450	
No. Of Orders Per Day	70		90		110	
Average Daily Sales	31500		40500		49500	
Operational Days In The Month	30		30		30	
Average Monthly Sale	945000		1215000		1485000	
Food Cost	245700	26%	315900	26%	386100	26%
Consumable Cost	170100	18%	218700	18%	267300	18%
Fixed Cost (Rental, Electricity Bill)	103950	11%	109350	9%	111375	7.50%
Operating Cost	207900	22%	267300	22%	297000	20%
Royalty	28350	3%	36450	3%	44550	3%
Ebidta	189000		267300		378675	
Amc	5670	3%	8019	3%	11360.25	3%
Net Ebidta	₹ 1,83,330	19%	₹ 2,59,281	21%	₹ 3,67,315	25%
Total Yearly Profit	₹ 21,99,960		₹ 31,11,372		₹ 44,07,777	

OUR MENU

SHAKE IT SHAKIRA

Strawberry Shake
Black Currant Shake
Kitkat Shake
Oreo Shake
Cold Coffee
Pepsi
Mineral Water

PRICE
150



M.R.P.
M.R.P.

THAND Paaaa

Virgin Mint Mojito
The King of Blue Tonic
Strawberry Mint Lemonade
Fresh Lime Soda (Sweet / Salt)
Watermelon Mint Mojito

PRICE
150



HOT SLURP

Cream Of Tomato 130
Sweet Corn Soup 130
Manchow Soup 130
Hot & Sour 130
Lung Fung 130



SNAXY

Chaap Stick 29
Chaap Nuggets 160
Veg Drumsticks 160
Veg Fish Nuggets 160
Soya Crunchy Fingers 160
Soya Popcorn 160
Kurkuri Chaap 160



MALAI MAGIC

Malai-ka Chaap  **HALF 160**
Chaap Moosewala **FULL 260**
Afghani Chaap
Creamy Tangdi Chaap
Nora Fatehi Chaap



PUNJABI SNACKS

Aa gye oyeeeee

Pushpa Chaap
Chaap Leg Piece **HALF 160**
Chaap AK-47  **FULL 260**
Dosanjha-wala Chaap
Veg Fish Tikka
Chatkare Wali Chaap
Achari Aafat Chaap



ROLLA - RAPPA

Afghani Chaap Roll 180
Malai-ka chaap roll 180
AK-47 Chaap Roll  180
Paneer Tikka Roll 200
Crispy Zinger Roll 180
Spring Roll 120
KFC Spring Roll 150
Tandoori Spring Roll 180



Tandoor Tikka

Paneer Tikka **HALF 180**
Achari Paneer Tikka **FULL 280**
Peri Peri Paneer Tikka
Malai Paneer Tikka



NAWAB E KEBAB

Veg Mutton Seekh Kebab
Malai Seekh Kebab

HALF 240 **FULL 260**



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OUR MENU

VEG MO-MO KE DHAGE

Chatni Se Ja Ulihe

Steamed Momos	100
Kurkure Momos	130
Tandoori Momos	160
Malai Tandoori Momos	180
Afgani Tandoori Momos	180
Dragon Momos	180

PANEER MOYE-MOYE

Steamed Momos	120
Kurkure Momos	150
Tandoori Momos	180
Malai Tandoori Momos	200
Afgani Tandoori Momos	200
Dragon Momos	200

MERE SAPNO KI BIRYANI

Veg Mutton Biryani	240
Paneer Biryani	260



MUJHE DAL DO....

Dal Makhni	HALF	FULL
Dal Tadka	180	280



MR. PANEER

Paneer Butter Masala
Sahi Paneer
Kadhai Paneer
Paneer Angara
Paneer Tikka Masala



HALF
250
FULL
350

MAHOL PURA GRAVY

Tawa Chaap
Veg Butter Chicken
Veg Rogan Josh
Veg Rara Chicken
Kali Mirch Chaap
Veg Black Mutton
Veg Kukkad Chaap



HALF
220
FULL
320

BHATTI KA NAZARA

Rumali Roti	15
Plain / Butter Roti	20
Missi Roti	40
Plain / Butter Naan	50
Lachcha Paratha	40
Amritsari Kulcha	80
Stuff Naan	80
Garlic Naan	80



MISS SWAAD

Nutri Kulcha	99
Pav Bhaji	99
Chole + Amritsari Kulcha	149
Tawa Chaap + 2 Rumali	149
Veg Butter Chicken + 2 Rumali Roti	149



SOYA CHAAP

100% SOYA

0% MAIDA WHEAT GLUTEN

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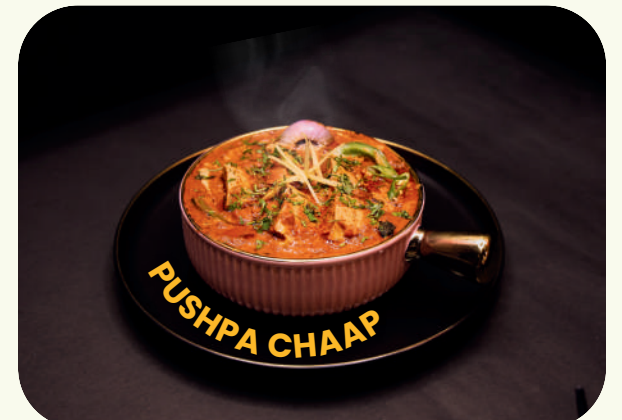


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SOME OF OUR EXCLUSIVE DISHES



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FRANCHISE OWNERS REVIEWS

Starting a Son of Swaad outlet in Karnal was not just a business decision for both of us, it was a belief in a brand that stood for purity, quality, and powerful customer connect. From the day we signed up, the support from the central team has been phenomenal, be it location survey, staff hiring, kitchen setup, or Zomato-Swiggy onboarding. As co-partners, we've seen how two minds aligned on a common goal can truly grow together. Our outlet has received overwhelming love from Karnal locals, and a major credit goes to the centralized marketing efforts and timely visits by the area manager. The feedback calling system also helped us improve consistently.

Buta Singh & Jatin Singh
Franchise owner of Karnal



Son of Swaad gave me more than just a business, it gave me a community. The response in Modinagar has been overwhelming, especially for our chaap varieties. The support from the brand has been top-notch, both in marketing and training.

Brijesh Arora
Franchise owner of Modinagar



We've been operational in Khatauli for a long time now, and I can proudly say this is one of the best business decisions I've made. The taste speaks for itself, and the repeat customers prove it. The team helped us at every step, right from setup to running offers.

Rishab Jain
Franchise owner of Khatauli



Son of Swaad's unique concept caught my attention and it worked! In Yamuna Nagar, the crowd instantly connected with the food. The launch support, influencer marketing, and social media content helped us build a strong start.

Ravneet Singh
Franchise owner of Yamuna Nagar



I've always been driven by a love for food and creativity, and Son of Swaad gave me the perfect platform to turn that passion into a business. Every dish on the menu reflects quality, innovation, and consistency. The customer feedback here in Jalandhar has been overwhelming people are genuinely loving the concept of veg meat and the flavours we serve. It's satisfying to represent a brand that believes in both taste and honesty.

Rahil Kathuria
Franchise owner of Jalandhar



Even though Pallavpuram is a smaller market, I've seen tremendous customer response and repeat orders. The brand's popularity and strong marketing helped us build trust quickly. What I appreciate most is the franchise model, it's clean, transparent, and growth-oriented. With Son of Swaad's support and product consistency, managing this outlet has been smoother than I ever expected."

Preshit Gupta
Franchise owner of Pallavpuram



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THANK YOU!

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