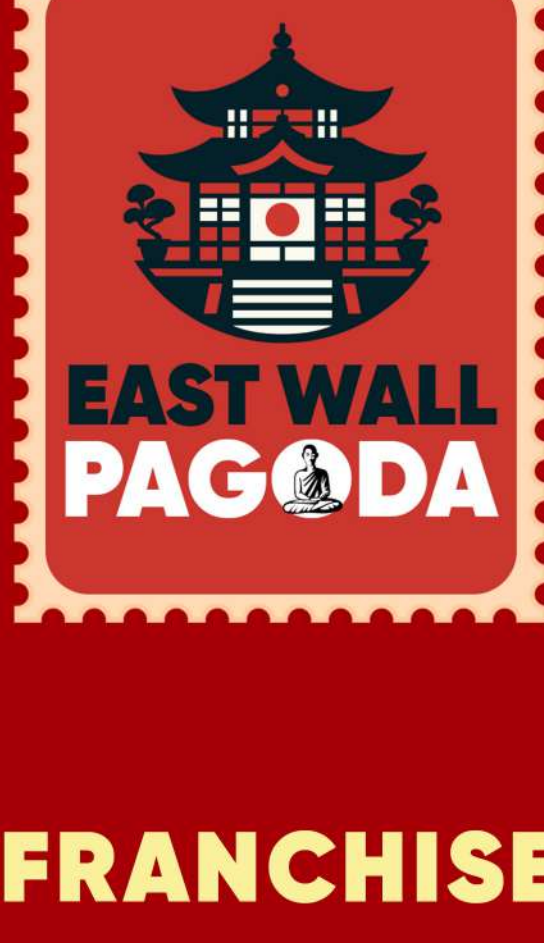
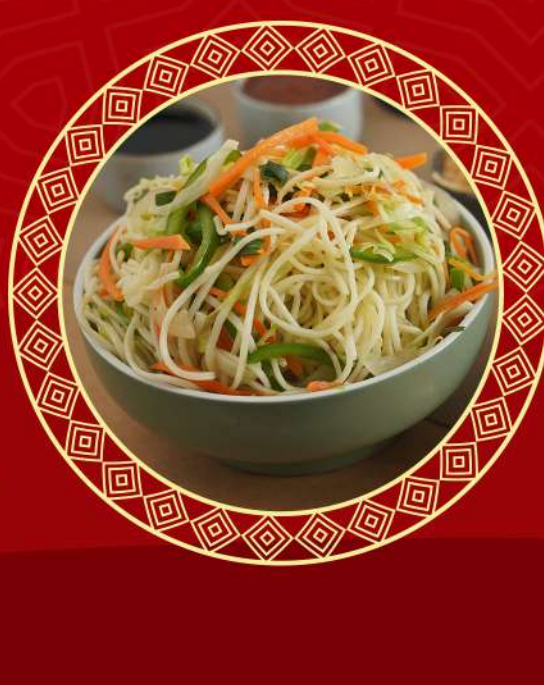




FRANCHISE DIGEST

GALLERY



MENU

EAST WALL PAGODA	
Veg Appetizers	
Veg Spring Roll	229
Veg Manchurian Dry	249
Paneer Chilli Dry	269
Schezwan Paneer Chilly	279
Chilli Paneer	239
Paneer Manchurian	259
Non-Veg Appetizers	
Chilli Chicken Dry	269
Chicken Manchurian Dry	269
Chicken Lollipop (4pc)	269
Schezwan Chicken Lollipop (4pc)	269
Schezwan Chicken Dry	279
Fried Chicken	
Schezwan Fried Chicken Wings (4pc)	269
Schezwan Chicken Drumstick (2pc)	269
Crunchy Schezwan Chicken Strips (5pc)	239
Classic Chicken Popcorn (10pc)	199
Schezwan Chicken Popcorn (10pc)	249
Classic Chicken Popcorn (20pc)	239
Schezwan Chicken Popcorn (20pc)	279
Chicken Nuggets (4pc)	179
Veg Chinese Rice	
Veg Fried Rice	179
Veg Schezwan Fried Rice	199
Veg Triple Schezwan Fried Rice	249
Veg Chilli Garlic Fried Rice	189
Veg Burnt Garlic Fried Rice	199
Non-Veg Chinese Rice	
Chicken Fried Rice	199
Chicken Burnt Garlic Fried Rice	209
Chicken Schezwan Fried Rice	249
Chicken Triple Schezwan Fried Rice	269
Chicken Chilli Garlic Fried Rice	209
Egg Fried Rice	189
Double Egg Fried Rice	199
Veg Chinese Noodles	
Veg Hakka Noodles	179
Veg Chilli Garlic Noodles	199
Veg Burnt Garlic Noodles	199
Veg Schezwan Noodles	199
Non-Veg Chinese Noodles	
Chicken Hakka Noodles	199
Chicken Chilli Garlic Noodles	209
Chicken Burnt Garlic Noodles	209
Chicken Schezwan Noodles	209
Egg Hakka Noodles	199
Double Egg Hakka Noodles	199

Veg Soups	
Veg Manchow Soup With Crispy Noodles	169
Veg Hot & Sour Soup	169
Non-Veg Soups	
Chicken Manchow Soup With Crispy Noodles	199
Chicken Hot & Sour Soup	199
Chinese Rolls	
Spicy Schezwan Noodles Roll	179
Veg Manchurian Noodles Roll	189
Cheesy Schezwan Noodles Roll	199
Paneer Chilli Roll	189
Chilli Chicken Roll	199
Chicken Manchurian Noodles Roll	199
Spicy Schezwan Chicken Noodles Roll	199
Cheesy Schezwan Chicken Noodles Roll	199
Mains	
Veg Manchurian Gravy	229
Paneer Chilli Gravy	239
Chicken Manchurian Gravy	279
Chilli Chicken Gravy	279
Veg Chinese Combo Meal Box	
Chicken Chilli + Veg Fried Rice + Dry Noodles	399
Chicken Chilli + Veg Schezwan Fried Rice + Dry Noodles	399
Chicken Chilli + Veg Schezwan Fried Rice + Dry Noodles	399
Chicken Chilli + Veg Schezwan Fried Rice + Dry Noodles	399
Chicken Chilli + Veg Schezwan Fried Rice + Dry Noodles	399
Chicken Chilli + Veg Schezwan Fried Rice + Dry Noodles	399
Chicken Chilli + Veg Schezwan Fried Rice + Dry Noodles	399
Chicken Chilli + Veg Schezwan Fried Rice + Dry Noodles	399
Chicken Chilli + Veg Schezwan Fried Rice + Dry Noodles	399
Chicken Chilli + Veg Schezwan Fried Rice + Dry Noodles	399
Non-Veg Chinese Combo Meal Box	
Chicken Chilli + Chicken Fried Rice + Dry Noodles	399
Chicken Chilli + Chicken Schezwan Fried Rice + Dry Noodles	399
Chicken Chilli + Chicken Schezwan Fried Rice + Dry Noodles	399
Chicken Chilli + Chicken Schezwan Fried Rice + Dry Noodles	399
Chicken Chilli + Chicken Schezwan Fried Rice + Dry Noodles	399
Chicken Chilli + Chicken Schezwan Fried Rice + Dry Noodles	399
Chicken Chilli + Chicken Schezwan Fried Rice + Dry Noodles	399
Chicken Chilli + Chicken Schezwan Fried Rice + Dry Noodles	399
Chicken Chilli + Chicken Schezwan Fried Rice + Dry Noodles	399
Chicken Chilli + Chicken Schezwan Fried Rice + Dry Noodles	399
Cookers	
Cake	30
Thumsup	30
Sprite	30
Letom Ice tea	159
Cold Coffee	159
Desserts	
Chocolate Cake	99

DUAL BRAND ADVANTAGE

RUN TWO CHINESE BRANDS FROM ONE KITCHEN

With East Wall Pagoda, you also get the advantage to operate Chop & Work from the same kitchen setup — allowing you to serve a wider audience and maximize your revenue.

SMART MULTI-BRAND STRATEGY

Operating both brands together gives you:

- Two different brand identities
- Wider customer reach
- Higher order volume on platforms like Zomato & Swiggy

While East Wall Pagoda represents a premium, royal experience, Chop & Work targets value-conscious and mass customers.

This creates a perfect balance of premium + volume business



ADVANTAGE

- One Kitchen
- Two Brands
- Multiple Revenue Streams

Maximize Output. Minimize Cost. Multiply Profits.

CLOUD KITCHEN

Area : 100-120 Sq.Ft.
Investment : 5L - 6L
Margins : 20%

KEY POINTERS

- Focused on Authentic Indo Chinese
- High-quality, Bestselling menu
- Scalable & Profitable formats
- Built for India's High-growth QSR & delivery markets



FASTER ROI & PAYBACK PERIOD

IDEAL FOR

- People Seeking Low Cost High Return Cloud Kitchen Opportunity
- People who are Already Operating a Kitchen

CAPITAL INVESTMENT

UNIT FRANCHISE FEE	1,99,000
KITCHEN SMALLWARE COST	20,000
KITCHEN EQUIPMENT COST	80,000
MISC COST (UNIFORM, LICENSES, COMPANY INCORPORATION)	20,000
COMMON AREA DEVELOPMENT COST (APPROX)	30,000
TOTAL CAPITAL INVESTMENT	3,49,000/-

OTHER CASH FLOW REQUIRED:
PREMISE DEPOSIT RENT BEFORE OPENING
SALARIES BEFORE OPENING (DURING TRAINING PERIOD)
MISC EXP AS PER ACTUALS
INITIAL RAW MATERIAL PURCHASE TAXES EXTRA

PROJECTED P&L	Month 2 to 6	Month 7 to 12+
DAILY SALE PROJECTED	10,000	18,000
MONTHLY NET SALE	3,00,000	5,40,000
PROPOSED DELIVERY COMMISSION (25%)	75,000	1,35,000
COGS (32%) & PACKAGING	96,000	1,72,800
RENT	15,000	15,000
SALARY	40,000	60,000
ELECTRICITY	5,000	10,000
REVIEW & RATINGS	5,000	8,000
MARKETING SOCIAL MEDIA & LEAFLET CHARGE ALLOCATED TO THE STORE	5,000	5,000
ROYALTY FOR THE BRAND @ 6%	18,000	32,400
TOTAL EXPENSES	2,59,000	4,38,200
NET PROFIT	41,000	1,01,800



SETUP COST

UNIT FRANCHISE FEE	1,99,000
KITCHEN EQUIPMENT & SMALLWARE	2,20,000
UNIFORM, LICENSES & PACKAGING	30,000
CIVIL DEVELOPMENT COST (APPROX)	25,000
POS SYSTEM & COMPUTER	20,000
ONLINE LISTING	5,000
TOTAL CAPITAL INVESTMENT	4,99,000/-

OTHER CASH FLOW REQUIRED:
PREMISE RENT BEFORE & AFTER OPENING | SALARIES BEFORE & AFTER OPENING |
MISC EXP AS PER ACTUALS
INITIAL RAW MATERIAL PURCHASE | TAXES EXTRA

QSR

Area : 200-300 Sq. Ft.
Investment : 9L- 15L + GST
Margins : 25% - 40%

UNIT ECONOMICS
Average Daily Order : 100-150 orders
Average Order Value : 225 - 275
Monthly Revenue : 10L - 12L

IDEAL LOCATION

- High footfall Streets
- Near Colleges
- Dense residential Zones

PAYBACK PERIOD
10 - 12 MONTHS

END TO END SETUP



ADD MORE BRANDS = SAME KITCHEN

FRANCHISE SUPPORT

Complete End-to-End Support for Your Success

As a franchisor, we don't just give you a brand — we provide complete guidance, systems, and ongoing support to ensure your outlet runs smoothly and profitably.

Setup & Launch Support

- Location guidance & feasibility check
- Kitchen layout planning
- Equipment selection & vendor support
- Assistance in outlet setup

Licensing & Documentation

- Guidance for FSSAI and required licenses
- Support in documentation process

Training & SOPs

- Complete kitchen training
- Standardized recipes & preparation methods
- Staff training for operations

Raw Material & Supply Support

- Vendor connections for raw materials
- Packaging support
- Standard ingredient guidelines

Technology & POS Setup

- POS system guidance
- Billing & inventory setup
- Integration with food delivery platforms

Online Platform Setup

- Zomato & Swiggy onboarding support
- Menu listing & optimization
- Pricing strategy guidance

Marketing & Branding Support

- Social media creatives
- Launch promotions guidance
- Branding & packaging design support

Pre-Launch & Launch Support

- Pre-launch marketing strategy
- Opening support
- Initial sales push planning

Ongoing Support

- Regular performance guidance
- Menu updates & innovation
- Problem-solving assistance

Your success is our priority.
We provide everything you need to build a profitable and scalable business.

• ONE KITCHEN • TWO BRANDS • MAXIMUM UTILISATION

Using Same Kitchen, Same Equipments, Same Staff
Add one more brand and grow your revenue
Brand details and Price on special request

ADD MORE BRANDS = SAME KITCHEN



CONTACT US

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YOU ARE INVITED TO A FOOD TASTING SESSION