Little Italy's
PIAZZA
SUPERFAST ITALIAN

Little Italy's PIAZZA
SUPERFAST ITALIAN

THERE ARE FEW THINGS BETTER IN LIFE THAN PIZZA....

...ONE OF THEM IS PINSA

Little Italy's
PIAZZA
SUPERFAST ITALIAN

Amazing Crust Texture

It's crunchy outside
and soft inside

Healthy Dough

It Has 80% water & 20%
Flour to ensure crispy
texture, 72 hours proofed

Health Benefits-

48 % Less Sugar
85% less Fats
100 % Less Cholesterol
33% Less Carbs
80% Water

Unique Flavour-

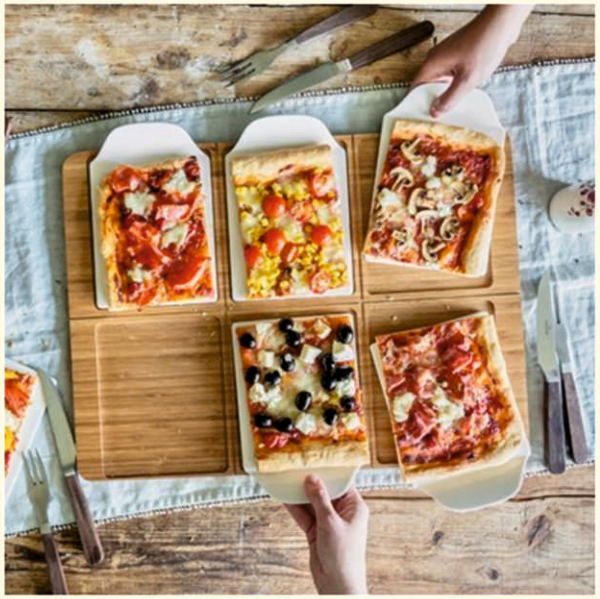
Endless unique flavour
combination with
fresh exotic toppings
makes it healthier

WE ARE ON A MISSION
TO CHANGE THE PIZZA BUSINESS

- We are Building a pizza company that is better for you and better for your health

- We are the pioneers of Pinsa romana in India and we want to spread the love of Pinsa in India

- We are creating a Faster, Healthier, Yummier Pizza experience for you



WE'RE BUILDING A BETTER PIZZA COMPANY

- We are the pioneers of Pinsa romana in India and we want to spread the love of Pinsa in India
- We plan to open 200 Outlets by the end of 2026 with footprints in 6 major cities. Pune, Mumbai, Bangaluru, Hyderabad, Jaipur, Chennai.
- To serve customers with Superfast italian food with best quality ingredients at the most affordable price with a mix of traditional and innovative dishes to provide unique dining experiences.
- At Piazza we want to break the barriers of traditional Italian cuisine which limit pizza to a shape or type we are on a mission to make the best pizza with best ingredients to create new distinct combinations at the most affordable price.

MISSION: WE WANT TO MAKE THE PINSA AS FAMOUS AS THE PIZZA

- We plan on opening 15 Outlets in UAE and 25 Outlets in GCC over the next 2-4 Years

- We want to liberate the pizza , freeing it from traditional norms and barriers that limit creativity and innovation with traditional pizza so we are creating a Modern gourmet version of pizza

- At Piazza we want to serve customers with Supefast italian food with the best quality ingredients creating unique flavor combinations and exciting Pinsas at the best price

Little Italy's PIAZZA SUPERFAST ITALIAN

WE SERVE INSANELY GREAT FOOD

- **Critically acclaimed chef** curates all ingredients and recipes.
- **Fresh (never frozen) dough,** made in-house.
- **100% Natural and Freshest Ingredients**. At Piazza, we serve only all natural and fresh food we do not use any artificial flavourings, colors or preservatives.
- **Authentic stone oven** cooks pizzas in 180 seconds.
- **5X toppings** We believe pizzas are enjoyed best loaded with delicious toppings that is why all our Pinsas have 5x toppings!

BUSINESS FORMATS

CLOUD KITCHEN

FOOD COURT MODEL
IT COMPANY CANTEEN

STAND ALONE MODEL

FOOD TRUCK MODEL

FRANCHISE OWNED COMPANY OPERATED MODEL (FOCO)

FRANCHISEE

- Franchiseeshouldhaveownedorrental property. If property is owned, rental to be paid will be pre-decided.
- Franchisee will bear 100% of the project cost (Capex) & Franchise fees for 5 Outlets. The Franchise fees for 5 Location to be paid upfront.
- Franchisee will obtain the initial license for setting up the restaurant.
- Franchisee will accept all the brand standards ofthe Little Italy's Piazza brand and bear the expense towards the same.
- Franchisee will conduct audits and provide reports in a format provided by the franchisor at regular pre-decided intervals
- Franchisee will conduct liasoning and public relations within the local marketon behalf of the restaurant
- Franchisee will receive 50% of the profit of the business from the franchisor

FRANCHISE OWNED COMPANY OPERATED MODEL (FOCO)

FRANCHISOR

- Franchisor will provide full support formanpower requirement.
- Franchisor will manage the purchase and payment in regards to vendors.
- Franchisor will manage the purchase and payments in terms ofelectricity, water and other utilities.
- Franchisor will run the day to day operations.
- Franchisor will provide support for marketing and branding activities from the corporate office at a rate of 2.5% of sales charged to the operating business entity
- Franchisor will keep acheck on food qualityby putting controlsinplace
- Franchisor will audit the property on a regular basis
- Franchisor will provide supply chain integration for supplying of food products and brand standard collateral
- Franchisor will distribute 50% of profits to the franchisee

WHAT WE LOOK FOR IN A PARTNER

The ideal franchise partner should be a well funded player with a good local network, long term ambitions and a strong track record in F&B in case of Franchise Owned Franchise Operated Models.

1

Scale

You should be a large well-capitalised business with the willingness and capital to invest for periods of 3-5 years.

2

F&B Experience

Relevant experience preferred, ideally with experience of successfully expanding similar Western brands.

3

Network

Link to secure prime real estate locations and ability to set up secure supplychain.

4

Brandfocus

Passionate senior teams, with the ability to deliver a consistent customer experience.

5

Regional Expansion Capability

The ability to develop and to penetrate adjacent regions. **(Minimum 5 Outlets)**

Little Italy's PIAZZA SUPERFAST ITALIAN

CAPITAL INVESTMENT

KIOSK	
TOTAL INVESTMENT	12-13 LAKHS
AREA	150Sq.Ft.

FOOD COURT	
TOTAL INVESTMENT	15-20 LAKHS
AREA	250Sq.Ft.

HIGH STREET	
TOTAL INVESTMENT	22-16 LAKHS
AREA	500+Sq.Ft.

ROI ON INVESTMENT - 12-15 MONTHS

PROFITS - 20% - 25% Net Profits

The franchise cost for one location will be 10 lakhs

The franchise cost for 5 locations will be 5 lakhs per location

Profit and Loss

Particulars	Dine-In Monthly	Food Court Monthly	Kiosk Monthly
Food Cost	35%	35%	35%
Rentals	8%	17%	14%
Aggregator Commission	5%	5%	5%
Payment to Employee	11%	13%	14%
Misc Expenses	6%	6%	5%
Power/ Fuel/ Water	3%	4%	4%
Sales & Advertisement	5%	5%	5%
Royalty- 5%	5%	5%	5%
Nett Profit:	22%	28%	27%

The Profits Mentioned in the above table are based on the Sales of May 2022

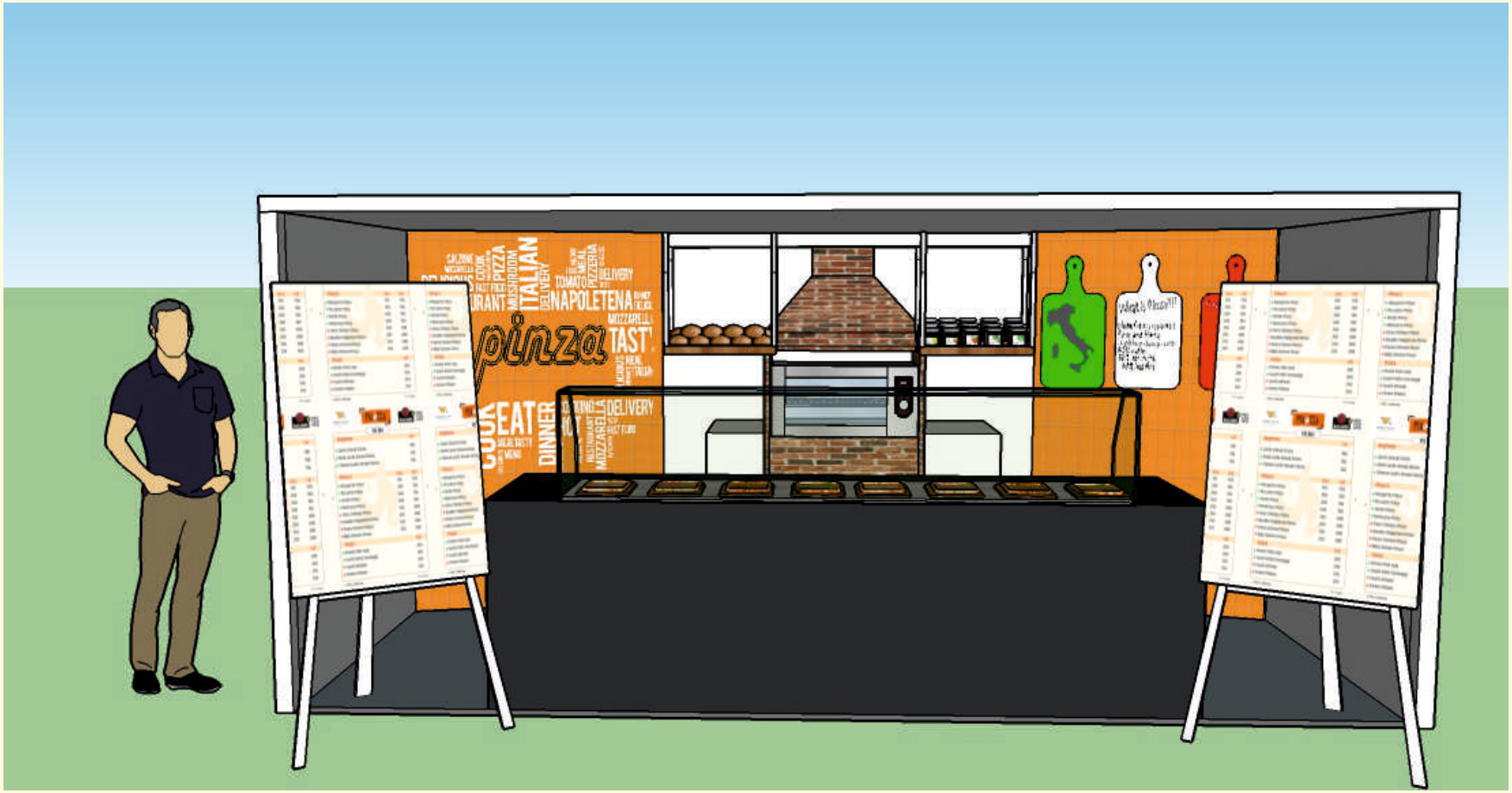
Little Italy's PIAZZA Superfast Italian

PIAZZA HIGH STREET / IN MALL WITH SEATING

PIAZZA KIOSK

PIAZZA FOOD COURT COUNTERS

OUTDOOR EVENTS



Little Italy's PIAZZA Superfast Italian

MENU FOR ALL SEASONS

Piccante Pinsa

Caprese Pinsa

Garden Pinsa

Margherita Pinsa

Mexicana Pinsa

Truffle Mushroom Pinsa

Little Italy's PIAZZA Superfast Italian

MENU FOR ALL SEASONS

BBQ Chicken Pinsa

Chicken Bolognese Pinsa

Double Pepperoni Pinsa

Fiery Chicken Pinsa

Pesto Chicken Pinsa

Meat Lovers Pinsa

Little Italy's PIAZZA SUPERFAST ITALIAN

MARKETING AND BRANDING SUPPORT

Printed Menu

Flyers

MARKETING AND BRANDING SUPPORT

SOCIAL MEDIA BRAND MANAGEMENT

MARKETING AND BRANDING SUPPORT

UNIFORM

CONTACT DETAILS

MR. RAJ MEHTA

MD – Little Italy Group of Restaurants
Contact Details:
(M): 9822559929 | (O): 020-2566 7969
Email: raj@littleitaly.in

MR. LOJO KARATHRA

CEO – Little Italy Group of Restaurants
Contact Details:
(M): 7741095000 | (O): 020-2566 7979
Email: ceo@littleitaly.in

Little Italy's PIAZZA Superfast Italian

THANK YOU