BRANDED WALI BHURJI

The Professional,
Branded & Scalable Egg Business

MENU • PACKAGING • EXPERIENCE • DIGITAL ORDERING • SCALE

Turn egg bhurji into a recognizable branded food proposition.



What is Branded Wali Bhurji?

The professional and scalable side of the AndaBhurji food platform

THE MODEL

- Egg bhurji sold as a proper branded food product.
- Structured menus, packaging and customer experience.
- Built for businesses seeking a recognizable egg-food identity.
- Positioned with digital ordering and potential multi-location scale.

THE SALES STORY

- Move from a single dish to a branded food proposition.
- Create differentiated bhurji products and combos.
- Build a consistent customer experience across formats.
- Connect the brand with the wider AndaBhurji ecosystem.

Who can join?

Branded food businesses identified by the platform

RESTAURANT & QSR

- Branded Egg Restaurants
- Egg Specialty Restaurants
- Egg Cafés
- Egg QSRs
- Branded Fast-Food Restaurants
- Quick-Service Restaurants

CHAINS & FRANCHISES

- Egg Food Chains
- Egg Franchises
- Egg Food Brands
- Restaurant Chains
- Regional Food Chains
- National Food Brands

ORGANIZED FOOD

- Café Chains
- Food Courts
- Food Halls
- Food Kiosks
- Mall Food Outlets
- Hotel Restaurants

Where can the branded model scale?

Organized food-service environments listed on the platform

HOSPITALITY

- Hotel Restaurants
- Resort Restaurants
- Airport Food Outlets
- Railway Food Outlets
- Travel Food Businesses
  - Premium Roadside Dhabas and Highway Complexes

INSTITUTIONAL

- Corporate Cafeterias
- Institutional Food Outlets
- College Cafeterias
- Food Courts
- Food Halls
  - Premium Residential Complexes
  - Government Offices and Complexes

DIGITAL FOOD

- Cloud-Kitchen Brands
- Virtual Food Brands
- Delivery-First Food Brands
- Multi-Brand Cloud Kitchens
- Franchise Food Businesses
  - Multiplexes and Theatres
  - Shopping Malls

Build a branded bhurji menu

Typical Branded Wali Bhurji products

SIGNATURE

- Signature Anda Bhurji
- Special Anda Bhurji
- Chef's Special Bhurji
- Premium Bhurji

VARIATIONS

- Butter Anda Bhurji
- Cheese Anda Bhurji
- Double Egg Bhurji
- Triple Egg Bhurji

REGIONAL

- Punjabi Bhurji
- Mumbai-Style Bhurji
- Delhi-Style Bhurji

MODERN

- Protein Bhurji
- Loaded Bhurji
- Signature Bhurji Pav
- Signature Bhurji Paratha

MEALS

- Bhurji Rice Bowl
- Bhurji Meal Combo
- Family Bhurji Combo

Why build a branded egg business?

Translate a popular dish into a repeatable food-business format

01 DIFFERENTIATION

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

02 EXPERIENCE

• Menu presentation, packaging and customer experience become part of the proposition.

03 DIGITAL ORDERING

• A structured digital-ordering proposition for the food business.

04 SCALE

• The platform positions the model for businesses with potential to scale across locations.

Branded Wali Bhurji sales journey

A practical sequence for sales and business-development teams

1 IDENTIFY

• Find a branded or scalable food business with egg offerings.

2 QUALIFY

• Understand menu, outlet format, locations and current brand model.

3 POSITION

• Show how Branded Wali Bhurji can organize the egg-food proposition.

4 CURATE

• Define signature dishes, menu structure, packaging and experience.

5 ONBOARD

• Complete applicable business and platform onboarding.

Sales pitch in 30 seconds

A ready-to-use conversation for a branded egg-food prospect

“Aap anda bhurji ko sirf dish nahi, ek proper food brand banana chahte hain?”

Branded Wali Bhurji is designed for professional food businesses seeking differentiated menus, packaging, customer experience and digital ordering, with potential to scale across locations.

“Aapke signature taste ko ek stronger branded egg-business proposition ke saath connect karte hain.”



TURN BHURJI INTO A BRAND.

BRANDED WALI BHURJI

Professional • Branded • Scalable

www.andabhurjiglobal.com

email@andabhurjiglobal.com
tapriwali@andabhurjiglobal.com
andabhurji.sales@outlook.com
AndaBhurji Global Solutions

Branded Wali Bhurji · Pricing Plans

Base subscription pricing published on The AndaBhurji Empire website

INDIA BUSINESS

INR 18,000 / year

Your own brand and domain

Fully hosted premium store

Up to 5 chefs included

Unlimited orders

Pre-ordering, quick ordering, or both

Integrated payment gateway

Basic self-delivery software when using the AndaBhurji brand

Platform fee: 3% per order

GLOBAL BUSINESS

US$3,500 / year

Your own brand and domain

Fully hosted premium store

Up to 5 chefs included

Unlimited orders

Pre-ordering, quick ordering, or both

Integrated payment gateway

Basic delivery software when using the AndaBhurji brand

Platform fee: 3% of monthly sales

Brand Partnership add-on: INR 50,000/year India | US$2,500/year Global

Taxes extra. Payment-gateway charges may apply (website indicates typically 2%·3%).

Optional Add-ons

Published add-on prices · choose only the services your outlet needs

STAFF & MENU

1 staff access: INR 10,000/year | US$500/year

3 staff accesses: INR 27,000/year | US$1,200/year

Additional product: INR 500/product | US$50/product

Additional chef: INR 10,000/year | US$100/year

Brand Partnership: INR 50,000/year | US$2,500/year

INTEGRATIONS & PROMOTIONS

Delivery partner integration: INR 25,000/year (India)

Restaurant POS integration: INR 25,000/year / 2 users

UrbanPiper integration: INR 25,000/year

Promotional offers & coupons: INR 25,000/year

Includes 2 promotional-program implementations;

additional implementations are custom-priced.

IMPORTANT PRICING NOTES

· Add-on charges are separate from the annual base plan and are optional unless required for your setup.
· Delivery partner integration is listed at INR 25,000/year for India; a Global price is not specified.
· POS, UrbanPiper and promotional-coupon add-ons are listed at INR 25,000/year each; confirm location applicability.
· Government taxes are extra. Payment gateway charges may apply (website indicates typically 2%·3%).
· Multi-store requirements and custom needs may require a separate quote.

Source: The AndaBhurji Empire · Features & Pricing / Add-ons