



**food**  
**so fresh that**  
**you'll**  
**become a fan**



# mission

- To build a gourmet D2C food brand
- Anchored in wholesomeness
- Creating oriental food crafted for the Indian palette targeting millennials and Gen Zs

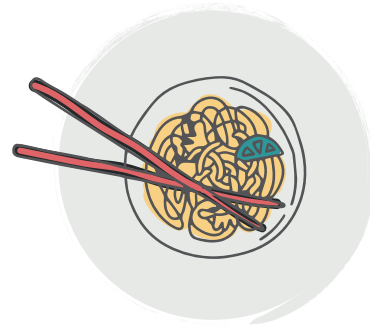


# wholesomeness is our core



## nutrition is function

Oriental food uses balanced ingredients providing adequate carbs, proteins and fibres that are high in nutritional value



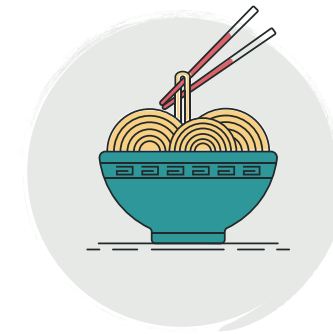
## quality food is the basis of life

We believe in this, and it reflects in the quality of our ingredients and the hygiene of our kitchens



## taste is form

The Indian palette is beautifully unique. We understand it and it shows in our food



## presentation shapes reality

As delicious as our food is, we work hard at presenting it authentically

# how it all started?

3 childhood friends who are serial entrepreneurs had an inspiration to build a brand. Being foodies and affluent, they narrowed their interest to gourmet food.

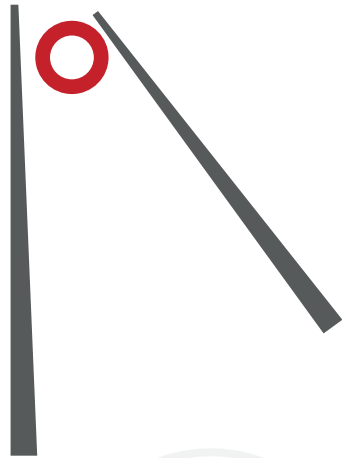
As they looked around, they saw a huge need gap with oriental food – either it was available in the fine dining format, or at the street level. There was nothing in the middle. And that was the inspiration to start Oriental Mom.

Now, a core team of 10 looking to scale Oriental Mom



# oriental mom flywheel

Oriental Food Crafted  
for the Indian Palette



# wholesomeness manifested

- ✓ Freshly made hand pulled noodles
- ✓ Authentic sauces made from scratch with best ingredients
- ✓ Triple washed vegetables
- ✓ Antibiotic free poultry
- ✓ Authentic house recipes
- ✓ In-house integrated tech enabled cold chain
- ✓ Best in class rated hygiene
- ✓ Brand identity through innovative and sustainable packaging



**oriental mom  
bestsellers**

# Korean Fried Chicken

Immensely popular Korean fried chicken comes with a fried crust and chewy inside. After frying, the chicken is usually hand-painted with sweet and spicy sauce using a brush in order to evenly coat the chicken with a thin layer.



**oriental mom  
bestsellers**

# Spicy Garlic Noodles

Made from our signature in-house  
dough, These melt-in-your-mouth  
noodles are bold, perfectly spicy  
and flavourful



**oriental mom  
bestsellers**

# Pad Thai

Pad Thai is a Thai noodle stir fry with a sweet-savoury-sour OM in-house sauce scattered with crushed peanuts. It's made with thin, flat rice noodles, and almost always has bean sprouts, garlic chives, scrambled egg, firm tofu and a protein – the most popular being chicken



**oriental mom  
bestsellers**

# Original Juicy Chicken Dimsums

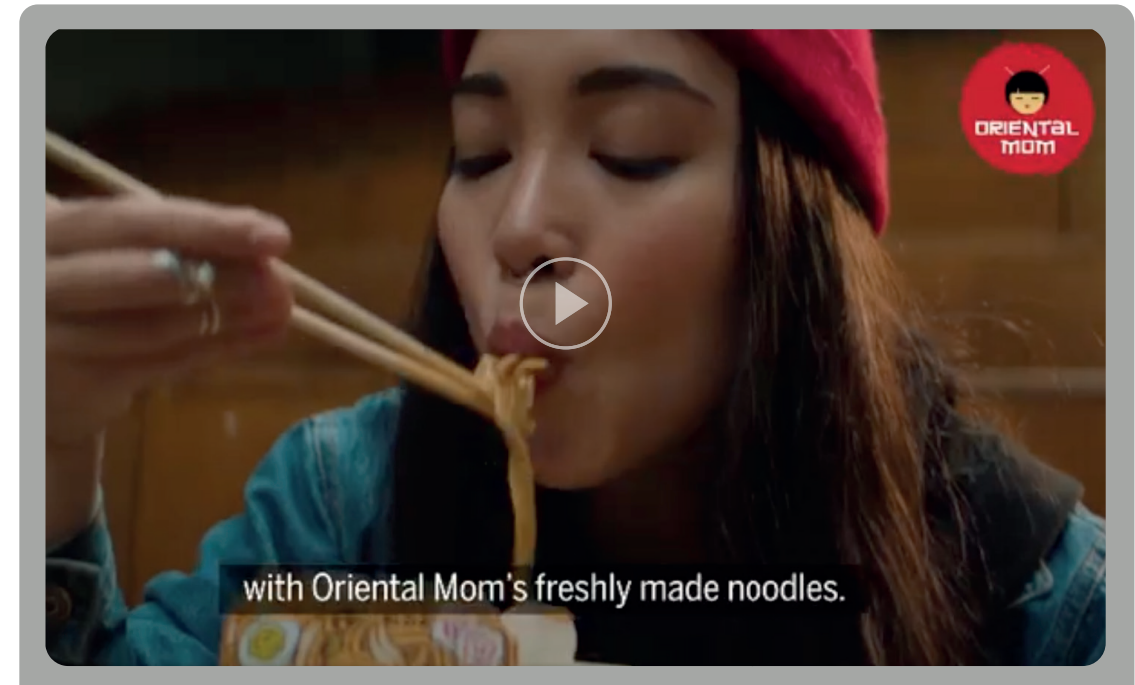
With very thin rice wrapper, the Original juicy chicken Dimsum is a classic. Dip into OM signature sauces and see the flavours bursting in your mouth.



**building brand identity  
through innovation**

# Unique Hand-Pulled Noodles

Social media campaign



<https://www.youtube.com/watch?v=6ltDqNOAjsM>



building brand identity  
through innovation

# Award winning Eat Safe philosophy

Won Economic Times  
Brand Equity Award for  
Best Hotel and Restaurant Campaign  
2020



building brand identity  
through innovation

# Immersive Imagery Platforms

Commerce - Amazon/ Flipkart



Oriental Mom presents the flavour family  
SCHEZWAN sauce with cherry peppers | 100%  
hand made with premium ingredients | Cook  
with ease, dip, or just lick it | No artificial  
flavour/colour | 320 gm

Brand: Oriental Mom

★★★★★ 7 ratings

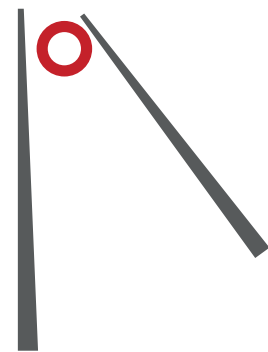
Price: ₹115.18 excl. GST

₹129.00 (₹129.00 / count) incl. GST

Inclusive of all taxes

building brand identity  
through innovation

# Unique and Sustainable Packaging



Better  
experience  
at home


customers  
and partners  
love us


# Customer Speak

 **robeen.chopra** Much Better food than hyatt chinese kitchen. I wasted money on that membership. Not less than any five star level chinese.  
4w 2 likes Reply


 **akhilchowdhry12** Love your food! ❤️  
4w 2 likes Reply

 **orientalmom.in**  
@akhilchowdhry12 thank you so much! Do try our meal bowls for a filling, delicious Gourment tastebud adventure 🤤🍜  
4w Reply

 **kausmet** Lovely food  
4w 1 like Reply

 **World Orgs**  
[Faded text]


 **World Orgs**  
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 **World Orgs**  
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 **World Orgs**

 All organizations  All cities

**Comments**

 **Review N°1**  
I got my food delivered today . Properly packed and well cookedWe ordered1. Chicken dimsums2. Spring rolls3. NoodlesEverything this was tasty. Service was very good.Will definitely order again .  
☆☆☆☆☆

 **Review N°2**  
I just came through this outlet, and orderedAssorted vegetables, which were tasty and healthy at the same time.Asian greens veg andThai spicy tofu with crisp garlic. All the dishes tasted fresh and the quantity was great too. Loved it.  
☆☆☆☆☆

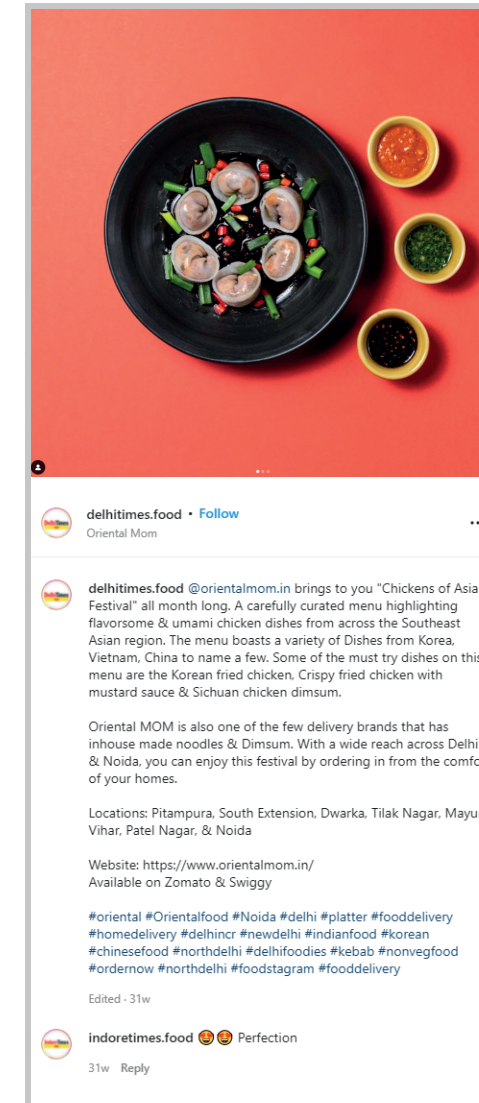
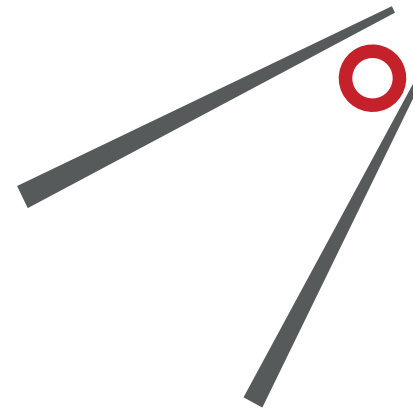
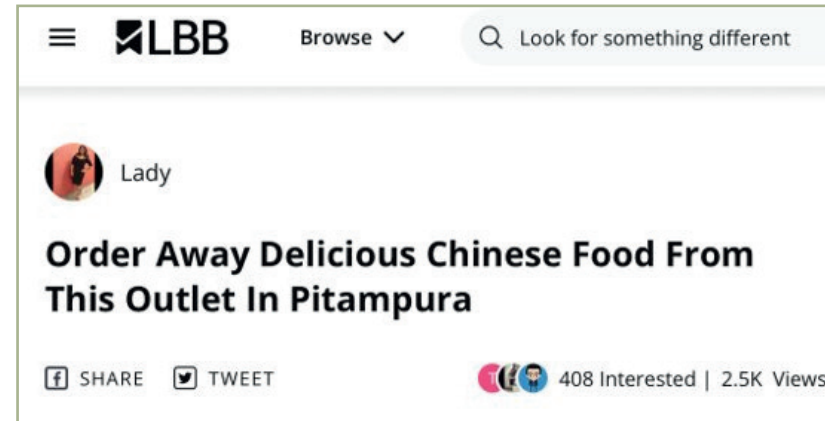


 **World Orgs**  
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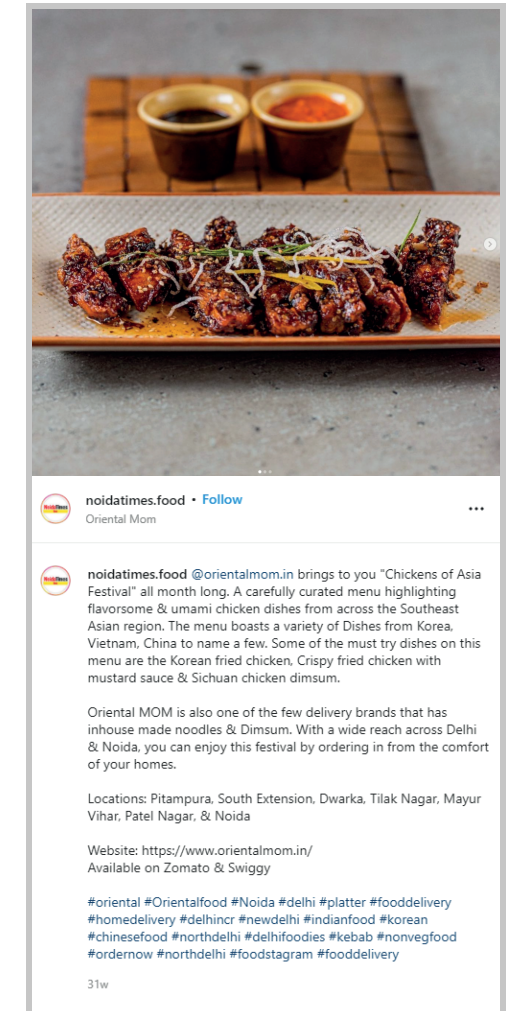
customers  
and partners  
love us

# Media & Awards

Won Economic Times  
Brand Equity Award for  
Best Hotel and Restaurant Campaign  
2020



Delhi Times  
Digital



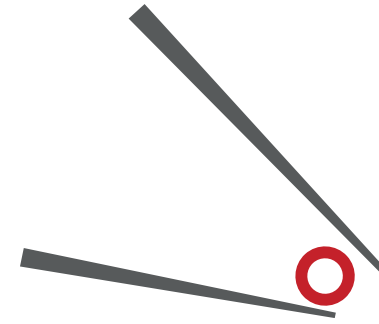
Noida Times  
Digital


...as do our  
partners

# Delivery Partners

Rated as part of  
“The best in Delhi-NCR”  
by Zomato in 2019

Mentioned in Hall of Fame -  
Top restaurants  
of the year 2019  
by Swiggy



 We are proud to share our  
**FOOD HYGIENE  
RATING**

**Oriental Mom,** Pitampura

**EXCELLENT  
HYGIENE  
RATED  
KITCHENS**

VALID UNTIL: 9 Jan 2020 | AUDITED BY EQUINOX LABS

AN INITIATIVE BY  
**zomato**  
the only food app you'll ever need

**zomato**

Best in Delhi NCR  
category

  
SWIGGY

**HALL OF FAME  
2019**

**TOP RESTAURANTS  
OF THE YEAR**

# ambitious & committed core team



## Ashok Goel

With 30 years of experience in consumer advertising and retailing, Ashok brings rich insights on consumer psychograph. Started his career in JWT and helped Nestle launch Maggi in India. He now heads Luxury watch retailing division that owns TAG Heuer and Hublot distribution in India.



## Pawan Chohan

With 25 years of experience in sales and marketing, Pawan is a digital marketer who understands and jockey complex customer digital journeys. He heads the Advertising agency and help Microsoft(s) of the world in outreach.



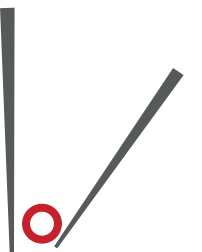
## Surender Keswani

With 20 years experience of operations go-to-man, his deft hands can streamline any project tasked with. He now heads the Glue brandWorks and responsible for expansion and profitability of Oriental Mom and allied brands.



## Rishab Gulshan

Ex-Head of strategy & digital growth + part of the Board at the Times of India group. Previously, was MD & Partner at The Boston Consulting group. Set up the BCG “Green Shoots” accelerator for Startups.



# capable and engaged ops team



## Vishal Kharel

Brand Chef, Oriental Mom

With 20+ years of experience and being the name behind establishing major Chinese food brands across Delhi-NCR, Vishal has a penchant for creating new dishes and experimenting with the regular palate.



## Mim Kumar

Senior Manager, operations

Handles Staff Recruitment and Training, Employee Productivity on a mission mode. Overall responsible for meeting food preparation time and quality benchmarks. Has 15 years of experience in food industry. His last assignment was in Bercos



## Amit Kumar

Manager – Procurement & Supplies

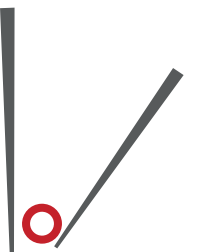
Source and Supply efficiently and effectively as per the defined KPIs. Has 10 years of experience in food industry



## Sumit Mehta

Comm Specialist

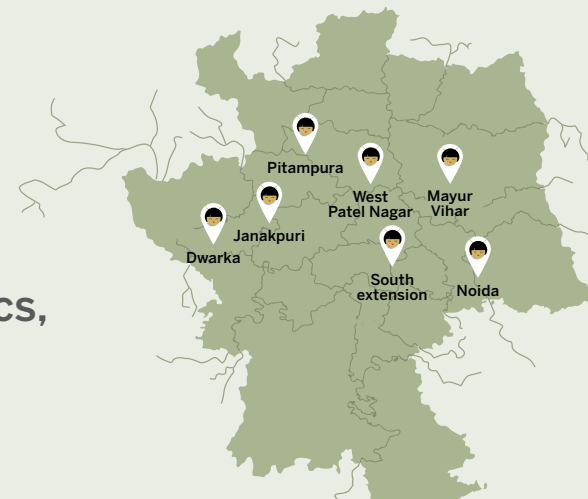
Brand custodian and Social Media Manager with an eye to make the brand distinct in the market



# scaling up orientalmom

## phase 1

07 Cloud Kitchens,  
8000+ orders/month,  
monthly GMV- INR 50 + lacs,  
Repeat Users > 50%



80-90 Cloud Kitchens  
by FY 27

## phase 2

### Packaged Foods

Quick Cook Sauces (Launched)  
RTEs (In pipeline)  
Frozen Momos  
Frozen Spring Rolls  
Frozen Chicken Popcorns



### QSR

Small format urbanest



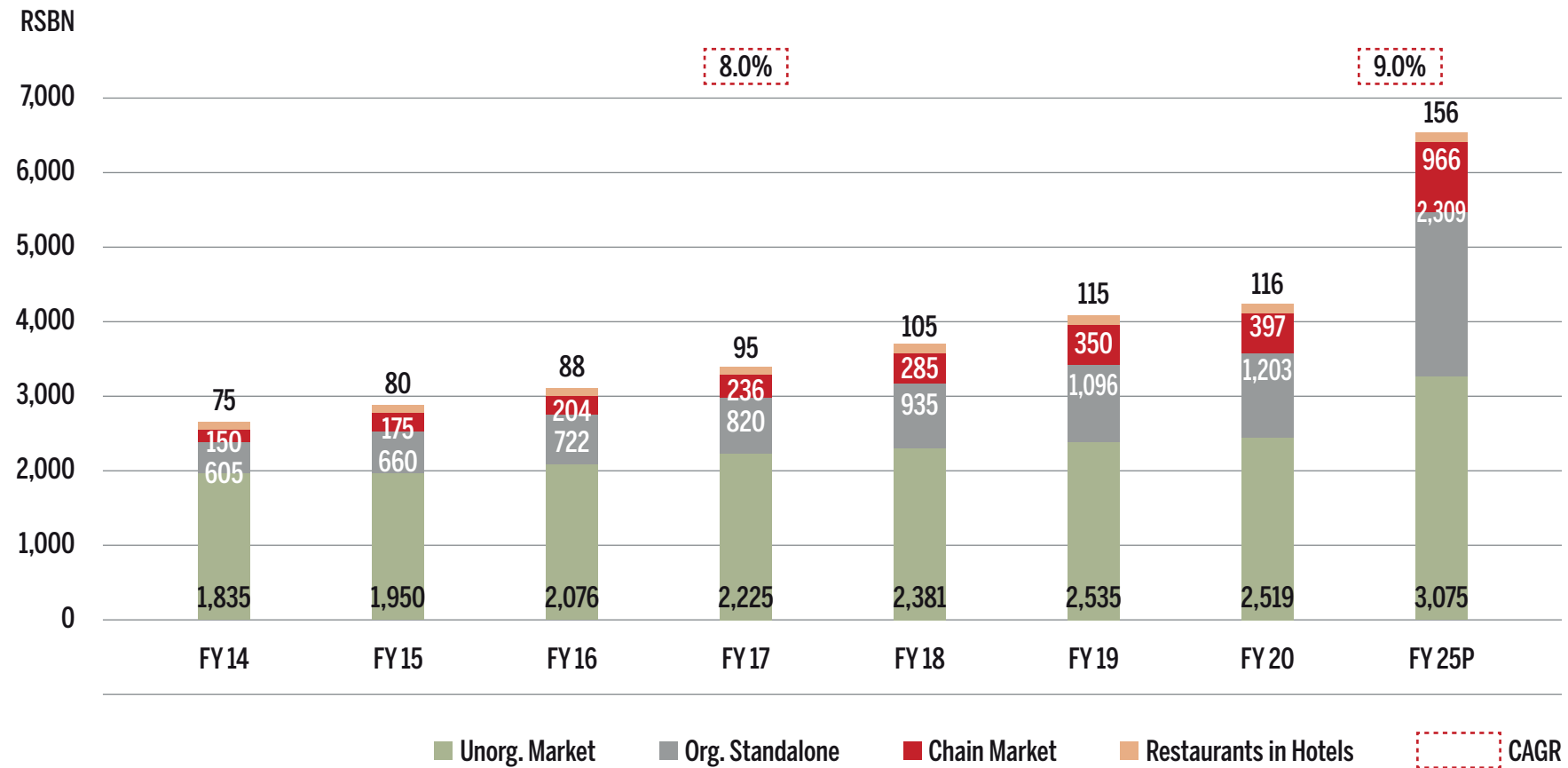
100-110 QSR outlets  
by FY27

## phase 3



Portfolio &  
Channel Expansion

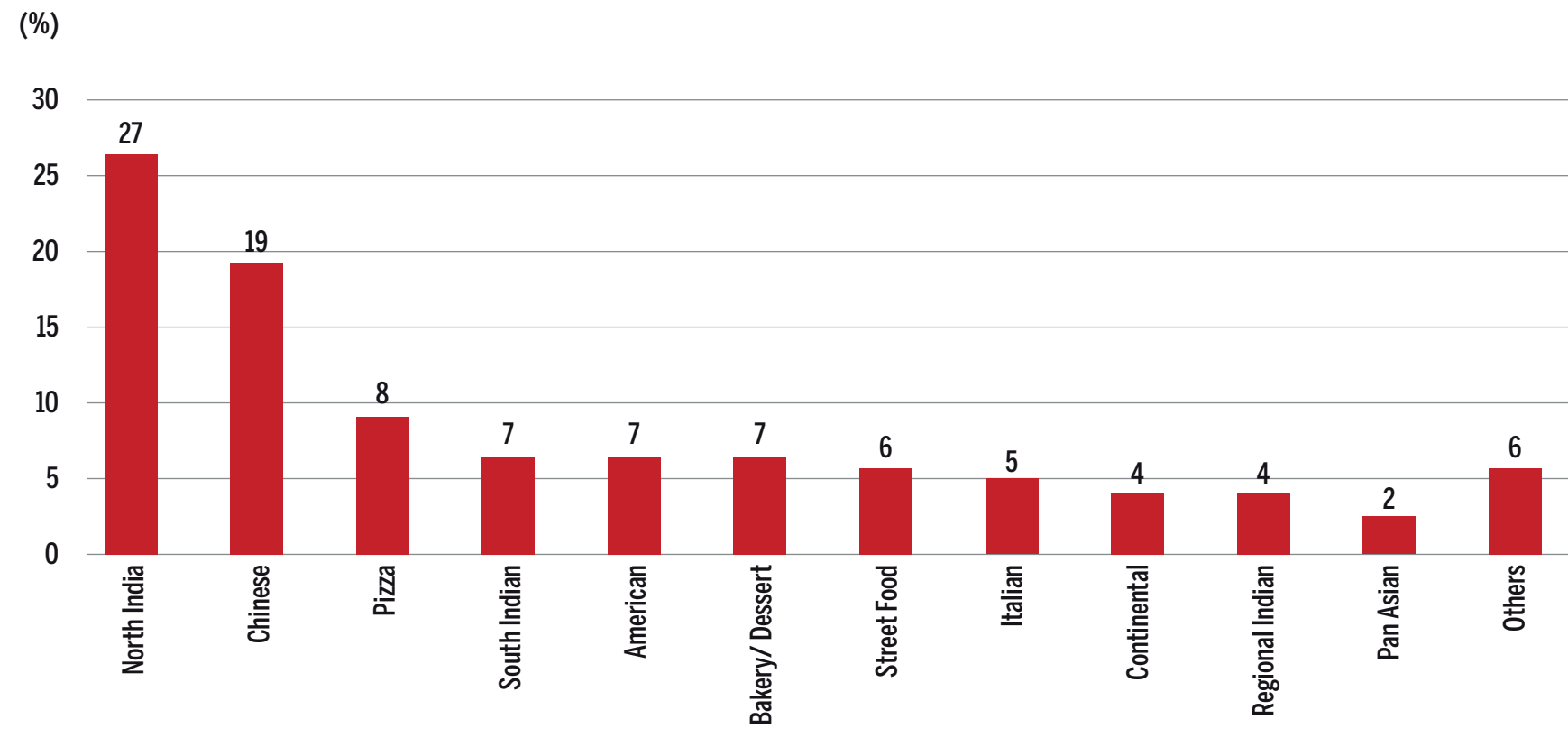
# India's food services industry, which has grown by 8% over the past six years, is expected to grow at a higher rate by 9% over FY20-25P



Source: Technopak, Nirmal Bang Institutional Equities Research

# Chinese second-largest consumed food in India

Estimated at around 20 per cent of the Rs 3.7-trillion domestic food service market. For the overall food services industry, the Indian cuisine has the highest share followed by the Chinese cuisine

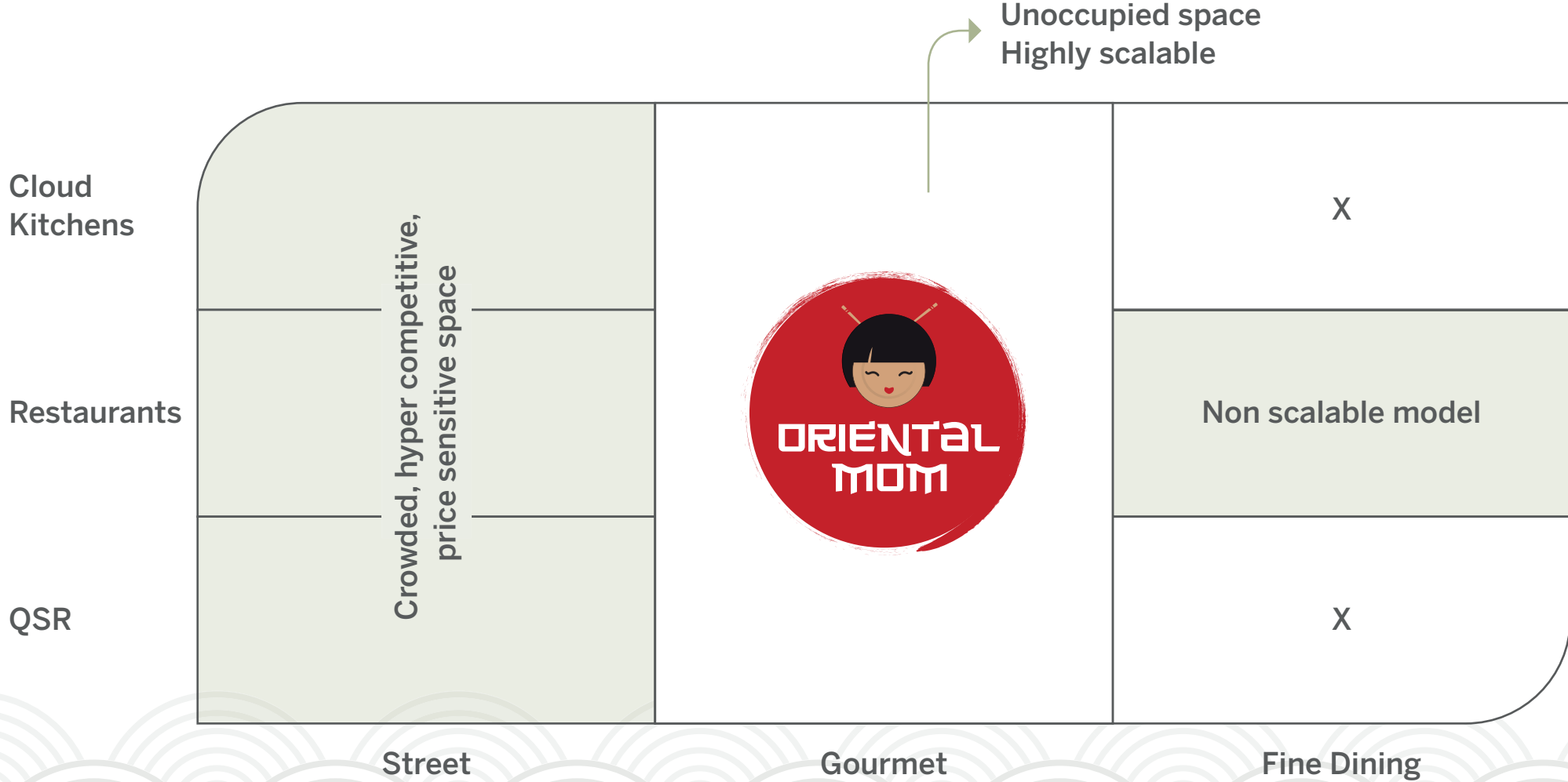


Source: Technopak, Nirmal Bang Institutional Equities Research

Condé Nast  
**Traveler**  
FOOD & DRINK

How Indian Chinese Food Became  
India's Favorite Cuisine

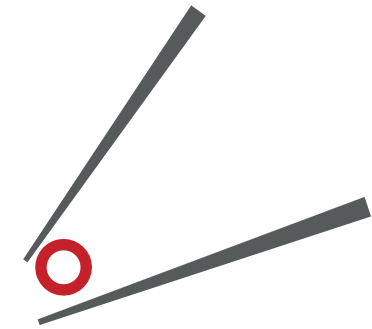
# we stand out in a large & crowded space



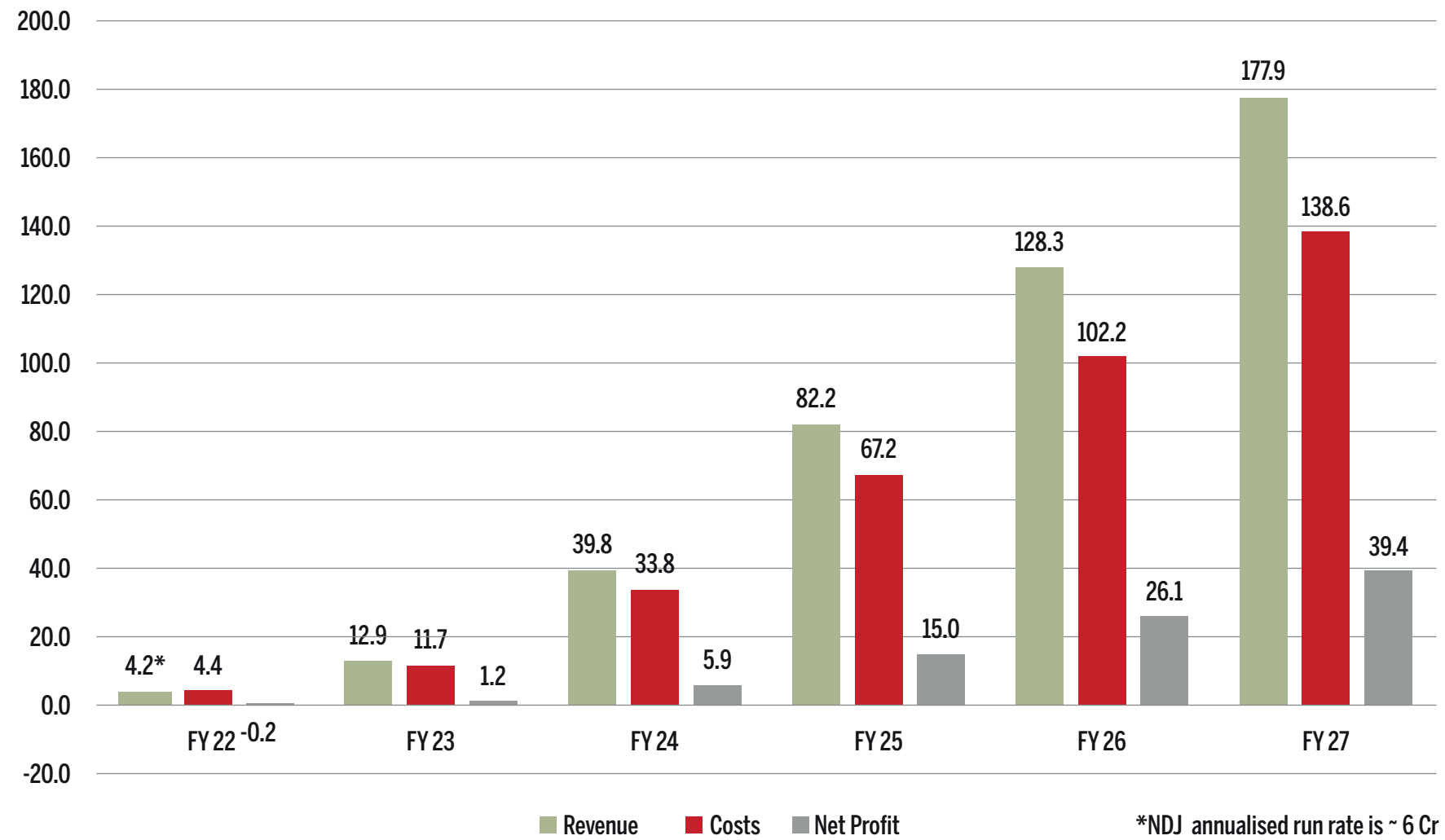
# sky is the limit

	2021	2028
Consumption spend in India	2T	4T
Share of F&B	1%	1.5%
Our core TG's share	20%	25%
Premium segment	25%	35%
<b>Addressable market</b>	<b>1B</b>	<b>5B</b>

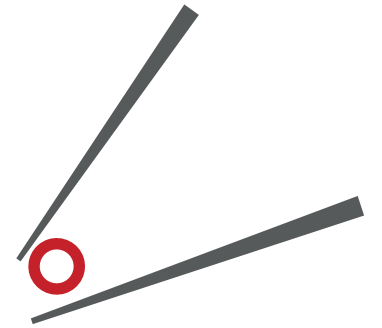
(USD)



# projections



# capital ask



Capex		8 Cr
	CLOUD KITCHEN	2.5 Cr
	QSR	5.5 Cr
Team		4.5 Cr
Marketing		3.5 Cr
<b>Total</b>		<b>16 Cr</b>



let's meet  
over an  
oriental mom  
meal

