

**The..**  
**DÖNER**  
**STATION**

# Executive Summary

**Introduction:** Welcome to The Döner Station, where we specialize in delicious Döner Wraps/Shawarma, Döners, and paninis! Our menu features a variety of fresh and flavorful options that are perfect for a quick and satisfying meal on the go.

Whether you're in the mood for a classic chicken wrap, a savory Döner kebab, or a hot and melty panini, we've got you covered. We use only the freshest ingredients and the highest-quality meats to ensure every bite is flavorful.

At our restaurant, we pride ourselves on providing fast and friendly service, so you can get in, grab your meal, and be on your way in no time. And with our convenient location and affordable prices, we're the perfect choice for a quick lunch or dinner any day of the week.

**Vision:** Our vision is to be the go-to destination for delicious, high-quality Döner Wraps/Shawarma, Döner kebabs, and paninis that are both convenient and affordable. We strive to create a welcoming atmosphere where customers can enjoy a quick and satisfying meal on the go, without sacrificing taste or quality.

**Values:** Its 5 core values are: Transparency, Community, Quality, Hospitality & Consistency

**Mission:** Our mission is to provide our customers with fresh, flavorful, and affordable food that they can feel good about eating. We are committed to using only the highest-quality ingredients and preparing each dish with care and attention to detail. We believe that fast food doesn't have to be unhealthy or bland, and we are dedicated to proving that every day.

**Our Support Network:** We have invested heavily in backend systems and have state-of-the-art training, product development, advertising, purchasing cooperatives, and much more!

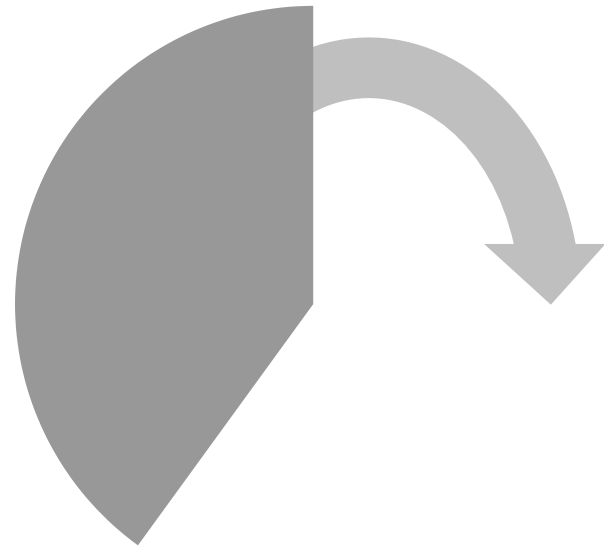
# Milestones

**Extensive Growth:** As part of our growth strategy, we are looking for opportunities to open new locations in high-traffic areas, such as shopping malls, airports, or tech parks. This will help us reach new customers and increase brand awareness.

After our first cloud kitchen launch in Koramangala, we are en route to launching 3 more outlets in Bengaluru at Marathahalli, Bhartiya City, and Embassy Tech Village, Bellandhur.

We are not only focusing on Metro cities but are actually looking forward to expanding heavily in Non-Metro cities, such as Dehradun, Chandigarh, Indore, Jaipur, etc. This will help us tap into relatively new but high-potential markets

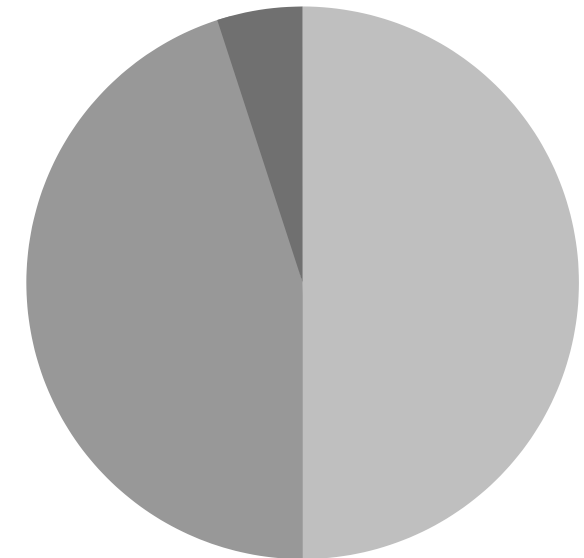
# QSR & Consumption



As per Euromonitor Survey, 6 out of 10 millennials choose QSR as their favorite TO GO Food.

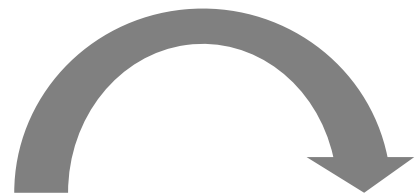


As per statistics published in research from 2000, the estimated domestic consumption of QSR in India has increased manifolds.

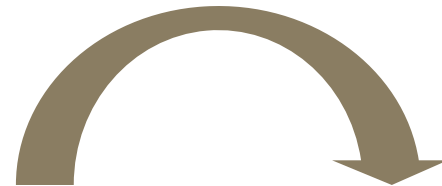


At least 50% of millennials prefer the QSR brand in India.

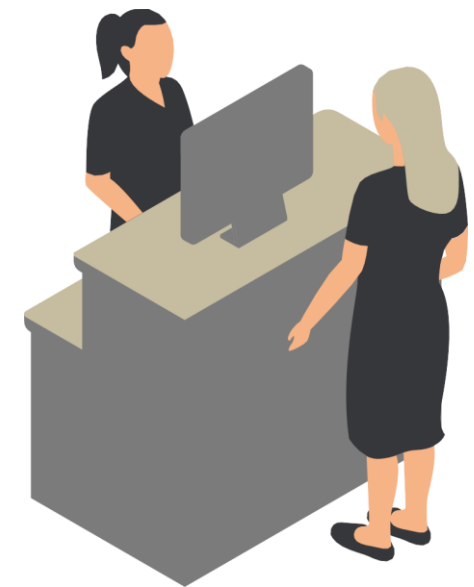
# Market Validation



20 upcoming ones

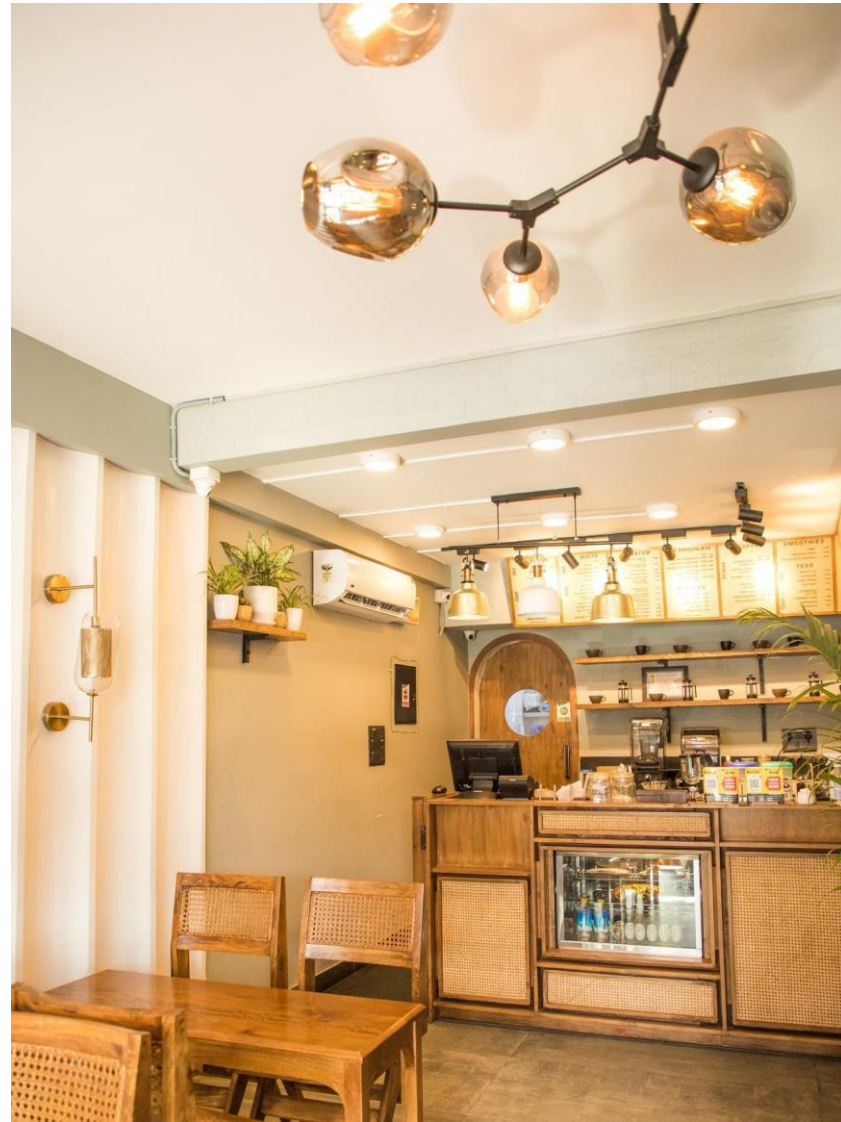


Sold over 4 Lacs  
Customers since 2021



65% Repeat Customers Our  
signature Wraps "Classic", and  
"Molasses" are public favorites.

# Aspirational Ambiance



# Why Choose Us.?

We source our Meat from FSSAI Compliant suppliers which are completely steroid free.

Quality! They do not sell anything they wouldn't buy for themselves.

Almost 80% of our products are assembled with in-house products with complete control of the product & Quality.

**GET IN TOUCH WITH US**

**Mobile: 9845349510**

(Mr. Saurav Sharma)