

Goli

Vada Pav No 1



Hum Hindustani...

- ... Colgate...
- ... Gillette...
- ... Lux...
- ... Bata...
- ... Ray ban sunglass...
- ... Cross pen...
- ... Hyundai...
- ... Nokia...
- ... Compaq laptop



Ethnic food

- Kellogg's story...
- Ethnic food opportunity...
 - 100 crores population...
 - Target 50 crores...
 - 500 crores opportunity...
 - 5000 crores opportunity...



Why Vada Pav...

- **Fast food...**
- **Finger food...**
- **Mobile food...**





Goli Vada Pav... a standardized product



Old Central Kitchen – Manual... but sop driven



Our logistics then... sop driven



First store – Kalyan



- First store opened in February 2004



Our first few stores... run thru sop



Can vada pav become like burger...



Our challenges

- Wastages...
- Pilferages...
- Standardization...
- Price fluctuation...
- Chef based operations...



Our experiments... technology

- Ultra violet rays...
- Nitrogen gas chambers...
- Blast chill refrigeration...



Theccha sent to VISTA from Goli Kitchen

Goli vada's processes...

Besan purchasing

Storing

Mixing with water and Soda as per recipe

Besan batter ready

Potato Washing

Potato peeling

Potato dicing

Blanching at 100 deg Celsius

Potato sorting

Potato smashing

Adding Theccha to Potato

Mixing

Weighing

Packing in plastic Bags (22 each)

Counting

Sorting

Blast freezing at -18 Degree Celsius for 60 mins

Parfrying for 30 secs

Dipping in Besan batter

Patty making

Metal Detector

Packing in cartons (12pkts each)

Weighing

Sealing

Storing at -18 degree Celsius in cold room

In Refer van

Goli Kitchen (Cold room)

In Refer van

Goli Stores



Tracking vada's

Batch No:
Mfg Date:
Exp Date:



Frozen logistics...



Goli reaches stores in Nashik.....



Goli reaches to Aurangabad



Goli... Nagar



Bangalore -- Jayanagar



Bangalore

Gandhibazaar



VV Puram



Bangalore

Banarghatta



Mathikere



Goli is now in 15 cities.... 100 stores in 18 months

Maharashtra

- Nashik
- Aurangabad
- Jalna
- Nanded
- Dhulia
- Jalgaon
- Ahmednagar
- Latur
- Beed
- Jalna
- Parbhani
- Nagpur

Outside Maharashtra

- Bangalore
- Coimbatore
- Chennai



Equipment standardized...



Frying made standardized....



Regular Vada Pav



Schezwan Vadapav



Cheese Vadapav



Mix veg Vadapav



Tikki Vadapav



Makkai Palak Vadapav



Sabudana Vada



Is this the real difference...



Standardization...

- Material
- Machinery

- Methods
- Manpower & Training
- Marketing



Sales Analytics...

Concerns collections

- Vada
- Pav
- Chutney
- Oil
- Frying Equipment
- Packaging Material
- Store Cleanliness
- Boys's personal hygiene
- Sales Counter behaviour



Some GOLI words....

- Five WHY....
- Five W & one H
- What
- Who
- When
- Where
- How
- First aid root cause



A new horizon.....



Tata's... Infosys... Goli...



Meet the **Vada-Pav** Man



Winning Edge: How did this move from finance to fast food happen?

S.Venkatesh: Fast food has always been my fancy. Finance was really a stopgap arrangement. Business is all about rewriting rules and I wanted to do that for the vada pav - make it go across boundaries, packaged in style. Like Warren Buffet said that every personal need is usually satisfied by branded products - all personal investments are about brands. To me the vada pav is the most popular fast food in Maharashtra, and I still crave to eat it without doubting the hygiene aspect. So this is my chosen product and the geographical spread is still to find its limits.

WE: So how has the journey been...the branding and packaging of an unconventional product?

SV: The opportunity is immense. We chose vada pav because it is an ethnic fast food - you can serve 50 pieces in 5 minutes, it is a finger food having universal appeal and is mobile - anywhere, anytime. Anything between buns sells - be it McDonald's burgers or Subway sandwiches, and vada pav is no different. Except in that the taste is ethnic. In the initial period, the focus was totally on the backend of the business - R&D, quality, starch/water content of potatoes, technology ne-

tes, etc. Today, the focus has shifted to marketing and increasing our geographical spread. The journey so far has been eventful, exciting and now very rewarding.

WE: Who comprises the think tank of Gol vada pav?

SV: Shrinis Manon and I have been together since we conceived the project. We have a strong core team of 10 members. If we include our franchisee network, our total staff strength would be approximately 250. We

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have experts who monitor quality, logistics, training and now promotion. We train the manpower (at the Gol Center) before they become qualified franchisees. Our aim is to empower the common man, so anyone with a little drive and initiative can become our franchisee. It is our attempt at wealth creation for them.



THE TIMES OF INDIA

PRICE RS 4, INCLUSIVE OF COMPLIMENTARY COPY OF MUMBAI MIRROR OR THE ECONOMIC TIMES OR MAHARASHTRA TIMES WORTH RS 2

THE TIMES OF INDIA, MUMBAI *
THURSDAY, FEBRUARY 8, 2007

Mumbai's vada pav set to get American touch

S Balakrishnan | TNN

Mumbai: It had to happen one day. Now, 'vada pav', which is synonymous with Mumbai, will be made with American technology. But the manufacturers, who don't want to court trouble even before their plans get underway, are assuring that the local flavour will be retained.

Balaji Cuisine Services Pvt Ltd., which runs a chain of 18 vada pav outlets from Lower Parel to Ambernath, has tied up with Vista Processed Food Pvt Ltd, a subsidiary of the US-based OSI Inc, to make 'vada pavs'. OSI makes burgers for the McDonald chain worldwide.

Said S Venkatesh (40), the CRO of Balaji Cuisine, "At present we make the 'vadas' at our 4,000-sq-ft central kitchen in Dombivli and supply them to our franchisees. In three years we have had a turnover of Rs 6 crore, and today we cater to 18,000 customers daily.

So far we have sold over one



GOING GLOBAL

crore vada pavs which involved a consumption of six lakh kg potatoes." The 'vada pav' is sold at Rs 5 each now, but when it is made through the American process it will be priced at Rs 6.

The firm's chief financial officer Shivadas Menon said, "Because of the growing demand for our product, which goes under the brand name Goli, we decided to tie up with Vista which has a state-of-art kitchen at Talaja." "We will be

manufacturing the paste, containing 18 ingredients, in poly-packs and supplying them to Vista which will make the 'vadas' for us at their zero-bacteria world-class food factory. The recipe will be a secret. Each 'vada' will pass through an X-ray and, in the remote possibility of it containing any foreign matter, it will be automatically tilted out of the conveyor belt. Since the Talaja plant meets with US health laws, for the first time in India people will get to eat vadas which meet American hygiene standards. We have also engaged noted quality control and kaizen expert Shyam Talawadekar to advise us." Entrepreneurs from the US and the Gulf have already approached Balaji Cuisine to start franchisee outlets, but the company is more keen on starting a national chain before going global. It is also planning to make samosas and bhajias using American technology and conforming to US health standards.

Photo: S. Venkatesh/TNN

Goli



I ESI TADKA

ETHNIC FAST-FOOD CHAINS ACROSS THE COUNTRY ARE TAKING ON THE MCDONALD'S, PIZZA HUTS AND KFCs

Moulik Vyas
MUMBAI

MULTINATIONAL fast-food restaurants may have taken over most shopping malls and food markets, but don't be surprised to find a different category that serves its own niche neighbourhoods: ethnic fast-food chains. These chains sell traditional items such as vada pav, kathi rolls, kathi and tikka.

Taking on the McDonald's, Pizza Huts and KFCs in the marketplace across the country is a bunch of ethnic fast-food chains such as Jumbo King and Goli Vada Pav of Mumbai, Kanti Zone of Bangalore, Ashraffal Khatli and Honesi Pav Bhaji of Ahmedabad.

Initial success of these chains, most of which now have multi-city operations through the franchise model, has already attracted venture capitalists and industrialists into this fledgling market.

Helping these companies challenge western rivals are value-for-money offerings and quick service, which is crucial in cities where professionals can have a quick bite between meetings. And, most importantly, their appeal to the traditional taste palates of Indians that explain the big crowd around their roadside vendors, who add samosa, vada or many bhaji that come any day, match the rush at a Big Mac outlet.

"These restaurants are not big ticket like their foreign counterparts, yet they are quickly becoming part of day-to-day life of urban India," says Pratikratan Mohini, partner, risk advisory services, at PricewaterhouseCoopers. "Ethnic restaurant chains are attracting lots of investors since they can be expanded quickly and also investor can get an exit if they so wish," he added.

Also, a younger and richer India is fueling rapid growth in the eating-out segment with more than 28% of the country's population eating out two times every month, according to a recent Technomic report.

Venture capitalists Azeem Insha, Deepak Inves-

ments and Hellen Ventures Partners Aji Ashish Gupta have already invested in Kanti Zone that sells desi food like Aloo Amritsari, Tava Paneer, and Chicken Tikka rolls for Rs. 25-65.

"Indian people can have western food occasionally, but it's unworkable for someone to have it on daily basis," says Pratik Gupta, CEO of East West Bhojya Foods that covers Kanti Zone.

Kanti Zone has 13 outlets in Bangalore and one in Mumbai airport. It plans to expand operations in Mumbai and cities Chennai, Hyderabad and Pune this year. "We are targeting about 100 outlets in five cities and for that we are actively in talks with more venture capitalists for our next round of funding for expansion," says Mr Gupta.

One of the new players looking to enter the ethnic fast food market is Mumbai-based Vaidhyan Group. The real estate company is planning to invest Rs 30 crore to set up a chain of eateries serving ethnic food.

"We are seeing lots of opportunity in this segment since there are very few organized players in it. If you take care of issues like consistency in taste and hygiene, we see it as a high margin business due to increased disposable income," says Nagesh Vaidhyan, MD of the group.

The company is planning to open 50 outlets in Mumbai before expanding to other parts of the country. The restaurants will sell these different cuisines — desi, north, south Indian, Bhojani and Marathi/Goan.

So, how come these domestic players missed out on the first round of fast-food chain expansion when the Pizza Huts and Goli Coffee Days stormed into every local markets in cities and towns around the country? For one, the ethnic food vendors were too small and had no marketing skills. Also, they had countless competitors and were from the world of local vendors, not from businesses as well.

The success of western chains, particularly in big cities, revealed failure modes: clunky big ap-

petites for hygienic fast food that offered quality service and faster delivery, encouraging eateries, giving ethnic food entrepreneurs to overcome and expand.

One such firm is Mumbai's Goli Vada Pav, which introduced innovative items such as Schezwan Vada Pav, 'Schezwan Vada Pav' and 'Batak Makh Tikki'.

Currently Goli Vada Pav has 60 outlets in Ahmedabad, Pune, Thane, Jalgaon, Nashik, Anand and Dhule. "We are planning to open more outlets in Shikharji region before going to other cities such as Bangalore, Hyderabad, Chennai, Delhi and Bhopal," says R Venkatesh, MD of Goli Vada Pav.

The chain, which follows a franchise model, plans to add 100 outlets in the next three years.

Ahmedabad-based Ashraffal Khatli and her cousin offers both in 40 branches including traditional 'Mava-Mahal' and in-house developed 'Aloo Dilgiri'.

"The expectations for new ventures has gone up, yet people prefer traditional items on regular bases," says Sushil Gupta, director of Ashraffal Khatli that organizes corporate lunches for Reliance and Nirma.

The firm, established by Sushil's father Ashraffal Gupta in 1976, has four branches in Ahmedabad and one each in Surat and Gandhinagar. It plans to open 27 more outlets in places like Baroda, Bhopal, Dibrugar and Indore in the next three years.

According to a Technopak 2009 report, India's food service industry stood at \$ 1.3 billion (approximate Rs 60,000 crore) in 2007 with organised food service valued at \$ 2 billion (Rs 9,200 crore). And within the organised food service, growing at an annual rate of 30%, quick service restaurants (QSRs) are the fastest growing.

Clearly, the country is hungry for more Jumbo Kings and Kanti Zones.

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Vada pav... chai... Mumbai...

