

WHY CHOOSE US?



NO ROYALTY
(FOR OFFERED DURATION ONLY)



VIRAL CONCEPT



LOW INVESTMENT HIGH MARGIN



FIRST HYBRID CAFE BRAND WITH 4 WORLD RECORDS

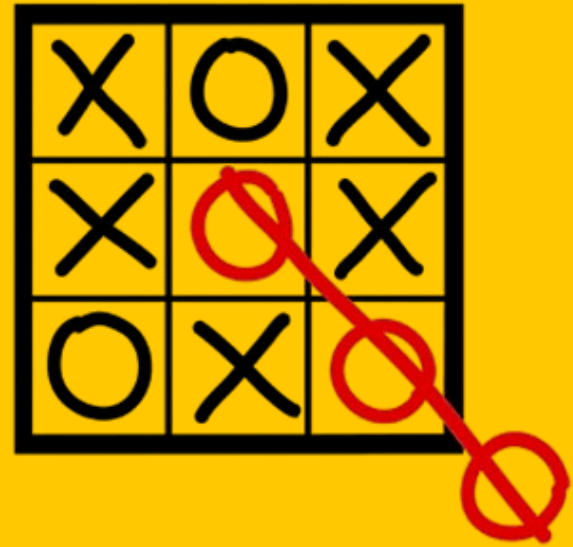


TALKING RECIPE GADGET CONCEPT (CHEFLESS)



INTERNATIONAL TRADEMARKED BRAND
(USA, UK, AUSTRALIA, CANADA, INDIA)

THINK OUTSIDE THE BOX



WHY CHOOSE US?



POCKET FRIENDLY MENU



HIGH QUALITY & TRENDING MENU



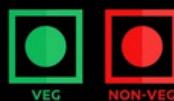
100% ELECTRIC CONCEPT



MOST UNIQUE CAFE CONCEPT OF WORLD



FULL BRAND SUPPORT



PURE VEG & NON VEG MENU OPTION AVAILABLE

Think **DIFFERENTLY!**



RECORD HOLDER

GUINNESS WORLD RECORDS

CERTIFICATE
The largest modified potato chip (French Fry) is 11 kg (24,250 lb) achieved by Chandresh Rayad (India) in Gujarat, India, on 7 October 2018.

CERTIFICATE
The largest serving of chips (French Fry) weighs 658 kg (1,452.85 lb) achieved at an event organized by Chandresh Rayad (India) in Gujarat, India, on 27 September 2018.

2 GUINNESS WORLD RECORD HOLDER

3 RD & 4TH WORLD RECORDS

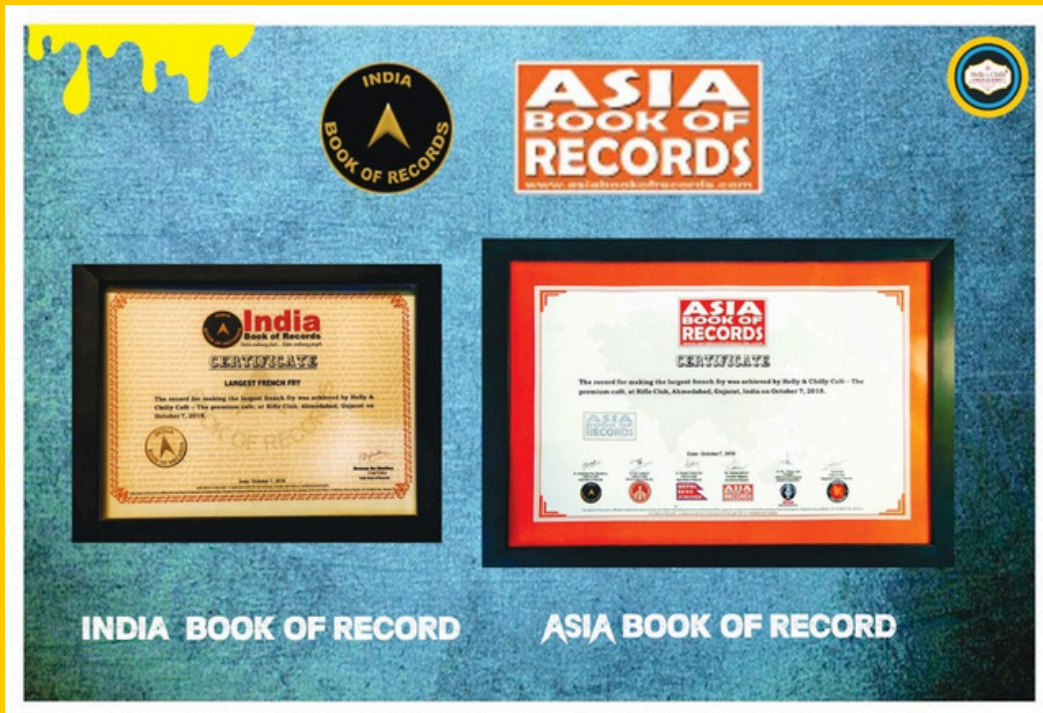
WORLD TALENT ORGANIZATION

CERTIFICATE
LARGEST BURGER WITH NAME IMPRINTED
The title is achieved by Helly and Chilly (Canada, Vancouver, British Columbia, Canada) for the largest burger with a name imprinting served at an event organized on 6 July 2018 in Vancouver, British Columbia, Canada. The burger weighed 20 kg (44 lb) and had a diameter of 100 cm (39 in). The name "Helly and Chilly" was imprinted on the top bun in a unique font.

CERTIFICATE
MOST NAME IMPRINTED BURGER & COFFEE CUPS SERVED AT ONE TIME
The title is shared by Helly and Chilly (Canada, Vancouver, British Columbia, Canada) for the most name imprinted burger and coffee cups served at an event organized on 27 February 2018 in Vancouver, British Columbia, Canada.

"WORLD'S LARGEST NAME IMPRINTED BURGER"
ACHIEVED IN CANADA

"MOST NAME IMPRINTED BURGER & COFFEE CUPS SERVED AT ONE TIME"
ACHIEVED IN INDIA



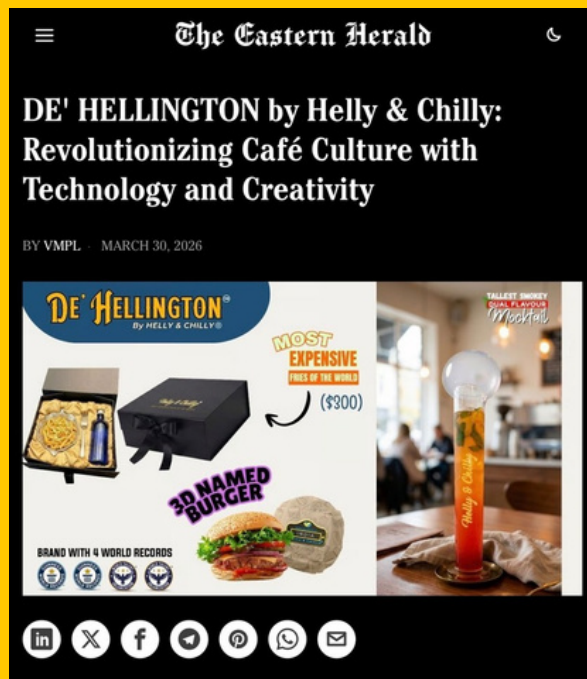
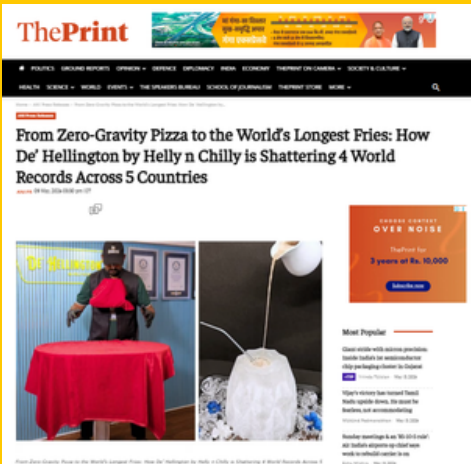




Patrick Brown @patrickbrownont · Jul 16

Congratulations to Helly and Chilly Canada for setting a World Record this evening in Brampton for the largest imprinted burger. The burger weighed 156kg and had a diameter of 100cm x 100cm. This is their fourth world record. I love their creativity and dedication!





AND MUCH MORE...

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Home / Business / From Ahmedabad to the World: The Rise of Helly & Chilly

From Ahmedabad to the World: The Rise of Helly & Chilly

News Reach | Sep 16, 2024 - 12:30 | Sep 16, 2024 - 12:30

Ahmedabad, India, September 16, 2024: Helly & Chilly, the Ahmedabad-based food and beverage brand, has once again pushed the boundaries of marketing with a groundbreaking 850-foot hoarding. This monumental installation, featuring 850 individual glass prints of Olympic champions, has transformed one of the city's busiest

Business Standard

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Two time Guinness World Record holder, Helly and Chilly Cafe spread lakhs of smiles

Chandresh Bajaj and Arpit Mehta Founder and Director of Helly and Chilly

Wednesday, May 13, 2026 Live Breaking News:

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Business News | From Zero-Gravity Pizza to the World's Longest Fries: How De' Hellington by Helly N Chilly is Shattering 4 World Records Across 5 Countries

Get latest articles and stories on Business at LatestLY. New Delhi (India), May 9: The Indian cafe industry is witnessing a dramatic evolution, and leading this transformation is DE' HELLINGTON by Helly & Chilly -- a hybrid cafe brand that is redefining innovation, entertainment, and luxury dining. Known for its futuristic concepts, world-record achievements, and technology-driven hospitality model, the brand has rapidly become one of the most unique names in the global Food & Beverage sector.

By ANI | Published: May 09, 2026 03:16 PM IST

ThePrint

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From Zero-Gravity Pizza to the World's Longest Fries: How De' Hellington by Helly n Chilly is Shattering 4 World Records Across 5 Countries

ANI PR 09 May, 2026 03:30 pm IST

ANI

National | Business | Entertainment | Sports | World

A humble beginning, A global phenomenon: The Rise of Helly & Chilly

ANI | Updated: Feb 22, 2023 18:57 IST

A humble beginning, A global phenomenon: The rise of Helly & Chilly

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Helly & Chilly's Record-Breaking Feast: 850-Foot Hoarding Celebrates Olympic Champions

Helly & Chilly's Record-Breaking Feast: 850-Foot Hoarding Celebrates Olympic Champions

TheTribune

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From Zero-Gravity Pizza to the World's Longest Fries: How De' Hellington by Helly n Chilly is Shattering 4 World Records Across 5 Countries

ANI | Updated At : 03:15 PM May 09, 2026 IST

New Delhi [India], February 22 (ANI/PNN): In 2011, Chandresh Bajaj and a business partner started a modest food venture with just 10,000 rupees in Ahmedabad. Despite their humble beginnings and limited education, they were determined to make a success of their small tea stall. However, their journey was not without its challenges, as they soon received a legal notice from Starbucks USA over a trademark issue. But Chandresh did not let this setback defeat him. Instead, he took inspiration from the notice and transformed his tea stall into a one-of-a-kind cafe, named Helly & Chilly.

Chandresh's innovative spirit quickly caught the attention of the world, as he made two Guinness World Records for the longest fries and the heaviest french fries dish. Food bloggers, vloggers, and influencers shared their experiences at the cafe, causing its popularity to soar. Helly & Chilly was known for its unique menu items, which were constantly being added and updated.

But Chandresh was not satisfied with just running a successful cafe. He continued to push the boundaries of food innovation by introducing the world's first burger and coffee with the customer's name written on it, without ink. The cafe also served the world's longest fries, measuring a foot and a half, which was a huge hit with customers. This innovation contributed to the rapid growth of Helly & Chilly.

Today, Helly & Chilly has expanded from a single tea stall to a thriving chain of over 75 cafes across India, with plans to expand globally to countries like Canada, the UK, and Dubai. With its innovative food items and commitment to providing unique customer experiences, Helly & Chilly is well on its way to becoming a

AND MUCH MORE...

- Pizza Oven
- Sandwich Griller
- double sized Deep Fryer
- coffee Mixer
- Induction (2 Pcs)
- Deep Freezer
- Regular Fridge double door
- Longest Fries Machine Kit
- Billing Software with Printer
- LED Main Board (10X3 FEET)
- World Record Frame
- 5 big food frames
- 3D Name Print Kit
- 6 Menu
- Crockery Set- 6 pc each
- FSSAI Registration, swiggy/zomato registration support
- 3 day Training
- Dress Code - 3 set
- Transportation + Packaging
- Basic Raw Material kit. (coffee & masala)
- 2 Blogger or FB Insta Ads
- life time social media poster
- staff recruitment news paper ad - 1
- cafe interior 2d/3d drawing
- menu updation (every 3 month)



- commercial SS Pizza Oven
- commercial SS Sandwich Griller
- double sized Deep Fryer
- Heavy duty coffee Mixer
- Induction (2 Pcs)
- Deep Freezer (dual door)
- Regular Fridge double door
- Innovative Longest Fries Machine Kit
- Billing Software with Printer
- LED Main Board (10x3 feet)
(British style)
- World Record Frames for interior use
- 5 big size food frames for interior use
- Customer's 3D Name Embossing
Innovative Kit
- 6 Unique trendy Menu
- Unique Crockery Set & kitchen utencils
(all required kitchen utencils are included)
- FSSAI Registration
- swiggy/zomato registration support
- 4 day Full Training
- Horror selfi point setup assistance
(viral head on platter horror selfi)
- Logo printed Dress Code - 3 set
- Bubble smoke machine
- Transportation + Packaging
- Basic Raw Material kit. (coffee , masala &
packaging
- 2 Blogger paid visits or insta/fb ads.
- Acrylic Brand logo for cash counter
- Branding cut outs vinyl stickers
(for main glass entrance)

- zero gravity setup (world'S first)
(flying pizza / burger)
(worth Rs 4 Lac)
- cafe sitting / kitchen interior
drawing & guidance for cafe setup
- world's Coldest coffee making kit
(viral Dubai style)
- Most expensive fries kit
*(include 24 carat edible gold leaves, pure silver coated bowl
and fork, most expensive sauce of india, most expensive salt,
portugese peri peri, himalayan mountain water (branded
luxurious steel bottle) and smoke serving kit)*
- Fire Extinguisher
- unique event marketing assistance
(gen Z meet, stranger coffee
meet, coffee rave party,
puzzle meeting etc)
- 1 virtual chef gadget (talking recipe
video gadget with voice command)
- LED Latest Token Display System
with Voice Announcement in Hindi &
English.
- Laser Light Target Sling Shot setup
for viral discount game (Unique
balloon popping puzzle game)
- life time social media posters & cafe
related designs support
- Menu updation (every 3 month)
(on demand of location)
- staff recruiting assistance with paid
ad.



*Note: For the non-vegetarian concept, an additional deep fryer
must be purchased separately by the client.

**PROJECTED
RETURN ON INVESTMENT**

BASIC MODEL

PROJECTED DAILY SALE	12000
ANNUAL TURNOVER	4320000
ANNUAL MANPOWER (13000 x 3 emp)	468000
ANNUAL SHOP RENT (40000 X 12)	480000
ANNUAL ELECTRIC BILL (8000 X 12)	96000
FOOD COST (35%)	1512000

**TOTAL ANNUAL EXPENSE
MANPOWER+RENT+ELECTRIC BILL+FOOD COST
468000+480000+96000+1512000 = 2556000**

APPX. PROFIT

**ANNUAL TURNOVER - ANNUAL EXPENSE
4320000- 2556000= 1764000
147000/- PER MONTH APPROXIMATE
ROI CAN BE 8 TO 12 MONTHS APPX**

**PROJECTED
RETURN ON INVESTMENT**

HYBRID MODEL

PROJECTED DAILY SALE	18000
ANNUAL TURNOVER	6480000
ANNUAL MANPOWER (13000 x 5 emp)	780000
ANNUAL SHOP RENT (60000 X 12)	720000
ANNUAL ELECTRIC BILL (12000 X 12)	144000
FOOD COST (35%)	2268000

**TOTAL ANNUAL EXPENSE
MANPOWER+RENT+ELECTRIC BILL+FOOD COST
780000+720000+144000+2268000 = 3912000**

APPX. PROFIT

**ANNUAL TURNOVER - ANNUAL EXPENSE
6480000- 3912000= 2568000
214000/- PER MONTH APPROXIMATE
ROI CAN BE 9 TO 12 MONTHS APPX**

BASIC MODEL

MENU

DE' HELLINGTON



PIZZA

(8 INCH)

- MARGHERITA PIZZA
- VEGGIE DELIGHT PIZZA
- TANDOORI PANEE PIZZA
- H & C SPECIAL PIZZA

STRATING AT 139



BURGER

with your 3D Name

- ALOO TIKKI BURGER
- VEG BURGER
- VEG PERI PERI BURGER
- VEG TANDOORI BURGER
- H & C DOUBLE TIKKI BURGER
- ADD CHEESE SLICE

STRATING AT 49

30

SANDWICHES

- BREAD BUTTER GRILL
- VEG CHEESE GRILL SANDWICH
- VEG PERI PERI GRILL SANDWICH
- FULLY CHEESY GRILL SANDWICH
- VEG TANDOORI PANEER GRILL SANDWICH
- H&C SPECIAL GRILL SANDWICH

STRATING AT 69



FRENCH FRIES

150 gram

- SALTY FRIES
- PERI PERI FRIES
- MAGGI MASALA FRIES

STRATING AT 69

GARLIC BREAD

(4 slices)

- CHEESE GARLIC BREAD
- SUPREME GARLIC BREAD

STRATING AT 99



FOOT LONG FRIES

(1 FOOT LONG)

- MAYO + PERI PERI FRIES
- CHEESE JALAPENO + BBQ
- PERI PERI MAYO + BBQ
- CHILLY GARLIC MAYO + BBQ
- TANDORI MAYO + CHEESE
- JALAPENO

STRATING AT 119.



HOT BEVERAGES

- MASALA CHAI
- ADRAK CHAI
- ELAICHI CHA
- HOT ESPRESSO
- HOT HAZELNUT

STRATING AT 39

MOCKTAIL

with your 3D Name 300 ml

- GRENDINE
- PINA COLADA
- GREEN APPLE
- MOJITO
- BLUE OCEAN

STRATING AT 99



MAGIC BLAST SHAKE

MAGIC BLAST THICK SHAKE

STRATING AT 139



COLD COFFEES

with your 3D Name 300 ml

- CLASSIC COLD COFFEE
- HAZELNUT COLD COFFEE
- IRISH CREAM COLD COFFEE
- CHOCOLATE COLD COFFEE
- MOCHACCINO COLD COFFEE

STRATING AT 79



PASTA

- RED GRAVY PASTA
- WHITE GRAVY PASTA

STRATING AT 99



MAGGI

- MASALA MAGGI
- VEG TADKA MAGGI
- BUTTER & CHEESE MAGGI

STRATING AT 49



MILKS HAKES

280 ml

- KITKAT MILKSHAKE
- OREO MILKSHAKE
- STRAWBERRY MILKSHAKE
- CHOCOLATE MILKSHAKE

STRATING AT 109



DE' HELLINGTON[™]

By HELLY & CHILLY[®]

PURE VEG AND
NON-VEG MENU
OPTION AVAILABLE

PIZZA

MARGHERITA PIZZA
VEG DELIGHT PIZZA
VEG TANDOORI PANEER PIZZA
VEG PERI PERI PIZZA
6 IN 1 PIZZA



BURGER

VEG CHEESE BURGER
VEG CHEESE PERI PERI BURGER
VEG CHEESE TANDOORI BURGER
H&C SPECIAL DOUBLE TIKKI
BURGER
NOODLE BURGER
PIZZA BURGER



SANDWICHES

VEG CHEESE GRILL SANDWICH
VEG PERI PERI GRILL SANDWICH
VEG TANDOORI GRILL SANDWICH
FULLY CHEESE LOADED GRILL
SANDWICH
H&C SPECIAL GRILL SANDWICH



GARLIC BREAD

CHEESE GARLIC BREAD
SUPREME GARLIC BREAD

KULHAD PIZZA

VEG DELIGHT KHULHAD
PIZZA



COLD BEVERAGES

CLASSIC COLD COFFEE
HAZELNUT COLD COFFEE
IRISH CREAM COLD COFFEE
MOCHA COLD COFFEE
CHOCOLATE COLD COFFEE
BUTTERSCOTCH COLD COFFEE

COLDEST COFFEE OF THE WORLD



HOT BEVERAGES

MASALA CHAI
ADRAK CHAI
ELAICHI CHAI
HOT ESPRESSO COFFEE
HOT HAZELNUT COFFEE



THICKSHAKES

CRUNCHY KITKAT THICKSHAKE
CLASSIC OREO THICKSHAKE
DARK CHOCOLATE THICKSHAKE
STRAWBERRY THICKSHAKE

PIZZA FRIES STICK

PIZZA FRIES
STICK



SIZZLING BROWNIE

SIZZLING BROWNIE +
VANILLA ICE CREAM
SIZZLING BROWNIE +
CHOCOLATE ICE CREAM



ZERO GRAVITY PIZZA

MOCKTAILS

TALLEST DUAL FLAVOR
SMOKY MOCKTAIL

GRENADINE
PINA COLADA
MOJITO
BLUE OCEAN



ICY SHOTS

JAMUN ICE SHOT



ICE CREAM POPS

STRAWBERRY,
CHOCO CHIPS,
MANGO, VANILLA,
PISTACHIO



MAGIC BLAST THICKSHAKE



MAGGI



VEG TADKA MAGGI
BUTTER & CHEESE MAGGI



PASTA



RED SAUCE PASTA
WHITE SAUCE PASTA

NOODLE BITES

VEG MASALA BITES
CHEESE LOADED MASALA BITES
PANEER MASALA BITES



RECTANGULAR PIZZA

VEGGIE SUPREME PIZZA
AMERICANO PIZZA

VOLCANO SANDWICH

SANDWICH WILL BE SERVED WITH
3 LAYERS WITH CHEESE SAUCE

FRENCH FRIES

PERI PERI FRIES
CHEESE LOADED FRIES

LONGEST FRENCH FRIES

MAYO + TANDOORI FRIES
CHEESE JALAPENO + TANDOORI FRIES
PERI PERI + MAYO FRIES
KOREAN BBQ + CHEESE
JALAPENO FRIES

MOST EXPENSIVE FRIES OF THE WORLD



\$300





DE' HELLINGTON™
By HELLY & CHILLY®

CHICKEN PASTA

RED SAUCE CHICKEN PASTA

WHITE SAUCE CHICKEN PASTA



CHICKEN SANDWICH



CHICKEN GRILL SANDWICH

SCHEZWAN CHICKEN GRILL SANDWICH

BBQ GRAVY CHICKEN GRILL SANDWICH

CHEESE VEG CHICKEN GRILL SANDWICH

PERI PERI CHICKEN GRILL SANDWICH



CHICKEN BURGER

FRIED CHICKEN BURGER
SCHEZWAN CHICKEN BURGER
PERI PERI CHICKEN BURGER
CHEESE CHICKEN BURGER
CHICKEN ZINGER BURGER

CHICKEN PIZZA

CHICKEN BBQ PIZZA
CHICKEN SCHEZWAN PIZZA
CHICKEN CAPSICUM ONION PIZZA
CHICKEN PERI PERI PIZZA
CHEESE CHICKEN PIZZA
SPECIAL CHICKEN PIZZA



CHICKEN BITES

CHICKEN CUTLETS
CHICKEN POPCORN
CHICKEN NUGGETS
CHICKEN FINGER
CHICKEN WINGS FRIES
CHICKEN 5 IN 1 PLATE



fe C

Café 27

DE'HELLINGTON™

By HELLY & CHILLY®

INDIA'S 1ST HYBRID *Cafe* WITH FOUR WORL RECORDS



DE'HELLINGTON™

By HELLY & CHILLY®

INDIA'S 1ST HYBRID *Cafe* WITH FOUR WORLD RECORDS

