

WHY CHOOSE US?



NO ROYALTY
(FOR OFFER DEALS)



VIRAL CONCEPT



LOW INVESTMENT HIGH MARGIN



FIRST HYBRID CAFE BRAND WITH 4 WORLD RECORDS

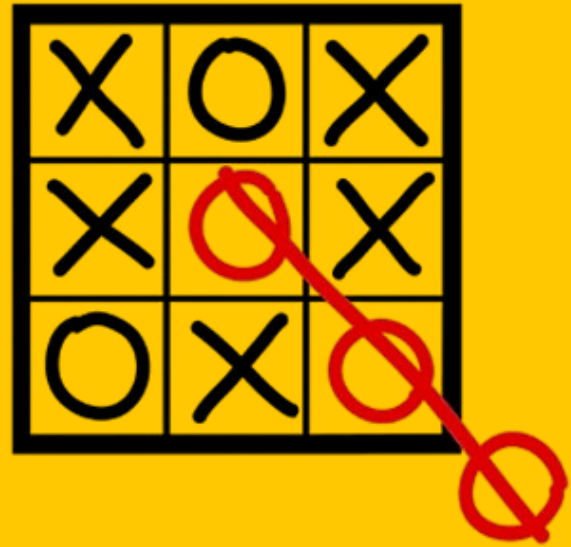


TALKING RECIPE GADGET CONCEPT (CHEFLESS)



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

THINK OUTSIDE THE BOX



WHY CHOOSE US?



POCKET FRIENDLY MENU



HIGH QUALITY & TRENDING MENU



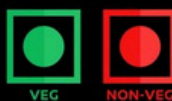
100% ELECTRIC CONCEPT



MOST UNIQUE CAFE CONCEPT OF WORLD



FULL BRAND SUPPORT



PURE VEG & NON VEG MENU OPTION AVAILABLE

Think **DIFFERENTLY!**



3 RD & 4TH WORLD RECORDS



"WORLD'S LARGEST NAME IMPRINTED BURGER"

ACHIEVED IN CANADA



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

ACHIEVED IN INDIA



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 by Helly and Chilly (Canada) on 10 July 2018.

CERTIFICATE
MOST NAME IMPRINTED BURGER & COFFEE CUPS
The title is shared by Helly and Chilly (India) PVT Ltd at Ahmed, Gujarat, INDIA. Most name imprinted burger and coffee cups, number of 500.

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

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

The image displays two framed certificates against a blue textured background. On the left is the 'India Book of Records' certificate for 'LARGEST FRENCH FRY', dated October 7, 2018. On the right is the 'ASIA BOOK OF RECORDS' certificate for 'The record for making the longest french fry was achieved by Helly & Chilly Culi - The premium cafe, at Rife Club, Ahmedabad, Gujarat, India on October 7, 2018'. Both certificates include logos and official signatures.

INDIA BOOK OF RECORD **ASIA BOOK OF RECORD**

The image displays two framed certificates from the 'Limca Book of World Records' against a blue textured background. Both certificates are for 'World Record' achievements, dated September 10, 2018. The certificates include the Limca logo and official signatures.

2 LIMCA BOOK OF WORLD RECORD HOLDER

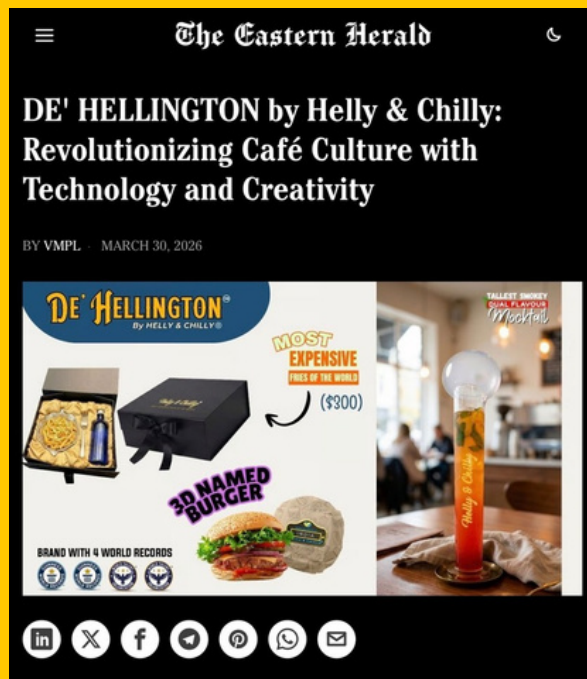
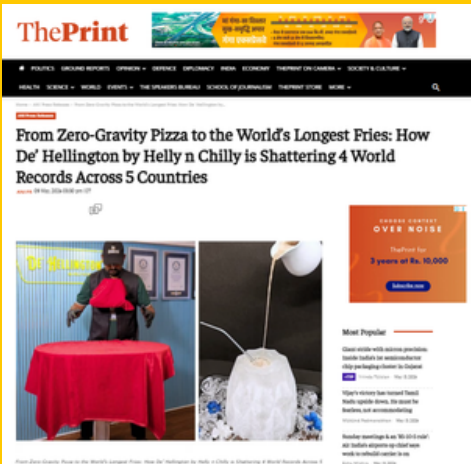




Patrick Brown @patrickbrownont · Jul 16

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...

Sangri Today
 From Ahmedabad to the World: The Rise of Helly & Chilly
 News Reach | Sep 16, 2024 - 12:30 | Sep 16, 2024 - 12:30

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

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
 7.50%
 8369998182

Sponsored Content

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:

LATESTLY

QUICKLY # SOCIALLY TRENDING CRYPTO INDIA WORLD TECHNOLOGY SPORTS ENTERTAINMENT

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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

Home Ground Opinion Features India Dip

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

DEC 08, 2025 (UPDATED 03:52 EST)

ANI
 Trend: Youth, Leading Multimedia News Agency

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

Business Standard

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

WORLD OLYMPIC WALL BY HELLY & CHILLY

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

The Tribune

Trending Videos India Opinions UPSC

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

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

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

New Delhi [India], February 22 (ANI/PNN): In 2013, 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)



- 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 Frames
- 5 big food frames
- 3D Name Print Kit
- 6 Menu
- Unique Crockery Set & kitchen set
- FSSAI Registration
- swiggy/zomato registration support
- 4 day Training
- horror selfi point setup assistance
- Dress Code - 3 set
- bubble smoke gun
- Transportation + Packaging
- Basic Raw Material kit.
- 2 Blogger or FB Insta Ads
- cash counter acrylic logo
- branding stickers
- zero gravity setup (world first) (flying pizza / burger) (worth 4 Lac)
- cafe sitting / kitchen interior drawing
- Giant ice moulding dye
- Most expensive fries kit
- ice cream pops mould dye
- 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 Token Display
- life time social media posters
- menu updation (every 3 month)
- staff recruiting assistance with paid ads



**PROJECTED
RETURN ON INVESTMENT**

BASIC MODEL

(350 TO 500 SQ FT)

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

(450 TO 700 SQ FT)

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
- ADRACK 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



PURE VEG & NON
VEG MENU OPTION
AVAILABLE

DE' HELLINGTON[®]

By HELLY & CHILLY[®]



PIZZA

- MARGHERITA PIZZA
- VEG DELIGHT PIZZA
- VEG TANDOORI PANEER PIZZA
- VEG PERI PERI PIZZA
- 6 IN 1 PIZZA
- BREADIZZA
- PIZZA FRENCH FRIES



BURGER

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



**HYBRID
MODEL**



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



THICKSHAKES

CRUNCY KITKAT THICKSHAKE
CLASSIC OREO THICKSHAKE
DARK CHOCOLATE THICKSHAKE
STRAWBERRY THICKSHAKE

WAFFLE NOODLE STICK

VEGGIES WAFFLE STICK
PERI PERI WAFFLE STICK



HOT BEVERAGES

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



SIZZLING BROWNIE

SIZZLING BROWNIE +
VANILLA ICE CREAM

SIZZLING BROWNIE +
CHOCOLATE ICE CREAM

ICE CREAM POPS

STRAWBERRY, PAAN,
CHOCOLATE, MANGO,
BUTTERSCOTCH, JAMUN



MAGGI

VEG TADKA MAGGI
BUTTER & CHEESE MAGGI



NOODLE BITES

VEG MASALA BITES
CHEESE LOADED MASALA BITES
PANEER MASALA BITES



PASTA

RED SAUCE PASTA
WHITE SAUCE PASTA



RECTANGULAR PIZZA

VEGGIE SUPREME PIZZA
AMERICANO PIZZA

VOLCANO SANDWICH

SANDWICH WILL SERVE WITH
3 LAYERS WITH CHEESE SAUCE

FRENCH FRIES

PERI PERI FRIES
CHEESE LOADED FRIES

LONGEST FRENCH FRIES

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

MOST EXPENSIVE FRIES OF WORLD



\$300



ZERO GRAVITY PIZZA

(FLYING PIZZA)

MOCKTAILS

TALLEST DUAL FLAVOR
SMOKEY MOCKTAIL
OF INDIA

GRENDINE
PINA COLADA
GRREEN APPLE
MOJITO
BLUE OCEAN



ICY SHOTS

JAMUN ICE SHOT



FRIED ICE-CREAM BALLS



MAGIC BLAST THICKSHAKE



**NON VEG
MENU**

DE' HELLINGTON™
By HELLY & CHILLY®

CHICKEN PASTA

RED SAUCE CHICKEN PASTA

WHITE SAUCE CHICKEN PASTA



CHICKEN SANDWICH

CHICKEN GRILL SANDWICH

BBQ CHICKEN GRILL SANDWICH

SPICY CHICKEN GRILL SANDWICH

CHEESE CHICKEN GRILL SANDWICH

PERI PERI CHICKEN GRILL SANDWICH



CHICKEN WRAPS

CHICKEN SPICY WRAP

TANDOORI CHICKEN WRAP

PERI PERI CHICKEN WRAP

**H & C SPECIAL CHICKEN
WRAP**





CHICKEN BURGER

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

CHICKEN PIZZA

CHICKEN BBQ PIZZA
CHICKEN PERI PERI PIZZA
CHICKEN TANDOORI PIZZA
CHEESE CHICKEN PIZZA
JACK & JILL PIZZA (4 IN 1 TOPPINS)

OF INDIA



CHICKEN BITES

CHICKEN POPCORN
CHICKEN NUGGETS
CHICKEN FINGER
CHICKEN CUTLETS
CHICKEN WINGS
CHICKEN MOMOS
CHICKEN HARIYALI
KEBAB



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

