

MOST UNIQUE

3
FRANCHISE IN
1 COST

CAFE / TEA CAFE / CLOUD
KITCHEN
FRANCHISE @

~~4.49~~ lac **3.49 lac**
(OFFER VALID FOR SHORT TIME)

*Helly
&
Chilly*
Cafe

+

**CHAI
INDIANO**
RECOMMENDED BY THE GOVT

+

*Helly
&
Chilly*
CLOUD KITCHEN

INDIA'S FIRST BRAND WITH 4 WORLD RECORDS

WWW.CHAINDIANO.COM

WWW.HELLYCHILLY.COM

**WORLD'S FIRST BURGER & COFFEE WITH
YOUR NAME, LONGEST FRIES OF THE
WORLD AND MORE DELICIOUS DISHES**



**MOST UNIQUE
CAFE
FRANCHISE**

WWW.HELLYCHILLY.COM

FRANCHISE OPPORTUNITY

WANT TO START
UNIQUE FOOD
BUSINESS?

- 4TH world record (achieved in Canada) celebration offer (Offer valid for short period only)
- *Join The World's First Cafe Brand with 4 WORLD records
- 3 franchise in one cost.
- helly & chilly cafe + chai indiano tea cafe + helly & chilly cloud kitchen.
- Awarded Most Promising Cafe Franchise Brand , Most Innovative Company of the Year for Food Innovation
- No Expensive/Trained Chef required
- Practical and Digital Training
- No Gas Concept, Highest ROI and Lowest investment in its category
- Full Setup Assistance, Raw Material Assistance and Supply
- 0% wastage concept
- Delicious food products menu
- High Margin and evergreen menu for all seasons and ages.
- Pure Veg Cafe concept / Non Veg option also available
- Popcorn magic dhamaka thickshake* (magic dhamaka)
- 1 feet world's longest fries
- **coffee and burger* *with your name (world's first)
- *Model*

UNIQUE CAFE MODEL (WITH ALL MACHINES, TRAINING, MARKETING ETC)

- Min. 150-250 sq.ft shop
- Investment : 4.49 lac (offer rate 3.49 lac)
- Staff: 2-3

*For Appointment *

WHATSAPP YOUR NAME, PROFESSION, CITY NAME ON

7201008888 (For pan India)

9033536260 (For pan India)

FOR MORE DETAILS PLS VISIT OUR WEBSITE AND INSTAGRAM PAGE



HELLYCHILLYCAFEINDIA

(for India)



- www.hellychilly.com www.chaiindiano.com
- www.hellynchilly.ca



(for Canada)



HELLY & CHILLY FOODS PVT LTD

D244/ SUMEL BUSINESS PARK 6, DUDHESHWAR BRTS ROAD, SHAHIBAUGH,
AHMEDABAD 380004

**most unique
menu**



WWW.HELLYCHILLY.COM

ACHIEVEMENTS



2 GUINNESS WORLD RECORDS

2 LIMCA BOOK OF WORLD RECORDS

INDIA BOOK OF WORLD RECORDS



ASIA BOOK OF WORLD RECORDS

MOST PROMISING FRANCHISE BRAND AWARD 2021



INNOVATIVE COMPANY OF THE YEAR 2021



United States of America

**4th WORLD RECORD
CELEBRATION OFFER**



**BE UNIQUE
IN YOUR CITY**

WWW.HELLYCHILLY.COM

LIST OF PROVIDING THINGS IN MODEL

Helly & Chilly

INCLUDING IN CONCEPT

- SS Pizza Oven
- Sandwich Griller
- Deep Fryer
- Sujata Mixer Grinder
- Induction (2 pcs)
- Deep Freezer
- Long Fries Machine
- Regular Fridge
- Billing Software with printer
- Backlit Board (10 x 3)
- Food Frames
- World Record Frames
- Name print Kit
- Menu 4 set
- Crockery set
- FSSAI Registration assistance
- Training (3 Days) with food & stay
- TEA OFFER (free tea offer 1 day)
- Social Media marketing 1 week
- Dress Code 2 set
- News Paper Or Apna App Staff Hire ad.
- Transportation of setup material
- Free Cloud Kitchen model (H&C) in same pincode
- Free Tea cafe franchise of chai indiano brand

• REQUIREMENT & INVESTMENT

150 TO 300 SQ FEET SHOP

2 EMPLOYEE

5 KW ELECTRIC LOAD

INVESTMENT: ~~4.49~~ LAC

3.49 lac



WWW.HELLYCHILLY.COM

"YOU CAN BE TALK OF THE TOWN IF YOUR BUSINESS CONCEPT IS UNIQUE"

OUR UNIQUENESS

WORLD'S LONGEST Fries

+

10+ delicious flavors







WORLD'S FIRST

Coffee WITH YOUR NAME

Pop Corn BLAST MAGIC THICK SHAKE

WORLD'S FIRST

Burger WITH YOUR NAME

It's
WORLD'S FIRST

Always
Start
Your Day
With a
Coffee

Instagram Facebook Google+ YouTube



IT'S
Time
TO eat
PIZZA AND
RELAX

Cheesy & Yummy

Hot & Spicy

Smoky & Crispy

Instagram Facebook Google+ YouTube



SUPER
Delicious
BURGER
With Juicy
Ingredients

Instagram Facebook Google+ YouTube



CHAI
INDIANOTM

CHAI IS INDIAN AI



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



ACHIEVEMENTS



2 GUINNESS WORLD RECORDS



2 LIMCA BOOK OF WORLD RECORDS



ASIA BOOK OF WORLD RECORDS



INDIA BOOK OF WORLD RECORDS



MOST PROMISING FRANCHISE BRAND AWARD 2021



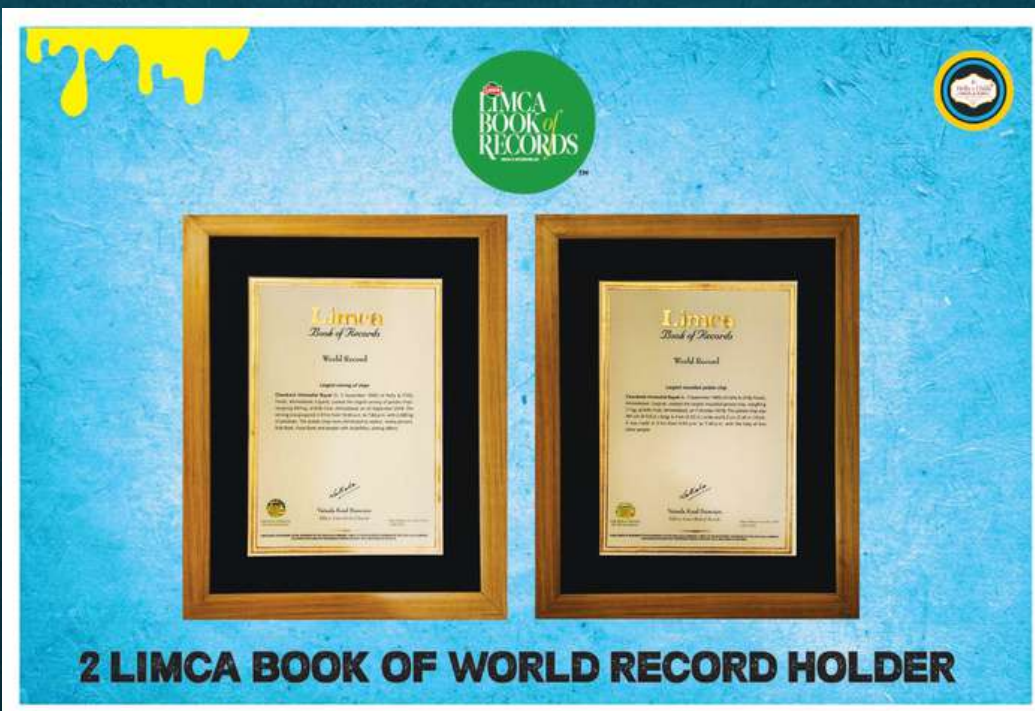
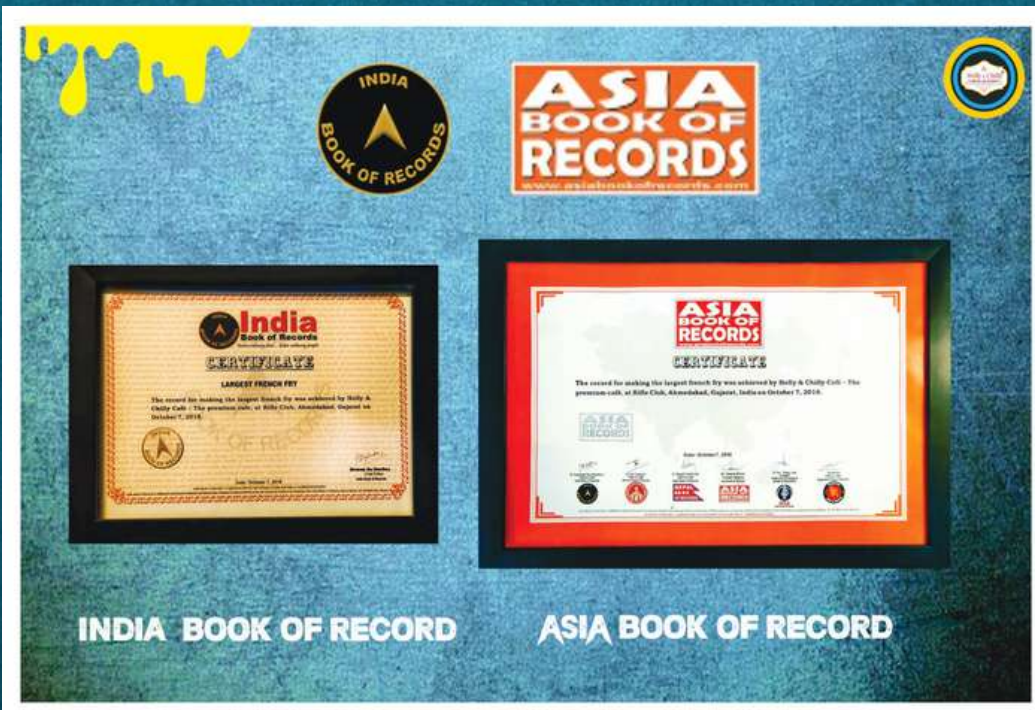
INNOVATIVE COMPANY OF THE YEAR 2021



OUR PACKAGING RANGE



ACHIEVEMENTS



ACHIEVEMENTS



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!

PROJECTED ROI

Helly & Chilly

PROJECTED
RETURN ON INVESTMENT

PROJECTED DAILY SALE 7000

ANNUAL TURNOVER 2520000

ANNUAL MANPOWER 288000
(24000X12)

ANNUAL SHOP RENT 360000
(30000X12)

ANNUAL ELECTRIC BILL 72000
(6000X12)

FOOD COST (35%) 882000

TOTAL ANNUAL EXPENSE
MANPOWER+RENT+ELECTRIC BILL+FOOD COST
288000+360000+72000+882000 = 1602000

PROFIT

ANNUAL TURNOVER - ANNUAL EXPENSE
2520000- 1602000= 918000
76,500/- PER MONTH
ROI CAN BE 8 TO 12 MONTHS APPX

www.hellychilly.com
hellychillycafeindia

MENU



BURGER
with your name

- ALOO TIKKI BURGER 39
- VEG BURGER 79
- VEG PERI PERI BURGER 89
- VEG TANDOORI BURGER 89
- H & C DOUBLE TIKKI BURGER 129
- ADD CHEESE SLICE 20



GARLIC BREAD
(4 slices)

- CHEESE GARLIC BREAD 99
- SUPREME GARLIC BREAD 109



PIZZA
(8 INCH)

- MARGHERITA PIZZA 139
- VEGGIE DELIGHT PIZZA 149
- TANDOORI PANEE PIZZA 159
- H & C SPECIAL PIZZA 179

SANDWICHES

- BREAD BUTTER GRILL 69
- VEG CHEESE GRILL SANDWICH 89
- VEG PERI PERI GRILL SANDWICH 99
- FULLY CHEESY GRILL SANDWICH 109
- VEG TANDOORI PANEER GRILL SANDWICH 109
- H&C SPECIAL GRILL SANDWICH 129



FRENCH FRIES
150 gram

- SALTY FRIES 69
- PERI PERI FRIES 89
- MAGGI MASALA FRIES 89



FOOT LONG FRIES

(1 FOOT LONG)

MAYO + PERI PERI FRIES	119
CHEESE JALAPENO + BBQ	119
PERI PERI MAYO + BBQ	119
CHILLY GARLIC MAYO + BBQ	119
TANDORI MAYO + CHEESE JALAPENO	119

VADAPAV

OIL VADAPAV	30
BUTTER VADAPAV	40
TANDOORI VADAPAV	45
CHEESE VADAPAV	50

MAGIC BLAST SHAKE

PAAN BLAST THICK SHAKE	139
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COLD COFFEES

with your name 250 ml

CLASSIC COLD COFFEE	69
HAZELNUT COLD COFFEE	89
IRISH CREAM COLD COFFEE	89
CHOCOLATE COLD COFFEE	89
MOCHACCINO COLD COFFEE	89

MAGGI

MASALA MAGGI	49
VEG TADKA MAGGI	79
BUTTER & CHEESE MAGGI	89

MILKS HAKES

280 ml

KITKAT MILKSHAKE	109
OREO MILKSHAKE	109
STRAWBERRY MILKSHAKE	119
CHOCOLATE MILKSHAKE	119

CHAI INDIANO

CHAI IS INDIAN AI

MASALA CHAI	10
PUDINA CHAI	15
ADRAK CHAI	15
ELAICHI CHAI	15
CINNAMON CHAI	15
HOT BOURNVITA	39
KESAR DOODH	39

MOST UNIQUE CAFE FRANCHISE OPPORTUNITY



INDIA'S FIRST BRAND WITH 2
GUINNESS WORLD RECORDS



ABOUT HELLY & CHILLY BRAND

Helly and Chilly is the fastest growing chain which strives to provide their loyal foodie customers with an experientially distinctive taste. It was an idea that sparked on the land of our very own Ahmedabad and now is on its objective to spread wide across the globe. It is the only brand in India which guarantees a wide range of mouth-watering menu and is best suited for everyone right from the young to the old to hold their taste buds intact. The team of professionals at Helly and Chilly work to the best of their potential in order to research, test, attain and deliver nothing but the best food and beverages to their customers. It is ISO 22000:2005 and HACCP (HAZARD ANALYSIS AND CRITICAL CONTROL POINT) certified by UASL, England, UK.



OFFICIALLY
AMAZING



ABOUT THE FOUNDER

The young dynamic Chandresh Bayad started the brand with an innovative concept. This dynamic team has strongly been a part of the hospitality industry and understands the importance of quality and hygiene. They plan to deliver the most memorable experiences to all the foodies all around the world. They hold a strong perception in their minds and want to create a space in order to build meaningful social connections and attain customer satisfaction clubbed with positive feedback.



Chandresh Bayad
Director & Founder
Ahmedabad



Arpit Mehta
Director
Ahmedabad



OFFICIALLY
AMAZING



OUR VISION

To be an incomparable Brand that is loved by one and all which unites different generations together over our delectable menu.

Helly and Chilly aims to be the best Brand in the food industry and strives to be the perfect place that serves fresh food and an incredible range of beverages, each of which is designed and labeled to be our USP.

We are working towards delivering a competitive menu with a reasonable price in order to be enjoyed by all our customers who become family and friends with our Brand

OUR MISSION

- To invite and encourage the entrepreneurs across the globe to follow their passion and create a name in the food industry
- To develop our USP's to a level which is a need of the people and bring out a lovely smile on each bite from our finger licking food
- To always focus on the least wastage of food in any form yet deliver only the best of the food and beverages with assured quality



OFFICIALLY
AMAZING



OUR JOURNEY



Coming Soon

ANDHRA PRADESH, JAMMU
GUJARAT MAHARASHTRA,
UTTAR PRADESH, KARNATAKA,
TAMILNADU, CHANDIGARH
CHHATTISGARH, TELANGANA,
UTTRAKHAND, RAJASTHAN,



OFFICIALLY
AMAZING



ACHIEVEMENTS

Helly and Chilly has won **TWO GUINNESS WORLD RECORDS** for the Largest French Fries of the World and The Largest Serving of the French Fries in the World, both at the same time in the year 2018.

It also holds two **Limca Book of World Records**, won in the year 2018

In 2021, the company has also won two additional awards, for **The Most Promising Café Franchise Brand Award** and **The Most Innovative Company of the year 2021**.

In 2022 company won **Most Innovative Food & Beverage Brand- Gujarat** from **APAC BUSINESS AWARDS, UNITED KINGDOM**. Helly & Chilly Is Working With The High Standards Of International Organizations and member of IAFP (International Association For Food Protection, USA) And Safer Food Handler (Qualifi, UK).



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AMAZING



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THE FUTURE OF FOOD INDUSTRY

1 AN APPROX GROWTH OF 12% ANNUALLY

2 INCREASE IN THE RETAIL MARKET OF THE RAW MATERIALS

3 A COMBINATION OF SERVICE, TECHNOLOGY AND INNOVATION

4 BASIC NEEDS OF THE PEOPLE

5 INCREASE IN THE SUSTAINABILITY

6 INCREASE IN THE PLANT BASED SALES

RECORDED CONTINUES GROWTH IN FOOD INDUSTRY AS PER CENTRAL AGENCY FOOD SURVEY

OFFICIALLY AMAZING



TRAINING

Training is divided into 4 main parts and is handled by our professional team at our training cum R&D centre at Ahmedabad, Gujarat who will guide and help in the overall improvement of all the associated steps.

1. Orientation
An on-site orientation is provided at the time of training wherein a complete introduction is shared in detail so that the transparency of the working pattern associated with the brand, Helly and Chilly is established and maintained.

2. Handling
Practical and digital training will be provided in terms of handling the food products, raw materials, etc. in order to ensure zero wastage of any food.
The prime focus will be laid out on hygiene and quality maintenance in order to ensure that the brand only delivers the best to its clients.
Storage of food in an appropriate manner clubbed with the temperature which needs to be maintained for particular food products.
Organization of paper trails

3. Preparation of the food and beverages
Hands on training will be provided to the staff so that the dishes can be prepared in the right manner along with the serving style and platter decoration which will be maintained throughout
Digital training will be provided to maintain a never ending support

GUINNESS WORLD RECORDS OFFICIALLY AMAZING QUALIFI

TRAINING

4. Service
Practical training will be provided on how to receive and record the table reservations/orders.
Greeting the customers, taking feedback from the customers and how to acknowledge the same, resolving any complaints from a customer, etc.

Note:
The training and R&D centre will be at Ahmedabad, Gujarat and will include training for 4 days, stay at the hotel, pick up from the hotel and drop to the training centre, pick up from the training centre and drop to the hotel, 2 course meals during the training period. Hotel stay(for unique café model- 2 people sharing 1 room)

GUINNESS WORLD RECORDS OFFICIALLY AMAZING QUALIFI

OPERATIONS

The team of professionals will play an important role in displaying the right outlook for the handling of the operations associated with the brand, Helly and Chilly.
The following will be a part of the operations:
Marketing activities in order to promote the brand on social networking sites, off line campaigns, etc.
Routine maintenance checks on the working of the equipment used
Written reports and documentation on the cleanliness of the outlet, food quality, sales, inventory, etc. along with the complete inspection of the place
Communication in case of any issues on-going or encountered at the outlet and steps to be taken in order to rectify the issue
Instruct the employees on maintenance of key areas such as portion sizes, wastage, etc.

Note:
If the management shares a feedback with the concerned outlet, it is recommended that the feedback should be taken seriously in order to ensure that the business is not impacted in any form and the profitability of the business remains intact.

GUINNESS WORLD RECORDS OFFICIALLY AMAZING QUALIFI

ADVERTISEMENT

"Advertisement is an investment. If you invest in it wisely – it increases the revenue."
Helly and Chilly will assist in the advertisement of the outlets and menu associated with the brand. This will majorly target the right audience using a wide range of online and offline promotions, events and campaigns. We will focus in creating awareness about the brand and the outlets in the local market so that the revenue is generated at a faster pace and the associated members of this brand are extremely satisfied.

OUR SYSTEM & SUPPORT

Our system will include providing the outlets associated with the brand, Helly and Chilly with the billing software in order to track the revenue generated, inventory management, supply of raw materials, etc.
We will provide complete support in terms of the following:
Store selection and Store designing
Marketing
Menu modifications as per current terms and conditions
Digital training
Research and Development
Online and offline meetings to support in terms of complaints and resolutions

GUINNESS WORLD RECORDS OFFICIALLY AMAZING QUALIFI