

# Meet the founder

Paras Jain is the Founder and CEO of **SVS FOOD**.

He identified a white space in India's food market in 2018 and built the brand from a single store in Satna & Jabalpur to a 3-store chain generating ₹90 Lakhs monthly, with zero external capital.

Featured on Shark Tank India Season 5.

His vision is to make **SVS FOOD** the biggest pure-vegetarian QSR brand in India and the world.



# 500M+ vegetarians, No fast food brand built for them.

## Global QSR serves meat

McDonald's, Burger King, and KFC all prioritise non-veg.

Vegetarian items exist as an afterthought, not as an identity. India's 500M vegetarians deserve better than a side menu.

## Local options fall short

Dhabas and mithai shops are pure-veg but offer none of the QSR essentials, no consistent speed, hygiene standards, or tech-enabled ordering.

## The gap is unclaimed

Young, urban, health-conscious vegetarians have no fast food brand that truly belongs to them.

This is an enormous opportunity nobody has seized yet.

# Our Solution

SVS Food, pure-vegetarian QSR for India's vegetarian majority.

Also with Pure Jain Food + Dairy-Free Options

Served in 3 mins.

## Signature product

1. Premium burgers and shakes, 100% vegetarian, at ₹250 AOV
2. Tech-enabled ordering, consistent quality, modern store design

## FICO model

1. Franchise-Invested, Company-Operated for full brand control
2. Scalable unit economics, one brand, one identity





# India's first pure-vegetarian QSR.

Raising ₹3 Cr · 5% equity · ₹60 Cr valuation · Founder: Paras Jain



[svsfood.com](https://svsfood.com)  
[svsfood.com](https://svsfood.com) ↗

# Massive market. India's QSR sector is entering its highest-growth decade.

₹80,000+ Cr

India's QSR market size in 2024,  
growing at double-digit rates year on  
year.

₹1.5 Lakh Cr by 2030

Rapid urbanisation, rising incomes,  
and a young population are  
accelerating QSR adoption across  
every tier of Indian city.

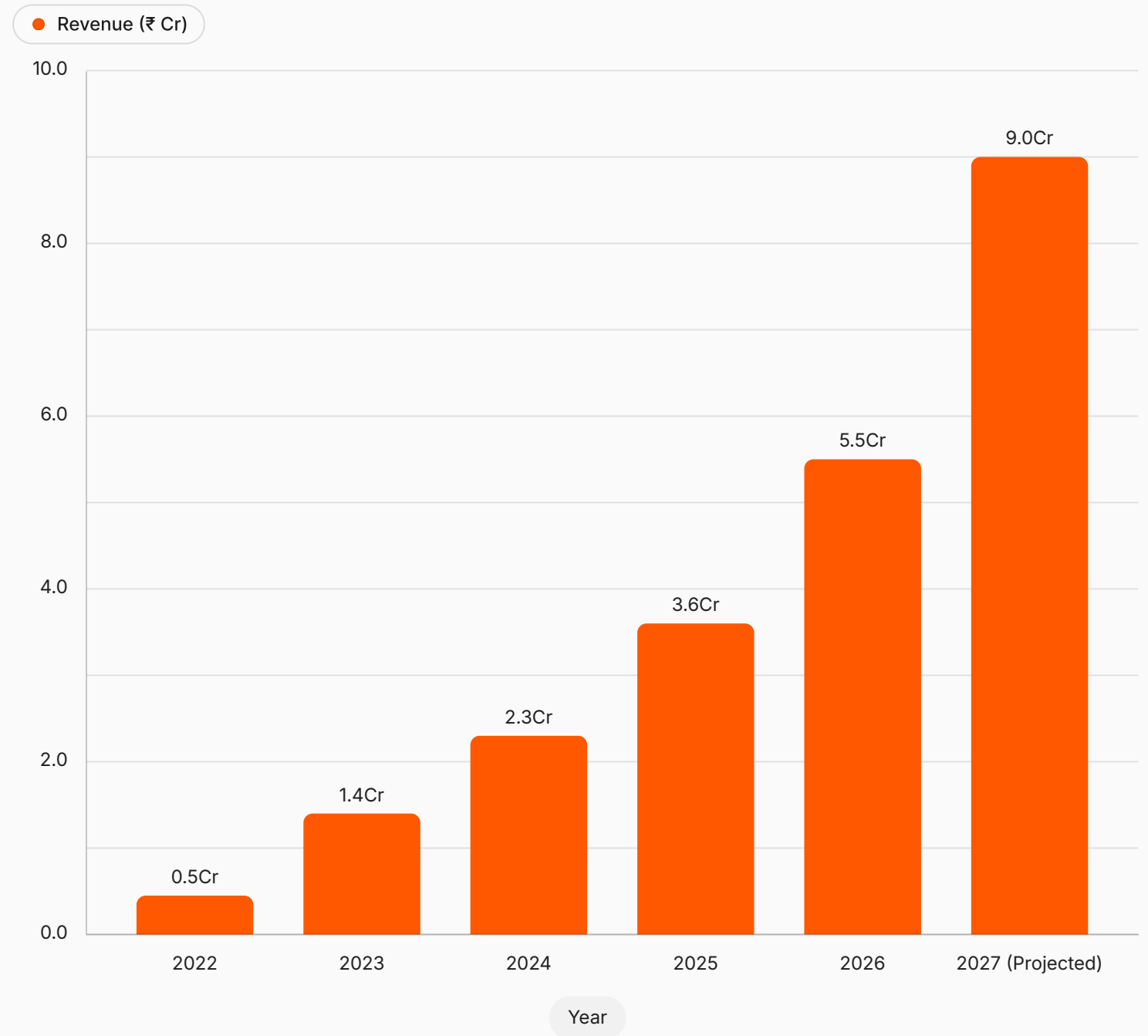
500M+ vegetarians. Zero  
national brand.

India has the world's largest vegetarian  
population. No pure-veg QSR chain  
operates at national scale today.

SVS Food is built to own this category.

# Revenue growth ₹40L to ₹5.5Cr

3.5x revenue growth in 4 years. Every rupee earned organically, zero external capital raised to date.



# The competition

SVS Food occupies a unique position in QSR, the only brand that wins on all five dimensions.

Criteria	<b>SVS Food</b>	McDonald's India	Local Veg Chains
100% vegetarian	✓ Yes	✗ No	~ Partial
Tech-enabled ordering	✓ Yes	✓ Yes	✗ No
Scalable QSR format	✓ Yes	✓ Yes	✗ No
New-gen brand identity	✓ Yes	~ Partial	✗ No
Customer retention	✓ High	~ Moderate	✗ Low

We are the only brand that is all five.

₹30 Lakhs/mo

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Monthly revenue per store

40% gross margin

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Gross margin per store

₹250 avg order

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Average order value

250–600 daily txns

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Daily transactions per store

3 stores. 2 cities. Consistent growth since 2022, and featured on Shark Tank India S5.

Monthly revenue across all 3 stores (₹30L per store)

~ ₹50L/mo

Daily transactions per store, growing consistently

250-600

Gross margin per store

40%

Average order value

₹250

High Retention Rate

94%

# Expansion plan

Months 1–9

## Phase 1: Tier 1 metros

- 4 new stores in Delhi, Mumbai, Bangalore, Hyderabad
- FICO model across all locations
- Capital-efficient, consistent operations

Months 10–18

## Phase 2: High-footfall metro push

- 6 additional stores in high-footfall metro locations
- 10 total new stores opened in 12 months
- Funded by ₹3 Crore Series A raise

End of Year 3

## Target: 13 stores

- 13 stores operational nationwide
- ₹20+ Crore annualised revenue
- Proven FICO model ready to scale further

# Use of funds

## Store build-out and setup

New store capex for 10 metro locations, the foundation for our physical expansion.

## Technology and systems

Ordering kiosks, POS, loyalty app, and customer experience infrastructure across all stores.

## Working capital

Inventory, staffing, and operations through the ramp-up phase at each new location.

## Brand and marketing

Metro city launch campaigns and digital presence to drive footfall and awareness.

# The Ask

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1 ₹3 Crores for 5% equity

Post-money valuation of ₹60 Crore. Our first external raise.

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2 6 years → 3 profitable stores

Served in **3 mins**, fully Tech-Adopted.  
94% Retention Rate, a brand built on results.

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3 Scaling a proven brand

Not building a concept. Expanding what already works, profitably.



**The Unique World of Taste**  
**India's Only Vegetarian QSR brand**

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**Thank you**