



momomiamia
LOVE IN EVERY BITE

Problems



01

Lack of authentic taste

Customers are not getting to explore the authentic taste of momos for which they are paying for.

02

Lack of Variety

Customers must have a variety of momos, as of now only steam and fried available in market.

03

Non- Availability of brands

Only a few brands are available to serve the authentic taste of momos as per market demand.



Solution



01

Authentic taste

We offer customers to have an authentic taste of north-eastern momos under our brand.

02

Varieties of Momos

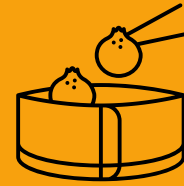
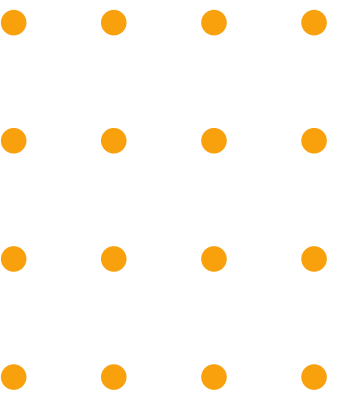
We are offering 100 plus different tastes of momos in 14 different variant.

03

Growing Brand

We have achieved 35+ outlet benchmarks in a short span of time (10 month).

USP's of our brand



100 plus different taste of momos with 14 different variant



Well established brand with great number of customers



Pocket-friendly rate.



Authentic north-east taste



Current traction

01

Pipeline Location

- Malda (West Bengal)
- Cooch Behar(West Bengal)
- Chandan Nagar (West Bengal)
- Balasore (Odisha)
- Sagar (MP)
- Bhopal, (MP)
- Bhuj (Gujrat)
- Goalpara (Assam)
- Tikamgarh(MP)
- Kolkata (West Bengal)
- Varanasi (UP)
- Gorakhpur(UP)
- Kanpur(UP)

02

Revenue this year

3.15 crore

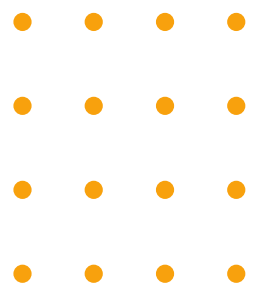
03

Customer reach this year

6.17 Lacs



Go to Marketing Strategy



FOFO Model

Combination of Online Marketing & Recruitment of Sales Executive-

- Facebook /Instagram Ads- Per lead cost @ Rs. 40 to 45
- Salary of 1 Sales Executive- @ Rs. 15,000 p.m
- Conversion Rate- 2 p.m
- Avg. CAC- @ Rs. 10,000 to 11,000



COCO Model



Online Strategy

- Facebook/ Instagram Ads- CAC @ Rs. 110 to 115
- Google Ads.- CAC @ Rs. 250 to 255



Revenue Model

FOFO Model

Onboarding of Franchises-

Acquiring leads through Digital Marketing platforms and converting them by in house Sales Executives

- Onboarding fees for Take-Away Model- @ Rs. 2,00,000
- Onboarding fees for Dine-In Model- @ Rs. 2,50,000

Royalty Revenue-

- @ 5% on the total sales of Franchises

COCO Model

Online Strategy-

Acquiring customers from Digital Marketing platforms

- Average order value per customer per month- @ Rs. 2,400



Market Opportunity

01

**Total Addressable
Market (TAM)**

827.63 B INR

02

**Serviceable Available
Market (SAM)**

20%

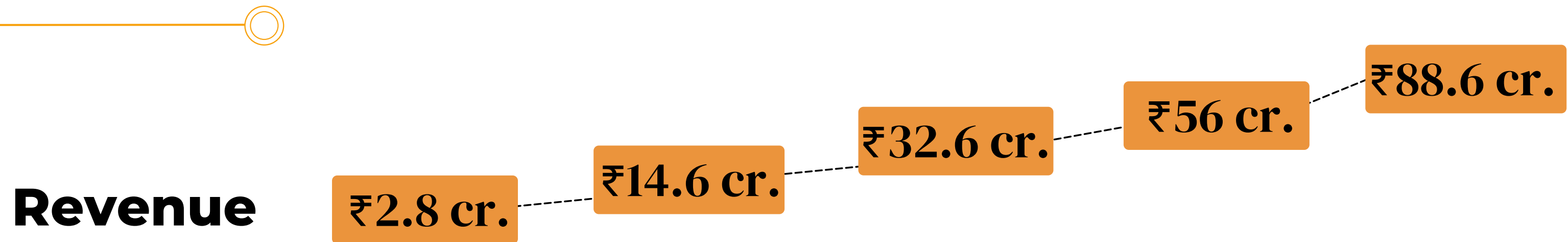
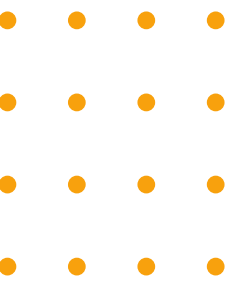
03

**Serviceable Obtainable
Market (SOM)**

10%



Financials for next 5 Years



Particulars (Rs. In Crs)	Year 1	Year 2	Year 3	Year 4	Year 5
EBITDA	0.65	4.09	10.8	19.7	33.4
PAT	0.44	2.74	7.24	13.17	22.41
CASH FLOW	(1.07)	(0.32)	7.15	23.6	53.8



Customer Review's



Sukanya Medhi

Local Guide · 22 reviews · 95 photos

★★★★★ 2 months ago

It was a good place to hang out with friends. Food was tasty and was served hot. The service was good and the communication skills of the waiters are really appreciable



BIPUL GOSWAMI

10 reviews · 10 photos

★★★★★ 4 months ago

Nice place to hangout with loved ones... Food is good and available at affordable prices...



Shiva Sarma

Local Guide · 93 reviews · 473 photos

★★★★★ 3 months ago

Nice place to hang out with your loved ones..located near the busy area of uzanbazar - silpukhuri road..momomia is famous for it's different varieties of momo..fastfood and Chinese items are also available along with Indian and Chinese main course..tried paneer burger along with veg fried rice and chilly chicken.quality and quantity was good according to their price. Price is also pocket friendly especially for students and the ones who are staying away from home.. newly built place within small area.. interior design is well designed..overall a must to try restaurant...would visit again for your lovely service and kind behaviour



Himakshee Borah

Local Guide · 33 reviews · 270 photos

★★★★★ 2 months ago

Visited the uzanbazar outlet today nd i must tell it's the best restaurant for momos available at so reasonable prices. Just visit this place and you'll be more than satisfied with the food and also with their service



Moramee Das

Local Guide · 133 reviews · 2,095 photos

★★★★★ a month ago

Nice small place yo hang out . They say they are specialist in momo , even though we have not tried their momos The chicken burger is good & reasonable.



Biner Boro

Local Guide · 59 reviews · 14 photos

★★★★★ 2 months ago

Unique types of momos. Loved it



Competition Scenario

Particulars	Momomia-Love in Every Bite	Wow Momo	Dimsum Momo
Authenticity in Taste	✓	✗	✗
Less investment, High earning	✓	✗	✗
Diversified menu for All target audience	✓	✗	✗
Kitchen staff recruitment and replacement support	✓	✗	✗
Huge variety in the menu	✓	✗	✗
Single outlet, Single kitchen format	✓	✗	✗



Team Background



Debasish Majumder

Founder-CEO & CFO

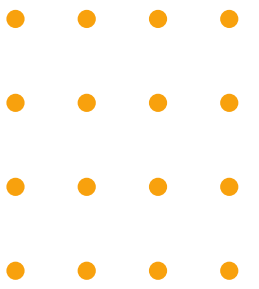
Debashish comes with a rich experience from a banking background and has spent a good number of years in F&B industry.



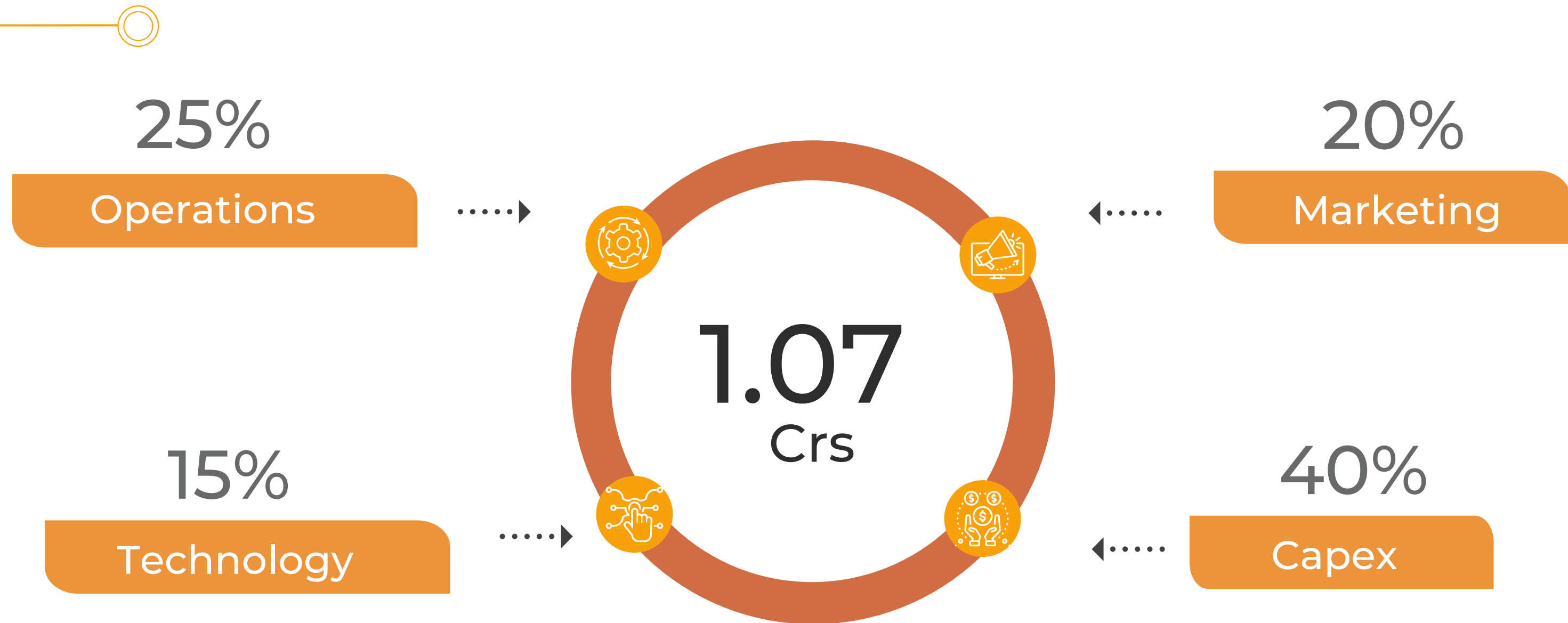
Chandra Jyoti

COO & CMO


Candra has Worked in the top 5-star hotels in India and overseas.



Fund Requirement




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