



What is Donjo?

Donjo is a food venture of Donjo India primarily deals into QSR & Take away models across the country.





Introduction

- 'Donjo' means 'tasty'
- Primarily dedicated to **Doner Kebab and Momo**
- A rapidly growing Veg & Non-Veg. fast food franchise chain that serve its customers with consistent quality food at pocket friendly price.
- Started in July'21 **in Delhi**
- Our Food is based on Doner & Momos that are complimented by side dishes & refreshing Beverages
- Prime idea- to offer excellent quality and tasty Momo to foodaholics both for Indians & foreigners
- World-famous Turkish kebab literally means 'rotating' kebab, in Turkish. It is made from lamb or chicken, but we only use chicken which is slowly roasted on a vertical spit, and then thinly sliced off. Döner is served on a plate with salad and or potato's; in bread like a sandwich; or in a wrap known as durum.

Vision & Mission

Vision

- ❖ To reach every small ticket size customer
- ❖ To connect people from different background to a friendly environment through food as in how all the ingredients are beautifully connected in a food
- ❖ To serve and deliver delicious and healthy meals for our customers

Mission

To serve the same taste to each n every small town of India as well as abroad



Leadership

Mr. Arun Kapoor (CEO & Founder)

A young SEASONED Professional who comes with a rich experience in Real Estate & F&B; Graduated from Delhi University and worked in Sales & Marketing with Corporate like Vodafone, NIIT Ltd. to name a few; He then moved to Real Estate & F&B; His last capacity was as Business Head in a F&B organization.

Ambitious, Achiever, Believer having Go getter Attitude, accomplished many milestones in his career of opening maximum number of outlets in the various parts of country. Having rich experience in operation and business development of food brands.





Chef Devendra Kumar

Chef Devendra Kumar is highly experienced hospitality professional having more than 12 years of rich experience.

- Well Trained
- Multitalented
- Well-experienced as they have worked with various well-known brands in F&B industry
- Well-skilled as they have helped their previous firms to grow in every business aspects

Services

We have a self audit system in place and use branded raw materials only.

Our signature dishes (to name a few) are-

- ✓ *Sliced Donner Rolls*
- ✓ *Doner Kebab*
- ✓ *Drums & Doner*
- ✓ *Crunchy Momo*
- ✓ *Chili Schezwan Jhol*
- ✓ *Burger & Wraps*

All dishes are hand crafted.

At Donjo we strive to put amazing food on a plate with all its rich flavor and aroma.

We only use organic spices for better enhancement of taste.

Our food outlets comes with premium outlook, and you will experience a good taste and aroma of spices altogether.



What you get.

- ✓ Kitchen Machinery
- ✓ Utensils
- ✓ Secret ingredients
- ✓ Training
- ✓ Outlet Development
- Support



Company Support

- Digital Marketing support
- License to operate
- Ongoing support
- Training modules
- Trademark license
- Alignment with Food Aggregators



Contd...



- **At Donjo** we offer a complete pin to plane support to our franchisees.
- We support the franchisee right from the location finalization till the outlet is operational.
- Then we overlook the day-to-day management enabling you to maintain the high standard.
- This ensures to cut down the high operational cost and increase productivity and profitability.

Pre-Launch

- ❖ We do an extensive market survey and check the feasibility and viability of the location where a Donjo is more suitable.
- ❖ We have our in-house experience team of architects and consultants who ensures to get the maximum utilization of space by providing the best layouts.
- ❖ We follow a standard set of specification with regards to interior and exterior of outlet.
- ❖ We ensure the best quality material to be used at the best rates, so that even at low cost we can get a feeling of premium outlet.
- ❖ We help with you to train the staff. From chef to a helper. They all are trained by us only.





Our Locations

Rohini, Delhi

GF-03, Metro Walk, Sec 10,
Rohini, Delhi - 110085

Rewari, Haryana

91 Milestone, Delhi – Jaipur
Expy, Near Kasola Chowk,
Rewari, Haryana 12340

Shahjahanpur, UP

ANTA CHAURAHA, Mohalla
Chau Bhurji, Shahjahanpur,
Uttar Pradesh 242001

Srinagar, J & K

Jawahar Nagar, Srinagar,
Jammu and Kashmir
190008

Ranchi, Jharkhand

Rampari Enclave, Birsa
blood bank, Bariatu,
Ranchi, Jharkhand-834009

Ranchi, Jharkhand

Near Hari Om Tower, P&T
Colony, Lalpur, Ranchi,
Jharkhand 834001

