



UNCLE PETER'S PANCAKES

India's Largest Pancake Brand

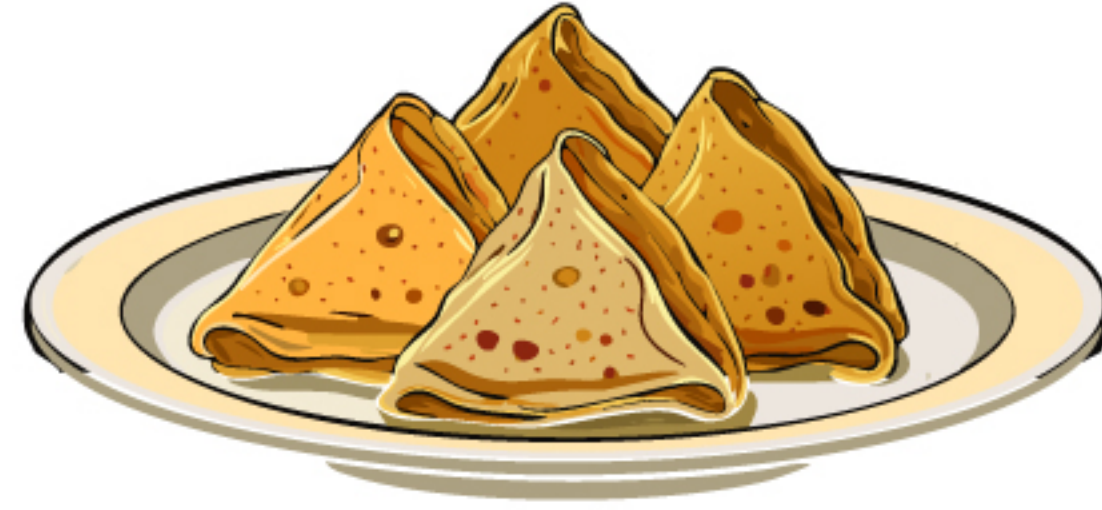




Journey of our founders, Akashdeep (left) and Sundeeep (right), from a single cloud kitchen in Bangalore in 2019 to Shark Tank India and 150 outlets across 40 cities and counting.

CATEGORY CREATION

On a mission to create a new QSR category in India.



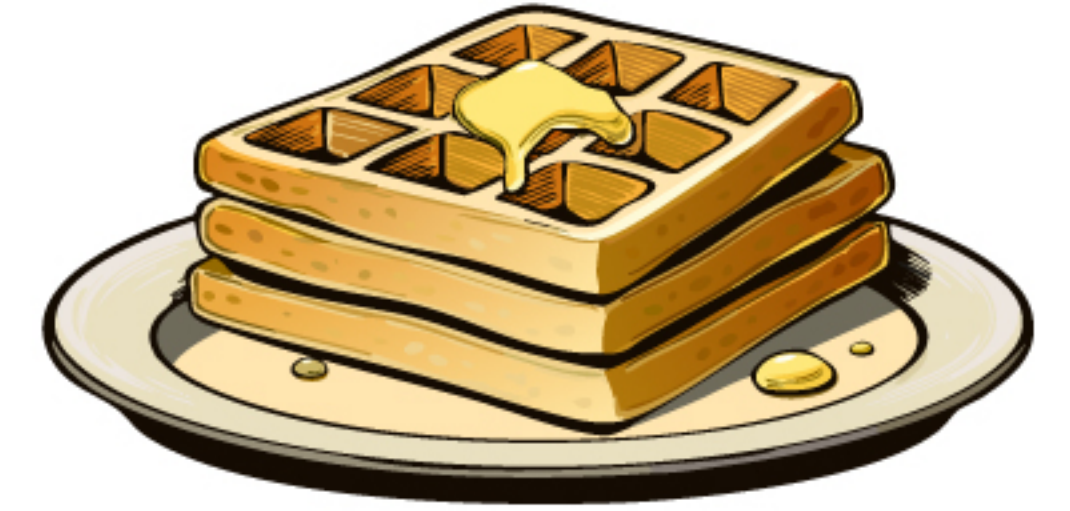
SAMOSA

Brands like Samosa Singh and Samosa Party are making brands and huge number of outlets with samosa as their hero product



MOMO

Wow Momo! Winning hearts and penetrating the market with more than 600+ stores



WAFFLE

Huge number of waffle stores with brands like The Belgian Waffle Co. having more than 600+ outlets



PANCAKE

Currently no competition in India! Potential to become the next IHOP!
IHOP has 3000 outlets worldwide

ABOUT US

Uncle Peter's Pancakes started in 2019 with a mission to serve authentic, handcrafted pancakes in India. From one small outlet to now over 150 stores across the country, we've grown into India's largest pancake brand. Our chefless, zero-wastage model, coupled with a strong franchise system, fueled rapid expansion. Post our appearance on Shark Tank India Season 3, we became a household name. Known for never-seen-before innovations, unique seasonal menus, and amazing varieties of pancakes and waffles, we've redefined breakfast and dessert culture in India—one fluffy bite at a time. The journey has just begun.



States: **19**
Cities: **40**
Outlets: **150**



2019

Operations

Operations started and first cloud kitchen and first cafe opened at Indiranagar, Bangalore



2021

Expansion

Growth started into different cities across India. Expansion into a total of 6 outlets pan-India



2022

Pan India Brand

UPP team grows bigger and stronger and expansion into a total of 23 outlets across 10 cities in India



2023

Growing Bigger

UPP gathers more momentum, grabs attention of media, wins awards, places itself across 40 locations in 15 cities with a target to reach 65 outlets by the end of the year!



2024

Shark Tank India

Growth journey continues as UPP secures funding on popular television show Shark Tank India Season 3 and become a pan India popular brand



2026

Milestones

Touched the 100 outlet mark with a goal to reach 200 outlets by end of the year

UNCLE PETER'S PANCAKES



OUR MENU

BESTSELLERS

Classic Pancake with Maple Syrup

pancake-maple syrup-whipped cream

185



Belgian Milk Chocolate Pancake

pancake-belgian milk chocolate-whipped cream

170



Belgian White Chocolate Pancake

pancake-belgian white chocolate-whipped cream

170



Belgian Dark Chocolate Pancake

pancake-dark chocolate-whipped cream

175



Milk & White Chocolate Pancake

pancake-belgian milk & white chocolate-whipped cream

170



Purely Nutella Pancake

pancake-nutella-whipped cream

195



Blueberry Garden Pancake

pancake-blueberry compote-white chocolate ganache

195



BESTSELLERS

Tiramisu Pancake

pancake-coffee mousse-mocha chocolate

190



Death By Chocolate (DBC) Pancake

pancake-belgian milk, white and dark chocolate

195



Nutella Filled Pancake

nutella stuffed pancake-white chocolate-whipped cream

275



Blueberry Filled Pancake

blueberry stuffed pancake-white chocolate-whipped cream

275



Oreo Chocolate Lava Pancake

pancake-belgian milk chocolate lava-oreo

275



Blueberry Cream Cheese Pancake

pancake-cream cheese-blueberry compote-whipped cream

210



Biscoff Pancake

pancake-biscoff spread-whipped cream

195



GOURMET

Choco Chunk Pancake

pancake-maple syrup-choco chunk-whipped cream

195



Almond Chocolate Pancake

pancake-whipped cream almond chocolate ganache

175



Nutella Mousse Pancake

pancake-nutella mousse-vanilla ice cream

200



Oreo & Cream Cheese Pancake

pancake-cream cheese-oreo-whipped cream

210



Raspberry Crumble Pancake

pancake-raspberry ganache-whipped cream

175



Kitkat Pancake

pancake-white chocolate ganache-kitkat-whipped cream

175



Cookie Crumble Pancake

pancake-cookie cream ganache-oreo-whipped cream

195



ORIGINAL

Fresh Fruits & Nutella Pancake

pancake-whipped cream-nutella-fresh fruits (seasonal)

250



Fresh Fruits & Maple Syrup Pancake

pancake-maple syrup-whipped cream-fresh fruits

250



Cream Cheese & Fresh Fruits Pancake

pancake-cream cheese-fresh fruits (seasonal)

250



Nutella & Banana Pancake

pancake-banana-nutella-whipped cream

225



Vanilla & Hazelnut Pancake

pancake-vanilla hazelnut spread-whipped cream

195



Hazelnut Harmony Pancake

pancake-nutella-vanilla hazelnut spread-whipped cream

195



Strawberry Farmhouse Pancake

pancake-strawberry compote-white chocolate ganache

195



* ALL PANCAKES ARE EGGLESS. ** MAKE ANY PANCAKE GLUTEN FREE @ 30 EXTRA. *** GST APPLICABLE.

OUR MENU

SUNDAES

Purely Nutella Pancake Sundae
pancake-nutella-ice cream
230



Milk Chocolate Pancake Sundae
pancake-belgian milk chocolate ganache-ice cream
230



White Chocolate Pancake Sundae
pancake-belgian white chocolate ganache-ice cream
230



Milk & White Chocolate Pancake Sundae
pancake-belgian milk & white chocolate ganache-ice cream
230



Blueberry Garden Pancake Sundae
pancake-blueberry compote-white chocolate ganache-ice cream
230



Strawberry Farmhouse Pancake Sundae
pancake-strawberry compote-white chocolate ganache-ice cream
230



BESTSELLERS

Purely Nutella Waffle
waffle-nutella-vanilla crumble
180



Belgian Milk Chocolate Waffle
waffle-belgian milk chocolate-vanilla crumble
160



Belgian White Chocolate Waffle
waffle-belgian white chocolate-vanilla crumble
160



Belgian Dark Chocolate Waffle
waffle-belgian dark chocolate-vanilla crumble
180



Belgian Milk & White Chocolate Waffle
waffle-belgian milk & white chocolate-vanilla crumble
160



Belgian Triple Chocolate Waffle
waffle-belgian milk, white & dark chocolate-crumble
180



Lemon & Cream Cheese Waffle
waffle-lemon cream cheese-vanilla crumble
175



Kitkat Waffle
waffle-belgian white chocolate-kitkat
175



BESTSELLERS

Almond Chocolate Waffle
waffle-almond chocolate-vanilla crumble
180



Raspberry Crumble Waffle
waffle-raspberry ganache-vanilla crumble
170



Vanilla Hazelnut Waffle
waffle-vanilla hazelnut spread-vanilla crumble
175



Hazelnut Harmony Waffle
waffle-nutella-vanilla hazelnut spread-vanilla crumble
175



Cookie Crumble Waffle
waffle-cookie cream ganache-oreo
175



Blueberry & Cream Cheese Waffle
waffle-blueberry compote-cream cheese
175



Strawberry Farmhouse Waffle
waffle-strawberry compote-white chocolate ganache
175



Biscoff Waffle
waffle-biscoff spread-vanilla crumble
180



GOURMET

Nutella & Fresh Fruit Waffle
waffle-nutella-whipped cream fresh fruits(seasonal)
270



Cream Cheese & Fresh Fruit Waffle
waffle-cream cheese-fresh fruits(seasonal)
270



Tiramisu Waffle
waffle-mocha chocolate coffee mousse
230



Nutella Mousse Waffle
waffle-nutella mousse-vanilla ice cream
250



Oreo & Cream Cheese Waffle
waffle-cream cheese-oreo crumble
270



Double Indulgence Waffle
waffle-nutella-cream cheese-fresh fruits(seasonal)
270



ADDONS

Nutella
60



Biscoff
60



Milk Chocolate Ganache
40




White Chocolate Ganache
40



Dark Chocolate Ganache
40



Vanilla Ice Cream
40



Blueberry Compote
60



Strawberry Compote
60



Maple Syrup
60



COLD BEVERAGES

Mint Mojito 150/190
(without/with boba)

Mango Mojito 160/200
(without/with boba)

Watermelon Mojito 160/200
(without/with boba)

Orange Mojito 160/200
(without/with boba)

Cold Coffee 170/220
(without/with boba)

Hazelnut Cold Coffee 190/240
(without/with boba)

OUR MODEL

The brand expands through a **FOFO (Franchise Owned, Franchise Operated)** model, where franchise partners operate outlets under the brand while following established brand standards, systems, and processes. Franchise partners manage daily operations and share in the financial outcomes of their outlet.

OUR MODES:
QSR/KIOSK/FOOD TRAILER



OUR MODEL

Total Investment is tentative and may vary depending on size of the store. Investment is inclusive of franchise fee. Projected investment does not include the cost of real estate, rent deposit, brokerage and taxes.

Total Investment:

20 Lakhs upto 300 sq ft



WHY CHOOSE UNCLE PETER'S PANCAKES?



Chefless model

Chef Independent model where there is no need for high salary experienced chefs



0 Wastage Model

Menu is curated in a manner that there is not even a little bit of raw material wastage



Flawless Support

Throughout the tenure support in staff hiring, operations and marketing



SOP Based

Every item on the menu has SOP. Cleaning and hygiene SOP also provided



Unique Menu

Menu is very unique unlike all other similar brands, uniqueness of the menu attracts repeat customers



Quick ROI

Depending on the location, ROI is achieved within 12-20 months from shop opening date



High Gross Margin

75% gross margin on the products sold so allows bigger net margins



Profitability Check

Monthly analysis of Profit and Loss sheets of previous months to increase profits



Tech Enabled

Business is technology enabled with raw material, inventory management system as well as POS, customer loyalty app and chef-training app



Staff Hiring

Staff hiring support (one-time) while launching the store



Transparency

Franchise partner has right to ask all questions and achieve as much transparency as possible with the company



Raw Material Support

A-Z Raw materials support on both company supplies as well as local procurement



Flexible Models

First brand in India to offer flexible royalty models in order to never put franchisees at loss



Online Delivery

Equally focused on sales through online delivery platforms! Full support on onboarding and strategies



Social Media

Social Media support and online promotions through facebook and instagram



Training Support

Training facility available on site as per requirement and need

Tech and AI-enabled ecosystem is the foundation of our rapid and sustainable growth

DYNAMIC POS

Advanced POS for sales metrics providing:

- Dynamic reports
- 100+ actionable metrics



SUPPLY CHAIN MANAGEMENT

End to end tracking, supply chain and inventory monitoring platform covering:

- 100+ SKUs
- 100+ pincodes



UPP LOYALTY APP

Instore app for ordering and customer loyalty programs leading to:

- 40% repeat customers monthly on dine-in
- Detailed tracking of customer behaviour



IOT GRIDDLE PAN

Tech enabled digital IoT griddle pan with remote controlling technology ensuring:

- 100% compliance to pancake SOPs



WORLD CLASS TECH ENABLED ECO SYSTEM

CUSTOMER FEEDBACK

AI software to understand feedback, emotions and personalised responses



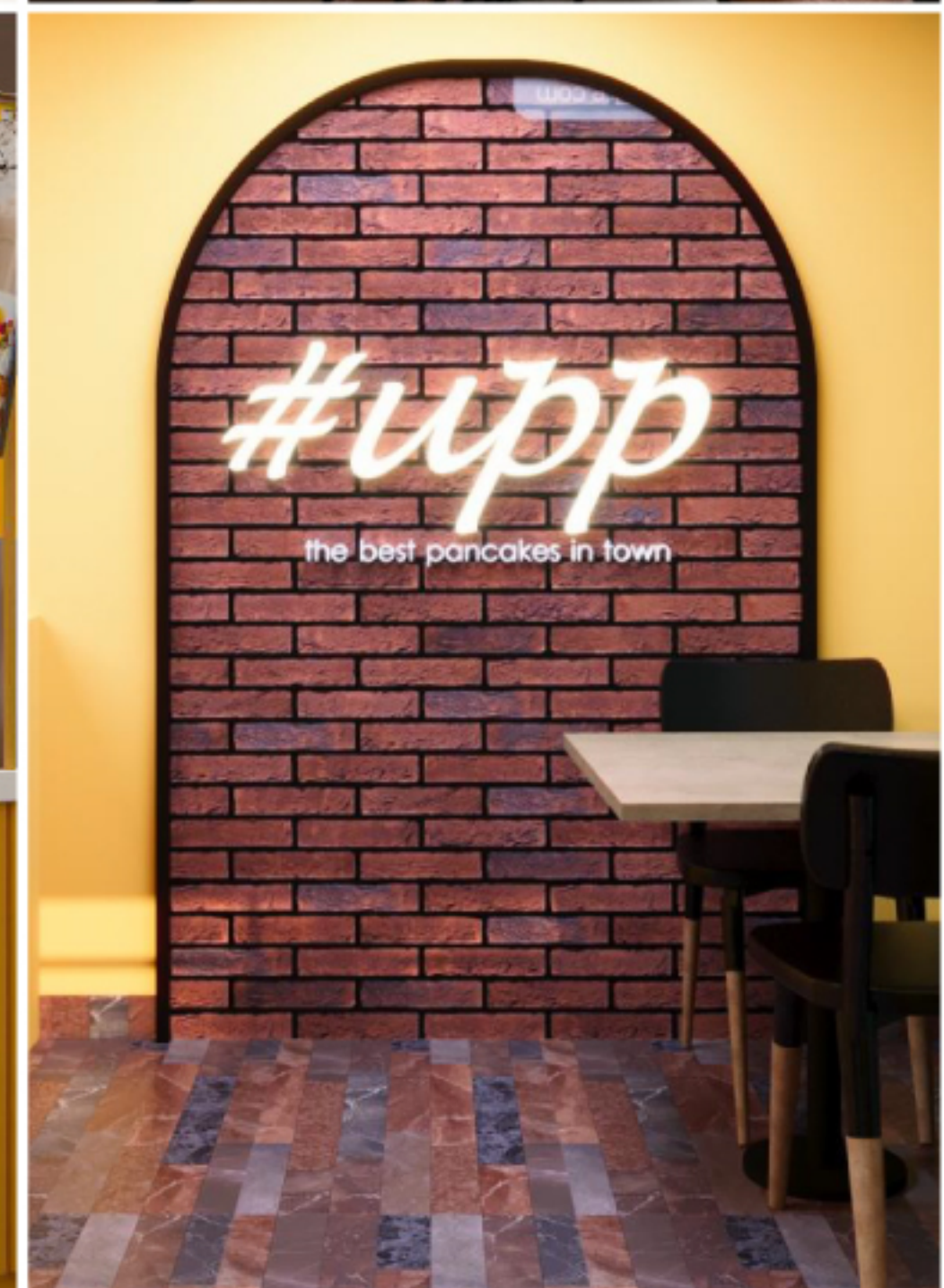
BOGMALO LEARNING ACADEMY(BLA) APP

App for training and monitoring staff performance at store level

- 400+ chefs trained every month



OUR STORES

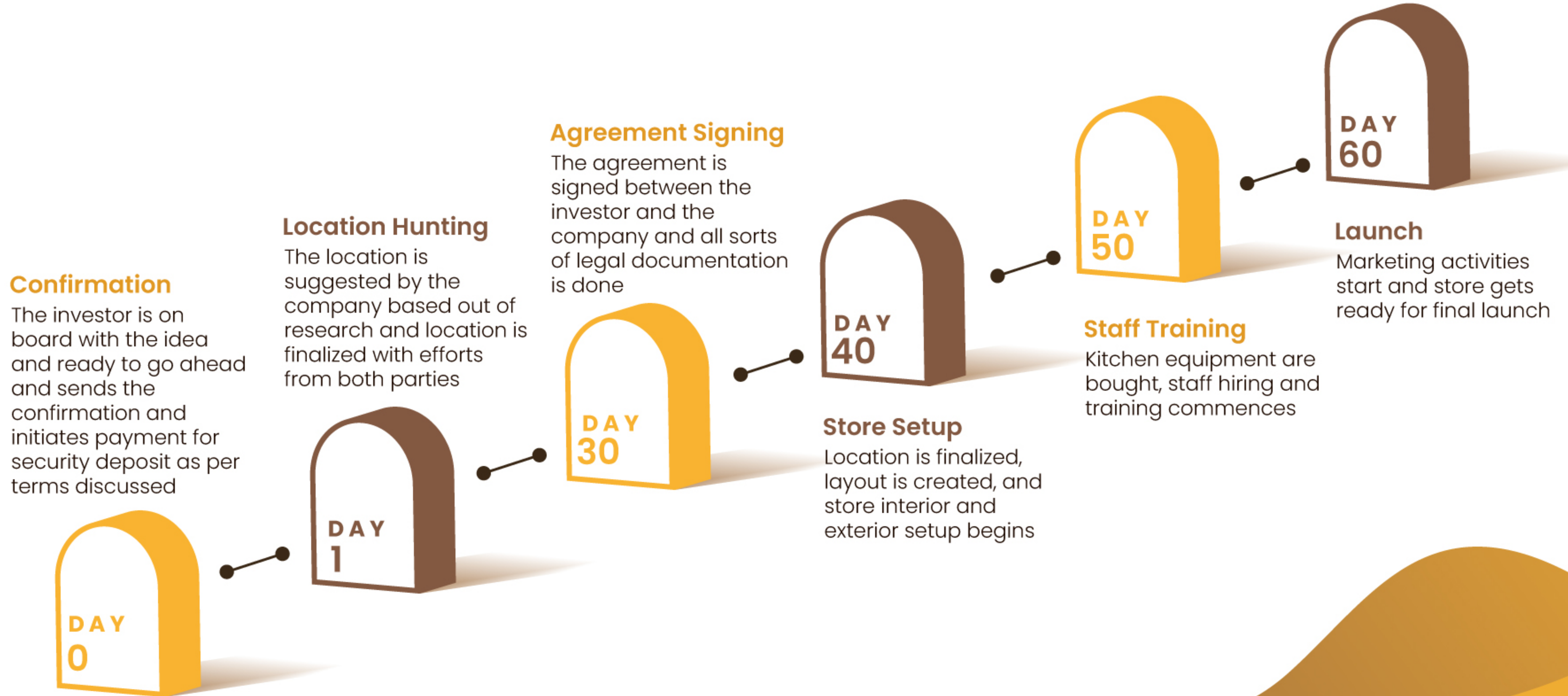


FOOT FALL



STORE LAUNCH PLAN

Projected timeline from signing LOI to store opening



OUR IDEAL PARTNER



Extremely passionate about food and the F&B industry



Actively involved in day-to-day business operations



Strong financial background to support setup and operations



Acts as a **flag-bearer and ambassador** for the UPP brand



Sincere, process-driven and compliant with all SOPs



Has the **vision to scale** and open multiple outlets in a short time



Eager to grow with the brand, not just earn from it



Marketing-minded and proactive in local promotions



Engages consistently with the brand and its campaigns



Fully compliant with the brand guidelines and quality standards



Possesses strong financial and **business acumen**



Prior QSR or retail experience is an added advantage

If you believe that you are a perfect fit, and have it in you what it takes, then scan and fill up the form and our team will get in touch with you.



THANK YOU!

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