



चव परंपरेची, ओळख महाराष्ट्राची



Executive Summary

Misalwala is a fast-growing, premium Quick-Service Restaurant (QSR) brand specializing in authentic Maharashtrian snacks. We are famous for using 100% assal paramparik home-pounded masale (traditional homemade spices) to serve iconic dishes like Green Pahadi Misal, Pithla Bhakri, Thalipeeth, and piping hot Vada Pav.

This proposal outlines our customized Corporate Kiosk, Bulk Catering, and Event Partnership Models. By partnering with Misalwala, you bring a highly demanded, deeply loved, and fiercely authentic regional food experience to your office, food court, or private event, completely backed by the strict hygiene and operational standards of Vardhaman Hospitality & Management (VHM).

Solving Market Challenges



Boring Canteen Food

Most corporate cafeterias serve the same generic sandwiches and oily Chinese food every day. People get bored and step out of the office to eat.

Unhygienic Street Food

People love local snacks like Vada Pav and Misal, but eating from roadside stalls leads to health and digestion issues.

Artificial Flavors

Modern cafes try to serve "Misal," but they use cheap, readymade commercial powders that lack the real, slow-roasted traditional taste.

The Misalwala Solution

We bring the absolute authentic, rustic taste of Maharashtra's villages straight into your clean, professional environment. We serve hot, spicy, and hygienic local favorites that people actually want to eat every single day.

Assal Paramparik Menu



Green Pahadi Misal
Unique fresh herbs and
a fiery tarri gravy.



Pithla & Zhunka
Rustic comfort straight
from the heartlands.



The Iconic Vada Pav
Served hot with special
dry garlic chutney.



B2B Product Categories

Category	Featured Items	Price Range
Misal (मिस्कळ)	Special Misal, Pahadi Misal	₹90 – ₹120
Traditional Snacks	Thalipeeth, Kothimbir Wadi, Sabudana Wada	₹20 – ₹80
Vada Pav & Bhaji	Jumbo Vadapav, Crunchy Vadapav, Bhaji	₹20 – ₹40
Cultural Thalis	Puranpoli Thali, Zunka Bhakri Thali	₹90 – ₹150
Beverages	Kadak Chai, Solkadhi, Taak, Lassi	₹15 – ₹50



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Campus Kiosks

Corporate & College Cafeterias

We set up clean, compact, and fully branded Misalwala "Live Counters" within your existing food court.

Benefit: Provides employees and students with hygienic, pocket-friendly local food right inside the campus, reducing time spent outside.



Bulk Delivery

Corporate Snack Boxes

Pre-packed, neat, and highly professional delivery for office meetings or team events.

The Fast Snack Box:
2 Vada Pavs + Sweet

The Traditional Box:
Kothimbir Wadi + Thalipeeth

The Executive Box:
Full Pahadi Misal Kit



Event Catering

"Assal Maharashtra" Events

Live traditional buffet setups for office parties, festive celebrations, and ceremonies.

Benefit: Adds a unique cultural food experience that guests remember. Includes live Thalipeeth roasting and piping hot Pithla Bhakri spread.

Franchise & Investment

Model

FOCO (Franchise Owned, Operated by Company)

Space

500 to 600 Sq. Ft.

Margins

50% to 80% Average

Support

Complete VHM management backing

₹12L

Total Setup Investment

Expected ROI: 18 – 24 Months





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Our Quality Guarantee



Zero Artificial

No artificial colors or cheap commercial powders. Just 100% homemade masale.



Strict Hygiene

Staff in hairnets and gloves. Spotless kitchens following VHM protocols.



FSSAI Compliant

Full licensing and safety checklists to ensure zero digestion issues.



Questions?

**Join us for a free tasting
session today.**

Call: 91122 30606

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