


1983
HARLEY'S
Fine Baking
ARTISAN CAKES & EXOTIC COFFEE
ISIN : INE1FUB01013



The Artisan Bakery & Speciality Coffee Brewery



INTRO DECK





“Harleys India Bakes History: Guinness Record for World’s Largest Honey Cake!”

Harleys India Fine Baking achieved a **Guinness World Record** by creating the **world’s largest Russian Medovik Honey Cake**, weighing 2,254 kg! Crafted by a team of **500 chefs** at the Maaya Convention Centre, Hyderabad, this colossal cake measured 7 feet wide and 70 feet long, breaking records previously held by Spinneys Dubai. Guinness adjudicators officially recognized this feat, presenting the certificate to Harleys India’s CEO, Suresh Naik. Beyond the achievement, portions of the cake were shared with schools and NGOs, showcasing culinary artistry while spreading joy. A proud moment for Hyderabad and Indian bakers on the global stage!



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About Us



Welcome to Harley's!

Indulge in Luxury, Relish the Moment

India's ultimate luxury in cakes, coffee, and confections. Known for world-class flavors, Victorian elegance, and award-winning quality, Harley's is where indulgence meets innovation. Proudly crafted in India, poised to captivate the world.



Our Vision



Creating masterpieces!
Creating happy memories!
For millions of people across the world.

To become the India's largest Premium Desserts & Coffee chain serving more than 1 million orders a month by 2028.

Our Mission



- Set the Standard in Premium Cakes, Coffee & Confectionery: Lead with unparalleled quality in cakes, coffee, and confections that define sophistication and elegance.
- Create memorable Experiences: Craft immersive, memorable journeys where taste, ambiance, and luxury unite seamlessly.
- Bring the World to India: Introduce extraordinary global flavors in cakes, coffee, and confections, elevating India's gourmet landscape.
- Deliver Exceptional Service, Redefined: Elevate hospitality to an art form, with personalized service that leaves a lasting impression.
- Champion Masterful Craftsmanship: Commit to the finest ingredients and exquisite design, ensuring every creation is a signature masterpiece.
- Celebrate India Globally: Position India as a beacon of culinary artistry, proudly expanding Harley's as a "Make in India" brand on the world stage.





Our Team

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Suresh N R

Chief Executive Officer

Srinivas Rao

Chief Finance Officer

Sudheer Kaali

Chief Strategy Officer

Harishankar Goud

Chief Operations Officer

Sandeep Reddy

Chief Marketing Officer

**Lakshmi Ram
Lavudiya**

Director

**Prathaban
Guruswamy**

Business Head

Swetha Sunkara

Investor Relations

Raj Shekar

Head Finance

**Ganga Charan
Singh**

Head Procurement

**Girish Naryan
Sharma**

Head Chef

Viswa Prathap

Brand Manager



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Empress Elizabeth Alexeievna adored the **Medovik Cake**, known as the “*Queen Cake*” for its rich honey layers and nourishing ingredients.

Today, Harley's brings this legendary dessert to India, where it leads the market in premium European and Russian cakes, selling over **10,000 kilograms** monthly.

On December 6, 2024, Harley's will honor this royal legacy by attempting a **Guinness World Record** with the **largest Medovik cake**, celebrating its heritage in grand style and setting a new standard in Indian confectionery.





Harley's is pioneering a unique coffee experience inspired by the European tradition of "Kaffee und Kuchen"—a ritual akin to India's beloved "Chai Biscuit." Harley's is redefining India's coffee culture with the concept of pairing—the tradition of enjoying coffee with a perfectly matched cake.

"Kaffee und Kuchen" Coffee and Cake



We elevate the experience by serving specialty coffee alongside premium cakes with complementary flavors. This unique pairing creates a memorable, multi-sensory experience for our customers, celebrating the joy of savoring coffee and dessert together, exclusively crafted at Harley's.



Our Track Records

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We offer a personalized and delightful experience to every guest, ensuring each bite brings pure bliss. Our goal is to be the top choice for celebrations, providing a sanctuary where joy is savoured.



87.64%

Customer Delightful Stories.

1.5K+

Orders per day

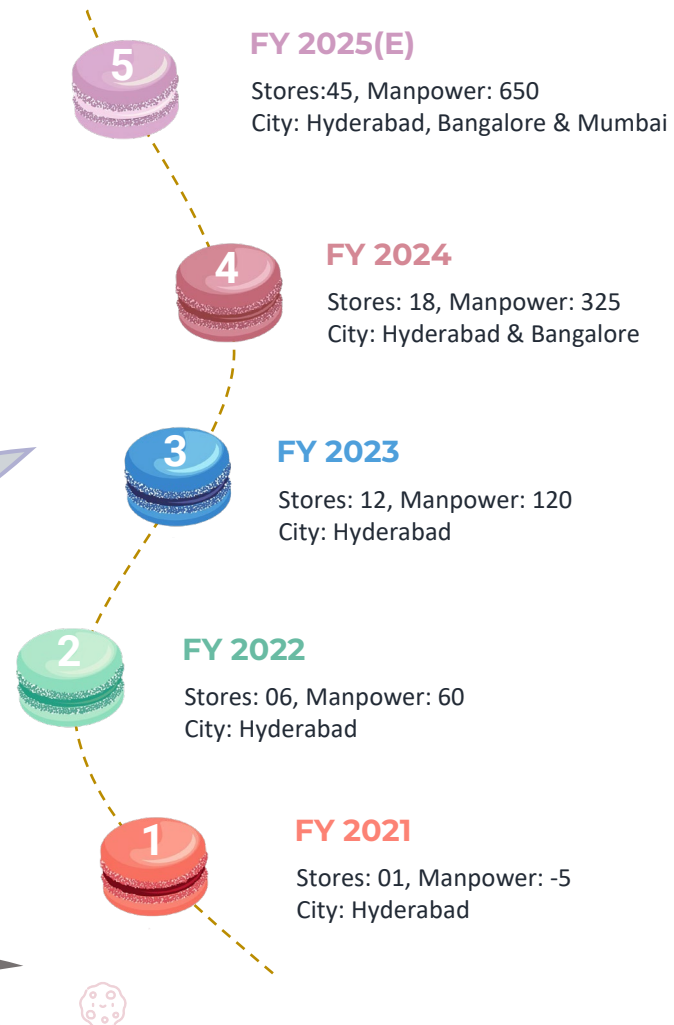




Growth Map



www.harleys.com



- To reach 100 stores (India & Abroad)
- FY 25-26 Retail & Quick Commerce product expansion

Our Products



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Beverages

- Classic Coffee (Hot)
- Flavored Coffee (Hot)
- Signature Hot Chocolate
- Hot Teas
- Harley's Specialty Cold Brew Coffee
- On The Rocks - RENOWNED
- Ah-Ah Iced Americano
- Harley's "Must Try" Iced Teas
- Gourmet Frappe



Continental

- All-Time Favourite Antipasto
- Croissant Burgers
- French Focaccia Sandwiches
- Lebanese Shawarma
- Stuffed Korean Buns
- Croissant Sandwiches
- Thin Crust Flaky Crozzo Pizza
- Breakfast Combo
- Lunch Combo



Bakery

- Harley's Signature Medovik Cakes
- Finely Baked Newyork Cheesecakes
- Mexican Cakes - Tres Leches
- Torte Dream Cakes
- Harley's Crocante Cupcakes
- Bar Cakes & Muffins
- Gourmet French Macarons
- Healthy Millet Cookies
- Range of Fine Cookies
- Crozzo Delights (Croissant Cupcakes, Crozzowich, Minibites, Crozzo Cookies)
- Confectionary - Crocante Chocolate Box
- Harley's Sweet Home Assortments
- Customized Cakes





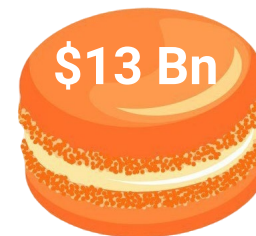
Bakery Market Scope



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CAGR 11-12%



\$13 Bn

FY 2023



\$22.5 Bn

FY 2028



Market Scope



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Cakes & Pastries Segment



FY23 Market Size

\$1.44 billion

FY28 Projections

Expected to reach **\$2.48 billion**

CAGR

Impressive growth rate of **17-19%**



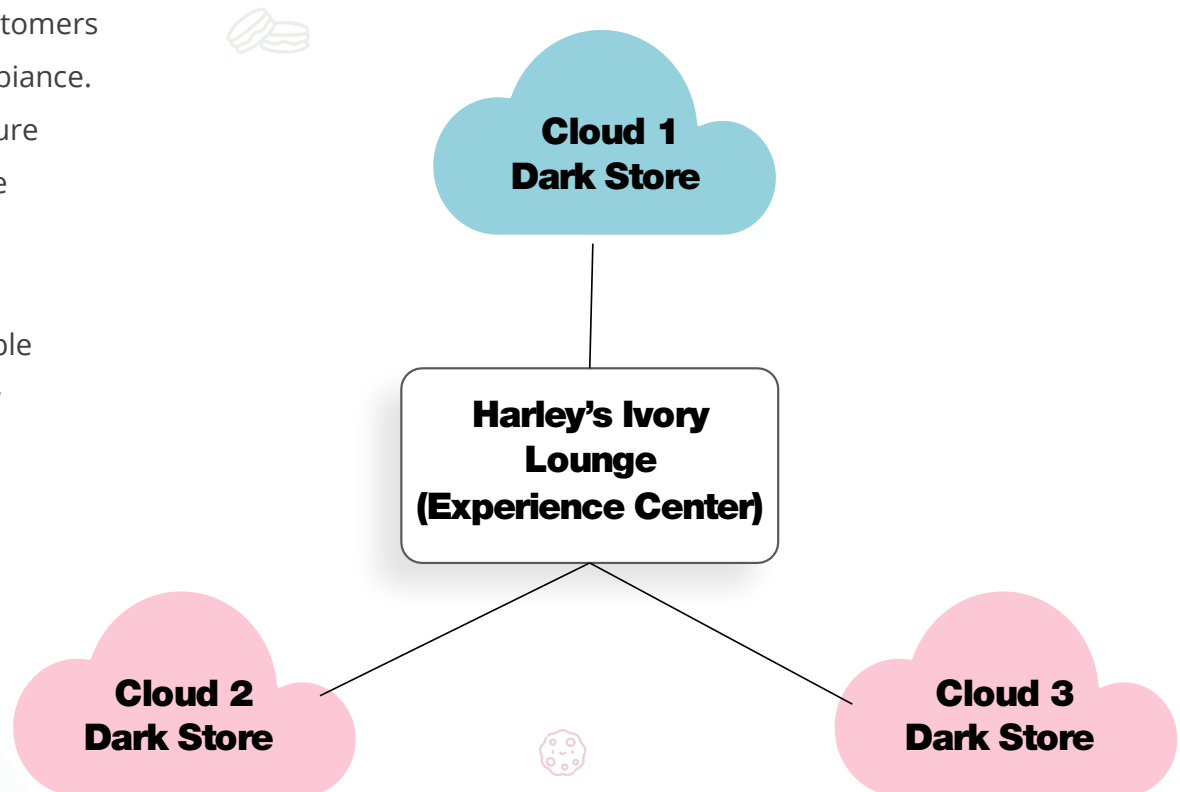


Each Cluster Comprises the following

ONE Premium Ivory Lounge: This lounge offers customers the opportunity to experience Harley's luxurious ambiance. Customers can indulge in a variety of Harley's signature desserts, continental cuisine, and the specialty coffee beverages.

TWO to THREE Cloud Kitchens: These kitchens enable customers to order products online through delivery platforms, ensuring convenient doorstep delivery.

Each Cluster area Covers Customers in and around 10 Kms Radius in the respective City



Ask & Utilization



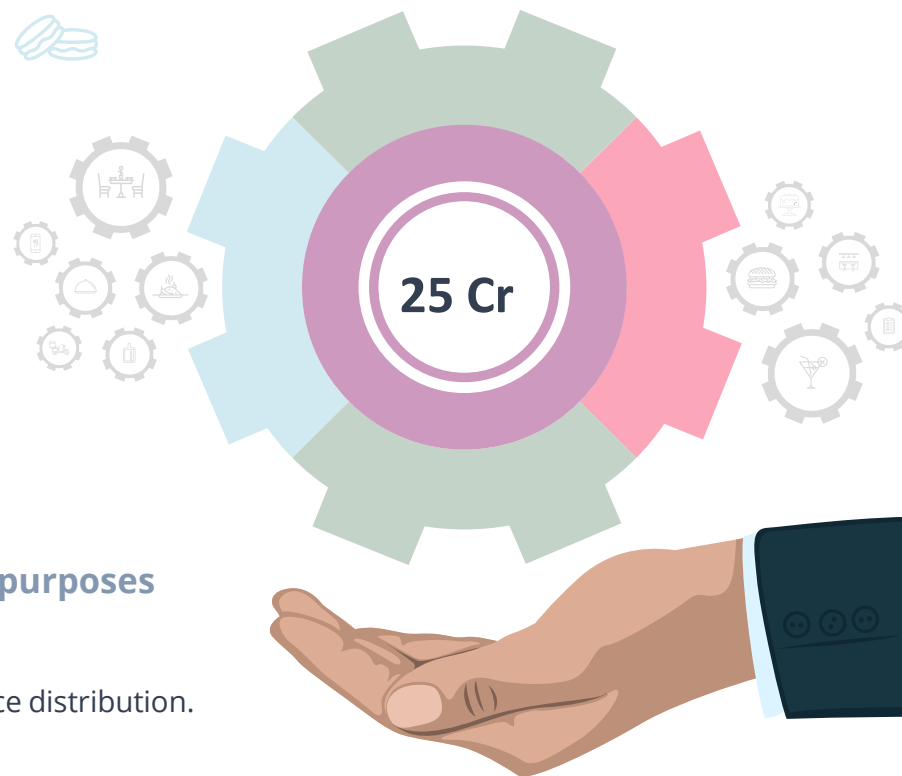
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10 Crores
Equity



15 Crores
Debt



Harley's Bakery plans to utilize funds for the following purposes

- Expanding the Ivory Lounges network to strengthen quick commerce distribution.
- Supporting working capital needs to ensure smooth operations.



Company in Media



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The Hans India



Hans India English Daily

Harley's India Sets Guinness World Record with 2254 kg Russian Medovik Honey Cake

Hyderabad: **Harley's India, Fine Baking** has set a remarkable milestone by achieving a **Guinness World Record** for crafting the create the world's largest Russian Medovik Honey Cake. The grand Program took place at the Maaya Convention Centre, Kondapur Hyderabad, drawing participation from over 500 bakers, chefs, and support staff, who joined hands to create this culinary masterpiece.

<https://www.thehansindia.com/life-style/harleys-india-sets-guinness-world-record-with-2254-kg-russian-medovik-honey-cake-928092>



Deccan Chronicle



DECCAN Chronicle

Harley's India Makes History with World's Largest Russian Medovik Cake

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<https://www.deccanchronicle.com/lifestyle/food/harleys-india-makes-history-with-worlds-largest-russian-medovik-cake-1845943>



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ISIN : INE1FUB01013

Contact Us:



+91 80830 98888



www.harleys.com



care@harleys.com



Thank You

Contact us for more investment queries:

QROPS ADVISORY SERVICES PRIVATE LIMITED



+91 98855 71740, +91 92461 73898, +91 90522 40456



www.privateplacements.in



info@privateplacements.in



Corporate Office: Plot No 104, Road No-2, Usha's The Felicity, 5th Floor, Kakatiya Hills, Madhapur, 500033, Hyderabad.

Branch Office: Workenstein Collaborative spaces Private Limited, Office number Hi Street 205, New No. 431, 431, Anna Salai, Mount Road, Teynampet, Chennai, Tamil Nadu 600018.

