



Always better momos!

CIN: U55204TG2015PTC101940

Zomoz

The Most scalable
Momo Brand!

INVESTOR
Memorandum July 2025



About Us

Started with an aim to deliver authentic & wholesome dumplings, we are trying to build a food ecosystem globally!

Company Highlights



Company: Prabhati Foods Pvt Ltd

Founded: 2016

Production: 1,20,000 Pcs (Daily)

Delivery Partners:



SWIGGY



magicpin



Business Model



Retail

- Zomoz operates company-owned outlets across different formats: Mall Kiosk High street & corporates
- We follow an all-electric and frozen model which eliminates the need for a kitchen and allows micro footprint operations



Cloud

- We operate cloud outlets via both self-leased and sub-leased spaces, plug & play model allows us to start in 3 days of leasing
- Scaled up rapidly in South-India via strategic association with Rebel Foods



B2B Sales



Our Steaming Hot Menu

Zomoz prides on delivering value-for-money products with highest portion size across all competitor brands

Product Categories

Steamed



Hot & Crispy



Tossed in Sauce



Classic Fried Momos



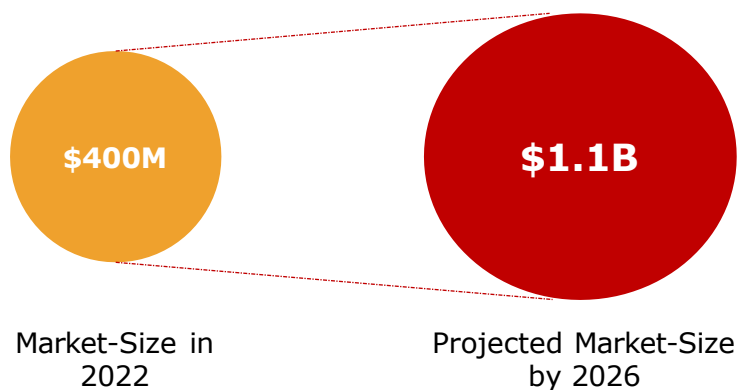
- We serve 50+ products in our menu with **ten different** momo variants
- Veg variants – **Vegetable, Paneer, Cheese Mushroom and Manchurian**
- Chicken variants – **Chicken, Zesty Chicken, Masala Chicken and Cheese Chicken**
- We offer **value combos** which includes choice of in-house drinks and **Chocolate Momos** on the side
- Beyond our primary offerings, we also have other snacking options like **French Fries, Spring Rolls, Veg and Chicken Nuggets**

*Source: Sector reports, Media articles, Food blogs, Company filings, Fund house reports

Food Delivery Market

'Momos' is the fastest growing category within snacks and presents a billion dollar market opportunity

Momo Market Size¹

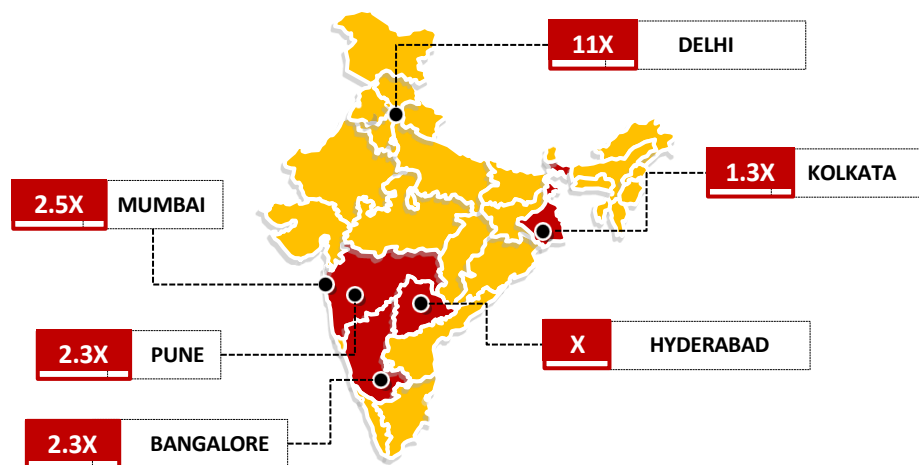


- The overall momo market is estimated to be around \$400 million and is growing by a CAGR of 30%
- High adoption in Tier 2 and Tier 3 cities
- Wow! Momo is the largest momo chain with ~413 Cr revenue (FY 23) & 45% CAGR (2016-2023)

1 - Zomato Reports and SME Interviews

2 - [ET News Report](#)

Online Food Delivery



Highlights

- Top 5 cities contribute to 50% of the online momo market
- Millennials account for 63% of the online ordering population
- 8 out of 10 Indians are replacing at least one meal with a snack²
- 'Momos' is the fastest growing category within the fastest growing online segment i.e. Snacks

*Source: Sector reports, Media articles, Food blogs, Company filings, Fund house reports



"51% of Indians believe that Frozen Snacks are very tasty and delicious"

Market Statistics

Momos have become a trending food item, particularly in India, evolving from a regional delicacy to a national sensation.

Market Statistics

Food Service Market Size (In Lakh Crores)

Region	2024	2029/2033	CAGR
Global	₹0.66	₹4.59 (2029)	~47.5% (5 yrs)
India	₹4.36	₹10.56 (2033)	~10.33% (9 yrs)

Quick Service Restaurant (In Lakh Crores)

Region	2025	2030 / 2032	CAGR
Global	₹2.38	₹3.72 (2030)	~9.37% (5 yrs)
India	₹90.24	₹165.03 (2032)	~9.01% (7 yrs)



Fast-paced lifestyles and time scarcity are pushing consumers toward ready-to-cook (RTC) and ready-to-eat (RTE) frozen options like momos, seen as quick, easy meals. **Global Ready To Eat Food Market Size** is valued at **USD 415.6 Billion in 2024** and is predicted to reach **USD 884.5 Billion by the year 2034** at a **8.2% CAGR** during the **forecast** period for **2025–2034**.



Consumers now snack more often without occasion, making frozen momos a go-to for casual at-home indulgence or delivery.



Frozen snacks like momos are core to delivery menus. Cloud kitchens and QSR chains are scaling rapidly, catering to urban and Tier II demand.



Indian frozen food market size is forecast to increase by USD 3.21 billion at a CAGR of **20.6%** between 2024 and 2029.



Innovation and new product development are driving global experimentation with fusion cuisines in the foodservice market.

*Source: Sector reports, Media articles, Food blogs, Company filings, Fund house reports

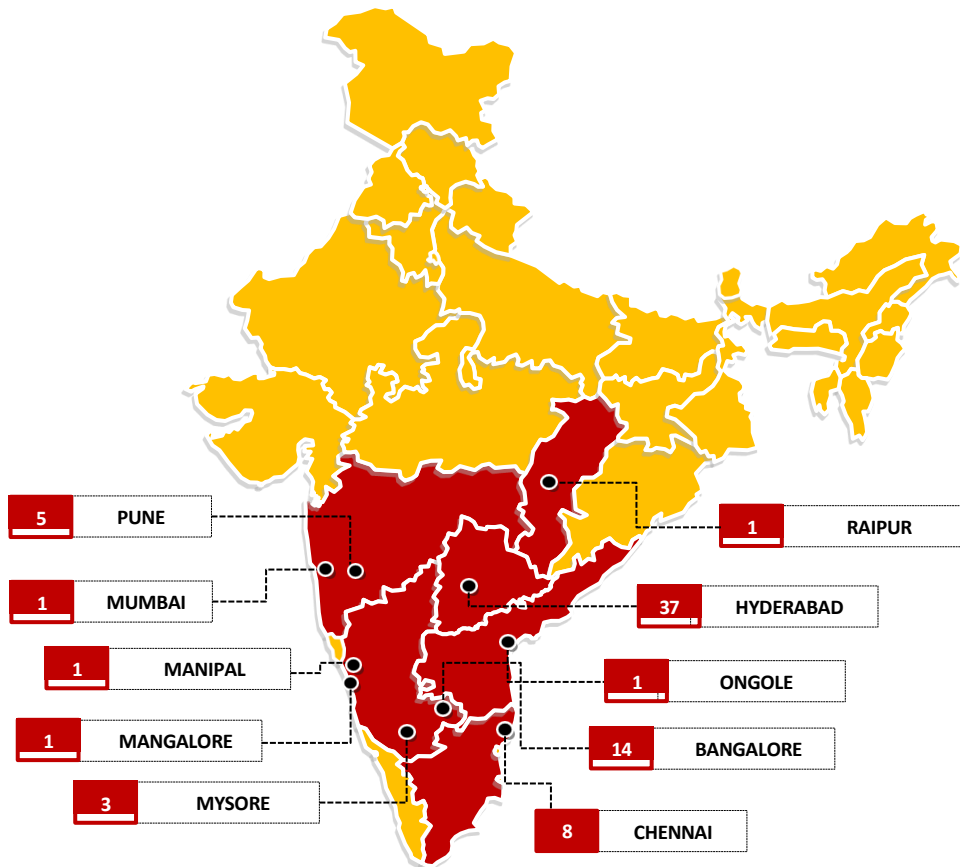


“Frozen Snacks are now part of intermittent meals”

Company Overview

Zomoz has rapidly scaled up across 10 cities while maintaining focus on quality and customer service

Geographic Presence



1. Swiggy & Zomato New User Reports

Brand Highlights

- Zomoz is currently the highest-rated momo brand (**4.2+**) across Swiggy and Zomato in cities where it operates
- Brand commands a **34% share** of the online momo market in Hyderabad and has expanded rapidly to secure a **11% and 10%** market share in Bangalore and Chennai respectively in just 18 months
- First brand to launch '**Hot & Crispy**' category in the industry which later became a PAN India customer favourite
- Our online customer **retention rate of 72%¹** is testimony to the quality of our products & our passion for consistently serving great tasting momos.

Retail Outlets		Cloud Kitchens	Total
Own 30	Franchise 6	36	72

*Source: Sector reports, Media articles, Food blogs, Company filings, Fund house reports



"66% of Indians find the consumption of frozen snacks faster than regular meals cooked at home"

Differentiated Model

Zomoz Edge Robust back-end for a simplified front-end makes our model unique and scalable

Market Tested Products



Generous Filling

- Filling-to-wrapper ratio of 1.5
- Highest in the industry



Hot & Crispy Momos

- Highest selling category after steamed momos
- Ideal for online delivery



Wide Spread from Fewer SKUs

- 7 base momo x 8 prep styles = 50+ menu items

Robust Back-end



Automated Central Kitchen

- Cost reduction with centralized sourcing & scale
- Imported machines re-engineered for local requirement



Cold-Chain Logistics

- Supply contract with JIFPL for distribution
- Fixed distribution costs including last-mile delivery



6 to 9 months shelf life

- Standardized products served PAN India
- Minimizes wastage at outlets

Plug & Play Outlets



60 Sq-ft Space

- Plug & Play model fit for mall kiosks, Cloud Kitchens, Food trucks & Single-day events



Low Capex Model

- Low-cost commercial appliances
- Electrical Only Model



Prep Time ~ 10 mins

- Back-end heavy processes help us drive QSR benefits for both counter and online delivery

Manpower



One-manned Outlet

- We encourage single staff ownership model with revolving senior staff to oversee and fill-out weekly offs



Chef-less Model

- SOP driven preparations enable hiring of unskilled staff
- POS Integration with Swiggy/Zomato minimizes system-training complexities






3-Day Training Period

- Employees trained on the job & performance monitored using outlet ratings, delivery time, online reviews etc.

Our Strongest Moat

A strong focus on technology and automation resulted in the first 100% automated dumpling making unit in the country

Our journey from 1,000 to 1,00,000 momos daily

	2017-2018	2019-2021	2022-Present
			
	Hand-made production	Semi-Automatic	Fully-Automatic
# Production Staff – Forming Process	10 Skilled	6 Semi-skilled	12 Semi-skilled
# Machine / Line	-	2 Machines	1 Line
Capacity (Pcs/ day)	4,000	18,000	130,000
# staff needed to make 1L Pcs/day	250 Skilled	50 Semi-skilled w/ 17 machines	12 Semi-skilled w/ 1 line

*Source: Sector reports, Media articles, Food blogs, Company filings, Fund house reports



“44% of Indians believe that Frozen Snacks offer a restaurant-like taste”

India's First Fully Automated Momo Production Plant

Brand operates a single production facility with a daily capacity of 1 lakh pcs, catering to all outlets PAN India



Facility



Our food processing equipment has been specially designed to produce uniform sized momos with filling to wrapper % (by weight) of 73%, which is highest in the industry



Dumpling forming process is 100% automated



Regularly audited by Compass, Sodexo, Hungerbox and other third party agencies



Strict quality checks at the RM procurement and FG packing stage. Our Ingredients are sourced only from trusted vendors like HUL, Veeba, VKL, Best Price among others.



Medical check-up is conducted for all food handlers on a regular basis



No Preservatives, Additives or Artificial Color are added to our products



“50% believe it is a misconception that frozen snacks have preservatives”

Indians Snacking Habits

The majority of Indians snack multiples a day

6 in 10 Indian consumers eat snacks at least twice a day



Top three reasons for snacking

To satisfy hunger **50%**

To boost one's mood **46%**

To satisfy a craving **45%**

PACKAGED F&B

Overall consumption spend in India

\$70 - 75B

— **45%** —

Gen Z driven spends

\$30 - 35B



EATING OUT AND ORDERING IN

Overall consumption spend in India

\$70 - 75B

— **48%** —

Gen Z driven spends

\$30 - 35B



*Source: Sector reports, Media articles, Food blogs, Company filings, Fund house reports

Frozen Snack Trends



65%

Indians believe that there is no specific timing for Frozen Snacks. They can be consumed anytime.

56%

Frozen Snacks are a must for any kind of party



77%

Frozen Snacks – India's crispy snacking barometer 3 out of 4 Indians prefer Frozen Snacks that are crispy.

Top 6 reasons for the increase in snacking:

All India		
The convenience offered by frozen / ready to cook foods: 47 %	Frozen snacks offer restaurant like taste or tasty food at home: 44 %	Cooking light snacks is faster and easier than meals: 53 %
OTT consumption has increased: 37 %	More occasions celebrated at home (festivals, house parties) : 41 %	Cheaper alternative to rising prices of other food items: 34 %

*Source: Sector reports, Media articles, Food blogs, Company filings, Fund house reports

Zomoz – Statistics

Wide array of products served from a minimalistic setup helping us maximize the ROI

Zomoz – By Numbers

72
Locations

365
Avg. Ticket Size¹ (INR)

10
Cities

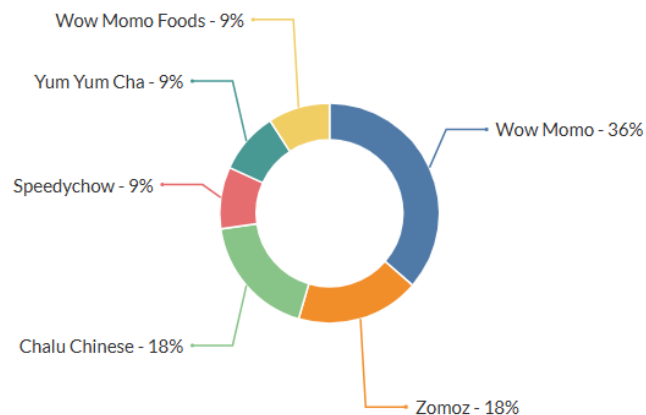
4.2
Avg. Delivery Rating

4200
Revenue (INR)/Sq.ft.

Notes:

1. Gross AOV for Online Orders
(Swiggy / Zomato) – May'25

Latest Market Share



*Source: Tracxn as on May 2025

Zomoz Ratings on Zomato and Swiggy

Zomoz enjoys high ratings across popular food delivery platforms. On Zomato, it consistently receives excellent feedback for its delicious momos, while on Swiggy, customers also rate it highly for quality and timely delivery. These positive ratings reflect Zomoz's commitment to delivering top-notch flavors and customer satisfaction.

Zomato Ratings

Hyderabad	★★★★★ 4.4★ 1,148 Delivery Ratings	Mysore	★★★★★ 4.5★ 644 Delivery Ratings
Chennai	★★★★★ 4.3★ 1,232 Delivery Ratings	Pune	★★★★★ 4.2★ 197 Delivery Ratings
Mangalore	★★★★★ 4.2★ 2,375 Delivery Ratings	Bangalore	★★★★★ 4.1★ 1,222 Delivery Ratings

Swiggy Ratings

Hyderabad	★★★★★ 4.5 (430 ratings)	Mysore	★★★★★ 4.5 (430 ratings)
Chennai	★★★★★ 4.4 (755 ratings)	Pune	★★★★★ 4.3 (193 ratings)
Bangalore	★★★★★ 4.3 (1.4K+ ratings)		

*Notes: Gross AOV for Online Orders (Swiggy / Zomato) – May'24

Source: Tracxn calculates data using a sample of web traffic but does not include traffic from mobile websites or apps.



“One-fourth of India snacks at least once a day”

Team Zomoz

Led by a group of highly passionate young professionals trying to make a dent in the QSR industry



Akash Singh

Designation: Co-Founder & CSO

Pedagogy: MBA (SP Jain), B.Tech (NIT C)

Past Exp:

Deloitte.



Shouvik Dhar

Designation: Founder & CEO

Pedagogy: MBA (ISB), B.Tech (NIT S)

Past Exp:



Creat!st



Shreyas Darne

Designation: Co-Founder & COO

Pedagogy: MBA (SP Jain), B.Tech (VJTI)

Past Exp:

Deloitte.



Future Plan

We want to build an operating system with Zomoz which will help us create and scale other consumer brands across India

Target Categories

Chinese



Menu live in 13 stores

Baos



3 SKUs live across 72 stores

Rolls



Menu trial live in 5 stores

Spring rolls



2 SKUs live across 72 stores



Manufacturing

In-house plant machinery setup and technical know-how to manufacture at scale



Supply Chain

Multi-temperature supply chain from Plant to last mile locations PAN India



Network of Stores

Plug-and-play infrastructure with 300+ locations of Zomoz



Team

City level operations team and service staff to cater to multiple brands

Innovating with Baos

We have recently launched a unique collection of Fusion Baos



- Baos are essentially Chinese buns stuffed with a variety of sweet and savory fillings in a combination of juicy broth and pickled vegetables
- It is a speed snack that is smaller than a burger, lighter than a sandwich and is considered to be the new age comfort food
- Closed Baos can be had on-the-go since they are non-oily, spill-proof and ideal for takeaway

Our Bao Variants

Re-inventing Baos with a specially curated menu adapted to Indian flavors



Plateer Barbeque Bao



Pizza Veg Bao



Butter Paneer Masala Bao



Creamy Veg Bao



Chicken Barbeque Bao



Pizza Chicken Bao



Butter Chicken Masala Bao



Creamy Chicken Bao

Store Design



Food court Store Design

Estimated space requirement for setting up a store is close to 120 Sq ft



- Store fit-out and setup takes around **3-4 weeks**
- Major equipment installed are Steamers, Fryers, Deep Freezer, microwave and Induction
- Electrical requirements - 12 KW

Kiosk Design

Estimated space requirement for setting up a Kiosk is close to 80 Sq ft



- Kiosk fit-out and setup takes around **2-3 weeks**
- Major equipment installed are Steamers, Fryers, Deep Freezer, microwave and Induction
- Electrical requirements - 8 KW

Dine-in Store Design

Estimated space requirement for setting up a dine-in store is close to 600-800 Sq ft



*Source: Sector reports, Media articles, Food blogs, Company filings, Fund house reports



“44% of Indians believe that Frozen Snacks offer a restaurant-like taste”

Disclaimer

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always better momos!

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