

EGGDUM

Ekdam Fresh. Eggdum Tasty.

★ **FRANCHISE OPPORTUNITY 2026** ★

India's Branded **Egg** QSR Franchise Opportunity

Become Your District's
EGGDUM Master

India runs on eggs.
Now India gets its egg brand.

A bold, scalable egg QSR system
built for growth, delivery and
district-level expansion.



EGGDUM
Express



EGGDUM
Dine



District
Master



Pan-India
Expansion

★ **Ekdam Fresh, Eggdum Tasty.** ★

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India's Egg QSR Opportunity

Everyday protein. Everyday demand.

India already loves egg-based food.
What the market still lacks is a bold, organized
and scalable egg QSR brand that combines
speed, hygiene, consistency and delivery-readiness.



1

365-DAY DEMAND



Eggs are an
everyday food habit
across India —
consumed across
meals, occasion
and budgets.

★ Demand that never takes a day off.

2

DAILY PROTEIN HABIT



Affordable, familiar
and highly versatile.
Egg-based meals
are repeat-friendly
and loved by
all age groups.

★ High repeat. High relevance.

3

HUGE UNORGANIZED MARKET



Egg street food
is everywhere
and highly popular
— but the market
remains mostly
unorganized.

★ Big market. Ready for organization.

4

HYGIENE + BRANDING GAP



Customers want
trust, consistency,
safe food, quality
packaging and
a better overall
experience.

★ The gap is the opportunity.



The opportunity is not teaching
India to eat eggs.
The opportunity is building the brand
that serves them better.

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★ **FRANCHISE-READY MENU SYSTEM** ★



Why EGGDUM Is Built To Scale

Not just a menu. A broad egg-first demand system.

1



SYSTEM PROOF

- 41 egg creations + 8 DUM combos
- 13 high-demand food categories
- Under-7-minute fast-service model
- Focused ingredients, multiple formats

2



BRAND PROOF

- Bold egg-first QSR identity
- Memorable logo + packaging system
- Familiar + trending craving coverage
- Youth-friendly, mass-friendly appeal

3



DEMAND PROOF

- Breakfast to late-night menu coverage
- Burgers, momos, ramen & protein meals
- Delivery-friendly and repeat-worthy choices
- Built for variety, value and scale



Sirf anda nahi –
complete menu, brand aur demand system.

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Built For Pan-India Expansion

One system. Many cities.
Strong local relevance.



Scalable Brand Identity

Strong, consistent branding that builds trust in every market.



Compact QSR Formats

Small footprint. High efficiency. Easy to set up anywhere.



Delivery-First Growth Engine

Built for today's consumer. Optimized for delivery & takeaways.



SOP-Driven Multi-Outlet System

Standardized processes ensure consistency and profitable scale.



EGGDUM is designed to expand across cities through repeatable formats, compact operations, recognizable branding and a delivery-friendly food system.



Har district me ek **EGGDUM Master** ban sakta hai.

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Become Your District's EGGDUM Master



Only one Master per district. First come, **first crowned.**

★ The first franchise partner in a district gets the opportunity to become the **EGGDUM District Master.** ★



8% Royalty
On Your Own Outlet

District Master outlet pays only 8% royalty.



5% District Share

Earn 5% share on Mini outlet sales in your district.



First-Mover Advantage

Secure the district before others do and stay ahead of competition.



Long-Term Expansion Upside

Your district can grow beyond a single outlet.

Build your own outlet.
Build your district opportunity.



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MENU SYSTEM

A DISCIPLINED **41-ITEM** EGG QSR MENU



41 Items

Complete
Egg Menu



8 Combos

Value
Boosters



Under
7 Minutes
Fast
Service



High SKU

More Choice
More Sales



QUICK BITES

6 items

₹49 – ₹89

Entry favourites
& fast cravings



**OMELETTE
STATION**

5 items

₹79 – ₹149

Classic favourites
made fresh



**BHURJI
ADDA**

5 items

₹89 – ₹159

Signature bhurji
creations



**ROLLS &
SANDWICHES**

5 items

₹79 – ₹139

Grab, bite
& repeat



**EGGDUM
BURGERS**

3 items

₹99 – ₹159

Egg burgers
that hit different



**MOMO
DUM**

3 items

₹109 – ₹159

Steamed &
flavour-loaded



**KOREAN
EGG RAMEN**

2 items

₹139 – ₹169

Fiery noodles.
Bold flavours.



**RICE
BOWLS**

3 items

₹109 – ₹149

Filling meals for
lunch & dinner



**PROTEIN
CORNER**

3 items

₹99 – ₹179

Protein-packed
smart meals



**DUM
COMBOS**

8 combos

₹79 – ₹399

Value combos
for every mood



**EGG PASTA
ADDA**

2 items

₹139 – ₹169

Creamy, masala
comfort food



**EGG PIZZA
POCKETS**

2 items

₹129 – ₹149

Cheesy pockets
loaded inside



**LOADED EGG
SNACKS**

1 item

₹159

Loaded. Cheesy.
Share-worthy.



MEETHA

1 item

₹99

One sweet.
Done right.



**DUM
DUNKS**

8 combos

₹79 – ₹399

Value combos
for every mood



ADD-ONS

13 options

₹10 – ₹59

Customise
your taste



DRINKS

5 options

₹20 – MRP

Complete your
meal

**41 EGG
CREATIONS**

**8 DUM
COMBOS**

**13 HIGH-DEMAND
CATEGORIES**

ONE EGG BRAND. EVERY CRAVING COVERED.



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Choose Your EGGDUM Format



Two models. One bold egg QSR system.



EGGDUM Express

Takeaway + Delivery



Compact, low-investment,
fast-launch format

EGGDUM Dine

Takeaway + Dining



Full QSR experience with
higher sales ceiling

COMPARISON	EGGDUM Express	EGGDUM Dine
 Franchise Fee	₹4,00,000	₹6,00,000
 Space Required	100–150 sq ft	250–400 sq ft
 Business Setup Investment	approx ₹9.5L onwards	approx ₹14.5L onwards
 Staff Requirement	2–3	4–5
 Best For	markets / college areas / office clusters	high street / family catchments / dine + delivery
 Rent / Security	Separate	Separate

Choose the format that matches your **city**,
investment comfort and **growth ambition**.



EGGDUM *Express* Investment

★ Compact format. Structured setup cost. ★

Business Setup Investment:

₹9,40,000

approx ₹9.5L onwards

Item	Amount (₹)
 Franchise Fee	₹4,00,000
 Kitchen Equipment	₹1,60,000
 Counter Fabrication + Interior	₹1,50,000
 Backlit Signboard + Full Branding	₹60,000
 Cloud POS System + CCTV	₹30,000
 Licenses	₹15,000
 Opening Stock + Branded Packaging	₹35,000
 Working Capital	₹90,000
Total Business Setup Investment	₹9,40,000



Refundable Rent / Security Deposit —
Separate, as per site / location



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EGGDUM Dine Investment

Full dine-in format. Bigger setup, bigger play.

Business Setup Investment:

₹14,50,000

approx ₹14.5L onwards

INVESTMENT HEAD	AMOUNT (₹)
 Franchise Fee	₹6,00,000
 Kitchen Equipment	₹2,20,000
 Interior + Furniture + Seating	₹3,20,000
 Backlit Signboard + Full Branding	₹80,000
 Cloud POS System + CCTV	₹35,000
 Licenses	₹20,000
 Opening Stock + Branded Packaging	₹45,000
 Working Capital	₹1,30,000

Total Business Setup Investment — ₹14,50,000



Refundable Rent / Security Deposit —
Separate, as per site / location



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Profit Potential Snapshot

★ District Master own-outlet example ★



EGGDUM
Express

Approx Monthly Sales

₹6,00,000

Estimated Net Profit

₹1,97,000 / month



EGGDUM
Dine

Approx Monthly Sales

₹8,00,000

Estimated Net Profit

₹2,46,000 / month

P&L (Monthly)	 EGGDUM Express	 EGGDUM Dine
Monthly Sales	₹6,00,000	₹8,00,000
Food Cost (30%)	₹1,80,000	₹2,40,000
Rent	₹50,000	₹80,000
Staff	₹70,000	₹95,000
Utilities + Packaging + Misc	₹55,000	₹75,000
Royalty (8%)	₹48,000	₹64,000
Estimated Net Profit	₹1,97,000	₹2,46,000



**Profit-focused format designed
for strong monthly cashflow.**



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District Master Income System

Your outlet earns. Your district can earn too.

★ Illustrative Mini outlet sales example



District Master Share:

5% of Mini outlet sales in your district



Own outlet royalty:

8%

1 3 Mini Outlets



3 x ₹3,00,000

=

₹9,00,000

monthly sales

5% share =

₹45,000

/ month



2 5 Mini Outlets



5 x ₹3,00,000

=

₹15,00,000

monthly sales

5% share =

₹75,000

/ month



3 10 Mini Outlets



10 x ₹3,00,000

=

₹30,00,000

monthly sales

5% share =

₹1,50,000

/ month



Build your own outlet.

Build your district income stream.



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Company Support System

Launch support included. Growth support guided by the **EGGDUM** team.

- | | | | |
|--|---|---|--|
| <p>1</p> <p>Location Guidance</p> <p>Shop selection checklist and setup guidance</p> | <p>2</p> <p>Outlet Planning</p> <p>Layout, equipment planning and counter flow support</p> | <p>3</p> <p>Branding & Signage</p> <p>Signboard, branding look and outlet identity direction</p> | <p>4</p> <p>Training Support</p> <p>Product, SOP, service and operations training</p> |
| <p>5</p> <p>POS & Billing</p> <p>Cloud POS system guidance and basic billing setup</p> | <p>6</p> <p>Taste & Supply Guidance</p> <p>Masala, sauce, packaging and sourcing guidance</p> | <p>7</p> <p>Delivery Platform Setup</p> <p>Menu listing and onboarding support for delivery platforms</p> | <p>8</p> <p>Launch & Growth Support</p> <p>Launch creatives, marketing guidance and repeat-order focus</p> |



Setup Support



Operations Guidance



Launch Assistance



Growth Direction



From setup to launch, **EGGDUM** helps you build with system, not confusion.

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Signature Taste Lock

— Consistency for the brand. Freshness for every outlet. —



Low-SKU
kitchen



Delivery-
friendly
products



Repeatable
taste



Brand
consistency

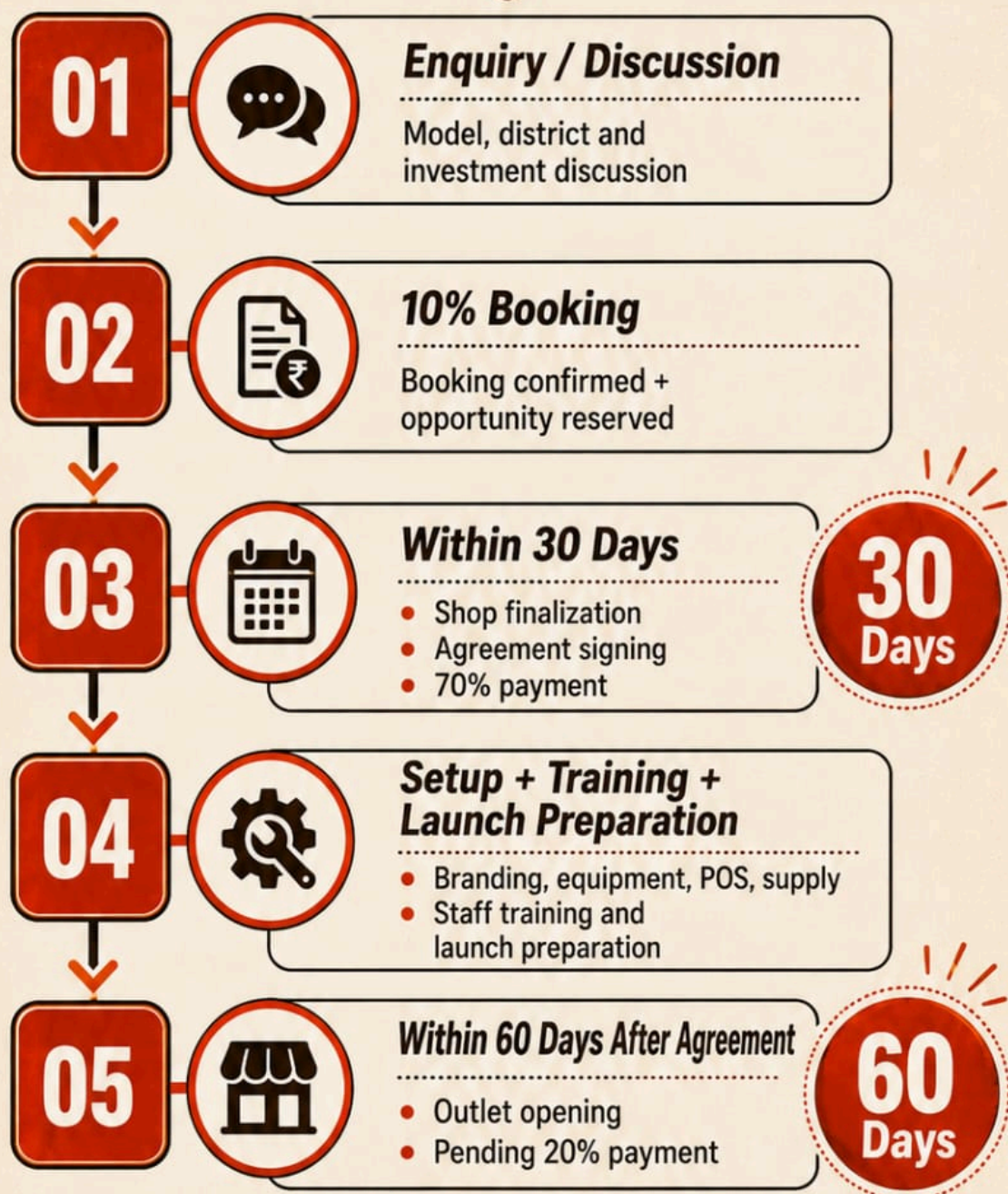


**Taste ka control company ke paas,
freshness har outlet ke paas.**



Franchise Journey Timeline

Clear timeline. Clear process. Clear opening plan.



**From booking to opening —
a clear system, not confusion.**



Smart Investor Questions

— Clear answers before you start your EGGDUM journey. —



1 **Do I need restaurant experience?**



No. EGGDUM is SOP-based and beginner-friendly.

2 **How many staff are required?**



Express: 2–3 staff |
Dine: 4–5 staff

3 **Who finalizes the shop/location?**



Franchisee finalizes the shop. EGGDUM provides guidance.

4 **How fast can I open?**



Target opening is within 60 days after agreement.

5 **What support does EGGDUM provide?**



Setup, branding, training, POS and launch guidance.

6 **Where does training happen?**



Training happens within the EGGDUM operational system.

7 **How is taste kept consistent?**



Secret masala blends, signature sauces and branded packaging.

8 **What is the District Master advantage?**



First partner in a district can become the District Master.

9 **What royalty does a Master pay?**



District Master own outlet pays 8% royalty.

10 **How does the payment plan work?**



10% booking → 70% within 30 days → 20% at opening.

11 **Who helps with delivery platform setup?**



EGGDUM provides setup and onboarding guidance.

12 **What profit potential is shown?**



Express example: ₹1.97L/month |
Dine example: ₹2.46L/month



Questions clear? Now think bigger.



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Ready To Start Your **EGGDUM** Journey?

Franchise enquiries open for
Express, Dine and District Master
opportunities.



WhatsApp or Call Now
+91 87966 43796



Website
eggdum.com



Email
franchise@eggdum.com



Instagram
@eggdum



10%
Booking



30-Day
Agreement Window



60-Day
Opening Target

India runs on eggs.

Now build the brand that serves them better.

Let's build your EGGDUM story.

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