



SushiMen

Sushify Your Cravings

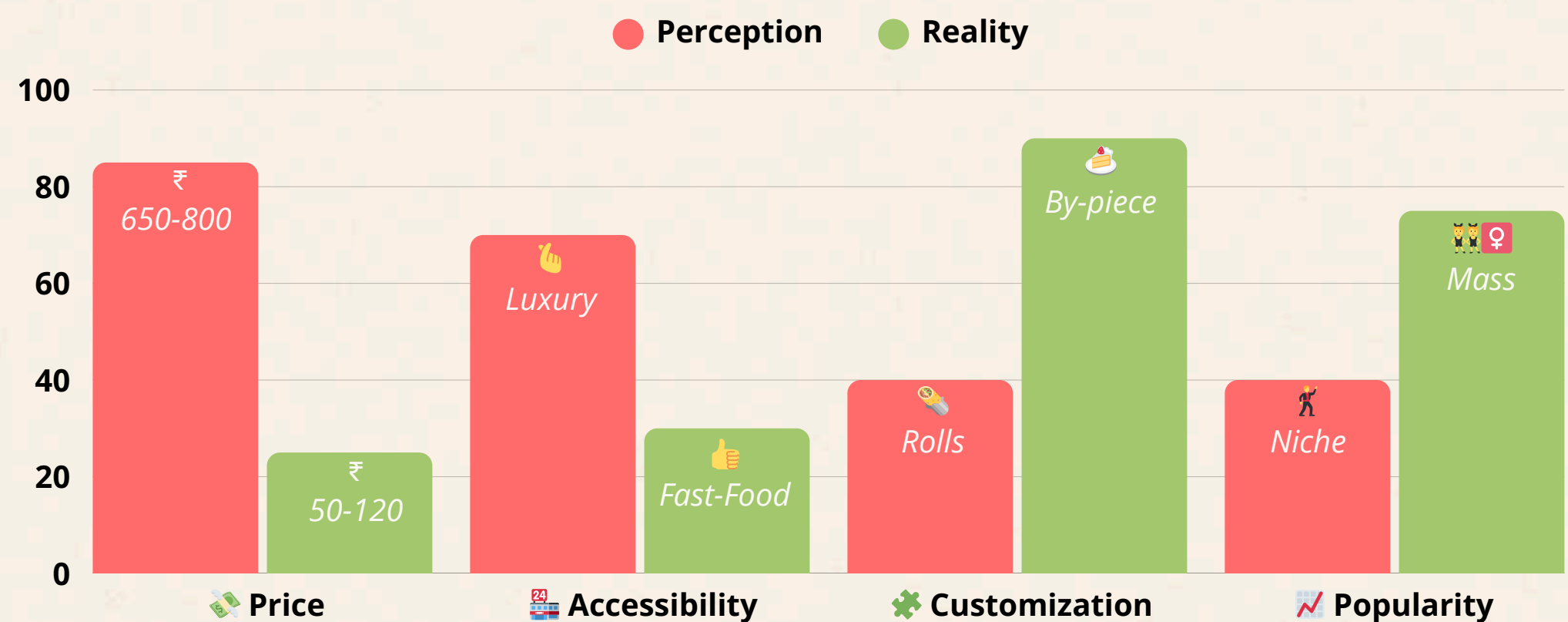
Investor Pitch Deck

Abhijeeth A Urs, Founder & CEO (Chef Executive Officer)

2025

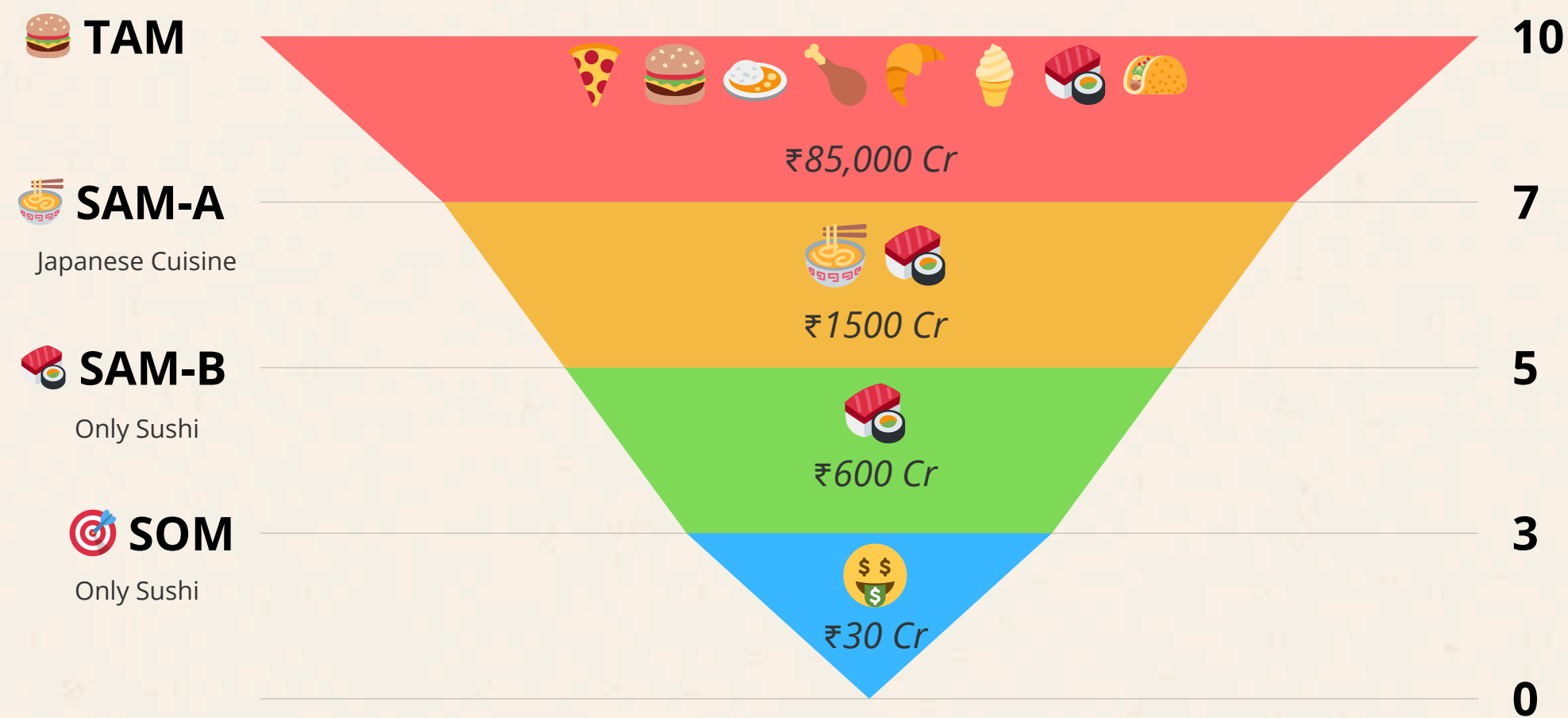


Sushi in India: Perception vs Reality



“Sushi is shifting from niche luxury to mass fast-food — and SushiMen is leading that shift.”

A ₹85,000 Crore QSR Market by 2029- Sushi Is Next



“Even a 5% slice of the fast-growing sushi segment is a ₹30 Cr opportunity”

Source Links & Market Validation.

TAM Validation (organised QSR)

- [Quick Service Restaurants – Ambit Report \(2024\)](#)
- [QSR Market Size in India \(2024–2030\) – Statista](#)
- [India to Be 3rd Largest Food Service Market by 2028 – Restaurant India](#)

SAM 1 & SAM 2 Support

- [India Sushi Restaurants Market \(2025–2031\) – 6Wresearch](#)
- [NRAI India Food Services Report 2024 – Hospitality Lexis](#)

Sushi Dominates Japanese QSR

- [India Japanese Restaurant Market to 2032 – Data Bridge](#)
- [Why Is India Suddenly Obsessed with Japanese Food? – Indian Express](#)

SOM Justification (3–10%)

- [Navigating India's QSR Market – Restaurant India](#)
- [India's Quick Service Restaurant sector is experiencing unprecedented growth - Economic Times](#)
- [Sushi Sushi x FranGlobal Expansion – Hotelier India](#)

“Click Through the Truth — Verified Insights, Trusted Sources”

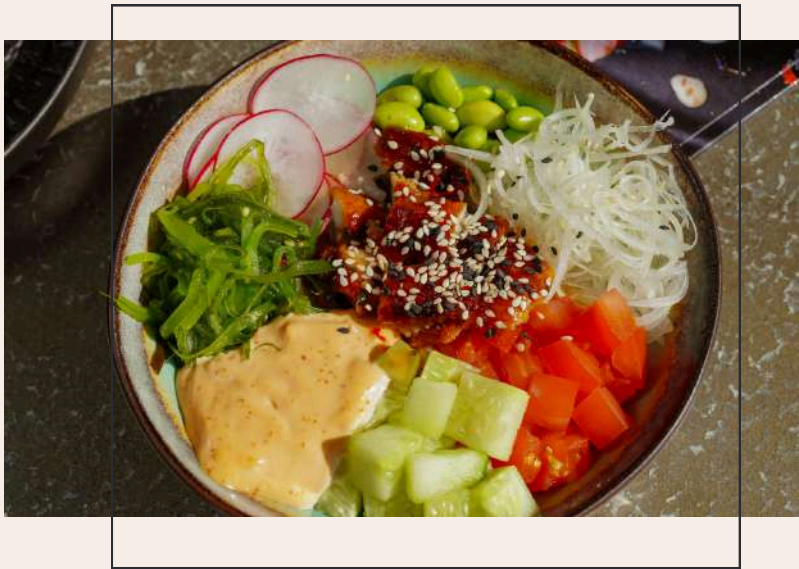


Affordable. Customizable. Craveable.



 Sushi by the Piece

No more full Rolls



 Bowls: Poke, Chirashi, Ceviche

Sushi in every format



 Crispy Tempura Add-ons

Bridges Sushi with familiar flavours



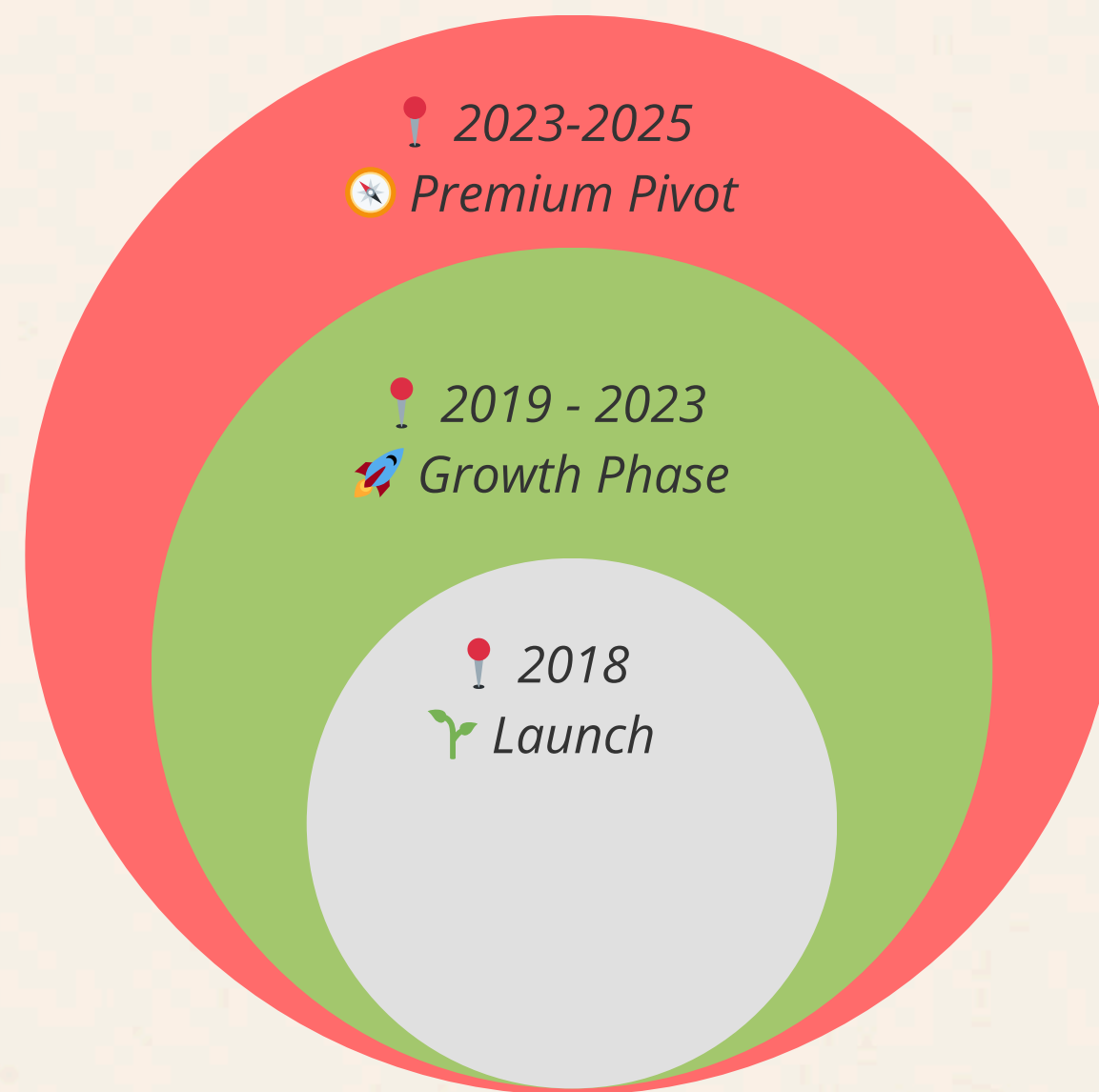
 Tech-Enabled Ordering

Digital-first mindset

We've redesigned sushi for Indian QSR — modular formats, familiar flavors, and tech-first ordering.



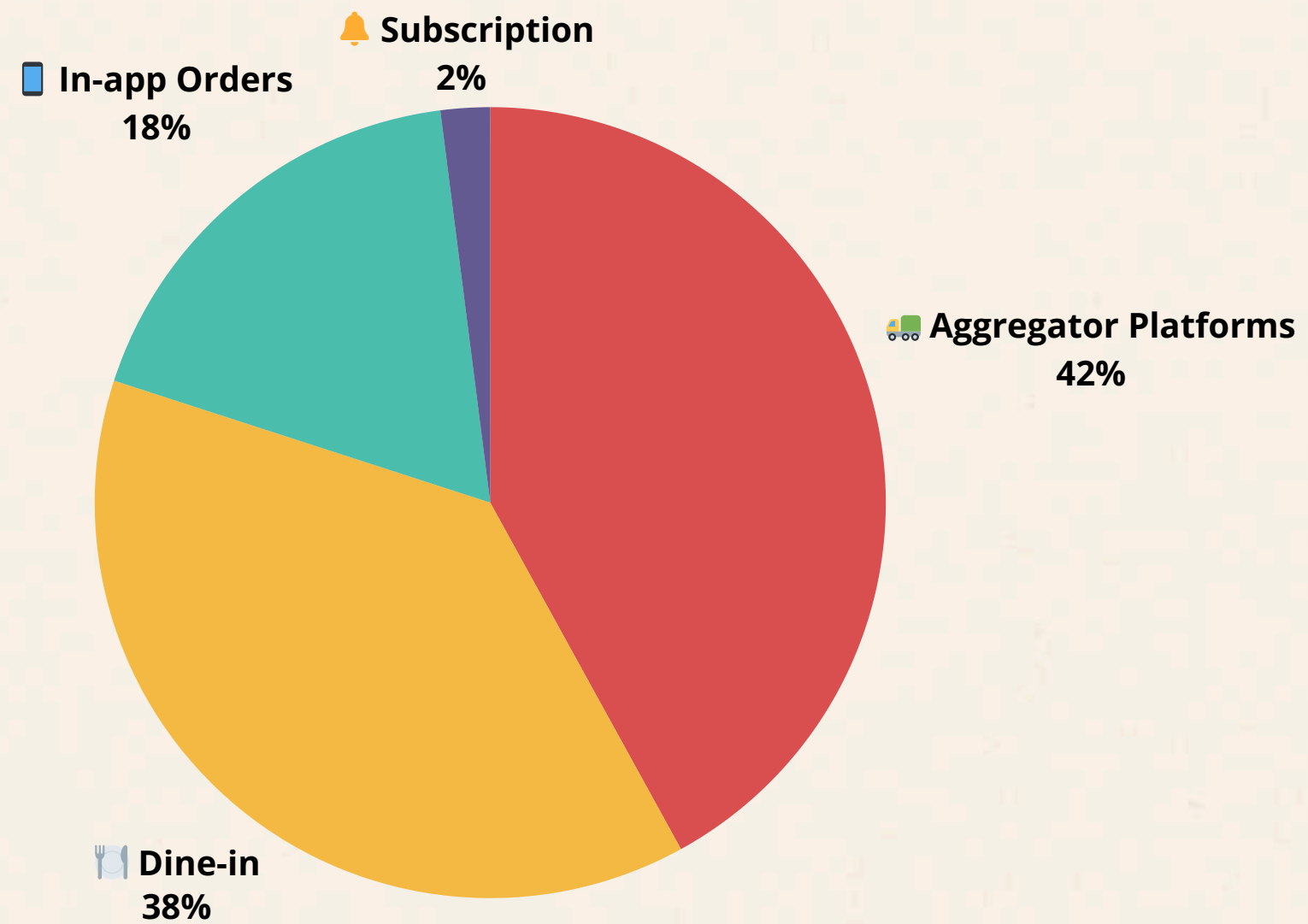
SushiMen Market Performance Data



“16,000 orders delivered 🍱. ₹1,800 average ticket size per order. Now ready to scale”



Multiple Revenue Streams. One Scalable Engine



“Diversified revenue streams designed to scale across formats and geographies”

From First Bite to Brand Loyalty



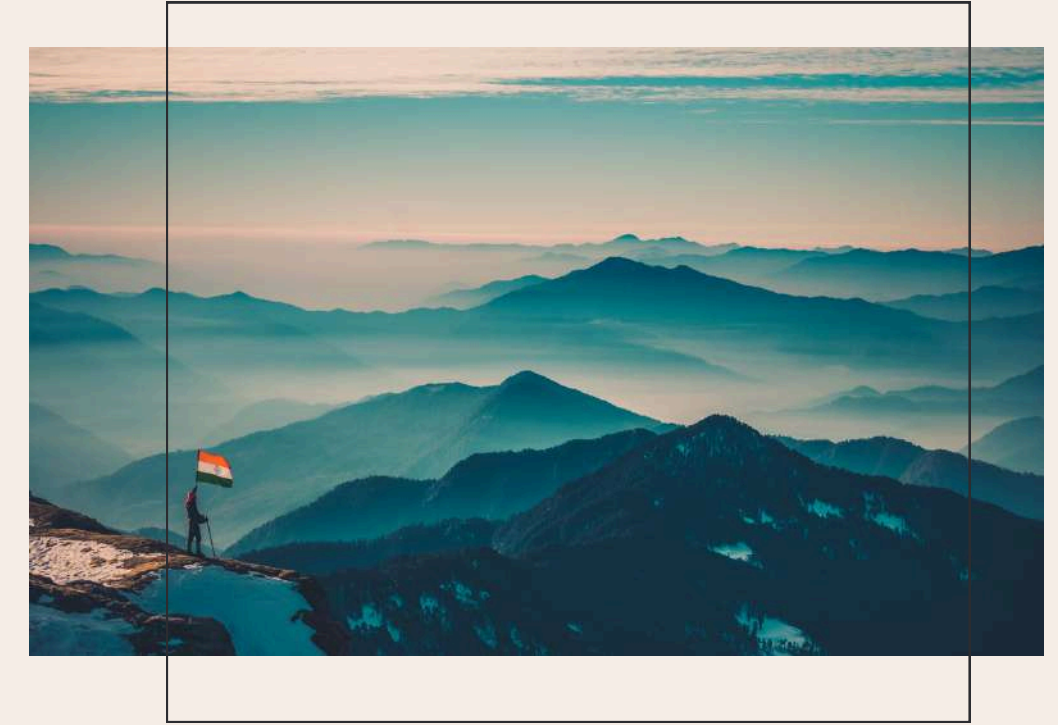
🔪 Phase 1: Launch & Validate

Focus: Buzz, trials, early adopters



📦 Phase 2: Scale & Repeat

Focus: Aggregators, subscriptions, repeat orders



🧠 Phase 3: Brand & Community

Focus: Content, ambassadors, emotional connection



Sushi Isn't New. Our Approach Is.

Attribute	Sushimen	Saiko Sushi	Daily Sushi	Sushi & More
Accessibility	High	Medium	Medium	Medium
Price Point	₹₹	₹₹₹	₹₹	₹₹
Tech Integration	Direct ordering	Aggregator	Nil	Aggregator
Scalability	High	Low	Medium	High

“Not just fresher Sushi. A fresh Strategy.



Founders Who Think Like Strategists. Execute Like Operators



 **Abhijeeth (Founder)**

A professional Chef Obsessed with clarity, storytelling, and scalable formats



 **Cofounder 1**

Marketing strategist with QSR branding and creator economy experience



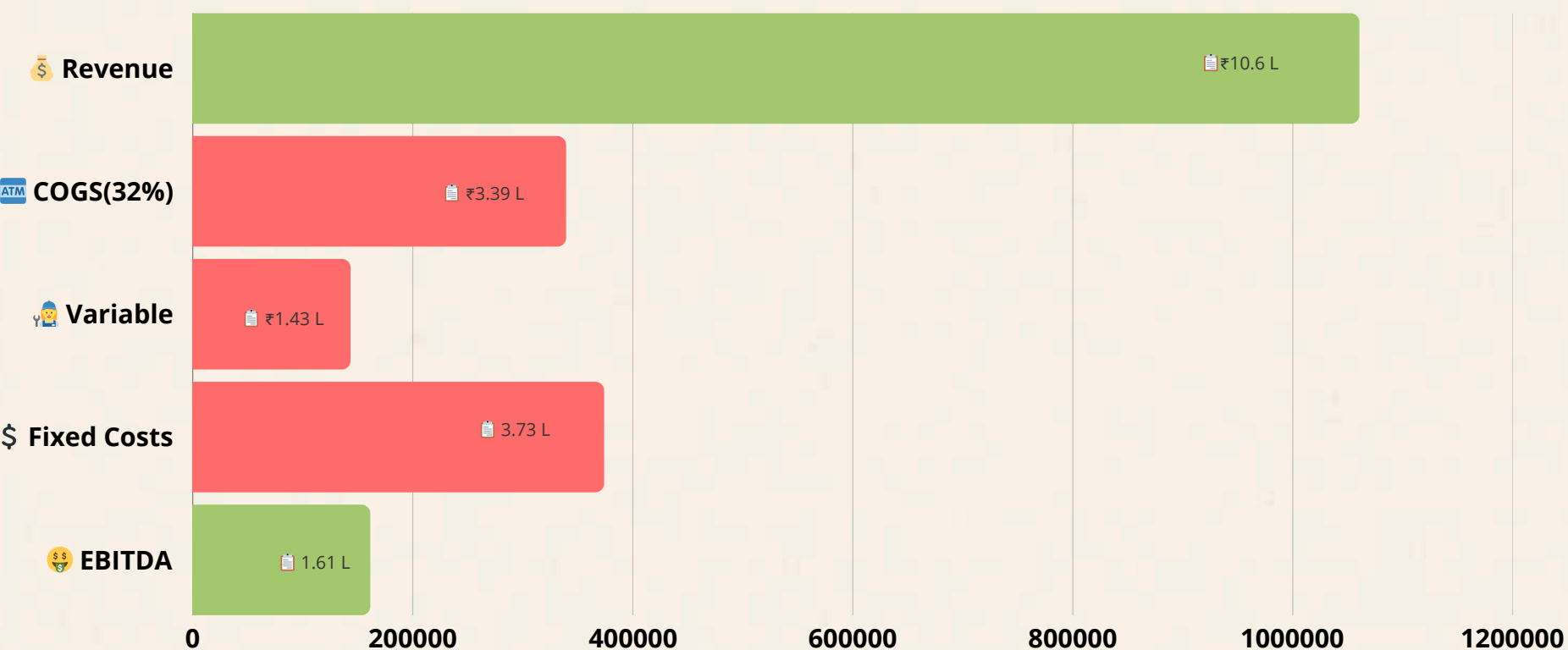
 **Cofounder 2**

Business development + finance expert
Expansion strategy, investor relations,
financial modeling

Per-Outlet Financial Snapshot

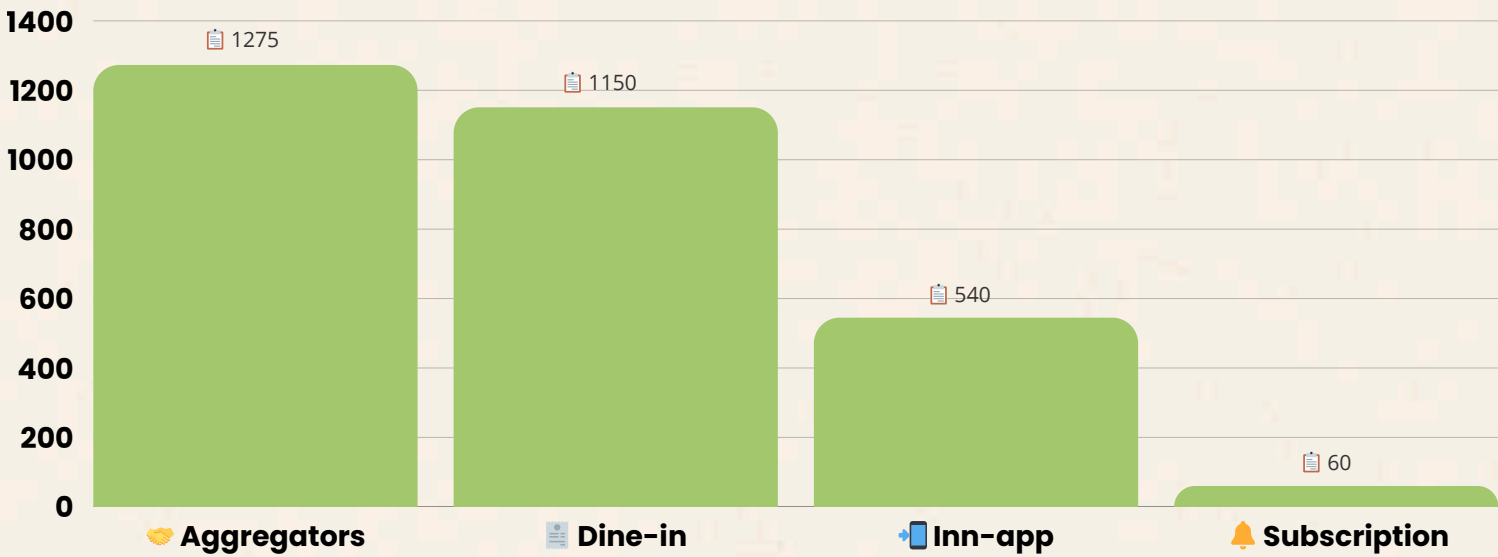
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Monthly P&L Analysis

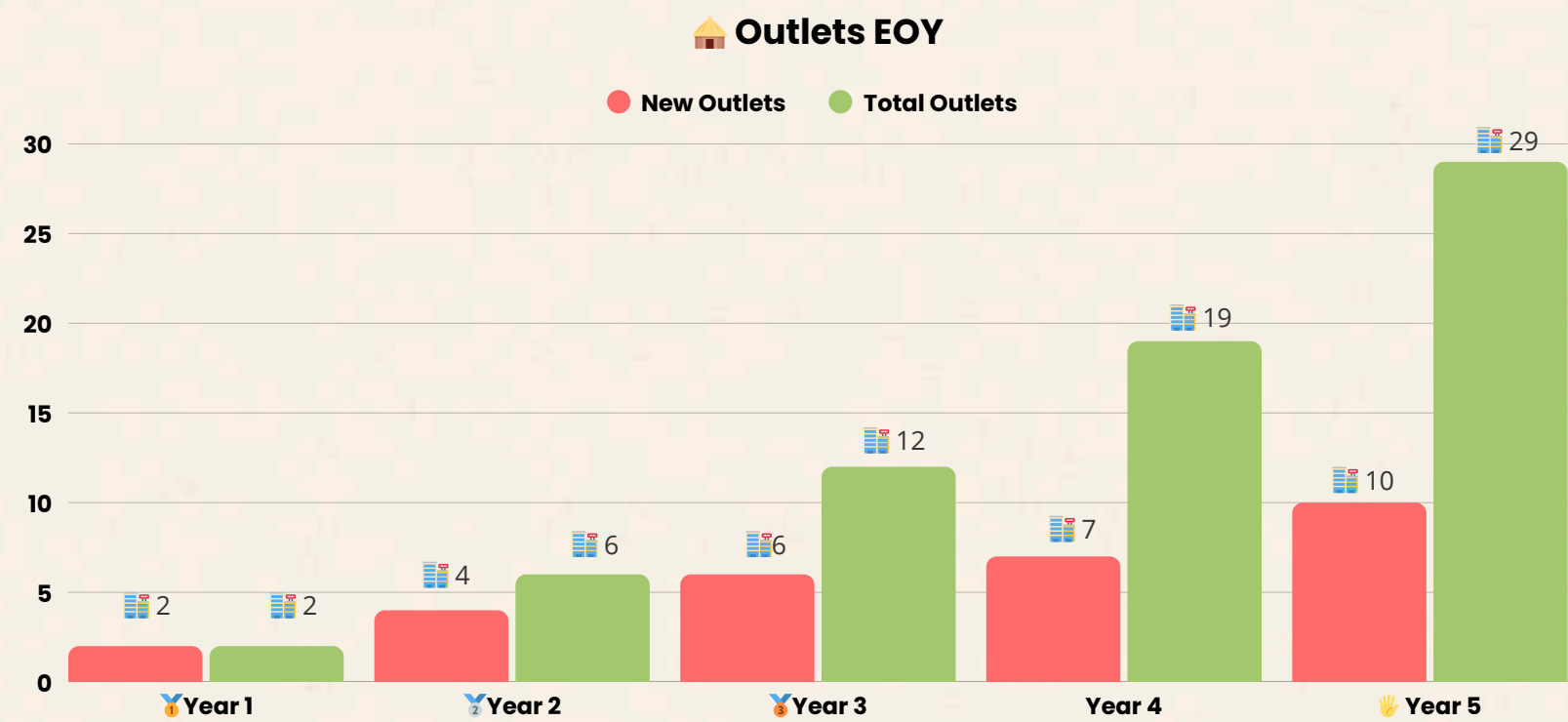
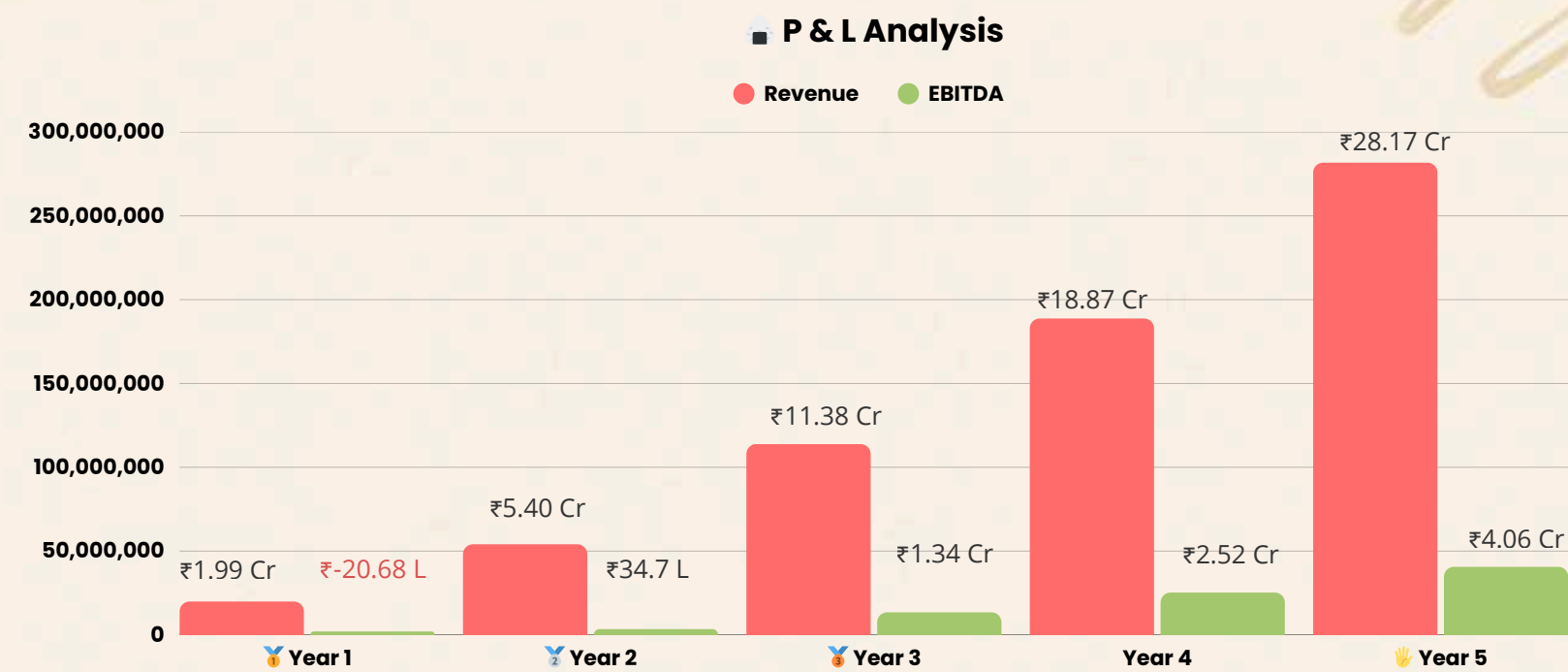


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Orders Analysis



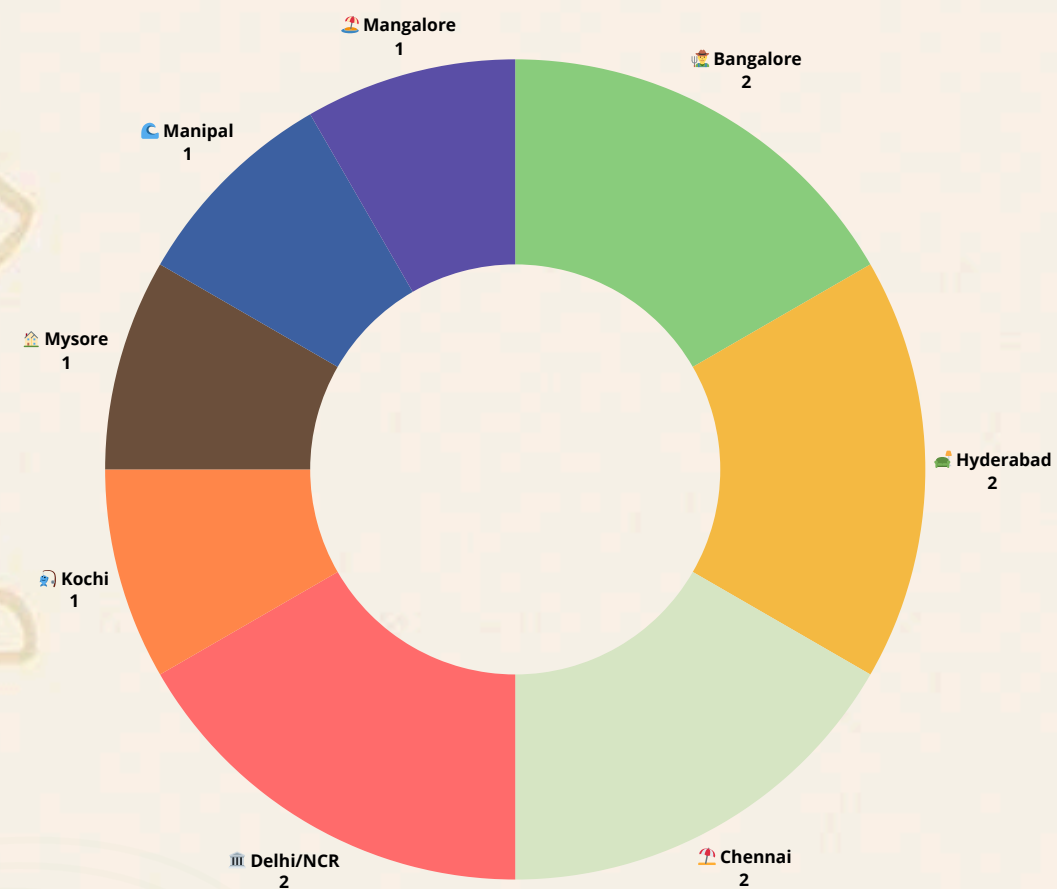
Scaling Sushimen to 25 Cr



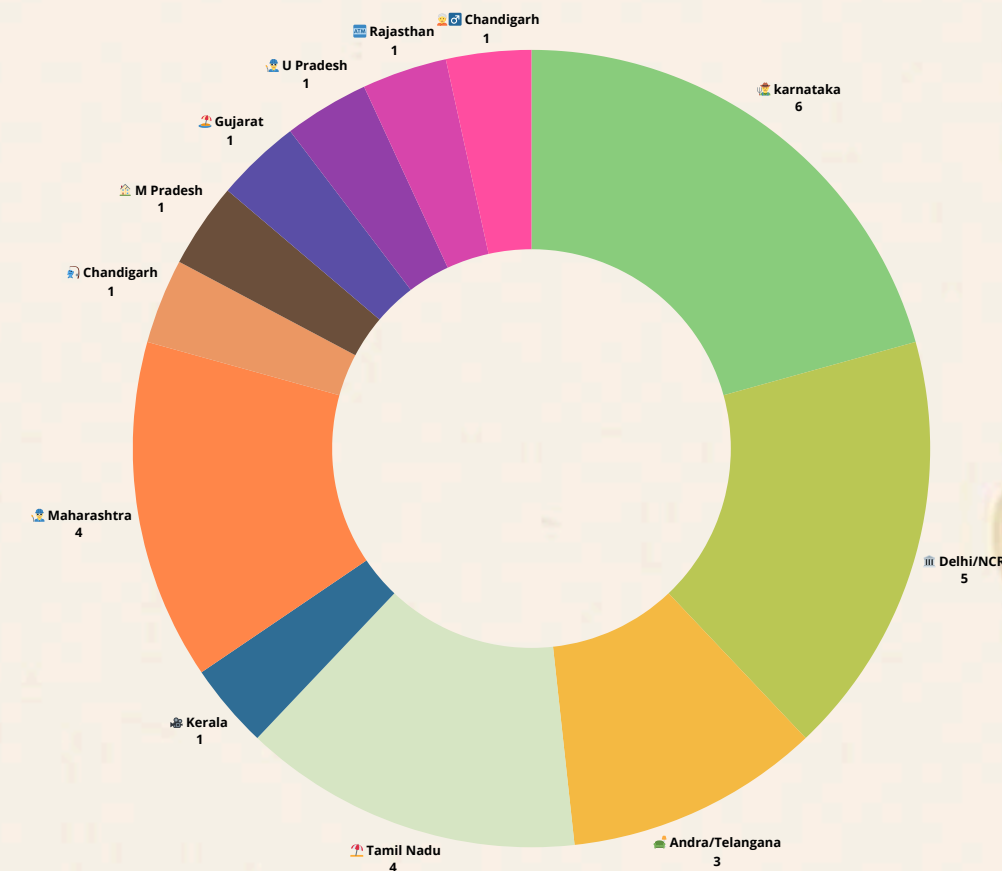
Building SushiMen: 30 Outlets. 60 Months. All Across India.

Building trust, traction, and brand love — with local partnerships, and repeatable unit economics powering our expansion beyond Karnataka.

 **Outlets Per State**
 Year 1 to 3



 **Outlets Per State**
 Year 4 to 5



 **"Credibility First. Cravings Next. Scaling SushiMen City by City."**

Funding Roadmap: Notes with Step-Up Caps and Tapering Discounts

	Amount	Discount	Cap	Maturity	Qualified Financing Threshold	Pro-rata rights
Seed-round 1	₹1.5 Cr	▼ 30-35%	₹10 Cr	30-36 Months (Extendable 12-24 months)	≥₹10 Cr	✓
Seed-round 2	₹3.5 Cr	▼ 20-25%	₹20 Cr	18-24 Months (Extendable 12-24 months)	≥₹10 Cr	✓
Seed-round 3	₹5 Cr	▼ 8-12%	₹35 Cr	12-18 Months (Extendable 12-24 months)	≥₹10 Cr	✓

“Each round steps up in cap and tapers discount — rewarding early investors while aligning with growth.”

Raising ₹1.5 Cr via Convertible Notes (Pre-seed)

Funding Ask

 Raise Target: ₹1.5 Crore

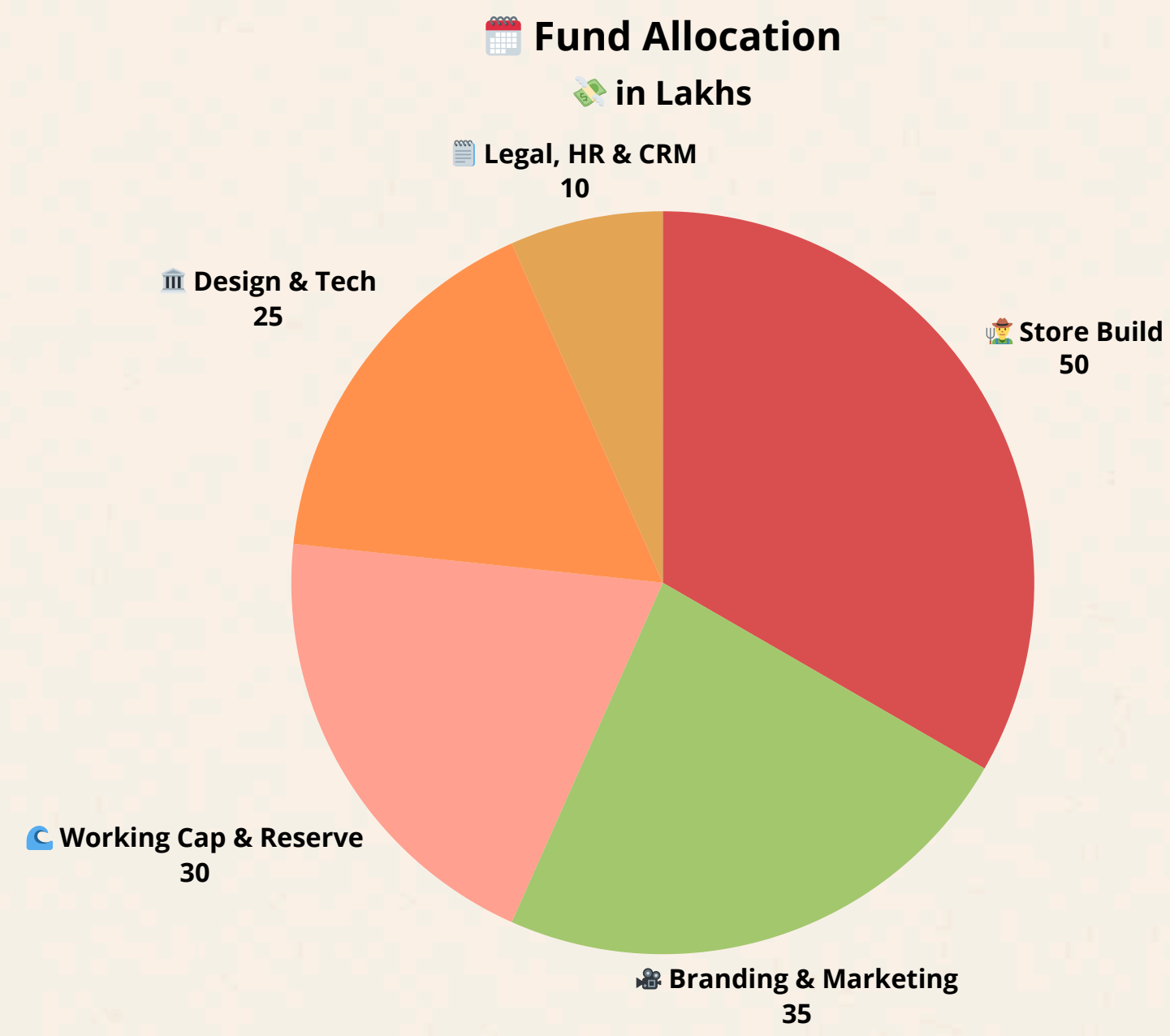
 Instrument: Convertible Note(Seed-round 1)

 Valuation Cap: ₹ 10 Cr

Investor Ticket Size	₹25-50L (3-6 investors)
Discount	▼ 30-35%
Interest	 1%
Conversion Triggers	Qualified Financing ($\geq$ ₹10 Cr), change-of-control, or maturity
Tenure	30-36 Months (Extendable 12-24 months)

“Convertible Notes let us raise now, defer valuation, and give investors upside + protection”

Capital Allocation Overview



“Funds are milestone-gated and focused on clustered rollout, brand, and throughput.”



Ready to Dive Deeper?

If this intrigues you, we've got the details to help you take a 🧠 measured, calculated step.

 Let's Fix a Time to Talk

- We're raising ₹1.5 Cr via Convertible Notes — founder-friendly, investor-protective, and fully compliant.
- If you'd like to explore this opportunity, we'll walk you through the detailed pitch, financials, and execution plan.



"Funds are milestone-gated and focused on clustered rollout, brand, and throughput."





UMAAMIIN HOSPITALITY

THANK
You!

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