



SushiMen

Sushify Your Cravings

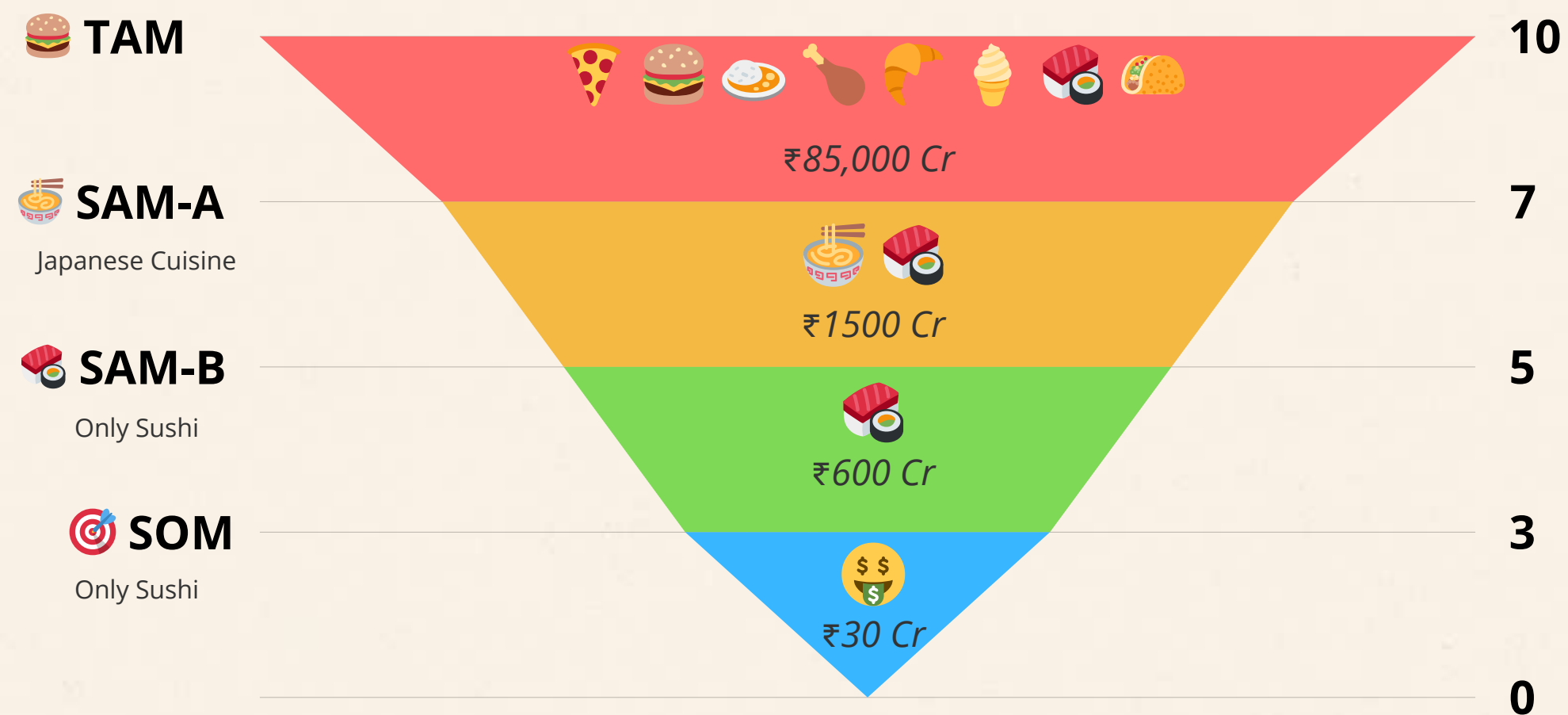
Investor Pitch Deck

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

2025



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



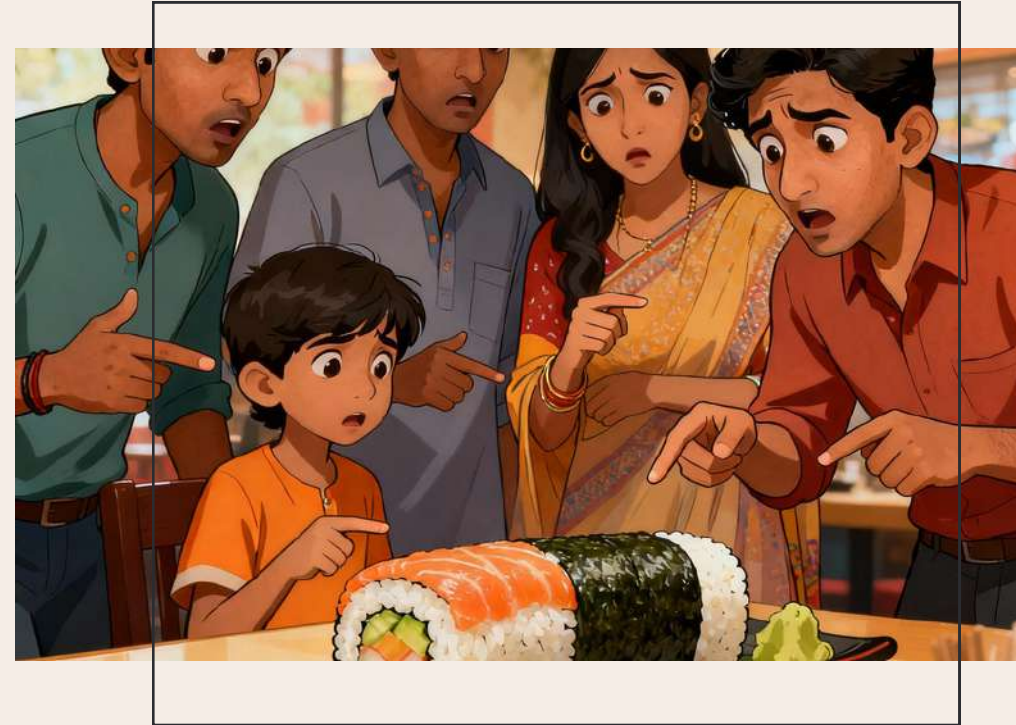
“Even a 5% slice of the fast-growing sushi segment is a ₹30 Cr opportunity”

Why Sushi Isn't Scaling — And What We're Fixing



 **Great product. Broken model.**

The market lacks a replicable, cost-optimized model that balances authenticity with local preference.



 **Loved by few. Missed by many.**

Sushi in India is still perceived as elitist, foreign, and raw-fish heavy — alienating a large potential audience.



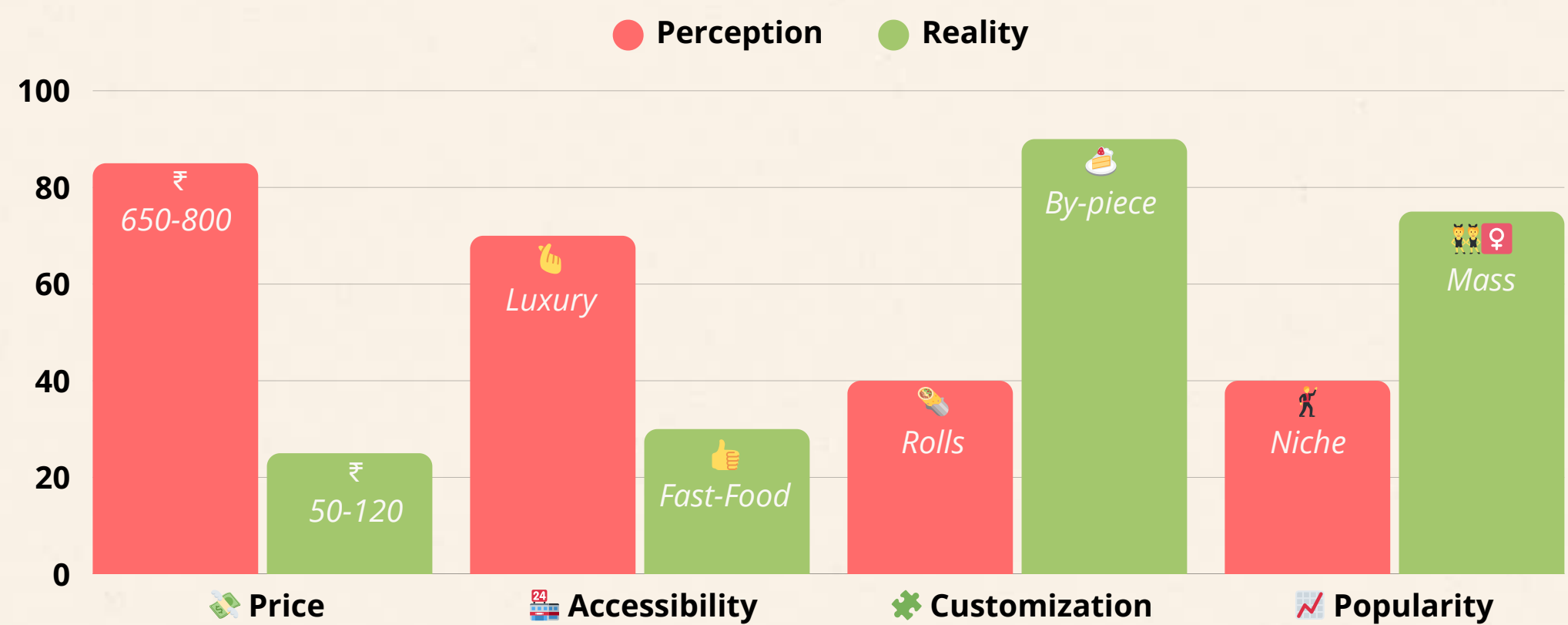
 **High cost. Low relatability. No playbook.**

Operational complexity, import reliance, and high costs prevent scalability.



"Sushi's perception problem isn't just cultural — it's operational."

Sushi in India: Perception vs Reality



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



The SushiMen Thesis: What We're Solving, Building, and Scaling



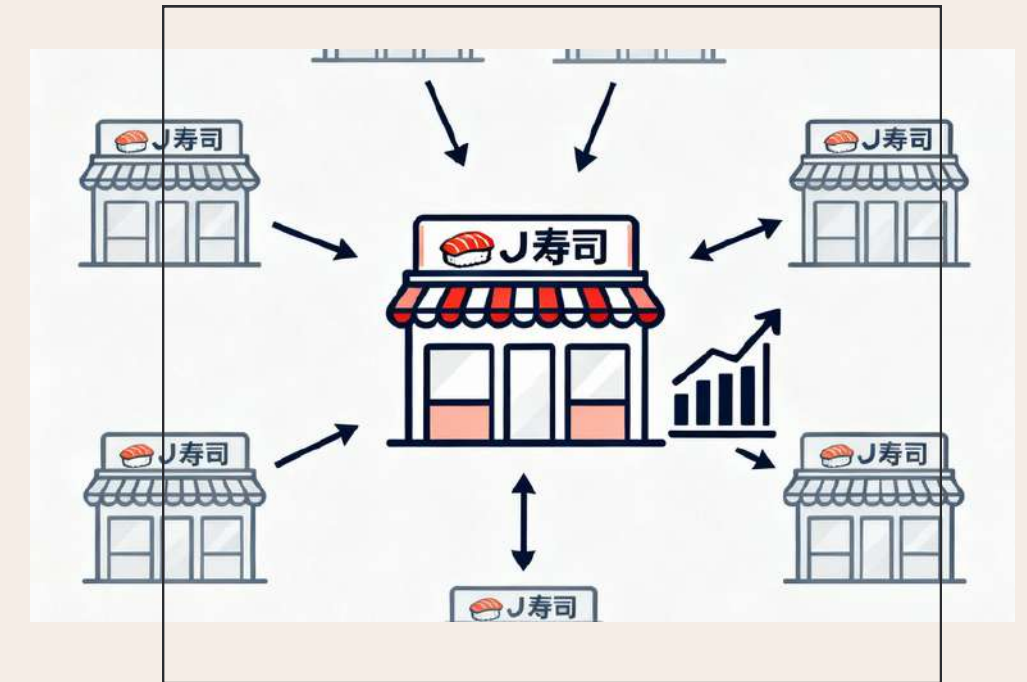
🧠 The Gaps We Identified

- Sushi is still seen as elitist, foreign, and raw-fish heavy
- No cost-optimized model balancing authenticity and local taste
- High import reliance and operational complexity
- Franchise growth dilutes brand control



✅ Our Core Solutions

- Fusion-first menu with minimal raw fish
- Local sourcing + vendor clustering
- Operator-founder ownership model
- City-by-city rollout (30 outlets in 60 months)
- Margin-first ops driven by process, not chef



▲ Why This Model Works

- Mass adoption via local flavors
- Entrepreneurial energy from co-owners
- Centralized brand, decentralized ops
- Organic scalability with protected margins

5-year brand value creation → Strategic buyback or acquisition → Secondary exits via scaled revenues



SushiMen Market Performance Data



"7,500+ orders delivered 📦. ₹2,600 average ticket size per order. Now ready to scale"

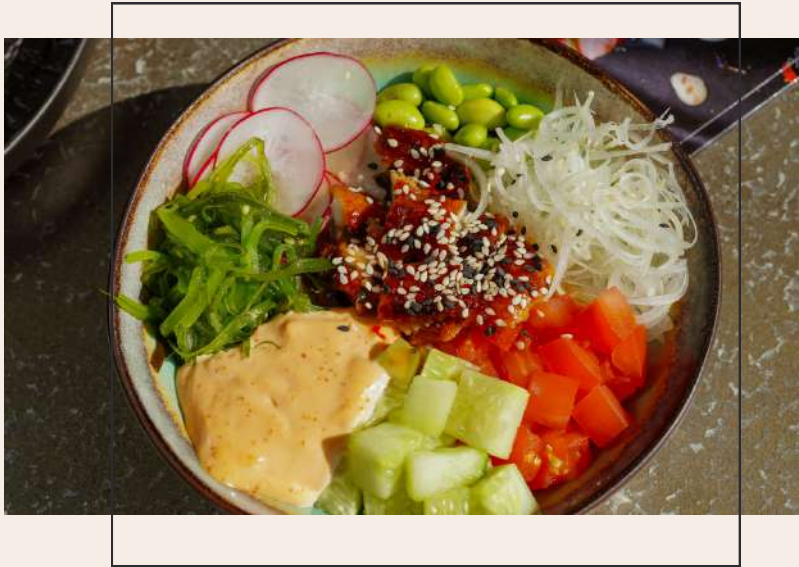


Affordable. Customizable. Craveable.



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



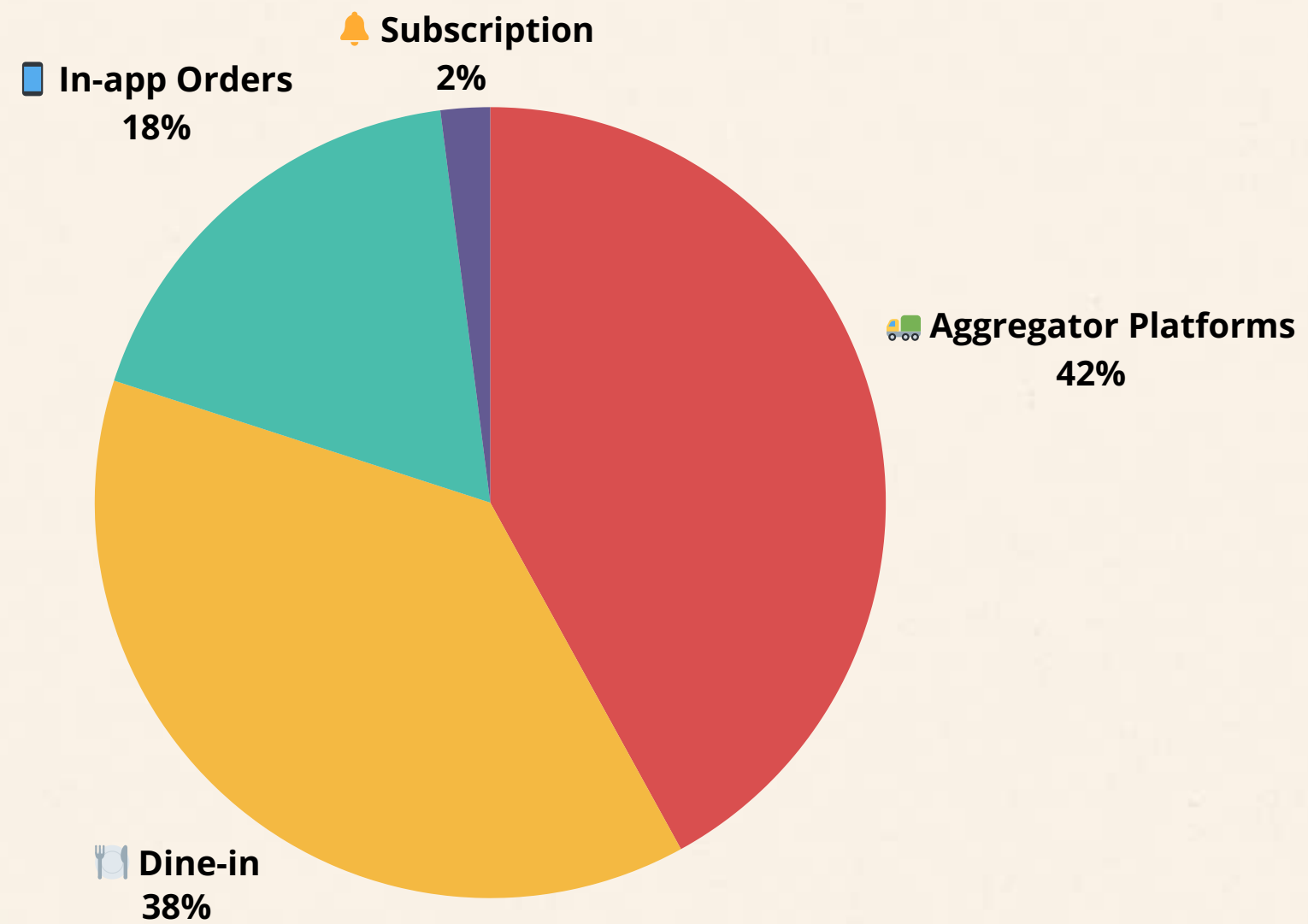
Tech-Enabled Ordering

Digital-first mindset

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



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

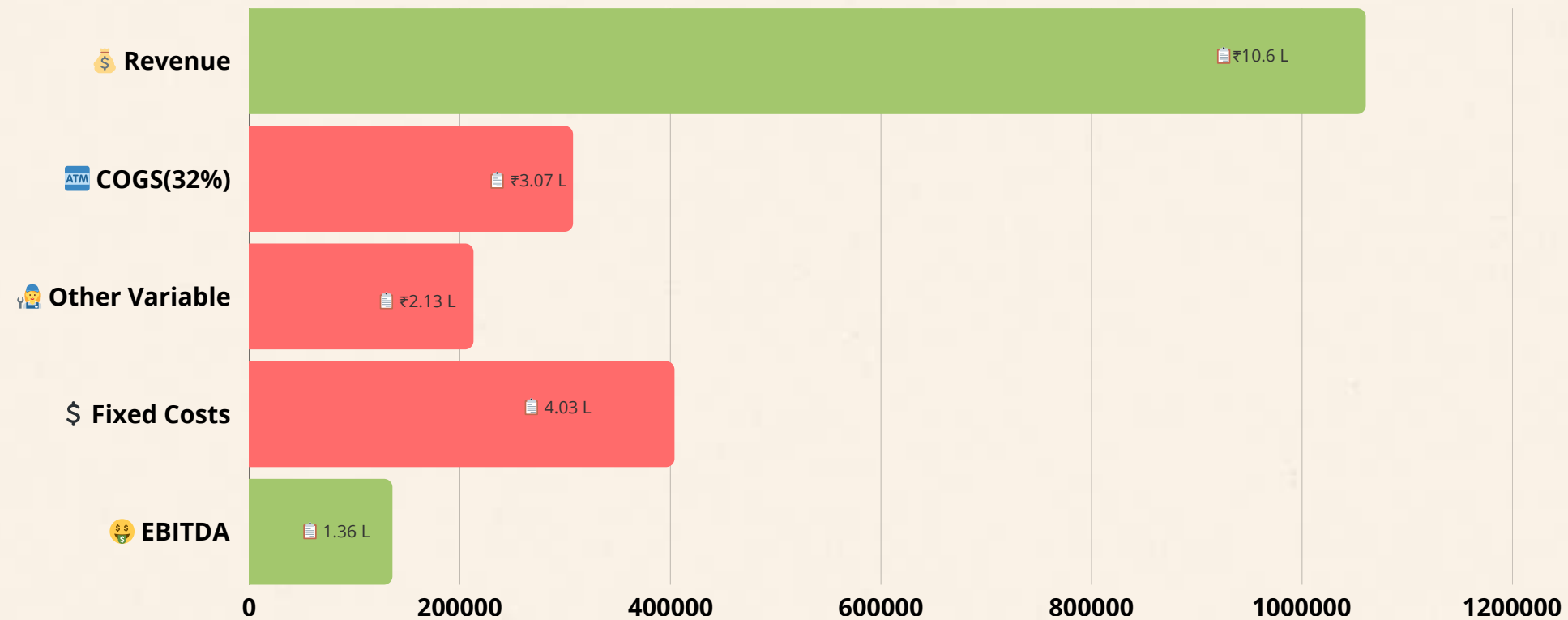


 **Cofounder 2**

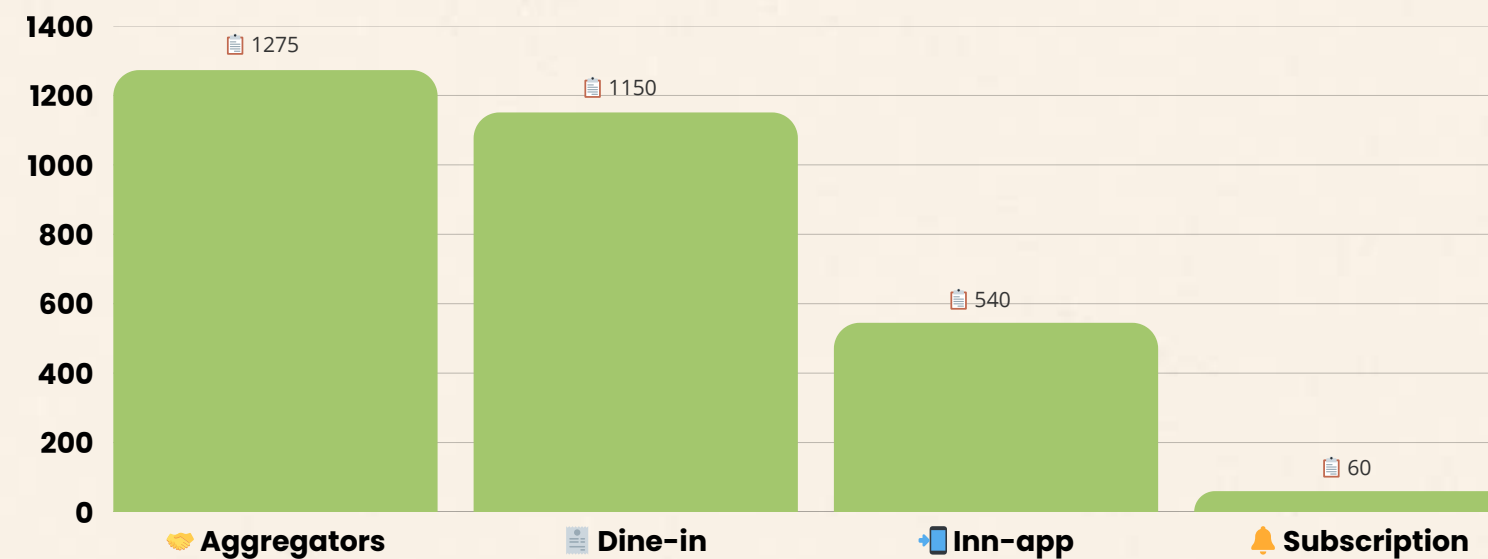
Business development + finance expert
Expansion strategy, investor relations,
financial modeling

Per-Outlet Monthly Financial Snapshot

📅 Monthly P&L Analysis



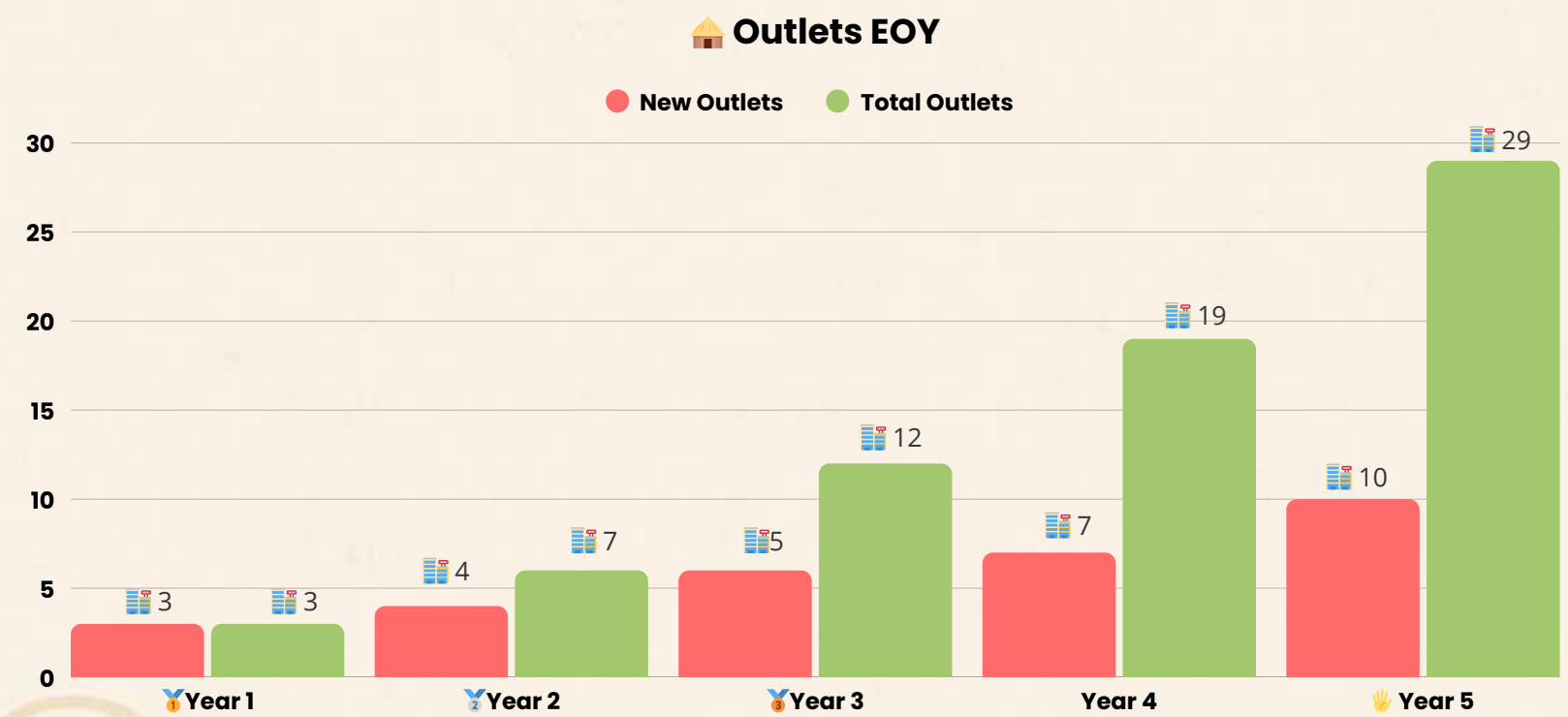
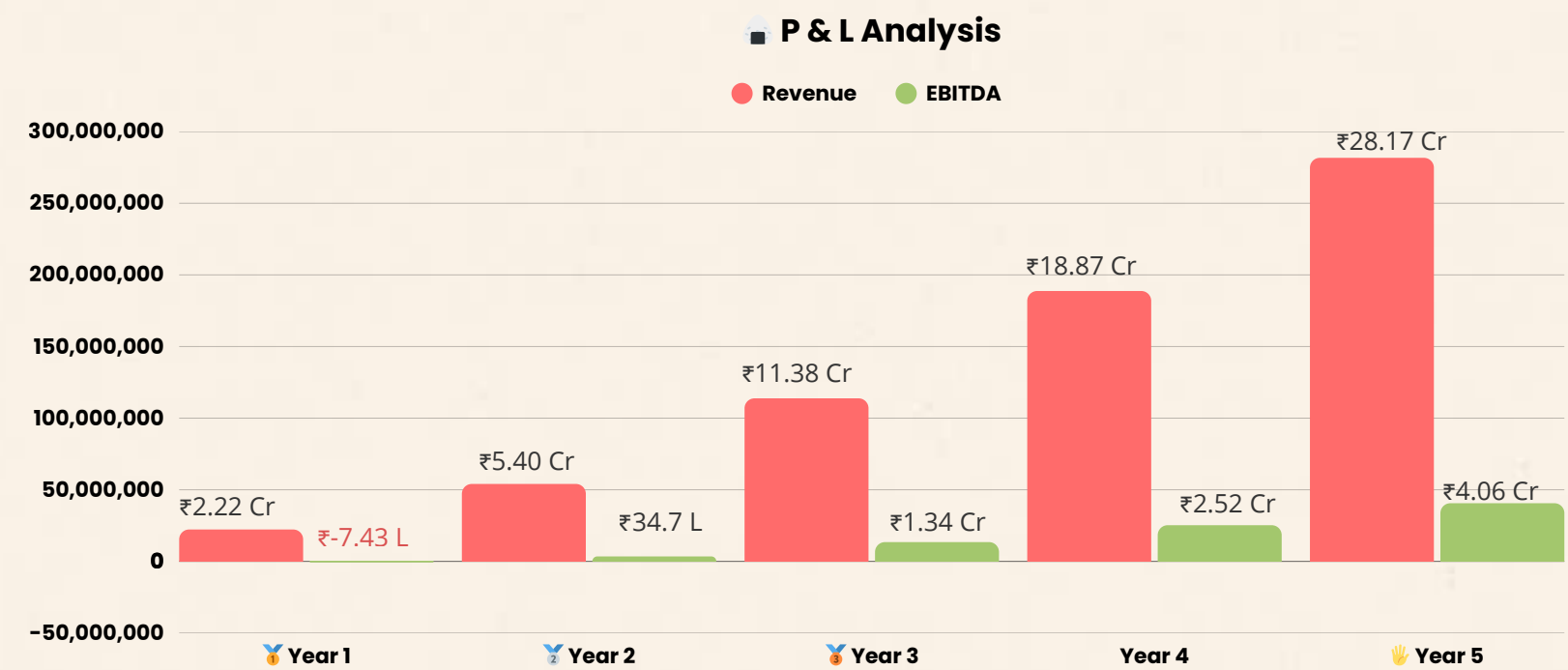
📱 Orders Analysis



“With an AOV of ₹350 and just 100 orders/day per outlet, we break even at 75 orders — proving our format is lean, local, and built to scale.”



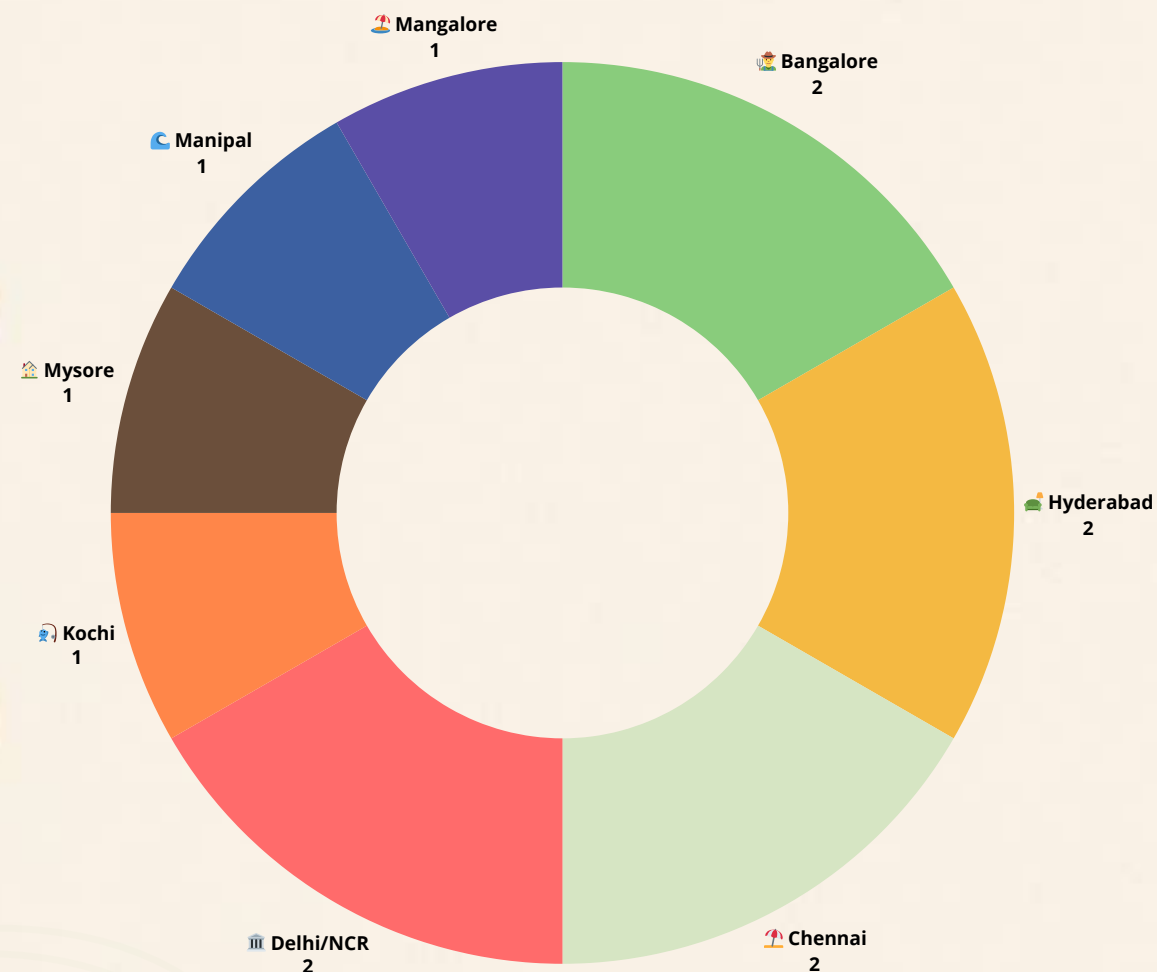
Scaling Sushimen to 30 Cr



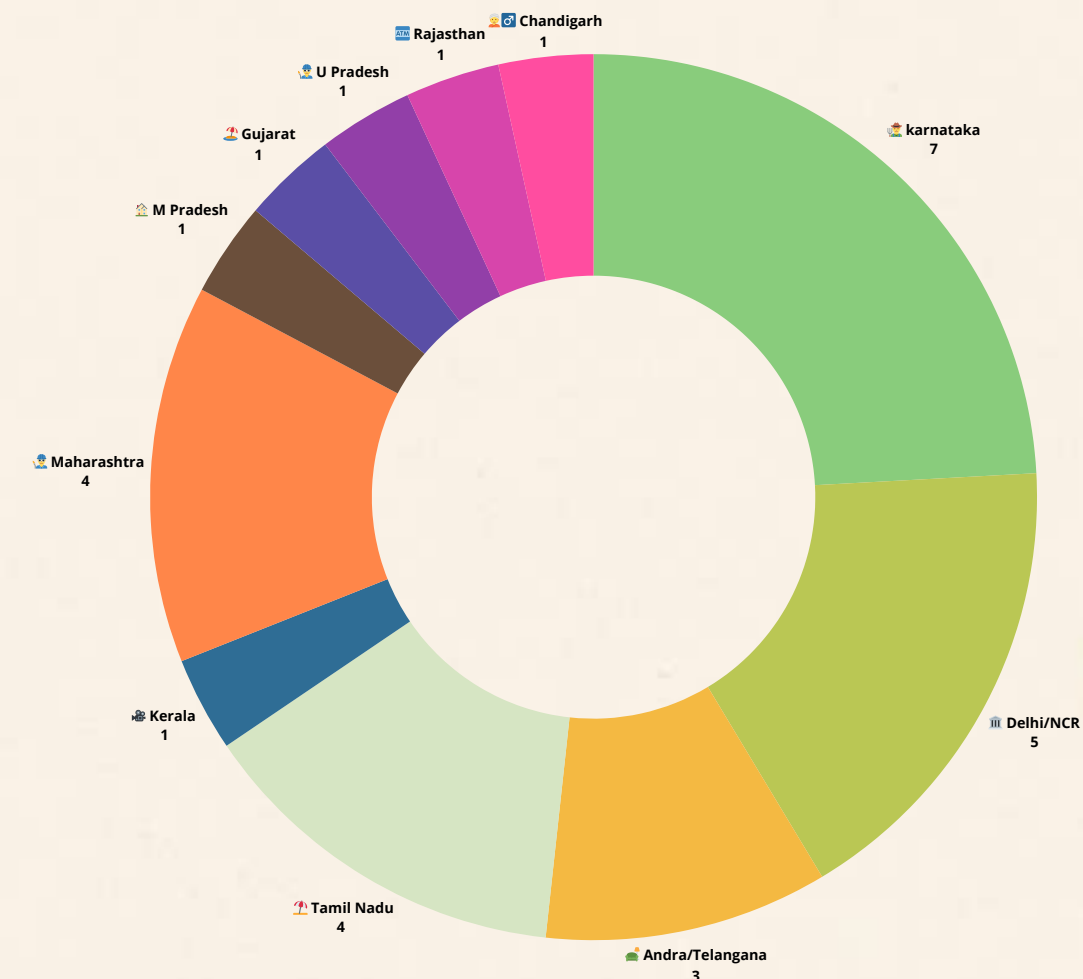
Building SushiMen: 30 outlets. 60 months. All Across India.

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

 **Outlets Per City**
 Year 1 to 3



 **Outlets Per State**
 Year 4 to 5



 **“Credibility First. Craving 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
Pre-Seed Round 1	₹1.5 Cr	▼ 30-35%	₹10 Cr	30-36 Months (Extendable 12-24 months)	≥₹10 Cr	✓
Pre-Seed Round 2	₹3.0 Cr	▼ 20-25%	₹20 Cr	18-24 Months (Extendable 12-24 months)	≥₹10 Cr	✓
Pre-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

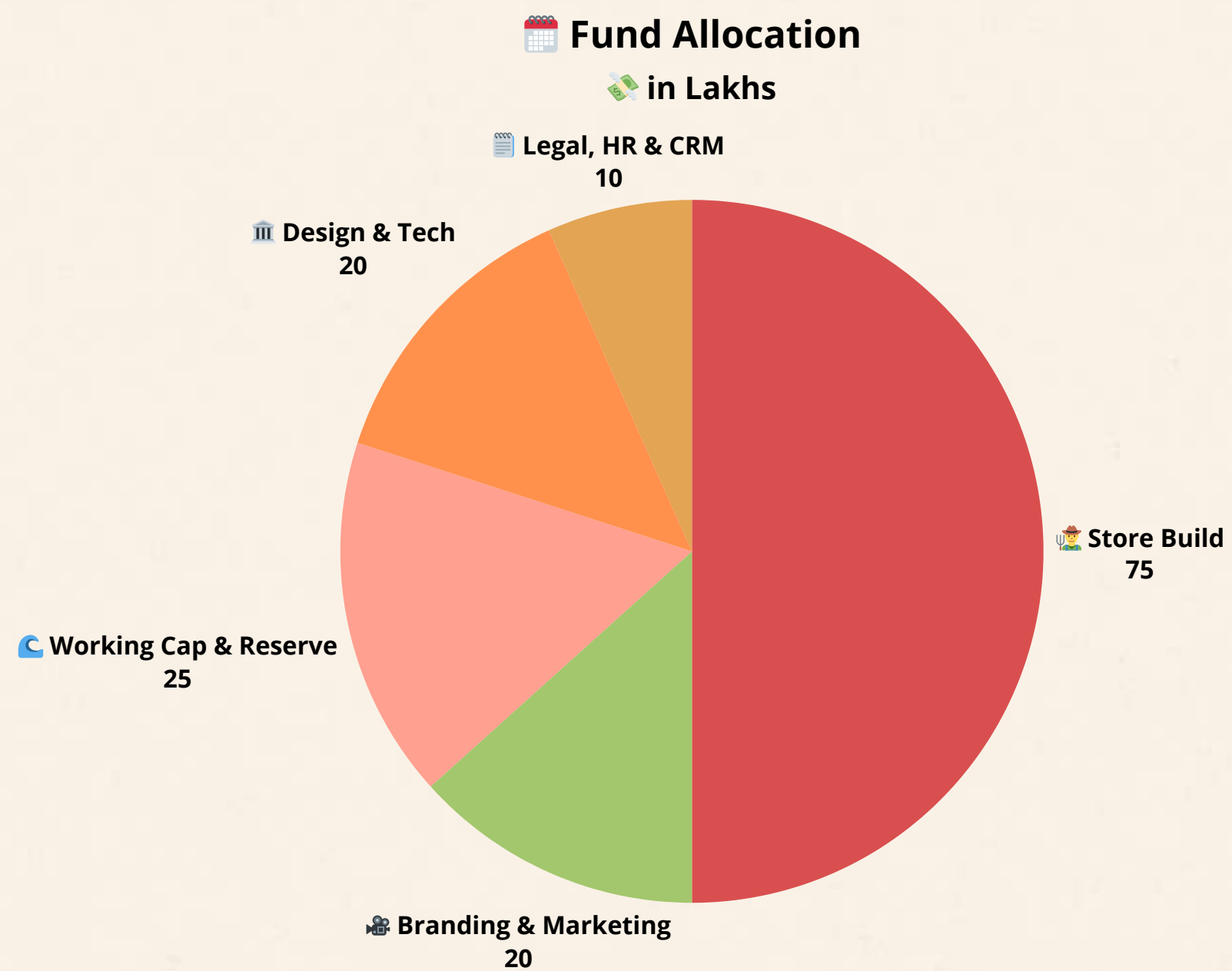
 Instrument: Convertible Note(Pre-Seed Round 1)

 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.”

🏁 From Setup to Scale: 15 Months of Momentum

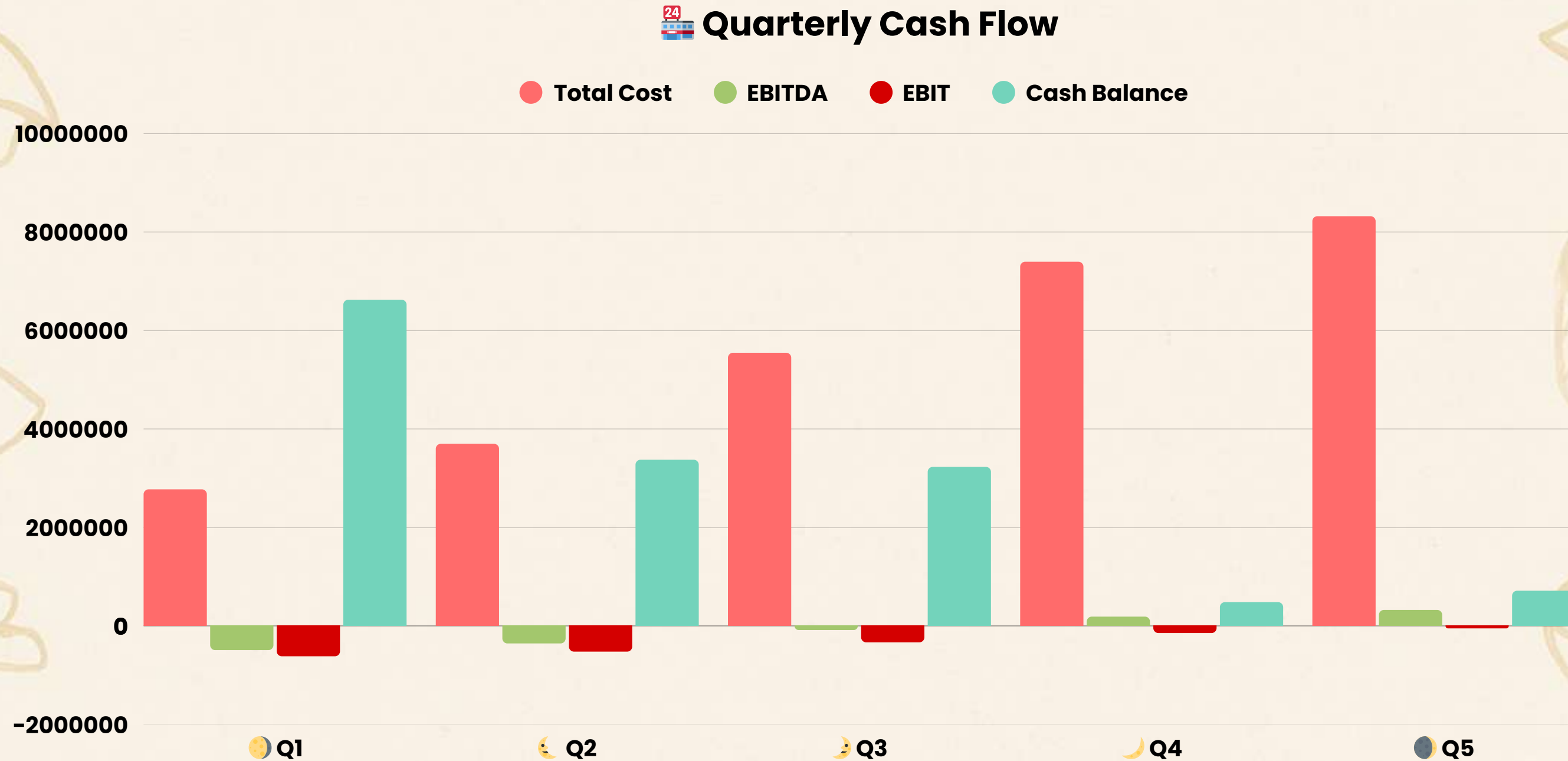
📊 Financial Highlights

- **Total Spend:** ₹3.66Cr over 15 months
- **Capital Expenditure:** ₹75L (20.5%) — tied to store setups in Q1, Q3, Q4
- **Non-Capital Expenditure:** ₹2.91Cr (79.5%) — grows steadily with scale
- **Revenue Growth:** ₹32 L → ₹95 L (Q2 to Q5) = 350% increase
- **EBIT Trend:** Losses narrowing from -₹617K to -₹240K
- **Free Cash Flow:** Negative overall, but **Q5 turns positive** (+ ₹31K)

“Pre-opening prep, outlet launches, and the first signs of profitability — all mapped quarter by quarter.”

Phase	Months	Key Milestones
Pre-Opening	Month -2 – Month 0	Setup, hiring, branding, tech build, capex begins
Q1	Month 1 – Month 3	1st outlet opens, initial traction, ₹25L capex
Q2	Month 4 – Month 6	Stabilization, lowest spend, no capex
Q3	Month 7 – Month 9	2nd outlet opens, peak spend ₹99L
Q4	Month 10 – Month 12	3rd outlet opens, EBIT improves
Q5	Month 13 – Month 15	First positive cash flow, ₹95L revenue

Cash Flow in Motion — Tracking the Investment Curve



“From setup burn to breakeven signals — each quarter shows our path to financial discipline.”

Built to Scale: Lean Costs, Smart Expansion

Operational Scaling

- **Store Count:** 1 → 3 outlets by Q5
- **Capex Phases:** Q1, Q3, Q4 (₹2.5M each)
- **Model:** Fixed-cost heavy → economies of scale critical for profitability

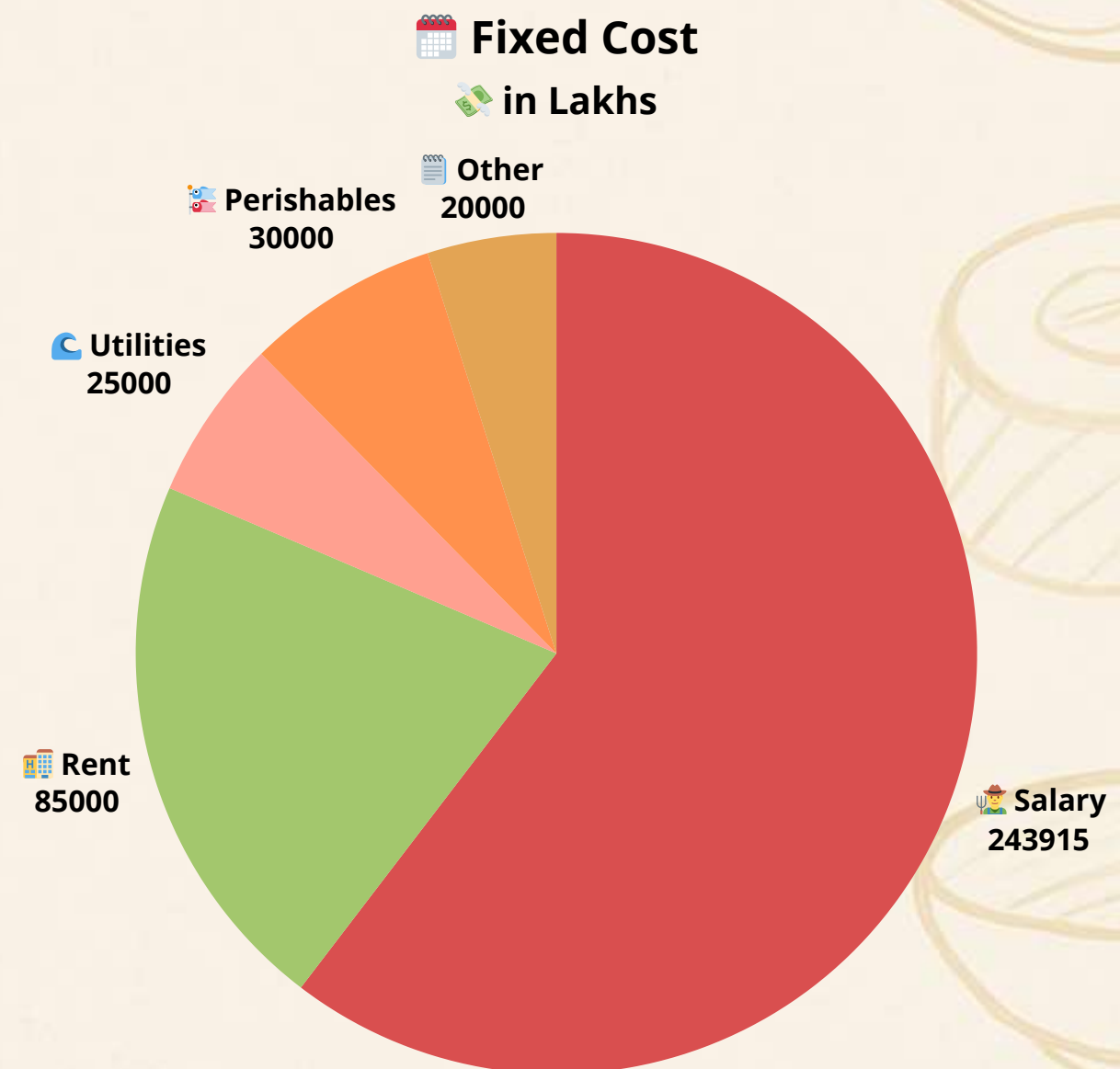
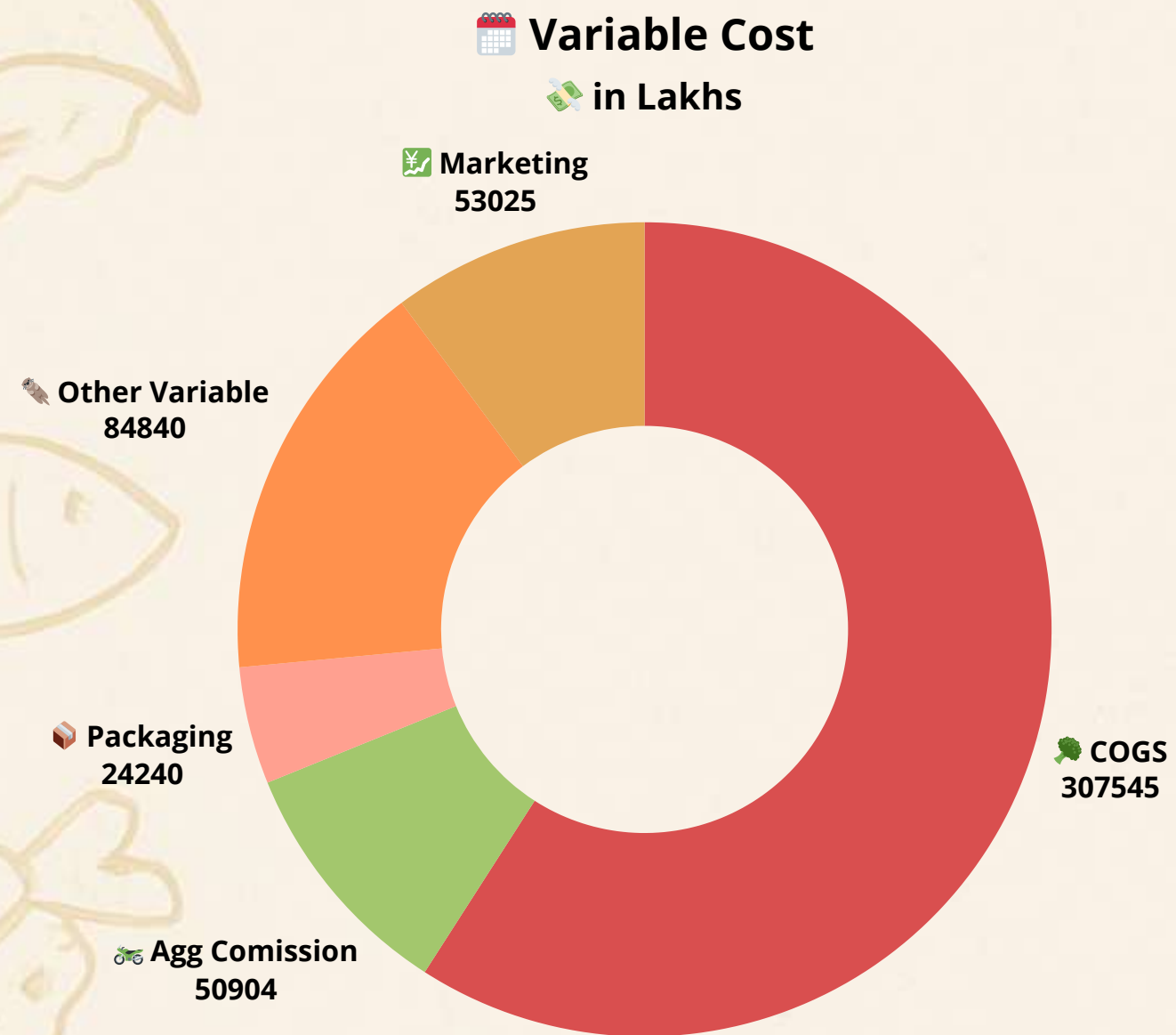
Type	Total Spend	Share of Ops	Range
Fixed Costs	₹1.67 Cr	61.0%	₹15 L (Q1) ➔ ₹52 L (Q5)
Variable Costs	₹1.12 Cr	39.0%	₹833 K (Q1) ➔ ₹37 L (Q5)

“We’re launching 2 stores in Bangalore (Q1 & Q3) and 1 outside Bangalore (Q4) — building operational strength, validating our format, and setting the stage for pan-India expansion with 26 more outlets over the next 45 months.”





Fixed vs Variable Costs per Store



“Fixed-heavy model with milestone-gated capex — designed for repeatable growth and cash efficiency.”

Strategic Location Mapping — 80% Orders from 3 Bangalore Pockets

Pocket	Key Locations	Strategic Role
Area 1	MG Road, Frazer Town, Richmond Town, Vasant Nagar	Covered organically by Area 2 & 3
Area 2	Indiranagar, Bellandur, Ibbalur, Marathahalli, HSR Layout	 First Outlet — highest order volume, premium audience
Area 3	Yelahanka, RMV 2nd Stage, New BEL Road	 Second Outlet — high AOV, underserved, strong growth potential

“One outlet in Area 2 + one in Area 3 = coverage of all 3 zones.”

Curious to Know More?

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



Let's Fix a Time to Talk



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





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THANK
You!

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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”

