



ROLLS | MOMOS | CHINESE





# BRAND OVERVIEW

Fiery Pot Foods is a dynamic and rapidly growing food brand committed to delivering an exceptional culinary experience to its customers. Founded on the principles of quality, innovation, and affordability, Fiery Pot Foods has quickly established itself as a favorite among food lovers. Our menu features a wide range of delicious and flavorful dishes, crafted with the freshest ingredients and a passion for taste.

With a strong foundation built on the successful operation of over 150 outlets under our other brand, Kathi Junction®, we bring a wealth of experience and expertise to Fiery Pot Foods. Our goal is to revolutionize the dining landscape by offering both dine-in and takeaway options, ensuring that our delectable offerings are accessible to a diverse customer base.

TAKEAWAY



JOIN US

The photographs feature actual products

# MEET THE FOUNDER

The visionary behind Fiery Pot Foods, Amita, brings a culinary adventure like no other, offering everything from Rolls to Momos. With over 15 years of entrepreneurial experience, she has successfully run the renowned brand Kathi Junction® with over 150 plus running outlets. AMITA is dedicated to bringing authentic flavors to every corner. Join her in savoring delicious dishes at unbeatable prices



**Amita Verma, Founder**

# Vision

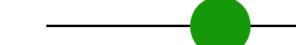
By carefully selecting prime locations and leveraging our extensive experience from running over 150 successful outlets of Kathi Junction, we aim to replicate our success and deliver unparalleled dining experiences.

Our vision is to create a network of 100 vibrant, thriving franchises that uphold the Fiery Pot Foods standard of quality and customer satisfaction in the next 3 years.

Objective: Establish a solid foundation in major metropolitan areas.  
Target Cities:  
Delhi NCR : 5 new outlets  
Other Metropolitan Areas: 7 new outlets

Objective: Consolidate our presence and enter emerging markets.  
Target Cities:  
Cities like Hyderabad, Indore - 15 new outlets  
Other Tier 1,2 & 3 Cities - 35 Outlets

Year 1



Year 3



Year 2



Objective: Expand into secondary cities and increase brand visibility.  
Target Cities:  
Tier 2 Cities like Jaipur, Chandigarh: 15 new outlets  
Tier 3 Cities like Meerut, Nashik - 20 new outlets

# MENU



### FIERY RUMALI ROLLS

|                       |     |
|-----------------------|-----|
| Paneer Roll           | 130 |
| Paneer Tikka Roll     | 170 |
| Soya Chaap Tikka Roll | 150 |
| Butter chaap Roll     | 140 |
| Masala chaap Roll     | 140 |
| Malai chaap Roll      | 150 |
| Afgani chaap Roll     | 150 |
| Chicken Roll          | 120 |
| Chicken Tikka Roll    | 160 |
| Chicken Seekh Roll    | 130 |
| Mutton Seekh Roll     | 150 |

### FIERY MOMOS

|               | Steam    | Fried     | Tandoori  | kurkure   | Afgani    |
|---------------|----------|-----------|-----------|-----------|-----------|
| Veg           | 70 / 100 | 80 / 110  | 120 / 150 | 90 / 120  | 130 / 160 |
| Paneer        | 80 / 110 | 90 / 120  | 130 / 160 | 100 / 130 | 140 / 170 |
| Cheese & Corn | 90 / 110 | 100 / 130 | 140 / 170 | 110 / 140 | 150 / 180 |
| Chicken       | 90 / 120 | 110 / 140 | 150 / 180 | 120 / 150 | 160 / 190 |

### FIERY NOODLES VEG

|                       |     |
|-----------------------|-----|
| Veg Hakka Noodles     | 110 |
| Chilli Garlic Noodles | 110 |
| Veggies Noodles       | 120 |
| Singaporis Noodles    | 120 |
| Paneer Noodles        | 140 |
| Paneer Chilli Noodles | 160 |

### FIERY ROLLS VEG

|                      |           |
|----------------------|-----------|
| Vegetable Roll       | 90 / 110  |
| Aloo Roll            | 70 / 90   |
| Veg kurkure Roll     | 140 / 160 |
| Paneer Roll          | 120 / 140 |
| Chilli Paneer Roll   | 130 / 150 |
| Chilli Mushroom Roll | 190 / 200 |
| Paneer Tikka Roll    | 160 / 180 |
| Butter chaap Roll    | 130 / 150 |
| Masala chaap Roll    | 130 / 150 |
| Malai chaap Roll     | 140 / 160 |
| Afgani chaap Roll    | 140 / 160 |

### FIERY NOODLES NON-VEG

|                               |     |
|-------------------------------|-----|
| Egg Noodles                   | 110 |
| Chicken Noodles               | 130 |
| Chicken Chilli Garlic Noodles | 130 |
| Chicken Hakka Noodles         | 140 |
| Chicken Chilli Noodles        | 190 |

### FIERY ROLLS NON-VEG

|                      |           |
|----------------------|-----------|
| Egg Roll             | 50 / 70   |
| Egg Chicken Roll     | 150 / 180 |
| Chicken Roll         | 110 / 130 |
| Chicken Chilli Roll  | 140 / 160 |
| Chicken Tikka Roll   | 150 / 180 |
| Chicken Kurkure Roll | 150 / 170 |
| Chicken Seekh Roll   | 120 / 150 |
| Mutton Seekh Roll    | 140 / 160 |
| Butter Chicken Roll  | 160 / 180 |
| Afgani Chicken Roll  | 150 / 180 |
| Malai Chicken Roll   | 160 / 180 |



### FIERY PLATTER

Choice of Noodles / Fried Rice with Chilli Paneer Dry / Gravy & Spring Rolls **300**  
 Choice of Noodles / Fried Rice with Chilli Chicken Dry / Gravy & Spring Rolls **360**

Veg Momos Platter **150**  
 Non-Veg Momos Platter **200**

### SPRING ROLLS

|                             |     |
|-----------------------------|-----|
| Vegetable spring roll       | 110 |
| Paneer spring roll          | 130 |
| kurkure spring roll         | 150 |
| Chicken spring roll         | 120 |
| Chicken kurkure spring roll | 140 |

### FIERY KEBAB

|                     |     |
|---------------------|-----|
| Chicken Seekh Kebab | 140 |
| Mutton Seekh Kebab  | 180 |
| Resmi Kebab         | 220 |
| Veg Seekh Kebab     | 120 |
| Harabbara Kebab     | 140 |
| Dahi Kebab          | 180 |

### FIERY VEG TIKKA

|                       |     |
|-----------------------|-----|
| Tandoori Paneer Tikka | 160 |
| Malai Tikka           | 180 |
| Afgani Tikka          | 200 |
| Haryali Tikka         | 170 |
| Achari Tikka          | 150 |
| kali Mirch Tikka      | 140 |
| Mushroom Tikka        | 150 |
| Special kadak Paneer  | 220 |

### FIERY NON-VEG TIKKA

|                    |     |
|--------------------|-----|
| Murg Chicken Tikka | 160 |
| Malai Tikka        | 180 |
| Afgani Tikka       | 210 |
| Haryali Tikka      | 180 |
| Tandoori Chicken   | 240 |
| Lahsooni Tikka     | 210 |
| Hyderabadi Tikka   | 200 |

### FIERY CHINESE DRY/GRAVY

|                      |     |
|----------------------|-----|
| Paneer Chilli        | 180 |
| Paneer Manchurian    | 180 |
| Vegetable Manchurian | 140 |
| Chicken Chilli       | 170 |
| Chicken Manchurian   | 170 |
| Chicken Lollipop     | 210 |
| Drum of Heaven       | 250 |
| Chicken Nuggets      | 220 |

### FIERY RICE

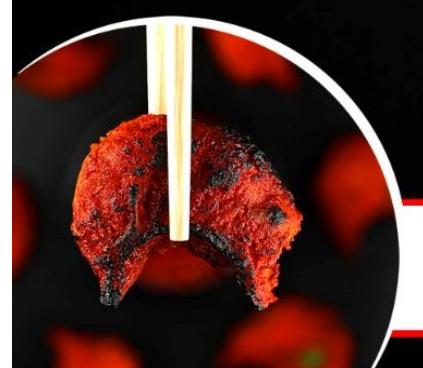
|              |     |
|--------------|-----|
| Veg Fried    | 110 |
| Paneer Fried | 130 |
| Egg Rice     | 120 |
| Chicken Rice | 140 |

### PASTA VEG / NON-VEG

|             |     |
|-------------|-----|
| White Sauce | 130 |
| Red Sauce   | 120 |
| Mix Sauce   | 140 |

### ADD ONS

|                |    |
|----------------|----|
| Rumali Roti    | 10 |
| Lacha Parantha | 50 |



### BEVERAGES

|                           |     |
|---------------------------|-----|
| Water                     | MRP |
| Soft Drink                | MRP |
| Chatpata Jaljeera         | 49  |
| Homestyle Masala Lemonade | 46  |

Order Now
981-888-4402
www.fierypotfoods.com

598, Site 1, Vikaspuri, West Delhi, Delhi-110018



\*Prices vary as per Location



The photographs feature actual products



# Fiery MOMOS

The photographs feature actual products

# Why Franchise with Fiery?

## Established Brand Experience:

Leverage the reputation and customer loyalty built through years of successful operations with our Brand Experience of Kathi Junction® with 150+ running outlets in the country

## Proven Business Model:

Benefit from a well-established model that has been tested and refined across multiple outlets

## Company Trained Chefs for all Outlets:

- Professionally trained chefs to maintain high standards across all locations, ensuring every dish meets our quality benchmarks
- By providing skilled chefs, we reduce the burden of recruiting and training, allowing franchisees to focus on other aspects of their business.

# Why Franchise with Fiery?

## Affordable Investment:

Attractive Franchise pricing makes it easier to start your own business with Fiery Pot Foods

## Strategic Expansion Plans:

Be part of an ambitious growth strategy with plans to open 100 new outlets, including both dine-in and takeaway options

## Innovative and Diverse Menu:

Offer customers a wide variety of flavorful dishes that cater to different tastes, ensuring repeat business.

## Revenue Potential and Return on Investment:

Fiery Pot Foods' Franchisees have the potential to earn significant revenue through high customer demand and repeat business.

The company provides a system for tracking and optimizing financial performance to ensure a good return on investment

# FAQs

**1. What is the initial investment required to open a Fiery Pot Foods franchise?**

The initial investment ranges from INR 7 Lakhs to INR 15 Lakhs. This includes the franchise fee, setup costs, and initial inventory.

**2. What are the ongoing royalties?**

The ongoing royalties are 4% of gross sales, which covers brand support and operational assistance.

**3. How long does it take to open a Fiery Pot Foods outlet?**

It typically takes 30 to 45 days from signing the franchise agreement to the grand opening of your Fiery Pot Foods outlet, depending on location and other factors.

**4. What kind of support does Fiery Pot Foods provide to franchisees?**

Apart from Trained Chefs, we offer comprehensive support including initial and ongoing training, marketing campaigns, operational assistance, and IT support.

**5. Do I need prior experience in the food industry to become a franchisee?**

While prior experience in the food industry is beneficial, it is not required. We provide extensive training and support to help you succeed.

# FAQs

**6. What is the average return on investment (ROI) for a Fiery Pot Foods franchise?**

Franchisees can expect average Net Profit of 30-35%, with the payback period typically ranging from 1 to 1.5 years.

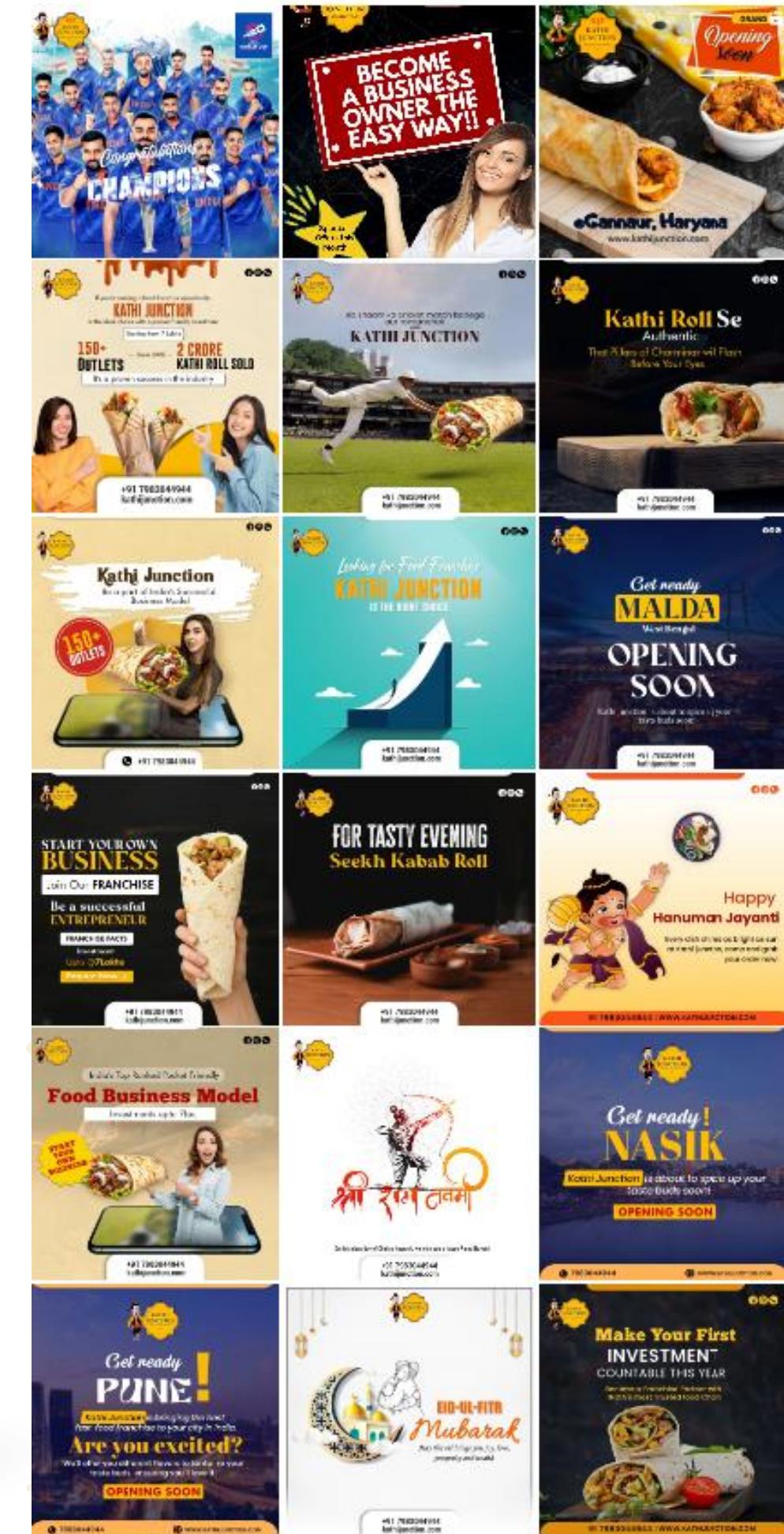
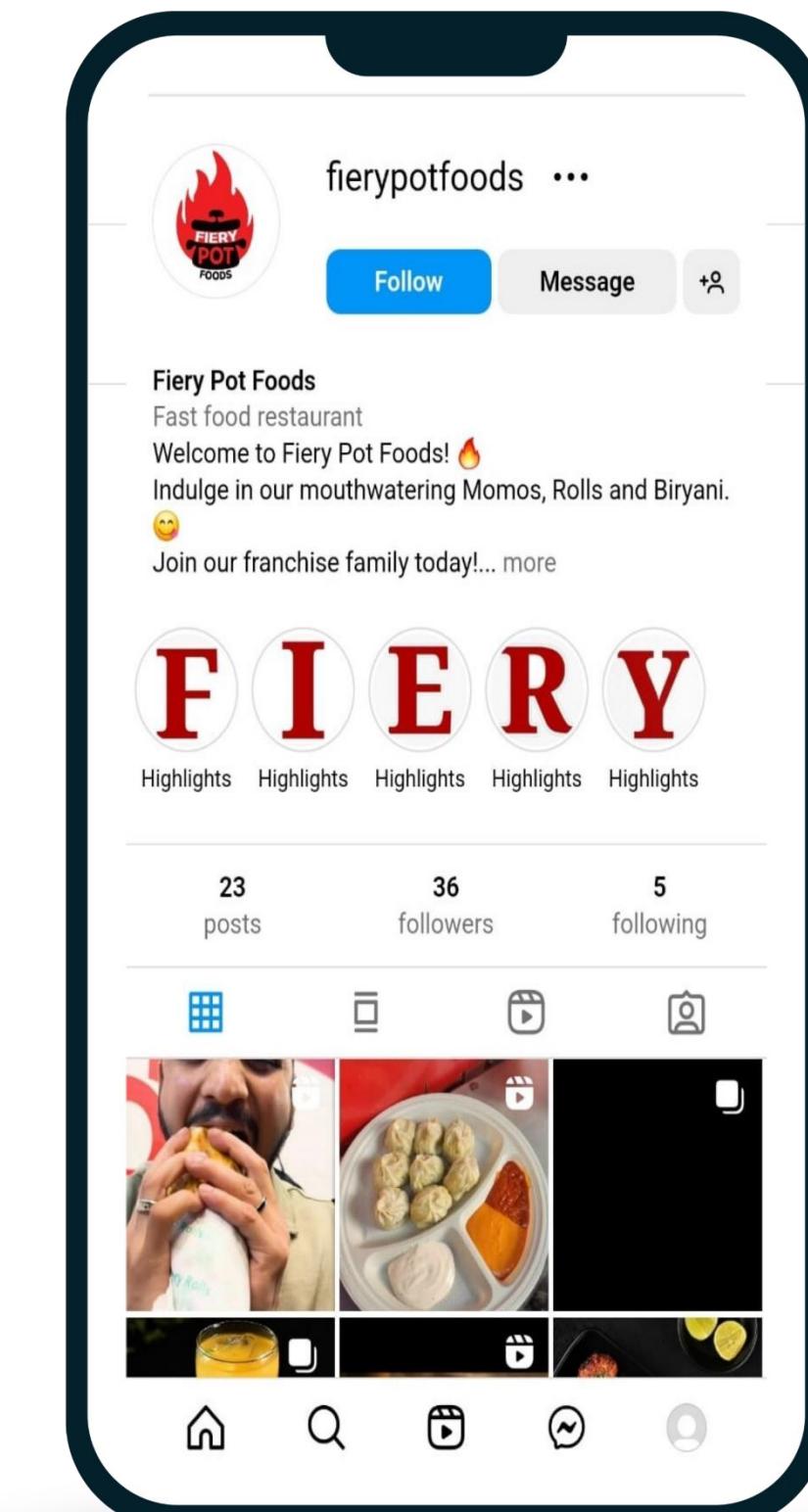
**7. How does Fiery Pot Foods ensure the quality and consistency of its products?**

We provide access to our USP Secret Special Masala at competitive prices which ensures uniform taste. Our trained chefs and operational guidelines ensure consistency across all outlets.

**8. What marketing support is available for franchisees?**

We conduct national and regional (At additional cost) marketing campaigns and provide franchisees with marketing materials and strategies to drive local store traffic and sales.

# Social Media Engagement



# For Franchise Enquiries

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Feel the burn of success:  
Franchise with Fiery Pot  
Food & start your  
entrepreneurial journey

[www.fierypotfoods.com](http://www.fierypotfoods.com)



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