

# ABOUT US

VEER JI MALAI CHAAP Wale is a remarkable success story that began with a simple yet ambitious idea to create a 100% vegetarian dish with the texture and flavor of non-veg food. Founded by brothers Gurpreet Singh and Arvinder Singh, the vision gave rise to their signature product – Malai Chaap, made from soya and marinated with rich spices, cream, and secret seasonings. Their goal was to offer a fulfilling vegetarian alternative that didn't compromise on taste.

In 2021, a close friend Rahul Shivhare (Serial Entrepreneur), joined the journey, forming a dedicated trio determined to take Veer ji from a local favorite to a global brand. Their collective vision and entrepreneurial drive propelled the brand's rapid expansion across India. Today, Veer ji Malai Chaap Wale is recognized as India's No.1 Soya Chaap brand, boasting 200+ outlets in 14 states and over 10 million satisfied customers.

At the heart of Veerji's success is its dedication to quality and hygiene. Using advanced German High Moisture Extrusion Technology, the company ensures that every batch of chaap is produced with consistent taste, texture, and safety standards. The entire process is fully automated, minimizing human contact and maintaining high levels of cleanliness. What truly sets Veerji apart is its commitment to purity—there are no artificial preservatives, colors, or fillers, just real soya and wheat proteins crafted into delicious chaap.

Each outlet is a reflection of the brand's core values: cleanliness, freshness, and flavor. Supported by a team of 80+ trained staff, Veer ji delivers a premium dining experience. Beyond Malai Chaap, their diverse 100% vegetarian menu features items like Chaap Biryani, Tandoori Rolls, Creamy Gravy Dishes, Kulchas, Burgers, Kebabs, and Momos.

200+

OUTLETS

14

STATES

10  
MILLIONS+

HAPPY  
CUSTOMER'S

## INDIA'S NO-1 SOYA CHAAP BRAND



**VEER JI**  
**MALAI CHAAP WALE**



**VINDU DARA SINGH**  
BRAND AMBASSADOR

**SOYA**  
**BASED**  
100% PURE VEG

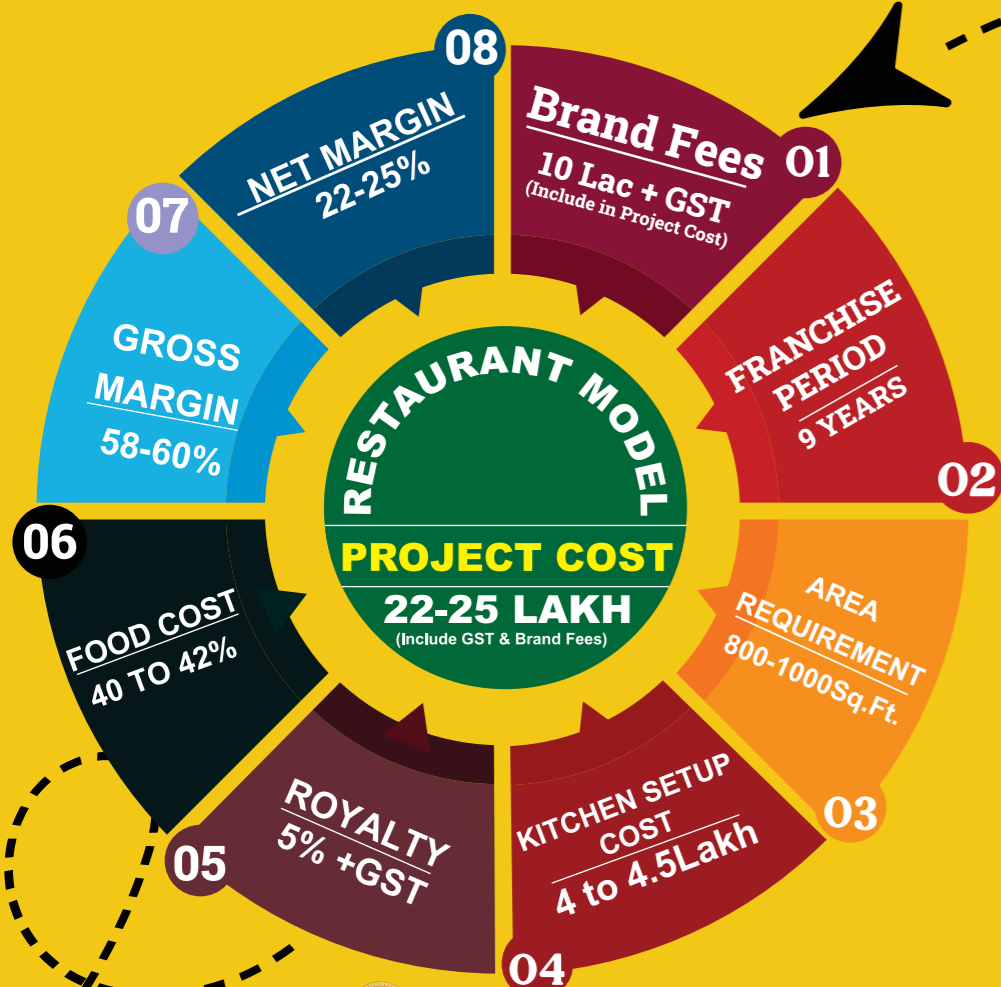


**Become A**

**VEER JI MALAI CHAAP WALE**

**FRANCHISE..!**

# FRANCHISE MODEL



## RETURN ON INVESTMENT

Investment	Kiosk/Mall (17-18L) 300-350 Sqft	Dinning (22-25L) 800-1000 Sqft
Sales per Day	30,000	40,000
Sale / Month	9,00,000	12,00,000
Cost of Food (40-42%)	3,78,000	5,04,000
Gross Margin (55%)	5,22,000	6,96,000
<b>Total Expenses</b>	<b>2,78,000</b>	<b>3,90,800</b>
Rent	60,000	80,000
Staff Salary	1,00,000	1,20,000
Electricity	20,000	30,000
Other Expenses	20,000	30,000
Brand Royalty	53,000 (5% + GST)	70,800 (5% + GST)
GST 5%	45,000	60,000
<b>Profit/Month</b>	<b>2,44,000 (25%)</b>	<b>3,05,000 (25%)</b>

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# OUR MENU

## PURE SOYA GRAVY ITEMS

- VEG TAWA CHAAP
- VEG KORMA
- VEG KORMA CHAAP
- VEG MUTTON GRAVY
- VEG ROGAN JOSH
- VEG RARA MEAT
- VEG KEEMA KALEGI
- VEG TAWA CHICKEN
- VEG BUTTER CHICKEN
- VEG KADHAI CHICKEN
- VEG KATHI KABAB
- VEG HANDI CHICKEN
- VEG BELI CHICKEN
- VEG SHAHI CHICKEN
- VEG BLACK MUTTON
- VEG PUNJABI KUKKAD GRAVY
- VEG CHATKARA CHICKEN
- VEG BURJ KHALIFA GRAVY
- VEG BHEJA GRAVY
- VEG FISH CURRY
- VEG MUTTON CURRY
- VEG WHITE CHICKEN GRAVY
- VEG WHITE MUTTON KABAB GRAVY
- VEG WHITE LEG PIECE GRAVY
- VEER JI SPL LEG PIECE GRAVY

## MAIN COURSE ( NORTH INDIAN)

- SPL DAL MAKHANI
- SHAHI PANEER
- KADHAI PANEER
- LEMON KADHAI PANEER
- PANEER LABALAB
- PANEER LABABDAR
- PANEER BUTTER MASALA
- KALI MIRCH GRAVY PANEER
- KORMA PANEER GRAVY

## BREAD

- RUMALI ROTI
- TANDOORI ROTI
- TANDOORI BUTTER ROTI
- MISSI ROTI
- PLAIN NAAN
- BUTTER NAAN
- LACHHA PARANTHA
- GARLIC NAAN
- ALOO NAAN
- ALOO PARANTHA
- STUFFED PARANTHA
- STUFFED NAAN
- PANEER PARANTHA
- PANEER NAAN
- PUNE SPL PAPAD WITH SALAD

## PURE SOYA VEG SPL.TANDOORI ITEMS

- VEER JI SPL SOYA MALAI CHAAP
- SPL MALAI CHAAP
- SPL PUNJABI CHAAP
- SPL LEMON CHAAP
- SPL GARLIC CHAAP
- SPL ACHARI CHAAP
- SPL PUDINA CHAAP
- VEG MUTTON KABAB
- VEG CHICKEN KABAB
- AFGHANI CHAAP
- STUFFED CHAAP
- VEG MALAI TIKKA
- S LEONE CHAAP
- M KHALIFA CHAAP
- VEG CHICKEN TIKKA
- VEG MUTTON TIKKA
- VEG FISH TIKKA
- VEG AFGHANI CHICKEN
- VEG MASALA CHICKEN
- VEG LEMON GARLIC CHICKEN
- VEG LOVELY CHICKEN
- VEG JUICY TIKKA
- VEG LEG PIECE

## VEERJI SPECIAL ROLLS ITEMS

- SHWARMA ROLL 2PCS
- SHAMMI KABAB ROLL 2 PCS
- MALAI CHAAP ROLL
- STUFF CHAAP ROLL
- AFGHANI CHAAP ROLL
- PANEER TIKKA ROLL
- ACHARI CHAAP ROLL
- PUNJABI CHAAP ROLL
- LEMON CHAAP ROLL
- S LEONE CHAAP ROLL
- M KHALIFA CHAAP ROLL
- VEG KABAB ROLL
- VEG CHICKEN TIKKA ROLL
- VEG TANDOORI BUTTER LEG PIECE
- VEG FISH TIKKA ROLL
- JUICY TIKKA ROLL
- PUDINA CHAAP ROLL

## PURE SOYA IMPORTED FRY VEG MEAT

- VEG BABY DOLL
- VEG ORLY FISH
- JAPANESE FISH
- VEG SURMAI FISH
- VEG CHICKEN POPCORN
- VEG MUTTON TIKKA
- VEG VFC CRISPY CHAAP
- VEG CHICKEN NUGGET
- VEG DRUMSTICK
- VEG SINGADA FISH
- VEG POMFRET FISH

## VEERJI SPECIAL CHINESE ITEMS

- FRENCH FRIES
- VEG NOODLES
- CHILLI POTATO
- HONEY CHILLI POTATO
- VEG FRIED RICE
- CHILLI MUSHROOM
- CEAR SPRING ROLL
- VEG CHILLI CHICKEN DRY
- VEG CHILLI CHICKEN GRAVY
- CHILLI PANEER DRY
- CHILLI PANEER GRAVY
- VEG CHILLI MANCHURIAN

## PANEER & MUSHROOM TANDOORI ITEMS

- SPL PANEER TIKKA
- ACHARI PANEER TIKKA
- PUDINA PANEER TIKKA
- SPL MUSHROOM TIKKA
- SPICY MUSHROOM
- ACHARI MUSHROOM
- TANDOORI MUSHROOM

## AMRITSARI KULCHA

- AMRITSARI ALOO KULCHA
- AMRITSARI ALOO PYAZ KULCHA
- AMRITSARI MIX VEG KULCHA
- AMRITSARI PANEER KULCHA
- NUTRI KULCHA
- KATHI KABAB RUMALI

## VEERJI SPECIAL BIRYANI

- MATKA PANEER BIRYANI
- MATKA VEG MUTTON BIRYANI
- MATKA VEG CHICKEN BIRYANI
- MATKA VEG KABAB BIRYANI

## VEERJI SPECIAL SHAKES

- SILKY COLD COFFEE
- COOKIE CARAMEL SHAKE
- RASMALAI SHAKE
- ROSE FALUDA SHAKE
- CHOCO OREO SHAKE

## VEERJI SPECIAL MOJITO

- TANGY MANGO TWIST
- KALA KHATTA
- MASALA LEMONADE
- IMLI BANTA
- MINT MOJITO
- ZAFRANI TEA

## VEERJI SPL. BURGER

- VEG ALOOPATY BURGER
- PANEER BURGER
- MIX VEG CHEESE BURGER
- VEG CHICKEN BURGER
- VEG MUTTON BURGER
- VEG CHICKEN PATTY BURGER
- VEG MUTTON PATTY BURGER

## STEAM MOMOS

- VEG MOMOS
- SPL VEG CHICKEN MOMOS
- PANEER MOMOS
- GRAVY MOMOS
- CHILLI MOMOS

## FRIED MOMOS

- SOYA FRY MOMOS
- VEG FRY MOMOS
- PANEER FRY MOMOS

## TANDOORI MOMOS

- VEG TANDOORI MOMOS
- SOYA TANDOORI MOMOS
- PANEER TANDOORI MOMOS
- AFGHANI VEG TANDOORI MOMOS
- AFGHANI PANEER TANDOORI MOMOS

## KURKURE VFC MOMOS

- KURKURE PANEER FRY MOMOS
- KURKURE SOYA FRY MOMOS
- KURKURE VEG FRY MOMOS

INDIA'S NO-1 SOYA CHAAP BRAND



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