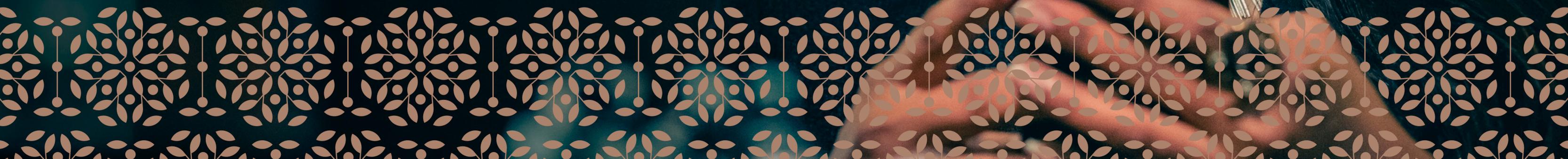


# Smarter experiences



NJ·GROUP

SINGAPORE





## About us

NJ.Group was founded to fulfil the wishes of the hospitality industry, retailers and customers - to make service simpler, smarter and experience-driven.

With deep roots in digital innovation and an approach that puts people at the heart of every decision, we seamlessly blend one-of-a-kind creativity and game-changing technology to solve the industry's most complex service challenges.



# Our company

## ABOUT

With a renowned, world-class portfolio, our perceptive team instinctively knows what makes the perfect customer experience and which trends will transform the way you work.

## AS FEATURED IN

THE STRAIT TIMES



## PRESENCE IN 3 COUNTRIES



SINGAPORE



NZ



INDIA

## STRONG SOCIAL MEDIA PRESENCE

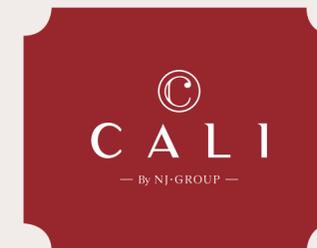


## COMPANY STRUCTURE



NJ·GROUP

### FOOD & BEVERAGE



### TECH



### RETAIL



### HOSPITALITY





OUR PROMISE

Smarter experiences.



# Why we exist

## OUR PURPOSE

To nurture customer experience through innovation.

## OUR VISION

A world where hospitality, retail and service are redefined by digitisation and customer-centric experiences.

## OUR MISSION

Through integrated application of smart technologies, we are empowering hospitality and retail sectors to unlock the highest levels of value and experience at every touchpoint.



# Our brand pillars

These are our foundational values that guide everything we do. From restaurant launches to recruitment and culture, they provide a series of values to measure against.



PILLAR 1

## Uniquely personal

Every business is human. We combine tech and a people-first approach to create innovative dining and delivery solutions that result in the best possible service solution.

PILLAR 2

## Endlessly curious

Originality drives brands, fuels innovation, and keeps clients competitive by embracing fresh ideas, challenging conventions, and delivering unique solutions and experiences.

PILLAR 3

## Continually evolving

H&R rarely stands still. With decades of industry expertise, we innovative tech to offer proactive services, real-time insights, and adaptability, helping businesses stay profitable, optimize performance, and seize opportunities.

PILLAR 4

## Moreishly simple

Our innovation-led approach is to make life simpler. By improving efficiencies, we're continually searching for new ways to make your business more profitable, more productive and more appealing to your audience, fostering sustainable business growth and success.

PILLAR 5

## Effortlessly inventive

We tackle challenges with energy and focus, driving positive change to deliver unforgettable customer experiences to elevate, and improve your business.

PILLAR 6

## Inimitable Energy

We aim high with creativity and visionary ideas, kick-starting trends and conventions. By blending tech and artistry, we shape the future of service with flair.





## Our story

Our brand concept derives from the Kalpvruksh tree. A mythical, divine tree revered throughout Hindu and Buddhist mythology, and often depicted as a wish-fulfilling tree, symbolising abundance, prosperity, and fulfilment of desires.



# Our story

## Leaving behind the corporate life

- 21 years of experience at GE, SABIC & Shell.
- Pursuing the love of food
- Starting out as an entrepreneur

2009

2010 – 2017

## Launch of 'Cobie' the friendly food butler

- Introduces a robotic butler service, in-room or at-table.
- Launched in CALI Park Avenue Rochester

2017

2019

## Creating out-of-the-box concepts

- NJ Group Brand Experience is created
- PEN & INC at NTU opens

2020

2022 – 2025

## Offering good food & service across Singapore

- Indian & Mediterranean restaurants
- Leading to a variety of bars & restaurants
- Acquired CALI Park Avenue Rochester in 2014
- CALI Park Avenue Changi opens 2017
- Service Excellence project initiated

## Expanding into new frontiers

- CALI opens inside Ascot Raffles Place

## The NJ.Group further expands

- Launch of Zitimama's QSR Franchise
- Further CALI Novotel and CALI lounge openings
- NJ Group vibrant re-brand
- New ventures: Niharika Jewellrey and Niharika Retreates



# Our team

Our experienced team of thought leaders and market experts helps clients solve business challenges and redefine business potential, from the ground up.

50+  
Employees under NJ.Group



**Neelendra Jain**  
Founder & CEO



**Neetu Jain**  
Chief Financial Officer



**Joel Saldanha**  
Group Vice President



**Niharika Jain**  
Executive Trainee



**Ankit Jain**  
Chief Innovation Officer



**Yim Lee**  
Group Financial Analyst



**Anandram**  
Corporate Chef



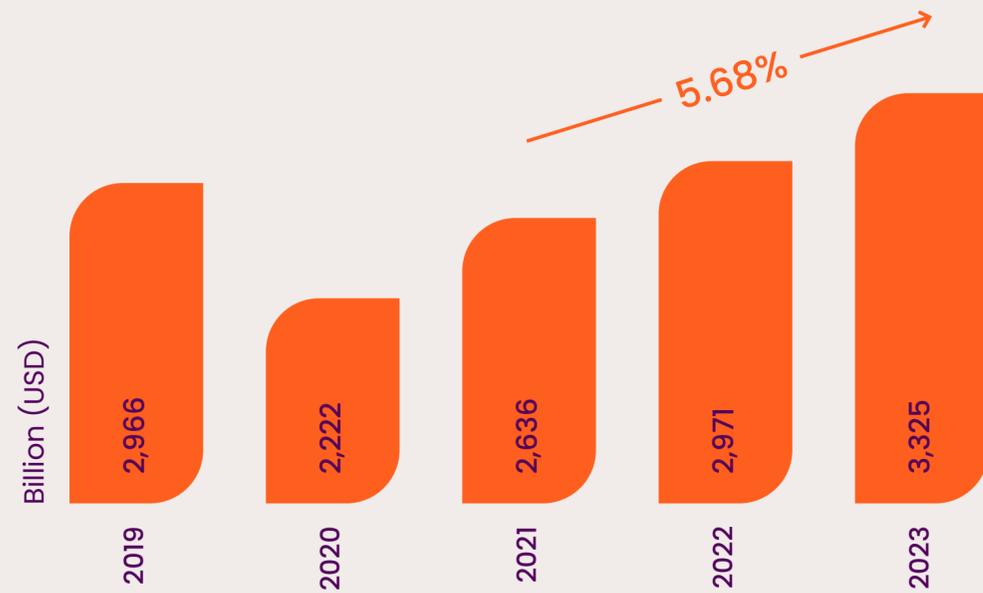
**Ajay Sharma**  
Business Development Manager



Our innovation-led approach is designed to make life simpler for our industry

### Global Outlook

The global food service industry declined in 2020 due to COVID-19, improving in 2021, and a projected CAGR of 5.68% from 2021 - 2025.



Global sales of food service industry  
Source: Euromonitor, BMI, National Restaurant Association

### Global trends & challenges

Workforce recruitment and retention

Inflated supply costs and shortages

Investing in technology to boost productivity and efficiency

### NJ Group offer industry-led tech solutions

Automated inventory software

Payment innovations and solutions

Online ordering and delivery apps



# Our businesses

We seamlessly balance one-of-a-kind culinary excellence with game-changing technology innovation to solve the industry's most complex service challenges in hospitality and retail.



## Food & Beverage

With years of industry experience and a passion for innovation, we craft bespoke dining experiences that feel both unique and familiar. Our global flavours and fresh ingredients bring people together to celebrate individuality through food.



## QSR Franchise

Zitimamas is a fast, franchise-ready pasta spot with the heart of an Italian kitchen. No training needed, just fresh, quality pasta in 3 minutes—made with our secret recipe and cutting-edge tech.



## Events

A one-stop destination for personalized events with elegant décor, refined ambiance, and top-tier service. Choose from multiple venues and enjoy gourmet dishes from our state-of-the-art kitchens



## Technology

We help the service industry unlock data to create human-centric experiences with speed, simplicity, and usability. Our products unearth customer patterns to demystify the biggest service issues.



## Retail

**NIHARIKA'S JEWELLERY**  
(Coming soon)  
Combining nature-inspired elegance with sustainable luxury. Our jewellery is more than just an accessory or a fleeting trend.



## Hospitality

**NIHARIKA'S RETREAT**  
(Coming soon)  
Offering a seamless blend of comfort, luxury, and modern amenities, NJ Hospitality provide exceptional hospitality tailored to meet the needs of both business and leisure travelers.



# Our CALI restaurants

Global culinary experience  
•  
Vibrant flavours from around the world  
•  
Expertly curated menu  
•  
Premiere dining destinations



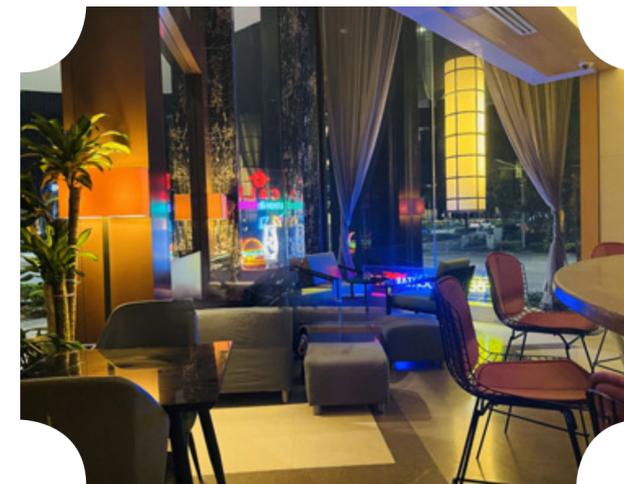
Park Avenue,  
Rochester  
Established – 2012



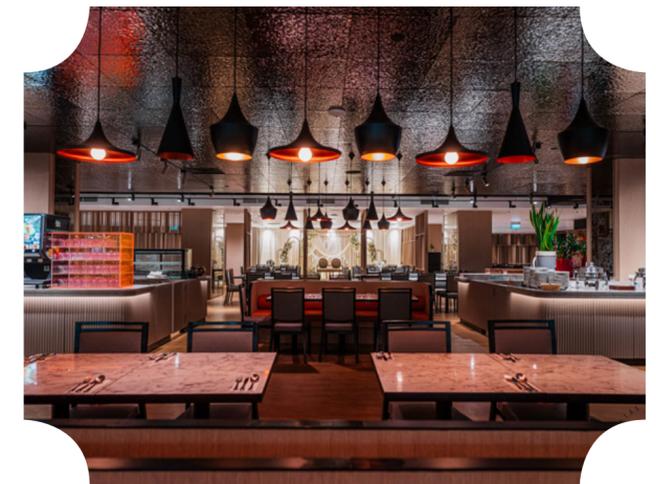
Park Avenue,  
Changi  
Established – 2017



Ascott Raffles Place  
& Raffles Place Lounge  
Established 2018



Novotel Singapore  
on Kitchener Road  
Established 2023



# Our PEN & INC restaurants

- Vibrant Tex-mex flavours
- Urban flair, tranquil vibes
- Celebrates togetherness

PEN & INC, NTU  
Established – 2020



PEN & INC, One-North  
Established – 2022



# ZITIMAMA'S QSR Franchise

**ZITIMAMA'S**

## Our Values

**F . E . A . S . T**



Everyone's welcome in our kitchen.



The best things in life, and food are simple.



We talk loud, we cook loud, we live loud.



Our pasta is served fast, but cooked slow.



Time is of the essence, so spend it deliciously.

## Our Brand DNA

### OUR ESSENCE

Fresh pasta, served pronto

### OUR PURPOSE

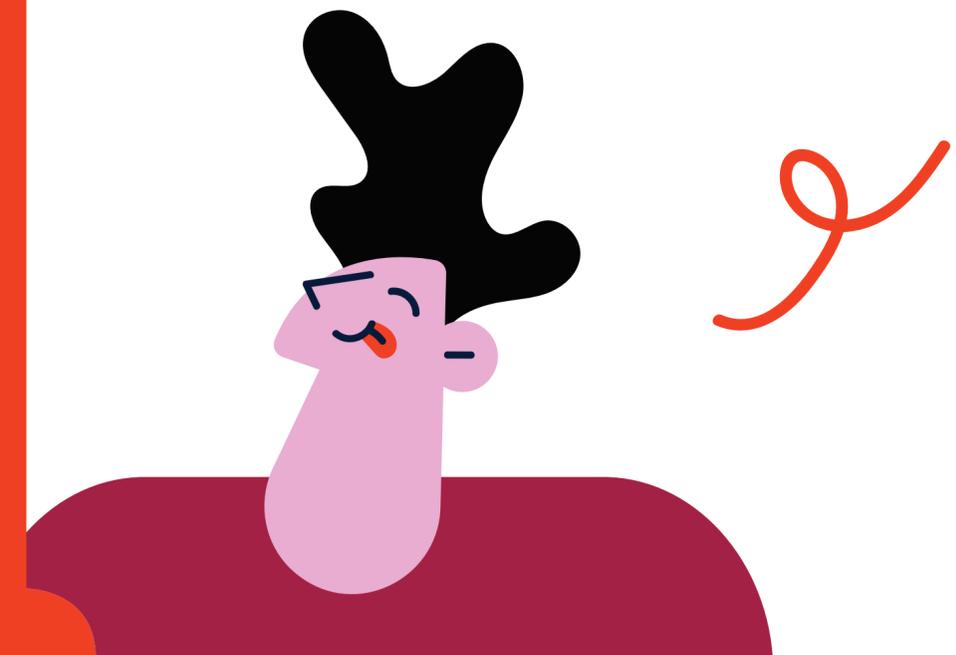
To put baked pasta on the fast food menu

### OUR VISION

A world where comfort, speed, flavour and personality exist in the same bowl

### OUR MISSION

Serve Italian-American flavours (with a local twist) to the world in the time it takes to boil a pot of water



## The Legacy Event Space



## Intelligence Innovations & Tech



### Celebrate in comfort

The Legacy's vision and aim is to create a world where creating unforgettable memories comes easy because we make it possible for you to celebrate in a comfortable event space.

### Modern Event space

Our modern event space offers flexible seating options that may be configured to meet your unique requirements.

### Planned to perfection

Plan a perfect corporate event or a private gathering with special meals that suit various guests' tastes and budgets.

### Exquisite catering

We provide everything from catered buffets to exquisitely prepared meals from our curated team of private chefs.

### Table Reservation

Features multiple unit options and third-party integration

### Smart Review System

Collects real-time reviews for service recovery

### Customer Engagement

Manages promotions and data analytics

### Online Delivery

Facilitates easy logistics through integrations

### Additional Features

Includes loyalty programs and gift vouchers

### Smart Menu Engineering

Offers dynamic menu management options



OUR FINANCIALS

By transforming old and new ways of working into intelligent workflows, we make life better for people.

Group Financial Performance



Business Risk Factors

Retention of employees

Supply chain

Innovation success rate

Business competition

Market Risk Factors

Economic fluctuation

Environmental impacts

Political changes

Adverse external factors

\$57m

(SGD)

Total revenue

AS OF 2024

\$11.6m

(SGD)

2024 revenue

18.2%

CAGR

2017-2021

Potential investors should evaluate the described investment opportunity against their individual objectives and financial situations, considering the listed risk factors, which are not prioritized by importance. The information may not cover all risks, and unknown uncertainties could also impact NJ.Group's financial condition. Investors are advised to consult a professional before making a Non-Binding Indicative Offer.



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NJ·GROUP

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