



# NJ Group

NJ Group • Company

2022

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NJ Group

## A BLEND OF INNOVATION & INDULGENCE

With years of experience delivering quality food and service in the industry, along with a ceaseless drive for constant innovation, we embody our ethos of 'bring into being' by creating unique yet familiar bespoke dining experiences.

*Strictly Private and Confidential*



# ECONOMIC AND INDUSTRY OUTLOOK



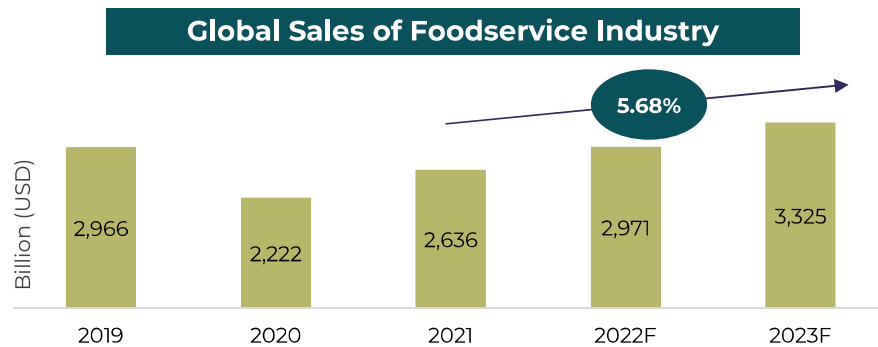


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# FOODSERVICE INDUSTRY OUTLOOK

## Global Outlook

- ❖ The global Foodservice industry took a huge hit in 2020, with sales decreasing by about 25% due to the COVID-19 pandemic.
- ❖ The world experienced lockdowns, cafes and restaurants had to close or operate under restrictions.
- ❖ Consumers also rebalanced their purchases towards essentials and changed their preference to dining at home, which further contributed to the decrease in sales.
- ❖ As global economy begins to recover and COVID-19 restrictions start to ease from 2021, we can expect a CAGR of 5.68% from 2021 to 2023. Sales in 2021 increased by 18.7%.



Source: Euromonitor, BMI, National Restaurant Association

Figure 4

## Trends in the Industry



### Manpower Shortage

In a survey from the National Restaurant Association, **72% of operators rated recruitment and retention of workforce as their top challenge in 2021**, having not enough employees to adequately staff their restaurants. Additionally, majority of restaurant operators do not anticipate the labour situation to improve in 2022.



### Inflation

Riding on the global inflation rates, **9 in 10 restaurant operators report an increase in food costs as a percentage of sales compared to pre-pandemic levels**. This has resulted a decline in profits by 80% compared to 2019. One of the main reasons due to the increase is shortage of key food items, with 96% of operators experiencing supply delays or shortage of materials.



### Technology Adoption

In order to tackle the rising costs and manpower shortage, restaurant operators look to improving productivity and efficiency in their operations. During the lockdown periods, **many adopt solutions such as QR code ordering and contactless payment to accommodate off-premise dining**. Many operators also plan to increase investments in technology in 2022.





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# INDUSTRY OUTLOOK: FOOD TECHNOLOGY TRENDS

With the COVID-19 pandemic, restaurants are forced to look beyond traditional methods to operate their business, and one option was to turn to technological solutions. Adding on **the pressure of increasing operating costs and lack of skilled employees, technology and innovation is the key for restaurants** to not just survive, but thrive, in this new connected and contactless era. Listed below are four (4) upcoming trends in the Foodservice Industry relating to technology.



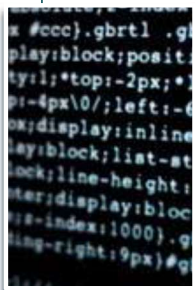
## Payment-Related Innovations

Currently, different innovative payment methods are being leveraged to increase efficiency and to introduce contactless ordering in foodservices outlets. As restaurant owners look to streamline the checkout process further, we will see changes in the types of payment-related solutions adopted. Some examples include pay-at-table solutions, voice ordering over smart speakers and voice assistants through phones and QR code checkout.



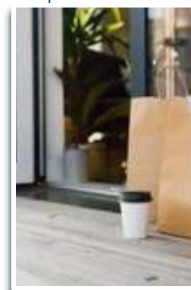
## Adoption of Robotic Technology

Driven by staffing shortages and an increasing interest in contactless dining experience, restaurants are turning to robots as a solution. Some examples include having Artificial Intelligence powered robots replacing baristas, chefs and servers. This trend is expected to continue as labour shortage and long and repetitive nature of work remain motivations for restaurants to automate operational processes.



## Automated Inventory Management Software

Powered by technologies such as Artificial Intelligence, it enables the tracking of food and beverage stocks, anticipating quantities and helps to streamline the supply reordering process. Additionally, with the growing concern in sustainability, the implementation of such software helps restaurants to reduce food wastage.



## Online Ordering System and Delivery Application

With the increasing demand for convenience and contactless transactions, this fuels the growing online food orders and contactless home-deliveries. Today, the food delivery market is now worth more than \$150 billion globally, which has more than tripled since 2017. Apart from third-party food delivery applications, it is observed that restaurants are following the lead of larger fast-food chains in developing their own integrated online platform and applications. This allows the restaurants to stay closely connected with their customers digitally.

Source: Hospitalitynet, Baum+Whiteman





# OVERVIEW

## NJ GROUP

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NJ Group





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## OUR MISSION

To recognize the issues that obstruct the service industry from growth and synthesize new possibilities and practical solutions to resolve them.

## OUR VISION

Provide an elite experience to our customers wherever they go, with our excellent service, admirable attitude as well as a warm, welcoming ambience & respect the future via sustainable and ethical practices.

## OUR CORE VALUES (PIE)

**Passionate** – Passion to serve our customers and society.

**Innovative** – Continuously striving to come up with new innovative ideas that delight customers.

**Enterprising** – Always on the lookout to forge new connections and develop efficient business solutions to serve our multiracial community.



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## FOOD SAFETY AND QUALITY

We believe in the culture of giving back and building stronger communities. We've been allocating SGD50 per day to our charity and community support initiatives.

We are committed in ensuring that every item in our menu is prepared with the freshest ingredients and adhere to the strictest Singapore Quality food hygiene standards.



## CORPORATE SOCIAL RESPONSIBILITY





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# OUR STATISTICS

## Presence in three (3) countries



Singapore



New Zealand\*



India\*

*\* No revenue generation*

## Strong Social Media Presence



42k+ Followers



4.5k+ Followers



19k+ Followers

## Employees Count

52+ employees under NJ Group



## OUR KEY MILESTONES



Indian vegetarian food stall at  
SMU food court

2010



Food canteen at  
DPS International School,  
Singapore

2012

2009

Vegetarian restaurant  
'Namastey India' at Little India



2011

Mediterranean restaurant and  
'Shisha Bar'  
Ambrosia at Arab Street



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# OUR KEY MILESTONES



CALI first restaurant inside  
Park Avenue Hotel, Rochester

2016



- ❖ Robotic In Room Dining services
- ❖ Third outlet at Park Avenue Hotel, Changi

2018

2012

CALI new outlet at  
Holland Village

2017

Awarded  
'Business Excellence Certification'







# OUR KEY MILESTONES



- ❖ NJ Group's new outlet CALI Ascott Raffles Place, Singapore
- ❖ **ISO 14000 certification** received

2020



- ❖ Pen & Inc at NTU
- ❖ Rebranded 'My Café & Bar' to CALI, Citadines Balesteir

2022

2019

NJ Group  
Brand Experience and Service  
Standard

2021

- ❖ **Launch of Zitimama's**
- ❖ Launch of Eagle
- ❖ Launch of CALI Lounge



**ZITIMAMA'S**



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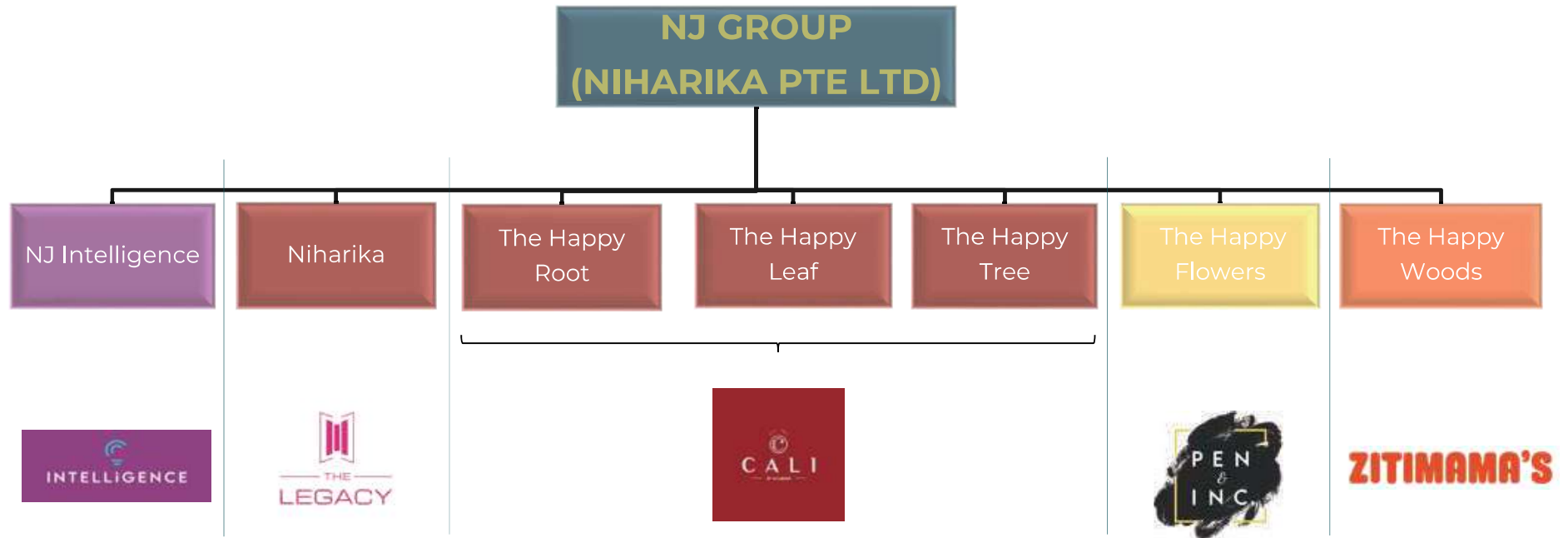


# COMPANY STRUCTURE

Holding Company

Companies

Brands





# OUR FOUNDER'S STORY

## ← 2009 Leaving Behind the Corporate Life

From humble beginnings, our founder Neelendra Jain left his corporate career working at Multinational Organizations like GE, SABIC and Shell, to pursue his love of food. He brought with him the 21-years of quality experience that prepared him for the trials and tribulations of becoming a successful entrepreneur.



## 2010 - 2017 Offering Good Food & Service Across Singapore

Over the next few years Neelendra opened a variety of Indian and Mediterranean food stalls, restaurants, and bars around popular areas in Singapore, before acquiring Cali Park Avenue Rochester in 2014. The second store, Cali Park Avenue Changi, opened in 2017, and in the same year they initiated the Service Excellence Project.



## 2019 Expanding into New Frontiers

Adding to the legacy, in January 2019, NJ Relish Food Boutique opened inside Ascott Residences Raffles Singapore.



## 2017 Launch of COBIE the Friendly Food Butler

With innovation and serving guests in mind, COBIE was introduced to Cali Park Avenue Rochester, allowing guests to look forward to being served their world-cuisine to their table or their hotel room by a friendly robot butler.



## 2020 → Creating Out-of-the-Box F&B Concepts

The NJ Group Brand Experience & Service Standards have been created for NJ Group F&B restaurants to embody in the service experience they share with their guests. These standards will form a basis for NJ Group to create new out-of-the-box F&B concepts as they gear up the current organisation to become a successful Group of Companies known around the world.





## OUR CORE TEAM



**NEELENDRA JAIN**

**Founder & Chief Executive Officer**

30+ years of experience has taught Mr. Neelendra one thing - the next day should never be the same as the one before, whether in terms of concepts, technology, growth or profits.

Driven by a passion to bring forth innovative solutions, Neelendra has been conceptualizing technologically innovative solutions to combat the current challenges of the service industry.



**NEETU JAIN**

**Chief Financial Officer**

Started her professional journey as a teacher, Ms. Neetu Jain applied the same principles to help create an organization that enriches people's lives. Her current role utilizes her talent from her teaching days – a keen eye for detail and razor-sharp focus.

As the CFO, she has formed deep connections for every person's professional growth, hence, leading the team from strength to strength.



**JOEL SALDANHA**

**Group Vice President**

A dynamic service-centric visionary, Mr. Joel Saldhana has gained more than 17+ years of invaluable experience in the F&B industry.

His practical and proactive approach to achieving goals has guided us to conceptualize and create unique guest service experiences since our inception.



## OUR TEAM



**ANKIT JAIN**

**Chief Technology Officer**

With 18+ years of IT experience in entrepreneurial and National (India) Startup ecosystem under the Ministry of Electronics & IT, Ankit Jain has been the backbone of the organization.

His tenacity and technical expertise of all IT areas are complemented by the corporate and real ground experiences in major corporate organizations.



**NIHARIKA JAIN**

**Executive Management Trainee**

A relatively newcomer, who studied in Singapore and India, graduated in Business Marketing from the UK and Masters in International Business in Singapore, and travelled across the globe, Niharika Jain joins the organization as a Management Trainee. Currently residing in USA.

She is currently in her learning phase but will soon get ready to take the businesses to new heights by adding creative innovations and marketing strategies.



## OUR TEAM



**ANAND**

**Executive Chef**

Chef Anand's culinary journey of more than 26+ years of experience. Ever since he joined the CALI brand, our restaurants have mastered the fusion flavor of global cuisine.

As we bring our guests and diners together through our food, Anand makes sure that every dish speaks to them and hits all the right notes.



**YAP YIM LEE**

**Financial Controller**

With 14+ years of accounting experience in various industry, due to the passion in F&B industry, Ms. Yim Lee joined the company as the Financial Controller.

She oversees the company's day-to-day financial operations, searching for ways to improve productivity, reduce costs and streamline processes.



**AJAY SHARMA**

**Business Development  
Manager**

Sales veteran with 17+ years of experience in the F&B and hospitality industry. Former Director of Sales handling Michelin Star portfolio, oversaw revenue of \$3 million plus per annum from catering, corporate and client events portfolio.





# OUR BUSINESS ACTIVITIES



## NJ RESTAURANTS

NJ Foods is devoted to providing its guests the best dining experience in Singapore by paying meticulous attention to every detail.

Since its establishment, NJ Group of Restaurants has become a leader in Singapore's Food and Beverage industry. Our commitment to fresh, responsibly sourced ingredients and innovative business practices has earned us commendations from the Health Promotion Board and Enterprise Singapore.

*\*Under development*



## NJ INTELLIGENCE

A platform for intelligence and technology collaboration between stakeholders to build collective capabilities in the cutting-edge digital areas.

Accelerating from product development to go-to market launching, collaborative POCS, leveraging the technological and networking capabilities. Ultimately, we aim to identify issues that bug the service industry and implement solutions that make life simpler, for our guests and our staff.

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## OUR RESTAURANTS



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## ***CELEBRATING DIVERSITY IN OUR FOOD***

At the same time, **My Place** is a place where anyone can come and feel understood, feel at ease **and feel that they belong**. At any NJ Group restaurant, a new experience can be created to cater to anyone's unique needs.

**My Place** is a place where people of diverse backgrounds can come together to celebrate their unique individuality. It is about **bringing together people of various cultures through our food**, by creating exciting new fusion dishes that show off the best of diverse cultural flavors.



## ***SENSE OF BELONGING IN OUR PEOPLE***



# RESTAURANTS STATISTICS

>700

Average number of guests  
we serve everyday  
at our restaurant properties

3

Food  
Brands

986,850+

Total diners served at our  
restaurants

>80

Varieties of food offered  
on our menus

82%

Positive customer reviews  
4.1 stars on average  
on Google reviews

1,480,275+

Total dishes served  
at our restaurants

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Exceptional Tea Forte



Pizza & Pasta



NJ Group Restaurants serve a wide range of European, American and Asian cuisines, offering excellent local and craft beer, vintage wines, cocktails and an array of gourmet tea, coffee and ice cream.



# ZITIMAMA'S

World's First Italian-American  
Baked Pasta QSR Concept

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NJ Group







# ZITIMAMA'S

ZITIMAMA'S is the **world's first Italian-American baked pasta** quick service restaurant.

ZITIMAMA'S is created with the aim to provide delicious, Italian-American style pasta, **fast, baked with cutting edge technology.**

## ZITIMAMA'S

To include all the good things:

**FAMILY, LOVE, FLAVOUR,  
FRESH INGREDIENTS**

*and remove anything unnecessary.*

We aim to provide simple, fresh, Italian-American-style baked pasta – to serve it fast and serve it with gusto.





# ZITIMAMA'S STORE EXPERIENCE

**NJ Group** currently operates first flagship outlet at the Nanyang Technological University and plans to open more outlets across Singapore and other countries such as **India, United Arab Emirates (Dubai), Thailand & Indonesia**



## ZITIMAMA'S





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# ZITIMAMA'S CONCEPT

## Our Essence

Fresh pasta, served pronto

## Our Purpose

To put baked pasta on the fast-food menu

## Our Vision

A world where comfort, speed, flavors (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







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# ZITIMAMA'S KEY TECHNOLOGIES

## Roaming Kitchen (RoadChef)

Integrated platform of mobile applications and web interfaces to fulfill the end-to-end cycle of customer ordering till the roaming kitchen delivers at their doorstep.

## Human Less Store Front

Technological innovation for efficiency of store front operation by minimizing the manpower not adding the value to the business revenue grow.

## Easy-to-deploy QSR Franchisee Model

- ❖ Flexible menu with local, fresh ingredients
- ❖ Scale-as-you-grow model
- ❖ Low investments with quick Return On Investments (ROI)
- ❖ Full technology stack developed in-house
- ❖ Two (2) variants of store – Physical and Mobile
- ❖ No dependency on skilled manpower
- ❖ Strong marketing supporting with international branding



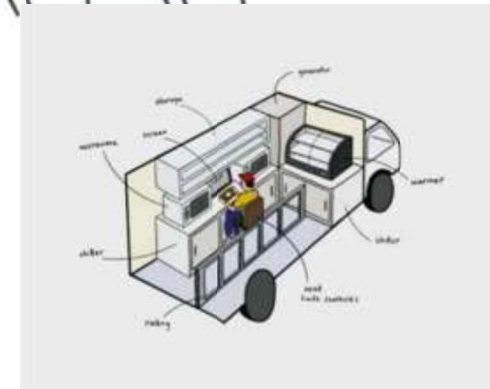


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# ROADCHEF ROAMING KITCHEN

Roadchef by Intelligence is an upcoming innovative digitally-enabled food delivery platform that aims to revolutionize the food delivery.

- ❖ Will revolve around having food being prepared in a central kitchen before assembling and packing into a roaming digital food truck whenever an order is received
- ❖ Final preparations and assembly of food will be done during the journey of food delivery in the roaming food truck
- ❖ We are **breaking the barrier of consumers coming to business vs business** will go where the customers are.
- ❖ Converting every dollar investment in business to profit by no black out period.





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## ZITIMAMA'S CURRENT POSITIONING

- ❖ Branding done by Australian Consultant **Badalya** having more than 25 years of F&B concept creation experience. [<https://badalya.com/>]
- ❖ Franchise kit, manual and SOPs are in the final stage of development by **BDO, Singapore**
- ❖ **Flagship** store at Nanyang Technology University in **operation since 14<sup>th</sup> Feb 2022**
- ❖ In store digital ordering and online delivery platform in operation







# ZITIMAMA'S EXPANSION PLAN

## Phase 1 – Singapore Expansion & India Entry

- ❖ One more outlet in Singapore CBD to experience Zitimama's flavours and technology, by 4<sup>th</sup> quarter 2023
- ❖ 1<sup>st</sup> overseas flagship store in Bengaluru, India before 2<sup>nd</sup> quarter 2024
- ❖ Develop franchisee marketing team in India (Bengaluru and Gurgaon, Delhi NCR) to grow the franchise business, targeting 16 franchisee store by end of Year 2025

## Phase 2 – Dubai Entry & Technological Development

- ❖ 2<sup>nd</sup> overseas flagship store in Dubai by 3<sup>rd</sup> quarter 2024
- ❖ Technological actual development of world 1<sup>st</sup> QSR roaming kitchen model. In house development of Road-Chef by 2<sup>nd</sup> quarter 2024

## Phase 3 – India Expansion & Indonesia or Thailand Entry

- ❖ To expand new 16 franchise outlet stores by end of Year 2025



# ZITIMAMA'S MEDIA COVERAGE

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## NJ Group Launches First Italian-American QSR Eatery at NTU That Serves Baked Pasta Within 3 Minutes

21 March 2022 · 3-min read

SINGAPORE, March 21, 2022 /PRNewswire/ -- NJ Group, a company that specialises in service experience and hospitality solutions launches its first Italian-American Quick Service Restaurant (QSR) concept eatery, [Zitimama's](#) at Nanyang Technological University (NTU). With this launch, consumers can now enjoy fresh, Italian-American-style baked pasta, in just three minutes.

Being the first Italian-American QSR concept in Singapore, Zitimama's is a testament to NJ Group's mission, which is to create a business model that is a combination of food, service and the right infusion of technology and providing new and out-of-the-box intelligence solutions.

The new QSR eatery concept allows Zitimama's to push the boundaries of customer experience even further with its unique digital features. This concept does not require much



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## ZITIMAMA'S MEDIA COVERAGE

**QSR**  
MEDIA ASIA

SECTIONSAWARDSEVENTSADVERTISINGPARTNERCONTACT US

NEWS

NEW CONCEPTS | STAFF REPORTER , SINGAPORE

PUBLISHED: 5 MONTHS AGO



**Italian-American-style baked pasta concept debuts in Singapore**

Zitimama's has plans to expand with another outlet in Singapore and two new outlets in New Zealand and India before the end of 2022.

Zitimama's, a new concept selling Italian-American-style baked pasta in three minutes, has just made its debut in Singapore.



# ZITIMAMA'S FINANCIALS

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NJ Group





## ZITIMAMA'S OWN OUTLETS REVENUE

- ❖ Forecasted revenue – **SGD 8 Mil** from 5 company owned outlets by Year 2026
- ❖ The company owned outlet will support the first 20 to 30 stores in each country or region to support their ingredients needs and other marketing and training support.
- ❖ *Assumption of daily sales per outlet- 150 pasta at \$9.54 per portion | 45 drinks - \$2.09 per drink | 15 desserts at \$4.49. Results monthly sales in Singapore of approximately **SGD 50K Per Month**.*

|                           | Year 1               | Year 2               | Year 3               | Total                |
|---------------------------|----------------------|----------------------|----------------------|----------------------|
| Revenue                   |                      |                      |                      |                      |
| -Singapore - 2 outlets    | SGD 1,200,000        | SGD 1,260,000        | SGD 1,323,000        | SGD 3,783,000        |
| -India - 1 outlet         | SGD 336,000          | SGD 352,800          | SGD 370,440          | SGD 1,059,240        |
| -Dubai - 1 outlet         | SGD 840,000          | SGD 882,000          | SGD 926,100          | SGD 2,648,100        |
| -Indonesia - 1 outlet     | SGD 0                | SGD 276,000          | SGD 289,800          | SGD 565,800          |
| <b>Revenue</b>            | <b>SGD 2,376,000</b> | <b>SGD 2,770,800</b> | <b>SGD 2,909,340</b> | <b>SGD 8,056,140</b> |
|                           |                      |                      |                      |                      |
| Cost of Goods Sold - 32%  |                      |                      |                      |                      |
| -Singapore - 2 outlets    | SGD 384,000          | SGD 403,200          | SGD 423,360          | SGD 1,210,560        |
| -India - 1 outlet         | SGD 107,520          | SGD 112,896          | SGD 118,541          | SGD 338,957          |
| -Dubai - 1 outlet         | SGD 268,800          | SGD 282,240          | SGD 296,352          | SGD 847,392          |
| -Indonesia - 1 outlet     | SGD 0                | SGD 88,320           | SGD 92,736           | SGD 181,056          |
| <b>Cost of Goods Sold</b> | <b>SGD 760,320</b>   | <b>SGD 886,656</b>   | <b>SGD 930,989</b>   | <b>SGD 2,577,965</b> |
|                           |                      |                      |                      |                      |
| <b>(A) Gross Profit</b>   | <b>SGD 1,615,680</b> | <b>SGD 1,884,144</b> | <b>SGD 1,978,351</b> | <b>SGD 5,478,175</b> |

*Note: We use Subway as benchmarking for our food price and expenses for other countries.*



# ZITIMAMA'S FRANCHISE BUSINESS REVENUE

- ❖ Target **84 franchisee outlets** by Year 2026 in 3 countries (India, Dubai and Indonesia or Thailand)
- ❖ Revenue from Franchise fee (SGD 22K per franchise- adjusted according to the country) is SGD 1.3 mil
- ❖ Revenue from royalty fee (based on 3% ) is SGD 1.6 mil
- ❖ Forecasted revenue – franchisee fee and royalty fee generated from franchise business is **SGD 2.9 Mil**

|                  | Year 1 | Year 2 | Year 3 |
|------------------|--------|--------|--------|
| No of Franchisee | 30     | 50     | 84     |
| Singapore        | 0      | 0      | 0      |
| India            | 16     | 32     | 48     |
| Indonesia        | 0      | 16     | 32     |
| Dubai            | 0      | 2      | 4      |

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# ZITIMAMA'S RETURNS

❖ Average return of 29% on investments, for the Year 2024 to Year 2026

❖ Payback period is less then 3 Years

|                        | Year 1      | Year 2       | Year 3      | Year 4        |
|------------------------|-------------|--------------|-------------|---------------|
| Profit from Outlets    | -SGD 53,426 | -SGD 135,292 | -SGD 97,112 | -SGD 285,829  |
| Profit from Franchisee | SGD 306,768 | SGD 738,203  | SGD 897,677 | SGD 1,942,649 |
| Total Profit           | SGD 253,342 | SGD 602,911  | SGD 800,565 | SGD 1,656,819 |
| ROI                    | 13%         | 32%          | 42%         | 29%           |

|                                 | Year 1         | Year 2       | Year 3      |
|---------------------------------|----------------|--------------|-------------|
| Start-up Investment             | SGD 1,900,000  |              |             |
| Net Profit                      | SGD 253,342    | SGD 602,911  | SGD 800,565 |
| Depreciation                    | SGD 107,000    | SGD 128,500  | SGD 128,500 |
| Annual Cashflow                 | SGD 360,342    | SGD 731,411  | SGD 929,065 |
| Cumulative Cashflow             | -SGD 1,539,658 | -SGD 808,246 | SGD 120,819 |
| Recovery of Start-up Investment | -SGD 1,539,658 | -SGD 808,246 | SGD 120,819 |
| Is Payback Achieved? (Yes/No)   | No             | No           | Yes         |
| Payback Period                  | 2.87 Yrs       |              |             |



# FRANCHISEE'S ROI - INDIA

❖ Ave ROI for 3 years is **37%** ; Payback period is **0.52 Yr.**

|                            | Year 1         | Year 2         | Year 3         | Year 4           |
|----------------------------|----------------|----------------|----------------|------------------|
| Revenue                    | SGD 336,000.00 | SGD 352,800.00 | SGD 370,440.00 | SGD 1,059,240.00 |
| Cost of Goods Sold         | SGD 107,520.00 | SGD 112,896.00 | SGD 118,540.80 | SGD 338,956.80   |
| (A) Gross Profit           | SGD 228,480.00 | SGD 239,904.00 | SGD 251,899.20 | SGD 720,283.20   |
| (B1) Operating Expenses    | SGD 98,461.60  | SGD 102,405.06 | SGD 106,557.21 | SGD 307,423.87   |
| (B2) Depreciation          | SGD 7,440.00   | SGD 7,440.00   | SGD 7,440.00   | SGD 22,320.00    |
| (B) Total Expenses         | SGD 105,901.60 | SGD 109,845.06 | SGD 113,997.21 | SGD 329,743.87   |
| (C) Profit Before Tax (\$) | SGD 122,578.40 | SGD 130,058.94 | SGD 137,901.99 | SGD 390,539.33   |
| (%)                        | 36%            | 37%            | 37%            | 37%              |

|                      |   |
|----------------------|---|
| Start-up Investment: | <b>SGD 68,000</b>                           |
|                      | (Inclusive of SGD 37,200 depreciable items) |

|                                 | Year 1      | Year 2      | Year 3      |
|---------------------------------|-------------|-------------|-------------|
| Start-up Investment             | SGD 68,000  |             |             |
| Net Profit                      | SGD 122,578 | SGD 130,059 | SGD 137,902 |
| Depreciation                    | SGD 7,440   | SGD 7,440   | SGD 7,440   |
| Annual Cashflow                 | SGD 130,018 | SGD 137,499 | SGD 145,342 |
| Cumulative Cashflow             | SGD 62,018  | SGD 199,517 | SGD 344,859 |
| Recovery of Start-up Investment | SGD 62,018  | SGD 199,517 | SGD 344,859 |
| Is Payback Achieved? (Yes/No)   | Yes         | Yes         | Yes         |
| Payback Period                  | 0.52 Yr     |             |             |



# FRANCHISEE'S ROI - DUBAI

❖ Ave ROI for 3 years is **28%** ; Payback period is **0.63 Yrs**.

|                            | Year 1         | Year 2         | Year 3         | Year 4           |
|----------------------------|----------------|----------------|----------------|------------------|
| Revenue                    | SGD 840,000.00 | SGD 882,000.00 | SGD 926,100.00 | SGD 2,648,100.00 |
| Cost of Goods Sold         | SGD 268,800.00 | SGD 282,240.00 | SGD 296,352.00 | SGD 847,392.00   |
| (A) Gross Profit           | SGD 571,200.00 | SGD 599,760.00 | SGD 629,748.00 | SGD 1,800,708.00 |
| (B1) Operating Expenses    | SGD 329,072.83 | SGD 340,192.17 | SGD 351,722.90 | SGD 1,020,987.90 |
| (B2) Depreciation          | SGD 14,800.00  | SGD 14,800.00  | SGD 14,800.00  | SGD 44,400.00    |
| (B) Total Expenses         | SGD 343,872.83 | SGD 354,992.17 | SGD 366,522.90 | SGD 1,065,387.90 |
| (C) Profit Before Tax (\$) | SGD 227,327.17 | SGD 244,767.83 | SGD 263,225.10 | SGD 735,320.10   |
| (%)                        | 27%            | 28%            | 28%            | 28%              |

|                      |   |
|----------------------|---|
| Start-up Investment: | SGD 154,000                                 |
|                      | (Inclusive of SGD 74,000 depreciable items) |

|                                 | Year 1      | Year 2      | Year 3      |
|---------------------------------|-------------|-------------|-------------|
| Start-up Investment             | SGD 154,000 |             |             |
| Net Profit                      | SGD 227,327 | SGD 244,768 | SGD 263,225 |
| Depreciation                    | SGD 14,800  | SGD 14,800  | SGD 14,800  |
| Annual Cashflow                 | SGD 242,127 | SGD 259,568 | SGD 278,025 |
| Cumulative Cashflow             | SGD 88,127  | SGD 347,695 | SGD 625,720 |
| Recovery of Start-up Investment | SGD 88,127  | SGD 347,695 | SGD 625,720 |
| Is Payback Achieved? (Yes/No)   | Yes         | Yes         | Yes         |
| Payback Period                  | 0.63 Yrs    |             |             |



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# CALI



## PARK AVENUE ROCHESTER

- ❖ In operation: Since 2012
- ❖ A place where genuine connections are created. Comfortable and familiar environment where diners can engage in heartfelt conversations.



## PARK AVENUE CHANGI

- ❖ In operation: Since 2017
- ❖ From the selection of premium ingredients to preparation and plating of dishes, everything is meticulously executed.



## ASCOTT RAFFLES PLACE

- ❖ In operation: Since 2018
- ❖ The ethos of “bring into being” stems from our passion to create something unique and personalized for every guest, from international breakfast buffet to European & American fusion semi-buffet lunch.



## ASCOTT RAFFLES PLACE (LOUNGE)

- ❖ In operation: Since 2018
- ❖ One-of-a-kind lounge bar that offers event space for rent with banquet, boardroom, or theatre seating.



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# PEN & INC



## PEN & INC, NTU

- ❖ In operation: Since 2016
- ❖ A new era of PEN & INC is here! We are ever-ready to spice your mealtime up with our Southwest cum Mexican cuisine packed in a punch.



## PEN & INC, ONE-NORTH

- ❖ In operation: Since 2023
- ❖ PEN & INC , One-North is the ultimate Café & Bar for those looking to chill and unwind or let loose and have a funky time.





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# THE LEGACY



## THE LEGACY, ONE-NORTH

- ❖ In operation: Since 2022
- ❖ 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.
- ❖ Our modern event space offers flexible seating options that may be configured to meet your unique requirements.
- ❖ Plan a perfect corporate event or a private gathering with special meals that suit various guests' tastes and budgets.
- ❖ We provide everything from catered buffets to exquisitely prepared meals from our curated team of private chefs.





# INTELLIGENCE

## **Creativity**

Leading with creativity to adapt & improve the guest experience.

## **Authenticity**

Being genuine & transparent in the way to relate with others.

## **Connectedness**

Creating meaningful interaction & connections with people.

## **Our Personality**

Showcase bold and innovative work while being genuine and humble in how we treat others.



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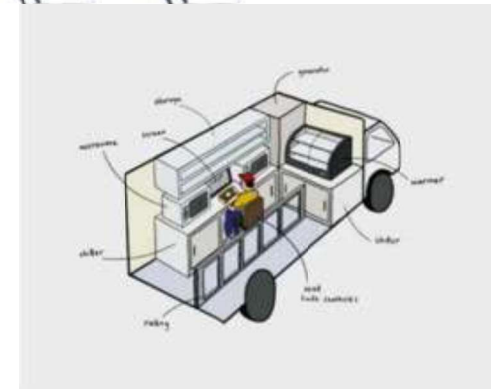


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# ROADCHEF ROAMING KITCHEN

RoadChef by NJ Intelligence is an upcoming innovative digitally-enabled food delivery platform that aims to revolutionize the food delivery scene by incorporating the idea that location should not limit the businesses of food establishments.

- ❖ Will revolve around having food being prepared in a central kitchen before assembling and packing into a roaming digital food truck whenever an order is received
- ❖ Final preparations and assembly of food will be done during the journey of food delivery in the roaming food truck
- ❖ Promotes the idea of serving piping hot food, at a better value-for-money price point to consumers





# EAGLE

- ❖ A cognitive digital avatar made in collaboration with technology and service industry expert to collect real-time feedback
- ❖ Includes live monitoring by staff in real-time in the backend to suggest immediate action on required cases
- ❖ With the aim to tackle the biggest challenge of identifying the problem statement with the help of Artificial Intelligence and data analytics, while collecting, monitoring and handling customer feedback in the service industry
- ❖ Taking approximately six (6) seconds of your guest's time, Eagle is sure to elevate the customer service of businesses in the service industry





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# SCOOTR

Scootr is an online platform that empowers unique and rare home-made food creators with reach and market exposure. Based on collaborative creation and consumption, this platform opens the world of home crafted food items to a vast and discerning audience looking for quality home cooked dishes. Creators gain an audience, reach and logistical capabilities, while users gain on-demand access to these products in real-time, delivered straight to their homes or offices.



**scootr**  
food discovery



## Relish Your Food

We offer you the most amazing array of dishes that will satisfy any palate. From pizzas to parathas – you'll get it all.



## Order Now

No more glaring at the watch, wondering where's the food. With us, your food will reach you in a snap – hot & ready to go.



## Easily Order

Ordering was never this easy. All you have to do is choose your "craving" and it will be delivered to you in a jiffy.



## **OUR** COMPETITIVE STRENGTHS



**MARRYING  
FOOD AND TECHNOLOGY**



**EXPERIENCED  
MANAGEMENT TEAM**



**EXPANDABLE  
MODEL**



**ESTABLISHED  
BRAND EQUITY**

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## OUR COMPETITIVE STRENGTHS

### MARRYING FOOD AND TECHNOLOGY

Our intent of creating new experiences and conceptualizing out-of-the-box intelligence solutions and workflows to transform the manual and old processes. This is where we have a competitive advantage over our competitors. The adoption of technology in restaurants can help streamline operations, resulting in cost savings. Restaurants of NJ Group are also able to provide a dining experience that is powered by the latest technology, offering a unique experience compared to other restaurants.

As a restaurateur ourselves, we share similar operation challenges and limitations faced when operating a restaurant. Hence, this gives us a competitive edge to brainstorm and develop innovative solutions that meet the needs and challenges faced by restaurant owners.



### EXPERIENCED MANAGEMENT TEAM

NJ Group leverages on the extensive experience of the Management team to train its new employees and develop solutions for the Foodservice industry. Our comprehensive yet efficient training programs have reduced the amount of time required to train an employee, effectively addressing the demand for trained employees in the Foodservice industry.



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## OUR COMPETITIVE STRENGTHS

### EXPANDABLE MODEL

NJ Group's upcoming franchise model, Zitimama's, is designed to address scalability and chef-dependent challenges in the Food and Beverage industry, with the assistance of technology. Most of the ingredients and sauces are freshly prepared and made from the central kitchen with proprietary cooking methods. This operation model has significantly enabled us to reduce hours required for new staff training. Additionally, this increased the scalability of Zitimama's, which is beneficial in the expansion of our presence regionally and globally.

# ZITIMAMA'S

### ESTABLISHED BRAND EQUITY

Amidst the competitive and fragmented Food and Beverage market, NJ Group is still able to garner an assuring level of brand recognition amongst its competitors. Additionally, NJ Group partners with established hotels such as Ascott and Citadines, with some restaurants locating in Nanyang Technological University.





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## OUR ACHIEVEMENTS



### SINGAPORE QUALITY CLASS AWARD

Certified Business Excellence (BE)  
under "The Happy Root Pte. Ltd."



### ROBOT FOOD SERVICE

First restaurant in Singapore to launch food service  
robot, Cobie, at CALI in April 2017.



# OUR ACHIEVEMENTS





# OUR MEDIA PRESENCE

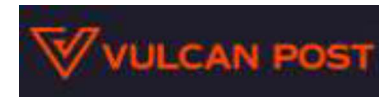
## Interviews



## News Coverage



**NJ Group Launches First Italian-American QSR Eatery at NTU That Serves Baked Pasta Within 3 Minutes**



**Robot server to "digital salesman": How this S'porean grew a canteen stall into a F&B tech empire**

Chinatown Oct 10 • June 23, 2022



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# NJ GROUP

## FINANCIAL OVERVIEW

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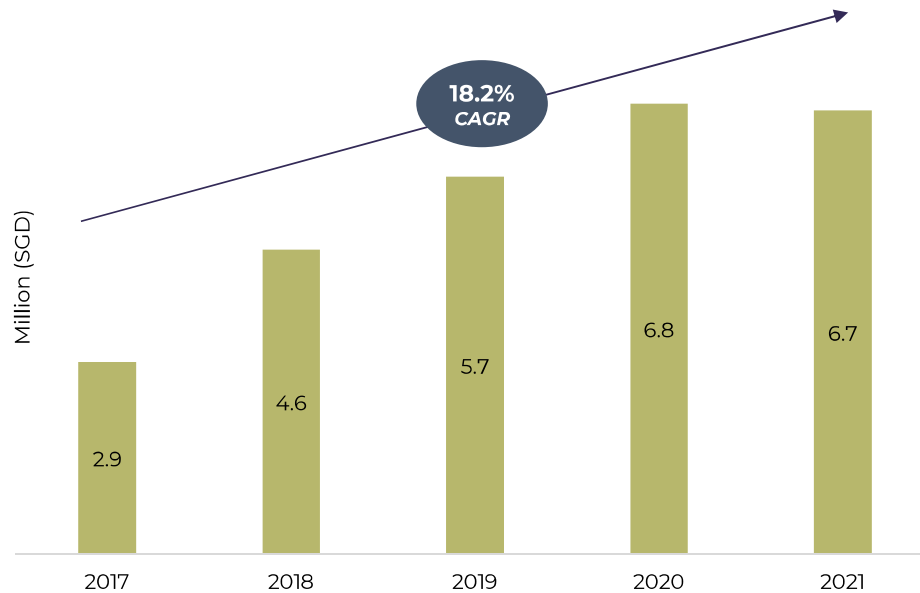
NJ Group





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## HISTORICAL FINANCIAL PERFORMANCE



- ❖ Revenue of NJ Group (Food and Intelligence) experienced a 18.2% CAGR (compound annual growth rate) over 2017 to 2021,
- ❖ NJ Group revenue increased from S\$2.9 million to S\$6.7 million.
- ❖ This is attributed to the business expansion over the years, with new acquisition of Pen & Inc in 2021 and launching of new CALI restaurants over the years.
- ❖ The increase in revenue is also contributed by the launch of new intelligence products by their intelligence arm.
- ❖ Total Revenue generated by group is **SGD 33.95 Mil**



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# UPCOMING PROJECTS

## NJ Group – ZITIMAMA’S Expansion

NJ Group is looking to expand its presence internationally mainly through offering franchise opportunities for ZITIMAMA’S, our pasta quick service restaurant as introduced in page 25. This is done through tapping onto the advantage of scalability of ZITIMAMA’S to expand our presence rapidly regionally and internationally.

We aim to own one outlet and cloud kitchen per country, with most of the outlets to be owned by franchisees. The purpose of having cloud kitchens would be to supply ingredients to the outlets. Countries and regions of interest include Indonesia, Dubai and India.

## NJ Group – ZITIMAMA’S and RoadChef

To further the internationalization and expansion plans for ZITIMAMA’S, another option that potential franchisees can take instead of a physical store is the Roadchef model. Roadchef will be utilized to deliver pasta to customers. It is possible due to Zitimama’s technology and ability to make and serve pasta within (3) three minutes.

As all ingredients of ZITIMAMA’S will be made by the central kitchen, ingredients will just have to be assembled in the food truck, allowing customers to receive their pasta within 10-12 minutes right at their house.

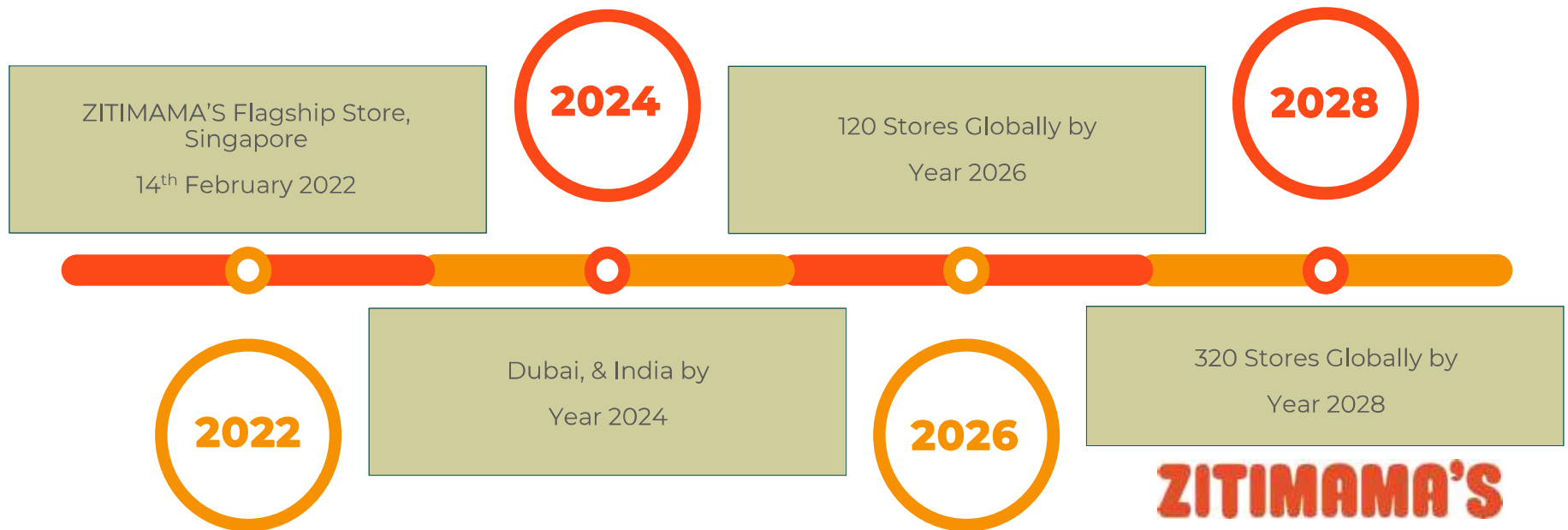
# ZITIMAMA’S





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## ZITIMAMA'S PROJECTIONS





## INTELLIGENCE PROJECTIONS

INTELLIGENCE is looking to launch its current technologies such as Eagle, RoadChef and Scootr to the mass market. Plans for launch include marketing costs, investment costs for equipment required by RoadChef (i.e., trucks, kitchen equipment).

Additionally, Intelligence would like to continue to leverage on their expertise in developing technology for the Foodservice Industry by developing and launching more innovations and technologies for the Foodservice Industry to ride on the digitalization trend in the industry.



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# RISK FACTORS

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NJ Group





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# RISK FACTORS BUSINESS

Potential investors should consider whether the investment opportunity described is a suitable investment with regards to their own individual investment objectives, financial circumstances, and the risk factors set out below. The order of the risk factors listed does not, in any manner, indicate the importance of one risk over another. The information below does not purport to be exhaustive. Additional risks and uncertainties not presently known to NJ Group may also have an adverse effect on NJ Group's financial condition and operating results.

If in any doubt, investors should consult a professional advisor before deciding whether to submit a Non-Binding Indicative Offer pursuant to this Investor Pitch.



## Retention of Key Personnel and Employees

NJ Group's business and prospects depend to a significant degree on the continued service of its key personnel and employees. The loss of any member of the Management Team or other key personnel or its ability to continue to attract sufficient qualified employees could adversely affect its business and impede the achievement of NJ Group's objectives.



## Supply Chain

Supply chain is one of the important areas of the food business of NJ Group. Delivery of raw materials and food ingredients can be interrupted by many factors, including adverse weather, infrastructure issues, price increases, or damages. The loss of one supplier or delay in delivery can lead to a decline in income, and can affect the quality, consistency, and service of the restaurants.



## Innovation Success Rate

While NJ INTELLIGENCE experienced success in research and development of technological solutions, it is undeniable that innovation involves an elevated level of risk taking where regular failures are expected throughout the process. Any failures will result in additional resources incurred, increasing the cost of development.



## Competition

NJ Group operates in the Food and Beverage industry, which is highly fragmented, with over 13,000 establishments in Singapore, spanning a mix of restaurants, street food establishments, and hawker stalls. This number is expected to increase, with unique concepts as younger generations come into the industry with different yet smarter approaches.

Additionally, as the industry has low barriers to entry, there is a possibility of emergence of competitors that have similar product offerings as NJ Group.



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# RISK FACTORS MARKET



## Economic Factors

Factors such as inflation, interest rates, and currency exchange rates have an effect on trading, resale and operating costs. The company's possible future profitability and the value of its commercial papers can be affected by these factors which are beyond the control of NJ Group. This is especially so as NJ Group's restaurants are generally situated in hotels, whose occupancy rate correlates to the global economic performance and outlook.



## Political Factors

Any governmental action, including delays, inaction or policy change, particularly in relation to matters such as taxation, employment, shipping, and access to infrastructure may affect NJ Group's activities. Any changes in governmental policies regarding the Central Provident Fund (CPF), corporate tax rates, and/or financing measures will affect the profitability of NJ Group.



## Environmental Factors

Any change in weather patterns can adversely affect agriculture productivity, leading to a reduce in primary crop supply and livestock production. This will adversely impact the supply of food ingredients, which may also result in a rise in cost of food ingredients. Ultimately, it would then lead to a reduction in profit for NJ Group.



## Other External Factors

Any adverse social developments in countries where NJ Group operates or plans to operate in could adversely affect the financial market and NJ Group's businesses. Some examples include terrorist attacks, war, or other acts of violence.



# Thank you for your attention!

NJ Group • Company

2022

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