Where's The Fork?

200% Pure Veg Brand

# ROLL X

Taste the Xperience!

## PARTNERSHIP DECK

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# OUR STORY

At ROLLX we set out to transform the humble roll into something extraordinary. For us, it's never just food — it's the Xtra factor that makes every bite unforgettable.

**Xtra Taste. Xtra Value. Xtra Experience**

Blending the soul of Indian street food with the efficiency of modern QSR systems, ROLLX delivers rolls that are bold, satisfying, and scalable. From one city to many, our story is about building a brand that customers crave and franchise partners trust.

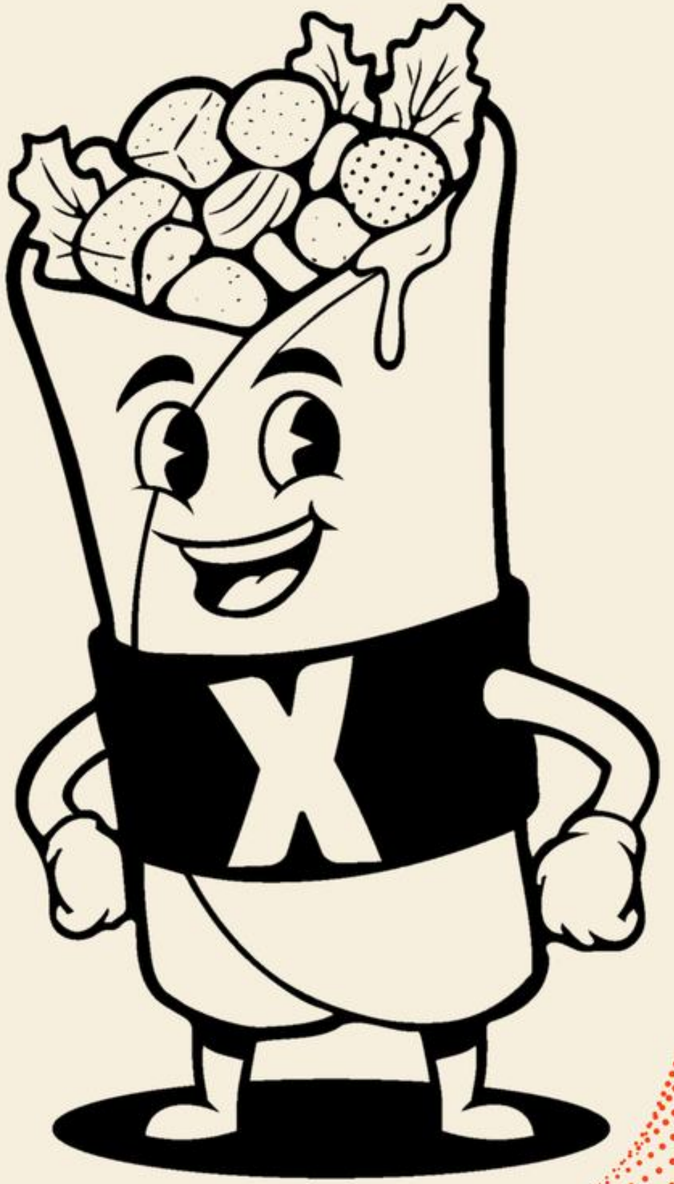
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ROLL-X

# About Us

`ROLL-X by WTF is a modern Indian rolls brand built for scale, speed, and consistency, operating at the intersection of bold street flavours and system-driven QSR execution. Born out of years of hands-on experience in running and scaling multiple food formats under Where's The Fork (WTF)—including food trucks, bakeries, and franchise-led outlets—ROLL-X was created to solve the biggest gaps in the Indian rolls category: inconsistent taste, weak hygiene, owner-dependent operations, and poor cost visibility. Every decision at ROLL-X is guided by a single principle: can this be replicated profitably, consistently, and fast across markets? The brand follows a process-first philosophy with standardized recipes, centrally designed sauces and marinades, simplified operations, and strong backend control to protect margins. Led by Heena & Sahil , an operator-led team with deep exposure to QSR operations, central kitchens, franchising, and unit economics, ROLL-X prioritizes profitability before aggressive expansion and believes in growing with partners, not at their expense. This is not a concept-led or hype-driven brand, but a disciplined, cash-focused business designed to create long-term, scalable, and sustainable assets for its partners.




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# VISION & MISSION

## Our Vision

To revolutionize the street food experience by offering exceptional, diverse cuisines that bring joy to every meal. We aim to be the leading food truck brand, known for quality, innovation, and consistency. Our vision is to build a community where customers, partners, and staff thrive together. We strive to make gourmet dining accessible, ensuring every interaction leaves a lasting impression. Through passion and dedication, we seek to create unforgettable food journeys that inspire and connect people everywhere.

## Our Mission

- To create a welcoming and enjoyable experience for every customer, exceeding expectations with exceptional service, and building lasting relationships rooted in trust and satisfaction.
- To consistently deliver fresh, high-quality Mughlai, Chinese, and Indian cuisines that tantalize the taste buds, ensuring every dish reflects our commitment to authenticity and culinary excellence.
- To empower our franchise partners with the tools, training, and support they need to succeed, fostering a collaborative and growth-oriented environment that upholds our brand's reputation for excellence.
- To cultivate a positive and inclusive workplace for our staff, where their contributions are valued, their skills are nurtured, and they are motivated to take pride in delivering the best possible experience to our customers.

ROLL-X

# WHY US?

## EXCEPTIONAL FOOD QUALITY

We pride ourselves on serving a unique blend of Mughlai, Chinese, and Indian cuisines, crafted with the freshest ingredients and authentic flavors. Every dish is a testament to our commitment to culinary excellence and innovation.

## DEDICATED STAFF SUPPORT

Our team is our backbone, and we invest in their growth and well-being. With rigorous training and a focus on customer service, our staff is always ready to provide a warm, friendly, and efficient dining experience.

## CONSISTENCY AND RELIABILITY

We ensure that every interaction, whether with our food or our people, is consistent in quality and service. Our commitment to high standards ensures that you can trust us to deliver an exceptional experience every time.

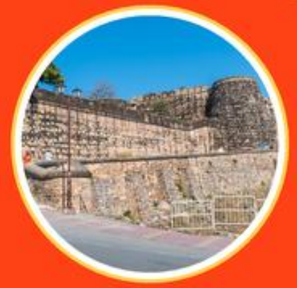


Where's The Fork?

# CITIES WE ARE IN

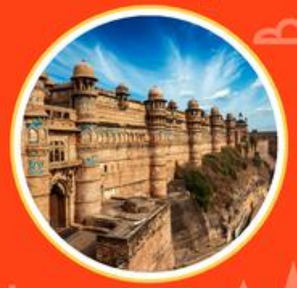

Chandigarh


Delhi


Jhansi


Orchha


Mumbai


Gwalior


Datia


Bhopal


Delhi


Noida

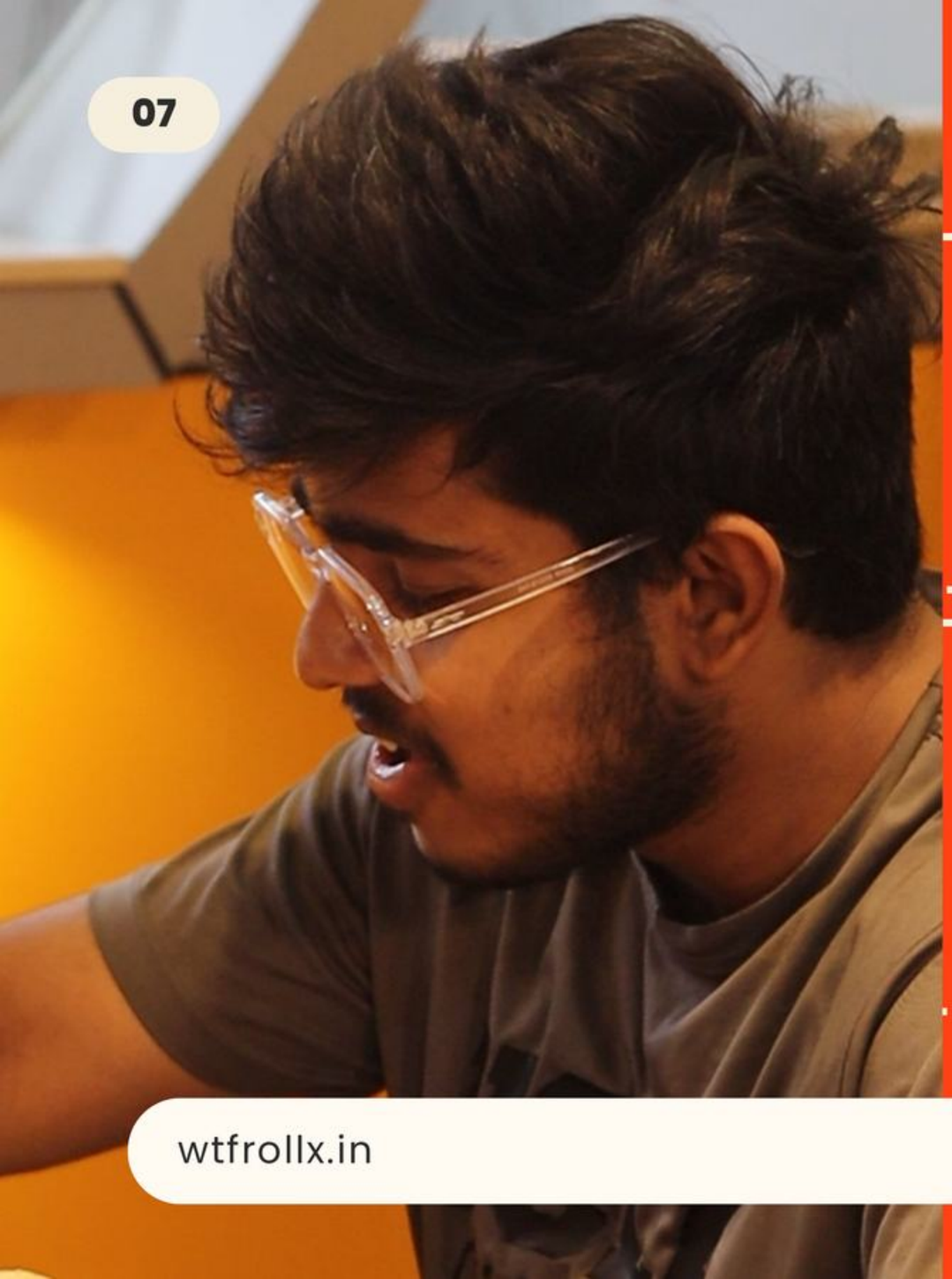

Gurgaon



Lalitpur

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and more coming soon....



# TESTIMONIAL



## Naitik Kumar

They are the best in town! Best & authentic taste.They always follow cooking requests.Please keep up in future also .They also gave a complimentary 1 more box of chilli garlic noodles which suprised! best very good taste. I recommend this to everyone. Do order from if you are craving anything especially Chinese.



## Priyanka Priyadarshani

I've tried food trucks all over the India, but nothing compares to the flavors from this one! Their Malai Soya Chaap Tikkas are out of this world—juicy, tender, and packed with spices. The momos are a must-try too; they're simply the best I've ever had. Whether it's Indian, Chinese, or Mughlai, every dish is consistently delicious. This food truck never disappoints!

# Outlet Formats

## Kiosk




100 Sq. Feet

## High-Street



150 Sq. Feet

## Food Court



150 Sq. Feet

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# Why Us ?

- Founders have already started and scaled two mega brands already in the same industry
- Proven business model
- Centralized recipes, controlled food costs, easy training
- 35000 Sq. feet backend production facility
- Backed by WTF's multi-city & multi-state operations.
- 100% Staff guarantee for entire duration
- 100% Operational Support
- Low Capex and High ROI
- Strong Social Media Presense
- Completely new age technological advance operations
- Quirky approach



## BE YOUR OWN BOSS

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# 45 Day Store Launch Plan

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## Road To Success

**Day 1** — Partnership Finalization & LOI Signing

**Day 7** — Location & Layout Approval

**Day 12** — Layout Approval & Fitments Starts

**Day 35** — Hiring Process Commencement & Training, FSSAI License & Online Aggregators Tie Up

**Day 45** — Final Training & Tasting Session & Grand Launch



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## PICK YOUR BANTA



- MASALA BANTA
- KALA KHATTA BANTA
- AAM PANNA BANTA
- ORANGE MASALA BANTA
- STRAWBERRY BASIL BANTA
- BLUEBERRY LEMON BANTA
- IMLI MIRCHI BANTA
- CLASSIC COLD COFFEE
- MOCHA COLD COFFEE

## PANEER ROLLS

- Paneer Roll
- Paneer Bhurji Roll
- Tandoori Paneer Roll
- Malai Paneer Roll
- Achari Paneer Roll
- Afghani Paneer Roll
- Makhani Paneer Roll
- Butter Paneer Roll
- Schezwan Paneer Roll
- Masala Paneer
- Shawarma Roll
- Chilly Garlic Paneer Roll

## CHICKEN ROLLS

- IC CHICKEN ROLL
- HAWARMA RO
- KEN ROLL
- CHI
- CHICKE
- MALAI CHI
- ACHARI
- MAKI
- KEN RO
- ICKEN ROLL
- VAN CHICKEN ROLL
- LI GARLIC CHICKEN ROLL
- CHICKEN SEEKH ROLL
- MUTTON SEEKH ROLL

## CLASSIC ROLLS

- AALOO ROLL
- VEGGIE ROLL
- VEGGIE KORMA ROLL
- MASALA CORN ROLL
- JALAPENO CORN ROL
- EGG MAKHANI ROLL



## SOYA ROLLS

- MASALA SOYA CHAAP ROLL
- TANDOORI SOYA CHAAP ROLL
- ACHARI SOYA CHAAP ROLL
- KORMA SOYA CHAAP ROLL
- MALAI SOYA CHAAP ROLL
- MAKHANI SOYA CHAAP ROLL
- BUTTER SOYA CHAAP ROLL
- AFGHANI SOYA CHAAP ROLL

## ADD ONS

- Peri Peri Masala
- Amul Butter
- Mint Chutney
- Wheat Paratha
- Extra Egg
- Tandoori Delight
- Mayonnaise
- Jalapeno Mayonnaise

MENU

THIS IS THE TENTATIVE MENU

# Special Launch Offer

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~~11,99,999~~

**11,99,999**

Includes Everything*







**0% Royalty For First 6 Months**

*Taxes & Freight Extra

**Only for First 5 Outlets. Book Your Financial Freedom Now**

ROLLX

# P&L SHEET

## EXPECTED MONTHLY SALES 4,50,000 (NORMAL SALES)

## NET PROFITS 95,000

**INPUT STOCKS & PACKAGING 2,25,000/-**

Includes Frozen, perishables, dairy and all other raw materials. Also inclusive of packaging cost

**ROYALTY 22,500/-**

5% of the total gross instore sales

**SALARIES & WAGES 70,000/-**

Includes salaries of all production and housekeeping staff.

**MISC. EXPENSE 15,000/-**

Includes wastage, pilferage and maintenance charges.

**UTILITIES EXPENSE 20,000/-**

Includes electricity, gas and water charges.

**RENTALS 25000**

Expected rental value for a 10x10 Kiosk in open space and staff room rental around 5k.




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*** No Royalty for first 6 months for first 5 outlets**

ROLLX

# P&L SHEET

## EXPECTED MONTHLY SALES 6,00,000 (GOOD SALES)

**INPUT STOCKS & PACKAGING 3,00,000/-**

Includes Frozen, perishables, dairy and all other raw materials. Also inclusive of packaging cost

**ROYALTY 30,000/-**

~~of the total ss instore sales~~

**SALARIES & WAGES 75,000/-**

Includes salaries of all production and housekeeping staff.

**MISC. EXPENSE 20,000/-**

Includes wastage, pilferage and maintenance charges.

**UTILITIES EXPENSE 30,000/-**

Includes electricity, gas and water charges.

**RENTALS 30,000/-**

Expected rental value for a 10x10 Kiosk in open space and staff room rental around 5k.

## NET PROFITS

## 1,45,000




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*** No Royalty for first 6 months for first 5 outlets**

ROLLX

# P&L SHEET

## EXPECTED MONTHLY SALES 9,00,000 (EXCELLENT SALES)

**INPUT STOCKS & PACKAGING**
**4,50,000/-**

Includes Frozen, perishables, dairy and all other raw materials. Also inclusive of packaging cost

**ROYALTY**
**45,000/-**

~~of the total ... ss instore sales~~

**SALARIES & WAGES**
**90,000/-**

Includes salaries of all production and housekeeping staff.

**MISC. EXPENSE**
**30,000/-**

Includes wastage, pilferage and maintenance charges.

**UTILITIES EXPENSE**
**40,000/-**

Includes electricity, gas and water charges.

**RENTALS**
**30,000/-**

Expected rental value for a 10x10 Kiosk in open space and staff room rental around 5k.

## NET PROFITS

## 2,60,000




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*** No Royalty for first 6 months for first 5 outlets**

# SUPPORT

### STAFF
Complete staff and immediate replacement in case someone leaves

### RAW MATERIAL
All the semi-finished and raw material to take the benefit of scale of economies

### PACKAGING
All the customised and unique packaging and serving solution at cost price.

### BRANDING
All design collaterals and complete frontend support to engage customers in best possible way

### MARKETING
Complete marketing support and aggregator onboarding to maximise both ONLINE & OFFLINE sales

### OPERATIONS
Total support in terms of accountnig, auditing, payrolling and all day to day operations to maximise profits

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# ROADMAP

Our expansion plan includes launching food trucks in 5 new cities within the next 12 months, with a focus on franchise development and regional hubs to support growth.

Over the next 3-5 years, we aim to establish a nationwide presence, diversify our menu, and explore international markets. We'll enhance our brand through pop-up restaurants and brick-and-mortar outlets while investing in marketing, technology, and continuous improvement to ensure sustained success.

Financial planning and regular performance reviews will guide our strategic growth.

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**2025**
Three Outlets in Jhansi

**2026**
30+ Outlets Pan India

**2027**
100+ Outlets Pan India

**2028**
200+ Outlets Pan India



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# Thank You

Thank you for taking the time to learn more about our brand and our exciting plans for the future. If you're as passionate about great food and exceptional service as we are, we'd love to hear from you and embark on the exiciting journey together!


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