



WEB BUSINESS

COMPANY PROFILE

WWW.MUMMASPICYKITCHEN.COM

WELCOME TO OUR MUMMA SPICY KITCHEN

Mumma Spicy Kitchen is building a Multi-Market platform for Food & Kitchen businesses.

1. Solutions for Home Food Sellers
2. Solutions for Canteen and Cafeteria
3. Solutions for Tiffin Providers
4. Solutions for Event Management Service Providers
5. Solutions for Kitchen Needs Sellers
6. Solutions for Catering Firms
7. Vendor Management and Solutions
8. Online and Offline Partnerships
9. Solutions for Offline and Online Food and Kitchen Classes



VISION & MISSION



About Us



We are a team of self motivated and continuous learners with an aim of building platforms which are self capable of delivering solutions, technologies, methods, processes, compliances, tools, marketing, business consultations, encouragement with social and economic vision. Mumma Spicy Kitchen is one such platform which encourages home makers and kitchen specialists to move ahead of the boundaries and limitations of just being a home-maker. We believe if anyone can make " House a Home ", that person can make the World a Home for everyone with a vision towards bringing togetherness.

" Food is one thing that breaks all the boundaries "

VISION & MISSION

Our Story drives Our Vision



We started Mumma Spicy Kitchen from our home kitchen as our need towards financial assistance for our family. Our starting point was through a lot of learnings and ups & downs since we never did a food business from home kitchen earlier. Even one of our ventures was a big failure wherein we invested quite a good amount from our savings :) This time we started very slowly understanding what are the needs and how we can over come this. Through this process we understood few basic requirements from products, services, processes and compliances point of view while starting our food business. Few of which I am listing below:

1. A Proper Business Model
2. A curated list of food products we are going to sell
3. A well drafted and clean menu
4. Understanding of the Market your consumers are, since prepared food business mostly operates within a distance range.
5. Pricing Strategy
6. Packaging Requirements
7. Daily Needs like groceries, vegetables, fruits, meat etc
8. People Strategy, how many type of support staff we might need.
9. Timings and Schedules
10. FSSAI License
11. Aggregators Market and Platforms
12. Own promotions and Visibility
13. Our Personal Strengths
14. Types of Food Business like tiffin system, on demand, party models etc
15. Long term partnerships
16. Recipes, Cookbooks
17. Marketing Materials like flyers, promotional videos to promote us digitally
18. Proper usage of Digital platforms
19. Drawbacks and Limitations of Social Media



With all this learnings, when we thought of scaling our business, we gave a thought around this that some or most of these might be the challenges of everyone. This gave us our first vision towards Mumma Spicy Kitchen to create a platform for Home Makers, Chefs and Kitchen Specialists which can be one single solution enabled platform for everyone who are in food business or any business which is related to kitchens may it be services, product suppliers, education, cookbooks, marketers.

WHAT DO YOU KNOW ABOUT OUR COMPANY?



Company Name : Yaasum Kitchens Private Limited
Vertical : Mumma Spicy Kitchen
Primary Domain : www.mummaspicykitchen.com
CIN: U62013UP2023PTC179706
Registered Office : 1441 Saraswati Tower
Mahagupuram, NH24
Mehroli, Ghaziabad - 201002
Uttar Pradesh - India

Sales Number : +91-9289662001
Grievances : +91-7905862275
Accounts : +91-8802625211
Email : hello@mummaspicykitchen.com

SELL YOUR HOME MADE DELICACIES



Join us as an Independent Home Chef and start earning while enjoying your skills.

No Commission Model.
Free Listing and Publishing
INR 20 per completed order platform fees on Monthly Postpaid basis
Unlimited Orders
Visibility upto 10 kms radius.
Free creatives and digital menu creation for 10 products / 2 Categories
Pre-Ordering, Quick Ordering or both
Free access to our Countrywide Delivery Partners
Set your own price, your own menu, your own way
Be part of one of it's kind Food and Kitchen MultiMarketplace

**** Pricing Details mentioned on our website : www.mummaspicykitchen.com**



SELL YOUR HOME MADE DELICACIES



Sell your home made delicacies on your own online ordering store.

No Commission Model.
Your own brand and domain.
Enroll upto 5 chefs.
Free Listing and Publishing
INR 20 per completed order platform fees on Monthly Postpaid basis
Unlimited Orders
Free creatives and digital menu creation for 10 products / 2 Categories
Pre-Ordering, Quick Ordering or both
Free access to our Countrywide Delivery Partners
Integrated delivey model to use your own fleet
Set your own price, your own menu, your own way
Be part of one of it's kind Food and Kitchen MultiMarketplace

**** Pricing Details mentioned on our website : www.mummaspicykitchen.com**



CATERERS BY MUMMA SPICY



Solutions for Catering Firms and Food Organizers

- Scheduling Management
- Secure Online Payments
- Memberships & Packages
- Manage Clients
- Track Your Performance
- Management & Marketing
- Menu Management
- Custom Domain & White - Label
- **Fully Hosted**
- **Integrated Live Chat**
- **Add On : Groups** : Create your own social network for your clients and members
- **Add On : White-Label** : Get a premium mobile friendly landing page with 4 sections to display your services with your logo and your own custom domain



TIFFINS BY MUMMA SPICY



Are you a Single Tiffin Service Provider?? Join us

We provide you with an ordering store listed on our marketplace

We provide you access to our Delivery Partner Platform

We provide you access to your personal blog page to share your story

Unlimited Orders

We market you to get more sales for your services

Set your own price, your own menu, your own way

- We take 10% platform fees
- FSSAI License Mandatory

Be part of one of it's kind Food and Kitchen MultiMarketplace

Free Solution

TIFFINS BY MUMMA SPICY

**MUMMA
SPICY
KITCHEN**
Khao Pakao Batao

01

02

03

04

• For single tiffin services operators

- Free Ordering Store
- Access to Delivery Partners
- Weekly Payouts
- We take 10% platform fees
- FSSAI License Mandatory

• Tiffin Business Management

- (upto 10 staffs)
- Dual Branded Ordering Store
- Integrated Delivery Partner
- Integrated Payment Gateway
- No Commission
- You take the payment directly
- Single Location

• Multi-Location Tiffin Operations

- White Label Your own brand name
- Add up to 5 locations in single dashboard
- Manage all orders at one place
- Assign different menu to each location
- You take the payment directly

Delivery Management Solutions Hyperlocal

Custom-On Demand

** Pricing Details mentioned on website
www.mummaspicykitchen.com

MINI PARTIES



*Ideal for schools, institutions, event organizers, banquets, dine-in restaurants, corporates for organizing employee connects, auditoriums..

- . **Fully Managed Event Booking & Management Solution**
- . **Dual Branded or White Label**
- . **Web Based**
- . **Free listing on our Primary Website & Application**
- . **Inbuilt Ticket Management**
- . **Create unlimited ticket types and set prices.**
- . **Inbuilt Payment Gateway**
- . **Option to add Membership plans (custom pricing)**
- . **Tax Collection on Ticket Sales**
- . **Sales and Revenue Tracking**
- . **Track and manage attendance**
- . **Make an interactive seating map (custom pricing)**

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Khao Pakao Batao

MINI-PARTIES



01

Unlimited event listings
Multilingual capabilities
Event layouts and calendars

02

Create a floor plan of your venue where guests can choose and purchase their seats. Customize it with rows, tables or standing room only and set different prices for each.

03

Create unlimited ticket types and set prices. Offer membership plans, set capacity and add a ticket policy. Accept online payments, charge tax on ticket sales and send printable tickets.

04

Generate more ticket sales for your events using smart marketing tools.

** Pricing Details mentioned on website
www.mummaspicykitchen.com

CAFE-TEEN

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01

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CANTEEN SNACKS VENDOR
PROVIDERS ASSISTANCE AND
ONBOARDING SERVICES

ENTERPRISE CAFETERIA
MANAGEMENT SYSTEM

ORDERING & BOOKING
TECHNO-COMMERCIAL
SOLUTIONS

IN-PREMISE EVENTS TECHNO-
COMMERCIAL SOLUTIONS

** Pricing Details mentioned on website
www.mummaspicykitchen.com

MUTLI-CAFETEEN ORDER MANAGEMENT PLATFORM



For canteens and cafeteria which have multiple sellers or being managed by third party facility management provider

Minimum Requirement : 4 Seller Accounts

- . **Single Dashboard to Manage multiple sellers**
- . **Options to have payments through admin or through sellers**
- . **Fully Managed and Hosted on Premium Solutions**
- . **Suitable for small to medium canteens and cafeterias**
- . **Inbuilt Coupons and Promotional Methods**
- . **Integrated with leading payment gateways**
- . **Inbuilt Invoicing System**
- . **Option to add Delivery Management System (custom pricing)**
- . **Option to integrate with leading CRM systems (custom pricing)**

WHITE LABEL ORDER MANAGEMENT PLATFORM



For canteens and cafetaria which are self operated or controlled by the business.

**We provide two admin accounts and 10 staff accounts
(Additional Accounts at custom pricing)**

- . **Single Dashboard to Manage Cafeteria Operations**
- . **Fully Managed and Hosted on Premium Solutions**
- . **Custom Domain (we don't add our brand name)**
- . **Suitable for small to medium canteens and cafeterias**
- . **Inbuilt Coupons and Promotional Methods**
- . **Integrated with leading payment gateways**
- . **Inbuilt Invoicing System**
- . **Option to add Delivery Management System (custom pricing)**
- . **Option to integrate with leading CRM systems (custom pricing)**

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ENTERPRISE CAFETERIA MANAGEMENT SYSTEM



Comprehensive End to End Cafeteria Management system for Corporate Cafeteria
Ideal for Campuses which has a complete kitchen and seating facilities

- Subsidized and regular meal requests management
- Setup & display daily menus with nutrient & calorific values along with allergen labels
- Kitchen inventory with bill of materials (BOM) & procurement management
- Recipe management & ingredients picklist
- Food waste monitoring & reporting
- Ingredients display allow consumers to make informed food choices
- Intuitive dashboards to track consumption, display expected, consumed & balance count
- Personalized health report (nutrient values, time of consumption)
- Record meal consumption through Barcode/QR Code/Access Card/NFC integration
- Aligns with LEED & WELL rating requirements
- Email/SMS/WhatsApp/App notifications on meal requests, approval, cancellation, payment, etc.

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MID DAY MEAL SOLUTIONS



For canteens and cafetaria which are self operated or controlled by the business.

Available only with option of taking Order Management Solutions

- . Market research for upto 5 mid day meal service providers in your location
- . Pricing Evaluation
- . Custom Domain (we don't add our brand name)
- . Setting up menu plans for your location
- . Liasoning between the service provider and Business
- . Access to order management solutions
- . Trainings for the service provider on our platform
- . Food Compliance checks like FSSAI certifications
- . Assistance in getting FSSAI license for the unit
- . Contract Management for the service provider
- . Renewals and Removals
- . Option to integrate with leading CRM systems

ADD ON : EVENT BOOKING SOLUTIONS



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For canteens and cafetaria which are self operated or controlled by the business.

Also available as a separate platform for the institution at custom pricing

Available only with option of taking Order Management Solutions

- . Fully Managed Event Booking & Management Solution
- . Dual Branded or White Label
- . Web Based
- . Free listing on our Primary Website & Application
- . Inbuilt Ticket Management
- . Create unlimited ticket types and set prices.
- . Inbuilt Payment Gateway
- . Option to add Membership plans (custom pricing)
- . Tax Collection on Ticket Sales
- . Sales and Revenue Tracking
- . Track and manage attendance
- . Make an interactive seating map (custom pricing)

CLASSES : MUMMA SPICY KITCHEN



Buy, Sell, List, Promote your food - nutrition - kitchen classes and courses on a single platform. You can join us to sell your teaching services, sell on your own platform. We also provide dedicated LMS platform for online teaching of your food and kitchen classes. List your services if you already sell through any other mediums and get a dedicated page for your services.

- . **Fully Managed Booking & Management Solution**
- . **Dual Branded or White Label**
- . **Web Based**
- . **Free listing on our Primary Website & Application**
- . **Inbuilt Staff Management**
- . **Create unlimited ticket types and set prices.**
- . **Inbuilt Payment Gateway**
- . **Option to add Membership plans (custom pricing)**
- . **Tax Collection on Ticket Sales**
- . **Sales and Revenue Tracking**
- . **Track and manage attendance**
- . **Make an interactive seating map (custom pricing)**

CLASSES



01

Sell your services on our platform

- . Booking Management
- . Set up availability of appointments
- . We accept the payments
- . Flat 30% Commission

02

Sell your services on your own platform

- . Booking Management
- . Set up availability of appointments
- . You accept the payments
- . Flat 10% Commission
- . Free listing and promotions on our website
- . 10 staff accounts

03

Sell your courses on your own LMS

- . Custom Requirements
- . Multiple options
- . Best in-class platforms and solutions
- . Custom Pricing

04

Sell Cook Books - Tutorials on your own Online Store

- . Your own online store
- . Dedicated domain
- . Integrated Payment Gateway
- . Integrated Delivery Aggregators
- . Integrated Basic Affiliate System
- . Unlimited inventory
- . Dual Branded or Your own Brand
- . Free listing on main website

SELLER-CENTRAL



01

- Sell Utensils
- Sell Kitchen Electronics
- Sell Kitchen Aids
- Sell Groceries
- Sell Packaging
- Sell Kitchen Housekeeping Services

02

- Fully Hosted
- Premium Solution Provider
- Free listing on main website
- Integrated Payment Gateways
- Integrated Delivery Partners
- Integrated CRM

03

- Add On: Multi-vendor
- Add On: Affiliate Portal
- Add On: Chat Option
- Add On: Personal Forum
- Add On: Google Workspace
- Add On: Blog

04

Be Part of one of it's kind Food and Kitchen Multi-Market Platform

** Pricing Details mentioned on website
www.mummaspicykitchen.com

VENDOR CENTRAL

What we do??

Partner Central is the vendor management platform of Mumma Spicy Kitchen.

We offer various vendor programs at various levels to join us as internal vendors whether they are small scale single operators or have a multi-vendor model.

We have standard vendor programs for small scale as well as multi-vendor model for businesses which have a maximum of 100 vendors.

For Large Enterprises, we work on custom pricing structures and have a custom built business vendor management solutions which suits both the business basis mutual agreements and benefits.



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KITCHEN**

Khao Pakao Batao

VENDOR CENTRAL



01

02

03

04

Single Vendor

- . Monthly fees : INR 299 PM / 100 Products
- . Monthly fees : INR 499 PM / 300 Products
- . Monthly fees : INR 799 PM / 500 Products
- . Monthly fees : INR 999 PM / 1000 Products
- . Our Commission : 10%

Multi-Vendor (Physical Products) Multi-Vendor (Physical Products)

- . Cost of using our brand name : INR 2500 PM
- . For upto 10 Vendors / 1000 Products : INR 10000 PM
- . We charge commission : 5 % on Monthly Postpaid

- . Cost of using our brand name : INR 2500 PM
- . For upto 50 Vendors / 2000 Products : INR 25000 PM.
- . For upto 100 Vendors / Unlimited Products : INR 50000 PM

Enterprise Solutions

Contact us

** More Details mentioned on website
www.mummaspicykitchen.com

PARTNER CENTRAL

What we do??

Partner Central is the partnerships management platform of Mumma Spicy Kitchen.

We offer various partnership programs at various levels starting from MSME to Medium and Large Enterprises.

We have online as well as offline partnership programs for MSME and Medium Enterprises

For Large Enterprises, we work on custom pricing structures and have a custom built business partnership which suits both the business basis mutual agreements and benefits.

Currently we are offering four types of partnership programs for MSME and Medium Enterprises.



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ONLINE PARTNER PROGRAMS



01

Brand Partnerships

Fully Loaded Brand Partner Portal
Sell anything related to food and kitchen

02

Kitchen Partnership

Ideal for Cloud Kitchens and Home
Chefs scaling their business

03

Product-Service Partner

Choose any of our Product or Service Lines
Ideal for businesses who want an additional
business line

04

Sales Partner

Sell any of our
inhouse products
or services

** More Details mentioned on website
www.mummaspicykitchen.com

OFFLINE PARTNER PROGRAMS



01

Sales Partner

- . Sell any of our solutions through your offline store
- . No upfront subscription fees required
- . Up to 30% commission per sale
- . You deal with your own customers
- . We take care of technology and solutions part
- . Option to become online sales partner
- . Option to become part of online platform

02

Retail Partner

- . Use our Brand Name for your retail store
- . We provide our digital logo
- . We create four flyers
- . We add you to our partner store
- . We provide you 2 customized T-shirts
- . We provide you with free Retail POS software
- . Free registration as offline sales partner

03

Kitchen Partner

- . Use our Brand Name for your retail store
- . We provide our digital logo
- . We create four flyers
- . We add you to our partner store
- . We provide you 2 customized T-shirts
- . We provide you with free Retail POS software
- . Free registration as offline sales partner

04

Affiliate Partner

- . Just share the affiliate link and earn when sold through your link
- . Earning potential upto INR 4500 per sale
- . You get your dashboard access to view your earnings

** More Details mentioned on website
www.mummaspicykitchen.com

CONTACT US



We look forward to
working with you

 Sales Number : +91-9289662001

 Website : www.mummaspicykitchen.com

 Email : hello@mummaspicykitchen.com





THANK YOU

Thanks for your time joining us in this presentation. More details are listed on our website
www.mummaspicykitchen.com

W W W . M U M M A S P I C Y K I T C H E N . C O M