



# बाटी चोखा

विरासत • स्वाद • शुद्धता

## About Us

**Baati Chokha** is a culturally inspired, **fast-growing F&B brand** that brings the authentic flavours of India's rural heartland to urban India. Built on the idea of preserving traditional cuisine in its purest form, Baati Chokha has evolved into one of the most scalable, high-margin and operationally simplified restaurant concepts today. Established in 2020, the brand set out to bring the true rustic village experience into urban spaces through traditional flavors & soulful dining.

In a short span of **5+ years**, Baati Chokha has earned consistently high customer ratings of **4.7–4.8★**, reflecting its commitment to authenticity, quality, and hospitality. Its success in recreating a genuine village-inspired dining experience in cities has also been acknowledged and praised by dignitaries such as **India's Home Minister Amit Shah**, **Uttar Pradesh Chief Minister Yogi Adityanath**, and **Member of Parliament Ravi Kishan**, among many others.



## Our Restaurants

- Taramandal, Gorakhpur
- Gorakhnath, Gorakhpur
- Ansal, Lucknow (Opening Soon)
- Gurudev Palace, Ayodhya (Opening Soon)
- Arra, Bihar (Opening Soon)

# Litti chokha to Banarasi paan and beyond

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**LUCKNOW:** Union home minister Amit Shah launched the 'One District-One Cuisine' (ODOC) scheme at the Uttar Pradesh Diwas celebrations at Rashtra Prerna Sthal, on Saturday, marking a new push to promote and preserve the state's rich and diverse culinary heritage.

Modelled on the successful 'One District, One Product' (ODOP) programme, the ODOC initiative aims to identify, preserve and promote 75 traditional cuisines and food products — one from each district of Uttar Pradesh, seeking to give district-specific food and beverage specialities a distinct identity, while opening avenues for branding, employment and culinary tour-



Litti chokha

FILE

ism. The ODOC food court quickly emerged as one of the biggest crowd-pullers on the opening day. Though only 35 stalls were operational — against the proposed 75 — visitors thronged the section to sample signature dishes from across the state.

A wide range of sweets and savouries showcased the culinary map of Uttar Pradesh. Lucknow offered rewdi and gajak, Auraiya presented balushahi, Agra drew crowds with its

famous petha, and Unnao served kala jamun. Bareilly displayed sewaiyan and barfi, while Kanpur City's samosas remained a popular snack. Varanasi stood out with three stalls offering Banarasi paan, tiranga barfi, kachori and thandai. Meerut's gajak also found many takers.

One of the unique attractions was Maharajganj's 'Ram Katorfi'. Stall operator Sudish Kumar explained that the edible bowl is made from refined flour, fried in ghee and filled with khoya, a preparation that piqued visitors' curiosity and drew long queues.

Moradabad's famous Moradabadi dal also saw brisk sales. Vendor Sonu Kashyap said he had sold nearly 100 bowls by the afternoon. Interestingly, the Gorakhpur stall featured litti-chokha, a dish often associated with

neighbouring Bihar. Entrepreneur Gangadhar Dubey, who runs multiple outlets in Gorakhpur, said he left a career in IT to pursue his passion for food.

Officials said ODOC is designed to go beyond exhibitions. Its objectives include documentation and preservation of traditional recipes, registration of artisans and halwais, quality standardisation, branding and marketing, and achieving national and international recognition for regional foods.

Artisans will receive training in food packaging, improving shelf life and safe transportation in collaboration with the Indian Institute of Packaging. Entrepreneurs will be encouraged to obtain FSSAI certification, and traditional vendors will be linked to e-commerce platforms.





# बाटी चोखा<sup>TM</sup>



## Shubham Pratap Singh

Director

“Baati Chokha was born from a simple belief that our village food, cooked with honesty and patience, deserves a place in today’s cities without losing its soul.”



## Gangadhar Dubey

Managing Director

“We didn’t want to build just another restaurant. We wanted to create a space where purity, health, and tradition come together on a single plate.”

Hand-kneaded wheat dough



Slow-roasted on open fire

Fresh vegetables, hand-mashed



Sattu filling prepared fresh

**Community-Centric Cooking**

In Purvanchal villages, cooking was never an isolated activity. Women and family members gathered around a shared hearth, preparing food together as part of daily life. This collective process reinforced bonds, knowledge transfer, and a sense of belonging.

**Minimal Ingredients, Maximum Nutrition**

Traditional village cooking relied on 1) Seasonal vegetables 2) Garlic, onion, mustard oil 3) Minimal spices. This ensured food was digestive, balanced, and locally sourced, long before "clean eating" became a trend.

**Sitting Together, Eating Together**

Meals were eaten seated on the floor, sharing dishes. Anthropological studies show this promoted: 1) Slower eating 2) Portion awareness 3) Social equality. There was no hierarchy at the meal everyone ate the same food.

**Fire - Original Cooking Medium**

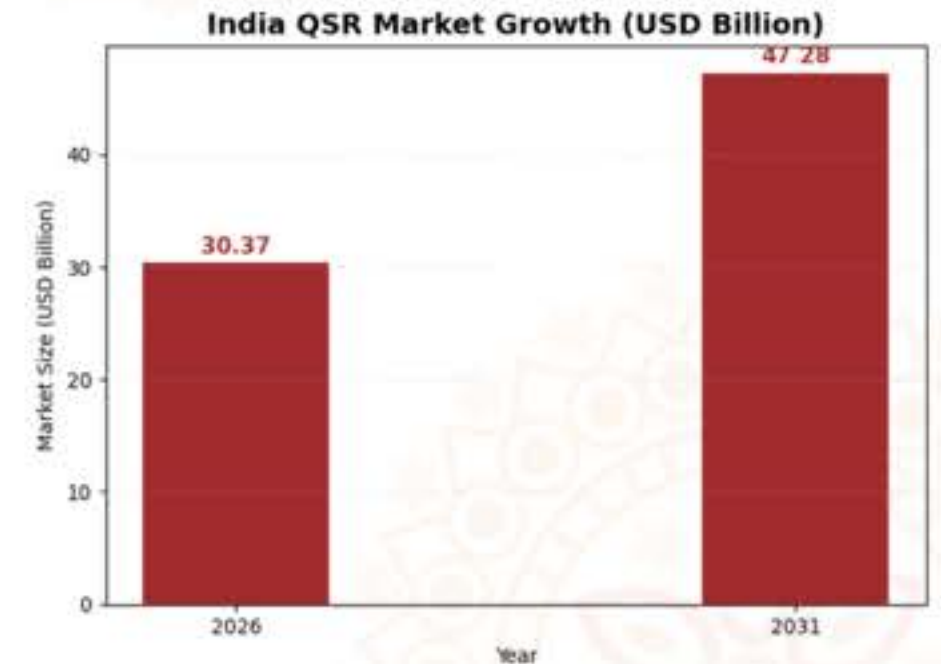
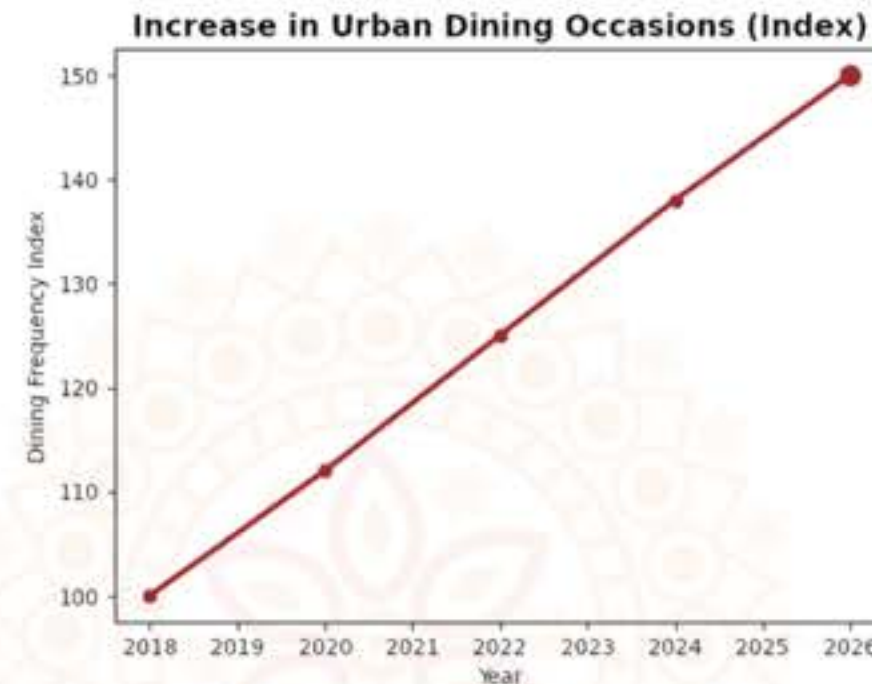
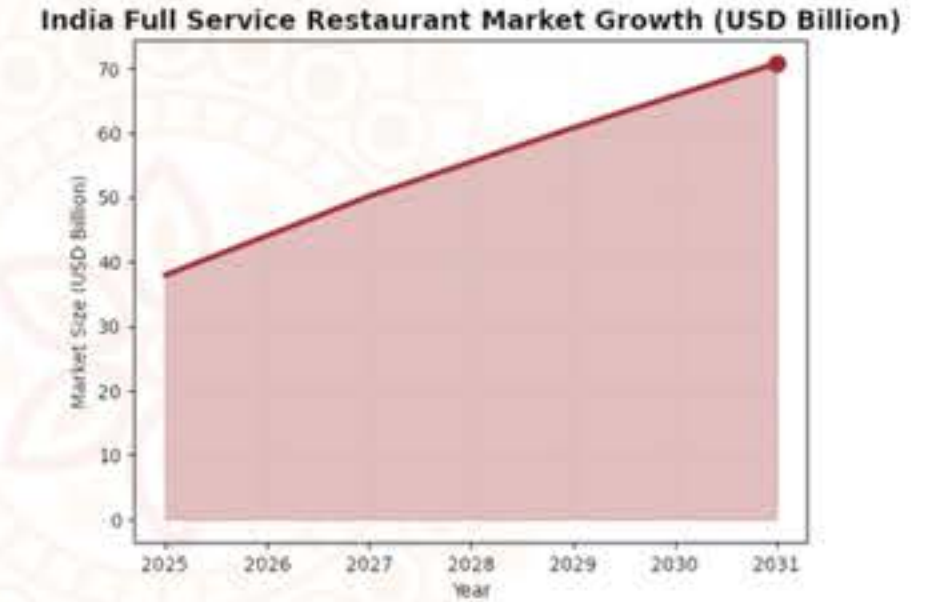
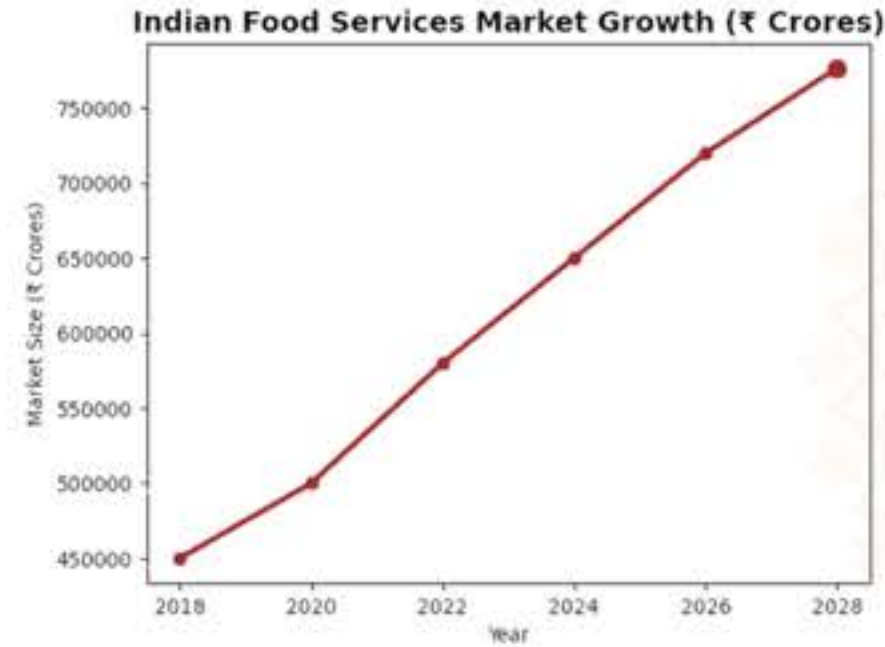
Baati was traditionally roasted using cow-dung cakes or wood fire, not ovens. Fire cooking was valued for even heat, natural smokiness, and better digestion a popular practice in rural households across Eastern UP and Bihar.

## Demand Factors

- 1 Large Share of Young Population
- 2 High levels of disposable income
- 3 Increasing Population of Urban Working Professional
- 4 Changing Consumer Lifestyle

## Why Invest in Baati Chokha?

Baati Chokha offers a rare opportunity to invest in a brand that sits at the **intersection of strong market growth and deep cultural relevance**. Rooted in **authentic Purvanchal cuisine**, the brand stands out in a crowded food market by offering a differentiated, **heritage-led dining experience** that resonates with today's consumers seeking authenticity and healthier food choices. With a proven FOCO operating model, **consistently high customer ratings**, and growing demand for experiential and vegetarian dining, Baati Chokha combines **emotional brand pull** with **sound unit economics** making it a scalable, sustainable, and **future-ready franchise investment**.



India's food services industry is on a strong upward trajectory, growing steadily toward a ₹7.7 lakh crore market by 2028, highlighting the scale and long-term opportunity in dining. Within this, both quick-service and full-service restaurant segments are expanding rapidly, with QSR expected to grow from about \$30 billion to over \$47 billion, and full-service dining reaching nearly \$71 billion by 2031. At the same time, urban consumers are eating out more frequently, reflecting a consistent rise in dining occasions across dine-in and delivery. Together, these trends indicate a large, growing market supported by strong consumer behavior—creating a favorable environment for scalable restaurant franchise models.

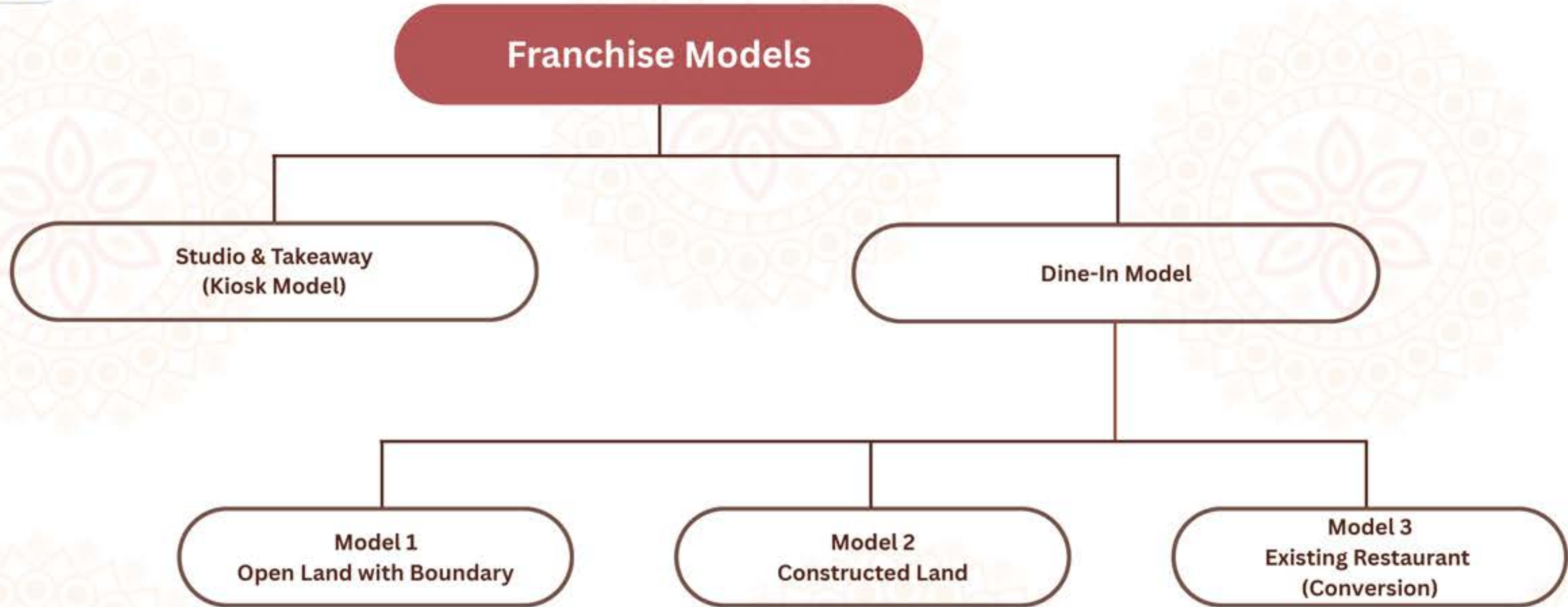
## Why Baati Chokha stands out?

- A Brand trusted by thousands of customers
- High Customer Rating & Repeat Customers
- Professional Management
- Special focus on Hygiene and Quality
- Zero Chef-Dependency Model
- Expected ROI 16-20 Months
- 100% Pure Veg, Healthy & Hygienic
- High-margin product mix with low wastage

## Franchise Support

- Site Selection
- CRM & Inventory Management Support
- Interior & Furniture Setup
- Restaurant Layout & Design
- SOP & Staff Training
- Marketing Promotion
- Launch of the Restaurant





**Investment: 35l+      Total Space Required: 1200-4000 sq. ft.      Royalty: 6% of Total Sales**

The specifications and cost of each model will depend on the location (Tier 1, Tier 2 or a Tier 3 city)\*

# The Support we provide

<b>Pre-Opening Assistance</b>	Site selection guidance, layout design support, and vendor tie-ups for interiors, furniture, and kitchen setup.
<b>Training &amp; Operations</b>	Complete team training on food prep, service, and hygiene, no chef dependency.
<b>Marketing &amp; Branding</b>	Centralized marketing campaigns, social media promotions, influencer tie-ups, and access to brand creatives.
<b>Supply Chain Support</b>	Reliable sourcing for key ingredients and equipment at negotiated franchise rates.
<b>Technology &amp; POS Setup</b>	Access to our billing and inventory software for easy management and real-time tracking.
<b>Menu Development &amp; Updates</b>	Seasonal menu upgrades, special festive offerings, and innovation support from the central kitchen.
<b>Ongoing Support</b>	Continuous business reviews, performance tracking, and region-wise promotional activities.

The image features two large, intricate mandala patterns on the left and right sides. These patterns are composed of various geometric shapes, including circles, squares, and triangles, arranged in concentric layers. The colors used in the mandalas are primarily orange and red, with some white highlights. The central text is set against a light orange, scalloped-edged background.

**INTERIOR**







# Happy Customers बाटी चोखा

No. of Customers Served

550000+

Repeat Customers

250000

Online Customer Reviews

25000+



The image features two large, intricate mandala patterns on the left and right sides. These patterns are composed of various geometric shapes, including circles, squares, and triangles, arranged in concentric layers. The colors used in the mandalas are primarily orange and red, with some white highlights. The central focus of the image is a large, light orange, scalloped-edged shape that contains the word "FOOD" in a bold, white, sans-serif font.

**FOOD**







# Best Sellers at बाटी चोखा

No. of Deluxe Thalis sold

300000+

No. of Daal Puri Bakheer sold

170000+

No. of Phara sold

400000+

Deluxe  
Thali



Daal Puri  
Bakheer



Phara





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