



A Legacy of 25 Years

INDIA • USA • UAE • OMAN • KUWAIT

TASTE THE LEGACY —  
WITH FLAVOURS OF  
**HYDERABAD**

The Authentic Taste Of  
*Hyderabad*

*Pista House*

A CULINARY LEGACY

**SINCE**

[www.pistahouse.in](http://www.pistahouse.in)

**HYDERABAD**  
"A Nizami masterpiece, crafted with love"



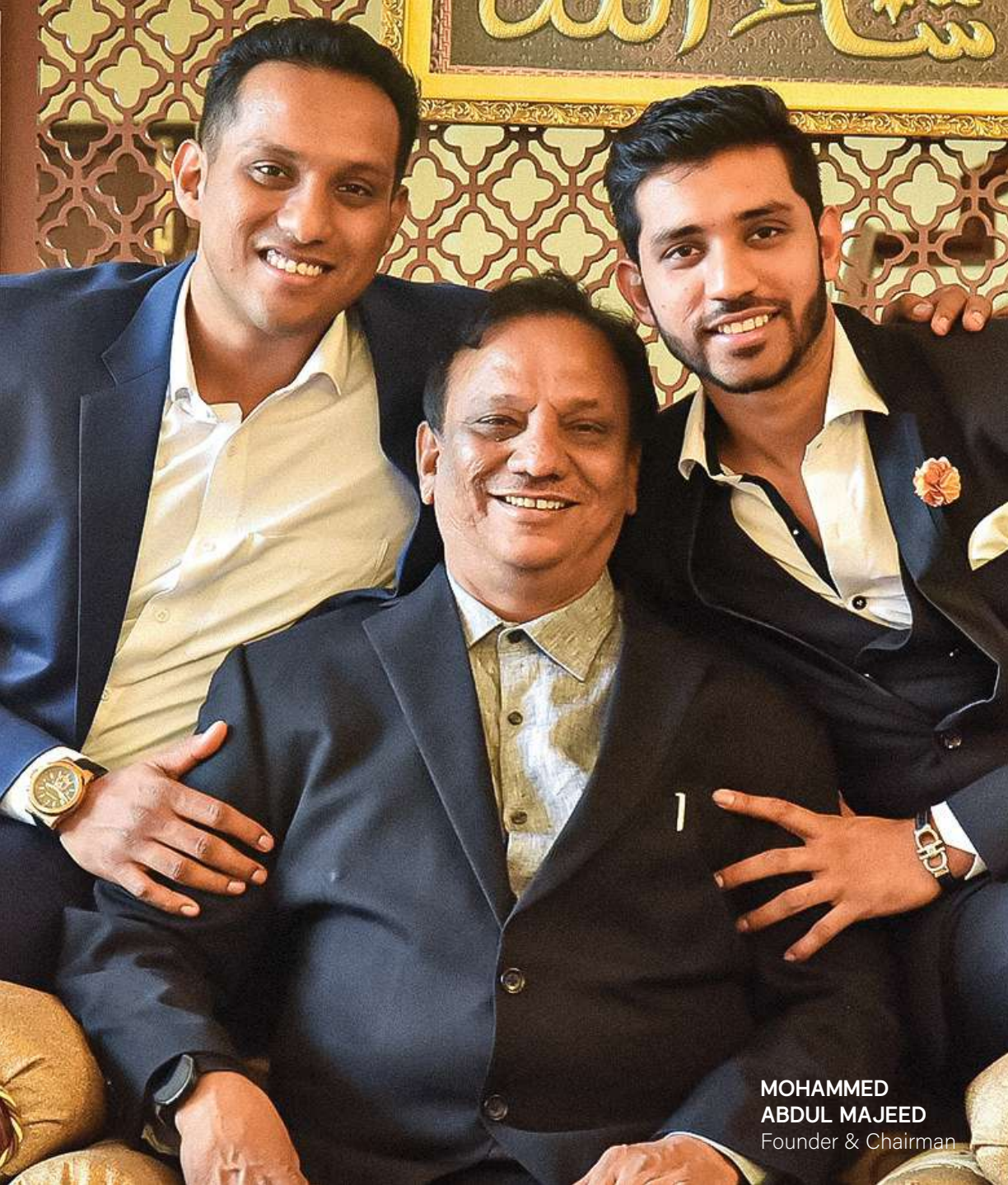
## INDIA'S #1 BIRYANI BRAND

From the bustling streets of Hyderabad to the world, Pista House is India's most iconic Biryani and culinary brand, blending tradition with innovation.

At Pista House, we shape your dining experience with care, passion, and attention to detail. Our kitchen works with high-quality ingredients through refined techniques, delivering authentic Hyderabadi dishes that bring locals and international guests together. Seat at a table overlooking Hyderabad's Heritage or enjoy the warmth of our interiors to live a thoughtfully crafted moment of comfort and conviviality.

# THE PRIDE OF HYDERABAD - GOING GLOBAL





**MOHAMMED  
ABDUL MAJEED**  
Founder & Chairman



## OUR VISION

To be the world's most admired Indian culinary brand, sharing the rich flavors of Hyderabad with every culture.



## OUR VISION

Deliver authentic food experiences that celebrate heritage, foster community, and bring people together over the love of Hyderabadi cuisine.

# PISTA HOUSE'S OVERVIEW

## HUMBLE BEGINNING TO HERITAGE

From our humble beginnings, we've grown into an institution – a household name synonymous with Hyderabadi Biryani, Haleem, and hospitality.

## OFFERINGS

Apart from authentic Hyderabadi Biryani, we offer world-famous Haleem, Mughlai curries, kebabs, quick-service savory, bakery items, FMCG products, full-service restaurants.

## CURRENT STORE

Pista House has a well-established presence with 60+ stores across India and the GCC, along with a growing footprint in other international markets.

## GLOBAL EXPANSION

With trademarks registered in over 40 countries—spanning the USA, UK, Africa, GCC, and Canada—Pista House is a globally recognized brand.

## AWARDS AND ACCOLADES

676+ national & international awards, Pista House stands as the world's largest seller of Haleem, proudly holding the prestigious GI tag and ISO certification for its authenticity & quality.





## Customer Repeat

More than 85% of our guests repeat every month. This number is 40% higher than our closest competitor

## Growth

YoY growth with mature stores EBTDA upwards of 35%

## Pista House Biryani

Only Restaurant in the country to serve more than 20lac guests who enjoy their biryani from Pista House everyday

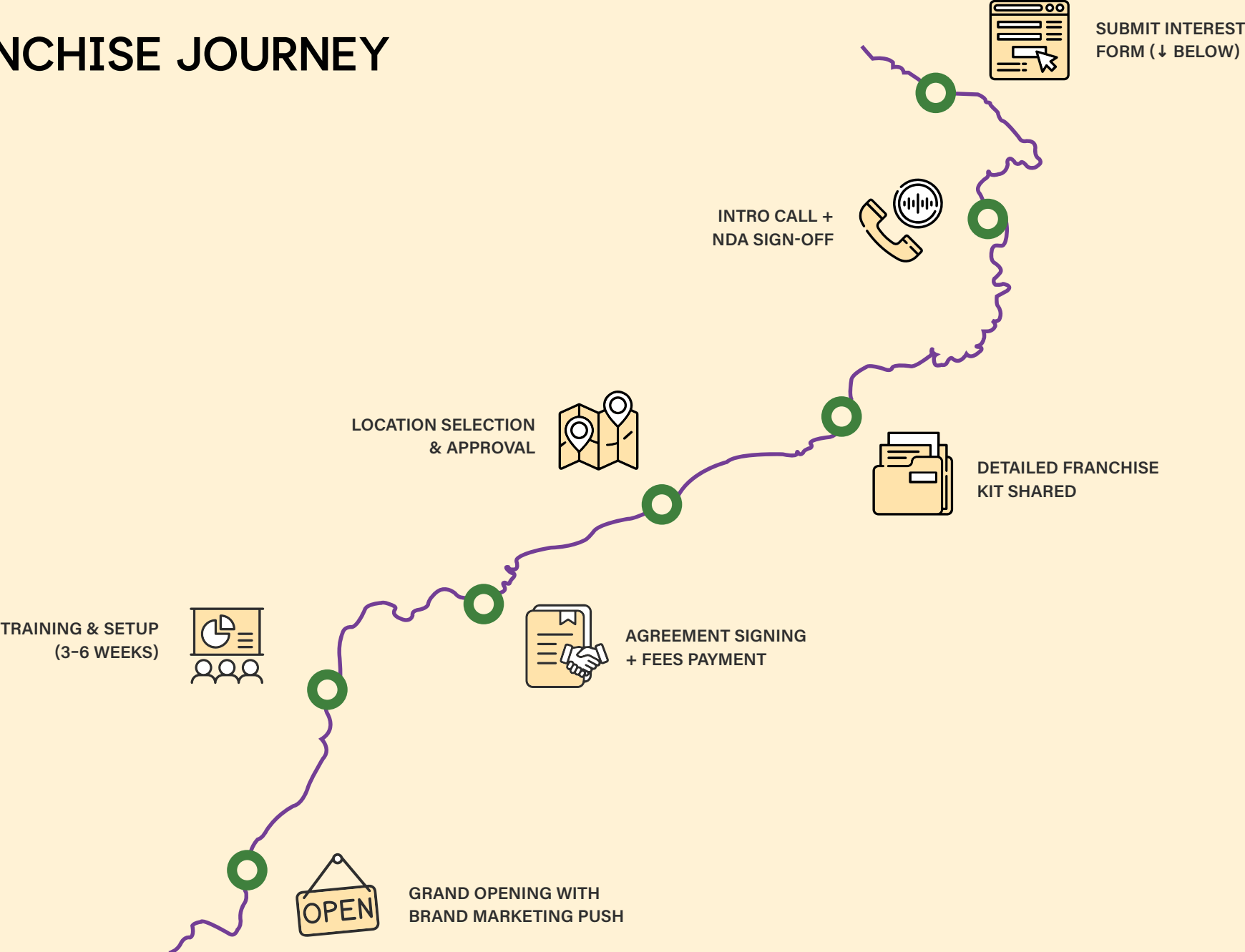
Sustainable growth with millions of happy customers, a lean yet efficient team, and strong, profitable unit economics.

## Brand

A heritage-driven brand that evolved into a cultural icon, Pista House deeply resonates with customers and inspires enduring loyalty worldwide.



# FRANCHISE JOURNEY



# SUPPORT WE GIVE



## LOCATION & SETUP ASSISTANCE

Assistance in choosing prime locations and setting up outlets as per brand standards.



## STAFF TRAINING & ONBOARDING

Comprehensive training for staff and management to ensure service excellence.



## BRANDING & MARKETING SUPPORT

Access to marketing materials, digital promotions, and brand-led campaigns.



## CONTINUOUS BUSINESS GUIDANCE

Continuous business support, reviews, and expert insights to drive growth.



## PROVEN OPERATIONAL SYSTEMS

Streamlined, proven systems for smooth and consistent daily operations.



## CENTRALIZED SUPPLY CHAIN

Reliable supply of quality ingredients through our established vendor network.



## TECHNOLOGY INTEGRATION

Modern POS, inventory, and customer management tools for efficient operations.



## RESEARCH & MENU DEVELOPMENT

Regular R&D for menu innovation and updates to meet evolving tastes.

# QSR EXPRESS ( CCS )

## FAST, FLAVORFUL, AND HIGH-IMPACT

Our QSR model is designed for high-traffic locations like malls, food courts, and busy streets—delivering signature dishes like Haleem, Biryani, and kebabs with speed and consistency. This compact, efficient setup requires lower investment and faster rollout, making it ideal for entrepreneurs seeking quick returns and strong brand presence.

### Perfect for:

- Food courts
- Urban high streets
- College & office hubs
- Transit zones (airports, stations)
- Residential neighborhoods

### Key Benefits:

- Low overhead & quick setup
- Streamlined operations
- High customer turnover
- Strong delivery & takeaway
- Serve iconic Hyderabadi taste, fast



TASTE THE LEGACY  
WITH FLAVORS OF  
HYDERABAD



*Pista House*

A Legacy of 25 Years

Order  
Here



Pick up  
Here



**TASTE THE LEGACY  
— WITH FLAVORS OF  
HYDERABAD**



**DRINK WITH  
SERVED  
ALL-DAY  
DINING**

# MENU

## SANDWICHES / ROLL'S

Chicken Tikka Roll – Spicy, smoky, satisfying.  
Chicken Cheese Egg Roll – Loaded and layered.  
Cold Sandwich – Light and refreshing.  
Veg Grilled Sandwich – Crispy, cheesy, classic.  
Chicken Cheese Sandwich – Comfort in every bite.

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## SAVORY

Onion Samosa – Flaky & flavorful.  
Aloo Samosa – Golden, spiced perfection.

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## BISCUITS / BUN'S

Osmania Biscuit – Buttery, crumbly, iconic.  
Fruit Biscuit – Sweet and crunchy.  
Dry Fruit Biscuit – Rich and nutty.  
Pista Special Cookies – Pistachio-packed.  
Malai Bun – Soft bun with creamy malai.

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## TEA

Zafrani Chai – Saffron-infused luxury.  
Adrak Chai – Bold and gingery.  
Dum Chai – Slow-brewed classic.

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## COFFEE

Classic Coffee – Smooth and strong.

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## DRINKS

Lassi – Cool and creamy.  
Nimbu Paani – Tangy and refreshing.



# QSR STARTER

## FAST, FLAVORFUL, AND HIGH-IMPACT

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Order Here

Pick up Here



A Legacy of 25 Years



# MENU

## SOUPS

Marag – Spiced mutton soup, rich and warming.

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## STARTERS

Malai – Creamy, tender delight.

Tikka – Smoky, spiced perfection.

Tangdi – Juicy drumsticks, grilled just right.

Pathar ka Gosht – Grilled on stone, full of flavor.

Boti Kabab – Char-grilled mutton bites.

Pathar ka Gosht – Grilled on stone, full of flavor.

Boti Kabab – Char-grilled mutton bites.

## GRAVIES

Dum ka Chicken – Slow-cooked, rich & aromatic.

Butter Chicken – Creamy, tangy, and classic.

Dum ka Mutton – Deep, slow-cooked flavors.

Kali Mirchi Mutton – Peppery, bold, and tender.

Paneer Butter Masala – Rich, buttery, and comforting.

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## BIRYANIS

Chicken Biryani – Fragrant, layered perfection.

Mutton Biryani – Juicy meat, aromatic rice.

Veg Biryani – Flavorful and wholesome.

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## ROTIS

Tandoori Roti – Clay oven crisp.

Butter Naan – Soft, rich, and flaky.

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## DESSERTS

Qubani Sweet – Stewed apricots, Hyderabadi style.

Double ka Meetha – Fried bread pudding, sweet and spiced.



# CASUAL DINE PLUS

## IMMERSIVE, AUTHENTIC, AND FAMILY-FRIENDLY

Our Dine-in model offers a full-service experience where guests can savor the richness of Hyderabadi cuisine in a welcoming, ambient setting. Designed for larger spaces, this model allows customers to enjoy the complete menu—from our world-famous Haleem and Biryani to desserts and beverages—making it perfect for families, groups, and celebrations. A premium restaurant layout supports a strong dine-in culture while complementing takeaway and delivery options.

### Perfect for:

- Standalone locations
- High-footfall urban areas
- Tier 1 and Tier 2 cities
- Commercial complexes
- Tourist destinations

### Key Benefits:

- Premium brand positioning
- Full-menu offerings
- Higher per-ticket revenue
- Strong local customer loyalty
- Ideal for events & group dining









# MENU

## SOUPS

Marag – Hearty, spiced mutton soup.

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## STARTERS

Malai Kabab – Creamy and tender.

Fried Kabab – Crispy and flavorful.

Peri Peri Kabab – Spicy with a global twist.

Chilli Tikka – Fiery and bold.

Pathar ka Gosht – Stone-grilled, Hyderabadi-style.

Tangdi Kabab – Juicy grilled drumsticks.

Tandoori Chicken – A smoky classic.

Pahadi – Herb-marinated, mountain-style.

Pathar ka Gosht – Traditional, smoky favorite.

Kabab ki Boti – Tender, grilled mutton pieces.

Malai Boti Kabab – Creamy, melt-in-mouth bites.

Mutton Chops – Charred and flavorful.

Paneer Tikka – Char-grilled cottage cheese.

Malai Paneer Tikka – Rich and creamy twist.

Cheese Broccoli – Cheesy, grilled goodness.

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## GRAVIES

Dum ka Chicken – Slow-cooked and spiced.

Butter Chicken – Creamy, tangy indulgence.

Achar Chicken – Pickle-spiced punch.

Nizami Chicken – Royal, rich flavors.

Dum ka Mutton – Deep, robust taste.

Malai Mirchi Mutton – Creamy with a peppery kick.

Paneer Butter Masala – Smooth, rich, and buttery.

Achari Paneer – Zesty, tangy, and bold.

## BIRYANIS

Chicken Biryani – Layered, aromatic delight.

Mutton Biryani – Rich, meaty perfection.

Prawns Biryani – Coastal spice meets royal rice.

Veg Biryani – Flavorful and hearty.

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## ROTIS

Tandoori Roti – Traditional and crispy.

Butter Naan – Soft, fluffy, and rich.

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## DESSERTS

Double ka Meetha – Classic Hyderabadi sweet.

Apricot Delight – A twist on Qubani ka Meetha.

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## DRINKS

Lassi – Cool, creamy refreshment.

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## TEA

Zafrani Chai – Saffron-infused luxury.

Adrak Chai – Bold and gingery.

Dum Chai – Slow-brewed classic.



# CLOUD KITCHEN EXPRESS

## DIGITAL-FIRST, DELIVERY-FOCUSED, AND SCALABLE

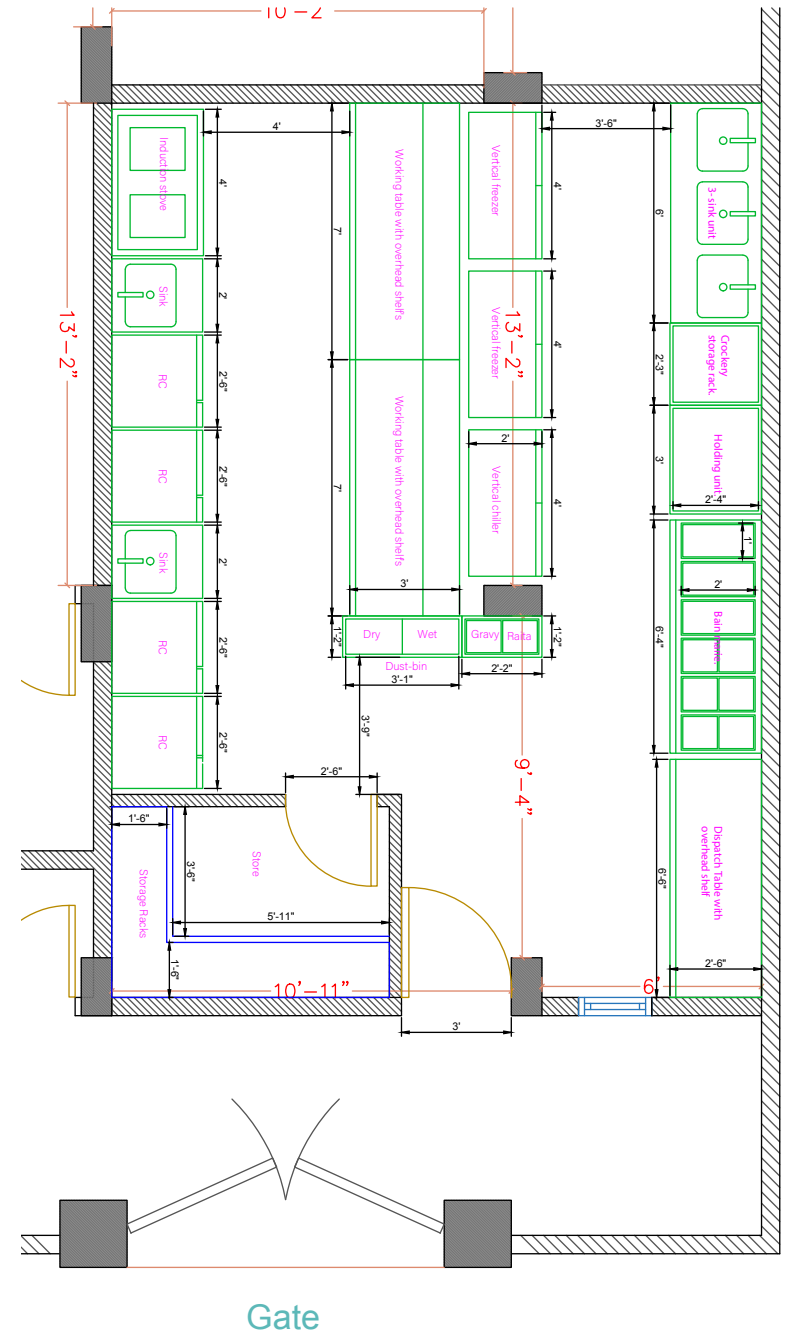
Our Cloud Kitchen model is built for the digital age, targeting the booming online food delivery market. With no dine-in area, this setup minimizes costs while maximizing reach through platforms like UberEats, DoorDash, and direct orders. It's a great option for partners looking to enter or expand in competitive food market

### Perfect for:

- High-density residential areas
- Urban suburbs
- Tech parks & business hubs
- Shared kitchen spaces
- Cities with high delivery demand

### Key Benefits:

- Low investment & operational cost
- Fully optimized for delivery
- Flexible location choices
- Rapid scalability
- Centralized production support







*Pista House*  
— fine dining

# STRONG BUSINESS FUNDAMENTALS

At Pista House, a solid foundation built on proven business practices, operational excellence, and strong customer loyalty drives sustainable profitability and long-term success.

## REVENUE PER SQ FT

Highest - 15,000

Median - 7,000

## TABLE TURN OVER

Highest - 50

Median - 20

## REVENUE CONTRIBUTION

1:1 Split Between  
Bakery & Restaurant



**Bakery**

( 800 to 1500 sqft )



**Casual Dining**

( 1500 to 2500 sqft )



**Cafe**

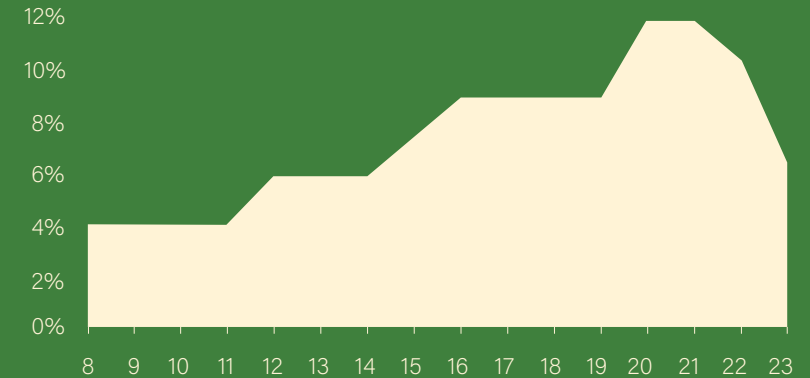
( 800 to 1500 sqft )



**Shop inside Mall**

( 250 to 600 sqft )

## HOUR WISE REVENUE CONTRIBUTION



## ALL DAY BUSINESS

**64+**

Branches

**5,00,000+**

Walk-ins

**60,000+**

Online Orders

**60,000+**

Tea Cups

# UPCOMING PROJECTS



BANJARA HILLS, HYDERABAD

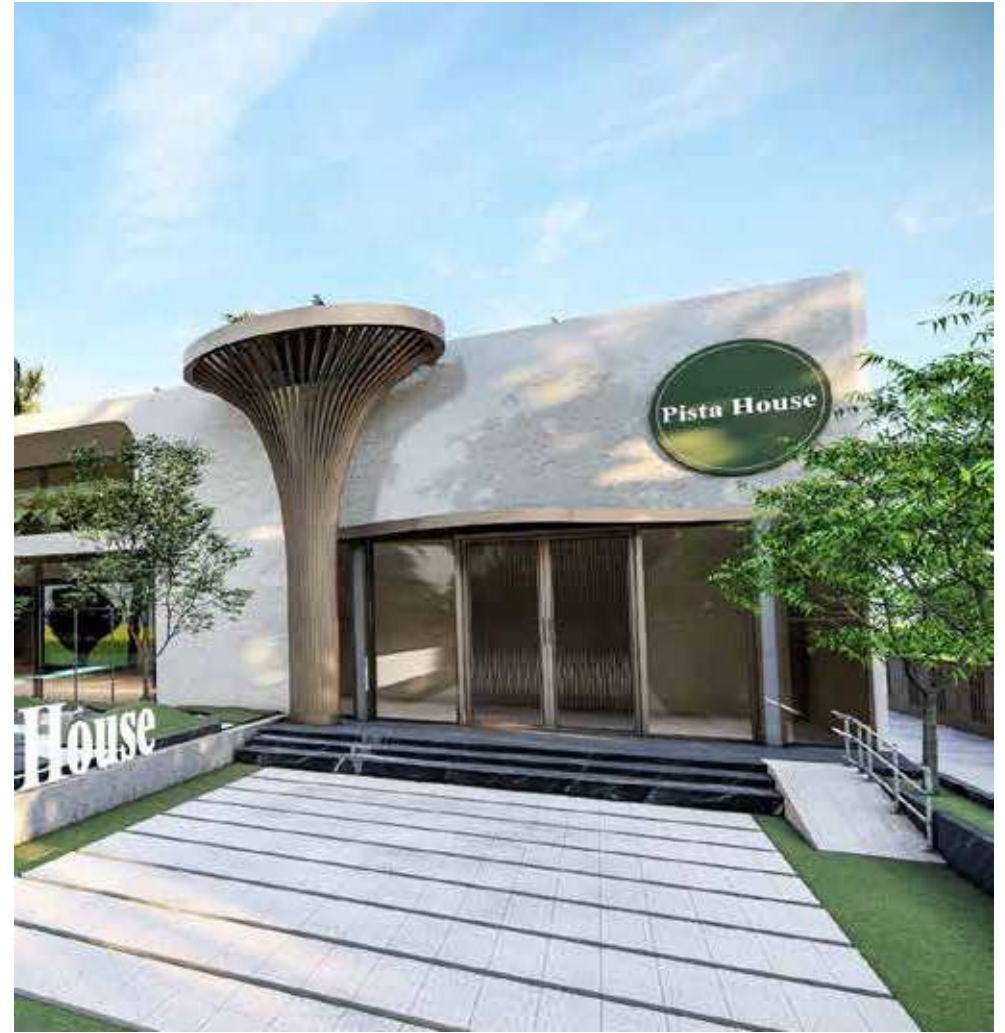


SIDDIPET, TELANGANA

# UPCOMING PROJECTS



SURYAPET, TELANGANA



BHONGIR, TELANGANA

# INDIA



MUTHANGI, HYDERABAD



GACHIBOWLI, HYDERABAD



BAHADURPALLY, HYDERABAD

# INDIA



TOLICHOWKI, HYDERABAD



LUCKNOW, UP



MEDCHAL, HYDERABAD

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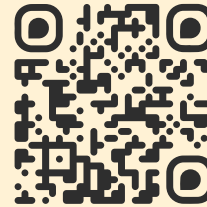
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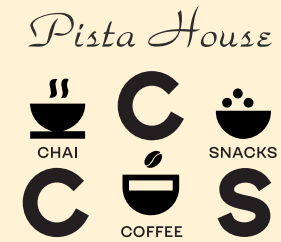
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We invite strategic partners and investors to join us in taking Pista House global. Together, we will build the "first global Indian Biryani and Haleem brand"