



honest and premium ingredients  
food most freshly and healthily.  
tine, or the vibrant delicacies of  
atuf.

Traditional Baklava

TRULY LEVANTINE

**NATUF**<sup>®</sup>

Crafting Levantine Experiences  
for India's New Food Story

Authenticity. Consistency. Scale

Brand by EBG Group

# Brand Story

Born from EBG's belief in sustainable F&B ecosystems,

Natuf is where ancient Levantine recipes meet India's organized food revolution.

Our journey began in Bengaluru, with one kitchen and a dream to make "good food, good business."

Today, Natuf is ready to serve India's next billion meals.

TRULY LEVANTINE  
**NATUF**<sup>®</sup>

# The Brand Essence

## What is Natuf?

A modern Levantine food brand blending authentic Mediterranean taste with Indian warmth and efficiency.



We're built on:



Authenticity

Recipes true to Levantine origin



Speed & Hygiene

Factory-assist model ensures safety & consistency



Scalability

Plug-and-play formats for every city

Tradition served at the speed of today

# Brand Promise

Natuf brings real Levantine flavor to Indian consumers — accessible, premium, and scalable.

Our promise:

-  Farm-fresh ingredients
-  Factory-level hygiene
-  Restaurant-grade taste anywhere
-  Dietary inclusivity (Vegan & Gluten-Free)



# Brand Vision

To make the Levantine way of dining a beloved Indian experience.



## Mission:

To build India's first factory-driven catering and restaurant ecosystem that powers weddings, corporates, and daily dining consistently and profitably.

TRULY LEVANTINE  
**NATUF**<sup>®</sup>

## Brand Tagline

Born in the Levant. Made for India.



Flavours That Travel.



Mediterranean. Modern. Mindful.



# Marketing and Brand Communication

Tone: Global Quality • Local Emotion

- 🌿 "Every Bite, a Journey to the Levant."
- 🌿 Influencer tasting tours
- 🌿 Wedding & corporate tasting pop-ups
- 🌿 Q-commerce tie-ups (Swiggy Minis, Blinkit Gourmet)
- 🌿 Franchise awareness PR campaign



# Brand Edge

Authentic chef approved,  
tried and tested

Pan-India Distribution  
Potential HoReCa + Retail

Audit-Ready Hygiene  
& Consistency

Multi-Format Scalability  
dine-in to delivery

EBG Ecosystem Leverage  
shared marketing, tech,  
and procurement



# Brand Architecture

## Consumer Verticals



### Natuf Retail

Packaged mezze, dips, pita, and ready kits



### Natuf Cloud Kitchen

Quick delivery & aggregator presence



### Natuf Catering

Weddings, MICE, and corporate events



### Natuf Express

Small-format kiosks (malls, tech parks)



### Natuf Café

Dine-in & live Levantine experience



### HoReCa Supply

B2B packs for restaurants & hotels



# Why Levantine Works in India

## The Flavor Gap

Mediterranean cuisine ranks among India's top 3 "aspirational global cuisines."

## Category Momentum

Health-forward, high-protein, vegan-friendly foods are growing at 17% CAGR.

## Audience

Millennials & Gen Z urban professionals seeking guilt-free indulgence.

## Natuf's Position

Premium Levantine experience not fast food, not fine dining.



# Sustainability and Sourcing



Recyclable packaging & compostable serveware



Water & waste audit compliance



Focus on circular kitchen model



Local farms & organic sourcing partners



# Market Analysis

Growth Opportunity in the Healthy Food Sector

**\$2.8B**

Healthy Food Market  
Size (2024)

**15.2%**

Annual Growth  
Rate (CAGR)

**65%**

Consumers Seeking  
Healthy Options

## Key Market Drivers



Rising health  
consciousness post-COVID



Premium positioning in  
untapped markets



Increasing disposable  
income in Tier 2/3 cities



Strong delivery  
infrastructure growth





# Target Audience

Segment

Profile

Motivation

Urban Millennials	25–40 yrs	Experiential dining, healthy indulgence
Corporates	Event managers, HR heads	Hassle-free catering with hygiene
HNIs / NRIs	35–55 yrs	Wedding & premium event catering
Food Entrepreneurs	Franchise investors	Proven system, fast ROI

# Competitive Landscape

Our Unique Market Position

## Traditional Cafés

- ✔ Healthy options
- ✔ Good dine-in ambience
- ✘ Limited scalability

## Cloud Kitchens

- ✔ Cloud Kitchens
- ✘ Healthy focus
- ✘ No ambience or experience

## Street Food Format

- ✘ Unhealthy options
- ✘ Low scalability
- ✔ Strong crowd connect

## N Natuf Advantage

- ✔ Healthy Mediterranean-Indian fusion
- ✔ Premium ambience & flexible formats
- ✔ High scalability & strong brand model
- ✔ Backed by EBG Group credibility



# Master Franchisee At A Glance

## Store Formats

Signature (Tier 1 & 2)

Flagship (Tier 1, 2 & 3)

Express (Tier 2 & 3)

## Key Metrics

Payback Period: 18 –24 months

ROI Range: 18–35% annually

Coverage: Tier 1 / Tier 2 / Tier 3

# MF Model

Master Franchise / Cluster Franchise

## Investment Details

### Investment

₹2.5 Cr - ₹3 Cr

### Coverage

30 – 50  
Outlets

### Revenue Share

1.5% min guarantee or 3% gross revenue

### Break-even

18–24  
months

## Franchise fees

50%  
if EBG onboards

or

100%  
if Franchisee onboards

## Master Franchise Role

Expansion & Regional Marketing

Sub-Franchise Support

Franchise Rights



50% Branding Fee by EBG






# Risk Mitigation

Proven Strategies for Investment Protection

## Risk Factors

-  **Market Competition**  
Increasing number of health food players
-  **Operational Challenges**  
Staff training, supply chain management
-  **Economic Fluctuations**  
Consumer spending patterns

## Mitigation Strategies

-  **Multi-format Flexibility**  
Adapt to market conditions with format switching
-  **Comprehensive Training**  
Training Provided by Company + Support
-  **Financial Protection**  
1% Minimum Guarantee clause in MF

Success Rate: 92% of our franchises achieve break-even within 18 months



# Expansion Plan (2026-2027)

Phase 1



South & West (Bengaluru, Hyderabad, Pune, Mumbai)

Phase 2



North (Delhi NCR, Lucknow, Jaipur)

Phase 3



Airports, Highways, Tier-2 city express formats

Goal: 100+ Outlets & Catering Units by 2027



# Why Invest in Natuf?

The Complete Investment Package

## EBG Group Backing

Multi-brand ecosystem support



## Proven Scalability

Multi-format success across markets



## Assured Returns

Structured ROI in FOCO model



## Premium Cuisine

High throughput margins



## Integrated Supply Chain

Dark stores & central kitchen



## National Rollout

20+ cities by 2026





## Our Core Team



**Dr. Irfan Khan**  
Chairman, EBG Group

EBG



**Hari Kiran**  
COO, EBG Group

EBG



**Yousef Seder**  
Founder

TRULY LEVANTINE  
**NATUF**



**Minhaj**  
Strategic Adviser

EBG



**Deepak Rai**  
VP of EBG Food Works

EBG



## Hear It From Our Customers



**Shaad Hassan Damudi**

★★★★★

Natuf Cafe in Indiranagar is a true gem for Middle Eastern food lovers. Their falafels are perfectly crisp on the outside and soft inside—definitely among the best I've had in Bangalore. Recommended for anyone looking for authentic, delicious Middle Eastern cuisine!



**Karan Kankani**

★★★★★

They serve some of the best leventine cuisine in whole Bengaluru absolutely loved the flavours & options for vegetarians like me



**Rohit Aggarwal**

★★★★★

Beautifully setup cafe. Lots of seating and food is mouth watering. We loved the Falafel Platter and Chicken roll. The food available in the viewing counter is really helpful. Staff is nice too!



**SHASI NAGIREDDYGARI**

★★★★★

Had an amazing experience at Natuf! The entire team was so warm, welcoming, and attentive - they truly make you feel comfortable from the moment you walk in. Special appreciation to the manager for maintaining such great service and atmosphere.

Highly the Kunafa! recommend visiting Natuf for both the service and the taste



TRULY LEVANTINE

# NATUF®

## Ready to Invest?

Join the Healthy Food Revolution with Natuf

Limited Time Opportunity

Get exclusive territory rights.  
Join India's fastest-growing healthy food brand.

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

