



ESTD. 2016



Burgrill

we grillin' you chillin'

CORPORATE DECK - 2025

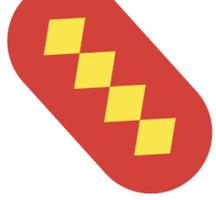
ABOUT US!

At Burgrill, we're redefining the fast food experience, seamlessly blending indulgence with mindful eating. As pioneers of brown bread burgers and champions of grilled delicacies, we are committed to offering meals that satisfy cravings without compromise.

Our menu is thoughtfully curated by culinary professionals, featuring freshly cooked proteins and exotic ingredients that elevate every bite. With larger-than-life burgers and a commitment to quality, we focus on delivering an unforgettable dining experience that transcends price tags.

Because at Burgrill, it's not just about the food—it's about the moments we create, one grilled bite at a time.





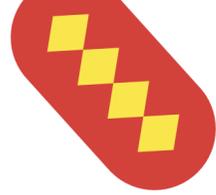
VISION:

To become the leading destination for gourmet-inspired fast food with 150 outlets by FY 25-26, where quality meets innovation and every meal creates lasting memories.

MISSION:

Every single bite of a Burgrill delivers unmatched flavor and value, where we're grilling and you're chilling—bringing satisfaction every time.





HOW WAS BURGRILL BORN?

The Indian QSR market was divided between high-end gourmet restaurants & low-cost businesses serving simple food. This gap created a demand for a mass-premium QSR offering gourmet-inspired food at affordable prices. By highlighting the superior flavour & benefits of grilled food over fried, Burgrill bridges this gap by offering over 60% of their menu as grilled choices, such as burgers, wraps, & healthy bowls.

Founded in 2016 by Rajat Bawa, Shreh Madan, & Ankur Madan, Burgrill is headquartered in Delhi & has expanded to 70+ locations across India. With a focus on flavors tailored to Indian palates as well, it resonates with all generations, particularly Millennials & Gen Z. Burgrill aims to reach 150 outlets by FY 25-26.



MEET OUR FOUNDERS



SHREH MADAN

Co-Founder | CMO

BSC in Hotel & Restaurant Management,
Oxford Brookes University (UK)



ANKUR MADAN

Co-Founder | CEO

MBA, IP University



RAJAT BAWA

Co-Founder | CFO

BSC in Hotel & Restaurant Management,
Oxford Brookes University (UK)

USPs



**Guilt-free
indulgence with
smarter food
options**



**Homegrown
brand serving
bold and
innovative flavors**



**Endless variety
across food
categories**



**Perfect for
paydays and
end-of-the-month
cravings**



BURGRILL'S REBRANDING





Dine-In



Take-away



THEN

NOW

AWARDS



2017 | Best Newcomer Takeaway Award



2018 | Best Healthy Food Award



2019 | Iconic Burger Brand Award



2020 | Iconic Burgers Award



2021 | Best Healthy Options Award



2022 | Best Burger-Casual Dining



2024 | Best In Veg Burger



2024 | Iconic Burger Brand Award

TECH ENABLED SYSTEM



**Auditing &
Internal
Communication
System**



**POS &
Inventory
Management
System**



**ORM
System**



**In-Store
Entertainment
Solution**



**Supply
Management
System**



OUR PRODUCT CATEGORIES



BURGERS (Veg/N.Veg)



SIDES (Veg/N.Veg)



WRAPS (Veg/N.Veg)



HEALTHY BOWLS (Veg/N.Veg)



SANDWICHES (Veg/N.Veg)



FRIES (Veg/N.Veg)



BUCKETS (Veg/N.Veg)



DRINKS (Shakes/Still & Bubbles)



DESSERT (Brownie)

menu DESIGN



menu

www.burgill.in

SWIGGY ZOMATO @burgillindia

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BURGERS

Large Burgers

VEGGIE B Brown Bun, Classic Veggie Patty, Lettuce, Mint Sauce MEAL (S) ₹179	ULTIMATE SNACKER Brown Bun, Spiced Fries, Potato Patty, Double Cheese, Lettuce, OG Sauce MEAL (R) ₹279	PERI PERI FRIED CHICKEN Brown Bun, Batter-Fried Chicken, Jalapenos, Lettuce, Peri Peri MEAL (R) ₹259
SOUTHERN STATE Brown Bun, Potato Patty, Onions, Chipotle Mayo MEAL (R) ₹139	MUSH LUSH Brown Bun, Button & Shiitake Mushroom Patty infused With Truffle Oil MEAL (R) ₹359	SMASH CHICKEN CHEESEBURGER Brioche Bun, Double Smash Chicken & Cheese, Fried Egg, Wicked Sauce, Pickles MEAL (R) ₹339
SPICY VEGGIE Brown Bun, Vegetable Patty, Onions, Spicy Sauce MEAL (S) ₹159	HEAVYWEIGHT Brown Bun, Grilled Spiced Paneer, Cheese, Grilled Spiced Paneer, Spicy Sauce MEAL (R) ₹339	SMASH LAMB CHEESEBURGER Brioche Bun, Double Smash Lamb & Cheese, Chili Oil Mayo, Pickles MEAL (R) ₹459
CHICKEN STEAK Brown Bun, Chicken Patty, Lettuce, Mayo MEAL (S) ₹169	BUTTER PANEER Brown Bun, Smoked Makhani Gravy, Spiced Paneer Patty, Masala Onions MEAL (R) ₹329	SMASH LAMB CHEESEBURGER Brioche Bun, Double Smash Lamb & Cheese, Chili Oil Mayo, Pickles MEAL (R) ₹459
GRILLED CHICKEN Brown Bun, Grilled Chicken Patty, Lettuce, OG Sauce MEAL (S) ₹179	CHEESY CHEDDAR PANEER Brown Bun, Grilled Spiced Paneer, Cheese, Lettuce, Spicy Sauce MEAL (R) ₹299	DRIP FRIED CHICKEN Brioche Bun, Crispy Chicken Patty, Chili Oil, Hot Honey Glaze, Lettuce MEAL (R) ₹349
SPICED GRILLED CHICKEN Brown Bun, Grilled Chicken Breast, Onions, OG Sauce MEAL (S) ₹169	BIG BOMBER Brown Bun, Beetroot Patty, Sautéed Mushrooms, Lettuce, Gouda Cheese MEAL (R) ₹309	STACK ATTACK Brown Bun, Chicken Ham, Fried Egg, Cheese, Lettuce, Tomatoes, Jalapenos MEAL (R) ₹359
	THE FUTURE Brown Bun, Plant Based Patty, Creamy Sauce, Juicy Like Chicken But 100% Veg MEAL (R) ₹349	CHICKEN QUARTER POUNDER Brown Bun, Chicken Quarter Pounder, Sautéed Onions, Lettuce, Creamy Sauce MEAL (R) ₹309

WARNING
Hot Buns, Coming Through

SIDES

GRILLED CHICKEN BOX Grilled Chicken Breast, Honey Mustard, Boiled Egg Whites ₹179	ONION RINGS Crispy Onion Rings, Chipotle Mayo 5 pcs ₹139	CHICKEN WINGS Seasoning: Peri Peri / Smoky BBQ Or Sauce: Hot Honey Glaze / BBQ 3 pcs ₹179 6 pcs ₹329
SMOKY CHEESE NADS Cheese Buns, Smoky BBQ Rub 5 pcs ₹139	CHICKEN TENDERS Seasoning: Peri Peri / Smoky BBQ Or Sauce: Hot Honey Glaze / BBQ 3 pcs ₹179 6 pcs ₹329	

WHAT'S IN A MEAL? SMALL (S)= Small Fries + Pepsi REGULAR (R)= Regular Fries + Pepsi LARGE (L)= Large Fries + Any Drink*

Recommended Grilled Spicy New High Protein

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WRAPS

FALAFEL Spinach Tortilla, Falafel Bites, Lettuce, Tomatoes, Jalapenos, Onions, Mint Sauce MEAL (R) ₹289	FRIED CHICKEN Spinach Tortilla, Batter-Fried Chicken, Tomatoes, Jalapenos, Onions, Chipotle Sauce MEAL (R) ₹319
BIG BOMBER Spinach Tortilla, Beetroot Patty, Sautéed Mushrooms, Lettuce, Gouda Cheese ₹179 ₹289	GRILLED CHICKEN Spinach Tortilla, Grilled Chicken Mince, Wicked Sauce, Tomatoes, Jalapenos MEAL (R) ₹319
MEXICAN SALSA PANEER Spinach Tortilla, Grilled Paneer Strips, Tomatoes, Jalapenos, Onions, Salsa ₹179 ₹289	TANDOORI CHICKEN Spinach Tortilla, Tandoori Chicken Breast, OG Sauce, Tomatoes, Jalapenos MEAL (R) ₹319

Healthy BOWLS

PANEER PROTEIN Grilled Paneer & Exotic Veggies, Low Fat Sauce ₹279	MEATY MIGHTY SALAD Grilled Chicken & Chicken Breast, Fresh Cut Veggies, OG Sauce ₹349
BUTTER PANEER & RICE Brown Rice, Smoked Makhani Gravy, Paneer Tikka, Masala Onions ₹299	BUTTER CHICKEN & RICE Brown Rice, Smoked Makhani Gravy, Chicken Tikka, Masala Onions ₹349
FALAFEL SALAD Falafel Bites, Fresh Cut Veggies, Ranch ₹219	GRILLED CHICKEN & RICE Brown Rice, Grilled Exotic Veggies & Chicken Breast, Rich Indian Gravy ₹369
THAI PANEER SALAD Paneer Cubes, Fresh Cut Veggies, Peanut, Thai Sauce ₹289	SMOKED UP SALAD Smoked Chicken, Fresh Veggies, Wicked Sauce, Lettuce, Ranch ₹299
EXOTIC VEGGIE & RICE Brown Rice, Grilled Exotic Veggies, Rich Indian Gravy ₹229	TANDOORI CHICKEN PROTEIN Grilled Tandoori Chicken Breast & Exotic Veggies, Low Fat Sauce ₹359

SANDWICHES

PANEER TIKKA Brioche Bread, Paneer Tikka, Lettuce, Onions, Cheese, OG Sauce MEAL (R) ₹339	MUSH LUSH Brioche Bread, Button & Shiitake Mushroom Patty infused with Truffle Oil MEAL (R) ₹339	FALAFEL Brioche Bread, Falafel Bites, Cheese, Onions, Tomatoes MEAL (R) ₹339
HAM AND CHEESE Brioche Bread, Ham, Cheese, Lettuce, Onions, Jalapenos, Creamy Sauce MEAL (R) ₹369	CHICKEN TIKKA Brioche Bread, Chicken Tikka, Lettuce, Onions, Jalapenos, Onions, OG Sauce MEAL (R) ₹369	BIG SMACK Brioche Bread, Batter-Fried Chicken, Lettuce, Onions, Chipotle Sauce MEAL (R) ₹369

DIPS

CHEESE SAUCE ₹29	WICKED ₹29	MAKHANI GRAVY ₹29	CHIPOTLE MAYO ₹29
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WHAT'S IN A MEAL? SMALL (S)= Small Fries + Pepsi REGULAR (R)= Regular Fries + Pepsi LARGE (L)= Large Fries + Any Drink*

Recommended Grilled Spicy New High Protein

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FRIES

PORTUGUESE Regular ₹109 Large ₹129	CHEESY (LOADED) Regular ₹129 Large ₹159
SALTED Regular ₹99 Large ₹109	FULLY LOADED CHICKEN Regular ₹179 Large ₹229
AFRICAN PERI PERI (LOADED) Regular ₹129 Large ₹159	SMOKY BBQ Regular ₹109 Large ₹129
	CHICKEN CHEESEBURGER Regular ₹179 Large ₹229

BUCKETS

SALTED FRIES ₹249	CHICKEN WINGS Original/Peri Peri (10pcs) ₹499
PORTUGUESE FRIES ₹249	CHICKEN TENDERS Original/Peri Peri (8pcs) ₹499
SOGGY LOADED FRIES ₹249	MIXED WINGS Original/Peri Peri (8pcs + Fries) ₹499

DRINKS

COLD COFFEE ₹189	LOTUS BISCOFF SHAKE ₹219	BOMBAY BANTA MRP
HAZELNUT COFFEE ₹219	OREO CRUMBLE SHAKE ₹179	CRANBERRY FRUIT BEER MRP
BELGIAN CHOCOLATE COFFEE ₹189	STRAWBERRY SHAKE ₹179	LEMON GREEN ICED TEA MRP
	KIT-KAT SHAKE ₹179	PEACH BLACK ICED TEA MRP
		PEPSI/PEPSI BLACK MRP

DESSERT

BROWNIE ₹129

THIS IS WHAT YOU CAME FOR

*T&C APPLY

Images are for illustration purposes only • Prices subject to change without prior notice • Government taxes as applicable

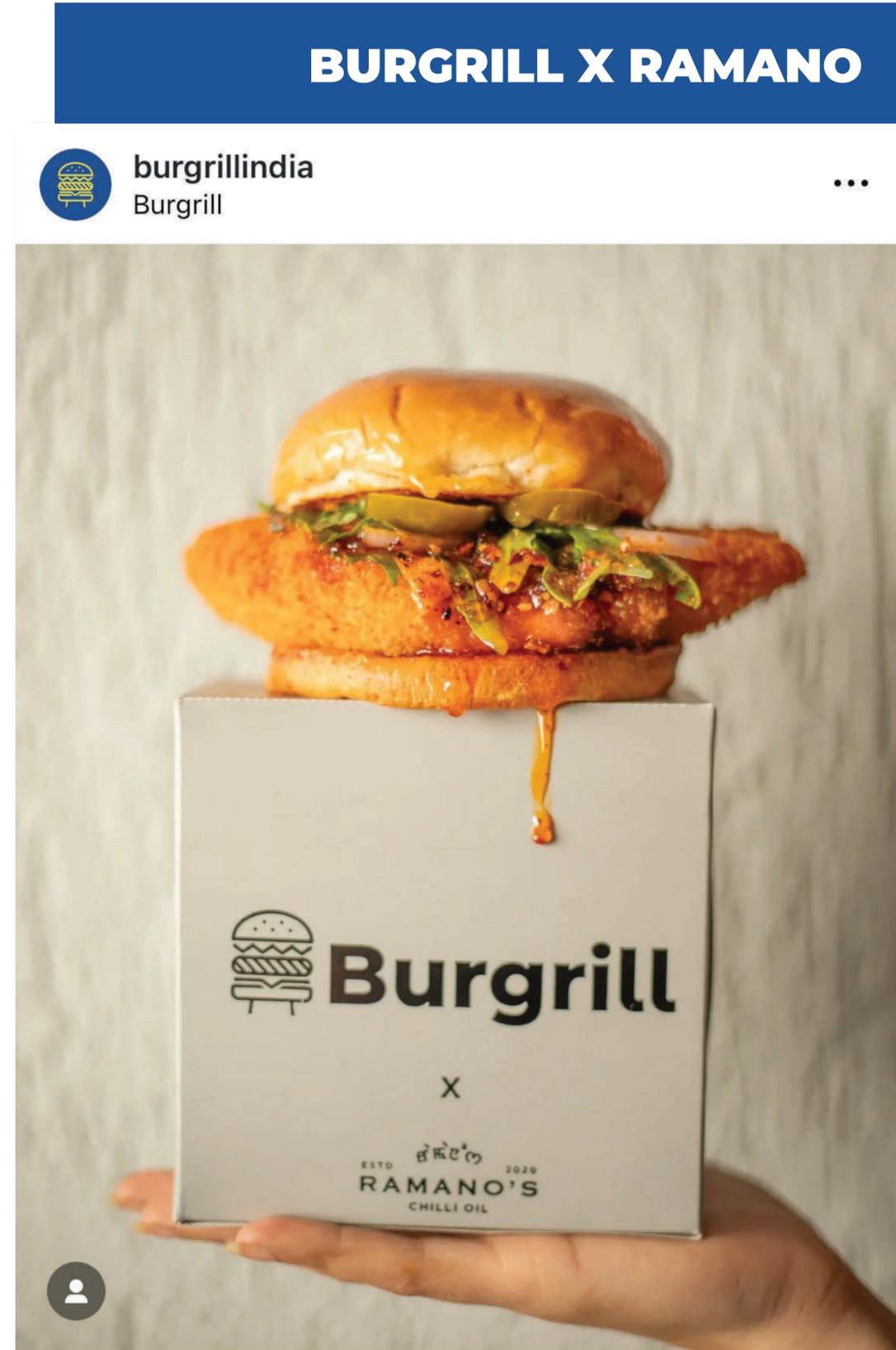
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COLLABORATIONS



BURGRILL X GOILA



BURGRILL X RAMANO

PR & MEDIA COVERAGE

Breaking News Restaurants Listicles

Burgrill and Goila Butter Chicken Join Forces to Create an Unforgettable Culinary Fusion

02 Nov 2023 06:56 IST

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Burgrill Enters Mumbai with New Outlet, Expands Hospitality Footprint



Ankur Madan
CEO & Co-Founder, Burgrill

StartupNews

FoodTech

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Burgrill, a cutting-edge culinary startup that has redefined the way people experience food, announced today that it is seeking its first external fundraise to accelerate its growth and expansion plans. The bootstrapped brand has created a niche for itself in the mass-premium category through a focus on innovation & customization.

Menu

Burgrill India introduces The Green Meat Pounder

(NULL)

by bond | October 16, 2021

SHARE



Greenest Joins Hands With Burgrill India To Introduce India's First Plant-Based Chicken Burger Patty



Home / F&B / Burgrill India, Greenest Foods introduces Green

Burgrill India, Greenest Foods introduces Green Meat Pounder

BW Online Bureau | Oct 08, 2021



DEMO GRAPHICS

