

Multi-Brand Cloud Kitchen & Ghost Kitchen OS

Setup Fee: Only **₹1,000**
Zero-Commission Direct Delivery
Bypass 30% Aggregator Cuts

The Cloud Kitchen Imperative: Transitioning from Aggregator Dependency to Direct Brand Ownership

Commercial ghost kitchens and virtual brand operators face a brutal economic reality: third-party delivery platforms take between **25% and 32% in commissions**, mask customer identities, and clutter counter operations with 5 to 10 competing tablets. **Smart QR Order for Cloud Kitchens** delivers a comprehensive, unified operating ecosystem that allows you to operate 10+ virtual brands from a single kitchen, launch branded zero-commission direct ordering web apps, consolidate orders onto station-wise Kitchen Display Systems (KDS), and dispatch in-house or 3PL delivery riders with automated WhatsApp live tracking.

0%	10+	1 Screen	+32%
Aggregator Commission Direct Web Orders	Virtual Brands from Single Kitchen Facility	Unified KDS Replacing 10 Cluttered Tablets	Net Profit Margin Retained Per Monthly Delivery Ticket

Solving the Core Operational Dilemmas of Virtual Cloud Kitchens

1. Aggregator Margin Erosion (30% Loss) Zomato and Swiggy extract ₹30,000 out of every ₹1,00,000 in sales, leaving razor-thin margins after ingredients, packaging, and gas. The Fix: Deploy high-converting, lightning-fast direct web storefronts with native UPI, Google Pay, and card payments. Retain 100% of order gross value. 2. Countertop Tablet Chaos & Missed Orders Having 6 separate tablets ringing simultaneously leads to missed orders, delayed KOTs, and chaotic cross-brand mix-ups. The Fix: One unified Android/iPad KDS screen routes tickets to specific prep stations (Grill, Fry, Assembly) automatically color-coded by brand.	3. Zero Customer Ownership & Masked Numbers Third-party apps hide customer phone numbers and emails, preventing re-marketing, loyalty incentives, or direct customer feedback. The Fix: Smart QR Order builds your private customer CRM with verified WhatsApp numbers, auto-sending repeat order discounts and subscription boxes. 4. Mysterious Recipe Shrinkage & Inventory Drift Operating multiple menus from common bulk ingredients (chicken, flour, sauces) makes manual inventory tracking virtually impossible. The Fix: Gram-level recipe deductions log every patty, bun, and marinade portion in real-time with shift-end variance warnings.
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THE MULTI-BRAND ADVANTAGE: Host Retro Burger, Hot Wings Co., Tokyo Bowl, and Crust Pizza from a single 400 sq.ft. kitchen. Cross-sell items across brands in a unified customer cart, slashing customer acquisition cost (CAC) while doubling average ticket sizes.



Unified Kitchen Architecture: Station KDS, Bag Staging & Fleet Logistics

A successful ghost kitchen relies on millisecond coordination between station prep, bag assembly, tamper-evident sealing, and rider handoff. Smart QR Order eliminates paper ticket chaos with purpose-built station routing.

• Displays burger patties, steaks, pizzas, and grilled proteins. • Color-coded timer tiles with customizable alert thresholds (green <8 min, yellow >12 min, red >16 min). • Chef taps 'Complete' to push items to the assembly pass.	• Displays loaded fries, wings, sides, beverages, and cold desserts. • Syncs prep timelines so hot fries and cold shakes finish simultaneously. • Real-time stock '86' toggle syncs directly to live web menus.	• Consolidates multi-brand tickets into a single dispatch parcel. • Auto-prints 58mm/80mm thermal tamper-proof sticker labels with customer name, OTP, and address. • Scans rider QR badge to verify handoff and trigger GPS tracking.

End-to-End Delivery Fleet & Logistics Management Engine

Whether you operate an in-house fleet of delivery riders or outsource to on-demand 3PL logistics networks (Dunzo, Shadowfax, Borzo, Porter), Smart QR Order provides complete real-time dispatch visibility without third-party commissions.

Logistics Feature	Traditional 3rd-Party Delivery	Smart QR Order Fleet Hub	Operational Impact
Commission Cost	25% – 32% per order ticket	0% Commission (Flat SaaS)	Retain ■60,000 to ■1,50,000 monthly profit per kitchen
Cross-Brand Cart	Impossible (Forces separate orders & fees)	Unified Cart across all virtual brands	Increases Average Order Value (AOV) by +42%
Driver Roster App	Anonymous, uncontrolled riders	Native Driver Web App with GPS	Direct driver shift logs, delivery OTPs & cash-on-delivery tracking
Live Tracking Alert	Trapped inside aggregator app	Automated WhatsApp Alerts with live map	Reduces customer support 'Where is my food?' calls by 85%
Tamper-Proof Seals	Generic stapled paper slips	Thermal Barcode Sticker Seals	Zero food tampering complaints, premium brand unboxing

The 5-Step Digital Cloud Kitchen Flow: From Click to Doorstep

01. Scan or Click	02. Cross-Brand Cart	03. Instant KDS Prep	04. Heat-Sealed Dispatch	05. Rider GPS & OTP
Customer visits brand link via Instagram or QR sticker on packaging.	Adds burger, wings & shakes with multi-modifier combos in one checkout.	KDS splits tickets to Grill & Fry stations simultaneously.	Packing station seals bag with thermal QR verification sticker.	In-house rider receives route; customer gets live WhatsApp tracking link.



Recipe Engineering, Central Commissary & Margin Optimization

Operating multi-brand delivery kitchens profitably demands granular control over food cost percentages. Smart QR Order tracks ingredient usage down to individual grams, synchronizes central commissary stock distribution, and converts one-time buyers into loyal repeat customers.

Gram-Level Recipe Yield & Food Costing • Sub-Ingredient BOM Mapping: Associate every menu item with precise raw components (e.g., 1 Smash Burger = 1 Brioche Bun + 160g Prime Beef Patty + 28g Cheddar Slice + 15ml Truffle Mayo + 1 Paper Wrapper). • Live Inventory Depletion: Ingredients automatically deduct the instant an order is marked prep on KDS. • Real-Time Margin Tracking: Live recipe cost calculation updates automatically when wholesale ingredient prices fluctuate. • Variance & Spoilage Auditing: Daily shift reconciliations compare physical stock against theoretical POS depletion to stop kitchen leakage immediately.	Central Commissary & Multi-Hub Logistics • Hub-and-Spoke Replenishment: Manage centralized prep kitchens that manufacture mother sauces, marinated meats, and pre-baked buns, distributing them to satellite dark hubs. • Inter-Kitchen Stock Indents: Kitchen managers submit digital replenishment requisitions directly from their tablet. • Batch Expiry & Traceability: Track production dates, lot codes, and shelf life for ready-to-cook (RTC) supplies across all regional locations. • Multi-Tenant Partner Accounting: If virtual brands are operated with joint venture partners, calculate exact brand royalties and raw material costs effortlessly.
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Private Customer CRM & Automated WhatsApp Re-Ordering Engine

The greatest flaw of third-party delivery apps is that they own your customers. Smart QR Order gives you direct ownership of customer phone numbers, ordering history, and re-order habits.

Automated Re-Order Nudges	Geo-Targeted Promo Blasts	Subscription & Lunch Boxes
Send automated WhatsApp triggers: 'Craving your Friday double burger? Re-order in 1 click and get free truffle fries today!' Delivered right when hunger hits.	Filter customers by postal delivery zone, favorite virtual brand, or spice preference. Send targeted midday lunch combo offers to nearby corporate offices.	Enable weekly or monthly meal prep subscriptions. Customers pay upfront for 20 healthy meal deliveries, providing recurring upfront cash flow.

Direct Delivery Commission Savings Calculator (Monthly Net INR Impact)

Monthly Delivery Sales	Zomato/Swiggy 28% Fee	Smart QR Order (Direct)	Monthly Net Savings	Annual Profit Retained
■ 2,00,000 / mo	■ 56,000 commission	■ 2,499 flat SaaS fee	■ 53,501 / mo	■ 6,42,012 / yr
■ 5,00,000 / mo	■ 1,40,000 commission	■ 4,999 flat SaaS fee	■ 1,35,001 / mo	■ 16,20,012 / yr
■ 10,00,000 / mo	■ 2,80,000 commission	■ 4,999 flat SaaS fee	■ 2,75,001 / mo	■ 33,00,012 / yr
■ 25,00,000 / mo	■ 7,00,000 commission	■ 14,999 enterprise fee	■ 6,85,001 / mo	■ 82,20,012 / yr



Transparent Commercial Subscription Plans (INR Pricing)

All plans feature **Zero Commission on Direct Web Orders**, full data ownership, unlimited menu updates, and guaranteed 99.9% uptime on enterprise Google Cloud infrastructure.

Plan Tier	Monthly Billing	Annual Plan (20% Off)	Virtual Brands & Scope	Included Deliverables
Starter Dark Kitchen	■ 999 / mo	■ 9,590 / yr	Up to 2 Brands Single Kitchen	2 Direct Web Storefronts, 1 KDS Screen, UPI/Card Gateway, Thermal Receipts, 1,000 orders/mo
Pro Multi-Brand Hub	■ 2,499 / mo	■ 23,990 / yr	Up to 6 Brands Commercial Hub	6 Storefronts, Multi-Station KDS (Grill/Fry/Assembly), Rider Dispatch, WhatsApp Alerts, Recipe Costing, 5,000 orders/mo
Kitchen Network	■ 4,999 / mo	■ 47,990 / yr	Unlimited Brands High-Volume Facility	Unlimited Brands, Bag Staging Screen, Tamper Sticker Print, Live Driver GPS App, Customer CRM & Retention Blasts
Commissary & Enterprise	■ 14,999 / mo	■ 1,43,990 / yr	Central Commissary + Multi-City Dark Hubs	Central Commissary ERP, Multi-Hub Stock Indents, Joint Venture Royalties, Dedicated On-Call Account Manager

Certified Kitchen Hardware Specifications

- **Kitchen Displays (KDS):** Compatible with any 10" to 22" Android Tablet, iPad, or Touchscreen All-in-One PC (VESA mounted).
- **Thermal Sticker & Receipt Printers:** High-speed 58mm/80mm ESC/POS USB, Ethernet, or Bluetooth label printers (Epson, TVS, Citizen, Xprinter).
- **Barcode Scanners:** Hands-free omnidirectional 2D QR scanners for instant bag dispatch and rider check-in.
- **Driver Handhelds:** Runs on any modern smartphone via Chrome/Safari without installing heavy native apps.

Fast-Track 48-Hour Kitchen Deployment

- **Day 1 (Hours 1–6):** Menu digitization, modifier bundles, and custom brand logos uploaded to direct storefronts.
- **Day 1 (Hours 7–12):** Payment gateway verification (Instant UPI, Cards, NetBanking direct settlement to your bank).
- **Day 2 (Hours 1–6):** KDS station configuration, bag staging barcode setup, and thermal sticker test prints.
- **Day 2 (Hours 7–12):** Delivery rider portal onboarding, staff training, and live order launch.

LAUNCH YOUR MULTI-BRAND GHOST KITCHEN WITH ZERO COMMISSIONS TODAY

Book a live interactive cloud kitchen demonstration with our kitchen systems engineer. Experience unified KDS routing, tamper-evident bag staging, and direct fleet GPS dispatch in real time.

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