



#PathwayToWellness



BRAND VISION

To become the fastest growing wellness brand that upholds social responsibility in its offerings.

BRAND MISSION

To provide a holistic solution to the health and wellness needs of every individual using inspiring food concepts.

WELLNESS DEFINED BY TEAM ORKA

A state of optimum level of health and fitness, that allows an individual to function actively over their full range of life activities including physical, emotional, spiritual, social, intellectual and environmental.

ORKA TEAM

BELIEF



‘Nutritious food’ today is an addictive therapy, one which can eliminate most of the illness in our present world, a stress breaker and an awesome excuse to bring family and loved ones together. The market of today realizes this and is hungry for honest options.

At the “Orka Café” we enhance the dining out experience by always keeping it healthy, tasty and most importantly a guilt free one. Our Cafe concept will impart holistic wellness vibe in the society, through:

- > *Nutritious food and beverages*
- > *Lean and green an ambience*
- > *Educative activities*
- > *An experience that pleases the mind, body and the soul*

WELLNESS THEMED BEVERAGES

At Orka Cafe we believe a lot can happen over a natural beverage. Be it our coffee or our tea, we bring in the wellness touch with a wide variety of concepts, some of which are global trend setters

ORKA COFFEE

Our seasonally dynamic menu will make sipping on coffee blends a "WOW experience" leaving you with the hangover of our various aromas.

- Orka Coffee is organic by nature.
- Coffee beans sourced from one of the - highest altitude of coffee plantations are used.
- Orka specials - Seasonal coffee beverages.
- Retail product - Single origin and blends.
- Made to order - Customized blends.

ORKA TEA

Tea will now be a reason to socialize at Orka Cafe.

- We offer natural extract teas.
- 2. Our base blend is sourced from the Himalayan plantation washed by glacial waters.
- 3. Seasonal tea offerings include: Mango Tea, Watermelon Tea, Cucumber Tea, Orange Tea etc.
- 4. Wellness themed offerings include: Aloe Vera Tea, Nano-Curcumin Tea, Moring Tea etc.
- 5. Orka Specials - Rainbow Tea.



WELLNESS THEMED MEALS

At Orka Cafe we bust the myth, "That a healthy Meal is bland and boring"

With the help of a team of world class chefs, nutritionists and preventive medicine experts we will make food, an indulgence and a healthy guilt free experience.

Our seasonal menu will offer both international and national dishes plated in the most aesthetic and mouthwatering fashion, using farm fresh organic and natural food ingredients.

ORKA MEAL

- Farm fresh, natural and/or organic ingredients
- Dynamic menu using locally sourced farm fresh seasonal ingredients.
- Super food loaded.
- Options catering to global diet trends (eg. Atkins, Keto, Paloe, Vegan etc).
- Macro nutrient detailed.
- Free of preservative and synthetic products.



ORKA JUICES & SMOOTHIES

Orka juices and smoothies, at the Orka Cafe, will add the right colours to your nutrition and life.

- Seasonal menu.
- Farm fresh natural and/or organic, 'super food' powered ingredients.
- Cold pressed and unpasteurised.
- No artificial additives or processed sugars.
- Plant protein based juices and smoothie options.
- Retail: Categorized under Cleanser, Immuniser, Relaxer & Energizer.



ORKA DESSERTS

Natural ingredient powered desserts including ice creams, will be nothing less than an icing on the wellness platter at Orka Cafe.

- Seasonal dessert menu.
- Farm fresh natural and/or organic ingredients.
- Sugar Free (Organic stevia, jaggery or honey powered).
- Ice creams ("make your own" mixing super foods).
- Global diet trend options (Weight watcher, vegan, gluten free etc).
- Bakery service (Special nutrition requirement).

The background image shows the exterior of Orka Cafe at night. The building is a modern, two-story structure with a light-colored facade and a prominent overhang on the upper level. The ground floor features large glass windows and doors. A concrete bench with a metal table is positioned outside. The ground is paved with dark tiles. Numerous potted plants are arranged on a raised platform in the foreground. The cafe's logo, 'Orka CAFE', is visible on the glass. The overall atmosphere is warm and inviting, with interior lights glowing through the glass.

RETAIL OUTLETS

The list goes on at the Orka Retail Section. We only Retail what we use in our service to clients

- > Organic Coffee
- > Natural Extract Tea
- > Nut Butters
- > Juices, Desserts & Snacks Packs
- > Alkaline Water

BUSINESS MODEL

At ORKA we bring two brands under one roof, Orka Cafe (Wellness Wing) and Fix My Nutrition (Fitness Wing) targeting a wider audience with different specific requirements thereby increasing our revenue points.

● Revenue Points for Orka Cafe

- > Wellness breakfast lunch and dinner meals.
- > All day wellness beverages.
- > Retail product.
- > Home delivery via likes of Uber Eats, Zomato, Swiggy etc.

● Revenue Points for Fix My Nutrition

- > Customised fitness meal plan option.
- > Genetic Testing Service.
- > Independent Online Ordering and Customisation equipped Webpage.
- > Chisel and Medifit Gym Cafe or Kiosk Catering.
- > Daily delivery before 10 am morning.

The Fix My Nutrition does not interfere with Cafe Operations as the meals for FMN are prepared late night after cafe operation ends. This way we create a operation that has zero lean time and max revenue potential

Another revenue point is our right to setup and run catering at select IT Company parks and workspaces which is served by the Medifit Consultant Group. The have close to 250 plus centers which include giants like Infosys, TCS, Samsung, Intel, Google etc. We are official nutrition partners to both Chisel Gyms and Medifit Consultants globally.

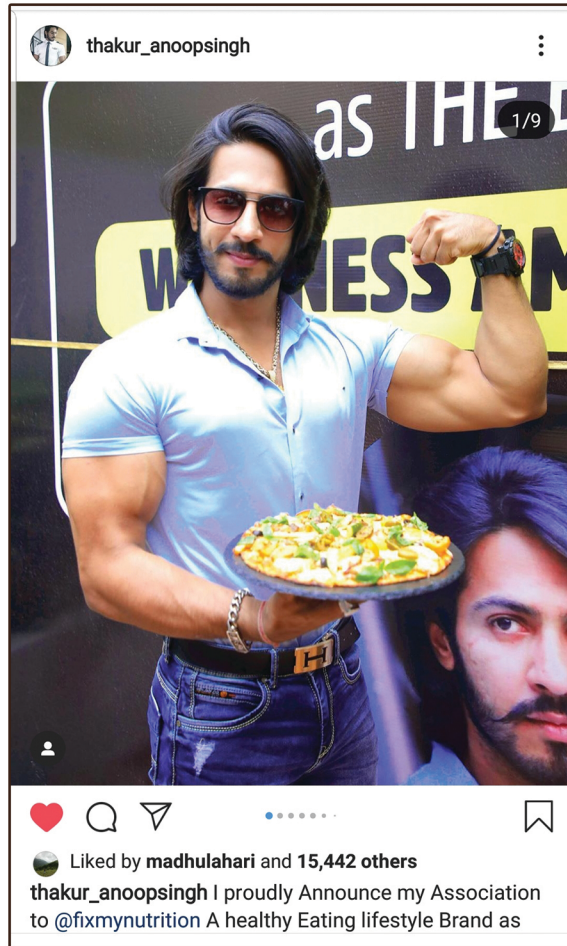
This is a unique business model with multiple revenue points making Orka Cafe a Blue Ocean offering.



TESTIMONIALS



330 views • Liked by kebabmaikhadi
thehungryhooman A good day starts with a fine and satisfying breakfast. So head to the Orka Cafe for the perfect dine in meal. The whole grain toasted bread along with the mashed Avocado and Fried Eggs is how I started my day. Wake up to the Tasty, Nutritious and High Protein Breakfast to fuel you through the morning. In frame - Sunny Avo Toast (231kcal)
 Price - ₹195



Liked by madhulahari and 15,442 others
thakur_anoopsingh I proudly Announce my Association to @fixmynutrition A healthy Eating lifestyle Brand as

sanjeev sharma 15:45
 to me

Hello FMN team,

I was writing this email as a testimony for the 4 weeks meal plan that I availed from you guys. I would just want to put the whole thing in pointers so that I do not miss out on anything.

- Timing of the meals - The best thing about the FMN meals is it timing. The meals are delivered early in the morning around 6 which works out best as that is around the same time I wake up.
- Non monotonous meals - Another good thing about the FMN meals is that their meals are not same everyday. This keeps the meals interesting and keeps you going even in the times when you feel like shit.
- Macro measurements - Since, I had my coach give me the macro details it was easy for FMN to put food items in my meals as per the taste and my requirements. They involved variety of items to keep the meals interesting.
- Assured results - Well that is something I liked the most about FMN. I could clearly see my body changing within these 4 weeks. I started the meal plan when I weighed around 73 Kgs and by the end of the 4 weeks I weighed 79 Kgs and during these 4 weeks I had also lost fat which clearly indicated that this gain was a pure muscle mass gain.

At last I would like to thanks the FMN team for taking care of my meals over the last 4 weeks. I would recommend anyone who is struggling figuring out what to eat for seeing positive changes in there body to try FMN and see the results for themselves. The FMN team has a very friendly nutritionist who can help you figure out your requirements as per your goals and accordingly plan the meals.

Regards,
 Sanjeev

← **Comments**

297 likes
foodie_on_enfield " SURTI SUNRISE " 🌄
 REVIEW : ORKA CAFE is place you can visit after done with your gym workout ! As this place serves you healthiest breakfast + tastiest ! Best thing is , you can know how much calories you gonna consume in that particular dish!
 Surti sunrise is just for us surties! The platter contains theplas , spinach (palak) dhokla , that's been served with coconut & chutney ! And for your sweet tooth HEALTHY coconut barfi ❤️

Today 11:35 PM

Heyy!

Came across your page on insta last week and I visited the cafe the same day.

I had to force my friends to come with me , they were a little skeptical about the healthy food concept and now Orka is their favourite hangout spot. 😊

In love with the place, can't wait to come over again. 🏃‍♀️

Double tap to like

← **sowjanya_shree**

Today 7:50 PM

Replied to your story

It's jus awesome 😍😍😍 last Saturday was my 4th visit to the place...I jussss come for dz veg brown rice biryani....can't get enough of it ❤️

I'm totalllyyy in loveee with the place

Double tap to like

WHAT WE DO

- Curate Seasonal Menu Based on Regional Food Trends
- Site Selection and Design Assistance
- Staff Hiring, Ongoing Training & Development Platform
- End To End Pre Opening Training
- Food Ordering Platforms
- Social Media and Marketing Assistance
- Online Ordering and System Support
- Loyalty Programme and Scheme Development
- Operations Manual for Day To Day Operation

ON GOING PROJECTS & EFFORTS

- Alcohol and Spirits (Wellness Themed)
- Drinking Water (Wellness Themed)
- Organic Plantation Project
- Michelline Star Certification





CAFE