

2022

THE NONNA SERIES

# PARLA COME MANGI

“SPEAK THE WAY YOU EAT”

LET US TELL YOU A STORY.



There's an Italian expression,  
**'PARLA COME MANGI'**

which means  
**'SPEAK THE WAY YOU EAT'**

It's the recipe for a happy life,  
to speak simply and cook simply.



# PASTA HAS BEEN MISSING FROM THE TAKEAWAY MENU FOR TOO LONG.

To include all the good things:  
**FAMILY, LOVE, FLAVOUR,  
FRESH INGREDIENTS, LOTS  
OF GARLIC**  
and remove anything unnecessary.

That's the essence of Pasta Baked.  
To provide simple, fresh, Italian-American-style baked pasta – to serve it fast and serve it with gusto.

We're the Nonna brand.  
**LOUD AND PROUD.**  
The one with the sauce-stained apron,  
who welcomes everyone to the table  
with a big bowl and a big spoon. And  
you're not getting up until you've  
eaten every bite.

We're going to bring it back with  
**NEW TECHNOLOGY  
NEW RECIPES  
NEW TECHNIQUES AND  
NEW IDEAS**

Our cafes will offer fast, consistent, and fresh pasta, but  
also warmth, heart, and character.

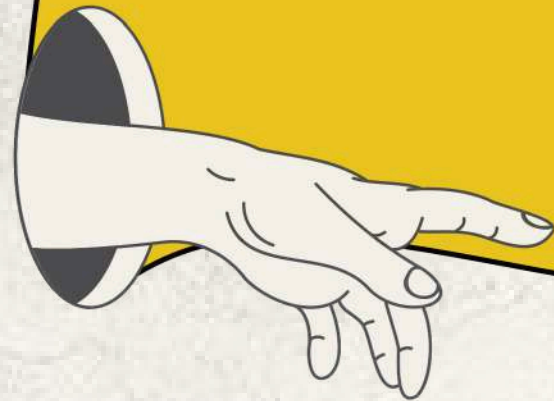
**THAT'S THE REAL  
SECRET INGREDIENT.**

# TAKEAWAY MEETS TRATTORIA

## WE FOUND THE GAP

Pasta is missing from the fast food menu

Why?



## WE KNEW WE HAD A PROBLEM...

If pasta isn't fresh, it doesn't taste good, and fresh pasta takes up too much time to cook, prepare, and serve.

## SERVED FAST, BUT COOKED SLOW.

Made properly, simmered slowly, but served prontissimo – all in the time it takes to boil a pot of water.



In Short: Society needs a cutting edge technology to bake delicious, Italian-American style pasta, fast. Served fresh, and cooked with personality, where fast food meets comfort food.





## BAKED PASTA IS OUR NEXT BIG CHALLENGE

We want to cook pasta that tastes like the real thing, straight out of a kitchen in Bologna, with garlic hanging from the rafters and Nonna bustling over the stove. To channel the noise and energy of an Italian-American kitchen – and do it in the time it takes to boil a pot of salted water.

That's the mission of Pasta Baked: to bring pasta, as a fast food and comfort food together in the same bowl.

## CHALLENGE

### A QUICK SERVICE RESTAURANT WITH THE SOUL OF A FAMILY KITCHEN

Before anything else, our challenge is to convince our audience that takeaway pasta can be served fresh, delicious and consistent.

We need to present ourselves as an innovative, tech-driven signature brand with an accessible voice and double helpings of personality.

✦ **ZERO TRAINING REQUIRED**

✦ **EASILY FRANCHISED**

✦ **SERVED IN JUST 3MINS**



# SOLUTION

## WORLD'S 1ST ITALIAN-AMERICAN BAKED PASTA QSR

A punchy name that is playful, bold,  
and packed with so much flavour.

**ZITI** – PASTA AL FORNO

+

**MAMA'S** – NONNA'S SECRET RECIPE



**FOR THE  
LOVE  
OF  
PASTA**

INTRODUCING

ZITIMAMA'S

For the love of pasta



## 01 THE BRAND

# BRAND PERSONA

### NONNA.

Our brand persona is the Nonna. The matriarch. She's the one who feeds you till you burst and won't take no for an answer.

The Nonna isn't a collection of Italian-American stereotypes, and we want to be careful to avoid anything too 'Italiano'.

It's more about an atmosphere: loud, welcoming, funny, with a personality that fills the kitchen from edge to edge.



## NONNA, THE BASICS

### MODERN

It's ok to nod towards our Italian-American roots, but our tone is still clean and modern. Nothing old fashioned.

### BOLD

We're a strong personality without much filter. Use active verbs and short sentences to make your point.

### LOUD

Think of the noise of an Italian kitchen. The pots banging, steam hissing, laughs booming. We want to channel that energy.

### CHEEKY

Nonnas have a great sense of humour, so have some fun with the brand. Write with a smile and a twinkle in your eye.

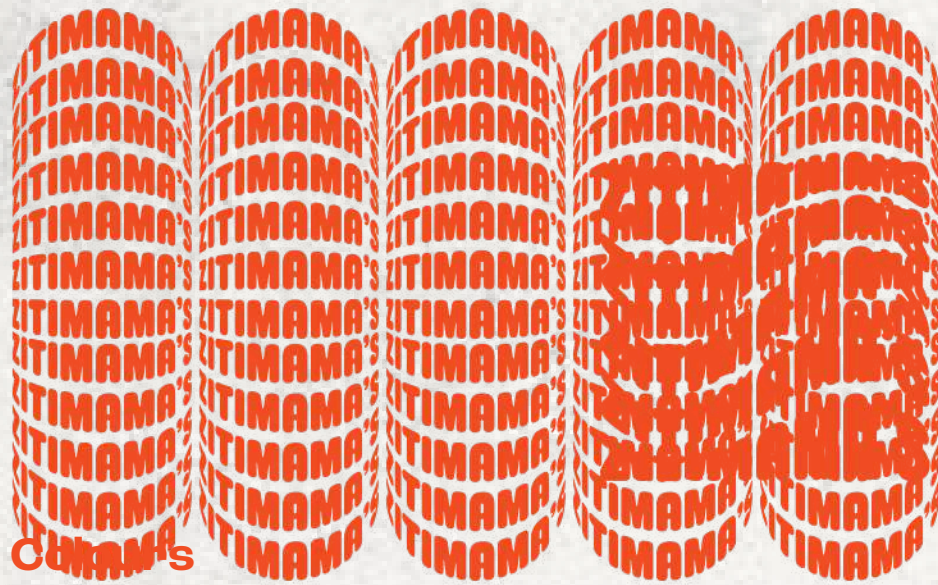




## Brandmark

# ZITIMAMA'S

## Pattern



## Primary Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!

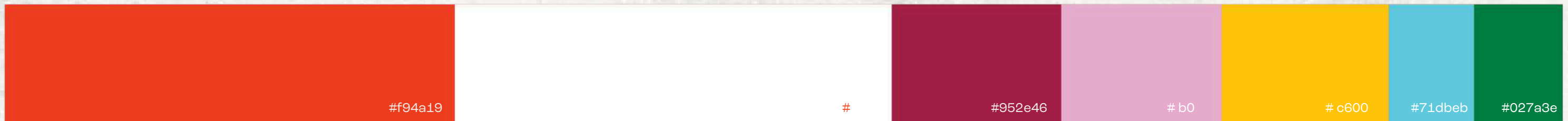
## Illustration



## Display / Headline Typeface

**COOKED SLOW SERVED FAST  
MADE FRESH MADE-TO-ORDER  
MADE WITH LOVE WITH FRESH  
INGREDIENTS FROM THE KITCHEN  
SERVED PRONTO!**

## Badges / Stickers



#f94a19

#

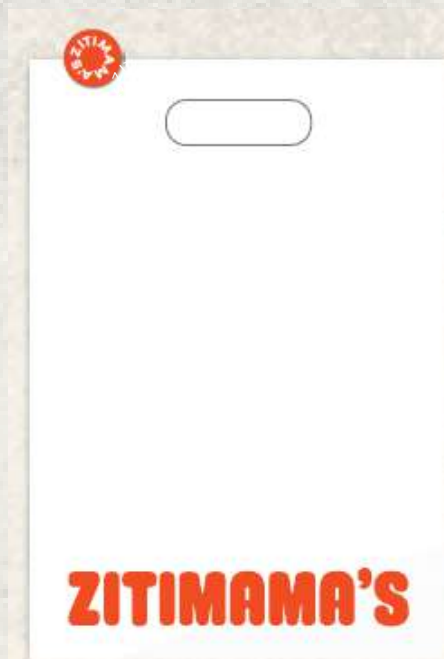
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#71dbeb

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## Packaging

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Coffee  
packaging



Juice  
packaging



Pasta  
packaging





# OUR BRAND DNA

## OUR ESSENCE

Fresh pasta,  
served pronto

## OUR PURPOSE

To put baked pasta  
on the fast food menu

## OUR VISION

A world where comfort,  
speed, flavour (and  
personality) exist in the  
same bowl

## OUR MISSION

Serve Italian-American  
flavours (with a local twist)  
to the world in the time it  
takes to boil a pot of water

# ZITIMAMA'S

## OUR VALUES

F



Everyone's  
welcome in  
our kitchen.

E



The best things  
in life, and food,  
are simple.

A



We talk loud,  
we cook loud,  
we live loud.

S



Our pasta is  
served fast,  
but cooked slow.

T



Time is of the  
essence, so spend  
it deliciously.





# BAKED ZITI

Baked Ziti is a popular casserole with ziti pasta and a Neapolitan-style tomato-based sauce characteristic of Italian-American cuisine. It is a form of pasta al forno.



# PASTA AL FORNO

Baked ziti pasta topped with Neapolitan -style tomato-based sauce.

# NUTRIENT COMPOSITION

## MEATBALL MAC N CHEESE

Per 100 g

Energy (kcal)	192.1
Protein (g)	8.4
Total Fat (g)	5.3
Saturated fat (g)	1.2
Dietary fibre (g)	1.7
Carbohydrate (g)	27.7
Cholesterol (mg)	13.8
Sodium (mg)	189.5

## BAKED CHICKEN TIKKA PASTA

Per100g

Energy (kcal)	135.8
Protein (g)	11
Total Fat (g)	5.5
Saturated fat (g)	1.6
Dietary fibre (g)	1.7
Carbohydrate (g)	10.6
Cholesterol (mg)	17.4
Sodium (mg)	197.8

## BAKED VEGETABLE MARINARA

Per 100 g

Energy (kcal)	142.3
Protein (g)	4.7
Total Fat (g)	0.5
Saturated fat (g)	0.8
Dietary fibre (g)	28.6
Carbohydrate (g)	0
Cholesterol (mg)	106.1
Sodium (mg)	

## MUSHROOM SOUP

Per100 g

Energy (kcal)	142.1
Protein (g)	2.6
Total Fat (g)	11.8
Saturated fat (g)	6.3
Dietary fibre (g)	1.1
Carbohydrate (g)	6.4
Cholesterol (mg)	11.7
Sodium (mg)	369.



# HOW IT ALL STARTED...



## WHAT WE DO



### LEGACY



A history that dates back to the late Middle Ages and Renaissance where these dishes were served at banquets at the palaces of the nobles

### ORIGIN



Italian-American cuisine is a style of Italian cuisine adapted throughout the United States as a result of the various waves of immigrants

### EMOTION



Italian-American hospitality has a very welcoming and family feel, as if people were cooking for you

### STYLE



There seems to truly be no rules as baked pasta is more of a method. It's about creativity—an inspired cook or a desire to use up some leftovers

## OVEN-BAKED, ITALIAN-AMERICAN-STYLE PASTA. SERVED PRONTO

Pasta Baked makes loud, proud takeaway pasta. We use fresh ingredients and proper Italian-American recipes (with the occasional local twist).



Real pasta,  
served fresh and fast



A loud, welcoming,  
energetic vibe



Italian-American recipes  
(with a modern twist)



Speed and flavour  
in the same bowl



# HOW WE DO IT

## APPROACH

**A MODERN AND CONTEMPORARY  
TAKE ON THE ESSENCE OF ITALIAN-  
AMERICAN CUISINE**

Pasta has been missing from the fast food menu for too long. We're going to bring it back: with new technology, new techniques and new ideas.

Our cafes will offer fast, consistent, fresh pasta, but also the essence of warmth and heart and character.

## OUR MENU

### KEY CHARACTERISTICS



Made-to-order  
baked pasta



Served fast, but  
cooked with care



Quality, well sourced  
ingredients



From the kitchen, and  
the heart not the street



Italian-American  
(with a local twist)



A nimble, creative  
menu





**BRAND PERSONA**

**TOMATO-  POWERED**



**EXPERIENTIAL, ENTERTAINING AND FUN.**

We want to channel the noise and bustle and tomato-powered energy of an Italian-American kitchen. It's pots banging. It's kisses on both cheeks. It's a big bowl of comfort food



**BRAND  
POSITIONING**



**FOR PEOPLE WHO ARE ON THE GO\*,**

**PASTA BAKED IS COMFORT FOOD**  
that tastes like home, because it's  
**MADE WITH CARE AND NOISE**  
**AND ENERGY AND LOVE**

So when you eat it, you feel full – in  
every sense of the word

## 05 THE STORE EXPERIENCE



TECHNOLOGY

MENUS

HYGIENE &  
CLEANING

MUSIC

STAFF  
UNIFORM

ORDERING  
PROCESS

DIGITAL  
MASCOT

**"OUR KITCHEN DOOR IS ALWAYS OPEN."**  
Everyone is welcome in our kitchen.



**ORDER NOW**



# OUR BRAND PLATFORM

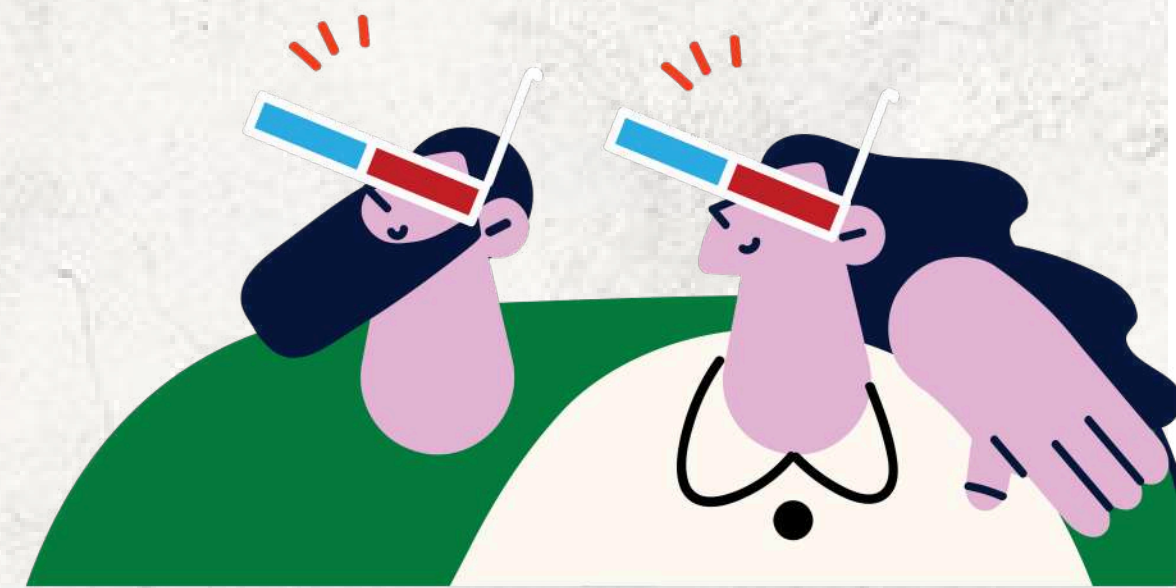
<b>INSIGHT</b>	There is a need for good, fast pasta
<b>PURPOSE</b>	To put baked pasta on the fast food menu
<b>VISION</b>	A world where comfort, speed, flavour (and personality) exist in the same bowl
<b>MISSION</b>	Serve Italian-American flavours to the world in the time it takes to boil a pot of water
<b>F.E.A.S.T</b>	<b>FAMILY EASE AMBIENCE SPEED TASTE</b>
<b>OFFERS</b>	Oven-baked, Italian-American-style pasta, served pronto
<b>USP</b>	Real fresh pasta, served fast. A loud, welcoming, energetic vibe Italian-American recipes (with a modern twist) Speed and flavour in the same bowl

## TONE OF VOICE

### A COMFORTING BRAND SERVING COMFORTABLE FOOD

Innovative, but homely

Pasta Baked is trying to do something quite difficult: combine slow-cooked Italian food with fast-paced American service



# KEY MESSAGES

“The best things in life,  
and food, are simple.”

“The greatest pleasures  
in life aren’t fancy”

“Our pasta is served fast,  
but cooked slow.”

“Fast food can be  
comfort food”

“Everyone’s welcome  
in our kitchen.”

“Our kitchen door  
is always open”



## COOK LIKE AN ITALIAN EAT LIKE AN AMERICAN

Fast food has got plenty of speed, but it’s missing plenty of heart.  
And second helpings. And slow-cooked sauce that splatters all over  
your new white shirt.

IT TAKES 18 HOURS TO MAKE OUR RAGU.

AND 30 SECONDS TO SERVE IT.

Our pasta al forno is cooked slow, but serve prontissimo.  
Tuck in and enjoy.

**BUON APPETITO.**





# THE SMALL KITCHEN MAKES THE HOUSE BIG

In Italy, the kitchen isn't just a place to keep the fridge. It's the soul of the home. It feeds the whole family. It's bustle and good conversation and clanging pots and the smell of slow-cooked ragu.

And its door is always open – just like ours.



# QSR-FAST CASUAL CHARACTERISTICS

Baked Ziti is a popular casserole with ziti pasta and a Neapolitan-style tomato-based sauce characteristic of Italian-American cuisine. It is a form of pasta al forno.



Functionality and efficiency



Low price point



Personality led brand, spirited



Fast guest experience



Limited menus, healthier (VEG, GF)



Food is mostly to-go

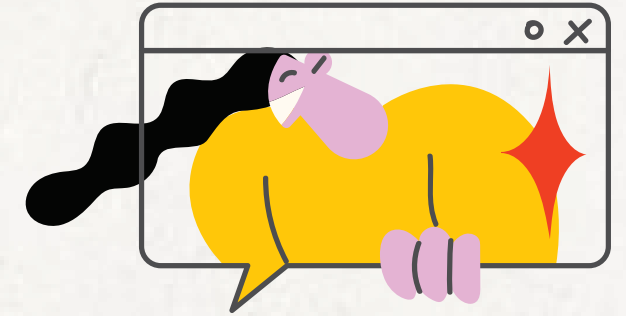


Prepared on-site and in-view



Local produce and artisan ingredients





# MARKET



Premium ingredients



Plant-based foods



Ghost kitchens



Integrated tech for customer ordering

Dynamic sustainable packaging



# CUSTOMER EXPECTATIONS



A unique and quality customer experience

A brand that stands for social issues



Freshly made products that they trust



# KEY OBSERVATIONS

## PRODUCT

An undeniable association  
to the **PRODUCT'S HERITAGE**  
and culture

## INDUSTRY

Successful QSR brands  
**PROMOTE SPEED PLUS A  
COMPETITIVE QUALITY**  
or attribute such as fresh,  
healthy, authentic

## CUSTOMER

Seek culinary  
**'TOURISM EXPERIENCES'**  
exposing themselves to  
another culture

## WHO WE DO IT FOR

### FAST FOOD CONSUMERS

Adults (30-39), young adults (18-29),  
With busy lifestyles, a mid-to-higher income  
level and middle education level

- Living, working or studying in Singapore
- Male or Female
- Educated A-levels/Polytechnic,  
Degree/Qualifications
- Mid-high level income
- Occasional and regular consumers  
of fast-food

**FAST FOOD HAS GOT PLENTY OF SPEED,  
BUT IT'S MISSING PLENTY OF HEART**





# THE GAME PLAN



WHAT DO THEY CARE ABOUT  
(BEYOND CONVENIENCE AND SPEED)?

The fashionable **STATUS** of fast food brands

Increasingly, an association with **WESTERN CULTURE**

Clean, comfortable **ENVIRONMENTS** to socialise in

The taste, flavour and **SATISFACTION** level of meals



## THE LOCATIONS:

Shopping malls

Airports

Office buildings

Tourist destinations

Universities

Or

Any high-profile places where  
space is a constraint

# Who we are

## About NJ Group

The NJ Group is a family business on a serious mission.

We want to revolutionise the hospitality industry using digital innovation and creativity – to take delicious, comforting food and turn it into something fresh.

## About the Founder, Neelendra

Backed by three decades of experience, Neelendra has been the think-tank behind many disruptive solutions in the F&B industry. Based in Singapore, he is a renowned thought leader in the service industry.

## About NJ Intelligence

We help the service industry unlock data power to create a human-centric experience with speed, simplicity, and usability. Our products unearth customer patterns to demystify the biggest service issues.



NJ•GROUP



Founder, Neelendra Jain



# Our Journey

## Leaving behind the corporate life

- 21 years of experience at GE, SABIC & Shell.
- Pursuing the love of food
- Starting out as an entrepreneur

2009

2010 – 2017

## Offering good food & service across Singapore

- Indian & Mediterranean restaurants
- Leading to a variety of bars & restaurants
- Acquired CALI Park Avenue Rochester in 2014
- CALI Park Avenue Changi opens 2017
- Service Excellence project initiated

## Launch of 'Cobie' the friendly food butler

- Introduces a robotic butler service, in-room or at-table.
- Launched in CALI Park Avenue Rochester

2017

## Expanding into new frontiers

- CALI opens inside Ascot Raffles Place

2019

## Creating out-of-the-box concepts

- NJ Group Brand Experience is created
- PEN & INC at NTU opens

2020

## The NJ.Group further expands

- Launch of Zitimama's QSR Franchise
- Further CALI Novotel and CALI lounge openings
- NJ Group vibrant rebrand
- New ventures: Niharika Jewellery and Mishika's Retreat

2022 – 2025

# Our Business

## Our businesses

We seamlessly balance one-of-a-kind culinary excellence with game-changing technology innovation to solve the industry's most complex service challenges in hospitality and retail.

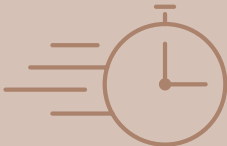
### Food & Beverage

With years of industry experience and a passion for innovation, we craft bespoke dining experiences that feel both unique and familiar. Our global flavours and fresh ingredients bring people together to celebrate individuality through food.



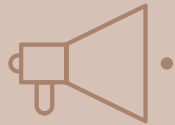
### QSR Franchise

Zitimamas is a fast, franchise-ready pasta spot with the heart of an Italian kitchen. No training needed, just fresh, quality pasta in 3 minutes—made with our secret recipe and cutting-edge tech.



### Events

A one-stop destination for personalized events with elegant décor, refined ambiance, and top-tier service. Choose from multiple venues and enjoy gourmet dishes from our state-of-the-art kitchens



### Technology

We help the service industry unlock data to create human-centric experiences with speed, simplicity, and usability. Our products unearth customer patterns to demystify the biggest service issues.



### Retail

**NIHARIKA'S JEWELLERY**  
(Coming soon)  
Combining nature-inspired elegance with sustainable luxury. Our jewellery is more than just an accessory or a fleeting trend.



### Hospitality

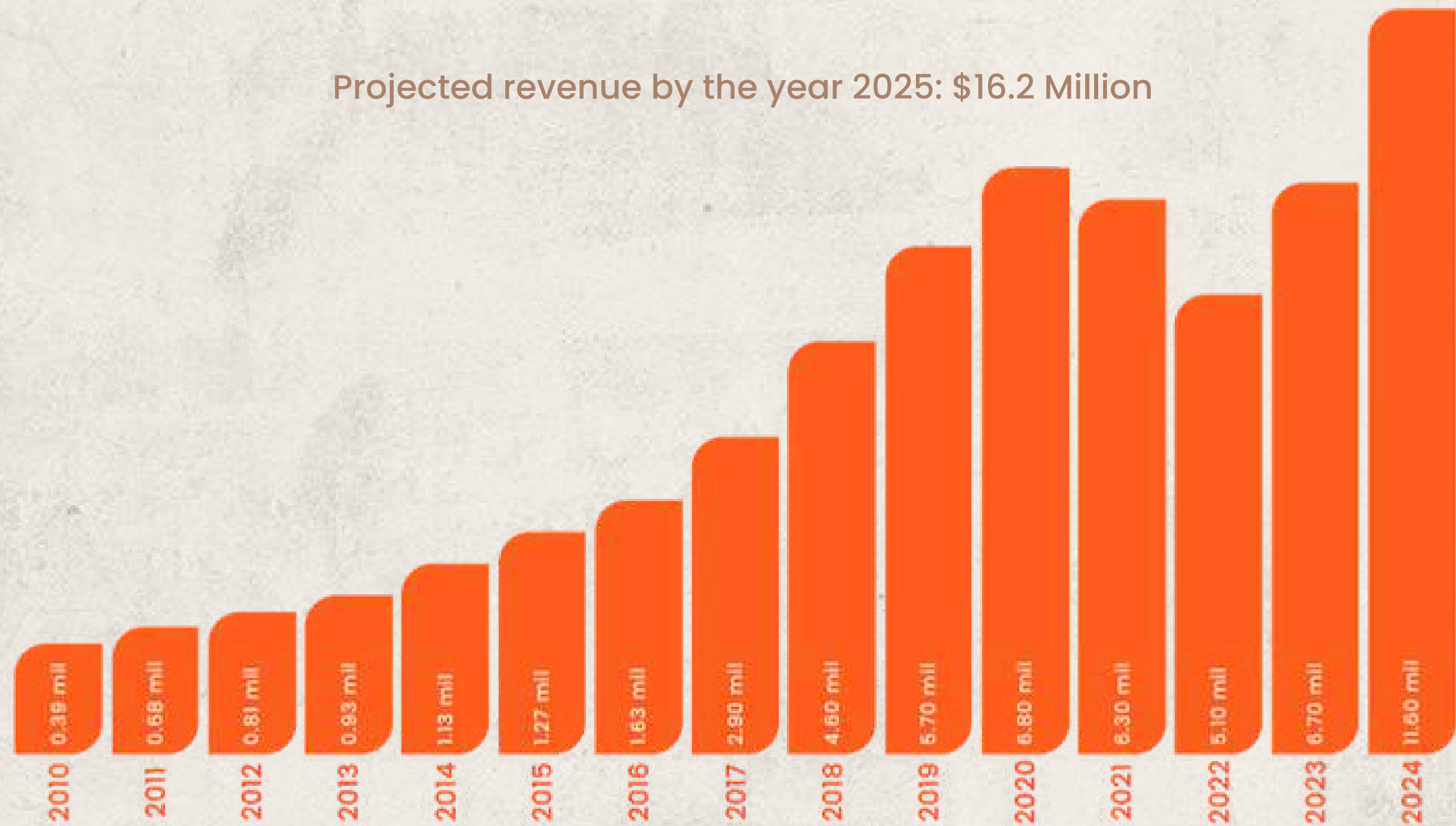
**MISHIKA'S RETREAT**  
(Coming soon)  
Offering a seamless blend of comfort, luxury, and modern amenities, NJ Hospitality provide exceptional hospitality tailored to meet the needs of both business and leisure travelers.





# Revenue Graph

Projected revenue by the year 2025: \$16.2 Million



Millions(SGD)

Life time revenue as on Dec 2024 is 57 millions

The above figure might vary from the actual.



# Our Brands

## ABOUT

With a renowned, world-class portfolio, our perceptive team instinctively knows what makes the perfect customer experience and which trends will transform the way you work.

## AS FEATURED IN

THE STRAIT TIMES

yahoo!  
finance

VULCAN POST

## PRESENCE IN 3 COUNTRIES



SINGAPORE



NZ



INDIA

## STRONG SOCIAL MEDIA PRESENCE



## COMPANY STRUCTURE



NJ GROUP

### FOOD & BEVERAGE

CALI  
— By NJ GROUP —

PEN  
&  
INC.

ZITIMAMA'S

THE  
LEGACY

### TECH

INTELLIGENCE

### RETAIL

Niharika  
Jewellery  
Coming soon

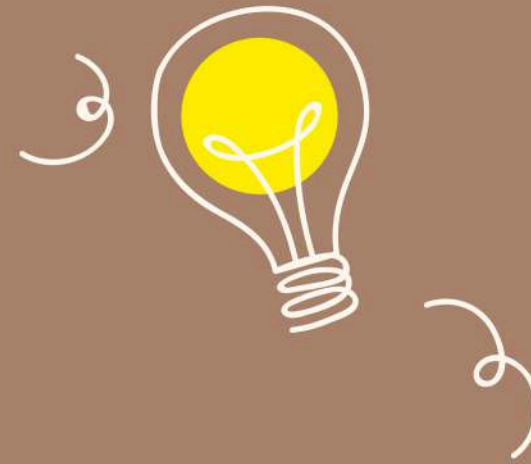
### HOSPITALITY

Mishika's  
Retreat  
Coming soon



# The Real Secret Ingredients

**ZITIMAMA'S**



## Digital Avatar

A virtual salesman which will enable the uniform experience of Zitimama's to the customers across the globe irrespective of human interference, on the tips of customers.

## Roaming Kitchen

Integrated platform of mobile applications and web interfaces to fulfil the end-to-end cycle of customer ordering till the roaming kitchen delivers at their door step.

## Integrated platform

A single inhouse platform covering all digital needs of a modern QSR service including online ordering, delivery, takeaway, loyalty membership program, payment gateway, menu engineering, franchise management, promotion management, communication & networking.

## Customer Insights

AI and ML-driven customer experiences – based on data-rich actionable insights.

## Easy-to-deploy QSR Franchise Model

- 🍌 Flexible menu with local, fresh ingredients
- 🍌 Scale-as-you-grow model
- 🍌 Low investment with quick ROI
- 🍌 Full technology stack developed inhouse
- 🍌 Two variants of store– Physical & Mobile
- 🍌 No dependency on skilled manpower
- 🍌 Strong marketing support with international branding





## Disrupting The F&B Space, Positively

*“We measure success in more than just numbers”*

### Our Competitive Edge

#### Why Nanyang Technological University (NTU) as the first location?

More than 30,000 youth under a single roof  
More than 12,000 staff Multi racial youths  
Ranked the 9th university globally

#### Why Singapore as the first country?

Pure metropolitan culture with diversified lifestyles. Well known for meeting high expectations of quality service. Business laws are exceptionally well organised in Singapore, ensuring the long term future vision and high scalability for global expansions.


### Social Impact & The Future

#### Democratize open positions

Service industry jobs for low income groups.  
Rapidly train your staff who are looking for better work environment, with easy-to-use technologies and promote labour equality.

#### Eco-Friendly

Every disposable is eco-friendly.  
Complete store design with reusable eco-friendly material.







# Franchise

## How To Start Your Own Zitimama's?

### Simple and hassle-free steps to get you started!

- 1) Contact ZM business development team
- 2) Get your Business Plan – Investment amount, location finalization and Space requirement
- 3) Material procurement, Infrastructure development as per business plan
- 4) Staff training and knowledge transfer
- 5) Start your Zitimama's



### What support will you be getting?

One-time training  
Continuous support for operations.  
Leverage the marketing support globally with the existing huge network of NJ Group  
Complete in-house platforms and technical support to manage all processes and operational needs.

### The brand

1st of its kind product with no direct competitor  
Fast ROI

### Manpower & Training

No dependency on skilled manpower  
Minimal manpower required

### The space

Minimal space required  
Easy and quick start-up  
Flexible set-up model with no limitations. Raw materials and ingredients used are easily accessible, which can be purchased locally.

### The Technology

Digital Mascot (Digital salesman) for a uniform professional experience globally. Scientific design of the store to maintain the highest hygiene standards, easy maintenance, and customer experience



FB: <https://www.facebook.com/Zitimamas>



IG: <https://www.instagram.com/zitimamas>



TikTok: <https://www.tiktok.com/@zitimamas>







🎵 📷 📺 @zitimamas

# Buon appetito!



**ZITIMAMA'S**

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