

FULLPLATE • CONCEPT PITCH / 2026

Honest food delivery. Fair to the last bite.

Curated regional dining, 8–12% fair kitchen commission, transparent receipts and dignity for delivery partners. Built for true food lovers.

- ↗ Every meal on a real plate
- ↗ Bengaluru launch market • fictional concept
- ↗ Transparent multi-stakeholder ecosystem

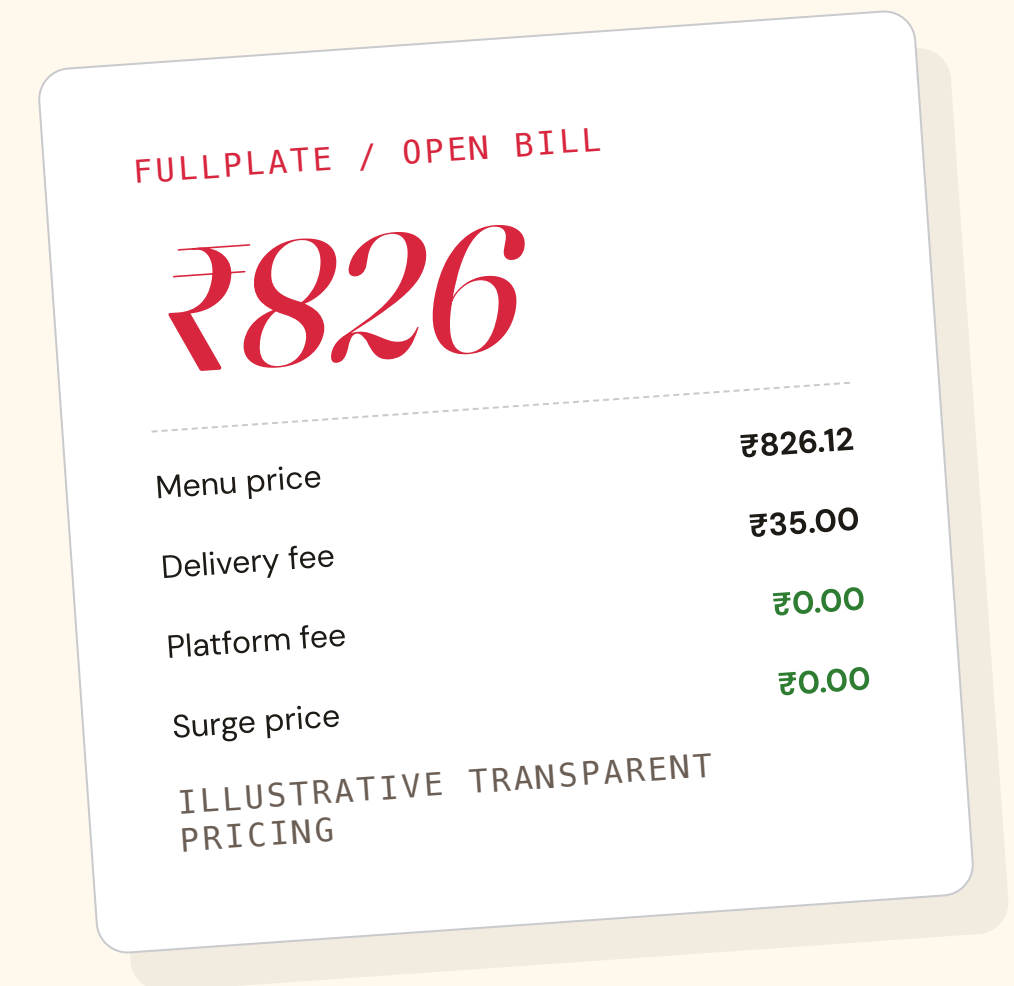


01 / THE PROBLEM

The broken plate of food delivery.

Deep platform discounts paid by squeezing kitchens (30% cut).
Hidden platform & surge fees. Leaky plastic containers. Algorithmic
pressure on gig riders.

- ↗ 30% average restaurant commissions
- ↗ ₹50+ opaque fees at checkout
- ↗ Cold meals in single-use plastic
- ↗ Exhausted riders with zero safety net



02 / THE SOLUTION

A transparent kitchen, a fair table.

Fair Kitchen Charter capping commissions at 8–12%. Zero hidden markups. Engineered heat-retaining thali trays and guaranteed floor pay with waiting compensation for riders.

- ↗ Fair commissions: 8–12% capped
- ↗ Real Thali Trays: Zero spills, stays hot 45 min
- ↗ Ethical fleet: ₹120/hr floor + ₹3/min waiting pay

01 / COOK & CHIME



02 / PACK IN TRAY



03 / ETHICAL RIDE



04 / UNCRUSHED FEAST



03 / THE CUSTOMER APP

Explore curated kitchens, not algorithms.

Rich editorial food stories, interactive cuisine map from Kashmir to Kanyakumari, signature plate builder, live kitchen stage tracker and transparent itemized bills.

- ↗ Custom Plate Builder (rice, dal, curries, sides)
- ↗ Stage-by-stage cooking tracker
- ↗ Zero menu price markups vs dine-in

**CUSTOMER SURFACE**

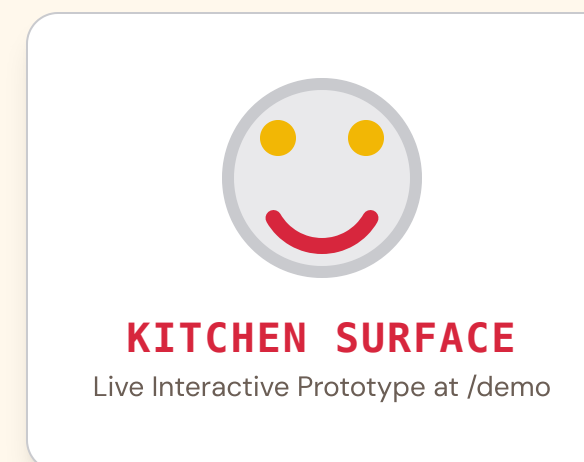
Live Interactive Prototype at /demo

04 / KITCHEN TABLET

Run service smoothly, not stressed.

A dedicated kitchen console: visual Kanban board, instant KOT printer integration, one-tap pause controls, explicit promo opt-ins and transparent daily payouts.

- Visual KOT board with prep countdowns
- Sound notifications for new orders
- T+1 automated bank settlement

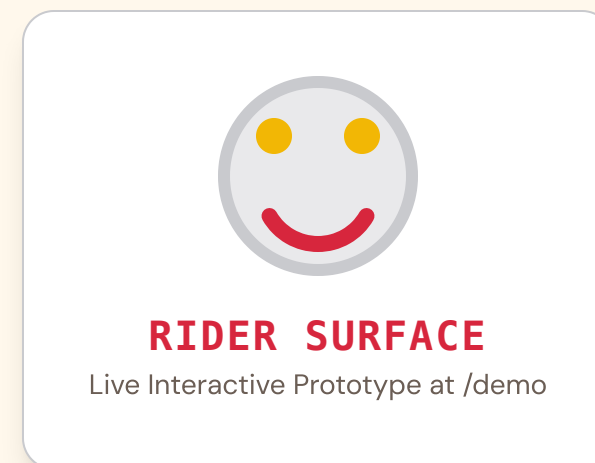


05 / RIDER PARTNER

Safe deliveries, respect on every drop.

Sensible batch radius limits, automated waiting compensation after 5 minutes, free monsoon rain gear, health insurance and native Kannada and Hindi interface overlays.

- ↗ Fair dispatch within 3.5 km radius
- ↗ Waiting pay from minute 6
- ↗ Full medical & accidental insurance



06 / HOW IT WORKS

Cook. Pack. Ride. Plate.

Four synchronized surfaces working in harmony: Customer orders, Kitchen receives KOT & prepares thali, Rider delivers with hot bag, and /ops monitors fleet SLA.

- ↗ Real-time state synchronization via SimBus
- ↗ Audio cues on kitchen and rider actions
- ↗ Complete operational visibility

01 / COOK & CHIME



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07 / THE OPPORTUNITY

The premium home meal revolution.

Discerning urban diners crave regional authenticity and honest sourcing over discount-driven fast food. High repeat frequency driven by trust.

- ↗ Bengaluru · illustrative launch hub
- ↗ ₹15,000 Cr urban premium dining market
- ↗ High retention among working professionals

BLR

BENGALURU LAUNCH HUB

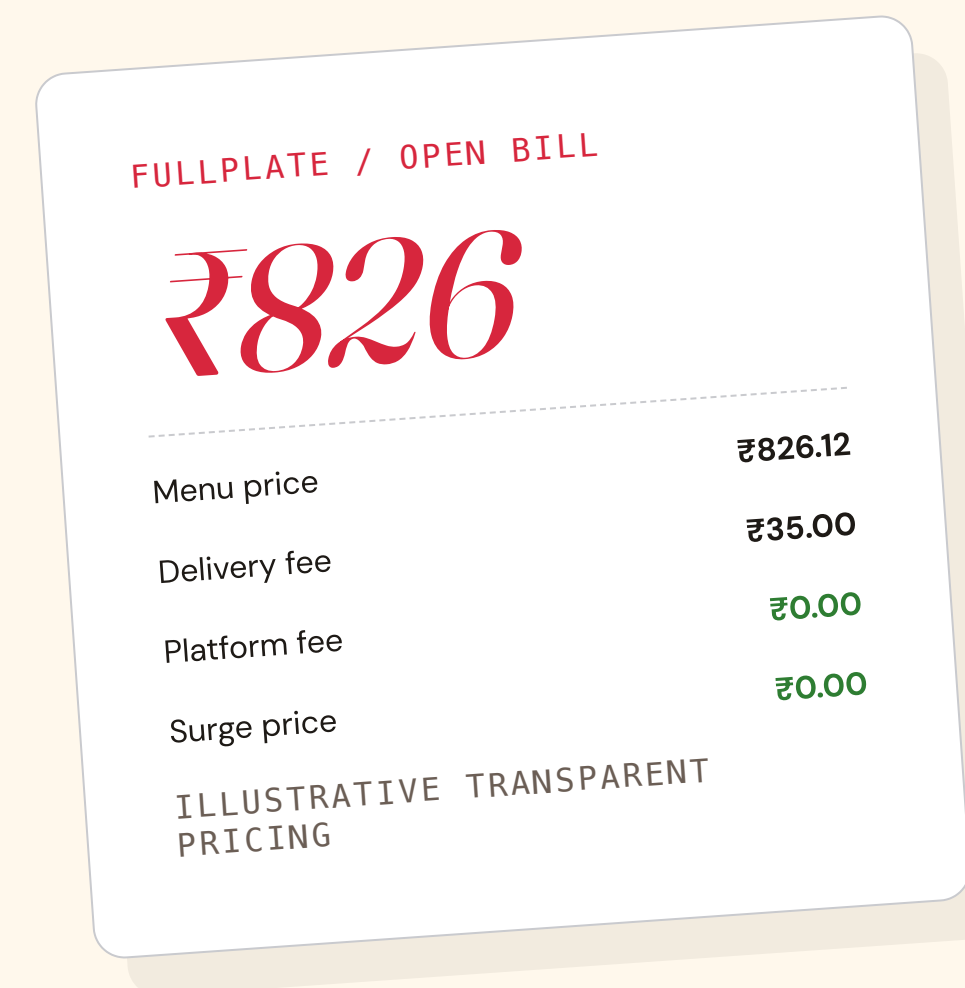
15 Kitchens · Koramangala & Indiranagar

08 / BUSINESS MODEL

Sustainable economics, fair margins.

8–12% commission funds platform engineering and fleet operations. Diners pay an honest ₹35 delivery fee. No sneaky surge or handling markups.

- ↗ Kitchen commission: 8–12% (vs 28–32%)
- ↗ Delivery fee: ₹35 flat under 4 km
- ↗ FullPlate Plus: ₹199/quarter loyalty membership



09 / ILLUSTRATIVE TRACTION

Demonstrated system, proven prototype.

Fully working multi-role system with synchronized customer, kitchen, rider and ops dashboard. All numbers illustrative for concept showcase.

- ↗ 15 curated kitchens in pilot seed
- ↗ 187 authentic regional recipes
- ↗ ₹826 average thali basket size
- ↗ 100% verified prototype flows

₹0

SURPRISE PLATFORM FEES

100% verified transparent bills

10 / ROADMAP

From Bengaluru hubs to pan-India tables.

Phase 1: Koramangala & Indiranagar pilot. Phase 2: Eco-packaging hub network. Phase 3: Regional expansion to Hyderabad, Mumbai and Chennai.

- ↗ Q1: 50 cloud kitchens & 100 EV riders
- ↗ Q2: Biodegradable bagasse tray network
- ↗ Q3: Multi-city regional food map launch

01 / COOK & CHIME



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11 / THE TEAM + ASK

Culinary heritage meets operating discipline.

Dr. Rohini Varma (Food Anthropologist & CEO), Chef Ananya Sen (Culinary Director), Arjun Nair (Systems & Tech). Seed ask: ₹4 Cr for fleet hubs & kitchen onboarding.

- 12 pilot kitchens onboarded under charter
- Proprietary insulated thali packaging patent pending
- Seeking aligned angel & institutional partners



FOUNDING TEAM • BENGALURU HQ

12 / EVERY MEAL ON A REAL PLATE

Experience the live demo. Every surface synced.

Test customer, kitchen, rider and ops console together live at /demo.
A transparent vision for the future of food delivery.

➤ fullplate.thesaral.com/demo

➤ contact@fullplate.example

➤ Concept project · Portfolio showcase



