

Reinvigorate

F O O D C O N C E P T S P V T . L T D

P R O P O S A L

F O R

A U R E O F O O D R O O M

D E L H I M U M B A I E X P R E S S W A Y



AUREO

Eat - Relax - Enjoy!



SERVING

- Sandwiches & Burgers
- Desi Tadka & Paranthas
- Pizza
- Beverages

*Eat
Relax
Enjoy*

AUREO

Eat - Relax - Enjoy!



SERVING

- Bakery Corner
- Wraps & Rolls
- China Town
- Shakes & Desserts



ALS



FREE
SHAKES



About Us

At Reinvigorate Food Concepts Pvt. Ltd, we are passionate about bringing gourmet flavours and exceptional experiences to travellers and locals alike. Founded in 2013 , we have grown to become a trusted name in the food industry, specializing in convenient and delicious dining options along highways and artisanal baked goods .



Business Timeline

2013

Started Business Operations as Quick Pick Enterprises with Jaypee Group on Yamuna Expressway (one of the most elite highways in the country). Initially a 9 months agreement duly extended to 24 months basis our operational effectiveness in handling a daily footfall of 3500 customers.

2014

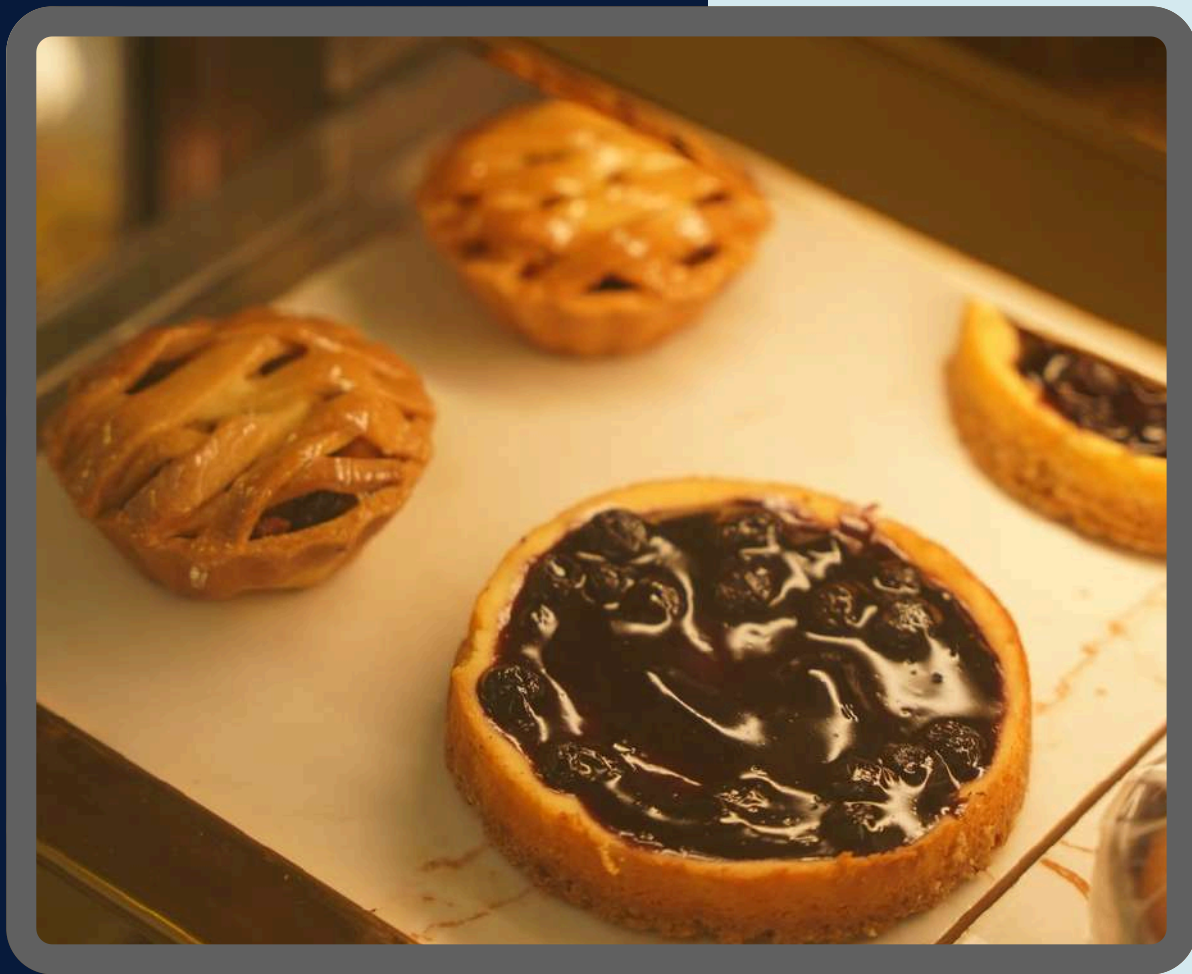
Started our own bakery and restaurant serving world cuisine under the brand name "AUREO" in NOIDA. The exposure and experience of running this venture encouraged us to explore other opportunities in the F&B industry.

2015

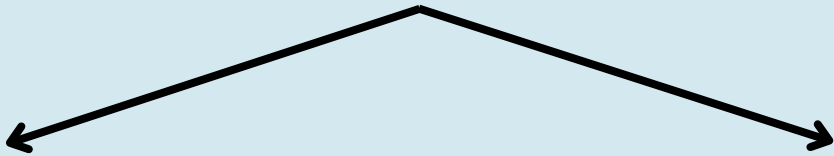
Commencement of Industrial Bakery manufacturing set up. Ramped up operations by successfully leveraging supply opportunities with flight kitchens, corporates and institutional buyers.

2022

Among the first ones to launch food outlets at Trans Haryana Expressway, 51st Milestone and 93rd Milestone.



Business Verticals



Bakery & Confectionary

Our brand Aureo Bakehouse offers a wide variety of high quality bakery products including breads, buns, cakes, cookies, muffins and more which are available across premium retail stores and e-commerce platforms. We also cater to institutions like flight kitchens, multiplexes and hospitals.



Restaurant & Catering

We are specialists in doing authentic multi cuisine food with focus on quality & customer satisfaction. We understand the taste palette of the customer and our expert team certainly knows how to use the best combination of spices to bring out the best flavours in food.

Founders

Swarna Sharma

The driving force behind RFC, Swarna is an avid baker and chef. With a keen interest in food from across cuisines and a Master's degree in Financial Management, Swarna handles the Financial and Administration functions at RFC along with Product Research and Development. Swarna worked in the Finance function with Agilent Technologies before her love for food and the passion to create a brand that one day becomes a legacy pushed her towards starting her entrepreneurial journey in the foods and beverages industry.

Anvesh Sharma

Anvesh is the backbone of the company's operations and handles our manufacturing unit and client relationships. An MBA in Operations Management, Anvesh brings with him the rich experience of having handled operations while working at Nokia Siemens Network before he decided to become an entrepreneur and help his wife, Swarna with the growing business operations at Aureo Bakehouse.

Management Team

RFC Pvt. Ltd. is run by a young team of professionals who come from varied backgrounds, bound together by the passion for food.

Sachin Gaur
Investor & Consultant

- B. Tech Computers
- Jamia Milia Islamia, Delhi

Rameesh Kailasam
Mentor

- Alumni of ICAI
- Cost Management

Daniel Jogal
Consultant, Food Quality
& Production

- Ex- Britannia
- St. Mary's College, Chennai

CA Sunil Kumar Soni
Financial Advisor, Chartered
Accountant

- Alumni of ICAI

Trapta Rastogi
Consultant, Legal Compliance
Food Technologist

- Ex- Jubilant Foods
- LLB, MBA, MSc. & BSc. Food

Chef Praveen Mathur
Consultant, Manpower &
Product Development

- Ex. Taj and Costa Coffee
- Food Craft Institute, Delhi



Bakery & Confectionary

At Aureo, we offer a wide variety of high quality bakery products including breads, buns, cakes, cookies, muffins and more which are available across premium retail stores and e-commerce platforms.





Catering & B2B Sales

At Aureo, we take care of the corporate catering needs with our customised packages and exceptional service.



Why us?

- Prior Experience of handling mass customer base on Expressways.
- With over 9 years of experience in the airline industry, we have developed extensive expertise in ensuring product quality and delivery standards. This experience has also enabled us to uphold the highest levels of hygiene and raw material quality.
- With "Aureo," we aim to cater to passengers seeking a quick bite or pickup of food, beverages, and packaged eatables, as well as those desiring a casual dining experience. Our ethnic-friendly ambiance and diverse, multi-cuisine menu ensure a satisfying and welcoming atmosphere for all.
- Our strong backend, experienced team, and in-house production capabilities, combined with our deep understanding of food, make us well-qualified to operate an outlet on the prestigious expressway.





Soups & Salads

Chinese Starters
Veg/Non Veg

Tandoor Starters
Veg/Non veg

Indian & Pan Asian
Main Courses

Pastas &
Quick Bites

Thalis &
Combos

Desserts &
Beverages

Aureo Menu

Ala - Carte

Food At Our Outlet





**Aureo Food Room on Trans Haryana
Expressway 51 Milestone, NH 152D.**

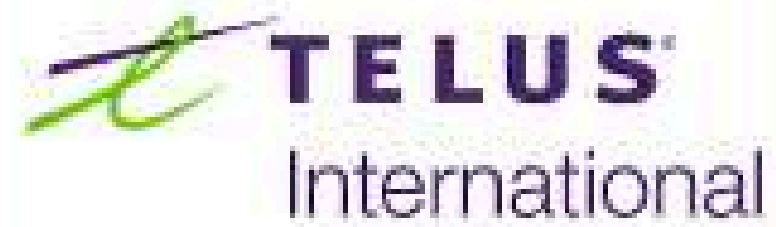
**Aureo Food Room on Trans Haryana
Expressway 93 Milestone, NH 152D.**



Our Customers



bigbasket



NASSCOM®



Contact us



Contact Number

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Website

aureo.co.in