

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**

INTRODDING

ZITIMAMA'S

For the love of pasta



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, TB 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.

CHEER

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



02 CECINOB PUSE BRAND OVERVIEW

Brandmark

ZITIMAMA'S

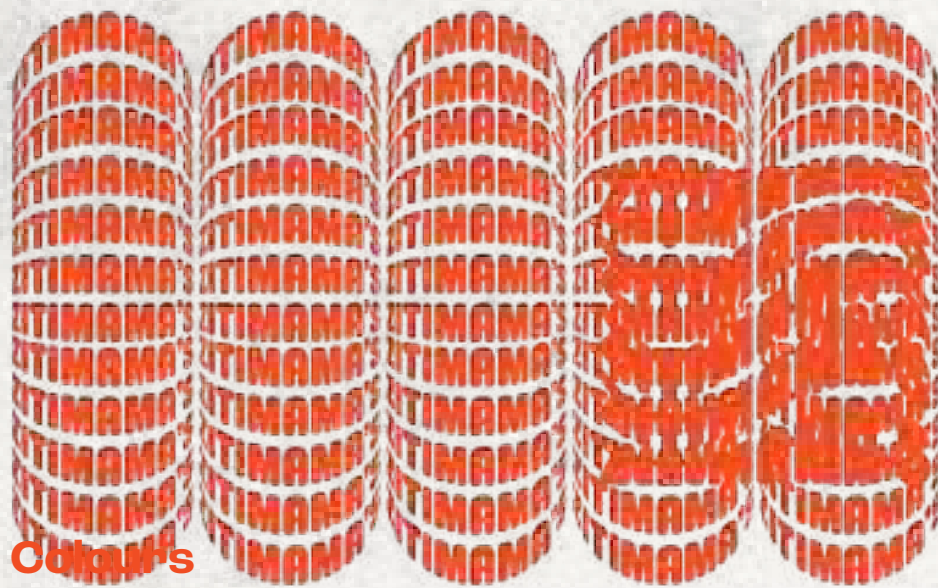
Primary Typeface

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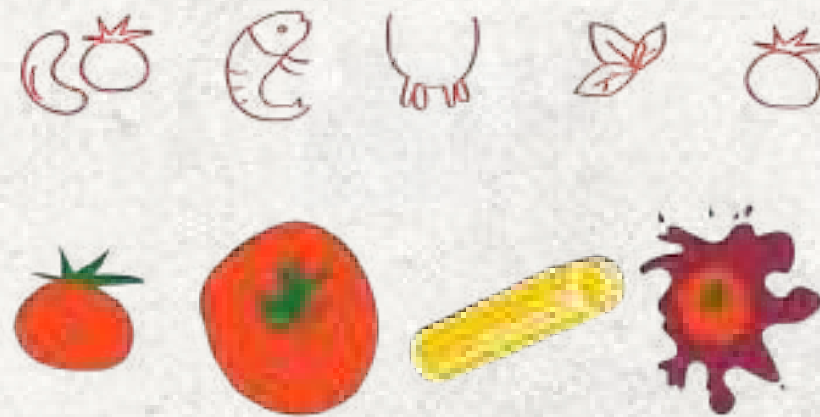
Display / Headline Typeface

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

Pattern



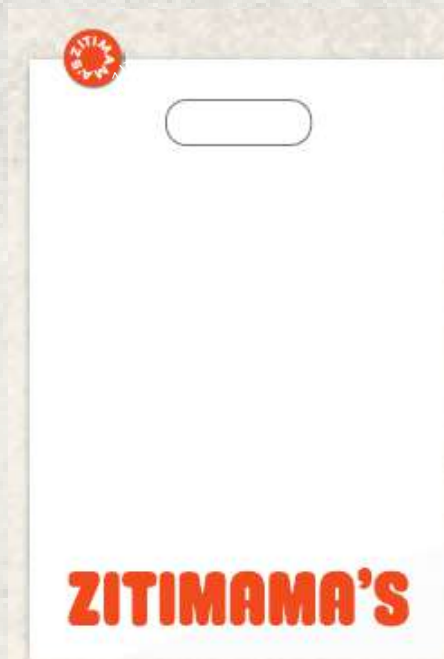
Illustration



Badges / Stickers



Packaging



Coffee
packaging



Juice
packaging



Pasta
packaging



OB BRAND DNA

OB ESSENCE

Fresh pasta,
served pronto

OB PROPOSE

To put baked pasta
on the fast food menu

OB VISION

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

OB 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

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Everyone's
welcome in
our kitchen.



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



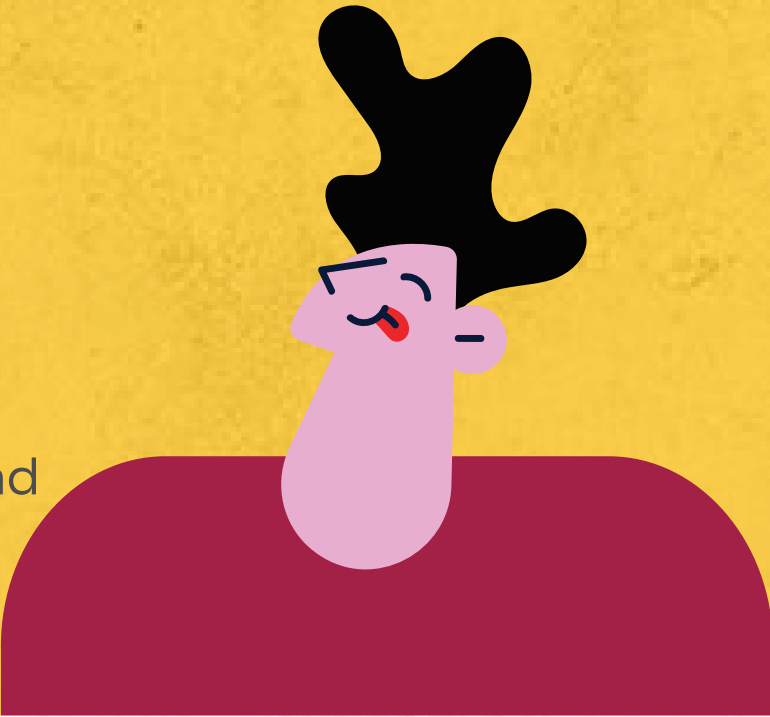
We talk loud,
we cook loud,
we live loud.



Our pasta is
served fast,
but cooked slow.



Time is of the
essence, so spend
it deliciously.





BABO 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.

NURIENT 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...



WAT 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-BABO, 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.

OB 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 ZOB EXPERIENCE**



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



ORDER NOW

OUR BRAND PLATFORM

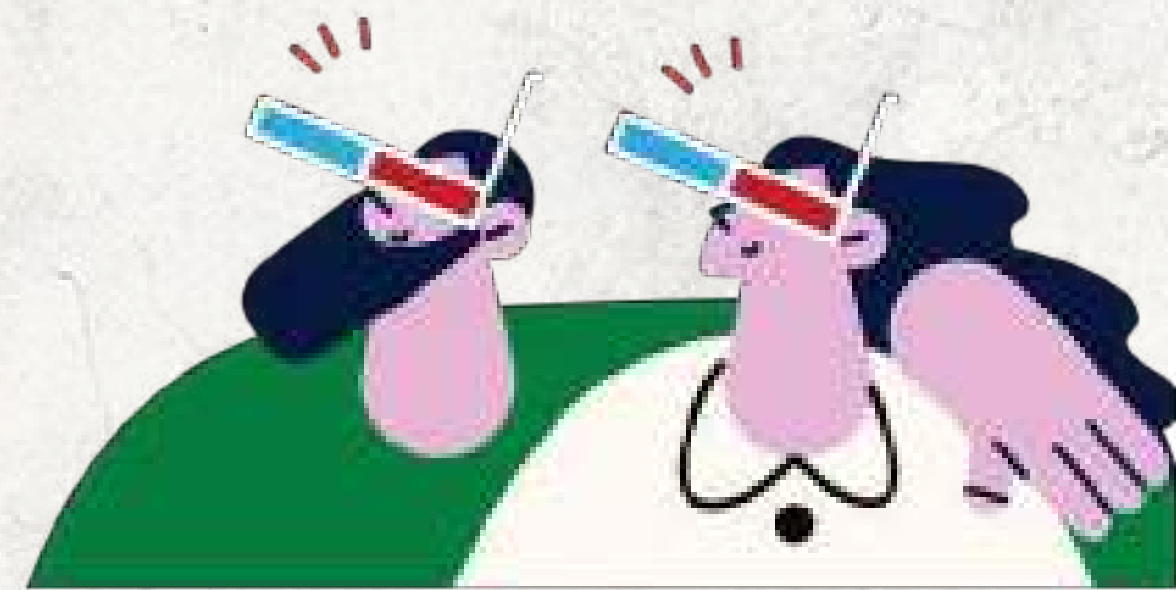
INSIGHT	There is a need for good, fast pasta
PURPOSE	To put baked pasta on the fast food menu
VISION	A world where comfort, speed, flavour (and personality) exist in the same bowl
MISSION	Serve Italian-American flavours to the world in the time it takes to boil a pot of water
F.E.A.S.T	FAMILY EASE AMBIENCE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



BY MESSABS

“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.

BON APPETITO.



TO SMALL IT CAN MAYBE TO BE 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 CASOL 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)



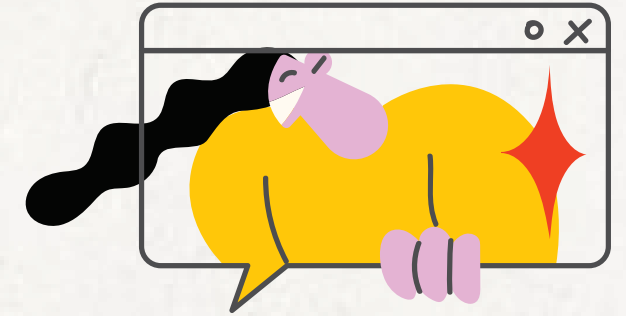
Food is mostly to-go



Prepared on-site and in-view



Local produce and artisan ingredients



MARET



Premium ingredients



Plant-based foods



Ghost kitchens



Integrated tech for customer ordering

Dynamic sustainable packaging



CUOMER EXPECTATIONS



A unique and quality customer experience

A brand that stands for social issues



Freshly made products that they trust



BY 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 A LOT OF SPEED,
BUT IT'S MISSING A LOT OF TASTE



TO AME PLAN

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

The fashionable **STATUS** if fast food brands

Increasingly, an association with **WESTERN CULTURE**

Clean, comfortable **ENVIRONMENTS** to socialise in

The taste, flavour and **SASTIFACTION** 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.

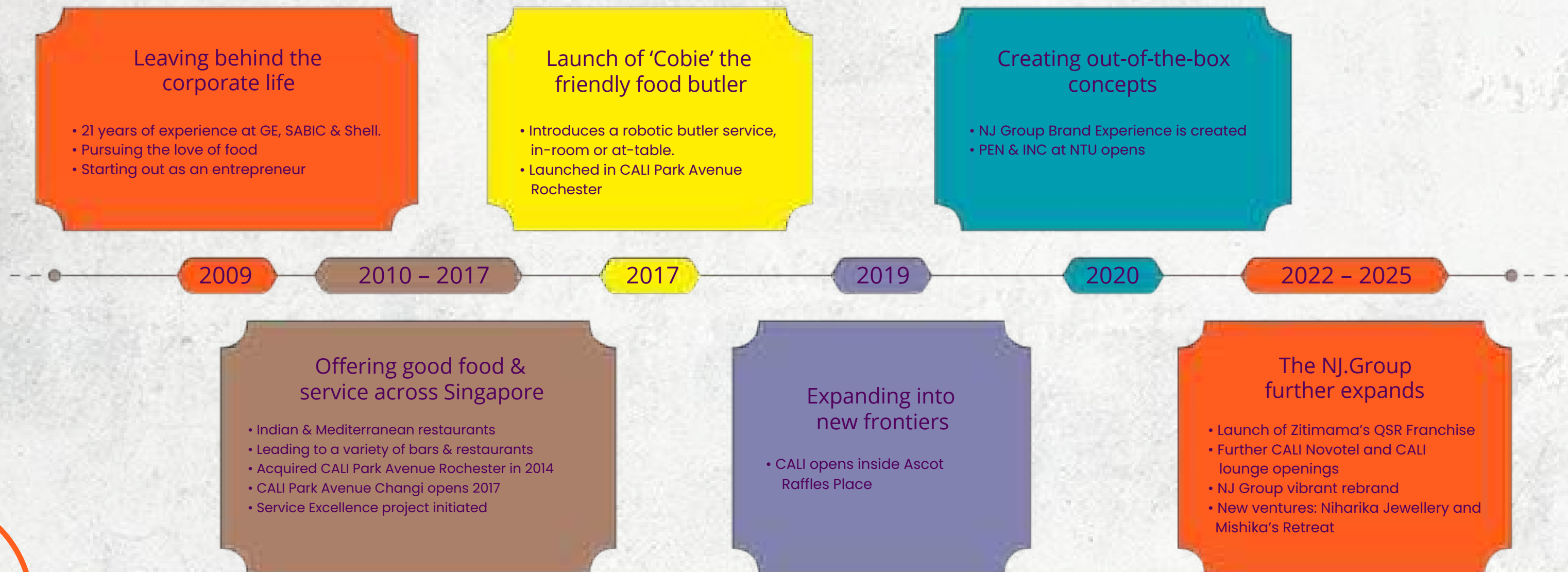
About NJ Intelligence

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.



Founder, Neelendra Jain

Our Journey



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.

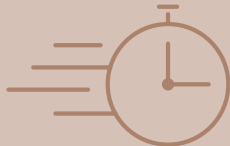
Food & Beverage

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.



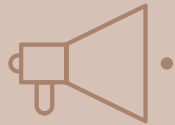
QSR Franchise

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.



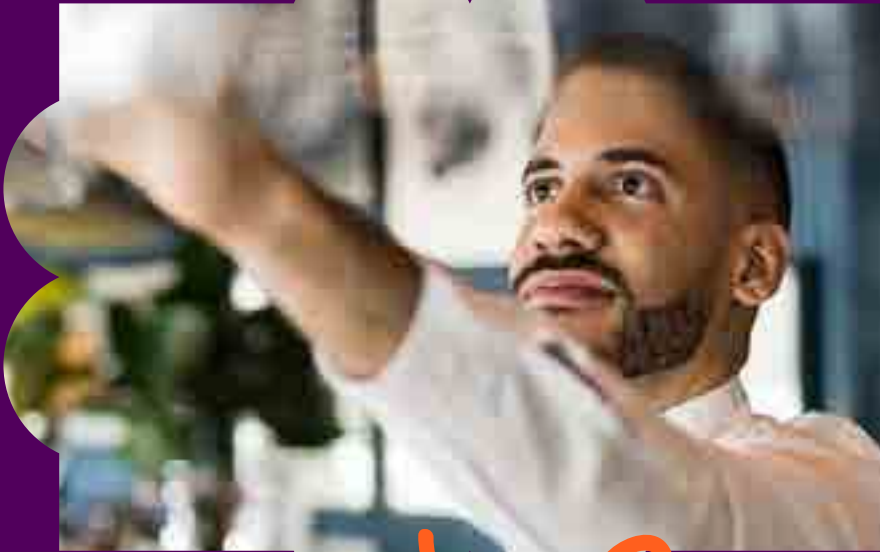
Retail

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



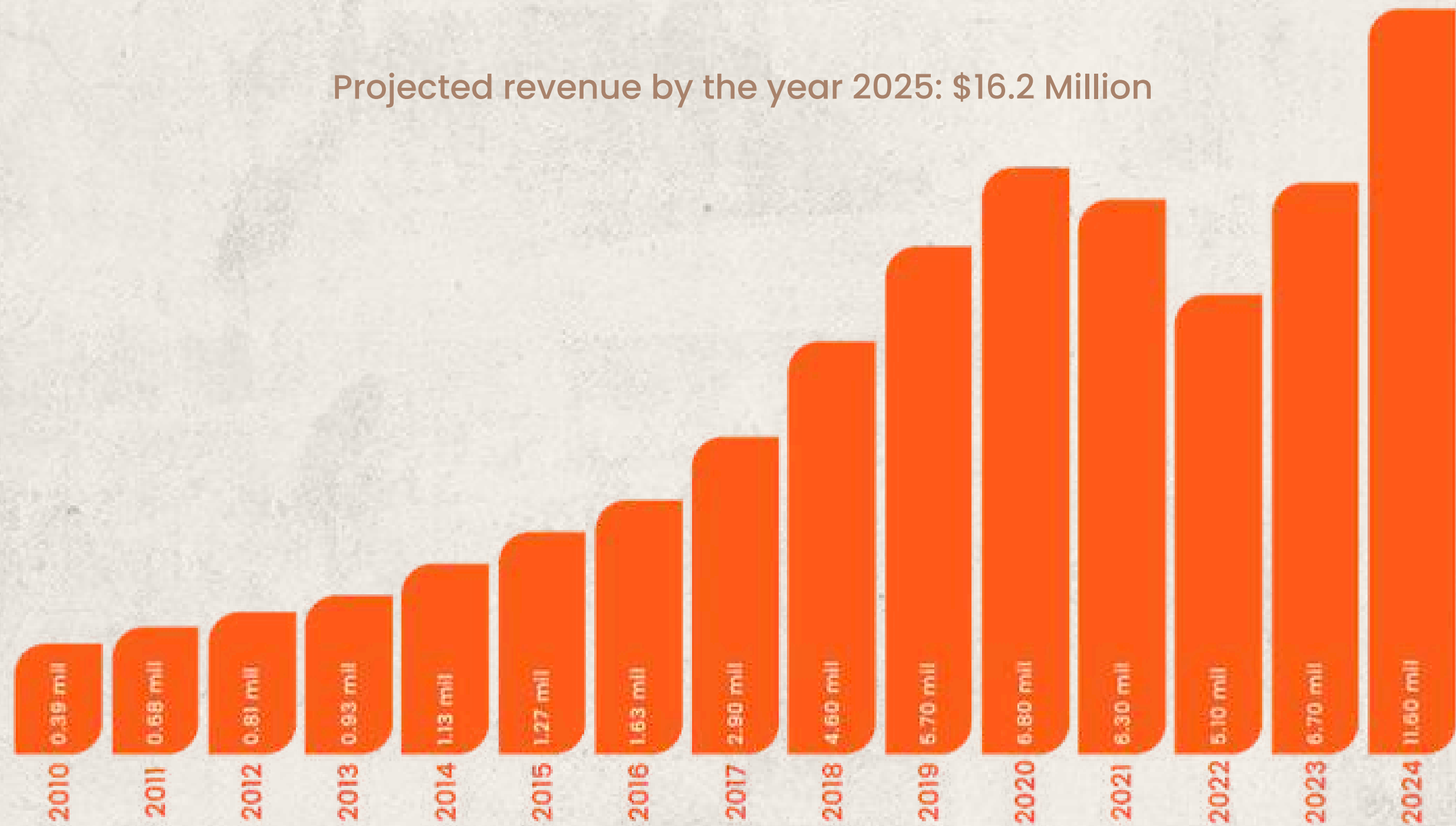
Hospitality

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 STRAITS TIMES

yahoo!
finance

VULCAN POST

PRESENCE IN 3 COUNTRIES



SINGAPORE

NZ

INDIA

STRONG SOCIAL MEDIA PRESENCE



COMPANY STRUCTURE



FOOD & BEVERAGE

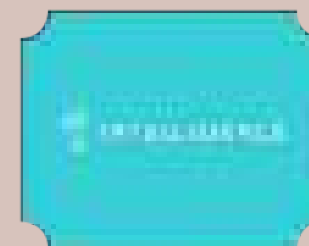
CALI
— By NJ-GROUP —

PEN
&
INC.

ZITIMAMA'S

THE
LEGACY

TECH



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

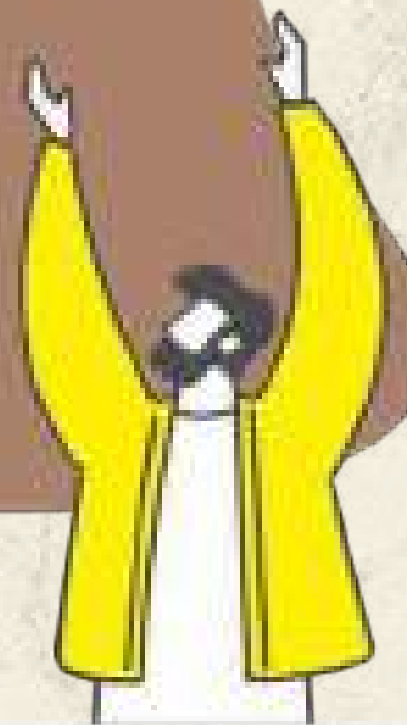
A single inhouse platform covering all digital needs of a modern QSR service including online ordering, delivery, takeaway, loyalty membership program, payment gateway, menu engineering, franchise management, promotion management, communication & networking.

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

FOLLOW @ ON FACEBOOK

FOLLOW @ ON INSTABAM!

FOLLOW @ ON TIKTOK

FOLLOW @ ON INSTABAM!

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



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

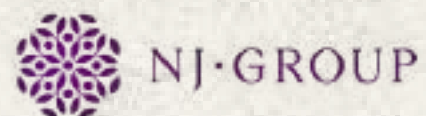


@ZITIMAMAS



🎵 📷 📺 @zitimamas

Buon appetito!



ZITIMAMA'S

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