Strategy and Creative Recommendations

May 2022

Brand Context

Brand Positioning

Brand Identity

Brand Communication

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Brand Positioning

Brand Identity

Brand Communication

BPWATTS (Brand Problem We Are Trying To Solve)

Biryani by Kilo was launch in 2015 from one outlet in Gurgaon as freshly cooked biryani which is made to order and delivered in earthen pot i.e. Handi . It's the same handi in which food is cooked are delivered to the consumers
The name Biryani by Kilo was conceptualized so that consumers can gauge the portion size easily and hence it will avoid the food wastage as well
With in one month of launch , The product started getting great traction & people loved the experience – Taste + Freshly dum cooked + Handi .
Importantly , The idea of providing the "Aanch" along with handi brought brag value specially in social gathering environment.
Hence what started as a very humble beginning from 1 outlets in Gurgaon now boasts of 80+ outlets covering 20+ towns with major sources of business coming from delivery through food aggregators followed by own app/website as well as dine –in outlets
BBK offers various types of Biryani like Lucknow Biryani , Hyderabadi Biryani and Kolkata Biryani in both veg & Non Veg segment
It primarily plays in premium segment and boast of high repeat consumption given the overall brand experience
Biryani as a category in 20,000 cr+ and growing . It's the most ordered item on swiggy and Zomato due to its universal appeal, convenient for delivery model . Hence the market is getting highly competitive with national players like Behrouj Biryani competing head on with BBK in premium segment . Brands at national , regional and local level like Biryani Blues , Paradise Biryani in South , Potful in south and then plethora of stand alone brands as well

Given the success of BBK , Lot of brands have started copying the handi biryani concept to encash on the popularity

Challenge faced by BBK is to have positioning platform that is relevant , differentiated , sustainable & extendable across touch formats (Delivery and Dine in) touch Points & Platforms (Online and Off line) as brand is scaling nationally

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Brand Name cuing Biryani and group consumption

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True to the category in cuing collective celebration

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Offering authentic regional taste to command a premium

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Offering authentic regional taste to command a premium

Authentic Taste, Individual preparation, Fresh Delivery

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Need to strengthen and fortify the Brand against competition

Brand Context

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- Offering authentic regional taste to command a premium
- Authentic Taste, Individual preparation, Fresh Delivery
- Need to strengthen and fortify the Brand against competition

A successful business that needs to fortify the brand by enhancing its stickiness and premium appeal.

This needs to be done by leveraging the brand offerings, heightening the relevance to the consumers, and strengthening its differentiation from the competition.

Brand Context

Brand Positioning

Brand Identity

Brand Communication

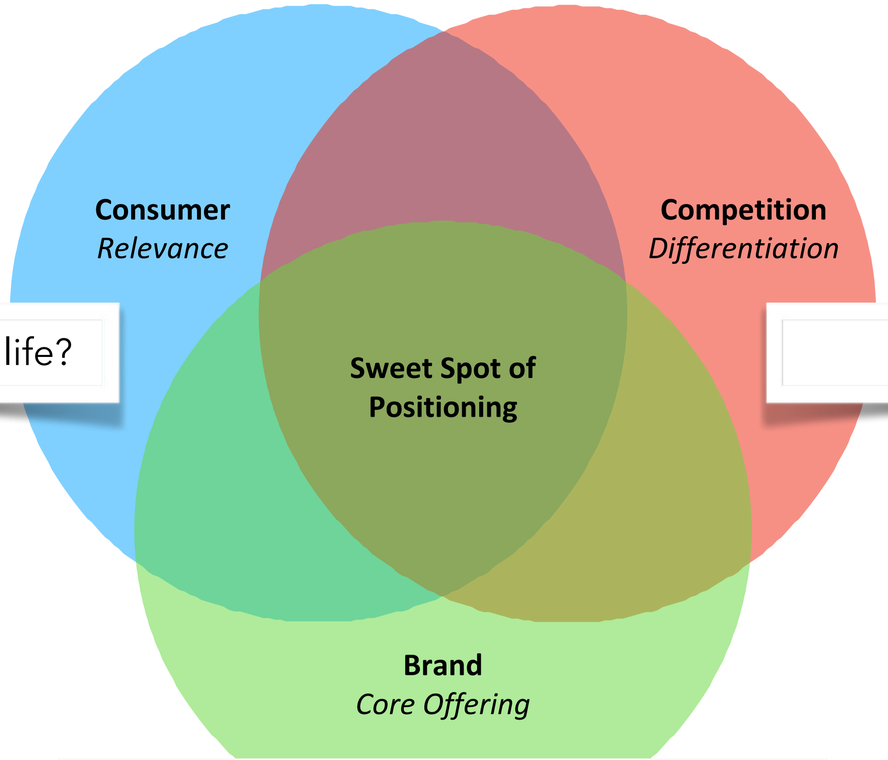
Brand Context

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Positioning the Brand



What difference will I make to your life?

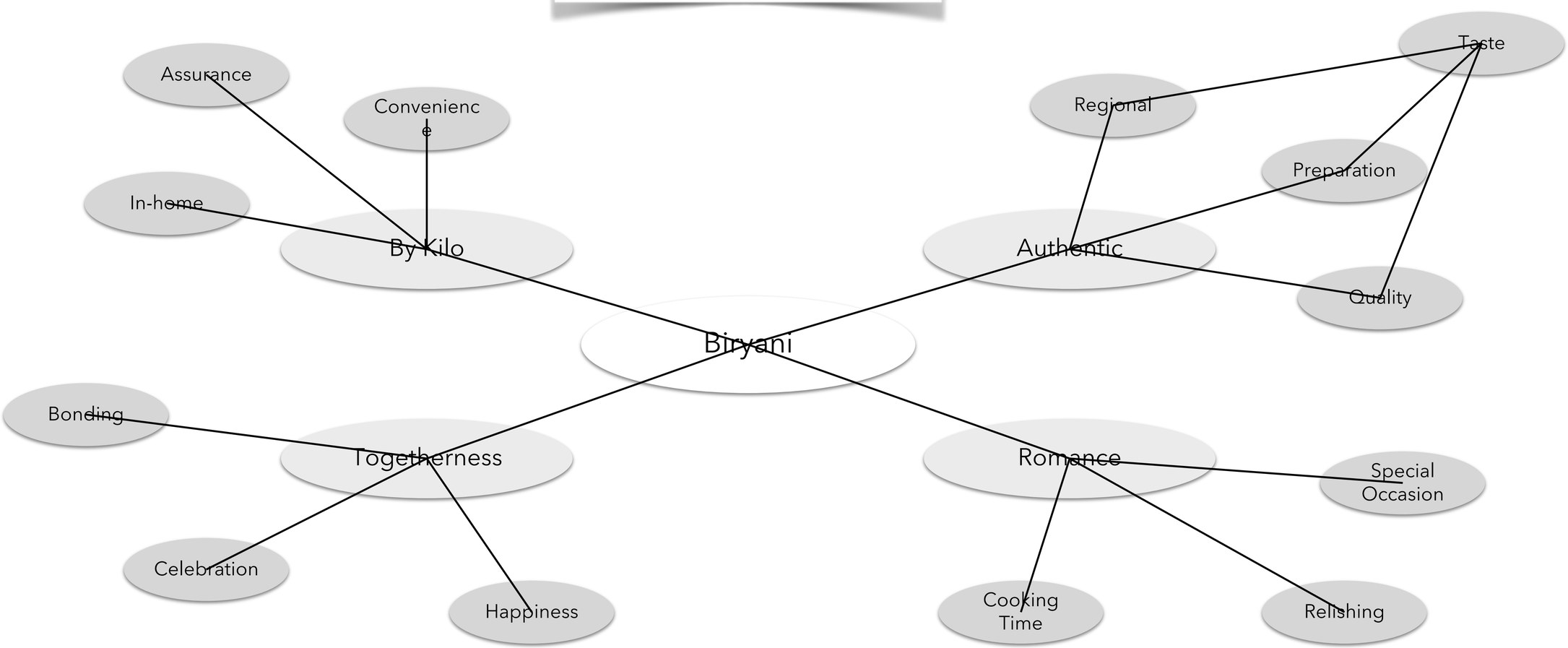
How am I unique?

Who am I?

Brand Positioning

Brand
Core Offering

Who am I?



Brand Positioning

Brand
Core Offering

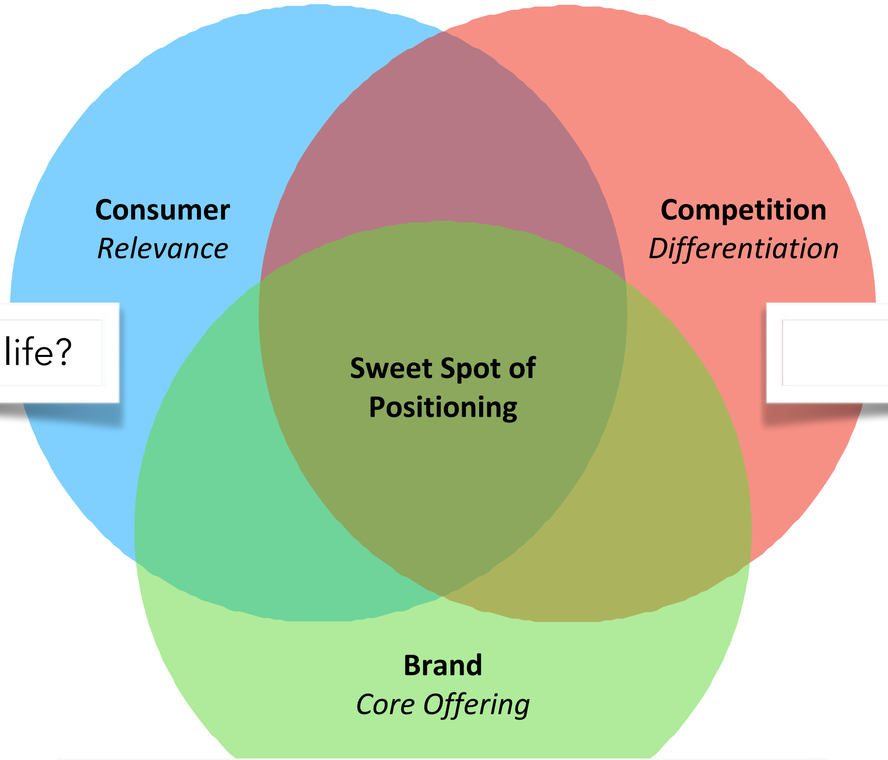
Who am I?

Ordered-at-home Biryani that is authentically prepared.

To be consumed as a celebration and bonding over a great meal.

Brought alive by the unique Handi in which it is cooked and served specially for you.

Positioning the Brand

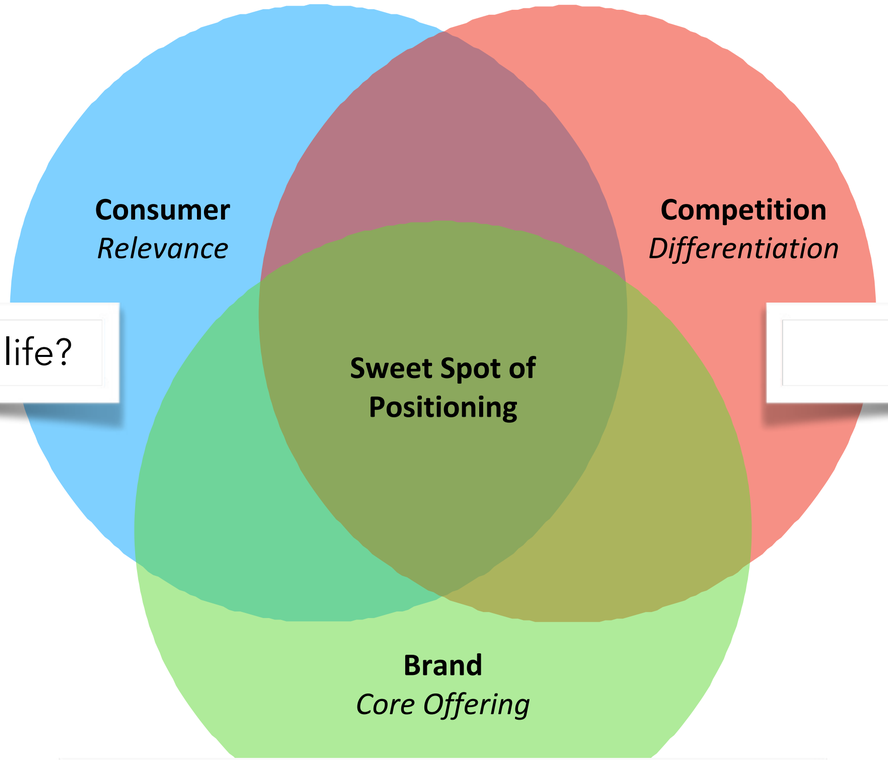


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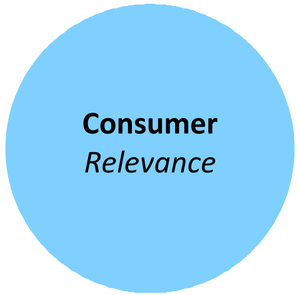


What difference will I make to your life?

How am I unique?

Authentic, Tasty, Regional Biryani
that is cooked and served in a Handi
to maintain its quality and taste.
The way Biryani is meant to be.

Brand Positioning



What difference will I make to your life?

Insights:

Biryani is a coveted dish.

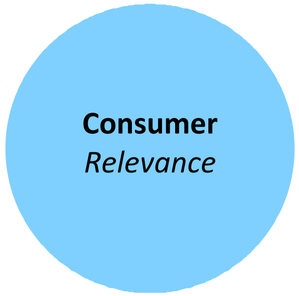
A celebratory, special occasion preparation.

Often consumed with family and friends.

Never a quick-meal - it takes time and effort to make.

Warrants relishing with respect and appreciation.

Brand Positioning



What difference will I make to your life?

Expectations:

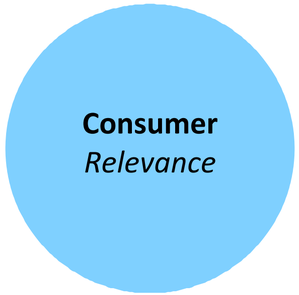
Authentic, regional taste that is ‘perfect’.

Good Food leading to Good Mood.

Bonding and happiness over a great meal.

A feeling of satisfaction mixed with craving for more.

Brand Positioning



What difference will I make to your life?

Need gaps:

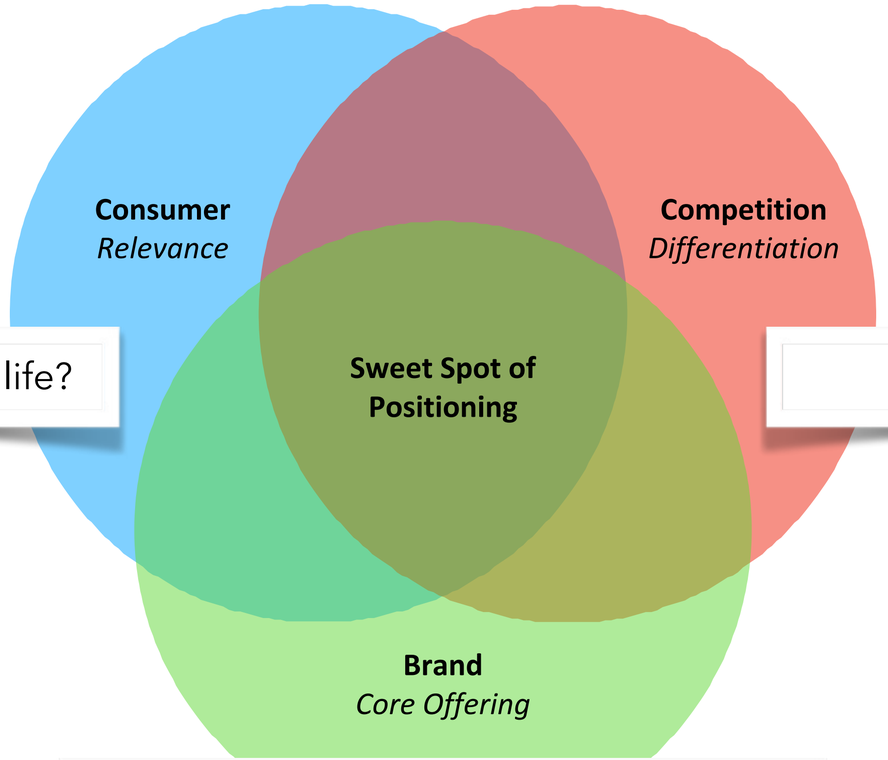
Ordered home Biryanis are disappointing.

Falling short on taste and satisfaction.

‘Real Biryani’ can only be cooked by traditional chefs.

‘Real Biryani’ can only be cooked by traditional methods.

Positioning the Brand

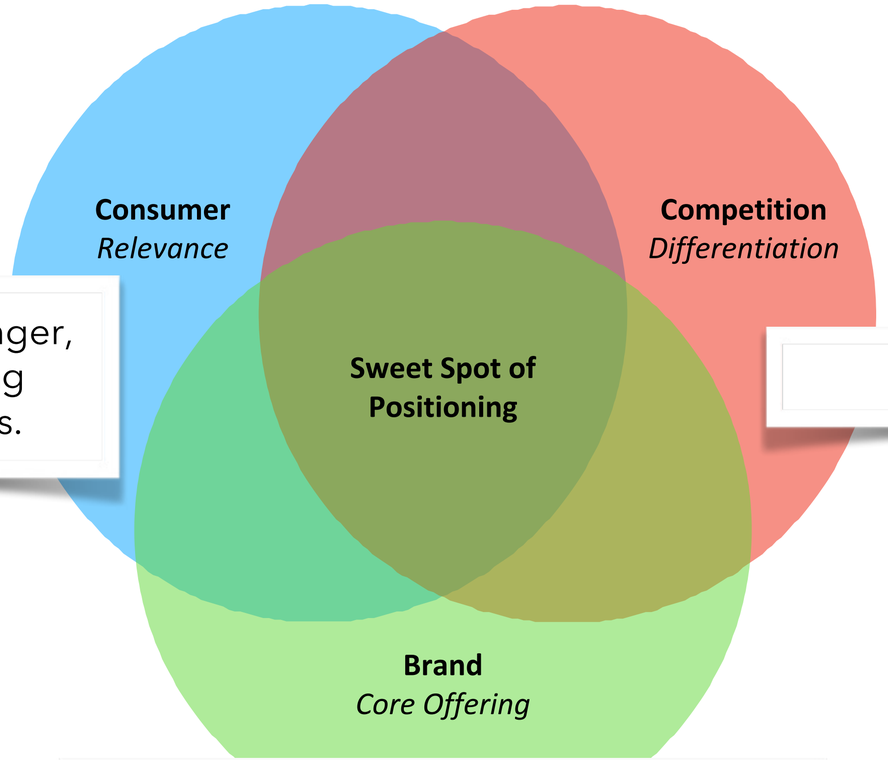


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that is cooked and served in a Handi
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The way Biryani is meant to be.

Positioning the Brand



Ordered-in Biryanis may fill the hunger, but they do not satisfy the craving like a truly authentic Biryani does.

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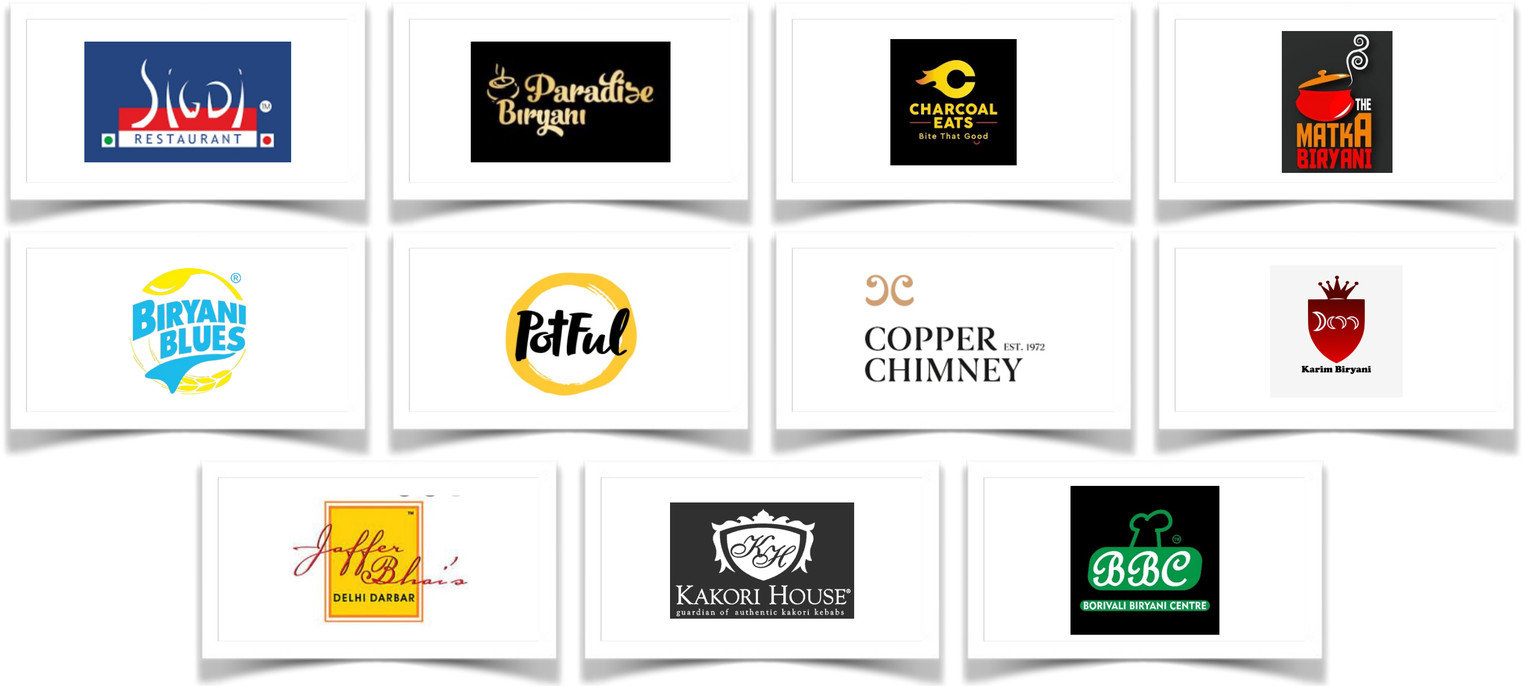
Brand Positioning

Competition
Differentiation

How am I unique?



National Cloud Kitchen Brand



Local and Regional Restaurant Brands

Brand Positioning

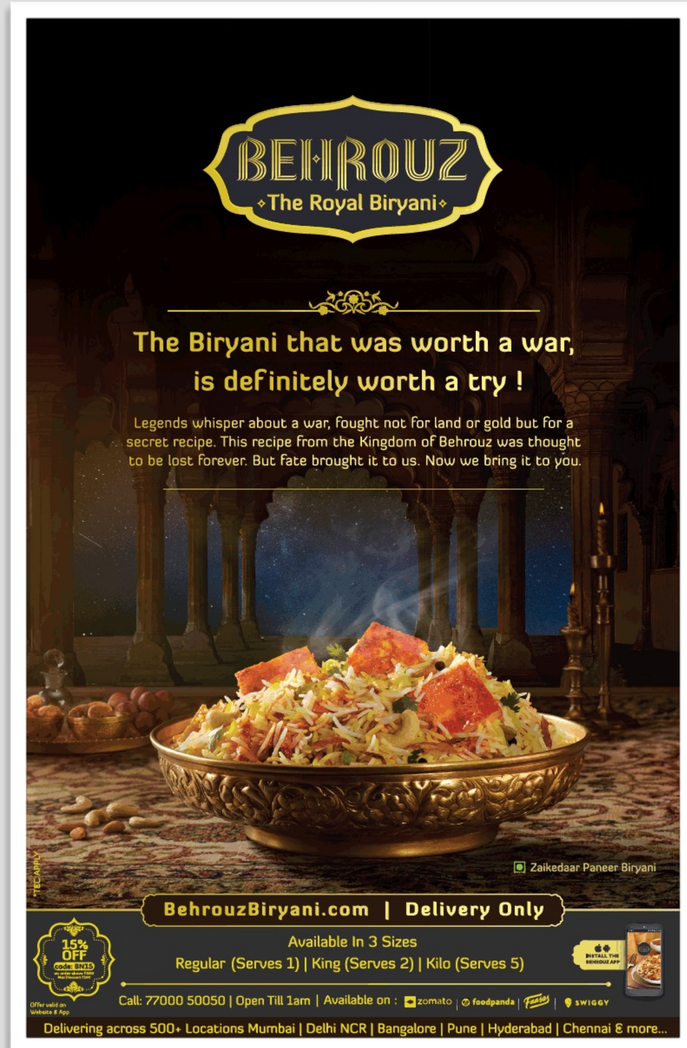


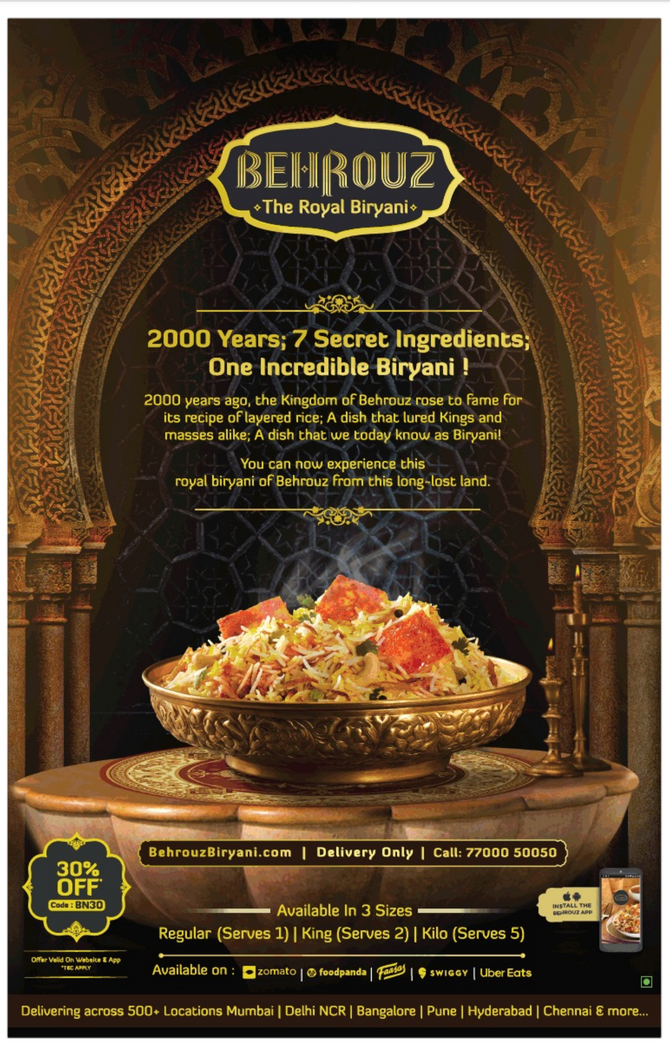

BEHROUZ
XII-XII-XVI

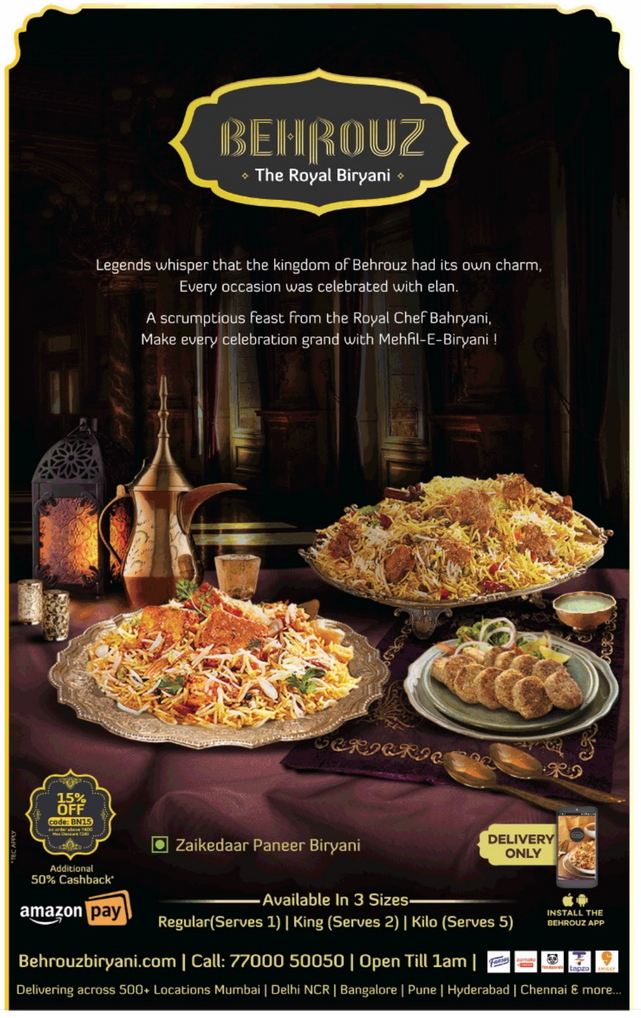

BEHROUZ
The Royal Biryani


BEHROUZ
The Royal Biryani


BEHROUZ
The Royal Biryani


BEHROUZ
The Royal Biryani
The Biryani that was worth a war, is definitely worth a try !
Legends whisper about a war, fought not for land or gold but for a secret recipe. This recipe from the Kingdom of Behrouz was thought to be lost forever. But fate brought it to us. Now we bring it to you.
Zaikedaar Paneer Biryani
BehrouzBiryani.com | Delivery Only
15% OFF
Code: BN15
Available In 3 Sizes
Regular (Serves 1) | King (Serves 2) | Kilo (Serves 5)
Call: 77000 50050 | Open Till 1am | Available on : zomato | foodpanda | Faasos | SWIGGY
INSTALL THE BEHROUZ APP
Delivering across 500+ Locations Mumbai | Delhi NCR | Bangalore | Pune | Hyderabad | Chennai & more...


BEHROUZ
The Royal Biryani
2000 Years; 7 Secret Ingredients; One Incredible Biryani !
2000 years ago, the Kingdom of Behrouz rose to fame for its recipe of layered rice; A dish that lured Kings and masses alike; A dish that we today know as Biryani!
You can now experience this royal biryani of Behrouz from this long-lost land.
BehrouzBiryani.com | Delivery Only | Call: 77000 50050
30% OFF
Code: BN30
Available In 3 Sizes
Regular (Serves 1) | King (Serves 2) | Kilo (Serves 5)
Available on : zomato | foodpanda | Faasos | SWIGGY | Uber Eats
INSTALL THE BEHROUZ APP
Delivering across 500+ Locations Mumbai | Delhi NCR | Bangalore | Pune | Hyderabad | Chennai & more...


BEHROUZ
The Royal Biryani
Legends whisper that the kingdom of Behrouz had its own charm,
Every occasion was celebrated with elan.
A scrumptious feast from the Royal Chef Bahryani,
Make every celebration grand with Mehfil-E-Biryani !
15% OFF
code: BN15
Additional 50% Cashback*
amazon pay
Zaikedaar Paneer Biryani
DELIVERY ONLY
Available In 3 Sizes
Regular(Serves 1) | King (Serves 2) | Kilo (Serves 5)
INSTALL THE BEHROUZ APP
Behrouzbiryani.com | Call: 77000 50050 | Open Till 1am |
Delivering across 500+ Locations Mumbai | Delhi NCR | Bangalore | Pune | Hyderabad | Chennai & more...

Brand Positioning



Centred around enticing food.

Always a celebratory event.

Romance the history and tradition of Biryani.

Attempting to convey the royalty and authenticity of the offering.

Brand Positioning













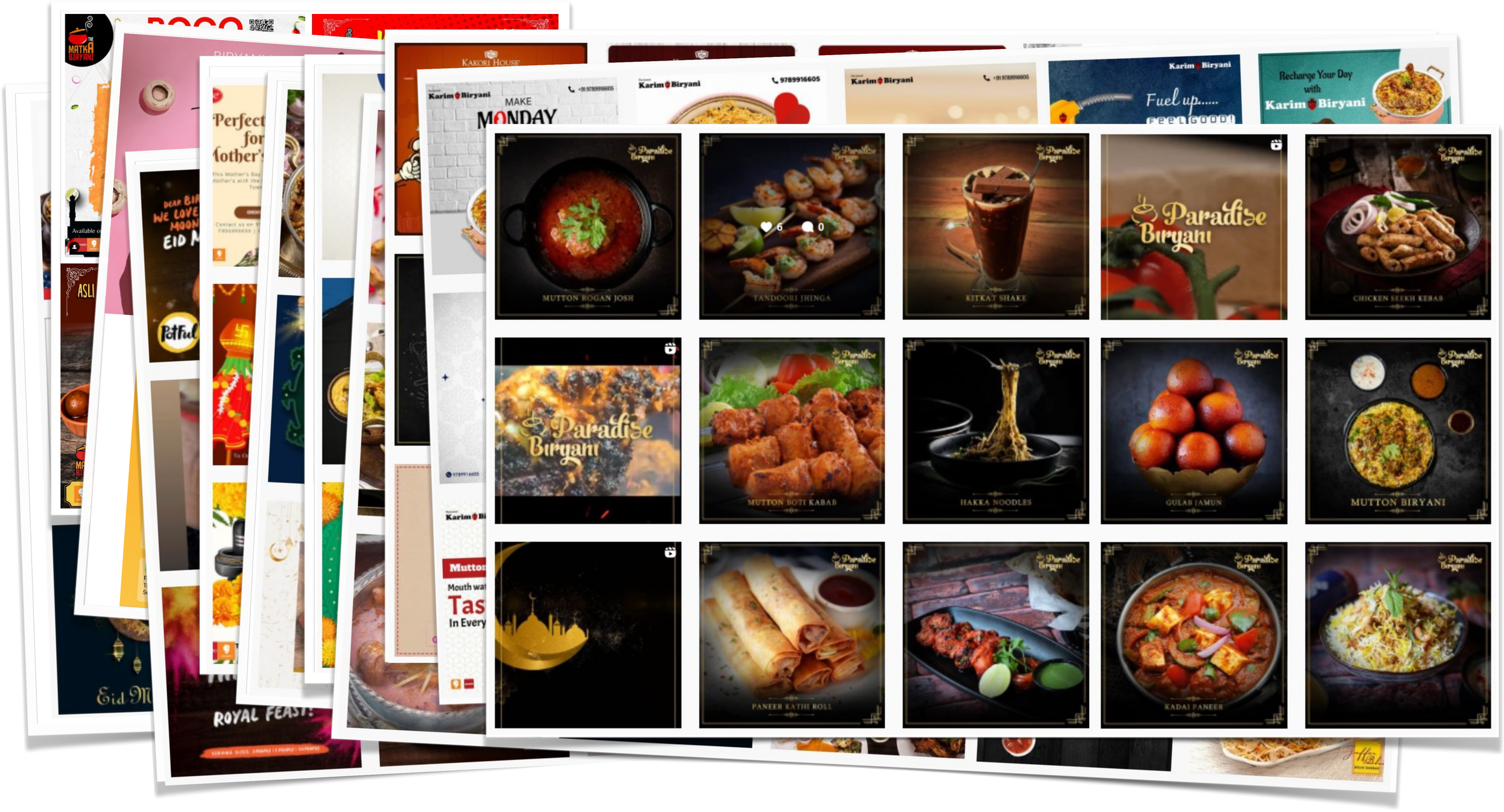




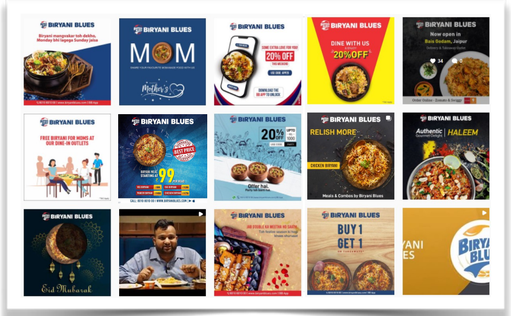


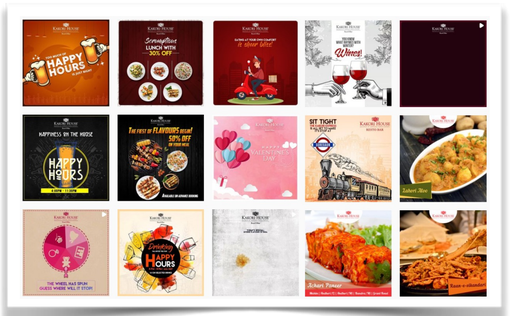


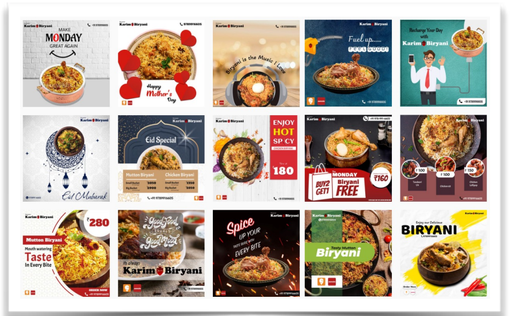


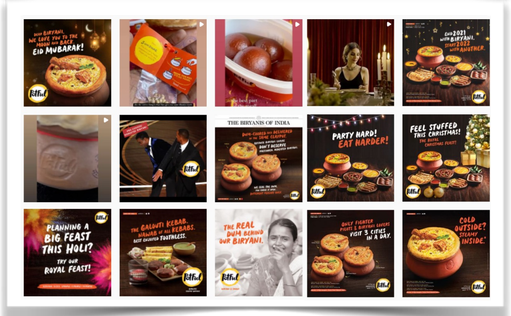

MUTTON ROGAN JOSH
TANDOORI JHINGA
KITKAT SHAKE
Paradise Biryani
CHICKEN SEEKH KEBAB
Paradise Biryani
MUTTON BOTI KABAB
HAKKA NOODLES
GULAB JAMUN
MUTTON BIRYANI
PANEER KATHI ROLL
KADAI PANEER
Karim Biryani
Fuel up.....
Recharge Your Day with Karim Biryani
MAKE MONDAY
ROYAL FEAST!

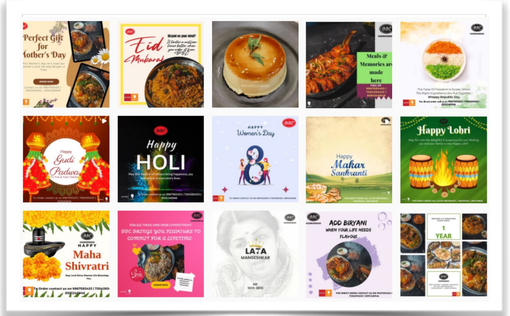
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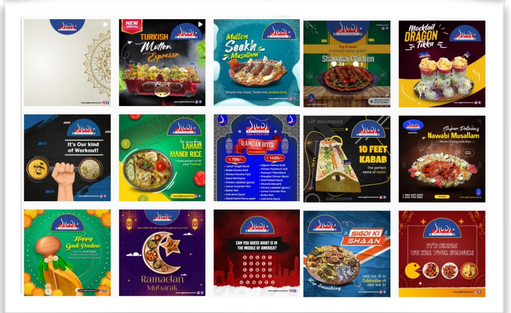


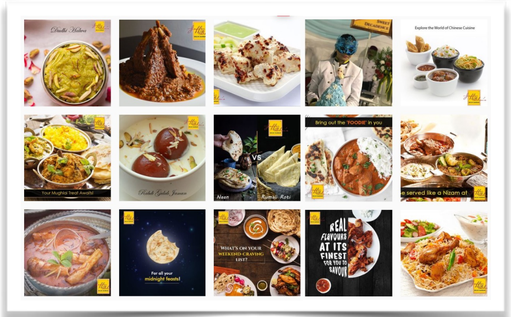











Double Haleem
Shahi Tukda Jumma
Your Mughlai Treat Awaits!
Mutton Seekh Kebab
Kulfi Kebab
Mutton Nihari
Rumali Roti
bring out the 'FOODIE' in you
Explore the World of Chinese Cuisine
Mutton Biryani
Paneer Tikka
Chicken Tikka
Mutton Seekh Kebab
Mutton Nihari
Rumali Roti
Mutton Biryani
Chicken Tikka

Brand Positioning

Competition
Differentiation

How am I unique?

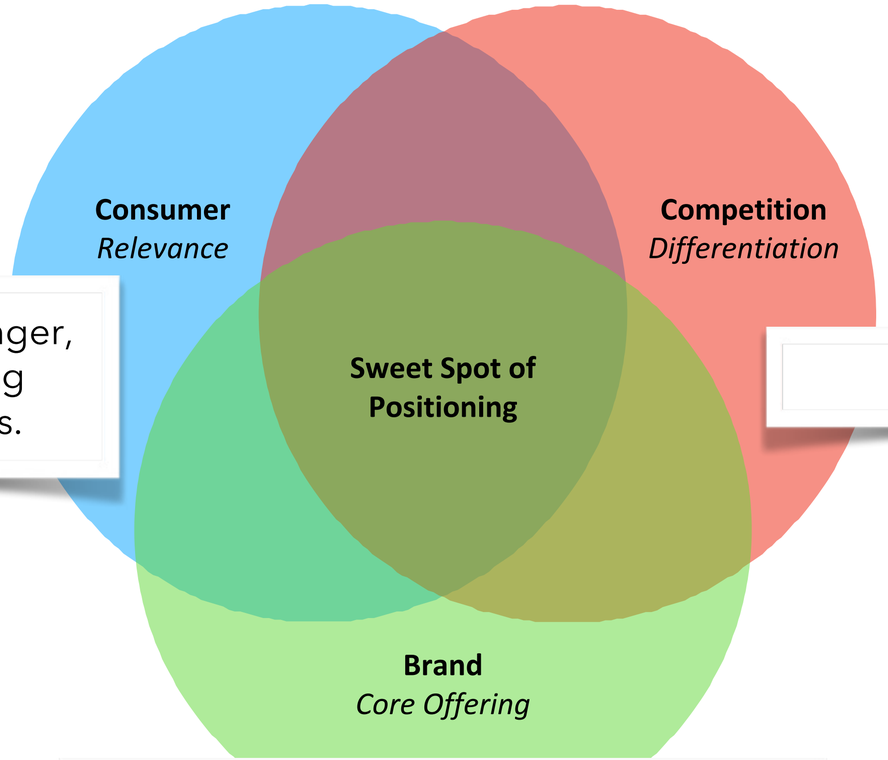
No serious competition in the communication space apart from Behrouz.

Similar and replaceable communication from all other local players.

No coherent Brand Idea owned by anyone (except, maybe Behoruz).

Need to make Biryani By Kilo stand apart by leveraging the power of Positioning.

Positioning the Brand

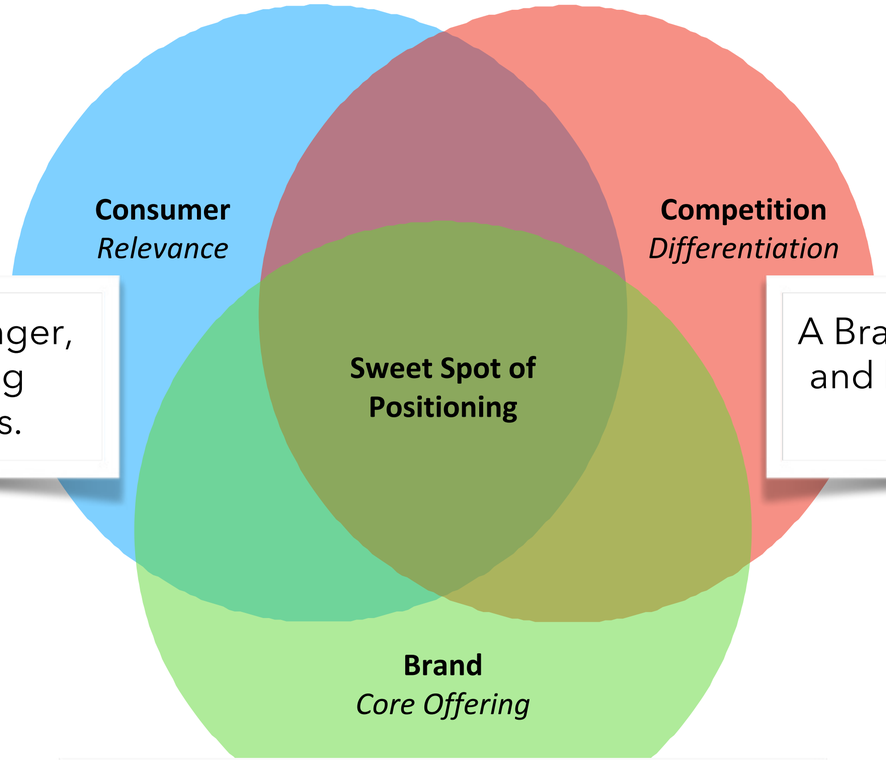


Ordered-in Biryanis may fill the hunger, but they do not satisfy the craving like a truly authentic Biryani does.

How am I unique?

Authentic, Tasty, Regional Biryani that is cooked and served in a Handi to maintain its quality and taste. The way Biryani is meant to be.

Positioning the Brand



Ordered-in Biryanis may fill the hunger, but they do not satisfy the craving like a truly authentic Biryani does.

A Brand Idea that connotes our authentic and high quality taste by leveraging our key marker - the Handi.

Authentic, Tasty, Regional Biryani that is cooked and served in a Handi to maintain its quality and taste. The way Biryani is meant to be.

Brand Context

Brand Positioning

Brand Identity

Brand Communication

Brand Context

Brand Positioning

Brand Identity

Brand Communication

LOGO IDENTITY & BRANDING OPTIONS


Biryani
by KILO
.com
There's always a reason to celebrate....

Option 1

Taking a leap from the existing logo, we've given a more modern and fresh look to the identity design. The colour pallette and font have been kept similar to the ones used previously. Similarly, the element of *handi* has been continued as it's the brand's USP.

LOGO | COLOUR



LOGO | BEFORE AND AFTER





LOGO | APP ICON




Biryani
by Kilo


Biryani
by Kilo




Biryani
by Kilo


Biryani
by Kilo


Biryani
by Kilo

LOGO | FACADE



Option 2

biryani by kilo

Pioneers of Fresh Handi Biryanis
Dum cooked fresh on every order

INSPIRATION



COLOUR PALETTE

C 5 M 60 Y 90 K 0
R 237 G 128 B 51

C 45 M 65 Y 70 K 40
R 95 G 64 B 51

LOGO


biryani
by kilo


biryani
by kilo


biryani
by kilo


bbk
biryani by kilo

EXISTING & NEW LOGO VERSION

Biryani by KILO .com

There's always a reason to celebrate....

biryani by kilo

bbk
biryani by kilo

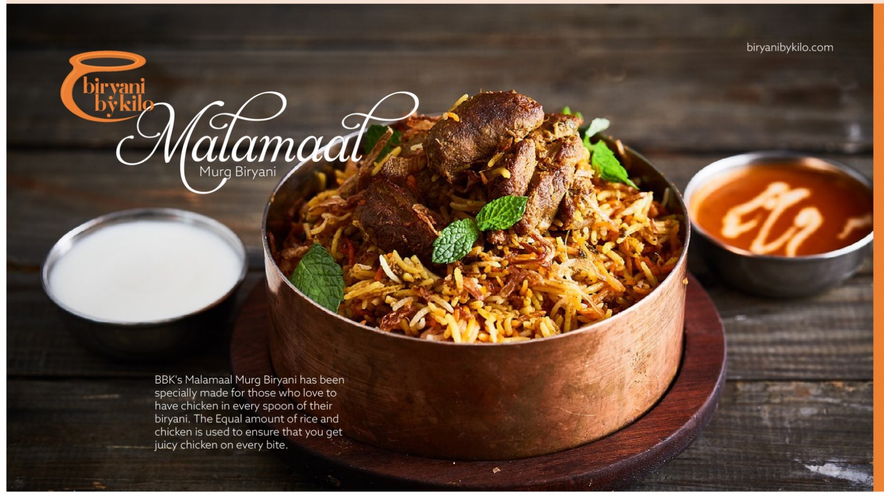


Lucknowi Murg Chicken biryani, cooked in a sealed Handi, infuses the flavours properly and lets the dish breathe in its own fragrance and juices to make it more flavourful.

Murg Chicken

biryani by kilo

APP ICON


biryanibykilo.com
biryani by kilo
Malamaal
Murg Biryani
BBK's Malamaal Murg Biryani has been specially made for those who love to have chicken in every spoon of their biryani. The Equal amount of rice and chicken is used to ensure that you get juicy chicken on every bite.


Carrier
10:22
80%
Social Media
Facebook
Instagram
Twitter
Messenger
WhatsApp
Telegram
YouTube
Biryani by kilo
Tinder

FACADE



biryani by kilo









biryani by kilo

Option 3

Biryani by kilo

Pioneers of Fresh Handi Biryanis
Dum cooked fresh on every order

INSPIRATION



COLOUR PALETTE

C 5 M 60 Y 90 K 0
R 237 G 128 B 51

C 45 M 65 Y 70 K 40
R 95 G 64 B 51

LOGO







The other theory states
that it originated from different
parts of **medieval India by**
various Islamic dynasties



EXISTING & NEW LOGO VERSION

Biryani by KILO .com

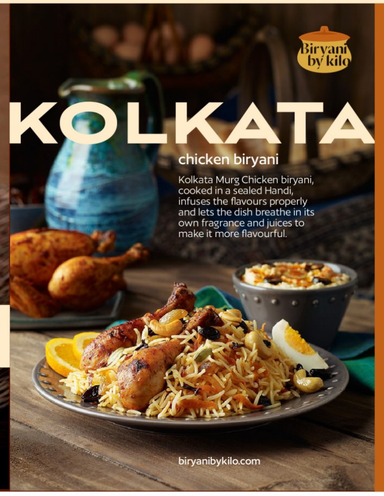
There's always a reason to celebrate....

Biryani by kilo

Biryani by kilo

Bbk





Biryani by kilo

Bbk

APP ICON



Biryani by kilo

FACADE



FACADE



Biryani by kilo









Biryani
by kilo

Option 4

LOGO







EXISTING & NEW LOGO VERSION

Biryani by KILO .com

There's always a reason to celebrate....

bbk biryani by kilo



biryani
by kilo

APP ICON


bbk


bbk


Carrier
10:22
80%
Social Media
Facebook
Instagram
Twitter
Messenger
WhatsApp
Telegram
YouTube
Biryani by kilo
Tinder

FACADE



biryani by kilo









biryani by kilo

Option 5

Good food
=
Authentic taste
=
Happiness
=
Smile

Freshly cooked
+
Delivered hot
+
In a Handi
=
Biryani By Kilo


BBK
Biryani By Kilo

LOGO | BEFORE AND AFTER





LOGO | APP ICON




BBK
Biryani By Kilo


BBK
Biryani By Kilo


BBK
Biryani By Kilo




BBK
Biryani By Kilo

LOGO | FACADE



Option 6

A minimalist graphic approach for the main design element - the handi - lends the logo a much cleaner and contemporary look.
For the font, we've taken a simple sans-serif type that blends well with the whole visual feel and makes readability of the brand name easier.

BBK

BIRYANI BY KILO

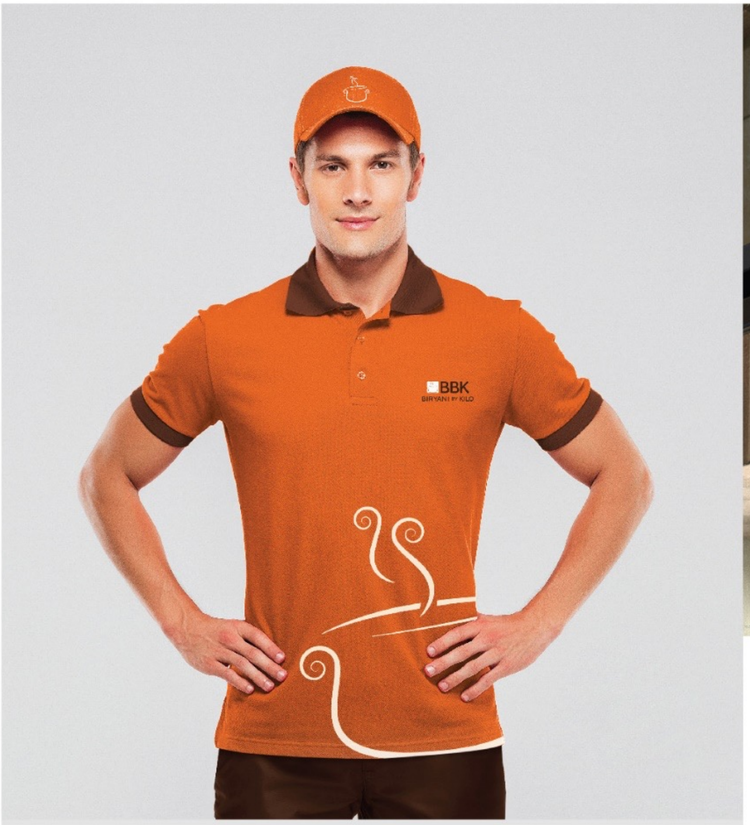
LOGO | BEFORE AND AFTER





LOGO | APP ICON




BBK
BIRYANI BY KILO


BBK
BIRYANI BY KILO


BBK
BIRYANI BY KILO




BIRYANI BY KILO



LOGO | FACADE



Option 7

Biryani By Kilo

B B K











Concept Note: Authenticity

To develop this logo identity, we have borrowed values from the brand in terms of freshness, colour, authenticity, and the use of the Handi. Retaining the flavour of the original logo, we have included the Handi as the hero element, while incorporating the stamp of authenticity as a strong feature, all the while ensuring that the look is contemporary and refreshing.



Biryani
by Kilo




Biryani
by KILO
.com
There's always a reason to celebrate....


BBK
Biryani
by Kilo


BBK
Biryani
by Kilo

Biryani by Kilo




BBK
Biryani
by Kilo


BBK
Biryani by Kilo


BBK
Biryani by Kilo


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BBK
biryanibykilo.com
BBK
Biryani by Kilo

Option 8

Biryani By Kilo

B B K









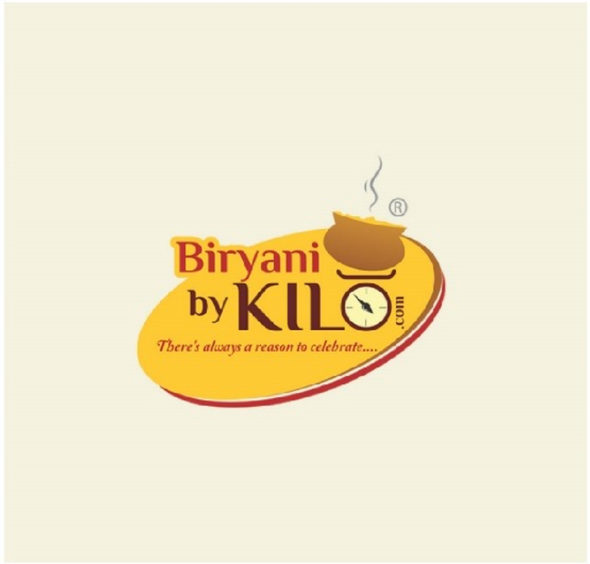


Concept Note:

Borrowing from the existing elements, while adding brand values into the mix, we have taken the logo identity in a new design direction. The Handi remains front and centre, while the acronym 'BBK' is used as a strong design element, while integrating the key USP of weight into the mix. The result is a logo that is designed to stand out from the crowd.


BBK
Biryani
by Kilo




Biryani
by KILO
.com
There's always a reason to celebrate....


BBK
Biryani
by Kilo


BBK
Biryani
by Kilo

Biryani by Kilo




BBK
Biryani
by Kilo


Biryani
by Kilo


BBK
Biryani
by Kilo


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App Store
BBK
Biryani
by Kilo

Option 9

Biryani By Kilo

One theory states
that it originated from Persia

The other theory states
that it originated from different
parts of medieval India by
various Islamic dynasties

According to historian Lizzie Collingham, the modern biryani developed in the royal kitchens of the Mughal Empire (1526–1857)

In North India, different varieties of biryani developed in the Muslim centres of Delhi (Mughlai cuisine), Rampur, Lucknow (Awadhi cuisine) and other small principalities.

In South India, where rice is more widely used as a staple food, several distinct varieties of biryani emerged from Hyderabad Deccan as well as Tamil Nadu (Ambur, Thanjavur, Chettinad, Salem, Dindigal), Kerala (Malabar), Telangana, and Karnataka (Bhatkal) where Muslim communities were present.

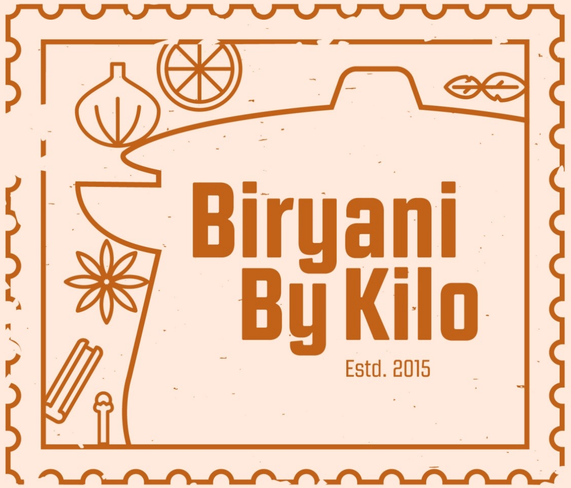
INSPIRATION



COLOUR PALETTE

C 5 M 60 Y 90 K 0
R 237 G 128 B 51

LOGO


Biryani
By Kilo
Estd. 2015


Biryani
By Kilo
Estd. 2015


Biryani
By Kilo
Estd. 2015


BBK

EXISTING & NEW LOGO VERSION

Biryani by KILO .com

There's always a reason to celebrate....

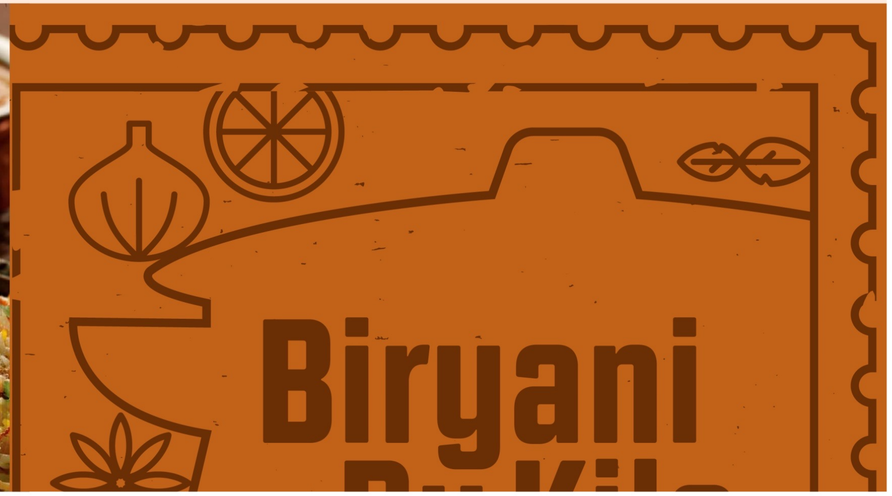
Biryani By Kilo

Estd. 2015

BBK







APP ICON

BBK

Biryani By Kilo
Estd. 2015

Biryani By Kilo
Estd. 2015



FACADE



Biryani By Kilo









Biryani
By Kilo

biryani by kilo

biryani + love + handi



C 5 M 60 Y 90 K 0
R 237 G 128 B 51

C 45 M 65 Y 70 K 40
R 95 G 64 B 51

Option 10

Biryani **B**y **K**ilo

B B K











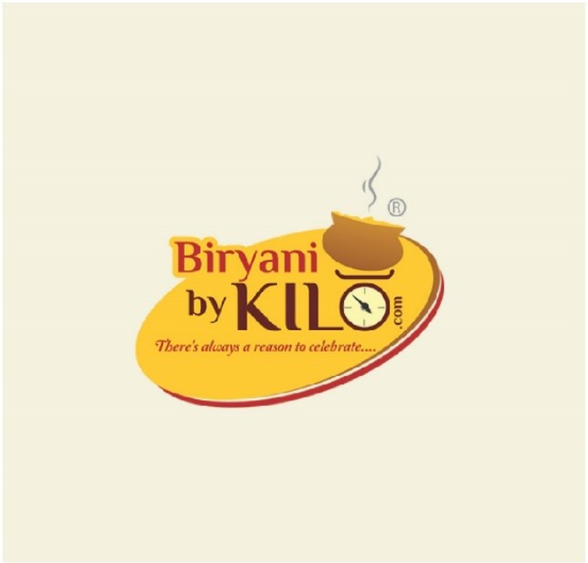


Concept Note:

As a variation to what has already been developed, we have attempted to create a logo identity that marries brand elements while strongly repurposing the acronym 'BBK'. The result is a logo where the Handi remains as prominent as before, integrated seamlessly with the letters to make the name and all the elements within, that much more memorable.

Biryani by Kilo




Biryani
by KILO
.com
There's always a reason to celebrate....


Biryani
by Kilo


Biryani
by Kilo

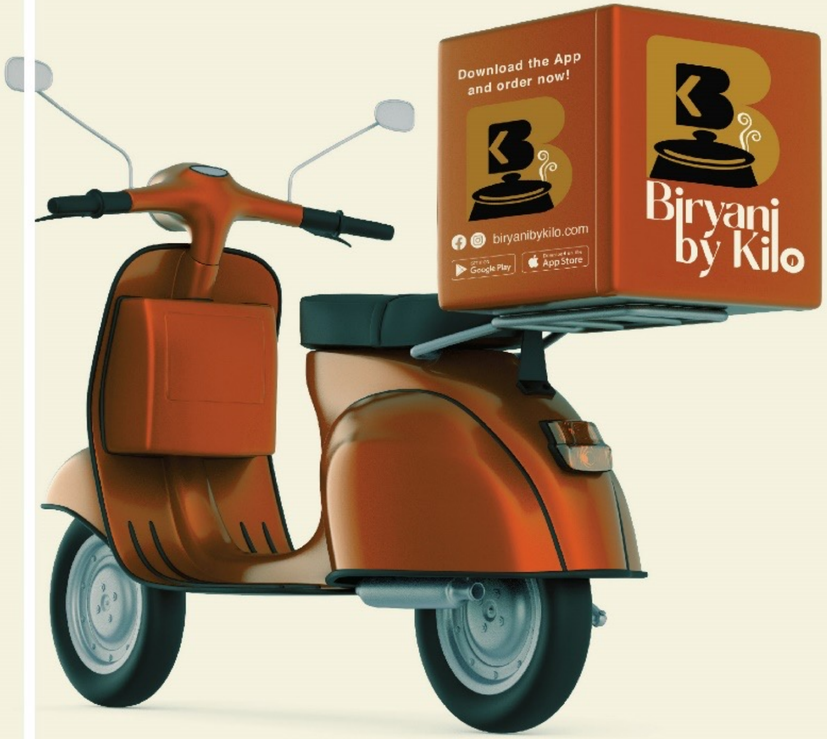
Biryani by Kilo




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Existing Logo



Option 1



Option 2



Option 3



Option 4



Option 5



Option 6



Option 7



Option 8



Option 9



Option 10

Brand Context

Brand Positioning

Brand Identity

Brand Communication

Brand Context

Brand Positioning

Brand Identity

Brand Communication

Communication Considerations

Handi is the common RTB across all Brand Ideas to connote freshness, authenticity and individual preparation.

“The Handi we cook in is the Handi we serve in.”

Communication Considerations

The dish of Biryani has a pre-existing romance associated with it.

Appropriate it uniquely for Biryani By Kilo.

Network

Communication Considerations

Cut through the clutter of sameness in communication.

Own a unique Brand Idea that will springboard all communication.

Communication Considerations

Biryani is a dish that is almost always consumed in a group for a celebratory occasion.

Showcase special occasion consumption that enhances bonding and relationships.

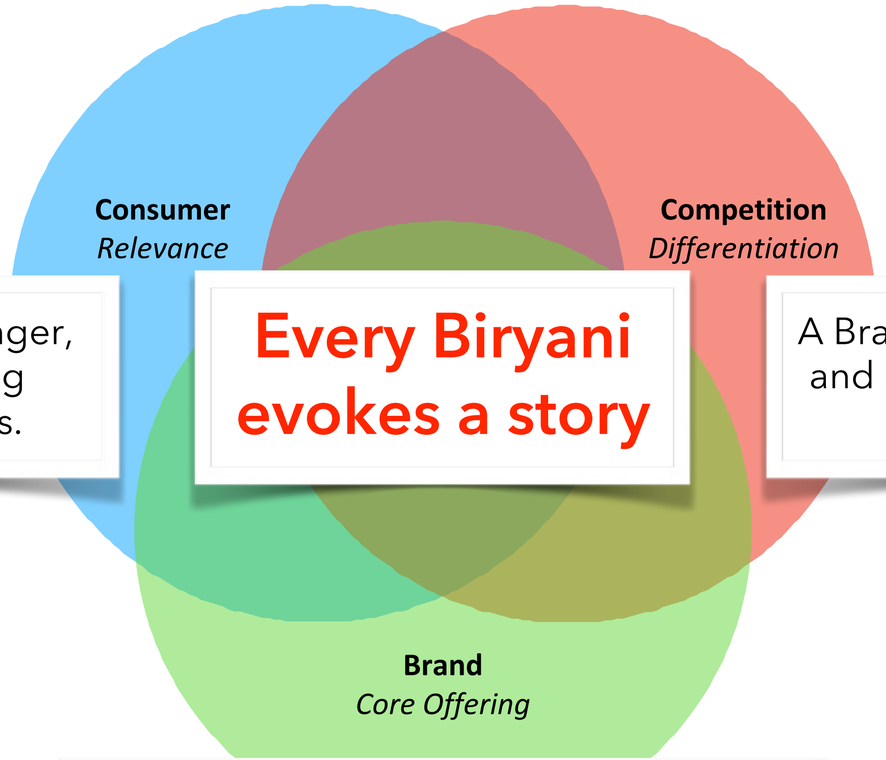
Communication Considerations

Need to drive app downloads.

Clear call to action.

Approach One

Approach One



Ordered-in Biryanis may fill the hunger, but they do not satisfy the craving like a truly authentic Biryani does.

Every Biryani evokes a story

A Brand Idea that connotes our authentic and high quality taste by leveraging our key marker - the Handi.

Authentic, Tasty, Regional Biryani that is cooked and served in a Handi to maintain its quality and taste. The way Biryani is meant to be.

Network

Biryani Sahi
Toh Kahaani Sahi



FILM SCRIPTS

KEY VISUAL





Biryani sahi toh kahaani sahi

BBK

Biryani by Kilo

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PRINT COMMUNICATION

Every Biryani has a colourful story. Only to inspire ones of your own.

Biryani is created by tradition, not by chefs. Which is why, the most authentic ones have a story to tell. Inspiring you to create memories of your own, that linger long afterward. Come, enjoy the taste of the finest Biryanis, prepared slowly to perfection.



BBK

Biryani by Kilo

Biryani sahi toh kahaani sahi

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Let our timeless Biryanis help you create stories that last generations.

Every Biryani boasts a rich tradition. Tales that are s ometimes too fantastical to believe. And yet, it is here today to inspiring sweet stories of your own, that linger long afterward. Come, enjoy the taste of the finest Biryanis, prepared slowly to perfection.



BBK

Biryani by Kilo

Biryani sahi toh kahaani sahi

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The richer the ingredients in your Biryani, the more memorable are the moments that follow.

The history of Biryani is an ancient one. Which is why, such care is taken to choose the right ingredients to ensure that it is as authentic as possible. It leads you to an experience which results in lasting stories of your own. Come, enjoy the taste of the finest Biryanis, prepared slowly to perfection.



BBK

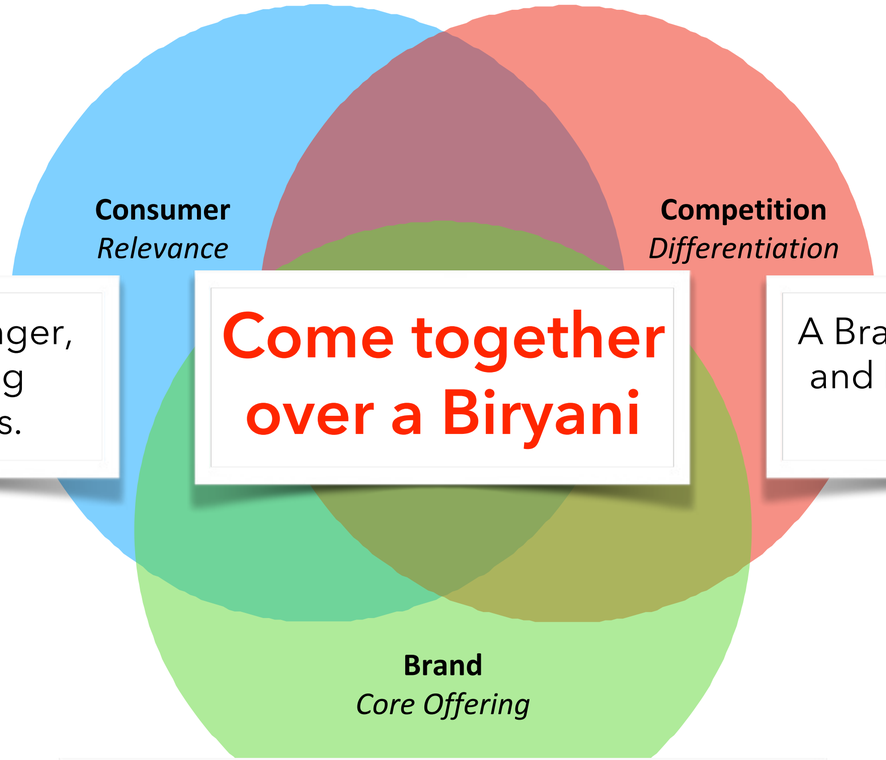
Biryani by Kilo

Biryani sahi toh kahaani sahi

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Approach Two

Approach Two



Ordered-in Biryanis may fill the hunger, but they do not satisfy the craving like a truly authentic Biryani does.

Come together over a Biryani

A Brand Idea that connotes our authentic and high quality taste by leveraging our key marker - the Handi.

Authentic, Tasty, Regional Biryani that is cooked and served in a Handi to maintain its quality and taste. The way Biryani is meant to be.

Rishton Mein Laaye Dum



FILM SCRIPTS

KEY VISUAL



Pakke Rishte
Dhime Aanch Mein Hi
Pakte Hain



BBK Biryani by Kilo

Rishton Mein Laaye Dum

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Download on the App Store

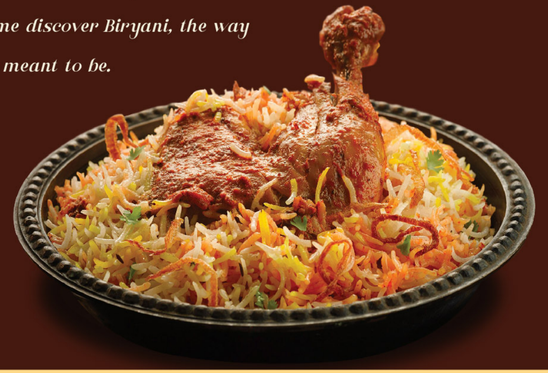
PRINT COMMUNICATION



Relationships, like the finest Biryanis, are crafted over time.

The finest Biryani (depending on where you come from), is much more than just great ingredients and an authentic recipe. It's preparation too, adds a rather unique and essential dimension to its final taste. Which is why, unlike every other Biryani, you will wait the longest to taste the finest. Which is also why, our Biryani is best preferred by those who believe that relationships too, are best built and perfected over time.

Come discover Biryani, the way it's meant to be.



BBK Biryani by Kilo

Rishton Mein Laaye Dum

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The strongest bonds take the longest to prepare, just like the perfect Biryani.

The finest Biryani (depending on where you come from), is much more than just great ingredients and an authentic recipe. It's preparation too, adds a rather unique and essential dimension to its final taste. Which is why, unlike every other Biryani, you will wait the longest to taste the finest. Which is also why, our Biryani is best preferred by those who believe that relationships too, are best built and perfected over time. Come discover Biryani, the way it's meant to be.



BBK Biryani by Kilo

Rishton Mein Laaye Dum

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A slow burn makes every connection that much more special – just like well-made Biryani.

The finest Biryani (depending on where you come from), is much more than just great ingredients and an authentic recipe. It's preparation too, adds a rather unique and essential dimension to its final taste. Which is why, unlike every other Biryani, you will wait the longest to taste the finest. Which is also why, our Biryani is best preferred by those who believe that relationships too, are best built and perfected over time. Come discover Biryani, the way it's meant to be.



BBK Biryani by Kilo

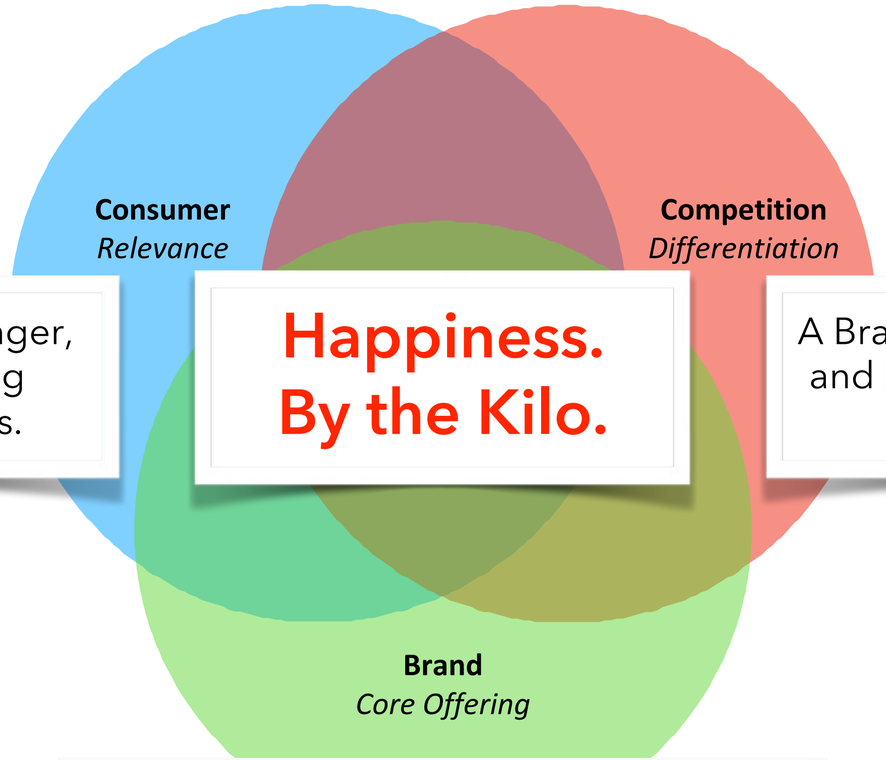
Rishton Mein Laaye Dum

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Approach Three

Approach Three



Ordered-in Biryanis may fill the hunger, but they do not satisfy the craving like a truly authentic Biryani does.

Happiness. By the Kilo.

A Brand Idea that connotes our authentic and high quality taste by leveraging our key marker - the Handi.

Authentic, Tasty, Regional Biryani that is cooked and served in a Handi to maintain its quality and taste. The way Biryani is meant to be.

Happiness By Kilo



FILM SCRIPTS

KEY VISUAL


Happiness
By Kilo!
Biryani
by
KILO
Biryani
by
KILO
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BBK
Biryani By Kilo
Happiness By Kilo

PRINT COMMUNICATION


Memories
By Kilo!
Biryani
By
KILO
A Biryani is more than just a dish – it is an emotion that brings people together. And much like its rich ingredients, and its special preparation, it adds a unique dimension to every relationship. We understand how to prepare the finest Biryani that helps create lasting memories. Which is why, our Biryani is prepared as authentically and originally as possible.
BBK
Biryani By Kilo
Happiness By Kilo
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Conversations
By Kilo!
Biryani By KILO
The most authentic Biryani to inspire endless conversations.
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Download on the App Store
BBK
Biryani By Kilo
Happiness By Kilo

Representation



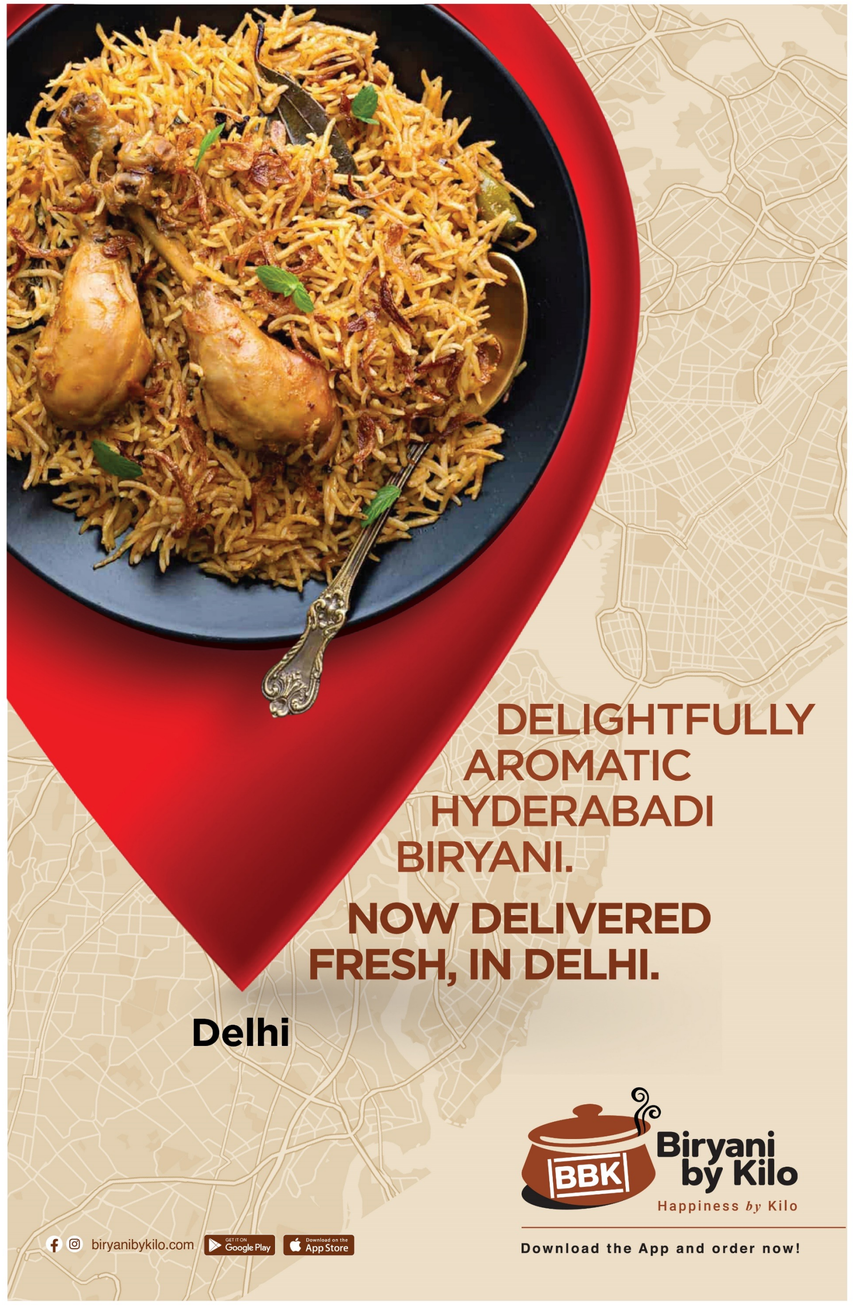
10 X 10 PRINT ADS


Rich.
Fragrant.
Delightful.
The Pride
of Hyderabad.
Delivered home
in 90 minutes.
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BBK
Biryani by Kilo
Happiness by Kilo


Aromatic.
Delicate.
Flavourful.
Lucknow's finest tradition, delivered in 90 Minutes.
Download the App and order now!
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Happiness by Kilo


Exquisite.
Subtle.
Distinctive.
The Pure Essence
of Kolkata,
delivered in
90 Minutes.
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BBK
Biryani
by Kilo
Happiness by Kilo

TACTICAL


DELIGHTFULLY
AROMATIC
HYDERABADI
BIRYANI.
NOW DELIVERED
FRESH, IN DELHI.
Delhi
BBK
Biryani
by Kilo
Happiness by Kilo
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Delhi

DELIGHTFULLY AROMATIC HYDERABADI BIRYANI.

NOW DELIVERED FRESH, IN DELHI.

BBK

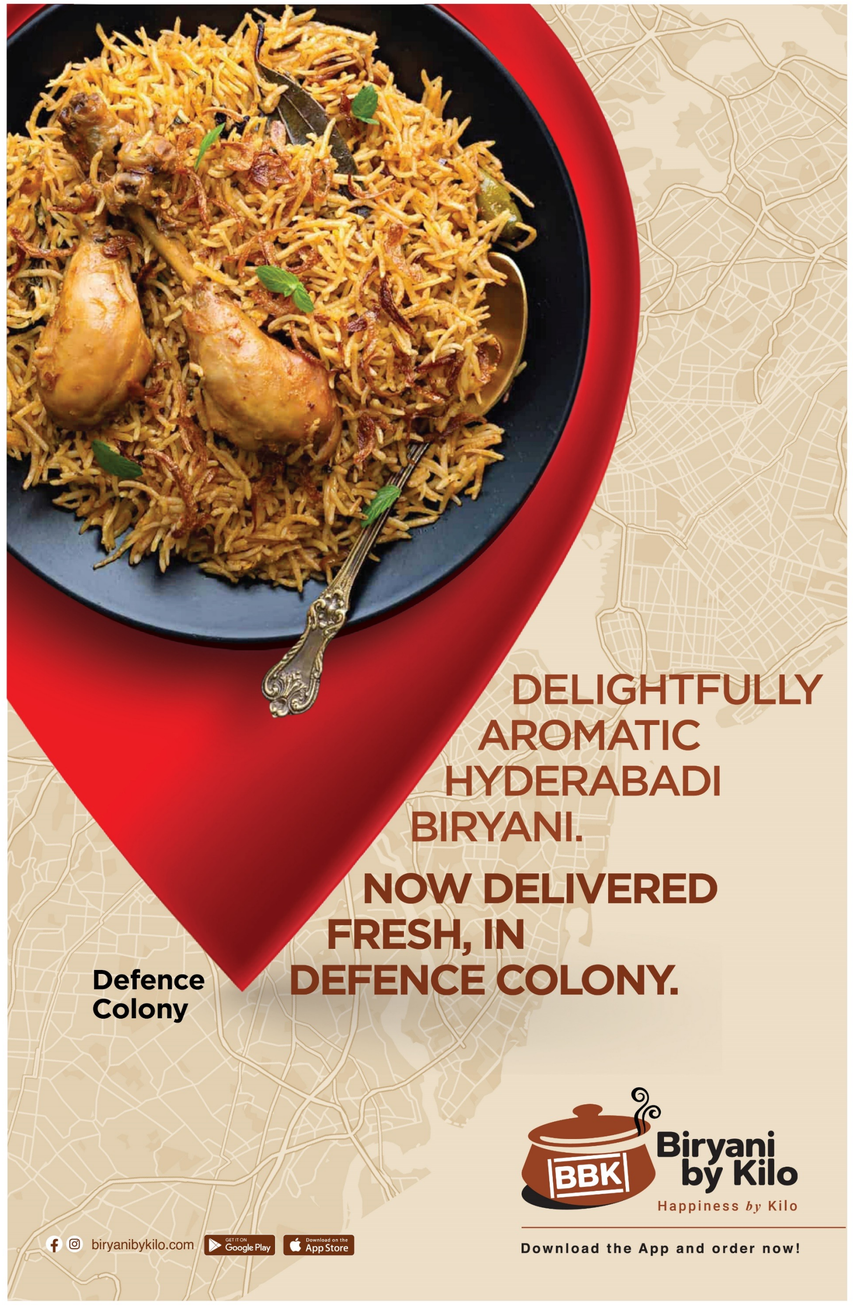
Biryani by Kilo

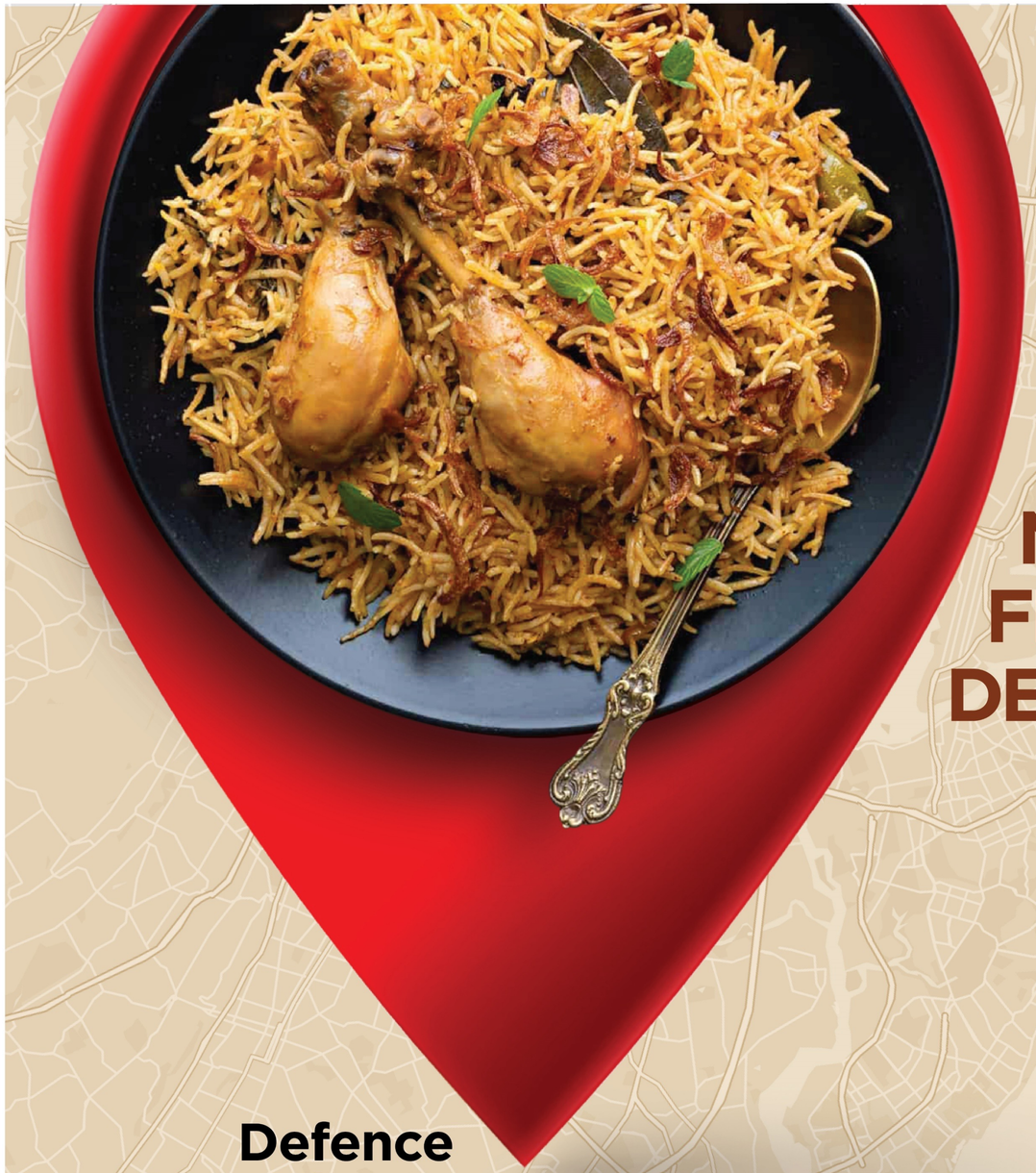
Happiness *by* Kilo

Download the App and order now!

Representation




DELIGHTFULLY
AROMATIC
HYDERABADI
BIRYANI.
NOW DELIVERED
FRESH, IN
DEFENCE COLONY.
Defence
Colony
BBK
Biryani
by Kilo
Happiness by Kilo
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Download the App and order now!



DELIGHTFULLY
AROMATIC
HYDERABADI BIRYANI.

NOW DELIVERED
FRESH, IN
DEFENCE COLONY.

Defence
Colony

BBK

Biryani
by Kilo

Happiness *by* Kilo

Download the App and order now!

Representation




It takes 90 minutes to deliver authentic Biryani, prepared with the finest ingredients.
Else, it's not Biryani.
The Biryanis that are delivered in 30 minutes are not freshly prepared or original. This is because, by definition, authentic Biryani requires careful preparation, over time. Biryani By Kilo is committed to bringing you an authentic experience. Which is why, you may have to wait as long as 90 minutes to taste the finest Biryanis.
BBK
Biryani by Kilo
Happiness by Kilo
Download the App and order now!
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GET IT ON Google Play
Download on the App Store


It takes 90 minutes to deliver authentic Biryani, prepared with the finest ingredients.
If it takes any less, it's not Biryani.
The Biryanis that are delivered in 30 minutes are not freshly prepared or original. This is because, by definition, authentic Biryani requires careful preparation, over time. Biryani By Kilo is committed to bringing you an authentic experience. Which is why, you may have to wait as long as 90 minutes to taste the finest Biryanis.
BBK
Biryani by Kilo
Happiness by Kilo
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Representation



MENU CARD


BBK
Biryani By Kilo
Happiness By Kilo!
Fresh on order
We don't re-heat
Biryani made fresh in sealed handi at 250°C
Laziz Kolkata / Darun Biryani
(Served with Raita)
Biryani lovers get ready to be surprised as you find aloo (potato) & Dim (boiled egg) hidden amongst the fragrant long grains of the finest basmati rice, dum cooked in yakhni gravy to perfection in a sealed handi.
Kolkata Chicken Biryani
760 1 Kg (Serves 2-3)
Kolkata Mutton Biryani
850 1 Kg (Serves 2-3)
Bemisaal Hyderabadi Biryani
(Served with Salan)
In Hyderabadi Biryani, the meat or veggies are marinated in a mixture of freshly ground spices & layered with long grain basmati rice, dum cooked in the sealed handi.
1/2 Kg (Serves 1-2)
Egg Hyderabadi Biryani 325
Paneer Hyderabadi Biryani 325
Veg Hyderabadi Biryani 350
Kathal Hyderabadi Biryani 365
Murg Hyderabadi Biryani 460
Chicken Boneless Biryani 515
Murg Malamaal Biryani 660
Gosht Hyderabadi Biryani 645
Lajawaab Lucknowi Biryani (Served with Raita)
In Lucknowi Biryani, the meat along with the broth is layered with long grain basmati rice & dum cooked in the sealed handi.
1/2 Kg (Serves 1-2)
Murg Lucknowi Biryani 460
Gosht Lucknowi Biryani 645

Happiness by Kilo



Fresh on order

We don't re-heat

Biryani made fresh in sealed handi at 250°C

Biryani by Kilo

Happiness by Kilo

Laziz Kolkata / Darun Biryani

(Served with Raita)

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Kolkata Chicken Biryani
760 1 Kg (Serves 2-3)

Kolkata Mutton Biryani
850 1 Kg (Serves 2-3)



Bemisaal Hyderabadi Biryani

(Served with Salan)

In Hyderabadi Biryani, the meat or veggies are marinated in a mixture of freshly ground spices & layered with long grain basmati rice, dum cooked in the sealed handi.

	1/2 Kg (Serves 1-2)
Egg Hyderabadi Biryani	325
Paneer Hyderabadi Biryani	325
Veg Hyderabadi Biryani	350
Kathal Hyderabadi Biryani	365
Murg Hyderabadi Biryani	460
Chicken Boneless Biryani	515
Murg Malamaal Biryani	660
Gosht Hyderabadi Biryani	645

Lajawaab Lucknowi Biryani

(Served with Raita)

In Lucknowi Biryani, the meat along with the broth is layered with long grain basmati rice & dum cooked in the sealed handi.

	1/2 Kg (Serves 1-2)
Murg Lucknowi Biryani	460
Gosht Lucknowi Biryani	645

Happiness *by* Kilo



Fresh on order

We don't re-heat

Biryani made fresh in sealed handi at 250°C

Biryani by Kilo
Happiness *by* Kilo



Bemisaal Hyderabadi Biryani

(Served with Salan)

In Hyderabadi Biryani, the meat or veggies are marinated in a mixture of freshly ground spices & layered with long grain basmati rice, dum cooked in the sealed handi.

	1/2 Kg (Serves 1-2)
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Paneer Hyderabadi Biryani	325
Veg Hyderabadi Biryani	350
Kathal Hyderabadi Biryani	365
Murg Hyderabadi Biryani	460
Chicken Boneless Biryani	515
Murg Malamaal Biryani	660
Gosht Hyderabadi Biryani	645

Lajawaab Lucknowi Biryani *(Served with Raita)*

In Lucknowi Biryani, the meat along with the broth is layered with long grain basmati rice & dum cooked in the sealed handi.

	1/2 Kg (Serves 1-2)
Murg Lucknowi Biryani	460
Gosht Lucknowi Biryani	645

Laziz Kolkata / Darun Biryani

(Served with Raita)

Biryani lovers get ready to be surprised as you find aloo(potato) & Dim (boiled egg) hidden amongst the fragrant long grains of the finest basmati rice, dum cooked in yakhni gravy to perfection in a sealed handi.

Kolkata Chicken Biryani
760 1 Kg (Serves 2-3)

Kolkata Mutton Biryani
850 1 Kg (Serves 2-3)



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To sum…

Brand Identity



Existing Logo



Option 1



Option 2



Option 3



Option 4



Option 5



Option 6



Option 7



Option 8



Option 9



Option 10

Brand Communication

Biryani Sahi
Toh Kahaani Sahi



Approach 1

Rishton Mein Laaye
Dum



Approach 2

Happiness By Kilo



Approach 3

THANK YOU