

॥ Jay Ambe ॥



INSTA SERVE
Khaman - Dhokla - Handwa and Stories Since 1936

NASTA HOUSE

Made for
Everyday
Moments

since 1936



FROM THE HOUSE OF

॥ Jay Ambe ॥



FOODS

At Talod, we believe meaningful food doesn't have to be complicated. Rooted in familiar flavours, our food brings comfort with every bite. Created for today's fast-paced lives, it balances ease with the warmth of home-style cooking.

Each pack carries a promise of care, quality, and thoughtfully crafted tradition.

**Aapne Farmaya,
Humne Banaya**



Shilpa Shetty
Shilpa Shetty
Brand Ambassador

A journey of *Taste*

1936

Humble Beginning

Jivraj Bhai Chotai starts a food stall at Talod Railway Canteen.



1985

The Turning Point

Deepak Chotai begins local distribution of Dakor na Gota on a bicycle.



1998

Hello, Mumbai!

Talod ready-mixes reach the Gujarati diaspora in Mumbai.



1986

Talod Gruh Udyog is Born

Home-based operations grow; women-led production begins. Khaman & Dhokla mixes launched.



2002

Going Global

First export order to the USA—Gujarati taste goes international.



2020s

Talod INSTA SERVE

Quick-serve restaurants launched for today's fast-paced foodies.



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Taste That Travels Beyond Borders



From our kitchens in Talod to tables across the globe, Talod's taste travels to 40+ countries with the same humble heart. Every pack carries a flavour of home, whether it reaches United States, Australia, or the kitchens of Japan.

Rooted in tradition, embraced worldwide;
Talod is not just food, it's a feeling shared across continents.

75+ SKUs
Crafted for every craving

40+ Countries
Taking Talod to the world

70+ Tons Capacity
Powering taste at scale

*Aapne Farmaya,
Humne Banaya*



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INSTA SERVE

Khaman - Dhokla - Handwa and Stories Since 1936

NASTA HOUSE

In **1936**, A Small Stall At **Talod Railway Canteen** Served Warmth, Love & Food That Felt Like Home. That Taste **Grew Into A Legacy Trusted** In Kitchens Across India And Abroad. Today, Life Moves Faster, But The Craving For Authentic Comfort Remains The Same.

Insta Serve is Where The Flavors of India Meet The Pace of Modern Life.



Recipe For *Success*



50+ Authentic
Recipes



Always
Innovating



Taste of Home,
Anywhere



Fresh and Hot,
Every Time



Chef less
model



Robust Back-end
Operations



Our Presence

Ahmedabad

South Bopal | Anand Nagar
Ahmedabad One Mall | Changodar

Gandhinagar

Sector 6 | Sargasan | Five 11 | Arjunpura (Mahudi)

Himmatnagar

Himmatnagar Bazaar | Salal | Idar

Mumbai

Kandivali (Mahavirnagar)

50+ Traditional Treats



Freshly prepared, carefully seasoned &

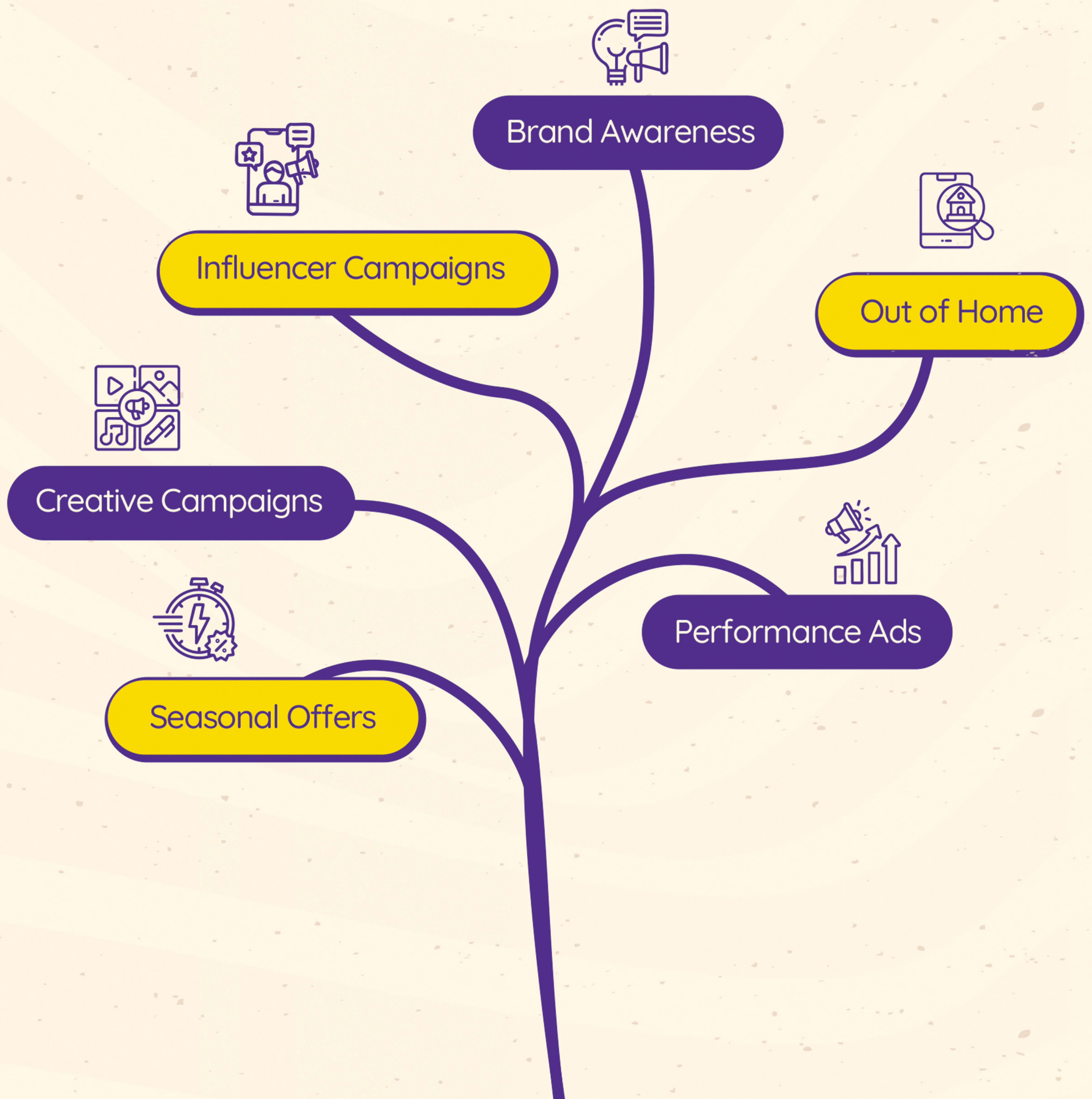
served just right, every dish feels simple, satisfying, and complete.

Format for *Every Corner*

Highways | Malls | Hospitals | Food Courts
Corporates | Retail Zones



360° Marketing Support



Our Menu

KHAMAN

Nylon Khaman
Khaman Chaat
Vatidal Khaman
Tam Tam Khaman

BHAJIYA

Batata Vada / Kela Vada
Methi Gota
Kathiyawadi Gota
Mirchi Vada
Mix Bhajiya



FRENCH FRIES

French Fries
Peri Peri
French Fries

MOONGLET

Butter
Moonglet

HANDVA

Regular Handva
Classic Veg Handva
Handva Pizza
Cheese Burst Handva



THEPLA

Thepla 2 Pc & Dahi / Achar
Thepla 2 Pc-Tea
Thepla 3 Pc, Suki Bhaji & Dahi



TEA/COFFEE

Plain Tea
Sp. Tea
(Ginger | Masala | Pudina)
Hot Coffee
Cold Coffee
Nimbu Pani
Butter Milk
Water Bottle



KHICHU

Oil Khichu
Butter Khichu



VADA PAV

Bombay Vada Pav

Oil Vada Pav

Butter Vada Pav

Cheese Butter Vada Pav



POHA

Veg Poha

Dahi Poha

Cheese Poha



UPMA

Veg Butter Upma

Butter Cheese

Chilli Upma



KHICHDI

Daliya Khichdi

Masala Khichdi



Patra

Dhokla

Muthiya

Puri - Bhaji &
Shrikhand

GUJARATI MEAL

Thepla | Sukibhaji

Masala Khichdi | Dahi | Papad

TASTE OF GUJARAT

Nylon Khaman

Batata Vada

Sukibhaji | Dhokla

Muthiya | Gota

Thepla | Patra | Dahi



SAMOSAS

Samosa

Samosa Pav In Oil

Samosa Pav In Butter

Jain Samosa

Samosa Chaat



MINI SAMOSA

Navtad

Chinese

Chinese Corn

Pizza

Start Your

Insta Serve

Journey from

Just **₹ 9 Lakhs***

onwards

₹ 50k Worth of
Initial Stock (Free)



Franchise Module

Primary Model

12 Lakhs

Premium Model

18 Lakhs

Area Requirement	250 to 300 Sq. Ft	300 to 400 Sq. Ft
Franchise Fees (Non-Refundable)	3 Lakhs + Taxes	3 Lakhs + Taxes
Infrastructure Cost	4.5 Lacs (Approx)	9 Lacs (Approx)
Equipment & Machinery	2.5 Lacs (Approx)	5 Lacs (Approx)
Hardware & Software Cost	1 Lac	1 Lac
Monthly Royalty (% Of Total Revenue)	6%	6%
Agreement Tenure (Lock-In)	3 Years	5 Years
Gross Margin	60%–65%	60%–65%
Net Margin	20%–25%	20%–25%

Upto 25k Benefits For Women Entrepreneur

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For decades, Talod has been part of everyday celebrations and simple moments alike. What began in a small kitchen in 1936 continues as a tradition of care, consistency, and craft. Each recipe carries the comfort of familiarity and the joy of sharing.

Let's Connect



info@instaserve.in



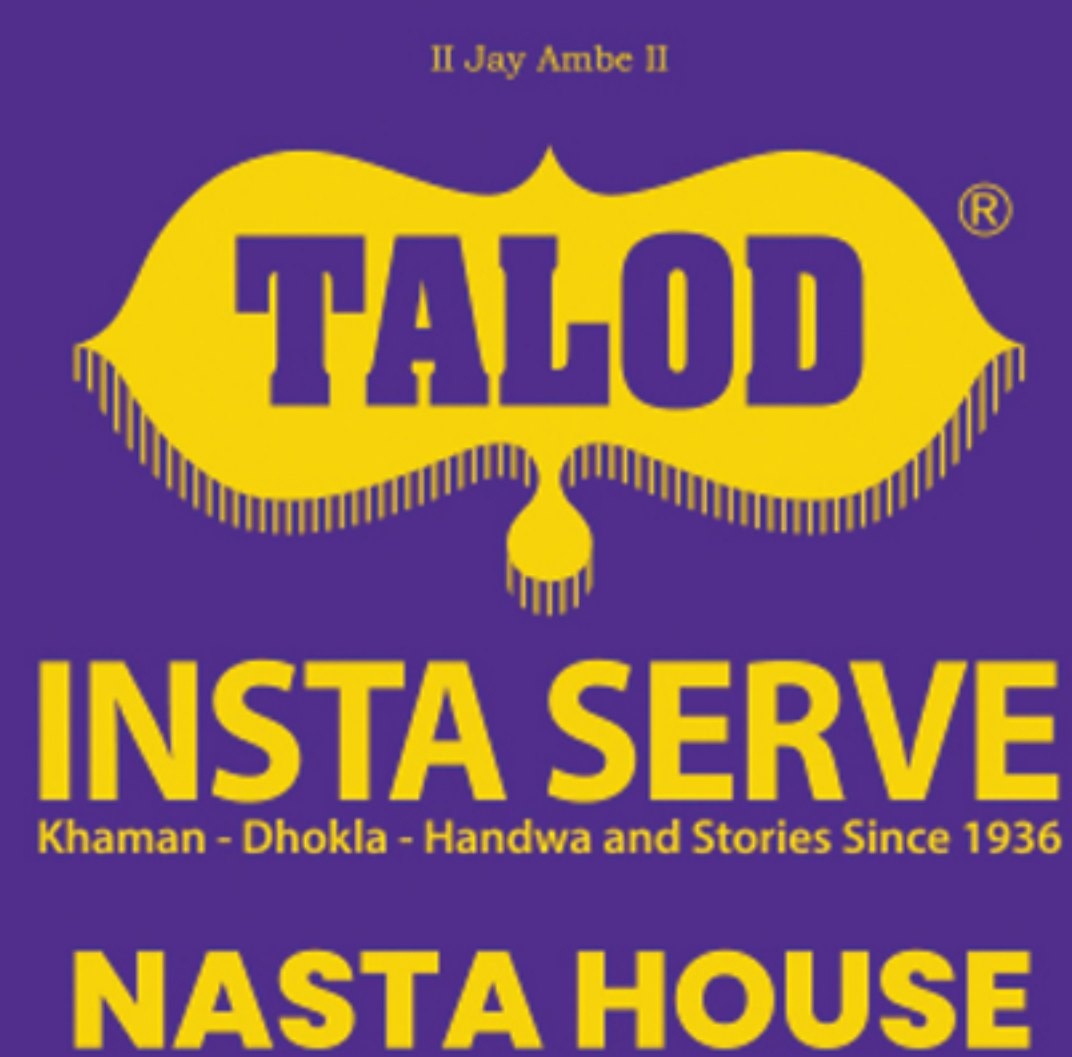
talod_instaserve



+91 63595 95909



instaserve.in



REGISTERED OFFICE

TALOD FOODS RETAIL PRIVATE LIMITED

813, Shilp Epitome, Rajpath Rangoli Road,
Bodakdev, Ahmedabad-380 054,
Gujarat (India)