

BANG!

curry®

a breakthrough
in curry making

for
home cooks
and professionals



The big idea.

To bring delicious, authentic curries to everyone's kitchen with our ground-breaking, easy-to-use range

✗ NO READY-MADE SAUCES

✗ NOTHING ARTIFICIAL

✓ JUST SIMPLE COOKING

✓ SIMPLE INGREDIENTS

Inspired by Brick Lane



AUTHENTIC Bangladeshi recipes, known and loved nationwide



42%
of world cuisine eaters
would like products
with guidance on
AUTHENTIC cooking

‘COOKING FROM SCRATCH’

World Cuisines UK, May 2023, Mintel

STEEP GROWTH : Trend in ‘Cooking from Scratch’
Develops a pride and understanding of meals prepared by consumer

THE PROBLEM

Consumers are presented with processed wet sauces and sauce-kits when choosing to make a curry



LACK AUTHENTIC FLAVOUR



PROCESSED WITH PRESERVATIVES



HIGH SUGAR, FAT CONTENT



WRAPPED IN LOTS OF PLASTIC



THE SOLUTION

BANG! connects the 'HOME COOKING' community with authentic curry meals, quickly and easily



AUTHENTIC AND DELICIOUS FLAVOURS



FLEXIBLE MEAT OR MEAT-FREE



HEALTHY



ECO-FRIENDLY PACKAGING

Scratch-Cooking
Short-cut
hacks



THE BIG PICTURE

£2.3 Billion

¹The UK World cuisines market is worth £2.3 billion forecast to grow to nearly £2.6bn by 2026

¹World Cuisine UK, May 2023, Mintel

42%

of world cuisine eaters would like products that guide them through authentic cooking techniques, indicating a continued increase in

'COOKING FROM SCRATCH'

15% growth

²Meal kits are forecast to grow by a compound annual growth rate to 15%

'GROWTH IN MEAL KITS'

²Meal Kit Global Market Report 2022, Market Size, Trends and Global Forecast 2022-2026', The Business Research Company

92%

of people eat world cuisines at home

70%

of which want more

'HEALTHY OPTIONS'

Evolution of Curry Making products

Patak's Jar (ready-made jar sauces)



1957

2007



Refugees from Kenya

Sold £200M

Spice Tailor (ready-made sauce **KIT**)



2010

2022



TV Chef

Sold £43.8M

BANG! Curry (Scratch Curry **KIT**)



2020

2029



Bangladeshi heritage,
Inspired by the famous dishes of British Curry Houses

EXIT

NEW SUPERMARKET RANGE



3 STEPS, READY IN 10 MINS

PATENT PENDING, RETAIL PACK CONTAINS

- A sachet, containing onion, garlic & ginger for base
- Bang Curry Spice Recipe

EASY

HEALTHY

AUTHENTIC

BULK FOODSERVICE RANGE

150
Portions
500g



ALL-IN-ONE CURRY RECIPES, BULK FORMAT FOR CATERING

✓ AUTHENTIC

✓ EASY

✓ HEALTHY

STRONG BUSINESS MODEL

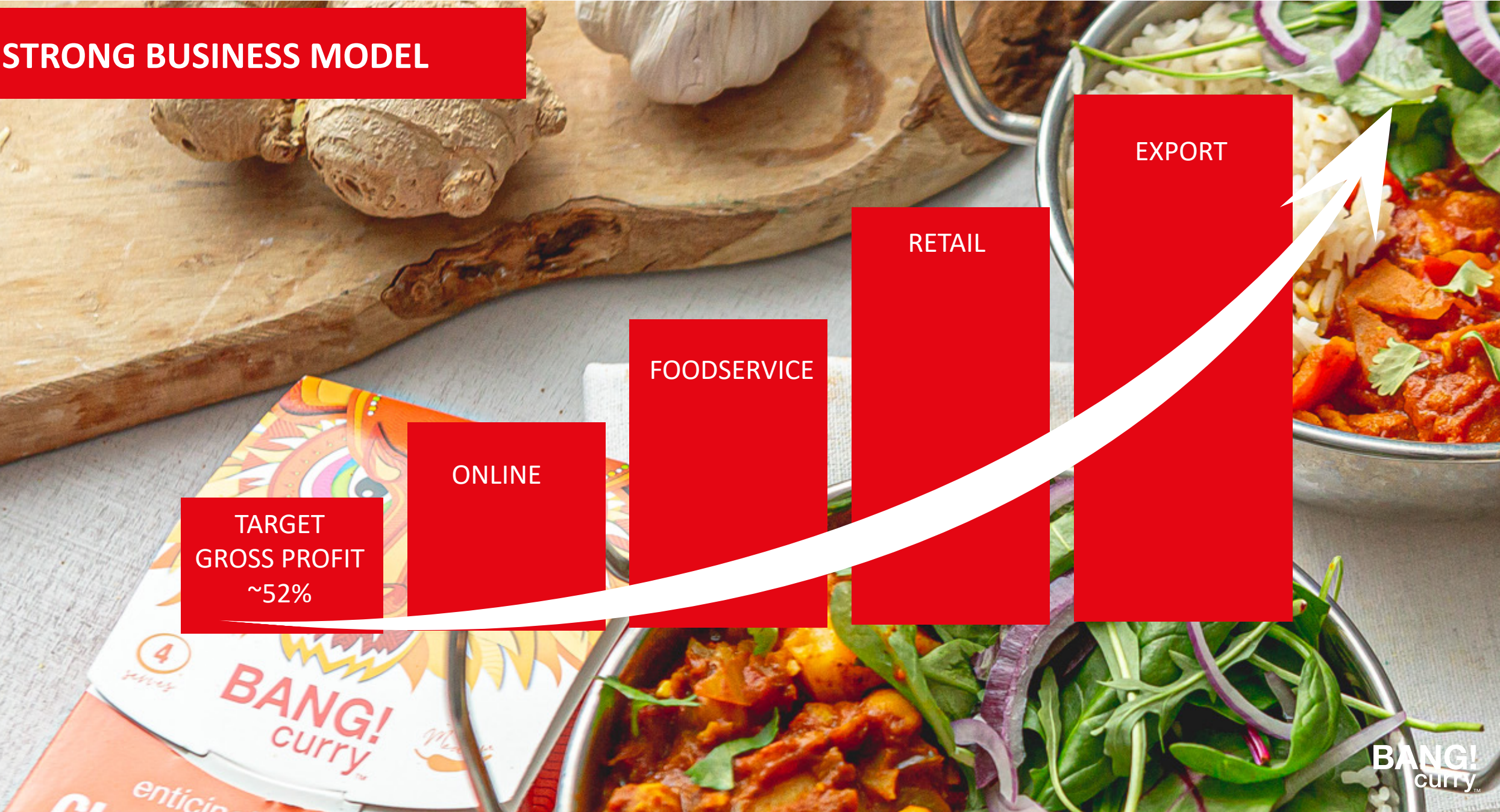
TARGET
GROSS PROFIT
~52%

ONLINE

FOODSERVICE

RETAIL

EXPORT



ACHIEVEMENTS SO FAR

500,000 CURRY KITS SOLD

We have grown organically to a well-loved brand, viable business model and a growing community

2020-PRESENT
WEBSITE
AMAZON



2021



2022
New Product
Development

2023-LAUNCH
NEW RANGES
RETAIL
FOOD SERVICE

2024
+ LISTINGS IN
RETAIL AND
FOOD SERVICE



4 years building BANG! Curry has shown us we are, in a position to capitalise on a really exciting opportunity

OUR CUSTOMERS LOVE US!



Very good and easy to prepare

Really easy to use kits, great flavours, learnt a lot about making curries. Will buy again.



Good honest Curries

Good honest Curries - quick to prepare yet lasting on the tastebuds. Great flavours across the board from these packs - one of the best things I have ever subscribed to!..



Love love love

Absolutely love Bang curry products. I suffer with severe IBS and follow a low FODMAP diet to manage it. I thought currys were a thing of the past. But these curry powders contain no onion or garlic and taste amazing. Can't recommend them enough.



Such a simple but wonderful idea to...

Such a simple but wonderful idea to make delicious meals. We like all of the meals we make with the spices and I love just mixing them with water instead of frying the spices in oil. Everyone is a success whereas I used to sometimes be disappointed with my curries I made myself and not know what was missing. Simplifies cupboard space too without endless jars of spices in there.



Bang on with Bang Curry

Bang on with Bang Curry . A simple and easy way to give your home made curries a delicious authentic taste. They're very good value and really raise the level of your currys to a new level for the home chef!



Fabulously fresh and tasty and very...

Fabulously fresh and tasty and very easy to use. We keep a selection of mixes in the cupboard for a quick, easy and healthy meal. The onion bajis are simple to prepare and a firm family favourite now!



30,000 + SOCIAL & SUBSCRIBER COMMUNITY

INVESTMENT REQUIRED

Join BANG!'s investment community
and connect the world to authentic curry

£500,000

USE OF INVESTMENT

- Business Development/Account Management : 200K
 - New Product Development : 50K
- Marketing – Digital, PR and Events, (UK and exports) : 250K



Any questions?

shelly@bangcurry.com
and mark@bangcurry.com