

Invest in the Future of Highway Infrastructure

Own a Biker's Stop. Build Kerala's Next Highway Destination.



Kerala's Next-Generation Highway Café & Quick-Service Franchise Opportunity

WHO WE ARE

Overseas Keralites Investment Holding Ltd. (OKIHL) is a 100% Government of Kerala enterprise focused on infrastructure development and investment facilitation. OKIHL works with government departments, institutions, and industry partners to support sustainable and high-impact projects across Kerala.

YOUR GUIDE TO INVESTING

Sherpa is an investment facilitation initiative by OKIHL that helps NRKs and investors move from idea to execution through guidance, coordination, and structured support. The platform connects investors with the right systems, partners, and opportunities in Kerala.



THE OPPORTUNITY



Biker's Stop is a vibrant, modern roadside café concept built for today's highway travellers, bikers, families, tourists, and commuters.

Positioned at strategic travel corridors and high-footfall transit hubs, Biker's Stop combines convenience, comfort, quick service, and a memorable café experience under one scalable franchise model.

The concept is designed to capitalize on:

- Kerala's growing highway infrastructure
- Increasing road travel and tourism movement
- Rising demand for clean, premium roadside dining experiences
- Expanding café and grab-and-go culture
- Strong potential in transit-oriented food retail

WHAT INVESTORS CAN EXPECT

Complete Business Setup Support

- ✓ **Expansion & Scalability Potential**
Replication across highways, tourism routes, and transit ecosystems.
- ✓ **Expert Operational Support**
Handholding from experienced hospitality and QSR consultants.
- ✓ **Staff Training & Setup Assistance**
Support for onboarding, training and operational readiness.
- ✓ **Market-Oriented Menu Design**
Menus customised based on local demand and national/international standards.
- ✓ **Brand & Experience Support**
Designed to deliver a consistent customer experience.

IDEAL LOCATIONS

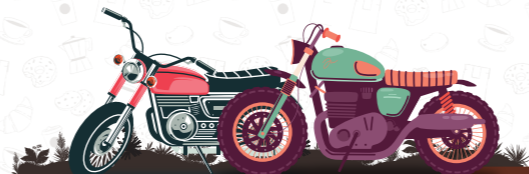
Biker's Stop is strategically suited for

- Major highways and travel corridors
- Rest Stop centres
- Tourism and transit hubs
- Highway fuel station ecosystems
- Mall and roadside commercial developments
- Express-format highway convenience locations
- Intercity commuter routes
- Emerging tourism circuits across Kerala

BUSINESS SNAPSHOT

OFFERINGS

- Beverages
- Quick Snacks
- Meal Items
- Grab-and-Go Options
- Refreshment Services



INVEST IN THE FUTURE OF HIGHWAY HOSPITALITY

Biker's Stop offers entrepreneurs and investors an opportunity to participate in Kerala's evolving travel and food-service landscape through a professionally guided, scalable, and experience-driven café model.

Apply through Sherpa to have your location evaluated and move forward with the next stages of franchise facilitation, guidance, and support.

READY TO EXPLORE THE OPPORTUNITY?



Scan below to view the
Projected Financials and
Register your interest through
Sherpa



www.sherpa.kerala.gov.in



**Overseas Keralites
Investment and
Holding Ltd.**

Expedition | Execution | Efficiency



we take you to the top...



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