**Objectives:**

* Boost the visibility and customer base of select restaurants across various regions.
* Establish a strong loyalty foundation to foster recurring visits.

**Targeting Strategy:**

Regional Emphasis:

* In North India (Delhi, Chandigarh), focus on promoting local and street food specialties.
* In South India (Chennai, Bangalore), concentrate on traditional cuisines and trendy cafes popular with young professionals.
* In West India (Mumbai, Pune), spotlight seafood and fast-food favorites suited to urban tastes.

Segmenting Customers:

* For Youth and Students: Advertise economical, quick-service spots and lively cafes.
* For Working Professionals: Recommend eateries with fast lunch services, great reviews, and high efficiency.
* For Families: Promote venues that are kid-friendly, with wide-ranging menus and strong safety standards.

Differentiation Strategy:

* Unique Selling Points: Showcase restaurants offering unique experiences like dining on rooftops, venues that are pet-friendly, or those featuring organic and eco-friendly menus.
* Promote Hidden Gems: Market lesser-known, highly-rated restaurants as key places to visit.

Promotional Methods:

* Event Hosting: Run themed culinary days like "Italian Cuisine Day" or "Punjabi Food Fest" to cater to specific culinary enthusiasts.
* Arrange exclusive evenings with celebrity chefs for a premium dining experience.

Technology and Customer Engagement:

* Monitor app downloads and active user metrics.
* Evaluate social media interaction rates and advertising effectiveness.
* Measure increases in reservations and overall foot traffic during promotional periods.