**Business Domain**

Indian restaurants are restaurants that mainly prepare and sell Indian-style food. The Indian Restaurant industry accommodates single-location, chain, and franchised enterprises, as well as full-service and fast-food operators whose major delicacies are Indian inspired. They also sell alcoholic and other beverages as a means of generating more revenue and maximizing profits.

A close look of the Indian Restaurants industry shows that the industry has benefited greatly from an increased acceptance of Indian cuisine in the mainstream food industry. Since India has many states and different cultures, customers have opportunity to taste many different types of food. Here are few examples of types of food by regions

**In Northern India you will find breads and curries such as palak paneer, aloo Gobi and Tandoori chicken very popular.**

**New Delhi is very popular for their street food such as Samosa, Poori Aloo, rolls and Khichri with Sabzi**

**South India is where you go if you want to try exotic spicy Indian food, they are known for creating amazing spicy dishes such Kozhikode Biryani, Fish curry, Vindaloo and Andhra Chili Chicken. The southern are also known for having a variety of vegetarian dishes**

During the covid 19 pandemic these restaurants suffered huge losses because they were closed down for more than 6 months to avoid infection spread. The online delivery partners were also not working which led to the closure of many newly opened restaurants. Upon re opening of the restaurant and having lesser Covid-19 restrictions, we can see that the food industry is starting to see the light again.

Like any other business competition is a big factor in the success of the business.

It is safe to say that Indian restaurant survival depends a lot on the location where the restaurants is and the types of customers they are targeting. It is very common to see Indian restaurants in almost any cities or even small towns and due this the pressure of having a good quality and tasty food is increasing rapidly since the customers so many choices on which restaurant to go to.