

Competitor Analysis Report

Behrouz biryani –

The story of Behrouz begins over 2000 years ago in the ancient Kingdom of Behrouz. This Kingdom, located in the region that was formerly Persia, was famous for its multilayer rice recipe, which we now call Biryani. This meticulously kept secret recipe has been passed down for several generations.

Behrouz Biryani's success came from its ability to mix a fascinating story with high-quality cuisine, giving it a standout brand in the competitive food delivery industry.

Digital marketing strategy –

Creating an effective digital marketing strategy for Behrouz Biryani involves several key elements. Here's a comprehensive plan that covers various aspects of digital marketing:

Name	Instagram followers	Facebook followers	YouTube followers
Behrouz Biryani	311K	157K	28.8K

User Experience- Their website is mobile-friendly, easy to navigate.

SEO- They make the website search engine friendly by using relevant keywords such as "authentic biryani," "best biryani delivery," and so on.

Platforms- Focus on platforms where the target audience is most active, e.g., Instagram, Facebook, Twitter.

Content Strategy- Share high-quality images, videos of biryani preparation, customer reviews, and behind-the-scenes content.

Engagement- Run interactive campaigns, polls, and Q&A sessions to engage with followers.

Website- <https://www.behrouzbiryani.com/>



Competitors-

1. Biryani by kilo

Vishal Jindal and Kaushik Roy started Biryani by Kilo in 2015. The goal was to provide traditional and authentic biryani cooked and served in handis (clay pots), setting BBK apart from other biryani businesses. The creators recognized a market opportunity in providing freshly prepared biryani in an authentic manner, emphasizing high-quality ingredients and traditional cooking methods.

Since its beginnings, BBK has swiftly spread throughout India. The brand has a significant presence in key cities such Delhi NCR, Mumbai, Bengaluru, Hyderabad, and Pune. BBK's success is due to its consistent quality, innovative approach, and effective use of technology for ordering and delivery.

Digital Marketing Strategy-

Biryani By Kilo (BBK) has implemented a robust digital marketing strategy to position itself as a leading brand in the biryani delivery market. Here are some key elements of their strategy.

Name	Instagram Followers	Facebook Followers	YouTube Followers
Biryani By Kilo	70.6K	113K	8.38K

Platforms- BBK regularly engages customers through platforms such as Facebook, Instagram and twitter.

Stuff- They publish a variety of high – quality photographs, videos, consumer testimonials, and behind the scenes stuff. They also stress their distinct cooking style, which entails using handis (clay pots).

Google Ads- BBK uses targeted ads on Google to acquire search traffic.

Social Media Ads-They use paid advertisements on social media to reach out to potential customers based on demographics, interests, and behaviours.

Loyalty Programs- They have loyalty programs that reward repeat customers with discounts, special offers, and early access to new products.

Website- <https://biryanibykilo.com/>



2. Biryani Blues

Biryani Blues was founded in 2013 by Raymond Andrews and Aparna Parulekar. The idea was to create a brand that offers high-quality, authentic biryanis in a quick-service format. The founders aimed to replicate the rich Flavors of traditional biryani recipes from different regions of India. The menu focuses primarily on various types of biryanis, complemented by a selection of kebabs, curries, and sides.

Biryani Blues' success may be credited to its emphasis on authenticity, high-quality ingredients, and a customer-centric approach, making it a well-known name in the Indian culinary landscape.

Digital Marketing Strategy –

Biryani Blues employs a multifaceted digital marketing strategy to engage with its audience and boost its brand presence. Here are some key components of their strategy:

Name	Instagram Followers	Facebook Followers	YouTube Followers
Biryani Blues	12.5K	110K	753

Platforms- Active presence on Facebook, Instagram, Twitter, and LinkedIn.

Content- High-quality visuals of their dishes, promotional offers, customer reviews, behind-the-scenes content, and interactive posts like polls and contests.

Engagement- Prompt responses to comments and messages and engaging with food bloggers and influencers to expand reach.

Website- It has been optimized for keywords, relating to biryani, meal delivery and regional cuisine.

Content- To generate organic visitors, write regular blog pieces about recipes, the history of biryani, and other relevant themes.

Social Media Ads- Use sponsored posts and targeted ads on platforms such as Facebook and Instagram to reach a larger audience.

Google Ads- Ads based on search queries for biryani, meal delivery, and specific areas.

Website- <https://www.biryaniblues.com/>



3. Potful

Potful Biryani was developed with the goal of reviving the ancient method of cooking and serving biryani in earthen pots. This procedure not only preserves the natural taste but also imparts a distinct earthy flavour to the dish. Potful Biryani has a varied assortment of regional biryanis to suit a variety of tastes and preferences. They also provide vegetarian and non-vegetarian alternatives, as well as sides and desserts.

The use of earthen pots is not only a tribute to tradition, but also an environmentally conscious choice. Potful Biryani promotes sustainability by using biodegradable packaging and concentrating on reducing their environmental impact.

Digital Marketing Strategy-

Potful Biryani, like many current food firms, is likely to use a multifaceted digital marketing strategy. Here are some common features that could be part of their strategy.

Name	Instagram Followers	Facebook Followers	YouTube Followers
Potful	3199	7.8K	310

Platforms- Active presence on Instagram, Facebook, Twitter, and LinkedIn.

Content- Regular articles with high-quality photographs and videos of their biryani, client testimonials, behind-the-scenes footage.

Engagement- It is the process of interacting with followers through

comments, likes, shares, and direct messages in order to establish a community.

Partnerships and Collaborations- Working with delivery platforms such as Swiggy and Zomato to expand their reach and make it easier for customers to order.

Promotions and Discounts- To increase sales and attract new consumers, give limited-time discounts, seasonal incentives, and referral bonuses.

Website- <https://potful.in/>

