



Gourmet French fries restaurant

Prateek Rastogi



# Opportunity

- Gourmet restaurants, a relatively new phenomenon in India, predominately serves urban elites.
- Price is an important concern for Indian consumers, more than 50% of which are under 25.\*
- Accounting for nearly 70% of total growth\*\* , QSR and CDR are driving the Indian food sector.

\* Source: Wikipedia

\*\* Source: Technopak: QSR Market in India



# Value Proposition

- An exclusive outlet serving **many** varieties of French Fries and its accompaniments.
- Service design and Pricing mechanism strategically aimed at QSR and CDR sectors.



# Market Validation

- French Fries are among top three billing items, and are the largest selling side dish of QSR giants MacDonald's and KFC.\*
- Nearly 48% and 27% of our survey\*\* respondents, while eating out, splurge somewhere between ₹75-150 and ₹150-250 respectively.
- Around 90% survey\*\* participants claimed that they will or may try dishes inspired from different cultures.

\* Source: Business Insider and TOI

\*\* Survey Sample Size: 300

\*\* Confidence Level: 95%

\*\* Confidence Interval: ~6%



# Market Size



QSR sector, having CAGR of 25%, is likely to touch ₹25,000 crore mark by 2020.\*



French Fries market in India is expanding at an annual rate of more than 30%.\*\*

\* Source: ASSOCHAM

\*\* Source: Business Insider



# Go to Market Plan



Imitate the authentic Belgian  
experience



Develop state-of-the-art  
products



Explore expansion prospects



# Propriety Assets



Sauces



Seasonings



Innovative dishes

# Competitors







# Competitive Advantages



Assortment of French Fries



Emerging Sector



# Why Pondicherry?

- A former French enclave, tourist town, high per capita income.
- Only major competitor is KFC.
- Low cost of mistakes.



# Customer Acquisition



Social Media\*



Geo Ads\*

\*Survey outcome on how individuals discover an eatery:

Friend's Recommendation: ~54%, Internet: ~25%, Banner Ads: ~15%



# Team



Prateek Rastogi  
**Founder and Managing Director**

## Experience:

**Engineering**, Business Intelligence Suite, FICO  
**Intern**, Evolution of R User Ecosystem, UMon  
**Author**, PC Down, A windows energy saving app  
**Marketing**, Alcheringa, IIT Guwahati

## Education:

**B.Tech Computer Science**, IIT Guwahati, 2014



# Team



Veeravalli Naveen  
**Operations**

## Experience:

**Risk Management**, Seller Transactions, Amazon  
**Theatrics**, Manthan 2012 Winner, IIT Guwahati  
**Marketing**, Alcheringa, IIT Guwahati  
**Organizer**, Guwahati Half Marathon

## Education:

**B.Tech Engineering Physics**, IIT Guwahati



# Fund Raising ₹60 lakhs

To cover our operation costs of initial 12 months, which includes



Startup Expenses



Wages



Miscellaneous Overheads