Les Frites: Gourmet French fries restaurant.

QSR sector, having CAGR of 25%, is likely to touch INR 25000 crore by 2020.

Price is an important concern for Indian consumers, while Gourmet dining targets upscale market segment.

So, how about a Gourmet experience tailored for QSR, or CDR?

Revenue Model: Retail Sales

Prateek Rastogi(Founder, Managing Director), and Naveen Veeravalli

Every major fast food restaurant. While our competitors, offer products based on single type of fries we plan to offer an assortment of fries.

Worst Case:

Total Input Cost = 47rs

Retail Price of Cone = 80rs

Imitate the authentic Belgian experience to reach break-even. Then, do top-down and bottom-up innovation for new products.

60lakhs = Startup expenses, wages and overheads.

Not incorporated

None