Subject: Alijan, how about playing a hand in QSR?

Hi Alijan,

According to industry body Assocham, QSR market in India is expanding at the yearly rate of 25% and is geared to become ₹25,000 crore opportunity by 2020. Gourmet dining targets upscale market segment, but price remains an important concern for Indian consumers. So, can we create a Gourmet experience tailored for QSR?

I, Prateek Rastogi, founder of Les Frites and an IIT Guwahati alumnus, plan to fabricate that experience with high gross margin Gourmet French fries. The idea was born from the personal experience of eating at Friteries prevalent mainly in Belgium, Netherlands, and Northern France. Given the vast experience you gathered in hospitality sector on the successful journey to nurture Vira, I thought it might be worth exploring possibilities of potential partnership with you.

If you find this opportunity interesting, please ping me your e-mail so that I can send you a preliminary analysis.

Thank You,

Regards,