Subject: Raghavendra, how about introducing another French delicacy?

Hi Raghavendra,

As somebody who enjoys wine, I really admire you. But, I want to inform you about QSR market in India, which 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 the search for perfect wine to fit Indian palette and assuming that the journey may have introduced you to the other intricacies of French culture, I thought it might be worth exploring possibilities of potential collaboration with you.

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