Subject: Surya, how about introducing a French delicacy?

Hi Surya,

As somebody who enjoys cape Chardonnay a lot, I really admired your article about wine pairing. It was also amazed by your knowledge of cuisines. So, 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 your palette and assuming that the journey may have introduced you to some intricacies of French culture, I thought it might be worth exploring possibilities of potential collaboration with you.

If you find this opportunity interesting, let me know so that I can send you a preliminary analysis.

Thank You,

Regards,

Prateek Rastogi