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

Hi Ashish,

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 authentic Belgian fries. Given your journey with Yo! China and the vast experience you gathered on that trail to success, I thought that it might be worth exploring possibilities of potential collaboration with you.

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