Subject: Jeanne, how about a Friterie in India?

Hi Jeanne,

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 mass market 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 the fact on your linkedin profile that you speak French and your name sounds French too, I guess you are a French by origin and are well aware of the concept and existence of Friteries. Thus, I thought that 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.