Subject: Rajeev, how about forging another Ovenfresh?

Hi Rajeev,

Ovenfresh success in food sector is an inspiration for me. As you might be well aware, QSR market in India is expanding at the yearly rate of 25% and is geared to become ₹25,000 crore opportunity by 2020, providing plenty of room for new ideas.

I, Prateek Rastogi, founder of **Les Frites** and an IIT Guwahati alumnus, plan to exploit those market conditions with a combination of high gross margin authentic Belgian fries and Indian snacks. The idea was born from the personal experience of eating at Friteries prevalent mainly in Belgium, Netherlands, and Northern France. As you have created Ovenfresh and given the vast expertise you gathered on the trail to foster it, I thought that it might be worth exploring the 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.