Subject: Venky, how about helping to forge another Goli VadaPav?

Hi Venky,

As a regular customer of Goli VadaPav, its success in QSR sector is a huge inspiration for me. As you might be well aware, QSR market in India is expanding at the yearly rate of 25% and is poised 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. As you created a major Indian QSR brand 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.