Subject: Viraf, how about a QSR chain inspired by European food?

Hi Viraf,

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 culinary education in French speaking Europe, I guess you savoured a meal sometime at one of the Friteries, prevalent mainly in Belgium, Netherlands, and Northern France. 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.