Subject: Sanjay, how about playing a hand in Gourmet QSR?

Hi Sanjay,

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. As Mia Cucina imparts Italian culinary influences and given your experience in restaurant concept development, I guess you might be familiar with the concept of 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.