1. **Indaroma** - Restaurants like Indaroma , having the most number of features similar to Indaroma .
2. **SnackFastfood** - fast casual eateries serving mainly quick bites , but also have a few items from a full range menu. 1 and 2 are the most similar to Indaroma . These are the ones you might be interested in.
3. **Italian** - These combine Italian and Indian elements. Most of them focus on pizza ( a few have the naan as a pizza base ) , lasagnas , pastas. A vertical from which a few dishes can be added to the menu without adding any existing ingredients to the kitchen.
4. **Alcohol** - in this vertical , restaurants are focused on branding themselves as a bar which serves food as well. As expected , most of them have "bar food" , ie , small plates of quick to eat food. We can understand what kind of alcohol they serve and what kind of food goes along with it ( this was based on the observation that Indaroma currently serves Indian beer only , and has the potential to add additional liquors ) .
5. **Bakeries -** Indian restaurants which brand themselves as bakeries. If it is worth considering , it has menu options which can hopefully be replicated. Did not spend too much time on this.
6. **Asian** - includes a fusion between Indian and Thai , Malay , Burmese , Chinese food . There are a lot of restaurants in this space which are already doing well ( Inchins , for example , has adopted the franchise model and is doing extremely well ) . The others offer a lot of "Indian Chinese" - , an Indianized version of chinese food ( Ex : Chinese Bhel )
7. **American -** These serve Indian food that has been "Americanized" ( I hate being stereotypical , but Burgers are an example ) , in order to attract the non-Indian crowd. One good thing to learn from them is how they have combined traditional American cooking methods and food with Indian food , to make the food look more relatable .
8. **Mediterranean -** Combine European elements with Indian cuisine. Another vertical worth exploring , if you want to.
9. **Other cuisines** - This has a smattering of Indian combined with a lot of cuisines - Spanish , Caribbean , Latin American , Mexican , Tex-Mex , Trinidadian , Portuguese and French. The Mexican vertical is worth considering , as I believe it is in line with what Indaroma currently brands itself as.