

Petpooja

FOODPRENEUR MAGAZINE



Ankur Bhatia, Kabir Advani, Dheeraj Gupta, Parthiv Patel, Aditi Madan, Ankit Chona

Join the biggest food and beverage community



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Petpooja

2024

Editor's Note

Petpooja's journey over the past two years has been dedicated to cultivating a vibrant and collaborative space tailored for food and beverage (F&B) specialists. Our community, aptly named to reflect our focus, harmoniously blends "food" and "entrepreneurs" to create a dynamic environment where industry professionals can thrive.

With a steadfast commitment to F&B professionals, our community has blossomed into a robust family of over 10,000 passionate foodpreneurs. It serves as a melting pot of diverse experiences, where specialists converge to share knowledge, exchange news, and stay informed about the latest developments shaping the culinary landscape.

In a testament to our dedication to fostering connections and collaboration, we proudly introduce a significant milestone – the launch of our offline magazine. This magazine stands as a tangible embodiment of the collective wisdom, insights, and camaraderie within our community. It serves as a reservoir of inspiration and practical knowledge, offering a unique blend of industry trends, success stories, and expert advice.

More than merely a digital space, our community serves as a haven for restaurateurs to connect, collaborate, and contribute to each other's growth. It is a platform where experiences are shared, challenges are met with collective wisdom, and the spirit of entrepreneurship in the F&B industry flourishes.

As we embark on this new chapter with our offline magazine, our commitment remains unwavering: to empower and unite foodpreneurs, fostering a community where the journey of each restaurateur contributes to the collective success of all. Welcome to a space where the heart of the F&B industry beats in unison, and where every member is a valued ingredient in our recipe for shared success.

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2024

Did You Know?



Did you know?

The term "restaurant" originally meant cheap soups in 16th-century Paris. Talk about a super start



Did you know?

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Did you know?

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Did you know?

In Japan, there's a restaurant where you dine in complete darkness. It's called "Dans le Noir," enhancing your taste buds' superpowers.



Did you know?

The popular Indian dish "Chicken Tikka Masala" was invented in Scotland, not India. It's a delicious example of culinary cross-cultural creativity.



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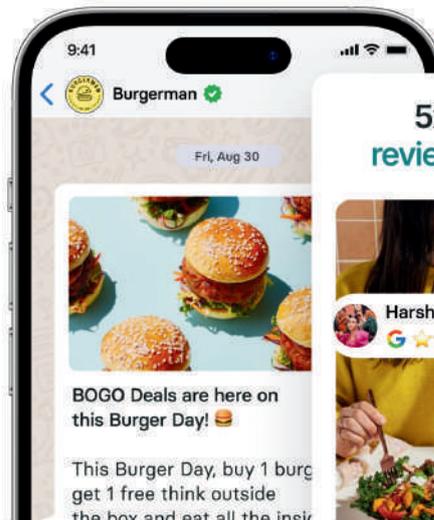
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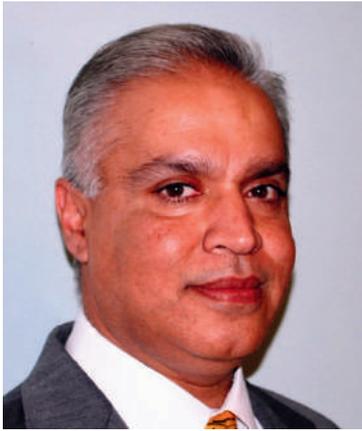
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Know The Founder & Brand



Mr. Kabir Advani: Pioneering The Culinary Landscape With Berco's And Beyond

“Culinary excellence goes beyond taste; it’s about touching the heart of everyone who experiences it, creating unforgettable moments with every dish served.”

**- MR KABIR ADVANI,
MANAGING PARTNER BERCO'S**

Mr. Kabir Advani stands as a towering figure in the realm of food and beverage entrepreneurship, with a career spanning over four decades marked by innovation, dedication, and a relentless pursuit of excellence. As the Managing Partner at Berco's, a renowned chain of Chinese restaurants, Kabir has etched his name in the annals of culinary history, shaping the way people experience Asian cuisine. Educated at prestigious institutions such as Mayo College Ajmer and the International Management Institute (IMI), Mr. Kabir has displayed a keen interest in learning, culminating in his Executive Development Program completion at the Indian Institute of Management Ahmedabad (IIM Ahmedabad). His journey into the F&B industry began in 1985 with the inception of his first restaurant. Today, under his astute leadership, Berco's has flourished into a conglomerate of 47+ outlets, encompassing four distinct brands - Berco's, House of Chow, NAO (Next Asian Outing), and Silbuttah - The Indian Story by Berco's.

Berco's, House of Chow, and NAO offer a delectable array of pan-Asian delights, while Silbuttah caters to connoisseurs of North Indian cuisine. Mr. Kabir's visionary approach has not only elevated Berco's to unprecedented heights but has also diversified its portfolio to cater to diverse palates, spanning from food courts at airports and malls to high-street stand-alone restaurants. Additionally, Berco's operates models like cloud kitchens and food trucks, ensuring accessibility across various formats.

Beyond his entrepreneurial endeavours, Mr. Kabir is actively involved in industry associations, holding leadership positions in esteemed organizations like the National Restaurant Association of India (NRAI), Hotel and Restaurant Association of Northern India (HRANI), and India Golf Tourism Association (IGTA). His contributions have been instrumental in shaping industry practices and fostering collaboration within the F&B sector.

An avid golfer, Mr. Kabir's passion for the sport extends beyond leisure, with multiple tournament victories under his belt, including prestigious events like the Mercedes Golf Tournament and Business Today Golf Tournament.

Looking ahead, Mr. Kabir envisions expanding his brands to multi-city levels while venturing into new territories with ready-to-eat frozen foods and condiments under the Berco's & Tao Chin brand, targeting both domestic consumption and exports to the Middle East, Europe, and America.

Amidst his professional accomplishments, Mr. Kabir remains deeply committed to corporate social responsibility, exemplified by Berco's initiatives during the COVID-19 pandemic, where the kitchen prepared food for migrant workers.

Mr. Kabir Advani's unwavering dedication, innovation, and commitment to culinary excellence have left an indelible mark on the F&B industry, earning him the title of Retail Icon of India and numerous accolades for Berco's. His legacy serves as an inspiration to aspiring entrepreneurs and a testament to the transformative power of passion and perseverance in pursuit of one's dreams.



Breaking The Barriers Of This Male-Dominated Restaurant Industry



"A true entrepreneurship is a baton of responsibility, given by society."

**-ADITI MADAN,
FOUNDER BLUE PINE FOODS**



Embarking on my journey from the corporate world within Japanese organizations to the vibrant realm of culinary arts, I found my path illuminated by a passion for food and a drive to challenge gender norms in entrepreneurship. Inspired by the diligence of Japanese work culture, I delved into the world of Master Chef, where I refined my culinary skills and embraced the diversity of global cuisines and innovative techniques.

However, my journey didn't stop there. A pivotal moment arose when I entered the arena of Shark Tank, a platform that encouraged me to transcend boundaries and elevate my venture to new heights of scale and impact. It was a testament to my belief in pushing boundaries and seizing every opportunity to make a difference.

In industries like food and beverage, male dominance prevails, yet I firmly believe that talent knows no gender. Women possess a unique ability to balance various aspects of entrepreneurship with grace and finesse. It's this unwavering determination and perseverance that fuel my conviction that females are inherently exceptional entrepreneurs.

Looking ahead, my vision extends beyond personal success to a broader impact on both my company and society. I aspire for my company, Blue Pine Foods to emerge as the premier Himalayan food processing entity, enriching the lives of mountain dwellers while prioritizing environmental sustainability. Simultaneously, I endeavour to inspire a new wave of women entrepreneurs, particularly from Tier 2 and Tier 3 cities, harnessing their innate empathy and resilience to navigate challenges and drive meaningful change. Through these dual visions, I seek not only to achieve personal success but also to empower others and leave a lasting legacy of positive impact on both industry and society.

My journey into entrepreneurship has been a testament to the transformative power of passion, determination, and a commitment to breaking barriers. Each step has been marked by a relentless pursuit of excellence and a steadfast belief in the potential for positive change. As I continue to navigate the dynamic landscape of business, I remain guided by the values of integrity, innovation, and inclusivity, striving to create a brighter, more equitable future for all.

2024

From Bangalore's Hidden Gem to India's Beloved South Indian Cafe



“Hold the vision, trust the process, and exercise patience to manifest your dreams into reality.”

**-DIVYA RAO,
FOUNDER THE RAMESHWARAM CAFE**

Managing customer expectations can be challenging, especially with a growing fame and customer base. How do you manage that?

At our Rameshwaram Cafe, we have established proper systems and a clear organizational structure, enabling efficient operations and effective communication channels. Delegation is meticulously done, ensuring tasks are delegated to the most suitable individuals within our professional team from the food industry.

We place great emphasis on training, with all employees undergoing thorough preparation before joining our team. Only those who successfully pass our comprehensive training examination are hired. This rigorous training process ensures that our staff are well-equipped to deliver exceptional service.

To address the growing customer expectations, we conduct regular team meetings to discuss areas for improvement and stay updated with evolving trends in the food industry, technology advancements, and changing customer preferences.

Additionally, we prioritize the regular upgrading of all our outlets with the latest technology enhancements.

The cafe is known for its excellent SOPs so how do you manage to uphold these standards while catering to an increasing number of orders?

Our approach revolves around several key principles that ensure we maintain the highest quality in our offerings.

We adhere strictly to a policy of no refrigeration, opting instead to keep only fresh stock on hand. This means no bulk stock is stored, aligning with our philosophy that our cafe is not merely a business but a sacred space. Our dedication to this concept is evident in every aspect, from our ambience to the materials used in our decor, all designed to evoke a sense of reverence.

To ensure the freshness of our offerings, we prepare food items like chutneys and dosa batter every 20 minutes and sambhar every 2 hours. We believe in preserving the ancient tradition of preparing food with pure ingredients like pure ghee, which not only enhances the taste but also has numerous health benefits. We not only maintain the highest standards of quality and taste but also prioritize the health and well-being of our customers.

Are there considerations for enlarging the dine-in space, establishing franchise opportunities, or even venturing into international markets?

Yes expanding our dine-in spaces will allow us to cater to the increasing demand from our loyal customers while providing them with an enhanced dining experience be it nationally or internationally. We're expanding dine-in spaces in cities like Bangalore, Chennai, and Hyderabad, and venturing into international markets like the US, Singapore and many more. Our goal is to share our culinary vision with a global audience while catering to growing demand.

How do you personally manage to balance your professional responsibilities with your personal life?

Managing my professional and personal life is a priority, and I approach it with a positive mindset. I don't see it as a hurdle but rather as a natural part of my journey. Both aspects are equally important to me, like my two precious babies, and I refuse to compromise on either. To ensure a balance, I prioritize planning, punctuality, and discipline. By managing my time effectively, I navigate the constraints and fulfill my responsibilities with dedication and focus.



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Sherlock's Pub: **Where Bar** **Feels Like Home**

Sherlock's Pub, with its multifaceted charm and commitment to excellence, has firmly established itself as more than just a local bar; it's a cornerstone of community and conviviality. With a network spanning five cities and boasting over ten outlets, Sherlock's has intricately woven itself into the fabric of neighbourhoods, becoming a go-to destination for a myriad of occasions.

One of Sherlock's standout features is its rooftop brunches, offering patrons a chance to bask in the sunlight while indulging in delectable fare and finely crafted cocktails. This elevated experience adds a touch of elegance to daytime gatherings, setting Sherlock's apart as a versatile venue for both casual hangouts and more formal affairs.



"From neighbourhood hideaway to elegant event venue, Sherlock's Pub caters to every whim, embracing community spirit and celebrating life's moments with great cocktails, comfort food, and endless possibilities."

- SIDDARTH BALACHANDER, MANAGING DIRECTOR SHERLOCK'S PUB

Beyond its physical spaces, Sherlock prides itself on its adaptability, continuously evolving to meet the diverse needs and preferences of its guests. Whether it's catering to intimate gatherings or large-scale corporate events and weddings, Sherlock's dedication to providing top-notch service ensures that every occasion is flawlessly executed.

However, perhaps the most enduring aspect of Sherlock's Pub is its unwavering commitment to fostering a sense of community. Through its inviting atmosphere, mouthwatering comfort food, and meticulously crafted cocktails, Sherlock's serves as a hub where friendships are forged and memories are made. It's not just a place to grab a drink; it's a sanctuary where guests can escape the rigours of daily life and immerse themselves in the warmth of camaraderie.

In essence, Sherlock's Pub transcends the conventional definition of a neighbourhood bar, evolving into a cultural institution that celebrates connection, celebration, and the simple joy of good company. Whether you're a regular patron or a first-time visitor, stepping into Sherlock's is akin to coming home—a familiar embrace that never fails to leave a lasting impression.

Revolutionize, Realign, Grow: **D2C** To **B2B** Mastery



About Ankur Bhatia

Ankur Bhatia is the founder of Jimmy's Cocktails and HUSTLE Energy Drink. He has revolutionized the beverage industry by bringing high-quality cocktail mixers to homes and energizing the market with his unique energy drink. He also started Radiohead with a vision to disrupt the beverage segment at the premium end. The name, Radiohead, signifies their antennas are always tuned to new consumer trends and whatever is culturally cool.

His vision and ideation to start the virgin cocktail mixes

Radiohead was conceptualized with a vision to disrupt the Indian beverage industry at the premium end. Where the majority of the offerings were standard colas and juices at an average price of Rs 20, they planned an entire range of offerings between Rs 50 and Rs 100. The higher margins allowed them to use very superior quality, more natural ingredients vis-a-vis other beverage majors. They understood that they needed to create differentiated offerings since even if they were to make a better quality Orange Juice, it would be hard to communicate the difference to consumers. This gave birth to Jimmy's Cocktails, which was altogether a new category.

Expansion through e-commerce of the brand

Their focus is primarily retail. While Jimmy's category is new and they are present in 20000 outlets, their focus is on distribution expansion with Hustle Energy Drink to more than 1 Lakh outlets. However, they continue to work closely with Quick Commerce channels which today contribute more than 20% of Jimmy's business

Any vision on taking the company from D2C to B2C?

Beverages have low per unit costs hence it's not a viable D2C product, however they see a very large B2B opportunity with the HoReCa segment. As smaller bars premiumise, Jimmy's format allows them to introduce cocktails in their menu with ease. This further helps outlets increase their revenue per customer.

“India is still very under-penetrated in terms of per capita beverage consumption vis-a-vis more developed nations. However, the non-alcoholic beverage industry is going through a bit of a renaissance. On one hand, there is increasing focus on healthy and low-zero sugar beverages and there is also a trend towards innovations, differentiated and more premium offerings. Modern Indian consumers are now willing to experiment with newer forms of beverages aside from standard juices and colas”

**-ANKUR BHATIA,
FOUNDER JIMMY'S COCKTAIL**

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Innovate, Liberate, Create: Culinary Revolution Begins

Time Management for Multiple Fine Dine Restaurants: How do you balance attention across all your establishments effectively?

It's a real challenge, to be honest. Strong, effective teams that can manage day-to-day operations smoothly for each brand and central or back-end teams that can support on-ground teams are really the backbone of the Food Matters Group. Personally, the daily to-do list only keeps getting longer, so for me personally, it's about prioritizing and also driving the overall strategy and vision for the brands.

Future Growth and Expansion Plans: What's next for your culinary ventures? Any new concepts or locations in the pipeline?

We have just launched Mag St. Bandra and it's the first time since the group has moved north of the city. It's an exciting development for us in a competitive territory and we are looking forward to building a loyal community of diners in that neighborhood before we think of newer ventures. The Table too underwent a complete overhaul for the first time since its inception 13 years ago. The 2.0's approach to fine dining is more fun while staying true to its philosophy of an ingredient-driven menu.

With 4 restaurants on the go, an event space, and two cloud kitchen brands, we want to focus on ensuring we maintain our standards before we focus on further expansion plans for now.

Navigating Personal and Professional Dynamics: How do you maintain a healthy boundary between personal and professional life as a husband-wife team?

Our roles are cut out exclusively for each other on the basis of our strengths and interest areas. Jay looks after operations and the kitchen while I take care of events, marketing, and finance. While it's easier said than done, we try to keep working at work and at home.



**-GAURI DEVIDAYAL,
CO-FOUNDER & DIRECTOR, THE
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Role of AI In The Restaurant Industry

**-PARTHIV PATEL,
CO-FOUNDER PETPOOJA**

The tech industry is experiencing one of the most dramatic changes of the last 40 years. A lot of Experts including the likes of Vinod Khosla have been pontificating for years the benefits of AI - AI will take away repetitive tasks, will be better than humans in analyzing complex situations, will make economies surplus economies (as efficiencies achieved will be humongous), etc. But what is changing so suddenly for this dramatic shift in discussions around AI? How is it that it is suddenly becoming the "hot topic" even in our homes?

Yes, OpenAI (ChatGPT) increased awareness significantly. But only attributing this to OpenAI will be missing fundamental shifts happening in Tech. Two major shifts are happening in the Tech industry as we speak. One - there is significant improvement or advancement in natural interfaces so UX/UI experiences are getting better and better with the natural way of communication between man/woman and machines. Classic examples are - Alexa, Siri or Dot. U just speak the commands (A natural way of communication). The second most important thing is - the advancement in the parameterization of models (obviously linked to computation infra too) leading to LLMs (Large Language Models) or LAMs (Large Action Models) etc. This has led to a dramatic shift in work allocation between humans and machines - for example Generation model taking over image creation, ChatGPT powering copilots in Microsoft products like Word or Outlook email, etc.



So is AI hype going to stay? Yes or no. A lot of companies will get closed, mostly non-serious players. But companies not focusing on AI will also face hard times in the medium to long term. So AI is going to stay and it is going to impact every industry including our F&B industry (as further advancement - whether you are an F&B outlet, which can use AI to improve workflows or customer interactions or Tech companies building solutions for restaurants. We, at Petpooja, genuinely believe in the potential of AI in F&B - some of the examples of the same .

1. Expense or inventory tracking only with a click of photos - Recipes and raw materials are added, post this need to just take a photo of your purchase, and the cost of recipes for every item will be at your fingertip. Kharcha, recently launched by Petpooja, is helping merchants automate the process of entering invoices (hand-written and digital) in Inventory and/or accounting.
2. Voice-based ordering - Why would you need to call the Captain again and again to take orders? Why can't there be a simple voice interface on every table, which can listen to orders and print the KoTs? Or in QSR make the ordering fastest with kiosk and voice ordering (no more menu browsing)
3. Redefining Kitchen/front of the house infra (including the role of Barkar) - Can there be machines preparing food and that too with high predictability in terms of quality, taste, and time? Can there be robots serving side by side with humans?

And many more. Over the years, the cost of technology has gone down and it will go down for AI and robotics. We, at Petpooja, have started implementing Kharcha - our first full-fledged AI solution for inventory/expense automation, which will not only give an accurate data set in real-time but also save significant costs in doing inventory or accounting (please notice the word "significant"). That would mean the only question worth asking for you will be - How do you start (and not when)? The time to start deploying AI solutions has already started and it is not going to wait for us!

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But after becoming the POS solutions provider for more than 75,000+ single and large outlets globally, the question comes,

WHATS NEXT?

Tracing the root of all restaurant's problems & innovating a solution from the ground up has always been Petpooja's mantra. With the same thought, the company has introduced their newest product, Petpooja Payroll.

With their latest launch, Petpooja aims to solve the staff management mayhem in the Indian SME sector. The product is a combined biometric hardware & software solution built to automate the manual process of attendance tracking, shift management, and most importantly, payroll.

The hardware plus software work seamlessly in tracking staff data, planning shifts, managing leaves & allocating salaries with provided payroll reports.

This new tech is perfect for businesses looking to automate attendance & payroll management with an easy-to-use plus affordable solution. Many businesses like factories, clinics, salons, retailers & manufacturers have already adopted Payroll into their ecosystem.



THAT'S NOT ALL.

Maintaining its focus on helping the restaurant industry grow with the power of effective marketing, Petpooja has introduced Social Media Marketing for its clients. The service helps the restaurants connect with their customers using social media by sharing food templates, images, festive posts & more.

Petpooja ecosystem is curated to provide the most growth-inducive environment to its clients. Whether they are large chains that require complex central kitchen operations to a small outlet that needs support at 3 am, Petpooja does it all effortlessly. So for any restaurant management worries,

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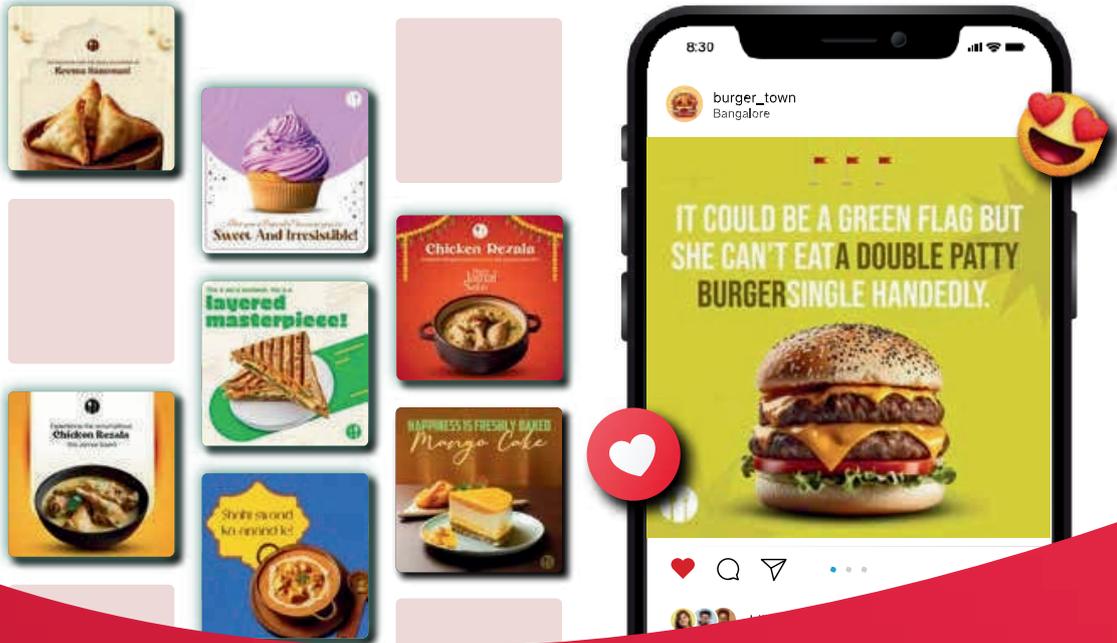
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Essential Software Tools For The Smooth Sailing Of Restaurant Operations



**-SHAIVAL DESAI,
CGO PETPOOJA**

Shaival Desai, the Chief Growth Officer of Petpooja, a cutting-edge restaurant management platform, is recognized for his expertise in leveraging technology to streamline restaurant operations. His profound insights into the software essential for the restaurant industry offer invaluable guidance to restaurateurs navigating the complexities of running a successful establishment.

In the bustling world of restaurant management, efficiency is paramount. He emphasizes the indispensability of proper software solutions to synchronize operations with revenue growth. While traditional methods like pen and paper may suffice initially, they inevitably falter as the business expands.

At the heart of every successful restaurant is a robust Point of Sale (PoS) system. He highlights its non-negotiable status, emphasizing that beyond mere billing capabilities, advanced PoS systems integrate features like inventory management, data analytics, and multi-channel ordering.

Moreover, he underscores the significance of loyalty and marketing automation software. Acquiring customers is merely the first step; retaining them is the real challenge. Loyalty programs, coupled with automated marketing outreach, foster customer loyalty and drive repeat business.

As staff numbers grow, effective management becomes paramount. He stresses the importance of Staff Management and Human Resource Management Systems (HRMS) to streamline attendance tracking, scheduling, and payroll processes, freeing up valuable time for restaurateurs to focus on core tasks.

Financial management is another critical aspect of restaurant operations. He advocates for accessible accounting software that empowers owners to monitor business health and ensure compliance independently. By leveraging purchase and expense data, restaurateurs can optimize financial strategies and plug potential leaks. Lastly, he highlights the versatility of Canva, a graphic design platform. While not strictly a restaurant-specific software, its intuitive interface empowers users to create visually appealing marketing materials with ease, reducing dependency on costly designers and minimizing time-consuming back-and-forth revisions.

In essence, Shaival Desai's insights illuminate the pivotal role of software in modern restaurant management. By embracing technology-driven solutions, restaurateurs can navigate the complexities of the industry with confidence, ensuring operational efficiency, customer satisfaction, and sustained growth.

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Indian Michelin Star Chefs



Vineet Bhatia
Restaurant: Rasoi, London

Vineet Bhatia, a pioneer in modern Indian cuisine, achieved global recognition when his restaurant Rasoi in London received a Michelin star in 2001. He continues to influence the culinary world with his innovative approach.



Gaggan Anand
Restaurant: Gaggan, Bangkok, Thailand

Gaggan Anand, often hailed as a culinary maverick, took the culinary world by storm with his progressive Indian cuisine at Gaggan. The restaurant, located in Bangkok, garnered two Michelin stars.



Manish Mehrotra:
Restaurant: Indian Accent, New Delhi, London, New York

Manish Mehrotra, the creative force behind Indian Accent, has skillfully redefined Indian cuisine with a modern twist. Indian Accent, with locations in New Delhi, London, and New York, boasts Michelin-starred acclaim for its inventive dishes.

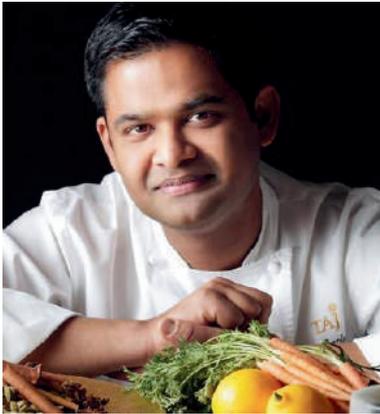
Indian Michelin Star Chefs



Garima Arora:

Restaurant: Gaa, Bangkok, Thailand

Garima Arora made history as the first Indian female chef to be awarded a Michelin star for her restaurant Gaa in Bangkok. Known for her commitment to sustainability and locally sourced ingredients, Arora's culinary prowess has earned international acclaim.



Srijith Gopinathan:

Restaurant: Campton Place, San Francisco

Srijith Gopinathan, with his culinary expertise in modern Indian cuisine, secured Michelin stars for Campton Place in San Francisco. His dedication to elevating traditional flavors with a contemporary twist has earned him recognition on the global culinary stage.



Vikas Khanna:

Restaurant: Junoon, New York

Renowned chef Vikas Khanna made his mark with Junoon, an upscale Indian restaurant in New York that earned a Michelin star. His culinary expertise extends beyond Michelin recognition, encompassing various global projects and philanthropic endeavors.

Recipes For Restaurant Growth

2024

Growth Strategies of India's Leading Pizza Chain



In 2011, the captivating tale of India's preeminent pizza brand unfolded when Mr. Sanam Kapoor, the visionary Managing Director of La Pino'z Pizza, inaugurated his first pizzeria in the vibrant city of Chandigarh. Driven by a personal quest for exceptional pizza experiences, Kapoor pondered the prospect of revolutionizing both the art of crafting pizzas and the business that surrounds it. With an unwavering commitment to culinary excellence and innovation, Kapoor's brainchild, La Pino'z Pizza, has grown into a culinary juggernaut, boasting over 650 outlets nationwide.

The brand swiftly ascended to iconic status by consistently enchanting patrons with an extensive menu featuring a range of mouth-watering pizzas, delectable sides like garlic bread, pasta, quesadillas, tacos, and irresistible desserts. All are infused with a creative fusion of flavors with a commitment to using only the highest-quality ingredients and freshly handcrafted dough that elevates every bite



**-BY SANAM KAPOOR,
FOUNDER LA PINOZ**

La Pino'z Pizza's rapid international expansion further attests to Kapoor's global vision. The brand's fast-paced growth and entry into international markets showcase Kapoor's ability to adapt to diverse consumer preferences while maintaining the brand's quality. As La Pino'z continues to establish its presence on the global map with new outlets in Canada, USA, Dubai, Australia, and the UK, Kapoor's innovative spirit and commitment to excellence will undoubtedly drive the brand to new heights. As shared by Mr. Kapoor "Our commitment to uncompromising quality is the foundation of La Pino'z Pizza. We believe that every slice should be a symphony of flavors, and every customer experience should be exceptional. Quality knows no borders, and we are dedicated to sharing the authentic taste of La Pino'z with pizza lovers around the world."

Not stopping there, Mr Kapoor launched "Lord Petrick- Coffee and Burger," redefining the coffee and burger scene with premium offerings, even importing coffee beans from Italy. This venture, like La Pino'z Pizza, gained a devoted following for its exceptional menu, ambience, and service with multiple outlets already operational in Chandigarh, Punjab, Gujarat, Mumbai, Madhya Pradesh, Pune, and Rajasthan.

2024

Decoding Franchise Concept Of India With Dheeraj Gupta



**-DHEERAJ GUPTA
FOUNDER & MD JUMBO KING**

Your view on Franchise in India with a glimpse to your book.

In "10X Your Business: The Franchisee's Handbook to Mega Growth," I stress the power of franchising as a pathway to self-employment, particularly in the post-COVID era where business landscapes are rapidly changing. Franchisees, even without prior experience, are finding success in sectors disrupted by the pandemic, offering a safety net for entrepreneurial ventures.

Notably, major players in the restaurant industry like Subway, Pizza Hut, Dunkin Donuts, and Starbucks have thrived through the franchise model, showcasing its global success. Drawing from my two decades of business experience in India, I emphasize that successful franchising prioritizes the franchisee's success above all else.

While franchise failure rates hover around 20%, the majority of stores—80%—succeed, aligning with the inherent risks of entrepreneurship. I advocate for clarity in business models, suggesting a commitment to either 100% franchising or company-owned stores to avoid confusion.

Within the book, I delve into crucial factors such as real estate, goodwill, training, and marketing, essential for franchisee success. It serves as a guide for young individuals navigating career choices, offering insight into building a future in the business world.



How are you able to manage business with such high competition in the market?

I advocate for a shift in focus away from competition towards emphasizing what one can offer. Through my dedication to daily listening tours, spending 8-10 hours weekly at various JumboKing stores, I gather insights from customer interactions. This practice, extended to my audit team, enables us to document and disseminate learnings, leading to initiatives like our successful loyalty program, JK Burger Rewards.

Attending the QSR Evolution Conference in September 2023 reinforced this approach. Discussions highlighted the pivotal role of acknowledging stakeholders' needs in loyalty program success. We prioritize our team's acknowledgment, ensuring they understand program benefits, catalyzing customer engagement. Remarkably, our 27% redemption rate sets a new industry standard.

Moreover, we heavily invest in training and continuous improvement, striving to elevate industry standards across various metrics. Redirecting energy from competitive concerns towards customer-centric strategies yields greater dividends. By prioritizing customer needs, we not only differentiate ourselves but also foster lasting loyalty and industry leadership.

Why does your company prioritise the kiosk market over traditional dine-in outlets?

This is the beauty of focus, and we owe this learning to international brands. For eg; Pizza is a large category but Domino's has tremendous success in delivery whereas Pizza Hut focuses on the dine-in experience. Likewise, in the burger space we decided to focus on takeaway while the others focus on dine-in. We like this niche and want to grow the same and be the market leader in it. At the same time, smaller towns may demand a slightly reimagined approach and we will cross the bridge when we come to it.

Boosting Restaurant Growth Through Cross-Sector Revenue Strategies



**-ANKIT CHONA,
FOUNDER HOCCO**

What sustaining strategies does your brand employ to stay ahead in this competitive industry and market?

For Hocco, right since our inception, it has always been about putting the customer first. I know a lot of people say this, but we genuinely believe in creating experiences that bring people and families together and create memories over delicious food. We're firm believers that when our customers are happy, everything else falls into place.

What is your perspective on restaurant growth through entry into the retail market?

We believe that with the goodwill our restaurant carries, it was a no-brainer for us to bring our food and experiences to the larger audience. But it was when the pandemic hit that it got us thinking about how we could still connect with our customers, even when they couldn't come to us. That's when our restaurant business was paused. We have cult classics like our Chana Puri whose recipes have been unchanged since 1944 and whose masalas we still make at home and are a trade secret. It was a challenge making sure the experience of eating such a dish remains unchanged even when you open a packet and make it at home, but our customers loved how it turned out. With ice creams, we always knew that beyond the experience of eating them in our creameries, we wanted people to be able to pick them up in retail locations so they could enjoy them wherever they pleased.

Has the initiative of entering Hocco into ventures of different sectors proven to be fruitful or challenging to manage?

Venturing into different sectors has been both rewarding and challenging. On the fruitful side, it has allowed us to diversify our revenue streams and reach a broader audience. For instance, entering the retail market has enabled us to bring our food directly to customers' homes, enhancing convenience and accessibility. Additionally, it's fostered creativity and innovation within our team, leading to the development of exciting new products and experiences.

However, it hasn't been without its challenges. One significant hurdle has been navigating the complexities of different industries, each with its unique dynamics and demands. Furthermore, maintaining consistency, quality and our standards across diverse product lines and customer touchpoints has posed its challenges. Despite these, our team's resilience and dedication have enabled us to overcome hurdles and continue moving forward with confidence.

Is there a consideration to expand internationally with your ready-to-cook products to cater to Indian communities abroad?

Absolutely! With our line of ready-to-eat products at Hocco, we've already established a strong presence in the US market and are actively exploring opportunities to expand further internationally. Our goal is to cater to communities abroad by providing them with authentic flavours and convenience they love from home.

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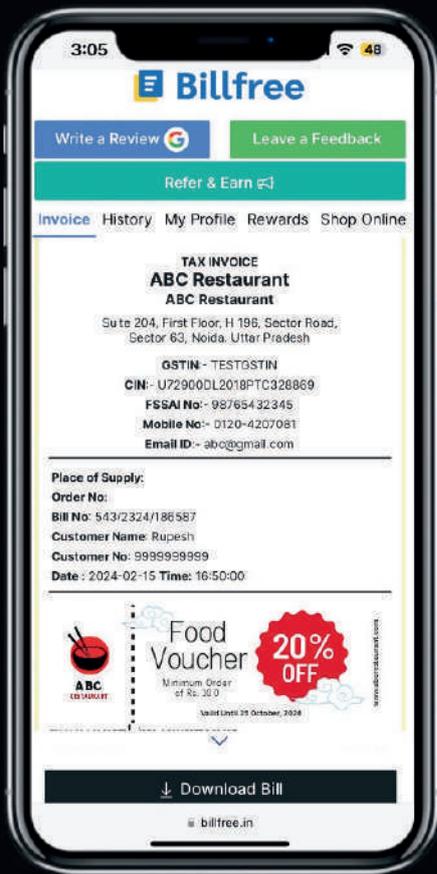
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Savvy Investments: F&B

Success Together

At what point should individuals in the F&B industry approach an investor?

In approaching F&B investors, prioritize identifying PMF and ensure a minimum of 4-5 outlets for proven repeatability and scalability. Investors seek more than a concept; they want to gauge the product's repeatability, especially in the operations-heavy F&B industry. Connect with funds or investors familiar with ops-heavy businesses, showcasing understanding and alignment. Timing is crucial; approach investors when poised for business scaling, ensuring efficiency for both parties involved.

What is the significance of engaging with an investor for individuals in the F&B industry?

Selecting the right investors is pivotal; their smart capital and industry connections can significantly boost growth. The company must clearly define their needs, whether it's capital, connections, or assistance. A transparent relationship is crucial, extending beyond mere funding. The right investors play a vital role in navigating business challenges, expanding into new markets, and optimizing operations. Moreover, their presence lends credibility, making it easier to attract additional investors, partners, and customers.

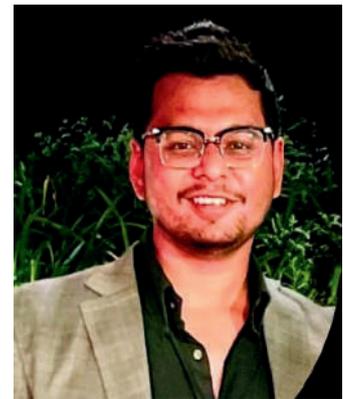
What methods do you employ to authenticate the revenues of businesses in the F&B industry?

As investors, they rigorously verify F&B businesses' revenues through methods like financial statement reviews, due diligence on the business model, and consultations with customers, suppliers, and industry benchmarks. They may enlist third-party experts for an independent assessment. Given the industry's high revenue leakage, their focus extends to scrutinizing cash collection SOPs and GST returns. Monitoring compliance is crucial to avoid defaults and maintain smooth credit lines. They delve into raw material consumption, packaging, and fuel efficiency, evaluating the input-output ratio and how well food wastage is managed. These factors collectively gauge the business and financial health of the restaurants.

As an investor yourself, what guidance would you offer to those in the F&B industry?

1. Clear understanding of the space which they want to play in and the market they want to serve to
2. Adaptability to consumer taste. For example, our experience of food through a known caterer which served in Bangalore and Ahmedabad was adjusted according to the consumer palette.
3. Working capital management is a big pain point in this industry which can define their long term growth or even their existence
4. Digital integration for customer management & data capture while having a strong backend of orders, reports, expenses. Additionally, it can help in marketing, loyalty. For example, many restaurants have started to take at least one order compulsorily after input of the customer details. It can help them to build a strong database of their customers and analyze their demands.
5. Founders should avoid over commitments to gauge investor's interest. Down the road, it may lead to substantial negative marketing.

As an investor, the advice for those in the F&B industry is clear: prioritize building a distinctive brand that resonates with the target audience. Emphasize quality ingredients, unique recipes, and exceptional customer service to stand out. Set yourself apart by offering something truly valuable. Build a strong, skilled team passionate about the business. Adaptation is key—focus on digital integrations like POS and inventory management. Examples like Petpooja's feature-rich offerings are noteworthy. Stay agile, evolving with industry changes, and always prioritize understanding and meeting customer needs.



"Food and Beverages are all-time necessities, tactful digital integrations can help them scale the business and make it investor-centric.."

**-NEERAV DAD,
CO-FOUNDER FINFIRST
ADVISORS PRIVATE
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FINFIRST

ONDC - SHOULD I CARE?

ONDC has created a lot of buzz in the F&B circles over the past several months. Over 1.5 lakh restaurants have joined ONDC and are benefiting from the economical, transparent, and efficient medium of selling food online.



3 Reasons you should join ONDC

-  **Low Commissions & High-Profit Margins:** Now and always owing to multiple competing players on the network.
-  **High Growth:** Buyers from large apps such as PayTM, PhonePe, TATA Neo & more view your menu resulting in higher order volume.
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For any queries related to ONDC, I'm eager to talk!

Najeeb Ahmed Mohammed

Founder & CEO EkSecond Technologies
Mobile: 9030777487, Email: najeeb@eksecond.in

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Empowering Indian Digital Commerce With ONDC

Can you let us know about ONDC's logistics process and services?

ONDC is a not-for-profit organisation, backed by a government entity. Within ONDC's innovative ecosystem, it's essential to distinguish it from traditional platforms. It operates as a dynamic network, integrating multiple organizations seamlessly to offer services, highlighting its inherent flexibility.

Merchants, particularly in the restaurant sector, benefit from this network's empowerment. Whether they have their delivery fleet or rely on third-party logistics, ONDC accommodates diverse setups. Integration of hyperlocal logistics giants like ShadowFax and Dunzo enriches options, enhancing versatility.

We stand out for granting merchants granular control over logistics decisions. At the transaction level, sellers can dynamically choose from various options, tailoring choices to customer demands and geographic coverage. This approach streamlines operations, alleviating logistical burdens and allowing focus on core activities.

The entry of players like Ola, traditionally associated with ride-hailing, signals a significant shift. Their foray into logistics promises cost efficiencies, enriching our ecosystem. By providing merchants with diverse solutions and facilitating new players' entry, we try to foster an environment where businesses thrive and adapt with agility.

Is ONDC getting the demand & supply that they had expected?

ONDC operates as a network, distinct from a traditional platform, much like UPI's role as infrastructure for banks. Its purpose is to enable e-commerce transactions by linking merchants to the network. Over the past year, we have experienced remarkable growth, particularly in the F&B sector. Merchant numbers have surged from fewer than 500 to nearly 100,000+ showcasing the platform's appeal and effectiveness in facilitating digital commerce. This growth isn't limited to merchant numbers alone; order volumes have also seen a meteoric rise. From single-digit orders a year ago, we now process approximately 7 million orders monthly across various categories, including mobility and financial services.

Looking ahead, we remain committed to the aim to double our order volume by the second half of the year, potentially reaching a milestone of 60 million orders across all categories on the network. This ambitious target reflects our dedication to driving nationwide digital commerce growth and accessibility. As the platform continues to evolve and expand its reach, its role as a catalyst for inclusive digital commerce transformation in India becomes increasingly evident.



**-MARICHI MATHUR,
F&B LEADER ONDC**

How's the current market status and what are your future aspirations?

ONDC, a not-for-profit organization, collaborates closely with the government to bolster digital commerce in India. With the current digital commerce share at 6-7% of the economy, we aim to escalate it to 25%. Instead of competition, the platform emphasizes inclusivity and growth for businesses of all sizes.

Major industry players like Domino's and McDonald's franchisees have already integrated with us, with more partnerships in progress. Thrive, an initiative focused on advancement and integration is expanding our reach.

Additionally, we work closely with the National Restaurant Association of India (NRAI) to address industry challenges and foster profitable growth. Through these partnerships and initiatives, ONDC is poised to catalyze equitable and sustainable development in India's digital commerce landscape.



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The Transformative Impact of Eco-Friendly Packaging On Customer Retention



**-AALAP SHAH,
OWNER LOLLO ROSSO**

How do the costs of eco-friendly packaging compare to traditional options?

The shift to eco-friendly packaging comes at a price, with costs soaring at least 30-40% higher than conventional plastic alternatives. This financial commitment is a testament to the organization's dedication to making environmentally responsible choices.

How long ago did you change your packaging and why?

About 11 months ago, we made a significant shift inspired by the sight of plastic waste. Recognizing a growing consumer sensitivity to plastic, we embraced ethically sourced, sustainable packaging, aligning with evolving values. The transition, though impactful, did not come without financial repercussions. Packaging costs surged significantly, witnessing a notable 40% increase after the switch to eco-friendly alternatives.

How does eco-friendly packaging align with your overall sustainability strategy?

Eco-friendly packaging is integral to our sustainability agenda. Innovatively replacing cling film with Stainless Steel GN Pan lids and elastic silicon covers, we aim for a long-term reduction in plastic use. Today's consumers value eco-friendly options and contribute financially to sustainability, fostering a symbiotic relationship between environmental responsibility and cost-effectiveness. This conscious approach to packaging not only reflects our brand ethos but also serves as a powerful statement to environmentally conscious consumers, enhancing customer retention in a perception-driven market.

Can you share any success stories or positive outcomes resulting from the implementation of sustainable packaging?

The shift to eco-friendly packaging yielded heartening results. Personal calls and photos from regular patrons expressing their appreciation for the new packaging, coupled with an understanding of the justified costs, provided tangible evidence of customer satisfaction and acceptance. The positive response reflected not only a preference for sustainable practices but a willingness to support them.

"This comprehensive exploration reveals that eco-friendly packaging is not just a business decision; it is a transformative journey that aligns with consumer values, fosters sustainability, and significantly contributes to the retention of an environmentally conscious customer base."



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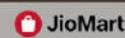
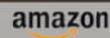
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Are We Thinking Beyond Dosas?

How do you accommodate diverse dietary preferences and health-conscious consumers in a breakfast menu?

Since breakfast is the first & important meal of the day. Starting with a good and hearty breakfast is a great option. Including eggs prepared in different varieties can give a good option to all health-conscious people. For vegetarians there are many options like moong dal chilla made with scrambled paneer can add to the variety! Keeping in mind the options available, making a small modern twist can also be helpful.

How can you keep the breakfast menu dynamic and appealing to a diverse customer base?

We all want to go back to eat something that's filling, familiar yet new. Customers are constantly looking for what's new on the menu, also keeping the familiarity in the taste. I feel any traditional dish with a small innovation can work wonders if executed well.

How does technology, such as online ordering or delivery apps, contribute to the growth of your breakfast business?

There has been great progress with online ordering. It has also been easier for customers to order food by just clicking at their convenience. Therefore the sales have also increased.

Can you think of any traditional or regional breakfast items that have become particularly popular and why?

Regional/traditional breakfast has always been a part of our diet be it dosas, idlis, or parathas it's been always around. But with the growing digital market, it has become more and more popular. I have seen people traveling for two hours to have breakfast from traditional joints. These places or cuisines have been more popularized by content creators/ travel food bloggers.

“Crafting breakfast is an art of flavors, where every dish tells a story of India's culinary heritage, bringing the morning sun to your plate..”



**-ZAREEN SHAUKAT,
PASTRY CHEF, INSTRUCTOR AND
CONSULTANT**



2024

Redefining Traditional Cooking Methods

Founded in 2022, On2Cook India Pvt Ltd is reshaping the way we approach food preparation, inspiring a new era of culinary exploration.

Showcased in Shark Tank India Season 1, the company's flagship product On2Cook – the World's Fastest Cooking Device works on the revolutionary Combination Cooking Technology that simultaneously combines induction and microwaves. This patented product cuts cooking time by up to 70% and reduces energy consumption by up to 40%. It also cooks healthier food by retaining water-soluble nutrients and preserving colour, texture, and consistency. The microwaves cook food from the inside out, while inductive heat gives that perfect sear to foods. Using On2Cook, no frozen food needs to be thawed before cooking!

Imagine preparing a gourmet meal in a fraction of the time it traditionally takes – On2Cook makes it a reality. It also allows chefs and cooks alike to explore new horizons in creativity and flavour. We are proud to be listed in the Forbes DGEMS list for 2023 and the 'Best Emerging Food Tech' by Food Connoisseurs India Convention- South & West India Edition 2023.

With deployments across 30+ brands, our current focus is the India B2B Market in India with an emphasis on quick-serve and Casual Dining Establishments. With a very small footprint and innovative exhaust system that does not need external hoods, On2Cook significantly reduces the upfront investment needed in starting a kitchen. We truly believe that this innovation will democratize the availability of quick and freshly cooked food for the masses and premium segments alike!



**-SANANDAN SUDHIR,
FOUNDER & CTO ON2COOK**

"Founded in 2022, On2Cook India Pvt Ltd is reshaping the way we approach food preparation, inspiring a new era of culinary exploration."

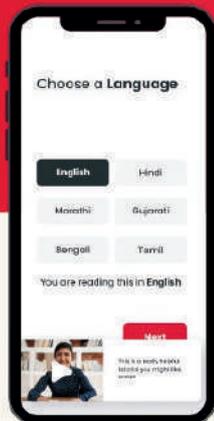


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WOULD YOU RATHER...



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OR

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OR

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OR

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OR

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OR

A restaurant with a popular set menu



Online delivery strength

OR

Standout in-house experience?



This way, the player can get a sense of their "overall culinary personality" based on their choices in the game. Adjust the interpretation categories based on the desired level of differentiation.

Score: Single Player Scoring: For each question, the player receives points based on their choice: Option A: 1 point Option B: 2 points Total Score= xyz Scoring Interpretation: 10-15 points: Exploring Palate 16-20 points: Culinary Maverick 21-25 points: Gastronomic Connoisseur

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