

INR 4,62,000 crore: Size of India's Poultry Market by 2032, set to grow from INR 2,09,000 crore in 2023

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FOODSERVICE
Merging tradition with
technology in modern
kitchens

**STRATEGY &
OPERATIONS**
How to run a
successful restaurant
business



Patel's R Mart

From Kirana to Supermarket

Powerhouse Across MMR

DHANJI PATEL
CMD, Patel's R Mart

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Editor's Note



The wait is finally over! Business Of Food has officially launched its exciting first issue. This revamped magazine takes a bold new approach to the food industry, offering a wider, more inclusive perspective. Inside, you'll discover thought-provoking articles that cover everything from food and grocery trends to the ever-evolving HoReCa sector—hotels, restaurants, and catering.

Explore our cover story on Patel's R Mart (*pages 32-46*), a supermarket chain that spans an impressive 190,000 sq. ft. across 41 locations in the Mumbai Metropolitan Region. Chairman and Managing Director Dhanji Patel has set ambitious targets, aiming to expand the chain to 150 stores by 2030 and increase revenues to Rs. 2,500 crore.

This issue also highlights 14 STAR Progressive Grocers (*pages 78-93*), recognized at the 2023 India Food Forum for their innovative approach to store modernization. By integrating cutting-edge technology and practices, these grocers have transformed traditional outlets into modern retail hubs. Through their stories, we celebrate their success in adapting to evolving consumer preferences and creating seamless, customer-friendly shopping experiences.

Our foodservice stories are equally compelling! Restaurateur Gopi Chand Cherukuri offers valuable insights on thriving in today's competitive market (*pages 74-75*). He emphasizes key success factors like understanding market viability, effective marketing, and adaptable management. Crafting a strong concept and staying flexible in the face of challenges can be the difference between a thriving restaurant and one that falters.

A great way for restaurant brands to grow and expand is by exploring new revenue streams. Check out *pages 50-54* to learn how brand licensing creates exciting opportunities for foodservice companies to diversify their offerings, such as spices and ready-to-cook meals. Brands like Haldiram's and Bikano have successfully leveraged their culinary reputations to launch packaged products that appeal to consumers craving authentic flavors at home.

Browse through the pages of this issue and you will come across many more engaging stories to keep you both informed and entertained. We hope you will find this revamped version of the magazine refreshing and inspiring!

Amitabh Taneja | Editor-in-Chief

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Patel's R Mart

From Kirana to Supermarket Powerhouse with 41 Stores and Targeting 150 across Maharashtra by 2030

From its origins as a kirana store in Ambarnath, Patel's R Mart has grown into a network of 41 supermarkets across areas of the Mumbai Metropolitan Region, transforming the grocery retail landscape with a focus on quality, service, and community connections. Led by Dhanji Patel, Patel's R Mart aims to build lasting community relationships while effectively competing with larger retailers.



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1. Amit Hinduja, Owner, Mahesh Mega Mart
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12. Rituraj Panchal, Owner, Home Town Hypermarket
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Patel's R Mart

From Kirana to Supermarket Powerhouse with 41 Stores and Targeting 150 across Maharashtra by 2030

From its origins as a kirana store in Ambernath, Patel's R Mart has grown into a network of 41 supermarkets across Thane and other areas of the Mumbai Metropolitan Region, transforming the grocery retail landscape with a focus on quality, service, and community connections. With plans to expand to 150 stores by 2030 and an investment of Rs. 150 crore, the company is dedicated to sustainable growth and enhancing the customer experience. Led by Dhanji Patel, Patel's R Mart aims to build lasting community relationships while effectively competing with larger retailers.

By Sanjay Kumar



Innovation Meets Tradition: A Culinary Veteran's Journey Through Transformation

Chef Davinder Kumar, Vice President of Le Meridien New Delhi and President of the Indian Culinary Forum (ICF), brings five decades of culinary expertise to the table. As a chef, mentor, author, and sociopreneur, he has shaped the industry with his leadership and innovation. In an exclusive chat, Chef DK shares his views on the integration of technology in food, evolving culinary trends, and the growing importance of experiential dining, offering invaluable insights into the future of the culinary world's dynamics.

- By Jigyasa Aggarwal



As a veteran in the culinary industry, how have you adapted to the transformations within the sector?

Chef DK: I've been in this industry for over five decades, and in that time, I've seen food transform in various ways. With the rise of technology and AI, food has taken on a whole new form—it's evolving faster than ever before. If you compare what we served fifty years ago to what's on the table today, the change is transformative. But the biggest shift has been in the guests themselves. Today's diners aren't just eating—they're exploring. They're well-traveled, they know what's out there, and they've experienced flavors from around the world. Their expectations have significantly risen. People come to restaurants with a deeper understanding of food and an appetite for something more. They're not just looking for a meal, they're looking for an experience.

This is where experiential dining comes in. It's not just about filling a plate—it's about creating a moment, a memory. Why would someone come to a restaurant if they could just eat at home? It's because they want something they can't get at home. They want to be surprised, they want to be delighted, they want to feel like they're part of something special.

What do you consider the most distinguishing features of your work as a chef?

Chef DK: You know, my expertise is in European cuisine, particularly French cuisine—that's where my mastery lies. And I've also done extensive research on kebabs, even written several books on the subject. I think there are two main reasons customers keep coming back to me. First, innovation is at the heart and soul of what I do. I'm always pushing

boundaries, trying new things to keep it fresh. Second, it's about knowing my customers—I call it the KYC approach, just like banks. I make it a priority to understand my customers' preferences and needs.

In your opinion, which key trends have stood out for you that will likely shape the future of food service?

Chef DK: I believe strongly in the concept of farm to fork—cooking with sustainable ingredients, using local and seasonal produce. It's not just a trend; it's about respecting the ingredients and where they come from. That's the first thing.

Secondly, consistency is key. It doesn't matter how great a dish is once—it needs to be great every time. That's how you build trust with your guests.

And then there's originality. I make a distinction between authenticity



Merging Tradition with Technology in Modern Kitchens

In an era where culinary traditions meet cutting-edge innovation, chefs are redefining their craft by seamlessly integrating technology into their kitchens. This evolution presents a unique challenge: how to honor age-old techniques while embracing modern advancements that promise to enhance creativity and efficiency.

By Sanjay Kumar

In the world of culinary arts, the dialogue around the integration of technology with traditional cooking methods has never been more pertinent. As the landscape evolves, chefs find themselves at the intersection of innovation and heritage, striving to create dishes that resonate with both the past and the future.

Chef Dhaval Ajmera, *Executive Chef, Nestlé Professional,* emphasizes that technology is essential in today's fast-paced culinary world. While he values traditional methods, like cooking in a *laga* for deep flavors, he believes technology enhances creativity by simplifying complex processes. He encourages younger chefs to embrace new tools, noting they are part of a generation skilled in digital communication and innovation.."

Chef Urvi Khanna, *Head of Innovation and Development, QDS Hospitality,* agrees. Stressing on the importance of collaboration, she says that it aims to combine various techniques and

Making the Bold Leap from Fast Food to Biryani and Beyond

Wow! Momo, the popular Kolkata-based fast-food chain, is embarking on a transformative journey to boost its market presence and revenue by venturing into the thriving biryani market while simultaneously expanding its FMCG product line. By introducing a diverse array of offerings, including frozen momos and kappa noodles, and launching a dedicated delivery app, the company is positioning itself to compete against industry giants and capture a larger share of the ready-to-eat food market.

By Business of Food Bureau

Kolkata-based leading fast-food chain Wow! Momo is looking to enhance its revenue stream and market presence by expanding its FMCG product line and launching a new biryani brand, targeting revenues of Rs. 650 crore for the upcoming fiscal year. Last year, the company reported earnings of Rs.475 crore, reflecting a growth rate of 37%.

As part of its growth strategy, Wow! Momo is entering the competitive biryani market, which includes established brands like Behrouz Biryani and Biryani by Kilo. The company intends to leverage its existing network to capture market share, as biryani is one of the most popular online food orders. This initiative is expected to increase average order values and attract new customers.

“Biryani is one of the most popular online food orders. We are targeting

impulse purchases—consumers wanting their favorite meals on demand,” stated CEO & Co-Founder Sagar Daryani.





On September 26th, the city of Lucknow became the backdrop for an unforgettable gathering as over 525 delegates, industry leaders from the hospitality industry convened at the Ramada by Wyndham for a unique fusion of hospitality, tradition, and innovation. The event kicked off with a lively celebration of culture and connection, setting the stage for a transformative journey through devotion, culinary delights, and business insights, all woven into a rich tapestry of shared experiences.

By Sanjay Kumar



Embracing a Potpourri of Devotion, Culture, Celebration, Cuisine, and Business

For those in the hospitality industry, attending the Hospitality Purchasing Managers' Forum (HPMF) Convention is akin to stepping into a thrilling chapter of their own story—a tale of connections, learning, and inspiration that unfolds each year. As the event approaches, excitement ripples through the industry like a summer breeze, carrying whispers of what's to come. This year, with the convention happening after a hiatus of 4 years due to the Covid pandemic and its aftereffects, anticipation reached a fever pitch, with participants counting down the days like children awaiting their favorite holiday.

As dawn broke on September 26th, over 525 delegates, partners, media and well known personalities from the hospitality industry, and from different parts of the country, embarked on an adventure that promised not just knowledge but a tapestry of experiences woven with connection and camaraderie.

In Lucknow, the morning shimmered like the vibrant colors of a festival just beginning. The sun cast a golden hue over the Ramada by Wyndham, the largest banquet and convention venue in Uttar Pradesh, where an exhilarating event was about to unfold.



What It Takes to Run a Restaurant in Today's Competitive Market

As the food industry evolves, understanding the essentials of market viability, effective marketing, and agile management can mean the difference between a flourishing restaurant and one that struggles to stay afloat. This guide delves into the critical components necessary for success in the contemporary restaurant business, from crafting a compelling concept to adapting swiftly to unforeseen challenges.

By Gopi Chand Cherukuri

Running a successful restaurant today requires more than a passion for food; it demands strategic planning, strong business skills, and adaptability to changing consumer preferences. With increasing competition and a dynamic food landscape, the restaurant industry is both challenging and rewarding. Here are key areas essential for success in this competitive environment.

Concept: Market Viability, Price Points, and Saleability

A restaurant's concept is the foundation of its identity. It determines not only the type of food you serve but also how you position your brand in the market.

Market Viability: Before launching, it's crucial to conduct market research to ensure your restaurant's

concept fits within the local demand. A trendy fusion café may work well in urban settings but may struggle in rural or traditional areas. Understand your target audience's preferences and behaviours to gauge the viability of your concept.

Price Points: Setting the right pricing structure is crucial for attracting and retaining customers. Prices should reflect the quality of food and service while remaining competitive. A balanced price point that appeals to your target market helps avoid alienating customers or undervaluing your product.

Saleability: To ensure your concept's success, offer unique, exciting menu items that align with food trends while staying true to customer favorites. Signature dishes and seasonal offerings that people crave will drive repeat business.

Talent: The Right Ones across Designations

A restaurant is only as strong as its team, and having the right talent in every position can make or break the experience for your customers. However, it's not just about education—it's about finding individuals who are passionate, adaptable, and driven.

Talent vs. Education: Formal culinary education is valuable, but experience and enthusiasm often matter more. Many top chefs and restaurant managers are self-taught. Focus on hiring individuals who share your vision, thrive in a fast-paced environment, and are committed to quality. A skilled chef or server lacking leadership or empathy can negatively impact your brand, regardless of their education.

Diverse Skillsets: From front-of-house staff to kitchen crew, every team member needs to excel in their respective roles. A strong team across designations—be it management, service, or kitchen—ensures that the restaurant runs smoothly, with everyone working in harmony toward the same goal.

Processes: Refined, Clear, and Distinct

Successful restaurants rely on well-defined processes. From how orders are taken to how dishes are prepared and served; every aspect of the operation needs to be streamlined.

How Zoil is Redefining Indian Cuisine without Oil

With a commitment to clean eating and sustainability, Zoil emerges as a pioneering culinary force in Gurgaon that is redefining healthy eating by serving delectable North Indian meals that contain no oil but without sacrificing on taste and flavor.

By Sanjay Kumar



“We research the latest developments in healthy eating and collaborate with nutritionists and chefs to explore new techniques.”

Suman Bharti, Founder

Culinary delights these days often come laden with oil and calories, but a quiet yet transformative revolution is taking place at Gurgaon-based Zoil, which was launched recently and calls itself India’s very first Zero Oil cloud kitchen for cooked food. Suman Bharti, Founder, Zoil, has embarked on a mission to redefine healthy eating with his innovative zero-oil approach, which allows people to indulge in delicious meals that align with their health goals.

Inspired by Personal Experience

For Suman, the journey started as a personal health quest rather than just a business. “I believe in clean eating,” he says, noting a gap in the market for nutritious, flavorful food. Many seek healthier alternatives to traditional dishes that are often high in oil and calories.

This realization sparked the creation of Zoil, India’s first kitchen offering fully cooked North Indian meals with no oil. “It’s about making healthy eating enjoyable and accessible,” he emphasizes. Suman’s vision is to craft a menu that delights the taste buds while promoting heart health.

Catering to Conscious Consumers

Zoil’s primary audience is diverse yet specific. “We focus on anyone who loves classic North Indian flavors but wants a heart-healthy twist,” Suman explains. With a keen eye on health-conscious consumers,



Celebrating the Progressive Grocers of Bharat




READ AHEAD >>>

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