

# Indian Quick Service Restaurant (QSR) Industry: Trends & Opportunities (2015 - 2019)

September 2015



# Indian Quick Service Restaurant (QSR) Industry Report

## Scope of the Report

The report titled “Indian Quick Service Restaurant Industry: Trends and Opportunities (2015-2019)” provides an insight into the functioning and growth of quick service restaurants in the country. The report assesses the Indian QSR market over the years with detailed analysis. The report discusses key factors driving growth of the industry, major trends and challenges faced by International QSRs running in India with franchisee system and Indian QSRs struggling to develop. Further, major food companies like Jubilant FoodWorks Limited, Devyani International Limited, Tasty Bites Eatables and Specialty Restaurants are also analyzed in the report.

## Types of QSRs in India

- ⊕ Indian Brand QSR
- ⊕ International brand QSR

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## Different Brands of QSRs

- ⊖ McDonald's
- ⊖ Pizza Hut
- ⊖ Dominos
- ⊖ Dunkin Donuts
- ⊖ Costa Coffee
- ⊖ Haldiram's
- ⊖ Nirula's
- ⊖ Barista

## Company Coverage

- ⊖ Jubilant FoodWorks Limited (JBL)
- ⊖ Devyani International Limited
- ⊖ Tatsy Bites Eatables Limited
- ⊖ Specialty Restaurants

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## Executive Summary

Quick Service Restaurants are special kinds of restaurants and form an integral part of the Indian Food Service Industry. The quick service restaurants or the QSRs have both fast food cuisines and minimal table services to cater to the needs of various youngsters and working professionals. The differentiating factor of these restaurants is the quick deliveries of food items which are an essential component for the working population of a developing country like India. QSRs generally target people in the age bracket of 16-35 years, as this is the age bracket interested in tasting new cuisines and having fast foods every day.

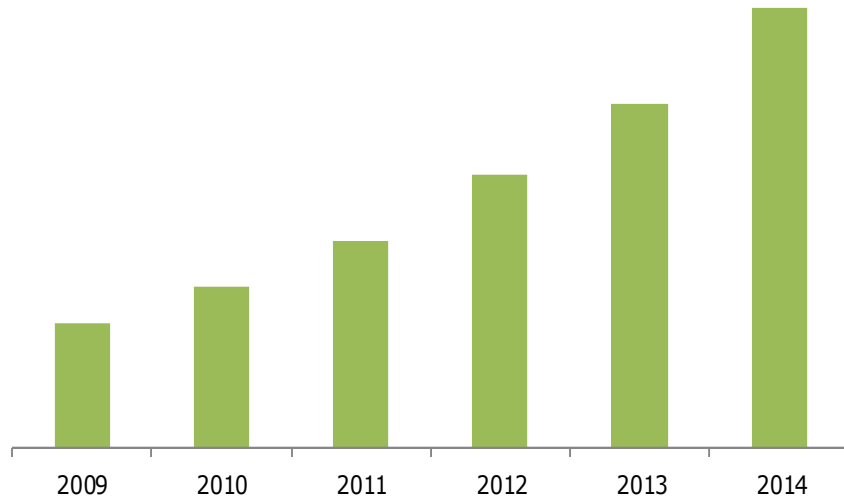
The QSR segment though is a very significant segment of the Indian Fast food services but is comparatively nascent and has a lot of scope for growth in India. In India, a large number of international QSRs have established their outlets with franchise rights of various companies. Indian QSRs are also coming up and expanding but foreign brands maintain their dominance. McDonalds was the first QSR in India followed by various others like KFC and Dominos.

The market experiences various growth drivers and is therefore expected to rise in the future as well. Increased urbanization, modernization and commercialization do not leave time with the working professionals and hence they rely on fast food for their meals. Moreover, the modern women of India are also busy working in various industries which decreases the time they get for preparing home cooked food. This makes the whole family depend even more on fast foods. The availability of cheap labor makes India a favorable ground for the development of QSR Industry.

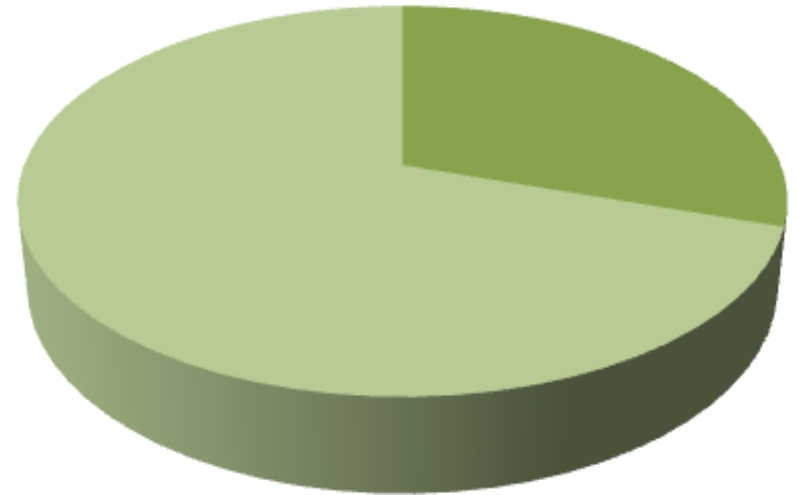
# Indian Quick Service Restaurant Industry: An Overview

The Indian quick service restaurant industry accounted for approximately US\$...billion in 2014. The quick service restaurants provide quick stomach filling food items. It is forecasted that the Indian quick service restaurant industry will grow at a CAGR of ... percent over the period 2015-2019 reaching at a size of US\$...billion by 2019.

Indian QSR Market Size, (In US\$ Billions),  
2009-2013



Segmentation of the Indian QSR Industry by  
Organization, (In %), 2014



- Quick service restaurants have the quality of maintaining the same taste and ambience across all outlets and the quick service industry in India is expected to rise exponentially.