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# UNDERSTANDING INDIA'S FOODTECH OPPORTUNITY

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1.

## **White Spaces in FoodTech**

India is a country with a wide diversity of tastes.

It will be challenging to create national brands that cater to every taste, but there is an opportunity to create Indianized formats of global QSRs such as McDonald's, Burger King, Dominoes, etc. There are also opportunities to go after specialty items such as pizza's, desserts, etc.



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## 2.

### **Building House of Brands for Food**

Opportunity to acquire niche food brands with high EBIDTA, high repeat rates & customer love, high NPS, but sub-par distribution, and create the infrastructure to scale rapidly, while allowing them to focus on their core product.



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## 3.

### **Own your customer**

It's essential for food brands, and D2C brands in general, to own their customers.

This would require driving a majority of sales through your own website and channels, so that you can customize your products and provide a better offering to your users.



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## 4.

### **Important of Data**

To build a successful digitally native food brand, you need data and insights around what consumers truly want.

Leverage this data to sharpen your brand positioning and target your audience effectively.



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# 5.

## **Vertical Food Platforms**

While incumbent FoodTech platforms solved for aggregating various types of restaurants and cuisines, there is an now opportunity to create experiences and micro-apps around specialty foods and cuisines.

We will also see the underlying infrastructure and logistics evolve to effectively meet the specific demand of these platforms.



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