

Publication	Page No.	Date
India Today	46	7 May 2010

## Business&economy **FAST FOOD**

India has more of a dine-in culture, which adds to the real estate costs.” Kaul says that most of the new Domino’s outlets, especially in tier II and III cities, come with a dining area.

“It’s a business of patience, not one of making money,” says Shyam Sunder Aggarwal, MD, Bikanervala. When that is perfected, there are changing customer preferences to deal with. As consumers taste global cuisine, they want the real thing here. Ask Ashish Kapur, founder of Yo! China. Before Yo! came along in 2003, no one had been successful at doing a fast food Chinese restaurant. Changing tastes and dipping footfalls, however, forced them to change their look and feel, which is a more upscale casual dining kind of restaurant. “Seven years ago we were serving dimsums and combos,” he says, “today it is more khau suey (ingredients served separately) and sizzlers and claypots that people want.” Having changed helped. Today their footfalls are up 35 per cent. Kapur also something else going for him: a bit of diversity. Needless to say, customers are ‘lovin’ it’. ■