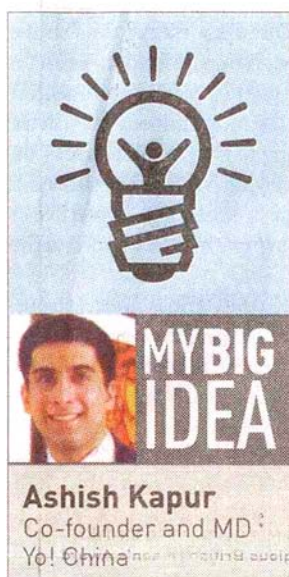


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# 'Our business is about delivering experience'



**I sensed an opportunity** to create a national brand in the food and beverages category in India. This, because our country has some 350

million middle-class citizens, and if you multiply this figure by three meals a day, it comes down to over 1 billion meals each day! Plus, there were no national chains, only regional players operating in the Chinese restaurant space when I started out in 2003. Thus spawned the idea of Yo! China.

In the restaurant business it is about delivering experience consistently to your customers. Their experience while visiting a restaurant must be equivalent to enjoying a 60-minute vacation.

This can be achieved by combining three factors in the best possible manner — food, service and ambience.

As my parents were working in Indian embassies in various countries abroad, I

did my schooling from Rome and engineering from Canada. The multi-cultural surroundings during my initial years helped me understand people's tastes better.

This apart, my experience at General Electric, where I worked on the six-sigma methodology, helped me in scaling Yo! China's business.

It is extremely important for a service-based organisation like ours to comprise of young and smiling individuals, so that we can fulfill our goal of delighting our customers always. Also, our menu, look and feel is not typically Chinese and is primarily youth-oriented. In the coming years, our aim is to establish Yo! China as the most popular restaurant for Indians.