

India Restaurant Market Outlook to 2018 - Quick Service Restaurants to Drive the Future Growth

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Abstracts

The report titled 'India Restaurant Market Outlook to 2018 – Quick Service Restaurants to Drive the Future Growth' provides a comprehensive analysis of the various aspects such as market size, segmentation, trends and developments and future projections of the restaurant market in India which is mainly comprised of the unorganized and organized restaurant market. The unorganized restaurant market includes the roadside vendors, Dhabas, Chinese vans and trolleys. The organized restaurant market includes the Quick Service Restaurants (QSR), the full service restaurants, PBCL (Pubs, Bars, Clubs and Lounges) and the food courts and kiosks. The report provides the market share and company profiles of major players in major segments.

The restaurant industry in India, which is mainly driven by the young population aged 15 to 44 years has registered revenues of INR ~ crores in FY'2013. The industry has witnessed a sound growth which has been fueled by the advent of large number of national as well as international chains in the organized market. Many international chains such as the Mc Donald's, KFC, Dominos and Pizza Hut largely have dominated the organized restaurant market in the country over the years. The overall restaurant market has grown at a CAGR of 6.6% from FY'2008 to FY'2013 and has witnessed an increase in revenues to INR ~ crores in FY'2013 from INR ~ crores in FY'2008.

The changing lifestyles with the increasing nuclear families and a rise in the urbanization in India over the past years have also supported the growth of the restaurant market in India. Additionally, the customer preference for the cuisine has seen a transition in India from consuming the traditional Indian food to trying out different cuisines such as the Chinese, Italian and Mexican. Due to the growing exposure to the international cultures and lifestyles, the Indian population has started developing their tastes and is reaching out to restaurants more often which offer

different cuisines apart from Indian cuisine. This change in the taste preference of the people in India has motivated many international and Indian players to expand their reach in the Indian restaurant market.

The Indian organized restaurant chain market has witnessed an upward trend and has grown at a CAGR of 19.1% from FY'2008 to FY'2013 where it has witnessed revenues of INR ~ crores in FY'2013 growing from INR ~ crores in FY'2008. The organized chain market in India includes a large number of players in the QSR, full service, PBCL and the food court segments. The market has significantly expanded primarily owing to the high demand among the large Indian population over the years.

The Quick Service Restaurants (QSR) and the casual dining restaurants account for a major share of the revenues of the organized chain market in India. The QSR's and the casual dining restaurants together contributed a market share of 80.6% in FY'2013 to the organized restaurant chain market. The revenue from QSR's reached to INR ~ crores in FY'2013 and the casual dining restaurants registered revenues of INR ~ crores in FY'2013. Many global players in the QSR segment such as CCD, Dominos, Mc Donald's and KFC have expanded their reach to the small cities in India and thus have managed to increase the footfall in their outlets. Further, the QSR's in India have their presence in different formats such as dine-in, food courts in malls and drive-ins in highways which has provided the customers an easy access to these restaurants. Apart from the global players, many of the domestic players in India such as Nirula's and Kaati Zone have also attracted the eating out population in India by offering quick service at affordable prices.

It is estimated that Indian restaurant market revenues will reach INR ~ crores by FY'2018 and is expected to grow at a CAGR of 10.9% during FY'2013 to FY'2018 from revenues of INR ~ crores in FY'2013. The revenues are estimated to be largely driven by the increase in the disposable incomes and changing food habits of the people.

KEY TOPICS COVERED IN THE REPORT

The market segmentation of India restaurant market by organized and unorganized restaurant market.

The market segmentation of India organized restaurant market by organized chain market and standalone market in hotels.

The market segmentation of organized chain market by the type of service.

The market size, future outlook and projections of the organized restaurant market in India.

The market size, future outlook and projections of the Quick Service Restaurants (QSR) market in India.

The market size, future outlook and projections of the full service restaurant market in India.

The market size of the fine dining restaurant market in India and future outlook and projections of the fine dining restaurant market in India.

The market size, future outlook and projections of the casual dining restaurant market in India.

Market size, future outlook and projections of the PBCL (Pubs, Bars, Clubs and Lounges) in India.

Market size, future outlook and projections of the food court and kiosks Market in India.

India online market segmentation by the type of service.

The market size, future outlook and projections of the unorganized restaurant market in India

Trends and developments of India Restaurant market.

Profiles of major players in India Restaurant market.

Contents

1. INDIA RESTAURANT MARKET INTRODUCTION

2. INDIA RESTAURANT MARKET SIZE, FY'2008-FY'2013

3. INDIA RESTAURANT MARKET SEGMENTATION BY ORGANIZED AND UNORGANIZED, FY'2008-FY'2013

4. INDIA ORGANIZED RESTAURANT MARKET

4.1. India Organized Restaurant Market Size, FY'2008-FY'2013

4.2. India Organized Market Segmentation By Organized Chain Market and Standalone Market (in Hotels), FY'2008-FY'2013

5. INDIA ORGANIZED RESTAURANT CHAIN MARKET

5.1. India Organized Restaurant Chain Market Size, FY'2008-FY'2013

5.2. India Organized Restaurant Chain Market Segmentation by the Type of Service, FY'2008-FY'2013

Consumer Expenditure in Organized Chain Restaurants in India

5.2.1. India Quick Service Restaurant Market

5.2.1.1. India QSR Market Introduction

Major Challenges Faced by a QSR in India

Supply Chain of Quick Service Restaurants in India

5.2.1.2. India Quick Service Restaurant Market Size, FY' 2008-FY'2013

5.2.1.3. India QSR Market Segmentation by Region, FY'2013

5.2.1.4. India QSR Market Segmentation by Cuisine Type, FY'2013

5.2.1.5. India QSR Market Trends and Developments

Increasing International Players in the QSR Market

Localization of the Cuisine as per the Indian Consumer Preference

Expansion of QSR's into Tier-2 and Tier-3 Cities in India

Organized Formats have Attracted Huge Footfalls

Online Ordering Systems

5.2.1.6. India QSR Market Share on the Basis of Number of Outlets

5.2.1.7. Market Share of Major Players in India QSR Market by Segment, FY'2013

5.2.1.7.1. Market Share of Major Players in Café Chains Market in India, FY'2013

5.2.1.7.2. Market Share of Major Players in Pizza Chains Market in India, FY'2013

5.2.1.7.3. Market Share of Major Players in Burger and Sandwiches Chain Market in

India, FY'2013

5.2.1.7.4. Market Share of Major QSR Players offering Indian Cuisine in India, FY'2013

5.2.1.7.5. Market Share of Major QSR Players Offering Speciality Cuisines in India, FY'2013

5.2.1.8. Consumer Survey on Quick Service Restaurant Market in India

5.2.1.8.1. Analysis and Interpretation of the Questionnaire

Age Group of the Target Respondents

Family Income of the Target Respondents

Number of People with a Target Respondent in a Visit to a QSR

Preference for Local Fast Food Chains

No. of Days the Target Respondents Eat Out in a QSR

Main Purpose of Visit of the Target Respondents to a QSR

Expenditure of the Target Respondents on Various QSR Chains

Expenditure in a Pizza Chain

Expenditure in a Burger and Sandwiches Chain

Expenditure in a Cafeteria

Expenditure in a QSR offering Indian Cuisine

Expenditure in a QSR offering Specialty Cuisine

Ranking for Pizza Chains

Ranking for Burger and Sandwiches Chain

Ranking for Café Chains

Ranking for QSR offering Indian Cuisine

Ranking for QSR offering Specialty Cuisine

5.2.1.9. Company Profiles of Major Players in India QSR Market

5.2.1.9.1. McDonald's

Company Overview

Financial Performance, FY'2013

Business Strategies

5.2.1.9.2. Jubilant FoodWorks Limited

Company Overview

Financial Performance, FY'2008-FY'2013

Business Strategies

5.2.1.9.3. Amalgamated Bean Coffee Trading Company Limited (ABCTCL)

Company Overview

Financial Performance, FY'2013

Business Strategies

5.2.1.9.4. KFC (Kentucky Fried Chicken)

Company Overview

Financial Performance, FY'2013

Business Strategies

5.2.1.9.5. Subway

Company Overview

Financial Performance, FY'2013

Business Strategies

5.2.1.10. India Quick Service Restaurant Market Future Outlook and Projections,
FY'2014-FY'2018

5.2.2. India Full Service Restaurant Market

5.2.2.1. India Full Service Restaurant Market Introduction

5.2.2.2. India Full Service Restaurant Market Size, FY'2008-FY'2013

5.2.2.3. India Full Service Restaurant Market Segmentation by Fine Dining and
Casual Dining Restaurants

5.2.2.4. India Fine Dining Restaurant Market Introduction

5.2.2.5. India Fine Dining Restaurant Market Size in INR crores, FY'2008-FY'2013

5.2.2.6. India Fine Dining Restaurant Market Competitive Landscape, FY'2013.

5.2.2.7. India Fine Dining Restaurant Market Future Outlook and Projections,
FY'2014-FY'2018

5.2.2.8. India Casual Dining Restaurant Market Introduction

5.2.2.9. India Casual Dining Restaurant Market Size, FY'2008-FY'2013

5.2.2.10. Market Share of Major Players in the Casual Dining Restaurant Market in
India, FY'2013

5.2.2.11. Company Profiles of Major Players in India Casual Dining Market

5.2.2.11.1. Yum! Brands

Company Overview

Financial Performance

Business Strategies

5.2.2.11.2. Barbeque Nation Hospitality Limited

Company Overview

Financial Performance

Business Strategies

5.2.2.11.3. Sagar Ratna Hotels Private Limited

Company Overview

Financial Performance

Business Strategies

5.2.2.11.4. Moti Mahal Delux

Company Overview

Financial Performance

Business Strategies

5.2.2.11.5. JS Hospitality (Pind Balluchi)

Company Overview

Financial Performance

Business Strategies

5.2.2.12. India Casual Dining Restaurant Market Future Outlook and Projections, FY'2014-FY'2018

5.2.2.13. India Full Service Restaurant Market Future Outlook and Projections, 2013-2017

Key Mergers and Acquisitions in the Indian Restaurant Market, FY'2007-FY'2012

5.2.3. India Pubs, Bars, Clubs and Lounges (PBCL) Market

5.2.3.1. India Pubs, Bars, Clubs and Lounges (PBCL) Market Introduction

5.2.3.2. India Pubs, Bars, Clubs and Lounges (PBCL) Market Size, FY'2008-FY'2013

5.2.3.3. India Pubs, Bars, Clubs and Lounges (PBCL) Future Outlook and Projections, FY'2014-FY'2018

5.2.4. India Food Court and Kiosks Market

5.2.4.1. India Food Court and Kiosks Market Introduction

5.2.4.2. India Food Courts and Kiosks Market Size, FY'2008-FY'2012

5.2.4.3. India Food Court and Kiosks Market Future Outlook and Projections, FY'2014- FY'2018

5.2. India Organized Chain Market Future Outlook and Projections, FY'2014-FY'2018

6. INDIA ORGANIZED STANDALONE MARKET (IN HOTELS)

6.1. India Organized Standalone Market Size, FY'2008-FY'2013

6.2. India Organized Standalone Market Future Outlook And Projections, FY'2014-FY'2018

7. INDIA ORGANIZED RESTAURANT MARKET FUTURE OUTLOOK AND PROJECTIONS, FY'2014-FY'2018

8. INDIA ONLINE RESTAURANT MARKET

8.1. India Online Restaurant Market Introduction

Value Chain of Service Providers that Provide Food Online

8.2. India Online Restaurant Market Segmentation by the Type of Service

8.2.1. By the Type Service Providers that Provide Food Online

8.2.1.1. Market Share of Major Players of Online Food Websites

8.2.1.2. Company Profiles of Major Players Providing Food Online in India

8.2.1.2.1. Justeat Group Holdings Limited

Company Overview

Financial Performance, FY'2013

Business Strategies

8.2.1.2.2. Foodpanda

Company Overview

Financial Performance, FY'2013

Business Strategies

8.2.1.2.3. Tasty Khana

Business Overview

Financial Performance, FY'2013

Business Strategies

8.2.2. By the Type of Service Providers That Provide Online Information About the Restaurants

8.2.2.1. India Restaurant Market Online Service Providers Competitive Landscape, FY'2013

9. INDIA UNORGANIZED RESTAURANT MARKET

9.1. India Unorganized Restaurant Market Size, FY'2008-FY'2013

9.2. India Unorganized Restaurant Market Future Outlook and Projections, FY'2014-FY'2018

10. GOVERNMENT REGULATIONS IN INDIAN RESTAURANT MARKET

Foreign Direct Investment in India

Basic Requirements for a Foreign Entity to Establish a Unit in India

11. LICENSING

12. INDIA RESTAURANT MARKET TRENDS AND DEVELOPMENTS

Strong Growth of the Multi-Specialty Cuisine Market

Surge in Development of café Chains

High Impact of Social Media on the Restaurant Industry

Embracing Entertainment and Leisure Activities In Eating Outlets

Expansion of Restaurant Chains in Small Cities

Development of Tourism in India

13. KEY CHALLENGES FACED BY THE RESTAURANT MARKET IN INDIA

Shortage of Manpower
Inadequate of Organized Supply Chain
Lack of Proper Infrastructure
Food Regulations

14. INDIA RESTAURANT MARKET FUTURE OUTLOOK AND PROJECTIONS, FY'2014-FY'2018

14.1. Cause and Effect Relationship between the Industry Factors and Restaurant Market of India

14.2. India Restaurant Market Future Outlook and Projections, FY 2014-FY'2018

15. MACRO-ECONOMIC FACTORS: HISTORICAL AND PROJECTIONS

15.1. Young Population (aged 15-44 years), FY'2008-FY'2018

15.2. Urban Population, FY'2008-FY'2018

15.3. Personal Disposable Income, FY'2008-FY'2018

15.4. Number of Internet Users

15.5. Ready to Eat Market, FY'2008-FY'2018

15.6. Consumer Expenditure on Hotels and Restaurants

16. APPENDIX

16.1. Market Definitions

16.2. Abbreviations

16.3. Research Methodology

Data Collection Methods

Approach

Variables (Dependent and Independent)

Multi Factor Based Sensitivity Model

Final Conclusion

16.4. Disclaimer

List Of Figures

LIST OF FIGURES

Figure 1: India Restaurant Market Size on the Basis of Revenue in INR Crores, FY'2008-FY'2013

Figure 2: India Restaurant Market Segmentation by Organized and Unorganized on the Basis of Revenue in Percentage, FY'2008-FY'2013

Figure 3: India Organized Restaurant Market Size on the Basis of Revenue in INR crores, FY'2008-FY'2013

Figure 4: India Organized Restaurant Market Segmentation on the Basis of Revenue in INR Crores in Percentage, FY'2008-FY'2013

Figure 5: India Organized Restaurant Chain Market Size in INR Crores, FY'2008-FY'2013

Figure 6: India Organized Chain Restaurant Market Segmentation on the Basis of Revenue in INR Crores in Percentage, FY'2008-FY'2013

Figure 7: QSR Formats in India

Figure 8: Major Challenges faced by a QSR in India

Figure 9: Supply Chain of McDonald's in India

Figure 10: India Quick Service Restaurant (QSR) Market Size on the Basis of Revenue in INR Crores, FY'2008-FY'2013

Figure 11: India QSR Market Segmentation on the Basis of Number of Outlets by Region, FY'2013

Figure 12: QSR Segmentation on the Basis of Cuisines, FY'2013

Figure 13: Market Share of Major Players for Café Chains in India on the Basis of Revenue in Percentage, FY'2013

Figure 14: Market Share of Major Players in Pizza Market in India on the Basis of Revenue in Percentage, FY'2013

Figure 15: Market Share of Major Players in Burger and Sandwiches Chain Market in India on the Basis of Revenue in Percentage, FY'2013

Figure 16: Market Share of Major QSR Players offering Indian Cuisine in India on the Basis of Revenue in Percentage, FY'2013

Figure 17: Market Share of Major QSR Players offering Specialty Cuisine in India on the Basis of Revenue in Percentage, FY'2013

Figure 18: Percentage of Age Group of the Respondents (1,180 Respondents), FY'2013

Figure 19: Family Income per month of the Respondents (1,180 Respondents), FY'2013

Figure 20: No. of People that the Respondents go out with in a Restaurant in

Percentage (1,180 Respondents), FY'2013

Figure 21: Responses on the Consumer Preference for Eating out from the Local Fast Food Chains (1,180 Respondents), FY'2013

Figure 22: No. of Days the Respondents Eat Out in a QSR/Fast Food Joint in a month (1,180 Respondents), FY'2013

Figure 23: Responses on the Main Purpose of Visit to a QSR/Fast Food Joints (1,180 Respondents), FY'2013

Figure 24: Responses for the Expenditure per Person in a Pizza Chain (1,178 Respondents), FY'2013

Figure 25: Responses for the Expenditure per Person in a Burger and Sandwiches Chain (1,136 Respondents), FY'2013

Figure 26: Responses for the Expenditure per Person in a Cafe (1,108 Respondents), FY'2013

Figure 27: Responses for the Expenditure per Person in a QSR offering Indian Cuisine (1,098 Respondents), FY'2013

Figure 28 : Responses for the expenditure per person in a QSR offering Specialty Cuisine (1,044 Respondents), FY'2013

Figure 29: Ranking for Dominos by the Respondents as their Preferred Visiting Joint in Percentage (1,186 respondents), FY'2013

Figure 30: Ranking for Pizza Hut by the Respondents as their Preferred Visiting Joint in Percentage (1,130 respondents), FY'2013

Figure 31: Ranking for Pizza Corner by the Respondents as their Preferred Visiting Joint in Percentage in Percentage (87 Respondents), FY'2013

Figure 32: Ranking for Papa John's by the Respondents as their Preferred Visiting Joint in Percentage in Percentage (980 respondents), FY'2013

Figure 33: Ranking for Smokin Joes by the Respondents as their Preferred Visiting Joint in Percentage (636 respondents)

Figure 34: Ranking for Mc Donald's by the Respondents as their Preferred Visiting Joint in Percentage in Percentage (1,140 respondents), FY'2013

Figure 35: Ranking for Mc Donald's by the Respondents as their Preferred Visiting Joint in Percentage in Percentage (1,080 Respondents), FY'2013

Figure 36: Ranking for Subway by the Respondents as their Preferred Visiting Joint in Percentage in Percentage (1,110 Respondents), FY'2013

Figure 37: Ranking for CCD by the Respondents as their Preferred Visiting Joint in Percentage in Percentage (1,140 Respondents), FY'2013

Figure 38: Ranking for Barista Lavazza by the Respondents as their Preferred Visiting Joint in Percentage in Percentage (1050 Respondents), FY'2013

Figure 39: Ranking for Costa Coffee by the Respondents as their Preferred Visiting Joint in Percentage in Percentage (1,002 Respondents), FY'2013

Figure 40: Ranking for Starbucks by the Respondents as their Preferred Visiting Joint in Percentage in Percentage (904 Respondents), FY'2013

Figure 41: Ranking for Gloria Jean's by the Respondents as their Preferred Visiting Joint in Percentage in Percentage (790 Respondents), FY'2013

Figure 42: Ranking for Sagar Ratna by the Respondents as their Preferred Visiting Joint in Percentage in Percentage (910 Respondents), FY'2013

Figure 43: Ranking for Haldiram's by the Respondents as their Preferred Visiting Joint in Percentage in Percentage (1,090 Respondents), FY'2013

Figure 44: Ranking for Bikano Chat Cafe by the Respondents as their Preferred Visiting Joint in Percentage in Percentage (956 Respondents), FY'2013

Figure 45: Ranking for Nirula's by the Respondents as their Preferred Visiting Joint in Percentage in Percentage (979 Respondents), FY'2013

Figure 46: Ranking for Kaati Zone by the Respondents as their Preferred Visiting Joint in Percentage in Percentage (570 Respondents), FY'2013

Figure 47: Ranking for Yo! China by the Respondents as their Preferred Visiting Joint in Percentage (1010 Respondents), FY'2013

Figure 48: Ranking for Taco Bell by the Respondents as their Preferred Visiting Joint in Percentage in Percentage (700 Respondents), FY'2013

Figure 49: Ranking for Tibbs Frankie by the Respondents as their Preferred Visiting Joint in Percentage in Percentage (670 Respondents), FY'2013

Figure 50: Jubilant Foodworks Revenues in INR crores, FY'2008-FY'2013

Figure 51: India QSR Market Future Projections on the Basis of Revenue in INR Crores, FY'2014-FY'2018

Figure 52: India Full Service Restaurant Market Size on the Basis of Revenue in INR Crores, FY'2008-FY'2013

Figure 53: India Full Service Restaurant Market Segmentation on the Basis of Revenue in INR Crores in Percentage, FY'2008-FY'2013

Figure 54: India Fine Dining Restaurant Market Size on the Basis of Revenue in INR Crores, FY'2008-FY'2013

Figure 55 : India Fine Dining Restaurants Market Future Projections on the Basis of Revenue in INR Crores, FY'2014-FY'2018

Figure 56: India Casual Dining Restaurant Market Size on the Basis of Revenue in INR Crores, FY'2008-FY'2013

Figure 57: Market Share of Major Players in India Casual Dining Restaurant Market on the Basis of Revenue in Percentage, FY'2013

Figure 58 : India Casual Dining Restaurant Market Future Projections on the Basis of Revenue in INR Crores, FY'2014-FY'2018

Figure 59: India Full Service Restaurants Market Future Projections on the Basis of Revenue in INR Crores, FY'2014-FY'2018

Figure 60: India PBCL Market Size on the Basis of Revenue in INR Crores, FY'2008-FY'2013

Figure 61: India PBCL Market Future Projections on the Basis of Revenue in INR Crores, FY'2014-FY'2018

Figure 62: India Food courts and Kiosks Market Size on the Basis of Revenue in INR Crores, FY'2008-FY'2013

Figure 63: Major Location of Food Courts in India

Figure 64: India Food courts and Kiosks Market Future Projections on the Basis of Revenue in INR Crores, FY'2014-FY'2018

Figure 65: India Organized Chain Market Future Projections on the Basis of Revenue in INR Crores, FY'2014-FY'2018

Figure 66: India Standalone (in Hotels) Market Size on the Basis of Revenue in INR Crores, FY'2008-FY'2013

Figure 67: India Standalone (in Hotels) Market Future Projections on the Basis of Revenue in INR Crores, FY'2014-FY'2018

Figure 68: India Organized Restaurant Market Future Projections on the Basis of Revenue in INR Crores, FY'2014-FY'2018

Figure 69: Value Chain of Service Providers that Provide Food Online

Figure 70: Market Share of Major Players for Online Food Websites in India on the Basis of Revenue in Percentage, FY'2013

Figure 71: India Unorganized Restaurant Market Size on the Basis of Revenue in INR Crores, FY'2008-FY'2013

Figure 72: India Unorganized Market Future Projections on the Basis of Revenue in INR Crores, FY'2014-FY'2018

Figure 73: Indian Restaurant Market Future Projections on the Basis of Revenue in INR Crores, FY'2014-FY'2018

Figure 74: Young Population in India (aged 15-44 years) in Crores, FY'2008-FY'2018

Figure 75: Urban Population in India in Crores, FY'2008-FY'2018

Figure 76: Personal Disposable Income in India in INR Crores, FY'2008-FY'2018

Figure 77: Number of Internet Users in India in Crores, FY'2008-FY'2018

Figure 78: Ready to Eat Market Size in India, FY'2008-FY'2018

Figure 79: Consumer Expenditure on Hotels and Restaurants in India in INR Crores, FY'2008-FY'2018

List Of Tables

LIST OF TABLES

Table 1: Average Expenditure per person in INR in the Organized Chain Restaurants in India, FY'2013

Table 2: Market Share of Major QSR Chains in India on the basis of Number of Outlets for, FY'2013

Table 3: Revenues of Major Players in Café Chains Market in India on the Basis of Number of Outlets, Average Footfall and Average Spending, FY'2013

Table 4: Revenues of Major Players in Pizza Market in India on the Basis of Number of Outlets in units, Average Footfall in persons and Average Spending in INR, FY'2013

Table 5: Revenues of Major Players in Burger and Sandwiches Chain Market in India on the Basis of Number of Outlets in units, Average Footfall in persons and Average Spending in INR, FY'2013

Table 6: Revenues of Major QSR Players offering Indian Cuisine in India on the Basis of Number of Outlets in units, Average Footfall in persons and Average Spending in INR, FY'2013

Table 7: Revenues of Major QSR Players offering Specialty Cuisine in India on the Basis of Number of Outlets in units, Average Footfall in persons and Average Spending in INR, FY'2013

Table 8: Major Fine Dining Restaurant Chains in India, FY'2013

Table 9: India Fine Dining Restaurants Competitive Landscape, FY'2013

Table 10: Major Casual Dining Restaurant Chains in India, FY'2013

Table 11: Revenues of Major Player in the Casual Dining Restaurant Market in India on the Basis of Number of Outlets in units, Average Footfall in persons and Average Spending in INR, FY'2013

Table 12: Key Mergers and Acquisitions in India Restaurant Market, FY'2007-FY'2012

Table 13: Top three Malls in North India with Major Restaurant Chain in their Food courts

Table 14: Top Three Malls in West India with Major Restaurant Chain in their Food courts

Table 15: Top Three Malls in South India with Major Restaurant Chain in their Food courts

Table 16: Top Three Malls in East India with Major Restaurant Chain in their Food Courts

Table 17: Major Online Service Providers in India providing Home Delivery

Table 18: Revenues of Major Players for Online Food Websites in India on the Basis of Orders per Day and Average Order Size in INR, FY'2013

Table 19: India Restaurant Market Online Service Providers Competitive Landscape, FY'2013

Table 20: General Licensing Requirements to open any restaurant in India

Table 21: Restaurants in India offering Multi Speciality Cuisines

Table 22: Total Number of Facebook fans for various Restaurant Chains in FY'2012

Table 23: Total Number of Twitter Followers for various Restaurant Chains in FY'2012

Table 24: Correlation Matrix for Restaurant Market in India

Table 25: Regression Coefficients Output

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