



I N N O V H E R
ACCELERATING INCLUSIVITY

QUICK- SERVICE RESTAURANT

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2025

**SECTOR
REPORT**

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Sector report

1. Market Growth

Global Market:

- **Total Addressable Market (TAM):** The global QSR market was valued at approximately USD 894.68 billion in 2023 and is projected to reach USD 1,930.14 billion by 2032. [Fortune Business Insights+1expertmarketresearch.com+1](#)
- **Compound Annual Growth Rate (CAGR):** The market is expected to grow at a CAGR of 8.96% during the forecast period. [Fortune Business Insights](#)

Indian Market:

- **Total Addressable Market (TAM):** The Indian QSR market was valued at approximately INR 171.9 billion in 2022 and is estimated to grow to over INR 431 billion by 2027. [expertmarketresearch.com](#)
- **Compound Annual Growth Rate (CAGR):** The market is projected to grow at a CAGR of 8.8% during the forecast period. [cognitivemarketresearch.com](#)
- **Market Size Forecast:** The Indian QSR market is expected to reach over INR 431 billion by 2027. [expertmarketresearch.com](#)

2. Sector Growth

Drivers:

- **Urbanization:** Rapid urban growth has increased demand for convenient dining options.
- **Changing Lifestyles:** Busier lifestyles have led consumers to seek quick meal solutions.
- **Digital Ordering:** The rise of online food delivery platforms has made accessing QSRs more convenient.

Challenges:

- **Health Concerns:** Growing awareness of health issues related to fast food consumption.

- **Competition:** Intense competition among QSR brands necessitates continuous innovation.
- **Supply Chain Disruptions:** Events like the COVID-19 pandemic have disrupted supply chains, affecting operations.

3. Sector Unique Selling Propositions (USPs)

Features:

- **Speed of Service:** QSRs prioritize quick meal preparation and delivery.
- **Standardized Menus:** Consistency in offerings ensures a uniform customer experience.
- **Affordability:** Competitive pricing makes QSRs accessible to a broad audience.

4. Major Players

Global Leaders:

- **McDonald's:** Over 41,000 locations worldwide.
- **Starbucks:** Approximately 40,000 outlets globally. [digiroadsresearch.com](https://www.digiroadsresearch.com)
- **KFC:** Operates over 30,000 restaurants worldwide.

India Leaders:

- **Domino's Pizza:** A dominant player in India's QSR sector.
- **McDonald's India:** Significant presence with numerous outlets. [opsyte.com](https://www.opsyte.com)
- **Subway India:** Extensive network across the country.

Emerging Startups:

- **Samosa Singh:** Specializes in innovative samosa offerings and recently opened its first QSR in Mumbai. [Market Research Future](https://www.MarketResearchFuture.com)
- **Wow! Momo:** Focuses on momos and has aggressive expansion plans.
- **Faasos:** Operates multiple cloud kitchen brands, including Behrouz Biryani.

5. Emerging Technologies

- **Contactless Dining:** Utilizing QR codes and NFC for menu viewing and payments.
- **AI Integration:** Enhancing customer experience through personalized recommendations and efficient operations.
- **Cloud Kitchens:** Optimizing delivery services without traditional dine-in facilities.

Research Report (QSR)

Samosa Singh:

Company Summary

Founder History & Company Overview:

- **Incorporation Date & Location:** 2016, Bengaluru
- **Founder Background:**
 1. **Shikhar Veer Singh: Co-Founder & CEO,** Ex-Biocon. University of Hyderabad MTech.
 2. **Nidhi Singh: Co-Founder,** Ex-BioXcel Corporation.

Brand Statement(Tagline): India's SnackKing

Brand (USP):

- **Innovative Approach to Traditional Samosas:** Samosa Singh reinvents the classic Indian samosa by introducing unique recipes and a scalable business model, aiming to modernize this beloved snack.
- **Extensive Street Food Menu:** The brand offers a diverse range of street food items, including various samosas, kachoris, platters, mini meals, chaat, and beverages, providing customers with an authentic street food experience.
- **Multiple Delivery Partnerships:** Samosa Singh collaborates with several delivery partners, ensuring customers have convenient and timely access to their products through various platforms.

Product Landscape:(Sku analysis)

1. Samosas & Kachori:

- **Veggie Spice Samosa:** Zesty vegetable fillings in a tangy mix.
- **Kadai Paneer Samosa:** Diced paneer cubes stir-fried with spices.
- **Masala Corn Samosa:** A fresh mix of corn and spices for a continental palate.
- **Cheese Chilli Samosa:** A fusion of finger food and traditional Indian flavors.
- **Manchurian Samosa:** A unique blend, embodying the brand's innovative approach.
- **Cheese n Corn Samosa:** A delicate combination of corn and cheese inside a crispy shell.
- **Punjabi Aloo Samosa:** Classic Punjabi samosa with North Indian spices and green peas.
- **Aloo Pyaaz Kachori:** A delicious evening snack straight from the streets.
- **Dal Kachori:** Light kachori with a crunchy exterior and flavored dal filling.
- **Onion Samosa:** A blend of caramelized onions and spices.
- **Achaari Paneer Samosa:** A zesty kick with flavorful paneer and aromatic spices.
- **Soya Keema Samosa:** Textured soya combined with aromatic spices.

2. Newly Launched:

- **Mattar Kulcha:** Delhi-style matar gravy served with light and fluffy masala kulchas.
- **Paneer Butter Masala Kulcha:** Soft paneer paired with warm, pillowy kulcha bread.

3. Bucket Samosa & Kachori:

- **Samosa Bucket:** 10 pieces of the classic samosa, ideal for gatherings.
- **Kachori Bucket:** 10 pieces of Rajasthani kachori filled with moong dal, garnished with hing and spices.
- **Make Your Own Bucket:** Customize your selection of samosas.

4. All Day Breakfast:

- **Vada Pav:** Mumbai's street food staple with a potato vada in soft pav, served with roasted green chili and chutneys.
- **Aloo Tikki Pav:** Aloo tikki served inside fresh pav with green and red chutneys.
- **Aaloo Samosa Pav:** Fragrant aloo samosa crushed in a saucy mix inside a pav.

5. Chaat:

- **Samosa Chole Chaat:** Samosa crush combined with chole gravy, topped with green chutney and sev.
- **Tikki Chole Chaat:** Delectably cooked chole gravy with piping hot tikki, topped with sev and chutney.
- **Ragada Pateez:** Aloo tikki with matar gravy, served with chatpata pani puri and pudina chutney.

Traction:

Year	Users and Company Growth	Revenue growth	Product Development
2016-17	Foundation: Samosa Singh was co-founded by Shikhar Veer Singh and Nidhi Singh in Bengaluru, aiming to reinvent India's beloved	0.6 cr	-

	snack, the samosa.		
2017-18	-	1.7 cr	-
2018-19	-	4.6 cr	-
2019-20	<p>Series A Funding: In January 2020, Samosa Singh raised \$2.7 million (approximately ₹19 crore) in a Series A funding round led by She Capital, with participation from Fireside Ventures and others. This investment was aimed at scaling up operations, increasing production capabilities, and expanding into multiple cities, including through a cloud kitchen model. economictimes.indiatimes.com</p> <p>Expansion:</p> <ul style="list-style-type: none"> Established a presence in Bengaluru and Hyderabad. Partnered with national brands such as INOX, PVR Cinemas, and Café Coffee Day. <p>Early Operations (2016–2019): Initially, Samosa Singh operated on a B2B model, supplying samosas to partnership outlets like movie theaters (INOX, PVR Cinemas) and café chains (Café Coffee Day). Samosa Singh raises USD 2.7 mn from She Capital, others business-standard.com.</p> <p>The startup established a presence in Bengaluru and Hyderabad by partnering with these venues, even opening a flagship outlet at Bengaluru’s Kempegowda International Airport in 2019. fnnnews.com</p> <p>Samosa Singh aims to expand in 100-plus cloud kitchens by 2020-end. indianretailer.com.</p>	4.2 cr	<p>Product Launch: Introduced ready-to-eat and ready-to-cook samosa ranges through strategic partnerships with multinational retailers. economictimes.indiatimes.com</p>
2020-21	<p>Retail Collaboration with Reliance (2020): To promote its new product offerings, Samosa Singh teamed up with major retailers. In March 2020,</p>	4.6Cr	-

	it piloted an association with Reliance Smart Superstores to bring its samosas to grocery shoppers.		
2021-22	-	10Cr	-
2022-23	<p>Revenue Growth: By 2023, Samosa Singh's rapid expansion translated into significant revenue gains. Media reports noted that the company had reached an annual turnover of around ₹45 crore (approx. \$5.5 million) economictimes.indiatimes.com</p> <p>Along with this QSR, the brand has over 50 cloud kitchens in 8 cities such as Bangalore, Chennai, Mumbai, Pune, and Hyderabad. Serving across cities with an amazing and scrumptious range of Samosas along with other drooling snack options like Kachori, Dahi Bhalla, Samosa Chole Chaat, Aloo Tikki and more. https://hospitalitybizindia.com</p> <p>In 2023, the company introduced region-specific specialties as well. For example, upon launching in Chennai, Samosa Singh created a “Chettinad aloo” samosa variant exclusively for that market, capitalizing on local flavor preferences medianews4u.com.</p> <p>Global Expansion Efforts: Samosa Singh's growth story is now extending beyond India. The company has set its sights on global markets as a next frontier. Co-founder Nidhi Singh revealed plans to export Samosa Singh's products to regions like the Middle East, the US, and Australia, once regulatory clearances are in place medianews4u.com.</p>	10.6Cr	-
2023-24	Manufacturing: Opened a new state-of-the-art manufacturing facility in Bengaluru, significantly increasing	13.9Cr	Product Innovation: Launched a Ready-to-Cook (RTC) range of guilt-free samosas, featuring a

	<p>production capacity to meet rising demand and support global expansion plans. indianretailer.com</p> <p>Samosa Singh chalks pan-India plans, looks to take wing abroad. All expansion beyond Bengaluru – into 8 cities and over 50 locations – was achieved during the COVID period.medianews4u.com</p> <p>Rapid Store Growth (2023–2025): After validating the concept, Samosa Singh quickly scaled up its owned outlets. The startup transitioned from a purely B2B/cloud-kitchen player to a B2C retail chain in late 2023, and in just over a year it expanded to 15+ quick-service restaurants by the end of 2024 startupsuccessstories.in.</p>		<p>unique encrusted design developed after extensive research and development, resulting in a delicious combination of pleasure and minimal fat—up to 50% less. helloentrepreneurs.com</p>
2024-25	<p>Expansion: Transitioned from a B2B player to expanding into physical stores since December 2023, serving customers through over 40 stores, including 15+ physical quick-service restaurant (QSR) formats across major cities. helloentrepreneurs.com</p> <p>Expansion:</p> <ul style="list-style-type: none"> • Opened two new outlets in Hyderabad at Nexus Mall and Ashoka One Mall. • Continued national expansion with plans to reach 100+ physical outlets in the near term (approximately 18–24 months). <p>As of January 2025, Samosa Singh operates over 40 stores nationwide, including its network of cloud kitchens and these new physical restaurants helloentrepreneurs.com.</p>	-	

	<p>Future Expansion Plans: Looking ahead, Samosa Singh is not slowing down. The company has declared an objective to reach 100+ physical outlets in the near term (approximately 18–24 months) franchiseindia.com.</p> <p>This results in a samosa with reportedly 45% less calories and significantly less fat than a typical samosa, while still maintaining taste and crunch. qsrmedia.asia</p> <p>By placing its samosas in movie theater snack counters and cafes, Samosa Singh gained visibility and volume. In fact, before opening its own stores, the company’s samosas were available at over 60 third-party outlets via such partnerships qsrmedia.asia. This B2B strategy was crucial in the initial growth phase, effectively outsourcing retail operations to partner venues while the company built up production capacity and brand recognition.</p> <p>With this new factory, Samosa Singh can produce up to 500,000 samosas per day to meet rising demand qsrmedia.asia.</p> <p>Samosa Singh ushered in 2025 with the opening of two new outlets at the Nexus Mall and in Ashoka One Mall in Hyderabad, and a new state-of-the art manufacturing facility in Bengaluru. https://hospitality.economictimes.indiatimes.com</p>		
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Sales Channels/Gtm/Target customer/Demographic:

Target Customer	Subpoints	Specific Details
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Age range	15-25	Samosa Singh's innovative flavors and hygienic preparation appeal to younger consumers seeking trendy yet traditional snacks.
	25-40	Professionals in this bracket appreciate quick-service options that align with their busy lifestyles.
	40-55	The brand's emphasis on nostalgia and quality attracts older customers who value traditional tastes presented in a modern format.
Geography		<p>Bengaluru: Samosa Singh commenced operations in Bengaluru and maintains a strong presence in the city.</p> <p>Hyderabad: The brand has expanded its footprint in Hyderabad, recently inaugurating two new outlets in Nexus Mall and Ashoka One Mall. Indian Retailer</p> <p>Delhi-NCR: Samosa Singh has extended its services to the Delhi National Capital Region, catering to a diverse customer base.</p> <p>Chennai: The brand has established outlets in Chennai, further solidifying its presence in southern India. franchiseindia.com</p>
	Tier I	Pune
	Tier II	Kochi: Samosa Singh has ventured into the Tier II city of Kochi, expanding its reach in the southern part of the country. franchiseindia.com
	Tier III	-
	Tier IV	-
Global		<ol style="list-style-type: none"> 1. Columbia 2. Canada 3. UK 4. Germany <p>Plans are underway to introduce Samosa Singh to international markets, starting with the Middle East and North America. indiaretailing.com+5FNB News+5marketingmind.in+5</p>
Most selling regions		Bengaluru and Hyderabad
B2B	Corporate clients	-
	Partnerships	<p>Café Coffee Day: Collaborated to offer their samosas across various outlets. smartassretailer.blogspot.com+5startuppedia.in+5CEO India+5</p> <p>INOX and PVR Cinemas: Set up branded kiosks within these multiplex chains, enhancing the snack offerings for moviegoers. linkedin.com+1startuppedia.in+1</p>

		Tata Consultancy Services (TCS): Provided samosas to one of India's leading IT services companies.
	Sales	-
	Call center support	Yes
B2C	Online platforms	<ul style="list-style-type: none"> Through own website Around 60% of sales occur online, with the brand leveraging digital channels to reach consumers directly. smartassretailer.blogspot.com
	Self-service sales	Self-Service Sales: Standalone counters and kiosks in high-footfall areas enhance accessibility. smartassretailer.blogspot.com
	Franchise	The company is franchise-ready and exploring opportunities to expand through franchising. FNB News https://franchiseavs.com/samosa-singh-franchise-in-delhi-ncr-and-india/
HYBRID	Combination approaches (B2B, B2C, D2C)	Yes
	Online platforms	Yes
	Franchise	Yes

Funding Trajectory:

Date	Round name	Amount	Premoney valuation	Postmoney valuation	TTM revenue	Revenue Multiple	Investors & Facilitators
Nov '24	Series A	Undisclosed	-	-	-	-	Corporate: Oswaal Books Angel: Hemant Jain , Raman Roy , Hemant Jain , Rahul Mahipal
May '24	Angel	1.1Cr INR	-	104.0Cr INR	-	-	Angel: Chirag Gandhi , Vachani Kamal Vachani Sunder
Nov '23	Series A	3.9Cr INR	99.3Cr INR	104.0Cr INR	12.8Cr INR	7.5x	Institutional: Mumbai Angels , Haystack , Cosmogon 69 Corporate: Anoop Mathur Capital , Oswaal Books , Pragnya , XIP , Globsyn , Nagory Innovative Arts

							<p>Angel: Andrew Hendrian, Madhusudan Radhakrishna Swamy, Rahul Mahipal, Raman Roy, Hemant Jain, Rohit Kaushal, Gopal Menon, Arun Kumar Ramanathan Subramanian, Ajay Kaul, Manish Mahendra Choksi, Ashvin Agarwal, Narendra Murukumbi, Sajiv Dhawan, Tejinderpal Singh Miglani, Inderdeep Singh, Gopal Kumar Aggarwal, Vishal Pratap Singh Rana, Vijaya Kumar Ivaturi, Kanika Radhakrishan, Anand Baldawa, Romit Dasgupta, Chandrashekhar Eknath Potnis, Narin Sehgal, Nabendu Bhattacharya, Shalini Srivastava, Milan Patel, Rishi Gupta, Dharmendra M Kapoor, Prachi Harish Mehta, Jigar Harish Mehta, Heral Harish Mehta, Hemant Jain, Ajay Kaul, Inderdeep Singh, Milan Patel, Jigar Harish Mehta</p>
Mar '23	Angel	2.0Cr INR	102.0Cr INR	98.9Cr INR	10.5Cr INR	9.3x	<p>Institutional: She Capital, SiriusOne Angel: Alok B, Chetana Kudur, Amit Bagga, Arishta Khanna, Kanwal Kumar Mookhey, Nandini Mansinghka, Prashant Girish Choksey, Sasha Gulu Mirchandani</p>
Aug '22	Series A	2.4Cr INR	84.3Cr INR	86.3Cr INR	10.1Cr INR	8.1x	<p>Institutional: Anand Family Private Trust Corporate: Lepton Software Angel: Deepu Kochukizhakkathil Mathew, Kanwal Kumar Mookhey, Deepak Aggarwal</p>
Dec '21	Angel	5.0Cr INR	66.3Cr INR	71.3Cr INR	8.6Cr INR	7.6x	<p>Angel: Narendra Desai, Kushal Ndesai, Chaitanya N Desai</p>
Apr '21	Series A	5.8Cr INR	47.8Cr INR	53.5Cr INR	5.1Cr INR	9.0x	<p>Institutional: Equanimity Investments, She Capital Corporate:</p>

							Akatsuki Angel: Deepu Kochukizhakkathil Mathew , Akshay Sher Randeve , Binu Malayampallil Raghavanpillai , Anand Ganesh Rao , Purvi Pugalia
Aug '19	Series A	19.3Cr INR	18.7Cr INR	38.0Cr INR	4.5Cr INR	4.2x	Institutional: She Capital , Fireside Ventures , Equanimity Investments , AET Fund Corporate: Wellfound , Akatsuki , Angel List Facilitator: Lead Advisory
Mar '19	Seed	50.0L INR	14.5Cr INR	15.0Cr INR	4.7Cr INR	3.1x	Institutional: Fireside Ventures
Jul '17	Seed	2.6Cr INR	10.3Cr INR	12.9Cr INR	98.5L INR	10.8x	Institutional: Fireside Ventures

Digital Media Presence:

Facebook	Instagram	Linkedin	X	Youtube	Website Tabs	App Downloads
10.6k	31.1k	12k	164	111	Home About Us Franchise Menu Media Order Now	-

Samosa Party:

Company Summary

Founder History & Company Overview:

- **Incorporation Date & Location:** 2017, Bengaluru
- **Founder Background:**
 1. **Amit Nanwani:Co-Founder**,Ex-EY, Intel, DigitasLbi, SapientNitro. MANIT Bhopal BTech 2012
 2. **Diksha Pande:Co-Founder**,Ex-CoWrks, Chai Point, Ambuja Neotia Hospitality, Yum! Restaurants International. OCLD 2007

Brand Statement(Tagline): Not specified

Brand (USP):

1. Hygienic & Premium Quality Samosas

- Unlike unbranded street vendors, Samosa Party ensures **consistent taste, hygiene, and premium quality** by using **fully automated kitchens** that minimize human contact in food preparation.
- Uses high-quality, fresh ingredients with a **zero reuse oil policy**, setting it apart from traditional samosa sellers.
- This focus on hygiene and standardization has helped build customer trust and brand loyalty.

2. Tech-Enabled QSR & Delivery-First Model

- Samosa Party pioneered a "**delivery-first**" approach in the Indian snack category, leveraging **cloud kitchens, its website, and aggregator platforms (Swiggy/Zomato)** for scalability.
- Uses **smart order tracking, AI-based demand forecasting, and QR code-enabled samosa labeling**, ensuring better customer experience and transparency.
- This **digitally-driven, asset-light model** allows rapid expansion while maintaining unit-level profitability.

3. Diverse, Innovative Menu & Multi-City Presence

- Offers **20+ varieties of samosas** (beyond the traditional aloo filling), catering to evolving consumer preferences, including **cheese burst, chicken keema, and seasonal specials**.
- Expanded beyond Bengaluru to **Delhi-NCR, Hyderabad, Chennai**, positioning itself as **India's first national samosa brand**.
- The brand is moving from a **snack-only model to a full-fledged QSR chain**, serving **combos, meal boxes, and beverage pairings**, making it a **modernized Indian alternative to global fast-food chains**.

Product Landscape:

1. Samosas:

Vegetarian Samosas:

1. Punjabi Aloo Samosa (1 Pc)
A tangy samosa filled with North Indian spices and green peas.
Price: ₹45
2. Corn & Cheese Samosa (1 Pc)
A fusion of pizza flavors within a samosa—cheesy, herby, and delightful.
Price: ₹59
3. Tandoori Paneer Tikka Samosa (1 Pc)
Paneer tikka marinated in tandoori spices and hung curd, encased in a samosa.
Price: ₹69
4. Jodhpuri Aloo Pyaz Samosa (1 Pc)
Inspired by Jodhpur's aloo pyaz kachori masala, this samosa offers a unique flavor.
Price: ₹49
5. Noodle Samosa (1 Pc)
Szechwan-style chili garlic noodles wrapped in a samosa, blending Chinese flavors with Indian tradition.
Price: ₹49

Non-Vegetarian Samosas:

- Tandoori Chicken Tikka Samosa (1 Pc)
Features spicy Delhi-style tandoori chicken tikka within a crispy samosa shell.
Price: ₹79
- Afghani Chicken Samosa (1 Pc)
Chargrilled creamy chicken in Afghani spices, offering a rich and savory taste.
Price: ₹79
- **Mini Dal Kachori:** Small kachori filled with lentils.

Pricing: Individual samosas are priced around ₹50 each, with variations depending on the filling.

2. Combos:

- **Iftar Combo for 1:** Includes 5 pieces of Haleem Samosa, Roohafza drink, and Gajar Halwa dessert.
- **Iftar Combo for 2:** Comprises 10 pieces of Haleem Samosa, 2 Roohafza drinks, and a large serving of Gajar Halwa.
- **Samosa Party Bucket - Mini Peri Peri Punjabi Aloo:** Features mini cocktail Punjabi Aloo samosas spiced with peri-peri masala.

Pricing: Combos range from ₹159 to ₹899, depending on the quantity and variety of items included.

3. Beverages:

- **Chai & Coffee Flasks:** Available in various sizes, ideal for group servings.
- **Cold Beverages:** Includes options like Jaljeera, Raw Mango & Mint Cooler, and Rose Milk.

Pricing: Beverages are typically priced between ₹50 to ₹150, depending on the type and size.

4. Desserts:

- **Molten Chocolate Samosa:** A sweet samosa filled with molten chocolate.
- **Gulab Jamun:** Traditional Indian sweet.
- **Gajar Halwa:** Carrot-based dessert.

Pricing: Desserts range from ₹50 to ₹120.

5. Meals & Burrito Rice Bowls:

- **Burrito Rice Bowls:** Rice-based bowls with various toppings.
- **All Day Meals:** Includes options like Chole Bhature and Pav Bhaji.

Pricing: Meals are priced between ₹150 to ₹300.

6. Breakfast:

- **All Day Breakfast:** Offers items like Poha and Upma.

Pricing: Breakfast items are typically around ₹100 to ₹150.

7. Munchies:

- **Munchies:** Includes light snacks like Masala Peanuts.

Pricing: Munchies are priced around ₹50 to ₹100.

8. Add Ons:

- **Add Ons:** Additional items such as extra chutneys or sides.

Pricing: Add-ons are usually under ₹50.

Traction:

Year	Users and Company Growth	Revenue growth	Product Development
2017-18	Launched in 2017 by Amit Nanwani and Diksha Pande, Samosa Party offers varieties of samosas and chai in a door step delivery model.	1Cr	-
2018-19		1.7Cr	-
2019-20		5.2Cr	-
2020-21	<p>Now has 11 outlets in the city. It plans to enter Chennai and Hyderabad in the next few months, and Dubai, Asia, and select Western markets by 2021. After an exciting corporate stint with Yum Brands, and later with Chai Point and Cowrks. https://yourstory.com/herstory/2020/12/woman-entrepreneur-snacks-startup-samosa-party</p> <p>This groundwork led to strong customer loyalty – by 2020, over 80% of its customers were repeat buyers.</p> <p>Inflection Point Ventures has invested an undisclosed amount of funding in snacking startup Samosa Party, which the company says it will utilise to scale, and open cloud kitchens across Bengaluru and other Tier-I cities. Samosa Party said it will also use funds to improve its production technology. https://yourstory.com/2020/06/funding-ai-ert-food-startup-samosa-party-inflection-point-ventures</p> <p>Having sold over 22 lakh samosas so far, Diksha shares the startup has grown 5x since the first year of operations.: https://yourstory.com/herstory/2020/12/woman-entrepreneur-snacks-startup-samosa-party</p> <p>Served a cumulative 22 lakh (2.2 million) samosas since inception. The startup was selling about 1.5 lakh samosas per month at this time , indicating a solid revenue stream. It also planned its first expansions beyond Bangalore – with eyes on Hyderabad and Chennai in the coming months, and</p>	4.6Cr	<p>“We offer 20 different varieties of savoury and sweet samosas, 100 percent preservative-free. Each filling is designed to evoke a strong sense of nostalgia. From smokey Amritsari Pindi Chana, zingy Kolkata Chilli Chicken, the unconventional Corn Cheese to spicy Jodhpuri Aloo Pyaz, we have ensured there is something for every palate from every corner of the country. "Samosa is a great snack to serve at parties and small gatherings and we also offer party packs of 50, which are freshly fried and delivered at the doorstep,” she says. https://yourstory.com/herstory/2020/12/woman-entrepreneur-snacks-startup-samosa-party</p>

	<p>even exploring international markets like Dubai by 2021 yourstory.com.</p> <p>Recognising the potential of the business, the co-founders initially invested their own capital and scaled the business to about Rs 6 crore a year turnover. Samosa Party raised about Rs 2.5 crore from the angel investment platform, Inflection Point Ventures (IPV) in June 2020 and went on to raise Rs 15 crore from Kalaari Capital in December 2021.</p>		
2021-22	<p>QSR brand Samosa Party has raised \$2 million in a pre-Series A round by Kalaari Capital.</p> <p>The company operates 15 outlets in Bengaluru and Gurugram and plans to expand to over 100 outlets across Delhi NCR, Hyderabad, Chennai and Bangalore.</p> <p>According to the company, it has doubled its presence and tripled its revenue since last year and is now eyeing a 5X growth. https://entrackr.com/2021/12/samosa-party-raises-2-mn-in-pre-series-a-round/</p> <p>Selling 50 lakh samosas a year, Samosa Party is dressing up the humble snack with a sprinkle of tech, and it's working. https://yourstory.com/2021/09/samosa-party-tech-snacks-startup-d2c-br-and-india</p> <p>In April 2021, Samosa Party launched in Gurgaon (Delhi-NCR), marking its first foray outside Karnataka.</p>	12.3Cr	-
2022-23	<p>In fact, Samosa Party's entry into Hyderabad (dubbed the "City of Nizams") saw it launch 15 outlets there, taking the brand's total outlet count to about 50 locations by mid-year bwhotelier.com.</p> <p>Samosa Party opens flagship store in Bengaluru; aims 100 stores in 4 months. https://www.indianretailer.com/restaurant/news/samosa-party-opens-flagship-store-in-bengaluru-aims-100-stores-in-4-months.n20346</p>	25.9Cr	-

	<p>Revenue and Volume: Alongside outlet growth, Samosa Party's sales surged. By mid-2022 the startup was clocking roughly ₹3 crore in monthly revenue (about \$400K) and selling ~6 lakh (600,000) samosas per month m.economictimes.com. The team projected ambitious targets of reaching 2 lakh samosas per day in the next 18–24 months and a revenue run-rate of ₹300 crore as they scaled to hundreds of stores m.economictimes.com.</p>		
2023-24	-	35.6Cr	-
2024-25	<p>In late 2024, Samosa Party achieved a significant funding milestone. The company raised a Series B round of approximately \$5.87 million (November 2024), which saw participation from the DS Group (Dharampal Satyapal Group) among other investors tracxn.com</p>	-	<p>By 2024, Samosa Party had firmly established itself as a prominent player in India's QSR space. The brand was serving 25,000+ samosas daily on average (according to Kalaari Capital) kalaari.com</p>

Sales Channels/Gtm/Target customer/Demographic:

Target Customer	Subpoints	Specific Details
Age range	15-25	Young adults and students seeking affordable and hygienic snack options.
	25-40	Working professionals and millennials looking for convenient and quality quick-service meals.
	40-55	Middle-aged individuals desiring traditional snacks with a modern twist.
Geography	Tier I	Bengaluru Delhi-NCR Hyderabad
	Tier II	Noida Gurugram Faridabad Gaziabad
	Tier III	-
	Tier IV	-
	Global	-
Most selling regions		Samosa Party's highest sales are reported in Bengaluru

		and Delhi-NCR, attributed to their established outlets and brand recognition in these areas.
B2B	Corporate clients	Bulk Orders for Events: Samosa Party has catered to large gatherings, including corporate events and college festivals. For instance, they fulfilled an order of 4,000 samosas for a college event, highlighting their capacity to manage substantial bulk orders. thebetterindia.com
	Partnerships	GoodDot Collaboration: In 2022, Samosa Party partnered with GoodDot, a leading plant-based meat manufacturer in India, to introduce vegan samosas across all their Bengaluru outlets. This initiative aimed to cater to the growing demand for plant-based food options. OurCrowd Food Delivery Platforms: Samosa Party has leveraged partnerships with major food delivery services like Zomato to enhance its accessibility and customer base. This collaboration has significantly boosted their order volumes over the years. blog.zomato.com
	Sales	Bulk orders for corporate events and functions.
	Call center support	Dedicated customer service for B2B clients.
B2C	Online platforms	Active presence on food delivery apps (e.g., Zomato) and their own website for direct orders.
	Franchise	-
D2C	Self-service sales	76 Brand Outlets Comprising: Bengaluru-45 Delhi-13 Faridabad-1 Gaziabad-3 Gurugram-6 Hyderabad-9 Noida-5
HYBRID	Combination approaches (B2B, B2C,D2C)	Yes
	Online platforms	Yes
	Franchise	No

Funding Trajectory:

Date	Round name	Amount	Premoney valuation	Postmoney valuation	TTM revenue	Revenue Multiple	Investors & Facilitators
Nov '24	Series B	49.5Cr INR	-	273.0Cr INR	-	-	Institutional: Kalaari Capital

							Corporate: DS Group Angel: Viral Amal Parikh , Ruchira Damani , Ashwin Prakashchandra Kedia , Mayur S Gathani , Naitik Y Mody , Mitesh K Shah
Jun '23	Series A	Undisclosed	-	-	-	-	Institutional: Soonicorn Ventures
Apr '23	Series A	23.5Cr INR	-	152.0Cr INR	26.8Cr INR	5.67	Institutional: Kalaari Capital , Agility , We Founder Circle , Haystack , Indian Angel Network , ICS Partners , India Accelerator Corporate: Morpheus Ananta , LetsVenture , XIP , Globsyn Business School , Sparrow Technologies , Sahgal Family Private Trust , Avant India Advisory , The India Thermit , Angel List , Septres Founders Ventures , Adak Ventures , DS Group Angel: Abhishek Shah , Shashi Chander Bajaj , Deepak Chandran , Suman Guliani , Rutvij Shah , Udit Shanker , Shruti Bhatt , Amit Goyal , Simi Hari , Sri Prakash , Uday Chatterjee , Ashvin Agarwal , Jayesh Mehta , Ajay Kaul , Gopal Menon , Krishna Jha , Jyoti Sagar , Pravin Shekhar , Nitin Singhal , Sandeep Bansal , Chandrashekhar Eknath Potnis , Shalini Srivastava , V P Rajesh , Rishi Pardal , Manish Sinha , Arpit Surana , Satish Yadav , Rajkiran C , Tulla Vinayender , Bikky Khosla , Tejinderpal Singh Miglani , Rahul Kale , Acacia Banyan Partner , Prachi Harish Mehta , Jigar Harish Mehta , Heral Harish Mehta , Sanjay Arora , Rahul Vishwakarma ,

							Akhil Kumar , Yogeesh Byahatti , Sri Prakash , Ajay Kaul , Krishna Jha , Manish Sinha , Rahul Vishwakarma , Akhil Kumar
Feb '23	Series A	24.07 Cr INR	-	-	-	-	<p>Institutional: We Founder Circle, Kalaari Capital, ICS Partners, India Accelerator, Agility, Haystack, Indian Angel Network, Inflection Point Ventures, Advent Partners</p> <p>Corporate: LetsVenture, Angel List, Sahgal Family Private Trust, DS Group, Morpheus Ananta, Septres Founders Ventures, XIP, Globsyn Business School, Adak Ventures, Sparrow Technologies, Globsyn Business School, Avant India Advisory, The India Thermit, Banyan</p> <p>Angel: Sanjay Arora, Abhishek Shah, Deepak Chandran, Suman Guliani, Simi Hari, Sri Prakash Lohia, Uday Chatterjee, Shashi Chander Bajaj, Rutvij Shah, Ashvin Agarwal, Jayesh Mehta, Ajay Kaul</p>
Dec '21	Seed	15.1Cr	-	74.7Cr INR	10.3Cr INR	7.25	<p>Institutional: Kalaari Capital</p> <p>Angel: Manish Malik</p>
Jun '20	Seed	2.9Cr INR	-	29.0Cr INR	5.1Cr INR	5.69	<p>Institutional: Inflection Point Ventures</p> <p>Angel: Gopinath Latpate, Udayakumar Bukenakere Apoorva, Anoop Kumar Harbans Kumar Mathur, Ameeben Mistry, Mitesh Chandrakant Damania, Manish Shah, Suman Guliani, Mayank Jain, Rutvij Shah, Gaurav Kedia, B Arun Kumar, Sanjeev Kumar</p>

							Gupta , Karan Nirmal Khetan , Nipa Asim Shah , Inal Roy , Arun Aravindan , Saarthak Vats , Abhishek Goenka , Sushma Anil Furia , Chirag Shah , Harishkumar Ashokkumar Chib , Naren Ravula , Prasoon Nigam , Pranav Dedhia , Sagnik Pal , Gopalakrishnan P K , Hema Gollamudi , Amit Goyal , Udit Shanker , Sanjay Kumar Jain , Ankur Modi , Shruti Bhatt , Chandrashekar Kupperi , Praveen Pai , Ashni Sureka , Sudhakar Venkata Kada , Sridevi Chittory , Vismitha Reddy Shyamala , Jatin Khanna , BanuPrasad Dhanakoti , Gopinath Latpate , Mitesh Chandrakant Damania , Mayank Jain , Manish Shah , Sanjeev Kumar Gupta , Saarthak Vats , Gaurav Kedia , B Arun Kumar , Karan Nirmal Khetan , Arun Aravindan , Hema Gollamudi , Chirag Shah , Chandrashekar Kupperi , Vismitha Reddy Shyamala , Abhishek Goenka , Gopalakrishnan P K , Sushma Anil Furia , Naren Ravula , Amit Goyal , Sanjay Kumar Jain , Ankur Modi , Prasoon Nigam , Banuprasad Dhanakoti , Pranav Dedhia , Jatin Khanna , Praveen Pai , Ameeben Mistry
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Digital Media Presence:

Facebook	Instagram	Linkedin	X	Youtube	Website Tabs	App Down loads
6.3k	15.5k	4235	856	100	Home Crispy points About us	10k+

					Our products Bulk Orders Contact us	
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Market Gaps

1. Limited Focus on Tier 2 & 3 Cities:

- a. The majority of QSR brands, including Samosa Singh and Samosa Party, are focused on metro cities like Bangalore, Hyderabad, and Delhi-NCR.
- b. Tier 2 and 3 cities remain largely untapped for a structured samosa-based QSR model.

2. Health-Conscious Consumers Lacking Options:

- a. The QSR market is facing challenges due to growing health concerns, yet no brand has heavily marketed a **low-calorie or healthy samosa variant**.
- b. There is an opportunity for **baked, air-fried, or multigrain samosas** targeting health-conscious and fitness-focused consumers.

3. Absence of Regional Specialties in Menu Offerings:

- a. While some startups introduce limited regional flavors (e.g., Samosa Singh's Chettinad aloo samosa), **wider regional diversification** is lacking.
- b. Samosas inspired by state-specific cuisines (Bihar's Litti, Maharashtra's Vada Pav fusion, Rajasthani Dal Baati samosa) could create differentiation.

4. Franchise Expansion Lags Behind Larger QSR Chains:

- a. Unlike McDonald's or Domino's, **samosa-based QSR brands have limited franchising options**, restricting rapid expansion.
- b. Establishing a **strong franchise model with standardized processes** can scale the brand faster in new markets.

5. Lack of Differentiation in B2B Collaborations:

- a. While partnerships exist with theaters (INOX, PVR), **corporate offices, airports, and colleges remain underutilized**.
- b. Brands can create **bulk order solutions, snack vending machines, or corporate samosa bars** in IT parks, coworking spaces, and universities.

Market Opportunities

1. Innovative Samosa Offerings & Personalization:

- a. Customization models where consumers can **choose their samosa fillings, spice levels, and sauces** could enhance engagement.
- b. Introducing **seasonal samosas (festive flavors for Diwali, Holi, etc.)** can create limited-time exclusivity.

2. **Cloud Kitchen & Hyperlocal Expansion Strategy:**

- a. Expanding through **cloud kitchens instead of high-investment physical stores** will enable quicker penetration into new markets.
- b. Hyperlocal collaborations with **regional cafes and small restaurants** can serve as micro-franchise opportunities.

3. **Retail & FMCG Integration (Ready-to-Eat & Frozen Samosas):**

- a. Selling **frozen, ready-to-cook samosas in supermarkets (Reliance Smart, Big Bazaar, DMart)** allows brand extension beyond QSRs.
- b. Samosa brands can target **bulk sales to canteens, caterers, and event management firms**.

4. **Technology Integration for Better Consumer Engagement:**

- a. AI-driven **predictive ordering and auto-refill subscriptions** for recurring customers.
- b. **Geo-targeted push notifications and flash sales** to boost online orders via Swiggy/Zomato.
- c. **QR-coded packaging with customer engagement content** (loyalty programs, interactive samosa history trivia).

5. **Vegan & International Market Expansion:**

- a. Introducing **vegan, gluten-free, and organic samosas** can attract new consumer segments.
- b. Expanding into **Middle Eastern, UK, and US markets** where Indian street food is gaining popularity.

Conclusion

House of Samosa has significant **growth potential if it differentiates itself through health-conscious offerings, regional flavors, cloud kitchens, and retail expansion**. The **franchise and corporate bulk ordering models** remain largely unexplored, creating a strong **scalability opportunity** in the QSR space.