

BUSINESS OPPORTUNITY

START YOUR BIKANERVALA RESTAURANT IN THE U.S.



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THE BRAND

Reputed to be among the No. 1 food brands in the Indian sub-continent, Bikanervala is an organisation best known for its traditional sweets, snacks, and fine-dining food options. Initially known as Bikaner Namkeen Bhandar, this pioneering company has built a reputation based on high-quality food products. Founded by Shri Lal Chand Agarwal at the famous area of Kote Gate in Bikaner, Bikanervala enraptured the attention of prospective clientele immediately. In the year 1950, the founding family decided to explore business opportunities beyond the famous Indian state of Rajasthan, its traditional stronghold and migrated to Delhi.



According to folklore, Bikanervala touched the hearts of several customers in the national capital region due to its ever-so light Bikaneri Bhujia flavoured with authentic Indian spices. Among other food items that became popular were Roshogollas, Moong Dal Halwa, and Kaju Katli. The distinct flavours always brought back customers for more, who colloquially referred to Bikaner Namkeen Bhandar as Bikanervala, thus, giving birth to the magnanimous brand. At present, there are 149 such restaurants operating including 135 in India and 14 outside India. With 8000 professional staff members, this company's endeavour to serve delicious, hygienic, and healthy food is reaching new heights with the use of advanced technology and innovative packaging. Bikanervala's trained professionals ensure strict control of quality across the various stages from raw material procurement to logistics and marketing ensuring tight compliance, control and assurance of quality. The team undergoes regular training to keep up with evolving quality standards, bulk orders, and catering.



CONCEPT

SERVICE TYPE: SELF SERVICE/QUICK SERVICE (QSR)
OUTLET AREA: 1000-1500 SQFT.

MENU:

- COMPLETE SWEETS MENU
- COMPLETE CHAAT MENU
- NORTH INDIAN MENU

CONCEPT: Bikanervala is a food technology enabled Indian restaurant store concept wherein the standard preparation for menu items consists of following a standard procedure, Assembling and Packaging; such a concept not only makes the operations of Indian Food standardized but also offers consistency of taste and quality disregarding the issue of lack or differentiation of ingredients in the foreign land. The brand, taste, and processes provide a quick mileage to the outlet and a full fledged Indian Restaurant experience to consumers.

