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Spice Nice: Fast Food Implementation in Indian Cuisine

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ABSTRACT: Indian cuisine fast food chains have become increasingly popular in recent years, offering quick and convenient meals that cater to the diverse tastes of Indian consumers. These chains often tailor their menus to incorporate local flavors and ingredients, providing a unique and localized experience for customers.

Some of the most well-known fast food chains in India include McDonald's, Domino's Pizza, KFC, Subway, and Cafe Coffee Day. These chains offer a variety of options ranging from burgers and pizzas to sandwiches and coffee, providing affordable and accessible meal options for busy individuals on the go. As India continues to urbanize and modernize, the popularity of fast-food chains is likely to continue to grow, shaping the future of Indian cuisine and dining culture.

The world has seen numerous fast food chains come up in the recent years involving different taste from all around the world. For Mexican food its Taco Bell, for American food there are burger places like Mcdonalds, Burger King, WENDY etc., For Italian food there are different pizza places like dominos, pizza hut and for Chinese there is Red box. No one has tapped the Indian marketplace for the same.

The food we provide will be fresh, tasty, indulgent, economical, ecological and most importantly fast and time saving.

KEYWORDS: McDonald's, Indian cuisine, fast food chains, Domino's Pizza, KFC, Subway, indulgent, economical, ecological

I. INTRODUCTION

The idea of Indian cuisine fast food can be traced back to the increasing demand for quick, convenient and affordable food options in urban India. As people's lifestyles became more fast-paced and busy, there was a need for food that could be prepared quickly and served on the go. This demand was further fuelled by the growth of the young working population, who preferred to grab a quick meal rather than spending time cooking at home or eating at a traditional restaurant. The first Indian fast food chain was probably Udipi, which originated in the south Indian city of Udipi in the 1970s. It started as a small restaurant that served traditional South Indian food, but later expanded to include fast food options such as dosas and idlis, which could be prepared quickly and served to customers on the go. Over time, other fast food chains such as McDonald's, Domino's Pizza, KFC, and Subway entered the Indian market, offering a range of fast food options that were adapted to suit Indian tastes and preferences. These chains invested in research and development to create localized menus that incorporated Indian flavours and ingredients, while also ensuring that the food was affordable and convenient.

Today, Indian cuisine fast food chains have become an integral part of the country's food culture, catering to a wide range of consumers with diverse tastes and preferences. The idea of Indian cuisine fast food continues to evolve, with new players entering the market and offering innovative food options that reflect the changing food habits of the Indian population.

Following the implementation of a liberalization policy in 1991, the fast food, or QSR, format took off in India about 20 years ago. Due to the establishment of international fast food chains like McDonald's, KFC, Domino's Pizza, and Pizza Hut either independently or in partnership with Indian partners, the fast food industry has flourished in India. Since their home market models didn't work well in India, these players initially struggled to understand the Indian consumer. Ruth, (2008). But over the past ten years, a lot of these players have pulled themselves together thanks to a better understanding of the Indian market, which has resulted in Indianized menus, breakfast menus, sit-and-eat formats, and positioning their locations as fun family outing spots. About half the amount used to buy food is spent at restaurants - mainly at fast food restaurants.

The pandemic and the prolonged global lockdown severely impacted the foodservice market in India. In the middle of March 2020, the Government of India temporarily closed all hotels, restaurants, and food courts across the country as a precautionary measure to contain the spread of COVID-19. In response to the COVID situation, QSRs have increasingly turned to the food delivery sector. Many foodservice companies have adopted take-away services to deliver safe, hygienic, and customized orders to their customers.

II. RELATED WORK

Currently, there is no project, business, venture or startup which has the exact business plan or the plan to implement a fast food twist to the Indian cuisine, this is where our business prospect stands out and provides potential to grab the market by storm. There are still our competitors that dominate the fast food market in india and can pose a threat to our business plans.

Some of them are:

Haldiram's: Haldiram's is an Indian multinational sweets, snacks and restaurant company headquartered in Noida. The company has manufacturing plants in a wide variety of locations such as Nagpur, New Delhi, Gurgaon, Hooghly, Rudrapur and Noida.

Bikanerwala: Bikanerwala is an Indian restaurant chain headquartered in Delhi, that specializes in Indian sweets, snacks. Founded 115 years ago as a sweets and namkeen shop called Lalji in Bikaner, Rajasthan. It was established in Delhi almost seven decades ago. The brand is now worth Rs 1,300 crore.

Goli Vada Pav: Goli Vada Pav is an Indian fast food restaurant chain originated from Mumbai, Maharashtra, India. It was founded in 2004 as a vada pav restaurant by Venkatesh Iyer. It currently operates in over 100 cities with over 300 stores.

Other Fast Food Chains: Fast food chains with Indian-inspired menus, such as fast-casual Indian restaurants or Indian street food concepts, can compete for customers seeking quick and affordable Indian food options..

III. PROPOSED ALGORITHM

3.1 PROBLEM ANALYSIS:

Indian cuisine is made up of a variety of native to the Indian Subcontinent regional and traditional foods. Given the diversity of the soil, climate, culture, ethnic groups, and occupations, these cuisines differ greatly and use ingredients that may be found nearby, including fruits, vegetables, spices, and herbs. In addition, religion, cultural preferences, and customs have a big impact on Indian cuisine. A number of historical occurrences, including invasions, commercial relations, and colonization, have contributed to the introduction of particular dishes to this nation.

One of the most varied cuisines in the world, Indian food is distinguished by its sophisticated and subtle use of the numerous spices, vegetables, cereals, and fruits that are grown all throughout India. Each geographical area's cuisine features a vast variety of foods and cooking methods that represent the distinct demographics of the ethnically diverse population Indian subcontinent.

Indian cuisine is a tapestry of Flavors, colours, and aromas that reflects the rich diversity of the country's culture and geography. This culinary tradition is characterized by its extensive use of spices and herbs, which infuse dishes with a depth of flavour ranging from subtly aromatic to intensely fiery. The cuisine is renowned for its regional diversity, with each part of India offering unique specialties, from the creamy gravies of North Indian cuisine to the tangy and coconut-infused dishes of the South. Vegetarian options abound, showcasing the country's long-standing vegetarian culinary heritage. Tandoori cooking in clay ovens imparts a distinct smokiness to dishes like tandoori chicken and naan bread. Indian sweets, or mithai, are celebrated for their intricate preparations and use of ingredients like milk, ghee, and spices.

3.2 SYSTEM DESIGN:

Creating a well-thought-out menu for a restaurant offers several advantages that can contribute to the success and profitability of the establishment. A menu is often the first point of contact between the restaurant and the customer. A well-designed menu can pique customers' interest and engage their senses through appealing descriptions and visuals, enticing them to dine at your establishment.

A) TENTATIVE MENU FOR THE PROPOSED:

▪ **Starters:**

1. Samosa(Air Fried): Crispy pastry filled with spiced potatoes and peas.
2. Pakoras(Air Fried): Assorted vegetable fritters made with chickpea batter.
3. Aloo Tikki Bowl: Spiced potato patties served with chutney and yogurt.
4. Idli Roll: idli with stuffing topped with yogurt, tamarind chutney, and spices.
5. Soya Bowl: Grilled Soya cheese marinated in aromatic spices.

▪ **Main Course:**

1. Butter Chicken: Tender chicken cooked in a creamy tomato and butter sauce.
2. Chole Bhature: Spicy chickpea curry served with deep-fried bread.
3. Chicken rice: Fragrant basmati rice cooked with tender chicken and aromatic spices.
4. Paneer Tikka Masala: Grilled cottage cheese in a rich and creamy tomato gravy.
5. Dosa: Fragrant basmati rice cooked with mixed vegetables and spices.

▪ **Breads:**

1. Naan: Soft and fluffy bread made in a clay oven.
2. Garlic Naan: Naan bread topped with garlic and butter.
3. Roti: Whole wheat bread.
4. Paratha: Flaky, layered bread cooked on a griddle with butter or oil.

▪ **Accompaniments:**

1. Raita: Refreshing yogurt with grated cucumber, tomatoes, and spices.
2. Mango Chutney: Sweet and tangy condiment made with ripe mangoes.
3. Pickles: Assorted pickles with a variety of flavors and heat levels.

▪ **Desserts:**

1. Gulab Jamun: Deep-fried milk dumplings soaked in sugar syrup.
2. Kheer: Creamy rice pudding with a hint of cardamom and topped with nuts.
3. Rasgulla: Soft and spongy cottage cheese balls soaked in sugar syrup.
4. Jalebi: Crispy, pretzel-shaped sweet dipped in sugar syrup.

IV. SIMULATION RESULTS

QR SCANNER CODE OF DISHES

1) HIGH PROTEIN VEG SANDWICH



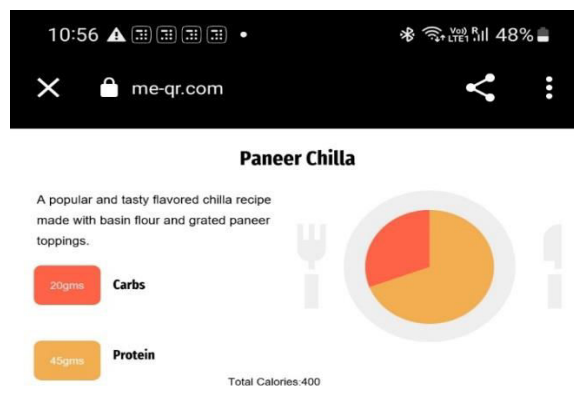
2) Stuffed Idli

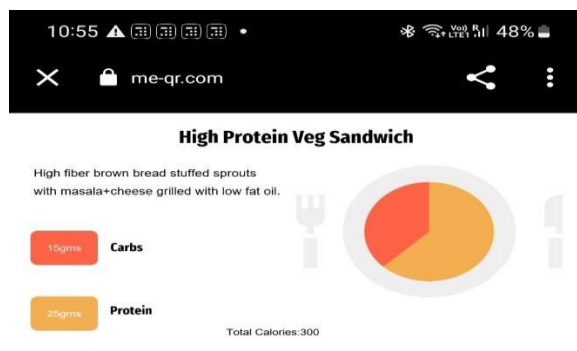


3) Panner Chilla



OUTPUT SCREENS:





3.3 RESULTS AND DISCUSSIONS:

Menu:

Our menu will include a range of vegetarian and non-vegetarian dishes, including samosas, chole bhature, pav bhaji, a variety of naan breads, and a few fusion items such as naan pizzas and Indian-inspired burgers. We will use only fresh ingredients and authentic Indian spices to ensure that our dishes are both delicious and healthy. Our menu will also include a few dessert items such as gulab jamun and ras malai.

Location:

We plan to locate our restaurant in a busy commercial area in a metropolitan city in India. This will allow us to attract a large number of customers from nearby offices, colleges, and residential areas. We will focus on creating a comfortable and welcoming environment for our customers with a seating capacity of 50 people.

Marketing Strategy:

We will use a combination of online and offline marketing strategies to attract customers. We will create a website and social media accounts to promote our restaurant and showcase our menu. We will also use local print media and radio advertisements to reach out to our target audience. We will offer promotional discounts and loyalty programs to encourage repeat customers.

Management Team:

Our management team will consist of experienced professionals with a passion for the restaurant industry. We will hire a team of skilled chefs and front-of-house staff to ensure that our customers receive the best possible service.

Financial Plan:

Our startup costs will include rent, equipment, inventory, and staff salaries. We estimate the initial investment to be around INR 20 lakhs. We project that our monthly revenue will be around INR 10 lakhs with a net profit margin of 20%. We aim to break even within the first year of operations.

3.4 MERITS AND DEMERITS:

Merits:

1. Convenience: Indian fast-food restaurants offer quick and convenient meal options that can be consumed on the go, making them ideal for busy individuals who are short on time.

2. Affordability: Fast food options are typically more affordable than traditional restaurants, making them accessible to a wider range of consumers. This is particularly important in a country like India where price sensitivity is a key factor in food purchasing decisions.

3. Variety: Indian fast-food restaurants offer a range of options that cater to different tastes and dietary preferences. For example, vegetarian and non-vegetarian options are available, as well as options for those who prefer spicy or mild food.

4. Localization: Indian fast-food restaurants often adapt their menus to suit local tastes and preferences, incorporating local flavours and ingredients to create unique and innovative food options.

5. Consistency: Fast food chains are known for their consistency in terms of taste, quality and service, which ensures that customers know what to expect each time they visit.

6. Employment generation: The growth of Indian fast food restaurants has also led to employment generation, creating job opportunities for individuals across various roles, such as chefs, servers, and managers.

Overall, Indian fast-food restaurants provide a convenient, affordable, and diverse dining option for consumers, while also contributing to the growth of the food service industry and the economy as a whole.

Demerits

1. Nutritional concerns: Many fast-food items are high in calories, sodium, saturated and trans fats, and added sugars, which can lead to health problems such as obesity, diabetes, and heart disease. This is particularly true for some Indian fast food items, such as fried snacks and sweets, which can be high in calories and sugar.

2. Lack of freshness: Fast food items are typically prepared in large batches and may sit under heat lamps for extended periods of time, which can lead to a loss of freshness and taste.

3. Reliance on processed ingredients: Many fast food items are made with processed ingredients that may contain preservatives, artificial flavors, and colors, which can be harmful to health over time.

4. Limited seating: Fast food restaurants are designed for quick meals, and often have limited seating options. This can make it difficult to find a comfortable place to sit and eat, particularly during peak hours.

5. Environmental impact: Fast food chains often rely on single-use plastics and other disposable packaging, which can contribute to environmental problems such as pollution and waste.

V. CONCLUSION AND FUTURE WORK

Spice Nice is an innovative concept that brings together the convenience of fast food with the flavors of authentic Indian cuisine. With a focus on quality and affordability, we believe that our restaurant will be a hit with customers looking for quick and tasty food options.

We look forward to bringing our unique concept to the Indian fast food market and establishing ourselves as a leading player in the industry. In conclusion, Indian fast food restaurants offer a diverse range of flavorful and affordable options that are popular with people from all walks of life.

The fusion of traditional Indian dishes with modern fast food techniques has resulted in unique and delicious meals that are both convenient and satisfying. With a growing demand for vegetarian and vegan options, Indian fast food restaurants are well-positioned to cater to these dietary preferences with their extensive range of plant-based dishes. Overall, Indian fast food restaurants provide an exciting and tasty alternative to traditional fast food and have become a beloved staple in the food industry.

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