

# Rocketchefs Meal Kits – An Answer to India's \$50 Billion Ailing Restaurant Industry

Mehak Dogra | 20<sup>th</sup> April, 2017

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GURGAON, HARYANA – The impact of coronavirus has been widespread across all industries – but the impacts on some sectors are deeper than others. India's \$50 billion restaurant industry is one of them. As restaurants evaluate their options, many are trying to reinvent their business.

Founded in 2014, Rocketchefs serves pizzas through its innovative proprietary mobile pizza vans to its consumer base in Gurgaon. These pizza trucks are fitted with the exact equipment needed to make pizzas in a zero wastage format. Rocketchefs cooks pizzas right at your doorstep on a pay per consumption model.

Ramnidhi Wasan, Rocketchefs' founder, quickly pivoted his business in response to the current environment by launching DIY pizza kits for their consumers instead.

Over the past few years, Ram & his team have been pioneering and perfecting meal kits. "Meal kits sound like a simple solution, but there are more than a 100 variables that go into making it successful – you need very specific items, processes, the right packaging and delivery to go to market" says Ram. "Previously, the market was not mature enough for meal kits. With the advent of COVID-19, cooking at home has increased and meal kits will become the new norm."

The Rocketchefs team offers a range of services that enable any restaurant to quickly pivot their business into meal kits delivery – this includes product development, staff training, SOPs, packaging, logistics planning and go to market strategy.

Going further, Rocketchefs plans to offer a tech marketing and delivery platform to select, handpicked partners through a co-op partnership model in order to give competition to the likes of Swiggy, Zomato, Big Basket & other large aggregators. The co-op model would allow the best in class restaurants to come together to offer their services to the end consumer.

Ram, Rocketchef's founder, and his team have been trusted advisors for many in the hospitality & food industry. They have built large hotels & restaurants e.g. Westin Hyderabad, Four Points Vashi, Marriott Bangalore, A1 Plazas, Nukkadwala, Rajdhani, Manchester United Cafes and many others.

Walking through the high streets of any of India's metropolitan cities, what used to be lit up streets have turned into empty alleys with subdued demand. Instead of letting COVID-19 get the better of restaurants, Rocketchefs wants to help the industry reinvent itself to match to current times.

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