



Bird Group expands Quick Service and Casual Dining Market with Ambitious Expansion Plans

New Delhi, September 3, 2024: – Bird Group, a pioneer in the Indian business industry with over five decades of excellence, is set to make significant strides in the Quick Service and Casual Dining sectors. With an ambitious plan to launch 20 outlets by the end of 2024, 35 by the end of 2025 and 50 by the end of 2026, Bird Foods, a dedicated business vertical of Bird Group, is poised to redefine the dining experience across India. These outlets will be strategically located in popular locations across tier 1, tier 2 and tier 3 cities, including Delhi NCR, Mumbai, Pune, Bangalore, Chennai, Dehradun, and Bhubaneswar.

At present, Bird Foods boasts a promising retail presence with four QSR brands: Spice Nama at Omaxe Mall, Chandni Chowk; The Indian Stories at Pebble Downtown Mall, Faridabad and the Mall of Dehradun, Uttarakhand; KaChing at Mega Mall, Gurugram; and Eat.co at various locations, including Lucknow Airport Metro Station, Tughlakabad Metro Station and Old Delhi Railway Station (IRCTC Food Plaza). All these and future outlets will boast of proprietary technological initiatives redefining customer experience.

"We are diligently executing strategic initiatives across all our business verticals, ensuring we not only meet but potentially exceed these targets. By staying true to our core values of quality, innovation, and customer satisfaction, we are confident in our ability to achieve these significant milestones and continue driving growth for our company," said Rahul Sehgal, Business Head, Bird Foods.

Bird Group, has always been at the forefront of innovation in the Indian business landscape. Their foray into the Quick Service Restaurant (QSR) sector is a natural progression, rooted in their belief that *good food, good value* and excellent service have the power to bring people together, create memories, and elevate everyday moments. This new venture has quickly grown into a dedicated business vertical, offering a diverse range of culinary experiences.

Celebrating Culinary Diversity:

The Indian Stories is more than just an F&B brand, it's a narrative on a plate, showcasing the richness of Indian cuisine through authentic recipes passed down through generations. From aromatic biryanis to succulent kebabs, each dish tells a story of India's diverse culinary heritage.

KaChing brings the flavors of China to life with a fascinating fusion of tradition and innovation. The menu, featuring Asian bowls, sizzlers, dimsum, live Tako Yaki and bento boxes, is a testament to the brand's commitment to offering a sophisticated yet vibrant dining experience.

Spice Nama embodies the essence of Indian vegetarian cuisine, blending aromatic spices with a reverence for authenticity. The menu reflects a commitment to creating dishes that tantalize the taste buds while honouring the cultural significance of vegetarianism in India.



Eat.co, a vibrant food court brand, offers a diverse culinary experience by featuring Bird Foods' exclusive in-house brands alongside popular national and international names like KFC and Pizza Hut.

State-of-the-Art Commissary

Bird Foods' state-of-the-art commissary in Udyog Vihar, Gurgaon, upholds the highest standards of hygiene and quality control. This facility not only prepares and packages food for all outlets but also caters to bespoke corporate gatherings, private parties, high teas and more.

Commitment to Quality, Sustainability, and Technology

Bird Foods' philosophy is rooted in the 4 P's: People, Product, Price, and Place. The brand is dedicated to offering quality products at great value, served at strategic locations for maximum convenience. Their commitment to quality extends to using fresh, locally sourced ingredients, environmentally friendly packaging, and maintaining the highest hygiene standards across all outlets.

Sustainability is a core principle at Bird Foods. The brand uses biodegradable packaging made from bagasse, a byproduct of sugarcane processing, and exclusively provides wooden cutlery. All leftover food is responsibly distributed to the underprivileged through Bird Foods' NGO, The Good Night Project.

Bird Foods also leverages advanced technology to ensure quality and efficiency. An AI-powered review management system handles responses to customer reviews across platforms like Google, Swiggy, and Zomato. Additionally, a cutting-edge app enhances daily operations by maintaining comprehensive checklists, compliance tracking, and real-time quality control across all outlets.

About Bird Group

Founded in 1971, Bird Group is one of the largest and most diversified business conglomerates in India. With a footprint across India, the Indian Sub-Continent, Europe, and the Middle East, Bird Group's core business includes Information Technology, Travel & Aviation Services, Hospitality (Roseate Hotels & Resorts), Automotives, Luxury Retail and Education.

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From the Bird Group - Corporate Communication Desk