

# A Native Pizza Chain Story



Everyone loves food – and tasty foods can leave satiated customers and happy owners. that was the thought that two IT professionals from Patna, Mr. Amit Pandey and Mr. Amritanshu Bhardwaj had when they were looking to start their venture. Though the idea was there, they needed someone to help them flesh it and bring it to reality.

They came across VenturePark, a Patna-based Startup incubator chiefly supported by Department of Industries, Government of Bihar for the promotion of Startup culture in the State and creating a conducive eco-system for that. The centre is also recognised by **DIPP**, Government of India in their list of incubators.

The duo approached the VenturePark and discussed their idea to build a Quick Service Restaurants chain named TastyIndya to deliver Pizzas etc. After evaluating the viability and prospect of the idea, VenturePark decided to incubate them. Incubation support from VenturePark propelled their idea on a fast track of execution.

The incubation centre provided them with a working space with facilities like internet connectivity, legal advisories, support, networking and business consulting, mentoring, etc. They were also trained in the sales and marketing activities, the brand building methods and the quality control aspects of their products, etc. so as to generate repeat purchases and win the customers' loyalty.

TastyIndya was launched with the specialisation in Pizza as it is popular and has a wide market in Eastern India. With a varied menu and localised flavours, they are a hit.

At present, TastyIndya is running its business from two kiosks and a movable van. They have successfully crossed the milestone to serve 10,000 orders and 25,000 products in a very short time span of 5 months from the day one. As of now, more than 15 people are employed in their business.

TastyIndya owes their growth to many factors. Among them, the support of VenturePark has been incredible.

Amritanshu and Amit express their gratitude to Government of Bihar for taking initiatives to develop a Startup ecosystem in the State. Enthralled by the initial success, the TastyIndya venture is now all set for expansion aiming to create jobs for around 100 persons.

Courtesy: <http://darpg.gov.in>