



# HOW VALUEDESIGN BOOSTED SALES GROWTH OF INDIA'S TOP DINING AND QSR BRAND

**SUCCESS STORY OF KFC**



## EXPERIENCE IN INDIA



- KFC is the most famous multinational food chains that have won the hearts of millions of people worldwide, including India.
- With 1040 outlets in India, KFC is an extremely popular food chain of all time, dedicated to serving quality and taste, all day, every day.
- Be it delivery, takeaway, or dine-in, KFC is the first name that comes to mind, especially when people crave for chicken and biryani, among other delicious cuisines.

# ANALYSIS OF INDIA'S DINING, QSR, AND RESTAURANT MARKET

01

The QSR market experienced 17.27% growth during 2016-2020 and is expected to reach INR 827.63 Billion by 2025.

: INDIA QUICK SERVICE RESTAURANT (QSR) MARKET

02

India's Quick Service Restaurants Market is estimated to be USD 690.21 Million in 2022 and is expected to reach USD 1069.3 Million by 2027, growing at a CAGR of 9.15%.

: INDIA QUICK SERVICE RESTAURANTS MARKET

03

In FY 2020, chain QSRs held the highest market share (~54.2%) in India's overall QSR market.

: QUICK SERVICE RESTAURANT (QSR) MARKET

# GROWTH DRIVING FACTORS FOR DINING, RESTAURANT, AND QSR MARKET



- Technology enabled fast & convenient ordering
- Take-out & home delivery options
- Consumer behavior changes
- Rise in food spending
- Increasing disposable income
- Lifestyle changes



KFC wanted to launch Gift Cards to increase their brand penetration in the Indian market and to drive sales, increase footfall, and attract new customers.

The brand also wanted to expand its reach across India - a country where people are more accustomed to food stalls and home-cooked meals.

The key goal was to boost the engagement of Indian folks with KFC brand.



# CHALLENGES

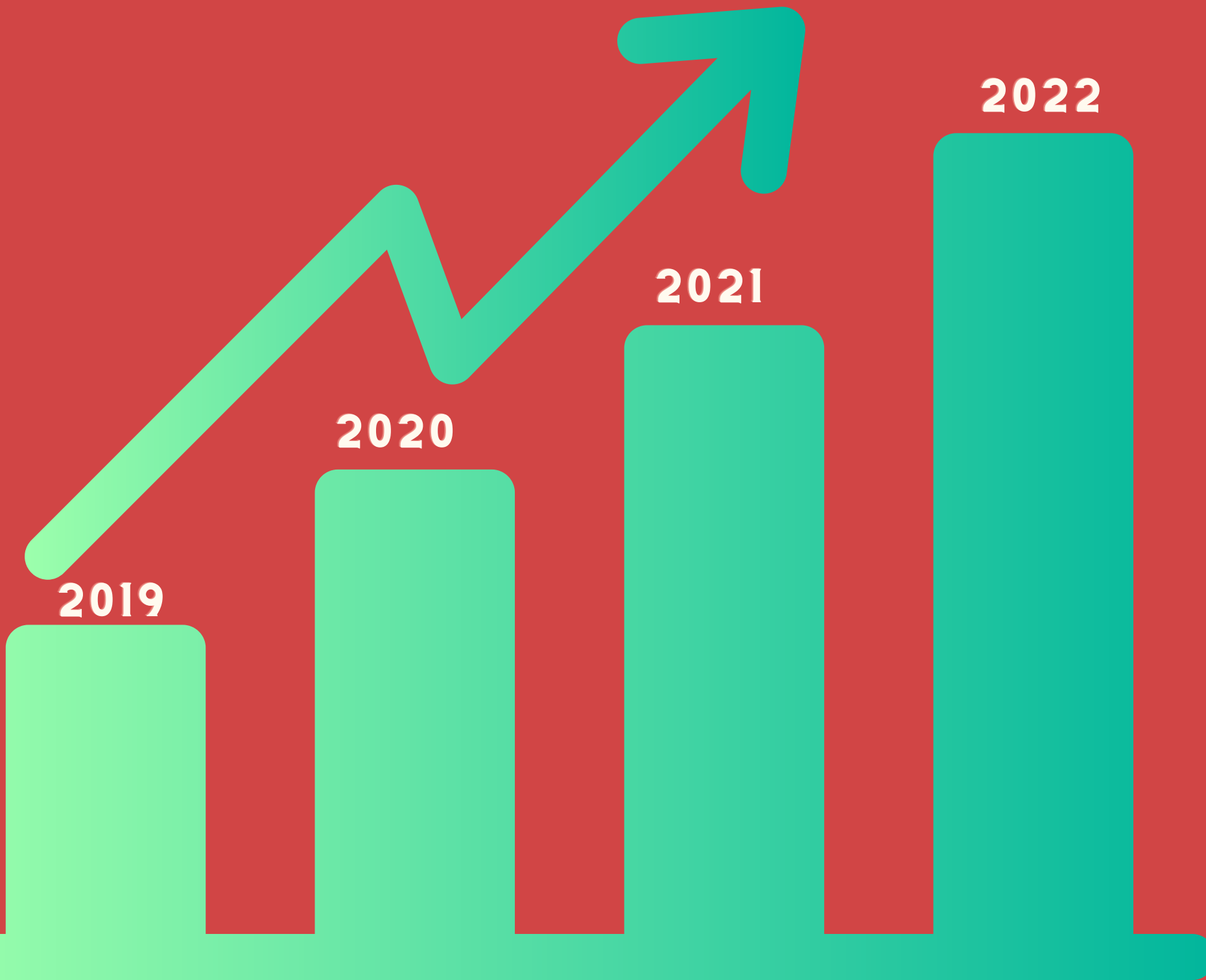
- Attract the millennial generation as they are more likely to spend on experiences rather than items. Apart from speed and convenience, they also want customization and choices.
- Offering discounts and deals is a common strategy among QSR operators, but it isn't something that retains customers.
- Getting customers excited about the food associated with brands because, when it comes to eating food, most people in Tier-2 and Tier-3 cities don't mind brands at all.
- Driving customer loyalty when restaurants and food stalls can be found within reach in most cities across India



# OUR SOLUTIONS

- Valuedesign stepped onboard with KFC in 2012 and became the sole player in managing all of its owned and franchise stores pan India.
- Initially, Valuedesign performed research and analysis to find out the current demand, QSR marketing trends, and consumer expectations for KFC.
- Valuedesign initiated KFC Gift Card Processing in 2012 and started distributing KFC Gift Cards in 2019 to boost engagement and sales growth.
- In 2022, Valuedesign commenced Gift Card Processing for KFC for Nepal operation managed by Devyani International Limited - the largest KFC Franchisee in India.

# SINCE THE LAUNCH OF GIFT CARDS, SALES OF KFC HAVE SKYROCKETED.



The numbers of KFC outlets across India have more than doubled in 2022 as they have now 1,040 outlets in India.

Valuedesign's partnership with KFC has resulted in enormous sales growth for this industry giant.



# OUR ACHIEVEMENTS



- ✓ **EASY TO ACCESS**
- ✓ **INCREASED CONVENIENCE**
- ✓ **IMPROVED BRAND RECOGNITION**
- ✓ **GROWTH IN SALES**
- ✓ **ENHANCED CUSTOMER EXPERIENCE**
- ✓ **MORE ACCEPTANCE OF WESTERN FOOD OPTIONS**

**VALUEDESIGN HAS SET THE BENCHMARK IN TERMS OF GIFT CARD CAMPAIGNS AND CONTINUES TO INCREASE THE SALES OF KFC THROUGH GIFT CARD PROGRAMS.**



# VALUEDESIGN GIFT CARD PROGRAMS FOR THE QSR/DINING BRAND RESULTED IN:

- Added excitement
- Enhanced customer experience
- Quick and cashless payment
- Increased opportunity to upsell food items and combos

**THE GIFT CARD DISTRIBUTION STRATEGY BY VALUEDESIGN NOT ONLY INCREASES DINING AND QSR BRAND'S TURNOVER BUT ALSO SERVES AS A FANTASTIC WAY TO KEEP EXISTING CUSTOMERS HAPPY AND ATTRACT NEW ONES AT THE SAME TIME.**

# THANK YOU

TO GET IN TOUCH WITH  
US:



<https://valuedesign.co.in>



[customercare@valuedesign.jp](mailto:customercare@valuedesign.jp)



+91 7400087872



+91 7400087870

