**Bikanervala: Growth route for the benefit of all**

Bikanervala, the brand well renowned for its delicious Vegetarian food, sweets, chaats, snacks and savories, recently launched its 150th outlet in India’s Gurugram. The business that started in 1905 from a small shop in the Bikaner City of Rajasthan India has now surpassed the boundaries of India and has spread wings across the globe with its presence in Nepal, UAE, New Zealand, Singapore, USA and Qatar.

When the business began it was limited to catering the requirements of a few states in India, but the brand acceptance in the heart of consumers and the quality & taste it offered added wings to its success. Expansion was warmly welcomed wherever the brand launched on the global level.

Growing organically, the brand has realized that taste and affordability is not the only means to success, but availability is a must. Until now, the brand usually launched outlets under self-owned approach, except franchising them in India and Nepal. Seeing the outgrowing opportunities and brand acceptance in the global space, it has come up venturing franchisees as a viable means for growing geographically. The mission is to be the name that comes up first in mind whenever Vegetarian food, Indian sweets or tempting chaats & snacks are desired. And to ensure that desire never goes unfulfilled, be present as near to the consumers as possible.

The brand has developed a model wherein irrespective of the location where an outlet is, the consumer gets a similar taste & quality that he would get if he had the same in any of the India’s outlet. This is possible because of the world class manufacturing facility and the strong distribution network it has developed. Distance is no more a hindrance to deliver the authentic taste with the right set of technology in place backed by years of research and development.

This step is going to be a life-changing one, not just for the brand but for a lot of entrepreneurs globally. A lot of potential entrepreneurs round the world have the right set of resources but lack a vision and space. With Bikanervala franchise model, a cumulative growth route is going to be there and multiple stakeholders will be the beneficiaries.