

India's Biryani Craze Keeps Food, Delivery Cos on Their Toes

Demand for Biryani jumps on high base as delivery platforms onboard more restaurants & food cos plan expansion

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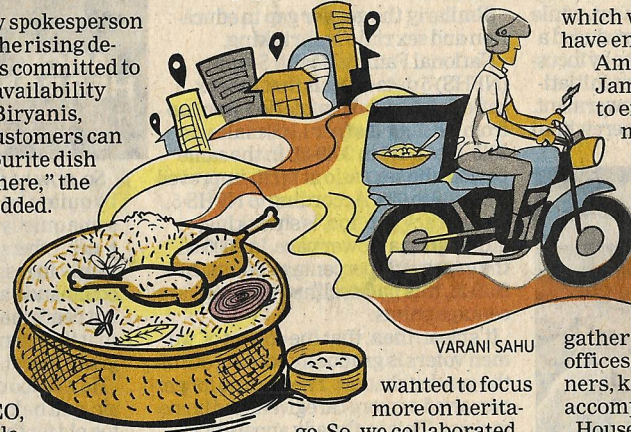
New Delhi: It has been the most beloved and ordered dish on online platforms and demand for Biryani continues to jump this year on an already high base, prompting delivery platforms to onboard more restaurants. Food companies specialising in the segment are looking to expand to newer markets besides launching more 'customer-friendly' varieties. According to the eighth edition of Swiggy's How India Swiggy'd report, India ordered 2.5 biryanis every second in 2023.

"Not just regular users, but it's also the go-to dish for many first-time users, with 2.49 million debuting on Swiggy with a biryani order. This year we have already seen a nearly 20% increase in the number of restaurants selling biryani on the plat-

form," a Swiggy spokesperson said. "To meet the rising demand, Swiggy is committed to expanding the availability and variety of Biryani, ensuring our customers can enjoy their favourite dish anytime, anywhere," the spokesperson added.

The Biryani segment has been growing 20-25% year on year for Rebel Foods, said Ankush Grover, co-founder and CEO, India and Middle East, at Rebel Foods.

"The past year has been amazing for us. Our Behrouz brand is growing in early double digits. It is a vast category and you get Biryani starting at ₹100. But, we wanted to premiumise the segment further with Behrouz and



VARANI SAHU

wanted to focus more on heritage. So, we collaborated with Saif Ali Khan and launched the nawabi handi biryani during this Eid, for instance, and it has done tremendously well," said Grover. "We have been launching more flavors and varieties. Customers keep us on our toes, and Behrouz is definitely a brand

which will go wherever we go. We have entered Patna, Guwahati, Amritsar, Pondicherry, and Jamshedpur and are planning to enter markets such as Jammu and Rajkot," he added. Grover said the company is also conducting a pilot in Mumbai for mehfil e Behrouz.

"Under this, we will arrange a buffet-like set-up for social gatherings for homes as well as offices complete with table runners, kebabs and curries for accompaniments," he added.

House of Biryani CEO Mohammed Bhol said the Mumbai-based chain will expand to Delhi and Pune and aims to cater to over 400,000 customers in the next one year. It aims to clock a revenue of over ₹100 crore with 45 stores by December 2025. Bhol said the chain has catered to over 120,000 customers in one year.

SWIGGY REPORT

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"We are the only biryani platform which allows customers to customise their biryani," said Bhol. "Normally when you order a Biryani, it's pretty static in the way it will come to you. So, consumers can select their flavours and can mix and match. This has helped us appeal to a much younger audience," he added. Pradeep Shetty, president of the Federation of Hotel & Restaurant Associations of India, said his restaurant members are focusing a lot more on the Biryani segment.