

An “Eggstravaganza” for Egg Lovers

Written by Administrator

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It is the age of start-ups and entrepreneurship. New restaurants and food chains are innovating to get a foothold in the F&B industry and Eggsplore is a great example of food-innovation. Serving a variety of delicious and innovative dishes with eggs as the main ingredient, Eggsplore is a treat to food lovers, especially egg lovers. This fast-food chain started its journey in 2017 and has seen immense success in a short period. However, every business has its ups and

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downs. Here is Chandresh Kothari, a co-founder of Eggsplore, talking about his bittersweet journey with the business.

Establishment: Eggsplore was started by Chandresh Kothari, a businessman, Rakesh Rathi, a builder and Krishna Rander, who is a Chartered Accountant. Their rationale behind becoming “eggplorers” is their love for eggs and the common desire of having a name in the F&B industry.

“Eggsplore is the brainchild of me and my partners and is the outcome of our common love for eggs. We, being a part of other kinds of businesses already, always wanted to get into the F&B segment since it was a common passion. It all started with our first branch in Malad, in November 2017. We are 10-months-old today with seven branches. The growth has been organic.”

“We named our business while designing the menu. The vast exploration we had to do to decide the menu we have today gave birth to the name. We think it is just apt for the brand”, says Chandresh Kothari, about the very attractive and innovative name “Eggsplore”.

Founders: *(From left: Krishna Rander, Rakesh Rathi and Chandresh Kothari)*

Competition: The Eggsplore team has always been extremely enthusiastic and optimistic about their business. They are of the opinion that positive attitude can take you places.

“I believe competition is healthy for every business. It always keeps you on your toes. To stand out, we make sure to keep innovating by adding fresh recipes, with a lot of variations in flavours and in taste. However, our existing business plan is to give our target customers a visual treat

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by capturing good social media attention and providing attractive deals and offers, thereby generating repeat business for us.”

Goals and Expansion Plans: Eggsplore founders say that their perpetual goal is to provide their customers with great service, and delicious and quality food at affordable prices. Also, Eggsplore continuously works towards coming up with a wide range of new and relishing preparations. The design and ambience of the restaurant also has an impact on the customers’ reviews.

“We wanted our outlets to be simple yet quirky. The idea was to keep the ambience fun and comfortable for all our customers.”

Eggsplore outlets are now set up in various localities in Mumbai, including Borivali East, Powai, Malad West and Andheri East. The founders have plans of soon expanding the business to various parts of the country.

“We are looking forward to launching new outlets in Thakur Village in Kandivali East, Nagpur, Lucknow and Jaipur, which will open very soon. We are well-prepared to walk on the expansion path and are looking forward to the challenges along the way”, says an “egg-cited” Chandresh.

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