



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

The leading Fast Food Franchise in Delhi - “Bitto Tikki Wala” - Success journey of “Bitto Tikki Wala.”

Domain: Entrepreneurship and General Management, Marketing (Branding).

Author: Dr. Aparajita Dasgupta Amist; Dr. Dipti Tulpule, Mr Palash Singh

Dr. Aparajita Dasgupta Amist
Dean – AMITY Noida

Dr. Dipti Tulpule
Asst Dean – AMITY Pune

Mr Palash Singh
Research Associate AMITY

Abstract/Theme:

Today Bitto Tikki Wala has become a popular brand in Delhi NCR region. **BTW** is known for its FMCG products offerings that includes ready to eat snacks e.g. Variety of Namkeens, Cookies and sweets in regular and attractive gift packaging. It is a chain of 14 air-conditioned Vegetarian restaurants in the Delhi NCR region. Mr. Satiram Yadav started his business on a street snack cart in a small market and later with his nephew Sh.Ramakant diversifies their business into catering and later became an FMCG brand. **BTW** have got many awards: Chatpati Dilli 2007 and 2009, Indian Restaurants Awards 2013.

This case talks about the journey of Masterji, a small town ‘tutor’ who opened his first restaurant in Rani Bagh, Delhi in 1991 and has become a brand name over the years.

CASE STUDY

BTW by Mr. Satiram Yadav, A journey from being a street food vendor to a huge retail chain in Delhi.

Mr. Satiram Yadav who comes from a small town of Ayodhya district, Uttar Pradesh, has treated the foodies of Delhi, NCR region by making high-quality products along with their special dishes, **BTW** has made a special identity today. Starting as a small hawker of samosa, kachori, curd-bhalla

and tikki, he has established a well renowned food retail chain. Today, many of their food items are also leaving a unique mark in the market, among which salty foods, cookies, gift packs are the main ones. Without an MBA or a management degree, this person started from a cart with his business acumen and foresight.

Mr. Yadav was always a brilliant student himself and he started giving tuitions to poor children for free who resided in the same village, after completing his education. Soon he became famous as “Masterji” in the village. Coming from a poor Financial background, Satiram applied to many jobs as his only aim was to not be a burden on his family, but was not successful. Many people from Uttar Pradesh leave their villages and towns and go to nearby cities in search of employment and end up setting up their own breakfast and tea stalls. Sathiram Yadav: The person who built a massive business empire of crores from scratch!

Exhibit I



Source: <https://shabdbeej.com/btw-owner-satiram-yadav-lifestory- from-cart-to-retail-chain/>

Satiram also moved to New Delhi in search of employment at the behest of a fellow from his village and after spending some time there, he decided to plant a food-cart in which he planned to serve breakfast-ready dishes. He also called his nephew Mr. RK Yadav from his village to help him with his work. Satiram, knew how to make kachoris and samosas and RK took care of making tikkis and golgappas.

He started with a hand cart in Rani Bagh area of Delhi (**Exhibit II**) and served tasty items to the customers with his excellent customer service skills. With the high quality, the delicious samosas and tikkis had a huge impact and became the first choice of the customers. Gradually, he started setting up new carts in the surrounding areas

and made sincere efforts to provide employment to the people who live around his village.



Exhibit II

Source: <https://www.bepositive.online/satiram-yadav-from-up-created-million-dollar-brand-btw-from-small-samosa-hawker/>

Sathiram Yadav's business was growing rapidly and he now planned to take a big step in business. He decided to open a shop in the name of Bittu Tikki Vala by investing all of his savings. Due to the loyalty of his customers and his hard work, the idea of starting a food business was a huge success. He later started adding more variety of dishes along with breakfast, which

greatly increased his popularity and people started coming to his shop to eat delicious food on weekends.

After his idea received success, he wanted to open more restaurants but was always more interested in building a brand. That is why he got his company registered under the acronym BTW and he opened all his restaurants under this name. Bittu Tikki Wala's name soon became famous due to its excellent taste, good quality and good customer Service and people started coming to his shop from far away.

After this, he started giving restaurant franchise under his brand name. His first restaurant opened in 1991 at Ranibagh Market in Delhi. Today the BTW retail chain has more than 14 restaurants and employs more than 1200 people directly or indirectly. Even after this, Satiram started making new plans to expand his business and started producing and marketing snacks, chips, packaged foods under his brand name. Today, BTW is manufacturing more than 20 food items under the brand name, along with many restaurants in Delhi and the Capital Region. Started by a handover, BTW today has its own manufacturing plant equipped with the latest technology and has separate offices for marketing and sales. Hailing from a small village in Ayodhya, Satiram built a successful business without a management degree. Today, educated youth from many prestigious institutions are working in his team and under his guidance. BTW is setting new dimensions of success, all because of his hard work and dedication, business foresight and ability to take risks.

Satiram Yadav has become an inspiration for many young entrepreneurs today.

Starting with a food cart of chaat, tikki in Pitampura, Delhi, Bittu Tikki has now become a brand. Today, BTW has more than 14 restaurants and stores

in the Delhi NCR region. Let us now summarise how Satiram Yadav, a tutor in the city of Ayodhya, Uttar Pradesh, came into this business and turned it into a sky scrapping success.

- Satiram Yadav, who gave tuition to poor children in the city of Ayodhya, was famous as 'Masterji' and people respected him. He came to Delhi with the hope of starting his business and achieving something big. He was not from any business family, but he was full of confidence and courage.
 - In the mind of Satiram was the idea of opening a shop of North Indian street food, chaat, muffin, curd-bhali etc. Satiram Yadav's nephew R.K. Yadav knew how to make tikkis. So Satiram started to sell Chaat, Samosa etc. in the name of Bittu Tikki Wala. Bittu Tikki Wala's name soon became famous due to the excellent taste, good quality and good customer service and people started coming to his shop from far away.
 - Seeing his growing popularity, the visionary Satiram Yadav got the BTW (Bittu Tikki Wala) brand name registered and he started giving restaurant franchise. In 1991, his first restaurant opened in Ranibagh market in Delhi. Today, more than 1200 people are employed in the retail chain of BTW.
 - BTW also entered the packaged food and catering segment 3 years back.
- Satiram has set up a manufacturing unit of 50,000 square feet area to manufacture BTW's snacks, ready to eat items, sweets, mineral water, gift packs, cookies.
- BTW's fascinating marketing office in Subhashnagar, Delhi is a symbol of Satiram's success. Today, the success story of Bittu Tikki Wala is taught as a case studies in MBA colleges. Satiram Yadav is an inspiration and example for young businessmen. This journey of success of Satiram Yadav is a story of hard work, confidence and dedication.

The history of BTW popularly known as "Bittoo Tikki Wala" is very interesting and inspiring. In his early days at a small town of Ayodhya, Sh S R Yadav was respected as a tutor who used to give tuitions to poor students and popularly addressed as Masterji. As the turn of events, his mentors, well-wishers advised him to start something on his own and prove his mettle rather than depend on someone for his living. Having no business acumen, but only faith & confidence in himself, he set on a glorious journey. The concept and thought of doing own business took shape in the form of crispy Tikki and other ready to eat snacks.

The transformation of Mr S R Yadav from Rehri to Retail and then to a corporate world is one of the highly acclaimed success stories in the media

& institutions today. He has become a living legend, whose success stories are not only a point of debate in the curriculum of schools and universities but also in Bureaucrats. His success story has inspired many young entrepreneurs even though they are from reputed institutes. Today he is a reputed and well known personality in the social and business world.

References:

- I. <http://www.musingindia.com/success-story-of-btw-owner-satiram-yadav-from-cart-to-retail-chain/>
[□□□□-□□□□-□□□□□□/](#)
- III. <https://www.bepositive.online/satiram-yadav-from-up-created-million-dollar-brand-btw-from-small-samosa-hawker/>
- IV. <https://www.btwindia.com/about-us.html>

