



*Taco Bell: A
Mexican-Inspired
Restaurant in India*

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Agenda

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History

India

Competitors

Culture

Quality

Marketing

Recommendations

Group Chat

History

Founder: Glen Bell

Franchised in 1964



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Acquired by Yum! Brands

Taco Bell at a Glance

Mission Statement:
"We take pride in making the best Mexican style fast food providing fast, friendly, and accurate service."

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Target Market
6,000 Restaurants
Serves over 36+ million
consumers per week



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India

- Population: 1.277 Billion
- Good GDP Growth
- Decreasing Poverty Proportion
- Increasing School Enrollment (113%!!)
- Increasing Percentage of Water Availability

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Expand on Bangalore

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- Tech savvy central, comparable to Silicon Valley
- One of the largest growing cities in India
- Population over 10 million

Competitors

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McDonald's

Domino's

Subway

Zum! Brands: Pizza Hut
& KFC

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Duel Stores

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