Paryaya Location and Market Research

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Key findings

Paryaya's spot on Deenanath Mangeshkar Hospital Road in Erandwane is a high-traffic, all-day location. If the food and service hold up, it can realistically serve 300 to 550 guests on a weekday, and more on weekends, within six months of opening.

- **Four footfall sources in one place.** An 800 to 900 bed hospital, the Nal Stop metro and Karve Road commuter belt, an established vegetarian-heavy residential area, and several colleges within a short ride.
- **The hospital is the anchor.** Patients' families, visitors and staff need clean, light, affordable vegetarian food every day of the year. That is exactly what Udupi food is.
- **A clear gap in the market.** The area has plenty of South Indian food but very little positioned as authentic Udupi temple-town cooking.
- **Breakfast and evening tiffin are the big opportunities.** Udupi restaurants win these slots, and they match the hospital and commuter crowd.
- **The name carries a story.** Paryaya is the Udupi Krishna temple's centuries-old handover ceremony, held every alternate January. It gives the brand meaning from day one.

The strategy, plan and pricing that build on this research are in Paryaya Digital Marketing Proposal.

What surrounds the restaurant

1. Deenanath Mangeshkar Hospital. It is one of Pune's largest hospitals, about 6 acres with roughly 800 to 900 beds and a 24-chamber OPD (Housing.com, DMH). Every admitted patient usually has one or two family members staying nearby, plus OPD patients, visitors, doctors, nurses and staff across shifts. By our estimate that is well over a thousand people a day who need to eat close to the hospital. Many of them want exactly what Udupi food offers: light, clean, vegetarian, affordable and quick. This audience is there every day of the year and does not depend on weekends or festivals.

2. Nal Stop metro and Karve Road. Nal Stop was one of the Pune Metro stations averaging more than 5,000 passengers a day as of June 2024 (Free Press Journal), and it is a key junction for buses to Karve Road and Kothrud (Pune Metro). Office goers and commuters on this stretch are the breakfast and quick lunch crowd.

3. Old Pune residential belt. Erandwane, Prabhat Road, Law College Road, Deccan, Karve Nagar and the Kothrud side of Karve Road are some of the city's most established neighbourhoods, with many vegetarian households and families who eat out together. Navi Peth and Sadashiv Peth are just across Mhatre Bridge. These families are the likely weekend regulars and Sunday thali loyalists.

4. Colleges and young crowd. Garware College, ILS Law College, Fergusson College and the FC Road and Prabhat Road cafe belt are all within a short ride. Students drive evening tiffin (dosa, filter coffee, goli baje) and, more importantly, Instagram content.

Audience groups this creates

Audience	What they want
Hospital families, patients and staff	Hygienic, light, quick meals at fair prices, often more than once a day
Local families (35 to 65)	A trusted weekend place, Sunday thali, festival specials
Students and young professionals (18 to 30)	Value, filter coffee, an Instagrammable dosa, a place to hang out
Kannadiga and South Indian community in Pune	A taste of home, festival food, nostalgia
Office goers and commuters on Karve Road	Fast breakfast, quick lunch combos

Catchment zones

Most guests will come from within 3 km. The destination zone matters mainly for weekends and festivals.

Zone	Areas	Who comes and why
Walk-in, under 1 km	DMH and Vakil Nagar, Erandwane, Nal Stop, Mhatre Bridge, Karve Road offices	Hospital families and staff, commuters, office crowd. Daily, often more than once a day
Core, 1 to 3 km	Prabhat Road, Law College Road, Deccan, Karve Nagar, Kothrud (Karve Putala side), Navi Peth, Sadashiv Peth, Fergusson and Garware College	Families, students, morning walkers. Weekly visits, weekends
Destination, 3 to 7 km	Rest of Kothrud, Bavdhan, Warje, Shivajinagar, Model Colony, Aundh	South Indian families and food lovers who travel for authentic Udupi food. Weekends and occasions

Competition nearby

The area loves South Indian food, but nobody nearby owns the "authentic Udupi" position. That is the gap Paryaya fills.

Restaurant	Where	What it tells us
SA Dosa Cafe	Prabhat Road lane 8, near	Rated about 4.4 on 2,500+ reviews, runs a weekday unlimited South Indian offer at ₹139. Proof the area

Restaurant	Where	What it tells us
	Garware College	loves South Indian food, and the benchmark on value
Vaishali	FC Road	Pune's most famous South Indian spot, often with a queue at peak hours. Shows the appetite, but it is a Pune institution, not an Udupi experience
Supriya	Camp	Long loved by guests for authentic Udupi food. Far from our catchment, so its fans are a ready audience for Paryaya
Cafe Durga, Abhishek Veg	Erandwane	Mixed North and South Indian menus. Generalists, not specialists

What this means: Paryaya should not compete on price with dosa cafes. It should compete on authenticity, specific Udupi dishes and the full experience, while keeping breakfast prices comfortable for daily hospital and office visitors.

Footfall estimate

These are our working estimates for a dine-in Udupi restaurant of roughly 60 to 80 seats with quick table turns, open from breakfast to dinner. We will refine them once we know the seating capacity, opening hours and price points.

Period	Weekday guests per day	Weekend guests per day	What drives it
Launch month (January 2027)	250 to 400	450 to 700	Curiosity, influencer visits, launch offers, Sankranti season
Months 2 and 3	200 to 350	350 to 550	The normal post-launch dip. Reviews and ratings decide how deep it goes
Months 4 to 6	300 to 450	500 to 750	Repeat guests, hospital regulars, Google ranking settles
Months 7 to 12	350 to 550	600 to 800	Word of mouth, strong rating, AI and Google discovery

How the day is likely to split

Slot	Share of guests	Main crowd
Breakfast, 7 to 11 am	25 to 30%	Hospital families, commuters, morning walkers
Lunch, 12 to 3:30 pm	30 to 35%	Office crowd, hospital visitors, families

Slot	Share of guests	Main crowd
Evening tiffin and coffee, 4 to 7 pm	15 to 20%	Students, OPD visitors, shoppers
Dinner, 7 to 11 pm	20 to 25%	Families, hospital attendants

What moves these numbers most

1. A Google rating of 4.4 or above, with a steady flow of fresh reviews
2. Speed of service at breakfast, when guests have the least time
3. A clear parking or quick drop-off plan, since parking around a busy hospital is usually tight

What the name Paryaya means

Paryaya is a ritual at the Udupi Sri Krishna Matha. Worship and administration of the temple rotate among the eight Ashta Mathas, with each holding charge for two years. The handover is held on 18 January, and the word itself means rotation or succession (Deccan Chronicle). The tradition is more than 500 years old (Udayavani), and it is held in even-numbered years. The most recent one was in January 2026, when Shiroor Matha took charge for 2026 to 2028 (Deccan Herald).

The Udupi temple is also known for feeding thousands of devotees every day (itslife.in). Udupi restaurants across India carry the same spirit of simple, generous vegetarian food.

Why this matters for marketing: the name carries authenticity, a story, and a natural January moment every year. A January 2027 opening lands in the month Paryaya is celebrated, even though the next ceremony is in 2028.

Open questions and sources

To sharpen the footfall estimate, we need from the founders:

- Seating capacity
- Opening hours
- Average bill per person
- Whether the menu will offer temple-style no onion, no garlic dishes
- Parking arrangements, if any

A note on the numbers: the footfall estimates and the hospital crowd estimate are our professional judgement, based on the location and comparable restaurants. We could not find published daily patient or visitor figures for the hospital.