Paryaya Marketing Strategy and Proposal

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Summary

Paryaya is opening in one of the best spots in Pune for an authentic Udupi restaurant. It sits on Deenanath Mangeshkar Hospital Road in Erandwane, a short walk from one of the city's largest hospitals, the Nal Stop metro station and some of Pune's oldest, most food-loving neighbourhoods. The opportunity is real. The job of marketing is to make sure that, from the first week of January 2027, everyone within 3 km knows where to get proper Udupi food, and that every person who tries it leaves a review and comes back.

Our recommendation in one line: start on 1 December 2026, build the brand and the Google presence before the shutters open, launch loudly and locally in January, then spend the following months turning first-time guests into regulars.

What this proposal covers:

- Key findings from our location and market research (shared as a separate document)
- Brand positioning and the people we will talk to
- Social media strategy for Instagram, Facebook and YouTube Shorts
- A pre-launch, launch and post-launch plan built around a January 2027 opening
- SEO, AEO (answer engine optimisation), Google Business Profile and AI assistant visibility, including ChatGPT
- Meta ads, influencer marketing and local community marketing
- Scope of work, investment, communication and reporting

What the research tells us

The full location, competition and footfall analysis is in Paryaya Location and Market Research. The points that shape this strategy:

- **Strong all-day location.** Next to Deenanath Mangeshkar Hospital, Nal Stop metro, an established vegetarian-heavy residential belt and several colleges. We estimate 300 to 550 guests on a weekday within six months, if food and service hold up.
- **The hospital crowd is the anchor.** Patients' families, visitors and staff need light, clean, affordable vegetarian food every day of the year.
- **A gap for authentic Udupi.** There is plenty of South Indian food nearby, but nobody owns the "real Udupi" position.
- **Breakfast and evening tiffin are the big slots** for the hospital, commuter and student crowds.
- **Most guests will come from within 3 km**, so ads, Google Business Profile and local marketing focus there: Erandwane, Prabhat Road, Law College Road, Deccan, Karve Nagar, Kothrud and the Peths across Mhatre Bridge.

Brand positioning and audience

Paryaya should not market itself as "another South Indian restaurant". It should be the place in Pune where you get the real taste of Udupi, cooked the way it is cooked in the temple town.

The story we will tell

The name is a gift. Paryaya is the centuries-old ritual at the Udupi Sri Krishna Matha where worship and administration of the temple rotate among the eight Ashta Mathas every two years, held on 18 January. The word itself means rotation or succession, a tradition being handed on. The Udupi temple is also known for feeding thousands of devotees every day.

That gives us a ready-made brand line: a Pune couple handing the Udupi tradition on to Pune. It explains the name, it carries the culture, and it makes every post feel like it has a reason to exist.

Suggested positioning line (for the founders to react to): **"Udupi, as it is served in Udupi."**

Brand pillars

1. **Authentic recipes.** Udupi sambar with its gentle sweetness, rasam, kosambari, goli baje, Udupi masala dosa, banana leaf oota, payasa. Named dishes, not generic "South Indian".
2. **Craft you can see.** Batter ground fresh, coconut scraped daily, tempering in ghee, filter coffee brewed the traditional way. This is our best video content.
3. **Satvik and light.** Clean vegetarian food that is easy on the stomach. If the menu offers temple-style no onion, no garlic dishes, that is a strong reason to choose Paryaya for hospital families, Jain and traditional households.
4. **Warm hospitality.** The founders' own story and faces. People in Erandwane and Prabhat Road love a family-run place they can trust.

Who we are talking to

Audience	What they want	How we reach them
Hospital families, patients and staff	Hygienic, light, quick meals at fair prices, often more than once a day	Google Maps ("veg restaurant near Deenanath hospital"), GBP posts, WhatsApp ordering for parcels at the counter, small offline cards
Local families (35 to 65)	A trusted weekend place, Sunday thali, festival specials	Facebook and Instagram local targeting, local Facebook groups, community events
Students and young professionals (18 to 30)	Value, filter coffee, an Instagrammable dosa, a hangout	Instagram Reels, YouTube Shorts, micro influencers, student offers
Kannadiga and South Indian community in Pune	A taste of home, festival food, nostalgia	Community groups and associations, Kannada-language Reels, Ugadi and Krishna Janmashtami specials

Audience	What they want	How we reach them
Office goers and commuters on Karve Road	Fast breakfast, quick lunch combos	Morning-slot Meta ads, Google search, "10-minute breakfast" content

Social media strategy: Instagram, Facebook and YouTube Shorts

For a restaurant, social media has one job: make people hungry enough to come in this week. So the plan is video first, local first, and every post points back to a visit.

Role of each platform

Platform	Role	What we post
Instagram	The brand's shop window and the main discovery channel for under-40s	Reels, carousels, Stories every day the restaurant is open, collabs with creators
Facebook page	Reach to families and the 40+ crowd in Kothrud, Erandwane and the Peths	Same Reels and posts, adapted captions, events, offers, local group sharing
YouTube Shorts	Search-friendly video that keeps getting found for months	Vertical videos reused from Reels with search-friendly titles, such as "Udupi masala dosa in Pune"

One vertical video edited once gets published on all three. That keeps production efficient and gives Paryaya presence everywhere.

Content pillars and monthly mix

Pillar	Share	Examples
Food that makes you hungry	35%	Dosa being spread and folded, ghee pour, sambar steam, banana leaf oota being served
Behind the scenes and craft	20%	Grinding batter at dawn, coconut scraping, filter coffee decoction, the kitchen team
Udupi culture and founder led story	15%	What Paryaya means, Udupi temple food traditions, dish origin stories, Kannada words of the week
Guests and community	20%	Guest reactions, regulars, influencer visits, reviews turned into posts, hospital staff thank-you
Offers and updates	10%	Launch offers, festival menus, new dishes, timings

Monthly deliverables (12 to 15 posts) - Initially!

- 7 to 9 Reels, each also published as a YouTube Short
- 4 to 5 carousels or static posts (menu highlights, story posts, festival creatives)
- 1 to 2 collab posts with creators or community partners
- Stories on 4 to 5 days a week: polls, daily specials, behind the scenes, reshared guest stories
- Bilingual captions in English and Marathi, with occasional Kannada for the South Indian community
- Monthly content calendar shared by the 25th of the previous month for approval

Recurring series ideas

- **"Udupi Explained"**: 30-second videos on one dish or one tradition each week
- **"6 AM at Paryaya"**: the kitchen waking up, batter, chutneys, first filter coffee
- **"First Bite"**: honest reactions from first-time guests
- **"Sunday Oota"**: the weekend banana leaf meal, plated item by item
- **"Ask the Founders"**: the couple answering guest questions

Video production

- One planned shoot day a month at the restaurant by a videographer, guided by a shot list
- Quick phone clips from the restaurant team in between, using a simple shot guide we will share
- Editing with captions, trending audio where it fits, consistent cover designs and the Paryaya brand look
- For pre-launch we strongly suggest a one-time professional food and interiors photoshoot. It is outside this retainer and can be quoted separately

Community management

- Replies to comments and DMs every day, within working hours
- DMs asking for timings, location, table or parcel queries answered with ready replies and a link to Google Maps
- Replies to every Google review, positive or negative, within 48 hours, with escalation of complaints to the founders on the group
- Reposting guest stories and tags so happy guests do our marketing for us

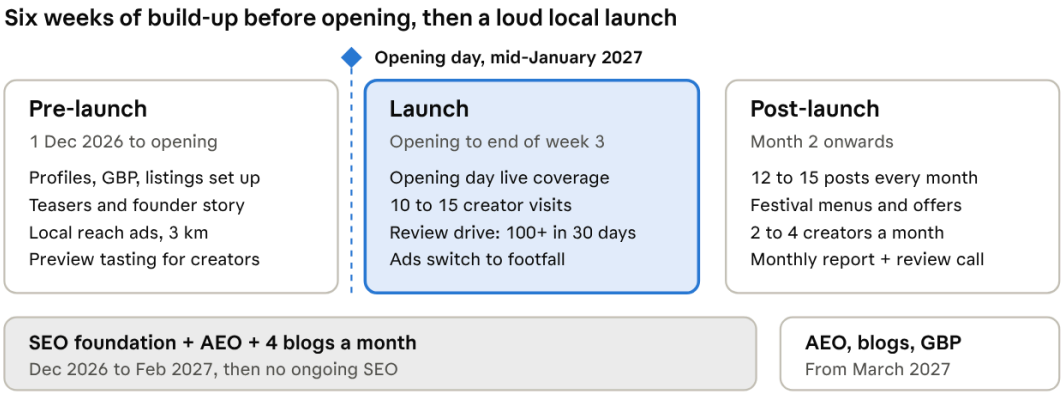
Local page targeting

- Location tags on every post: Paryaya's own location plus Erandwane, Prabhat Road, Kothrud, Deccan
- Local hashtags such as #PuneFood, #KothrudFood, #ErandwaneEats, #PuneSouthIndian, #UdupiFood
- Facebook page set up with the right category, menu, hours, check-in and reviews enabled
- Sharing to active local Facebook groups for Kothrud, Erandwane, Prabhat Road and Pune food lovers, following each group's rules

Pre-launch, launch and post-launch plan

We recommend starting on 1 December 2026, about six weeks before a mid-January 2027 opening. A restaurant that opens with 1,000 local followers, a live Google listing and a dozen creators lined up has a very different first month from one that opens cold.

A thought on the date: Makar Sankranti falls in mid-January, and the Paryaya ceremony in Udupi is held on 18 January. Opening in that window lets the launch carry the meaning of the name. The final date is the founders' call, and the plan below works for any date in January.



Paryaya marketing roadmap · 3 phases plus the search track

Social, ads and influencer work runs in three phases around opening day. Search work runs underneath: three months of foundation, then the lighter AEO, blogs and GBP plan.

Phase 1: Pre-launch (1 December 2026 to opening day)

Weeks 1 and 2: set up everything

- Instagram handle, Facebook page and YouTube channel created or cleaned up, with bio, highlights, link in bio and a consistent look
- Google Business Profile created with a future opening date. Google shows such a profile publicly from 90 days before the opening date, with an "opening soon" label, so Paryaya can be found on Maps before it opens (Google)
- Listings on Zomato and District, Swiggy Dineout, JustDial, Bing Places, Apple Business Connect and Tripadvisor, all with the same name, address and phone
- WhatsApp Business set up with catalogue, quick replies and a broadcast list
- SEO foundation begins on the website (see the SEO section)
- Content shoot: kitchen trials, founders, interiors in progress, the first dishes

Weeks 3 and 4: tease and build curiosity

- Teaser series along the lines of "Something from Udupi is coming to Erandwane"
- The story of the name, and the founders' introduction video
- Behind-the-scenes of the space coming together and the menu being tested
- Meta awareness ads to a 3 km radius to build local followers

- A "Founding Guests" list through Instagram and WhatsApp, offering early access to the soft launch
- Influencer shortlisting and invitations

Weeks 5 and 6: countdown

- Daily countdown Stories and dish reveals, one hero dish a day
- Soft launch or preview tasting 2 to 3 days before opening for creators, Founding Guests, neighbours and hospital staff representatives
- Launch offer announced
- Outreach to residents' societies, local Facebook groups and the South Indian community associations

Phase 2: Launch (opening day to the end of week 3)

- Opening day covered live on Stories, with a launch Reel the same evening
- Creator visits spread across the first two to three weeks, not all on day one, so the buzz lasts and the kitchen is not overloaded
- A simple launch offer that brings people back, for example free filter coffee with breakfast in week 1, or a return voucher for the next visit
- A Google review drive from day one: QR cards on every table and at billing, and staff trained to ask. Our target is 100+ Google reviews in the first 30 days
- Meta ads shift from awareness to footfall: map directions, calls and WhatsApp messages
- A Sankranti special menu or item if the launch falls in that week
- Daily check-ins on the group with the founders on reviews, feedback and anything to fix fast

Phase 3: Post-launch (month 2 onwards)

- Keep the content consistent at 12 to 15 posts a month, with more guest and community content as real customers arrive
- Use what we see in the first month to fix slow slots, for example a weekday afternoon tiffin combo or an early breakfast offer for hospital families
- WhatsApp broadcast to regulars for new dishes and festival menus
- A festival calendar built around Pune and Udupi together: Mahashivratri, Holi, Gudi Padwa and Ugadi, summer coolers like buttermilk and panaka, monsoon specials, Krishna Janmashtami (big in Udupi), Ganeshotsav (big in Pune), Navratri and Diwali
- Influencer marketing moves to a steady rhythm of 2 to 4 creators a month
- After month 3, SEO moves into AEO, blogs and GBP mode (see the next section)

What we will measure in each phase

Phase	Key numbers we track
Pre-launch	Instagram and Facebook followers from the 3 km zone, Founding Guests sign-ups, GBP views, creator confirmations
Launch	Google reviews and rating, GBP direction requests and calls, Reel reach, offer redemptions, guests per day shared by the restaurant

Phase	Key numbers we track
Post-launch	Repeat guests, review velocity, ranking for "Udupi restaurant Pune" and "South Indian near me", ad cost per message or direction, AI assistant mentions

SEO, AEO, Google Business Profile and ChatGPT visibility

A single-location restaurant does not need SEO forever. It needs a strong foundation done once and done right, and after that the wins come from Google Maps, reviews, fresh content and showing up in AI answers. So our plan is three months of SEO foundation, then a lighter monthly plan focused on AEO, blogs and Google Business Profile.

Months 1 to 3: SEO foundation + AEO + 4 blogs a month (₹65,000 per month)

Website foundation

- Technical audit and fixes: speed, mobile experience, indexing, Search Console and Analytics setup
- Pages built around how people actually search: Home, Menu, Our Story (Paryaya and Udupi), Breakfast, Location and Parking, Contact, FAQ
- Local keywords such as "Udupi restaurant in Pune", "South Indian restaurant near Deenanath Mangeshkar Hospital", "veg breakfast Erandwane", "best dosa Kothrud", "filter coffee Prabhat Road"
- Restaurant, menu, FAQ and local business schema markup, so Google and AI tools can read the menu, hours, price range and location correctly
- The menu as real text on the page (not only a PDF or image), so every dish can be found in search
- An embedded map, click-to-call and WhatsApp buttons

Local presence

- Google Business Profile fully built: categories, attributes (pure veg, breakfast, family friendly), menu, photos, opening hours, Q&A, products for hero dishes
- The same name, address and phone across 20+ listings and directories, which is a big factor for Maps ranking
- Bing Places and Apple Business Connect, so Paryaya shows up on iPhone Maps and in Bing-powered results

Content

- 4 blogs a month written for both Google and AI answers

If Paryaya does not have a website yet, we can build a fast, simple one. That is quoted separately.

Month 4 onwards: AEO + 4 blogs a month + GBP optimisation (₹40,000 per month)

- 4 blogs a month
- Weekly Google Business Profile posts, new photos, offer and event updates

- Replies to all reviews and answers to new questions on the profile
- Monthly AEO checks: what ChatGPT, Gemini, Perplexity and Google AI Overviews say when asked about Udupi food or South Indian restaurants in Pune, and what we change to improve it
- Keeping listings accurate whenever hours, menu or prices change

Blog ideas

- What is Udupi cuisine, and how is it different from other South Indian food?
- The meaning of Paryaya, Udupi's 500-year-old tradition
- Best veg breakfast near Deenanath Mangeshkar Hospital
- Why Udupi sambar is slightly sweet
- A guide to the banana leaf oota, item by item
- Filter coffee: how real South Indian coffee is made
- Light, satvik meals for patients' families and visitors
- Festival food guides: Sankranti, Ugadi, Krishna Janmashtami in Udupi

AEO and ChatGPT visibility

More people now ask ChatGPT, Gemini or Google's AI Overviews things like "best authentic Udupi restaurant in Pune" or "good veg breakfast near Deenanath hospital". There is no paid listing inside ChatGPT. These tools build their answers from what they find across the web, so the goal is to make Paryaya the easiest, most consistent answer to find. What we do:

- Clear question-and-answer content on the website (FAQ page and blogs) that answers the questions people actually ask
- Structured data so AI tools read the menu, hours, location and price range without guessing
- Strong, consistent listings on the platforms AI tools draw on, including Google, Bing Places, Apple Maps, Zomato and District, Tripadvisor and JustDial
- Steady review growth with descriptive reviews that mention dishes and the area
- Getting Paryaya into Pune food roundups, blogs and local media, which AI tools often cite
- Monthly tracking of a fixed set of prompts across ChatGPT, Gemini and Perplexity, reported in the monthly report

Meta ads, influencer marketing and local community

Meta ads (Instagram and Facebook)

Management fee is ₹25,000 a month. The ad budget is separate and paid directly to Meta. We suggest ₹20,000 a month, covering Instagram brand building and driving footfall to the restaurant. At this budget, tight local targeting matters more than anything else, so almost every rupee is spent within a few kilometres of Erandwane.

How the ₹20,000 is split

Phase	Brand reach and followers	Footfall (directions, calls, WhatsApp)	Retargeting
Pre-launch (December)	70%	0%	30% to people who watched our videos
Launch (January)	30%	50%	20%
Post-launch (February onwards)	25%	50%	25%

Targeting

- A 3 km radius around the restaurant for most of the spend, widened to 7 km for weekend and festival campaigns
- Separate ad sets for families, students and young professionals, and South Indian food lovers
- Ads scheduled around breakfast, evening tiffin and weekend slots where the format allows
- Retargeting people who watched 50% or more of our Reels, engaged with the page or visited the website

Creatives

Short vertical videos of food being made and served, founder videos and real guest reactions. We will test 3 to 4 creatives at a time and move budget to what works each week.

What we report: reach in the target area, cost per follower, cost per WhatsApp message, direction requests and calls, and offer redemptions where codes are used.

Influencer marketing

Food creators in Pune are one of the fastest ways to fill a new restaurant, if they are chosen for local reach and not just follower count.

Tier	Who	When
Nano (2K to 10K followers)	Kothrud, Erandwane and Deccan locals, college creators, home food reviewers	Pre-launch preview and throughout
Micro (10K to 100K)	Established Pune food bloggers and reel creators	Launch weeks, then 2 to 4 a month
Community voices	Kannadiga and South Indian creators in Pune, morning-walk and fitness groups, doctors and wellness creators	Launch and festival moments
Macro (100K+), optional	1 or 2 big Pune food pages	Only if the founders want a big launch moment

Our plan for launch: 10 to 15 nano and micro creators across the first three weeks, starting with the preview tasting. We handle the shortlist, outreach, briefs, scheduling visits, checking content before it goes live where possible, and tracking results.

Many nano creators work on a barter basis (a hosted meal). Paid creator fees are not part of our retainer and are billed at actuals after founders' approval. For the launch wave we suggest keeping ₹40,000 to ₹75,000 aside for creator fees.

Local community and on-ground marketing

These cost little and work very well for a neighbourhood restaurant:

- **Opening soon signage** at the site from December with a QR code to Instagram and the Founding Guests list
- **Hospital families**: small cards with the menu, timings and WhatsApp number, shared through nearby pharmacies, guest houses and lodges where patients' families stay (with permission)
- **Residents' societies** in Erandwane, Prabhat Road and Karve Nagar: preview invites for society committees and a neighbourhood welcome offer
- **Morning walkers** on the Law College Road hill and nearby: an early-breakfast and filter coffee offer
- **Colleges**: student offer for Garware, ILS and Fergusson students during evening tiffin hours
- **South Indian community associations in Pune**: invites to the preview, festival menu tie-ups
- **Review and feedback cards** on every table: Google review QR on one side, Instagram on the other
- **"How did you hear about us?"** asked at billing for the first two months, so we know which channel is actually bringing people in

A few more things we recommend

- **Brand kit before launch**: logo use, colours, fonts, menu design, table tents and parcel packaging that all look like one brand. We can help, quoted separately if design work is needed
- **Avoid heavy discounting**: launch offers should reward a return visit, not train people to wait for discounts
- **Breakfast speed**: Udupi restaurants are judged on how fast a dosa and coffee arrive at 8 am. We will plan content around this, but the operations team has to deliver it
- **Parking and drop-off note**: a clear Google Maps pin, parking tips in the GBP and on the website, as parking around a busy hospital is usually tight
- **Takeaway at the counter**: even without delivery apps, parcels for hospital families can be a big extra stream. Worth a dedicated WhatsApp number

Scope of work, investment and reporting

Scope of work

Service	What is included	Fee per month
SEO foundation + AEO + blogs (months 1 to 3)	Technical SEO and website fixes, local keyword pages, schema, menu as text, 20+ citations and listings, Bing Places and Apple Business Connect, full Google Business Profile setup and weekly posts, AEO setup, 4 blogs a month	₹65,000

Service	What is included	Fee per month
AEO + blogs + GBP (month 4 onwards)	4 blogs a month, weekly GBP posts and photos, review replies, Q&A, listing upkeep, monthly AI assistant visibility checks and fixes. No ongoing SEO	₹40,000
Social media management	Instagram, Facebook and YouTube Shorts. 12 to 15 posts a month (7 to 9 Reels and Shorts, 4 to 5 carousels or statics, 1 to 2 collabs), Stories, video editing, one shoot day a month, captions, content calendar, community management, review replies, influencer coordination	₹45,000
Meta ads management	Campaign strategy, audience setup, creatives and ad copy, weekly optimisation, pixel and conversion tracking, reporting	₹25,000
Meta ad budget	Paid directly to Meta. Suggested amount covering Instagram branding and footfall campaigns	₹20,000 (suggested)

Monthly investment

	Months 1 to 3 (Dec 2026 to Feb 2027)	Month 4 onwards (from Mar 2027)
SEO / AEO / blogs / GBP	₹65,000	₹40,000
Social media management	₹45,000	₹45,000
Meta ads management	₹25,000	₹25,000
Agency fee	**₹1,35,000**	**₹1,10,000**
Meta ad budget (suggested, paid to Meta)	₹20,000	₹20,000
Total monthly spend	**₹1,55,000**	**₹1,30,000**

Fees are exclusive of GST. Not included, and quoted or billed separately if needed: paid influencer fees (billed at actuals after approval), a one-time professional food photoshoot, website development if a site does not already exist, brand and print design, and printing of cards, table tents and signage.

Communication and approvals

- A dedicated WhatsApp or Slack group with the founders and our team for day-to-day communication, quick approvals and urgent review alerts
- Monthly content calendar shared by the 25th of the previous month. We ask for approvals within 48 hours so posting stays on schedule
- Weekly update every Monday on the group: what went live, key numbers from the week, what is planned next, anything we need from the restaurant

Monthly reporting and review

A detailed monthly report in the first week of every month, followed by a review call with the founders. The report covers:

- Social media: reach, followers from the target area, Reel and Shorts views, engagement, top posts
- Meta ads: spend, reach, cost per result, messages, direction requests, calls
- Google Business Profile: views, searches, direction requests, calls, website clicks, reviews and rating
- SEO and AEO: keyword rankings, website traffic, blog performance, what ChatGPT, Gemini and Perplexity say about Paryaya
- Influencers: who posted, reach, engagement and visits linked to them
- Footfall view: guest numbers shared by the restaurant, set against our campaigns, plus "how did you hear about us" answers
- What worked, what did not, and the plan for next month

What we need from Paryaya

- Admin access to Instagram, Facebook, YouTube, Google Business Profile, the website and the Meta ad account
- Menu, prices, opening hours, seating capacity and the confirmed launch date
- Access to the kitchen and restaurant for shoot days, and the founders' time for a few videos each month
- Weekly guest counts or sales trends, so we can link marketing to footfall
- One point of contact for approvals