

Successful Startup

Country's Largest Momo Chain



Starting small, Dreaming Big

In 2008, Sagar Daryani and Binod Homagai, conceived the idea of turning 'momos' into a diversified product category with versions appealing to different tastes. In its early days, the venture was bootstrapped with an initial investment of Rs.30,000, is now commanding a valuation of Rs 100 crore.



Expansion by internal accruals



They have ploughed back their profits to grow into a restaurant chain of over 50 outlets across six cities, which include Kolkata, Bengaluru, Pune, Chennai, Kochi, and Delhi. Wow! Momo had a turnover of Rs 20 crore in 2014-15 and eyeing Rs 37 crore in the current fiscal.

Innovating for Success

They consider their mantra for success to be constant product innovations. Sagar and Binod's mission is to make their products *the food for all occasions* and create a niche market, not only for the masses, but also for the upper and middle classes.



Baby steps, Giant objectives



“The investment has been raised for expanding our business across cities, strengthening our presence in the current cities, improving our product range and services, enhancing customer experience and strengthening our core team. By creating a national presence while maintaining the quality of the food we serve, we intend to be the world’s largest chain of momos, creating employment and adding value to the economy and society as a whole”, Sagar, Co-founder of Wow! Momo, said.

Growth Plans

Wow! Momo plans to expand to 60 more outlets over the next two years. As a part of this round, investors will look at nurturing the venture and the team to scale-up and standardize their offerings. They also plan to launch a new product line of healthy foods.

