

CASE STUDY

LEADING HOTELS/RESTAURANT MARKETING COMPANY

INCREASE CLIENT WALKINS, SOLVED MANAGEMENT DIFFICULTIES WITH TECHNOLOGY

COMPANY OVERVIEW

RestroPandit is a hospitality-focused growth platform built to help restaurant owners increase walk-ins, streamline operations, and reach their actual target customers through technology and performance-driven marketing. Serving **60+ restaurant clients** in a competitive urban market.

CHALLENGE

- Low & inconsistent daily walk-ins due to lack of structured customer acquisition
- Inefficient operations (billing, management) without proper technology integration
- Weak marketing strategy and low visibility among target audience

SPECIFIC ISSUES

- Operational Inefficiency & Poor Customer Handling

Lack of structured systems for billing and daily operations led to mismanagement, delays, and poor overall business efficiency.

- Weak Customer Acquisition System

No consistent strategy to attract daily customers, resulting in low walk-ins and dependency on irregular marketing efforts.

- Poor Digital Presence & Marketing Execution

Limited online visibility, ineffective campaigns, and no use of influencer or performance marketing to reach the right audience.

SOLUTION

Objective

To build a scalable system that increases restaurant walk-ins while solving operational and marketing challenges through technology and performance-driven strategies.

Approach

- Implemented **technology solutions for billing & operations management**
- Designed **performance marketing campaigns (Meta Ads)** for daily customer acquisition
- Executed **influencer marketing strategies** to build trust and visibility
- Created systems focused on **consistent walk-ins and repeat customers**
- Combined **marketing + operations integration** for better business performance

Conclusion

- Scaled business to **₹1.8 Cr annual revenue (2025)**
- Achieved **6X growth** through structured strategy
- Successfully supported **60+ restaurant clients**
- Increased consistent daily walk-ins across multiple businesses
- Improved operational efficiency through technology integration