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**A STUDY OF DEVELOPMENT OF FAST-FOOD INDUSTRIES IN
INDIA**

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ABSTRACT

In everyday life, fast food plays an essential role. The Indian fast-food industry has seen tremendous expansion as a result of favourable changes and huge investment. The word fast food is used in foods that can be rapidly produced and delivered as other meals, minimal preparation periods are regarded for fast food, usually this phrase relates to sales of food in low-time restaurants and shops and provided for clients as packed for take-off 1. The growing youthful population, working women, busy schedules and the increased disposable income of middle-class families are now increasing in the market. India is in the middle of the revolutionary restaurant. Fast food is one of the biggest cultivated food kinds in the world. The Indian fast-food market grows around 25-30 per cent each year. The success or failure of the fast-food business is dependent on several variables such as promotion, quality of service, customer requirements, brand, physical environment, price and product taste. Nearly every major fast-food company in the world has succeeded in making its presence known in the nation and most of them are growing significantly. As a result, all major fast-food companies have planned enormous growth and presence throughout the nation. Foreign fast-food companies increase their presence in the country aggressively. A study by Research on India revealed that Indian customers are historically consuming meals at roadside restaurants, dhabas and stalls which still account for a large part of the unorganized sector, which traditionally consumes fast food.

Keywords: Development, Fast-Food Industries, India.