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# Starting from garage Wow Momo reaches 150 outlets

Posted by [rjdp9736](#) / 10 May, 2018

Sagar Daryani would spend many-an-hour doodling logos, and come up with alternatives for various well-known brands. Hailing from a middle-class family, though he was interested in the exercise of building brands, doing so seemed a distant dream due to lack of capital.

At our first outlet we offered free samples to customers, because we were sure if they tasted our momos they'd surely buy.

When Sagar and his classmate Binod Kumar Homagai were in the final year of graduation at St Xavier's College, they sure they would not pursue an MBA or study chartered accountancy.

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Momos instead of burgers and pizzas?

Sagar and Binod started Wow! Momo with steamed momos, and soon came up with 12 different varieties, some of them being chicken, chicken and cheese, schezwan, and prawn. For vegetarians, the offerings include corn, and corn and cheese, among others.

Steamed momos were easy enough to do, so the team introduced a pan-fried variety. Momos were fried in different sauces making the offering spicy or sweet or sour, essentially flavours that would suit the Indian palette.

## Beginning from scratch

To set-up their first outlet, Sagar and Binod approached the supermarket chain Spencers to set up a stall. In the initial days, Sagar would wear a Wow! Momo T-shirt and approach every person entering the store, and ask them to sample the momos.

## An early start

In the early days, Sagar would begin his day at 5:30 in the morning and buy the raw materials like chicken and vegetables on his bicycle. To ensure the momos would be transported fresh, the duo would carry them in hot cases to Spencers.

The South City Mall store marked a game changer for Wow! Momo. The team claims it moved from a revenue of Rs 50,000 a month to Rs 9 lakh. With the additional income, the team hired more people and invested in R&D for their products.

Forget the burger, welcome the MoBurg

Wow! Momo next decided it would deep-fry momos, and started charging Rs 10 extra for pan-fried momos and Rs 20 extra for deep fried momos. It was now about converting a snack into a meal.

## **The recipe for success**

- Believe in your product
- Treat your employees as your family
- Let everyone benefit from the wealth your company creates

Sagar adds the team was fascinated by how other

During this time, they figured that apart from capital, another way to create a brand would be to build a best-in-class product. Ideating on business plans took up several study sessions and the common thread for them all was hunger pangs, often satiated by instant noodles or momos.