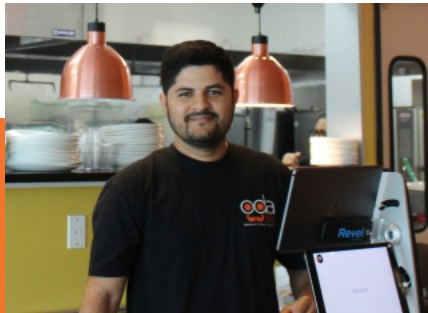


LOCAL RESTAURANT ROW

GLOBAL FLAVORS. LOCAL FAVORITES.



ABOUT O'DESI AROMA

In addition to partnering with Aramark, this minority-owned business operates three brick-and-mortar restaurants in Plano, Irving, and McKinney, Texas. O'Desi Aroma was co-founded by Hitesh Wadhawan and Pradeep Tejwani in 2014; Sameer Virani later joined the company. They credit Aramark's partnership with providing the resources they needed to grow and expand.



Growing the Popularity of Indian Food

Aramark's partnership with O'Desi Aroma kicked off in 2017 when they joined the Local Restaurant Row program as a pop-up in Texas. Since then, the partnership has grown in leaps and bounds as O'Desi Aroma, an authentic Indian cuisine restaurant, expanded to other Aramark accounts in Texas that include Baylor Scott & White, AT&T, and Capital One. Up next are Keurig Dr Pepper and Southern Methodist University.

Aramark credits the overwhelming expansion of O'Desi Aroma within our Texas accounts to the quality of the product, the owners' dedication to the business, their health and safety standards, and consistent excellence.





Delicious Food with a Side of Learning

The co-owners of O’Desi Aroma—Hitesh Wadhawan, Pradeep Tejwani, and Sameer Virani—are excited about educating guests new to Indian food about the cuisine and its culture. This thought process aligns with Aramark’s culture as well, because we believe every dish tells a story. Currently, top sellers are Butter Chicken, Chicken Tikka Masala, Chicken Kebabs, and Samosa. O’Desi Aroma was recognized by D Magazine as one of the Top 15 Indian Restaurants in Dallas in the August 2023 edition..

Three-Pronged Business Approach

The trio base their business approach on three pillars: authenticity, consistency, and affordability. In addition, they are passionate about providing every guest with a “quick, easy, and hassle-free process.” Every O’Desi Aroma staff member is empowered to offer a 100% satisfaction guarantee.

“Partnership with Aramark has had a significant impact on our brand. It opened options that we did not know existed. It pushes us every day to think about how we can improve and innovate to create replicable models. We want ODA to become an enabler for Aramark wherever they want to serve authentic Indian food.”

—Hitesh Wadhawan, O’Desi Aroma Co-founder and Co-owner

