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## L'opera to go beyond Delhi-NCR by next year, to open 60 more outlets by 2021

by Satarupa Chakraborty | June 19, 2017

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The exotic bakery brand will open outlets outside Delhi-NCR as part of their scaling plan.





NCR-based bakery chain inspired by French patisserie culture, L'opera, with 13 outlets including sit-down cafes and 5 kiosks all over the region, is all slated to move beyond the capital region to try out markets like Mumbai, Banaglore, Chennai and Pune by next year. The brand will also continue expanding in Delhi and NCR with 6-7 more outlets coming up in the region by end of this year.

**L'OPÉRA**  
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Masud Samandari, Promoter, L'opera, told Retail4growth, "We started our operation in this region back in 2011 with an idea to offer exclusive French bakery experience through exclusive sit-down cafes, which also act as retail outlets for our bakery products. Since then, we bettered but limited our operations to the region only for moving beyond also require us to start our production facilities in respective cities. However, we have a tiny outlet within the Idaa Hotel in Dehradun. We plan to grow expansively in Bangalore, Mumbai and Chennai and planning just one outlet in Pune."

In Delhi-NCR, L'opera is soon opening a 1200 sq ft outlet at Golf Course Road Gurgaon and eyeing on locations like NOIDA Mall of India, Punjabi Bagh and Defence Colony for upcoming stores. Designing all L'opera outlets in Delhi, Amit Aurora and Rahul Bansal of Group DCA, commented, "We keep the design compatible with the level of service and food that the client anticipates. The design is mostly integrated in a way that gives away an absolute French setting and outdoorsy feeling too. On design aspect, Samandari added, "We like our designs to be what a typical French Patisserie brand would follow. We may bring some changes in design eventually keeping in line with the brand's core vision."

**Tags:** l'opera, group dca, masud samandari,