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ଓଡ଼ିଶା ସରକାର
ପର୍ଯ୍ୟଟନ ବିଭାଗ

**Government of Odisha
Tourism Department**



ODISHA
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ପର୍ଯ୍ୟଟନ ଭବନ, ଲୁଇସ ରୋଡ୍,
ଭୁବନେଶ୍ୱର-୭୫୧୦୧୪

No. 4671 / TSM, Bhubaneswar, Dated 03.03.2026
TCT-TSP-MISC-0028-2026

**EXPRESSION OF INTEREST (EOI) FOR SETTING UP AND OPERATIONALIZING
RESTAURANTS SERVING AUTHENTIC ODIA CUISINE AT SELECTED LOCATIONS
WITHIN ODISHA AND OUTSIDE ODISHA TO PROMOTE ODISHA CULINARY
HERITAGE**

Department of Tourism (DoT) invites proposals from prospective applicant(s) for 'Expression of Interest (EOI) for setting up and operationalizing restaurants serving authentic Odia cuisine at selected locations within Odisha and outside Odisha to promote Odisha Culinary Heritage' in accordance with the conditions and manner prescribed in the Expression of Interest (Eoi) document.

The Proposals should be submitted by interested applicant(s) to the Director Tourism, Paryatan Bhawan Lewis Road, Bhubaneswar-751014 on or before 18.03.2026 upto 15:00 Hrs. Detailed terms of the RFP may be downloaded from our website: https://odishatourism.gov.in/content/tourism/en/dot/q_uickLinks/tender.html .

Director, Tourism

**Expression of Interest (EOI) for setting up and operationalizing
restaurants serving authentic Odia cuisine at selected locations
within Odisha and outside Odisha to promote Odisha Culinary
Heritage**



Department of Tourism, Government of Odisha

Paryatan Bhawan, Lewis Road, Bhubaneswar, 751014

Phone: **+91 90788 87172**

Website: www.odishatourism.gov.in

Email: info@odishatourism.gov.in;
pmu@odishatourism.gov.in

DISCLAIMER

The information contained in this EOI document or subsequently provided to Applicants, whether verbally or in documentary or any other form by or on behalf of the Authority or any of its employees or advisers, is provided to Applicants on the terms and conditions set out in this EOI and such other terms and conditions subject to which such information is provided.

This EOI is not an agreement or an offer by the Authority to the prospective Applicants or any other person. The purpose of this EOI is to provide interested parties with information that may be useful to them in the formulation of their Proposals pursuant to this EOI. This EOI includes statements, which reflect various assumptions and assessments arrived at by the Authority in relation to the Agency. Such assumptions, assessments and statements do not purport to contain all the information that each Applicant may require. This EOI may not be appropriate for all persons, and it is not possible for the Authority, its employees or advisers to consider the objectives, technical expertise and particular needs of each party who reads or uses this EOI. The assumptions, assessments, statements and information contained in this EOI, may not be complete, accurate, adequate or correct. Each Applicant should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments and information contained in this EOI and obtain independent advice from appropriate sources.

Information provided in this EOI to the Applicants may be on a wide range of matters, some of which may depend upon interpretation of law. The information given is not intended to be an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The Authority accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein.

The Authority, its employees and advisers make no representation or warranty and shall have no liability to any person including any Applicant under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this EOI or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the EOI and any assessment, assumption, statement or information contained therein or deemed to form part of this EOI or arising in any way in this Process.

The Authority also accepts no liability of any nature whether resulting from negligence or otherwise however caused arising from reliance of any Applicant upon the statements contained in this EOI. The Authority may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this EOI.

The issue of this EOI does not imply that the Authority is bound to select an Applicant or to appoint the Selected Applicant, as the case may be, for the Agency and the Authority reserves the right to reject all or any of the Proposals without assigning any reasons whatsoever and cancel the entire EOI process.

The Applicant shall bear all its costs associated with or relating to the preparation and submission of its Proposal including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the Authority or any other costs incurred in connection with or relating to its Proposal. All such costs and expenses will remain with the Applicant and the Authority shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by an Applicant in preparation for submission of the Proposal, regardless of the conduct or outcome of the EOI Process.

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Schedule of EOI

Department of Tourism (DoT), Govt. of Odisha invites responses to the “**Expression of Interest (EOI) for setting up and operationalizing restaurants serving authentic Odia cuisine at selected locations within Odisha and outside Odisha to promote Odisha Culinary Heritage**” in accordance with the conditions and manner prescribed in the EOI document.

Interested firms / parties / agencies / individuals are advised to study the EOI document carefully before submitting their documents in this regard.

DATA SHEET

Sl.	Particulars	Details
1.	Name of Issuing Authority	Department of Tourism (DoT), Govt. of Odisha
2.	Name of Engagement	Expression of Interest (EOI) for Setting up of Odia Cuisine Restaurant in Odisha and Outside Odisha
3.	Availability of EOI	https://odishatourism.gov.in/content/tourism/en/dot/quickLinks/tender.html All Subsequent changes to the EOI Document shall be published on the above-mentioned website
4.	EOI Publish Date	03.03.2026
5.	Last Date and Time for Submission of EOI	18.03.2026 at 15:00 Hours through Offline submission at Department of Tourism, Lewis Road, Paryatan Bhawan, Bhubaneswar – 751014.
6.	Date, Time and Place of opening of EOI	18.03.2026 at 16:00 Hours through Offline submission at Department of Tourism, Lewis Road, Paryatan Bhawan, Bhubaneswar – 751014.
7.	Date and Time of stakeholders consultation meeting / workshop with DoT	To be intimated to shortlisted applicants
8.	For any Queries Contact Person Details	Phone: +91 90788 87172 Email: info@odishatourism.gov.in pmu@odishatourism.gov.in

1. Introduction

Odisha's cuisine is a living expression of the State's cultural identity—rooted in temple traditions, coastal abundance, agrarian wisdom, and centuries-old culinary practices. Recognizing gastronomy as a powerful tool for cultural conservation and destination branding, the Department of Tourism (DoT), Government of Odisha, proposes to promote authentic Odia cuisine through the establishment and strengthening of “Odia Cuisine Restaurants” at select locations within Odisha and across key Indian cities.

With a growing national appetite for regional and experience-led dining, Odia cuisine offers a unique proposition—distinct flavors, indigenous ingredients, seasonal preparations, and iconic dishes that reflect Odisha's heritage. From the temple-inspired culinary traditions and time-honored Pitha varieties to coastal seafood delicacies and festive offerings, Odia food can serve as a compelling gateway for visitors to discover Odisha's art, craft, music, and way of life.

To support this cultural and tourism-led initiative, DoT seeks to create an enabling ecosystem by incentivizing essential support infrastructure and encouraging capable individuals, firms, and agencies to set up and operate Odia Cuisine Restaurants. These restaurants are envisioned not merely as food outlets, but as curated cultural experiences—integrating authentic menus, Odia aesthetics, storytelling, local crafts, and responsible sourcing—thereby strengthening gastronomy tourism, generating livelihoods, and preserving Odisha's culinary heritage for future generations.

2. Invitation for Expression of Interest

The Department of Tourism, Government of Odisha (“DoT”) invites Expression of Interest (EOI) for setting up and operationalizing restaurants serving authentic Odia cuisine at selected locations within Odisha and outside Odisha to promote Odisha Culinary Heritage at selected locations within Odisha and outside Odisha as part of a mission to conserve, promote, and mainstream Odia culinary heritage and gastronomy tourism.

This initiative is supported under the Odisha Tourism (Amendment) Policy, 2026, which recognizes “Odia cuisine Restaurant” as an eligible Tourism Unit and provides targeted CAPEX and OPEX incentives for such restaurants at defined locations.

Expression of Interest (EOI) is invited from both existing and new entrepreneurs. This EOI allows organizations ranging from startups and first-generation entrepreneurs to established industrial units.

3. Odisha Tourism (Amendment) Policy, 2026

For details of incentives under Odisha Tourism Policy (Amendment – 2026) please refer: <https://dot.odisha.gov.in/sites/default/files/2026-01/286%20TOURISM%20%20Deptt.pdf>

This EOI is issued in reference to provisions relating to:

- a) Inclusion of “**Odia cuisine Restaurant**” as a Tourism Unit under the Odisha Tourism Policy framework.

- b) Definition/eligibility criteria for **restaurants serving Odia cuisine** (seating capacity, minimum investment, cultural identity, trained staff).
- c) Specific **incentives for Odia cuisine restaurants** including **CAPEX reimbursement, OPEX reimbursement, and promotion support**, along with **disbursement conditions**.

4. Locations Covered / Eligible

Incentives under this initiative shall be available for Odia cuisine restaurants at the following locations:

- A. **Inside Odisha:** Restaurants located at **DoT-notified Tourist Destinations** within Odisha (including repair/renovation of existing restaurants and new construction at such destinations).
- B. **Outside Odisha:**
 - a. Five Metro Cities: Mumbai, Delhi, Bengaluru, Chennai, Kolkata; subjected to a maximum of five (05) units per city.
 - b. Top Five Tourist Destinations: Agra, Varanasi, Goa, Kochi, Jaipur; subjected to a maximum of two (02) units per destination.

Note: The **STAC/STPC** may decide to **add/modify/alter** the eligible city/destination list and applicable incentives from time to time.

5. Expected Profile of Applicants

- a) Companies (under Companies Act), LLPs, partnership firms, proprietorships, registered trusts/societies/co-operatives, and other eligible entities/individuals engaged or proposing to engage in restaurant / F&B /hospitality etc. projects.
- b) Minimum Proposed Seating Capacity: 25 guests (25 Pax).
- c) Land/Lease: Clear land ownership or valid lease agreement for the premises.
- d) Minimum Proposed Investment: INR 0.20 crore minimum investment excluding cost of land and building.
- e) Cultural Identity: Restaurant must reflect Odisha's cultural identity through design and ambience.
- f) Preferable Amenities: Clean public conveniences and adequate parking (as per building bye-laws).

6. Scope and Intent of the Initiative

Applicants are expected to conceptualize, set up, and operate Odia cuisine restaurants that:

- a) "Restaurant Serving Odia Cuisine" **promoting** authentic Odia cuisine, primarily serving traditional Odia dishes.
- b) Serve standardized, authentic Odia cuisine and seasonal specialties;
- c) Showcase Odisha's culinary heritage, stories, ingredients, crafts and cultural motifs; and
- d) Deliver a consistent, high-quality dining experience aligned with **gastronomy tourism and cultural conservation** goals of Odisha.

7. Incentives Proposed by DoT (For Odia Cuisine Restaurants)

This section explicitly states all incentives proposed for Odia Cuisine Restaurants as per Odisha Tourism (Amendment) Policy, 2026

A. Targeted CAPEX Support (Capital Expenditure)

DoT shall provide reimbursement of up to 30% of expenditure incurred towards eligible components subject to a maximum incentive of INR 5 Crore.

a) For Restaurants Located Inside Odisha (DoT-notified Tourist Destinations)

Eligible CAPEX components include Furnishing, Interiors, Kitchen equipment, Repair & renovation of existing restaurants, Civil works.

b) For Restaurants Located Outside Odisha

Eligible CAPEX components include Furnishing, Interiors, Kitchen equipment.

c) CAPEX Disbursement Schedule

The CAPEX reimbursement (in the form of CIS for this component) shall be paid in three instalments as follows:

- a) 1st instalment: 50% – one year after CoD
- b) 2nd instalment: 25% – completion of 2nd year after CoD
- c) 3rd instalment: 25% – completion of 3rd year after CoD

B. Targeted OPEX Support (Operational Expenditure)

DoT shall provide OPEX reimbursement linked to electricity charges and SGST, subject to limits below:

a) For Restaurants Located Inside Odisha (DoT-notified Tourist Destinations)

- a) First Year: Reimbursement of two times of monthly electricity charges.
- b) Second & Third Year: Reimbursement of monthly electricity charges and SGST.
- c) Overall monthly cap: Total reimbursement limited to maximum INR 2 lakh per unit per month.

b) For Restaurants Located Outside Odisha

- a) For three years: Reimbursement of two times of monthly electricity charges.
- b) Overall monthly cap: Total reimbursement limited to maximum INR 2 lakh per unit per month.

8. Purpose of this EOI

- a) The primary objective of this Expression of Interest (EOI) is consultative in nature. It aims to enable the Department of Tourism (DoT), Government of Odisha to understand market dynamics and gather structured inputs from interested investors, restaurant operators, culinary entrepreneurs, and allied tourism stakeholders.
- b) The Department of Tourism (DoT) intends to organize a consultative workshop, details of which shall be communicated to shortlisted applicants in due course. This session will highlight the various offering under the broad category of Capex and Opex of OTP and the process to avail the same.

- c) The Department of Tourism (DoT) has prepared a tentative list of eligible locations for the initiative, including (i) DoT-notified tourist destinations within Odisha, (ii) five metro cities outside Odisha (Mumbai, Delhi, Bengaluru, Chennai and Kolkata), and (iii) top five tourist destinations outside Odisha (Agra, Varanasi, Goa, Kochi and Jaipur). This list and the operational approach for implementation may be refined based on stakeholder feedback received through this EOI and subsequent consultation processes.

9. Submission of Expression of Interest / Application

- a) All communications including the submission of EOI / Applications should be addressed to:

Director Tourism
Paryatan Bhawan, Lewis Road,
Bhubaneswar, Odisha – 751014
Email: info@odishatourism.gov.in

All communications, including the envelopes, should contain the required information, to be marked at the top in bold letters: “**Expression of Interest (EOI) for setting up and operationalizing restaurants serving authentic Odia cuisine at selected locations within Odisha and outside Odisha to promote Odisha Culinary Heritage**”.

The envelope containing the Applications shall be delivered by Hand/ Courier/ Registered Post / Speed Post/ Email at above address before last date of submission as per the EOI. Applications received after the Application Due Date shall not be entertained.

- b) The Applicant shall submit each of the documents in the specified format as provided in the Annexures of this EOI, on or before the Application Due Date.

10. EOI Submission Checklist:

- a) Covering letter expressing interest (on applicant's letter head)
- b) Applicant profile (entity type, ownership, experience)
- c) PAN/GST and registration documents (if any)
- d) Proposed location(s) (inside Odisha DoT-notified tourist destination / metro / top tourist destination)
- e) Restaurant concept note: theme, customer profile, menu philosophy
- f) Project timeline and milestones
- g) Proposed Staffing plan (including number of trained Odia culinary staff)

11. Amendments to EOI:

- 12.1. At any time prior to the Application Due Date, as indicated in Schedule of EOI, Schedule of Empanelment Process, the Authority may, for any reason, whether at its own initiative or in response to clarifications requested by an Applicant, amend the Empanelment Document by the issuance of Addenda. Any Addenda issued would be published only in DoT Website and the same shall be binding on the Applicants.
- 12.2. In order to provide Applicants reasonable time to take the Addendum into account, or for any other reason, the Authority may, at its discretion, extend the Application Due Date. Information about extension of the Application Due Date will be published only in the DoT.

12. Late Application:

Applications received after Due Date shall not be entertained.

13. Cost of Application:

The Applicants shall be responsible for all of the costs associated with the preparation of their Applications and their participation in the EOI Process including subsequent negotiation, visits to the Authority, etc. The Authority will not be responsible or in any way liable for such costs, regardless of the conduct or outcome of the Empanelment.

14. Right to Reject any or all Application:

- 15.1. Notwithstanding anything contained in this Document, the Authority reserves the right to accept or reject any Application and to annul the EOI Process and reject all Applications, at any time without any liability or any obligation for such acceptance, rejection or annulment, and without assigning any reasons thereof.
- 15.2. The Authority reserves the right to verify all statements, information and documents submitted by the Applicant in response to the EOI. Failure of the Authority to undertake such verification shall not relieve the Applicant of its obligations or liabilities hereunder nor will it affect any rights of the Authority thereunder.

15. Other Terms & Conditions:

- a) The issue of this EOI does not imply that the DoT is bound to select applicants and DoT reserves the right to reject all or any of the applications without assigning any reasons whatsoever. Also, DoT reserve the right to select other agencies/parties/individuals on time-to-time basis as per the requirement of DoT.
- b) Subsequent approvals of projects related to Odia Cuisine Restaurants not remain confined only to the persons who respond to this EOI.
- c) Mere participation in this EOI does not guarantee approval of the project / incentives.
- d) Without prejudice to any other right or remedy it may have, DoT may terminate the EOI process at any time without assigning any reason thereof.
- e) DoT may cancel this EOI process at any time, without assigning any reason thereof.
- f) All legal disputes between the parties shall be subject to the jurisdiction of the Courts situated in Bhubaneswar only.
- g) Submission of EOI does not create any binding obligation on DoT to provide incentives unless eligibility and approvals are established under the policy process.

- h) Incentives are subject to scrutiny, documentation, and Single Window Approvals by DoT as per the policy procedure.

Annexure A – Cover Letter

(To be submitted on letter head of the applicant duly signed by authorized signatory)

To

**Director Tourism
Paryatan Bhawan, Lewis Road,
Bhubaneswar, Odisha – 751014**

Subject: EOI for setting up and operationalizing restaurants serving authentic Odia cuisine at selected locations within Odisha and outside Odisha as part of a mission to conserve, promote, and mainstream Odia culinary heritage and gastronomy tourism.

Sir,

- I. I have examined in detail and have understood the objective of this EOI issued by Department of Tourism (DoT). I hereby submit all the true information to the best of my knowledge. I understand that, this Expression of Interest is not an agreement or an offer by DoT to any party and is non-binding.
- II. This statement is made for the express purpose of qualifying as an Applicant for the aforesaid EOI.
- III. I/We shall make available to the Authority any additional information it may find necessary or require to supplement or authenticate the qualification statement.
- IV. I/We certify that in the last three years, we have neither failed to perform on any contract, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award or blacklisting, nor been expelled from any project or contract by any public authority nor have had any contract terminated by any public authority for breach on our part.
- V. I/We understand that you may cancel the EOI Process at any time and that you are neither bound to accept any application that you may receive nor to invite the Applicants, without incurring any liability to the Applicants.
- VI. My/Our Application is consistent with all requirements of submission as stated in the EOI Document or in any of the subsequent communication issued by the Authority. I/We would be solely responsible for any errors or omissions in our Application.
- VII. I/We understand that the Authority reserves the right to accept or reject any or all the Applications and reserves the right to withhold and/or cancel the EOI Process without assigning any reason or otherwise.

Thanking you,

Yours faithfully,

Signature of Authorized Person and seal
Name and Designation
Name of the Entity/ Firm

Annexure B – Details of Applicant
(on Applicant's Letter head)

Sl.	Particulars	Details	Supporting Documents required to be submitted along with this Form
1.	Name of the Applicant		
2.	Status of the Applicant (Company, Sole Proprietorship, Partnership Firm, Limited Liability Partnership Firm)		
3.	Address of the Applicant:	Name, Designation, Mobile No., Email	
4.	Details of Offices	Address	Agreement copy/ address proof.
5.	Applicant Income Tax PAN No.		Attach copy of PAN
6.	Applicant GST		GST registration certificate
7.	Number of years of experience in Cuisine / Restaurant Business (if any)		
8.	Restaurant Details including number of pax capacity, location, name etc. (if any)		

Add additional rows if required)

Signature of Authorized Person and seal
Name and Designation
Name of the Entity/ Firm

Annexure C – Concept Note

(To be submitted on letter head of the applicant duly signed by authorized signatory)

To

**Director Tourism
Paryatan Bhawan, Lewis Road,
Bhubaneswar, Odisha – 751014**

Subject: Submission of Concept Note with reference to EOI for setting up and operationalizing restaurants serving authentic Odia cuisine at selected locations within Odisha and outside Odisha as part of a mission to conserve, promote, and mainstream Odia culinary heritage and gastronomy tourism.

Sir,

In response to the EOI Document Reference No. _____ dated _____ for captioned subject, we have prepared a concept note which is attached herewith. The concept note is prepared in good faith, after understanding the EOI document and requirements of DoT.

Yours faithfully,

Signature of Authorized Person and seal
Name and Designation
Name of the Entity/ Firm

Note: Each of the Applicants will be invited for the stakeholder's workshop / meeting / presentation on their proposed concept to DoT and its representatives, schedule for which will be intimated subsequently.