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# Captain Sam’s Pizza eyes 100 new outlets

The company plans to expand into new markets including Gujarat, Madhya Pradesh, Bihar, and further parts of Uttar Pradesh

By **Sanjiv Das** | April 7, 2026



Pizza

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Captain Sam’s Pizza, a Chandigarh-Origin Vegetarian Pizza Chain, has reported steady growth in India’s Quick Service Restaurant (QSR) sector, crossing 1.75 lakh monthly orders and outlining plans to add 100 new outlets in FY 2026–27. The company follows a fully company-owned operating model and indicates that its existing outlets are profitable.

The brand currently operates 55 company-owned outlets across regions including Punjab, Delhi NCR, Uttar Pradesh, and Uttarakhand. Starting from a single outlet in Chandigarh, Captain Sam’s Pizza has expanded its footprint steadily across North India, supported by consistent demand in emerging urban markets.

Operating in a fragmented and largely unorganised pizza market, the brand has established a presence across its core regions, supported by consistent performance on food delivery platforms such as Zomato and Swiggy, alongside repeat customer demand.

As part of its next phase of growth, the company plans to expand into new markets including Gujarat, Madhya Pradesh, Bihar, and further parts of Uttar Pradesh, while strengthening its footprint in existing regions.

Captain Sam’s Pizza has invested in its commissary and supply chain infrastructure, with a portion of raw materials produced in-house. This enables greater control over cost structures, quality consistency, and process standardisation, supported by defined operating systems as the company scales.

The company indicated that its focus remains on maintaining operational discipline and aligning with regional consumer preferences as it continues to expand within India’s evolving food services market.

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