

# NRAI RESTAURATEUR

Quarterly Publication of National Restaurant Association of India

January- March 2024

Vol. 15, Issue -I, Pages 82



## NRAI PREMIER LEAGUE 2.0



The background of the entire page is a collage of various Indian dishes. At the top, there's a plate of biryani with yellow rice and vegetables, a plate of tandoori chicken with a green chutney, and a stack of naan. Below these, there's a plate of white rice with a red curry, a plate of fried chicken, and a plate of naan. At the bottom, there's a plate of fried dumplings, a plate of white rice with a green curry, and a plate of naan. The text is overlaid on this collage.

**NRAI**  
**INDIA FOOD**  
**SERVICES REPORT**  
**- 2024 -**  
**RELEASING IN MAY**

# CONTENTS

## 06 President's Message

## Association News

## 07-12 \_\_\_\_\_ NRAI Updates

### 07 NRAI PREMIER LEAGUE 2.0



### 10 PUNE CHAPTER COMMITTEE

### 11 NRAI Insider's Guide to F&B -

Learn How to Manage, Train and Retain Employees in Restaurants

### 12 NRAI Webinar: Free Risk Assessment & Audit for your Insurance Portfolio with Hospitality Insurance Expert

## 14-45 \_\_\_\_\_ NRAI Chapters

### 14 COFFEE MEETUP

Chennai, Delhi, Noida, Hyderabad, Mumbai, Vadodara Chapters

### 20 BENGALURU

Advocacy Updates  
NRAI Women Members Meet Up  
FoSTaC Training

### 23 BHOPAL

Advocacy Updates  
FoSTaC Training

NRAI Bhopal Chapter collaborates with SCOPE Global Skill University



### 28 CHENNAI

Knowledge Session – Use Of Ai & Automation In Food & Beverage And Retail  
CSR– Blood Donation Drive  
Startup Thamiz Partnership – Update  
FoSTaC Training

### 33 NOIDA

NRAI Noida Chapter Member Mixer

### 34 GURUGRAM

NRAI Gurugram Chapter Member Mixer

### 35 KOLKATA

NRAI Kolkata collaborates with TiE  
FoSTaC Training

### 37 MUMBAI

Advocacy Updates  
"Raising the Bar" Recap: A Memorable Evening with NRAI Mumbai  
FoSTaC Training

### 41 HYDERABAD

FoSTaC Training

### 42 PUNE

NRAI Pune Exclusive Members Mingler  
Restaurant Associations Meeting with the Commissioner of Police  
FoSTaC Training

# CONTENTS

47 \_\_\_\_\_ Trainings & Workshops

## Features

49-60 \_\_\_\_\_ In Conversation

### 49 RACHEL GOENKA

Surround yourself with a strong support system, seek mentorship, and don't be afraid to take calculated risks.



### 51 AMIT BAGGA

Attention to detail is the most important for any hospitality business and that is why emphasising on a complete five senses experience is crucial.



### 56 SANDEEP BALASUBRAMANIAN

Our commitment to use premium quality produce has been unwavering, ensuring consistency in our offerings.



### 58 MACK JAMATIA

By blending tradition with a modern approach, we hope to redefine people's perceptions of village food.



### 60 POOJA DUA

Balancing personal and professional life is crucial for overall well-being and success.



62-66 \_\_\_\_\_ Guest Column

### 62 Going Green in the Kitchen: More than just Veggies



67-68 \_\_\_\_\_ In News - Coverages

69-81 \_\_\_\_\_ NRAI Membership  
Association Welcomes its New Members

## DISCLAIMER:

All information in the NRAI Restaurateur is derived from the reliable sources. The opinions / views expressed are solely of the writers / authors and not necessarily shared by the Association. Material used in this publication is intended for information purpose only. Readers are advised to make appropriate enquiries before acting on information contained in this publication. Contents of this publication are copyright. None of the material of NRAI Restaurateur may be reproduced, stored in retrieval system or transmitted in any form without the permission of the publication in writing. \_\_\_\_\_

# HILL STATION

— HARD CIDER ALE —

HIMALAYAN APPLE  
*Berry Twist*

5.3% ABV

HIMALAYAN APPLE  
*Original*

5.3% ABV

HIMALAYAN APPLE  
*Strong*

7.5% ABV

PACKAGING FORMATS



330ML CAN



330ML BOTTLE



TO ORDER CONTACT: TARAN PURI | [TARAN.PURI@BIRA91.COM](mailto:TARAN.PURI@BIRA91.COM)

# GRIZLY

HARD SELTZER ALE  
TASTE THE TWIST



4.5% ABV  
120 CALORIES



7.5% ABV  
180 CALORIES



4.5% ABV  
120 CALORIES

PACKAGING FORMATS



330ML CAN



330ML BOTTLE



Dear Members,

I am glad to inform that the first quarter of the year has been very eventful for NRAI with numerous activities organised across all Chapters including Knowledge Sessions, Networking Member Mixers, Coffee Meet Ups and CSR initiatives. I extend my heartfelt gratitude to all Chapter Heads for their dedicated time and efforts towards betterment of the fraternity.

NRAI also conducted two online webinars on staffing and insurance strategies for the fraternity. I would like to urge all members to stay tuned on NRAI social media handles for updates and information about the extensive NRAI Events Calendar scheduled for the year, encompassing both national and chapter events.

NRAI Bhopal Chapter has partnered with Scope Global Skills University (SGSU) to address the need for skilled manpower in the hospitality industry. Together, we have developed a restaurant-focused education program emphasizing specialized training and on-the-job experience. I extend my appreciation to Mr. Abhishek Bahety, NRAI Bhopal & Indore Chapter Head, Mr. Sachin Aggarwal, NRAI Bhopal Co-Chapter Head, and their core team for this initiative, which promises to benefit both students and Restaurant Owners.

On the advocacy front, we continue with our dedicated efforts to resolve various ongoing issues and will keep members updated on the outcomes.

I am pleased to welcome and congratulate the new core committee of NRAI Pune Chapter, led by Ms. Saili Jahagirdar Mirkar (NRAI Pune Chapter Head) and Mr. Ajinkya Udane (NRAI



**KABIR SURI**  
President, NRAI

Pune Co-Chapter Head). Under their leadership, and with the guidance of Mr. Praful Chandawarkar, NRAI Pune Chapter is poised for new heights. Food Safety Supervisor Trainings are being regularly conducted free of cost for our Members across all Chapters. Members are urged to enrol eligible staff for this mandatory certification program by contacting the NRAI Secretariat.

Your feedback is invaluable to us. Please share your suggestions with us at [prakul.kumar@nrai.org](mailto:prakul.kumar@nrai.org) or connect with the NRAI Secretariat.

Wishing an incredible year to the Fraternity!

**Kabir Suri,**  
President, NRAI



presents

# NRAI PREMIER LEAGUE 2.0



In association with



Live entertainment by Humsufi  
Delicious food | DJ Night

📅 23rd Feb 2024  
📍 Orchid Arena  
🕒 2pm to 10pm

'Your favorite restaurants competed on the cricket field'



Staff Teams of 28 NRAI Restaurant Members fought for the biggest F&B Tournament





# NRAI PREMIER LEAGUE 2.0

The second edition of the much-awaited Doctor's Choice NRAI Premier League 2.0, a dynamic fusion of culinary excellence and spirited sportsmanship, culminated in resounding success at Orchid Arena. Hosted by the NRAI Kolkata Chapter, and powered by Shyam Steel and Revsportz, the event enthralled attendees with two days of exhilarating cricket matches and delectable cuisines.

The one of a kind event kickstarted on 12<sup>th</sup> February with Staff League matches, where 28 restaurant brands competed against each other in true sportsman spirit...

The event which aims to showcase incredible talent and unity within our culinary community, is a testament to the dedication and collaboration among restaurant owners and staff members alike.

Rudresh Agarwal, one of our members and the visionary behind the league emphasized that the Doctor's Choice NRAI Premier League 2.0 has been a celebration of teamwork, passion, and excellence. It is inspiring to see the camaraderie among participants, both in the owner and staff leagues.

'Wow Momo Warriors' emerged as the winner in the Gold Cup owners' league while 'Carpe Diem,' bagged the winner's trophy in the staff league for their outstanding performances and for exemplifying the spirit of the event, symbolizing teamwork and sportsmanship.

The auction held on 12th February by Boria Majumdar, a sports historian, and attended by 100+ restaurant owners set a precursor to the event's success.

As the curtains draw on the Doctor's Choice NRAI Premier League season 2, it leaves behind a legacy of camaraderie, competition, and culinary delight. The organizers extend their heartfelt gratitude to all participants, sponsors, and attendees for their invaluable contributions to making this event a resounding success. Gearing up for an even bigger season 3!





# PUNE CHAPTER COMMITTEE

 <p><b>Ms. Saily Jahagirdar Mirkar</b> Owner Zillionth Bistro Chapter Head</p>	 <p><b>Mr. Ajinkya Udane</b> Management Board Kings Memories LLP Co-Chapter Head</p>	 <p><b>Mr. Sanat Sarpotdar</b> Owner Poona Guest House Jt. Secretary</p>
---	--	---

 <p><b>Mr. Sumair Singh</b> Managing Partner Nocone Foods LLP Jt. Secretary</p>	 <p><b>Mr. Shrijith Ravindran</b> Director Swastiga Foods Pvt Ltd Treasurer</p>
---	--





## INSIDER'S GUIDE TO F&B

POWERED BY



# LEARN HOW TO MANAGE, TRAIN AND RETAIN EMPLOYEES IN RESTAURANTS



As a part of its online series of Knowledge Sessions 'F&B Insider's Guide Powered by DotPe', NRAI conducted a session on 21st February, 2024 titled as 'Learn How to Manage, Train and Retain Employees in Restaurants' with esteemed speakers- Gauri Devidayal (Director, Food Matters India Pvt Ltd), Rohith Kumar (Chief Human Resources Officer, Westlife FoodWorld Ltd), Shaival Desai (Chief Growth Officer, Petpooja), Sashmita Nayak (GM-Human Resources, Massive Restaurants Pvt Ltd)

### The Discussion covered key points as follows

- Leave and Timing Policies
- Hiring and Retention
- Employee Engagement
- Promotions and Increments
- Employee Perks & Incentives
- How to define KPIs for different departments

In order to view the informative session, please log on to Facebook/ Youtube Channel of NRAI.



## FREE RISK ASSESSMENT & AUDIT FOR YOUR INSURANCE PORTFOLIO WITH HOSPITALITY INSURANCE EXPERT

POWERED BY



MEET YOUR MODERATOR  
**ANIRBAN SENGUPTA**  
PARTNER,  
WHAT'SUP CAFE



MEET YOUR SPEAKER  
**RAHUL AGARWAL**  
FOUNDER & CEO,  
IDEAL INSURANCE BROKERS PVT. LTD.

NRAI conducted a session on 21st March, 2024 titled as 'Free Risk Assessment & Audit for your Insurance Portfolio with Hospitality Insurance Expert' with esteemed speakers- Anirban Sengupta (Partner, Whats'Up Café) and Rahul Agarwal (Founder & CEO, Ideal Insurance Brokers Pvt Ltd)

The Discussion covered key points as follows:

- Assessing whether the policy provides adequate coverage or not
- Are the valuations done correctly
- Issues with claims
- How you reduce premiums
- Can business loss due to covid or other reasons be covered?

In order to view the informative session, please log on to Facebook/ Youtube Channel of NRAI.

# AN OPPORTUNITY AWAITS YOU: GET ACCESS TO THE RESTAURANT INDUSTRY at **INR 1 Lakh only!**

**National Restaurant Association of India (NRAI)**, the voice of the Indian Restaurant Industry is set to launch the most credible report of the Industry, **NRAI India Food Services Report 2024 (NRAI IFSR 2024) in April 2024.**

## Highlights of NRAI IFSR 2024:

1. Read by all Restaurant Owners, New Entrants, Investors, Ancillary Partners, Government Officials, Media, and more both nationally and internationally.
2. Shelf life of three years.
3. Seven City Launch events: Delhi NCR, Mumbai, Kolkata, Bengaluru, Chennai, Hyderabad and Goa.
4. After the grand success of the last four editions of NRAI IFSR Reports (2010, 2013, 2016 & 2019) and the special edition of NRAI Covid Impact Assessment Report in 2021, NRAI IFSR 2024 is the fifth edition of the Report.

For the first time, **an exclusive directory of Industry Partners is being introduced in the report.** Your Company can become a part of this Directory only at INR 1 Lakh!

## What you get in NRAI IFSR 2024?

1. Company Logo in the 'Industry Partner Section'
2. Company Details in the 'Industry Partner Section':
  - Company Name
  - Deals in
  - Contact Person's Name
  - Designation
  - Contact Details
  - City
3. Invite to the mega pan India launch event in Delhi NCR

# NRAI Chapters Updates

## COFFEE MEETUP



### CHENNAI CHAPTER

The NRAI Chennai Chapter actively engaged in a collaborative effort with other chapters by hosting a coffee catch-up event. This gathering served as a platform for members to come together, share insights, and discuss various industry-related topics. The discussions were not only focused on current industry trends but also delved into strategies to enhance the chapter's cohesion and effectiveness. Members exchanged ideas on how to leverage collective strengths, identify potential challenges, and explore new opportunities for growth within the restaurant industry.

The coffee catch-up session was not just about networking but also about fostering a sense of camaraderie among members. It provided an informal yet productive environment where everyone could freely express their opinions, concerns, and suggestions. This collaborative exchange of ideas played a vital role in shaping the direction of the chapter and aligning its goals with the needs and aspirations of its members.



# NRAI Chapters Updates

## COFFEE MEETUP



### DELHI CHAPTER

NRAI Delhi Chapter conducted a Coffee MeetUp on 14 March, 2024 at TBSP, Saket wherein industry leaders mentored young Restaurateurs on various business-related issues. This session was very helpful for startups/new entrants.



# NRAI Chapters Updates

## COFFEE MEETUP



## NOIDA CHAPTER

NRAI Noida Chapter organized a Coffee MeetUp on 14 March, 2024 with leading members of Noida Restaurant Fraternity to discuss various industry issues for the betterment of the Noida Restaurateurs.



# NRAI Chapters Updates

## COFFEE MEETUP



## HYDERABAD CHAPTER

NRAI Hyderabad Chapter held a Coffee MeetUp on 14 March, 2024 with core members of Hyderabad Chapter to discuss the strategy and various initiatives for the betterment of the Hyderabad Restaurant Fraternity.



# NRAI Chapters Updates

## COFFEE MEETUP

### MUMBAI CHAPTER

NRAI Mumbai Chapter conducted Coffee MeetUp on 14 March, 2024 at Mag St. Café exclusively for NRAI Restaurant Members. During this session, all members had very productive discussions for the betterment of the Mumbai Restaurant Fraternity.



# NRAI Chapters Updates

## COFFEE MEETUP

### VADODARA CHAPTER



NRAI Vadodara Chapter organized a Coffee MeetUp on 14 March, 2024 at The Baking Couture with Women members of the Vadodara Restaurant Fraternity. It was a wonderful opportunity for networking and building connections.



# NRAI Chapters Updates

## BENGALURU

### Advocacy Updates

NRAI Bengaluru Chapter had received a notice from the Excise Department and Election Commission about Dry Day from 4:00 pm, 14th February to 16th February midnight.

The Chapter's Core Team consulted a High Court lawyer, Mr.Arun and on his advice NRAI decided to file a RTI in the Bengaluru High Court against the liquor ban. This exercise was conducted jointly by NRAI Bengaluru Chapter and BBHA (Bruhat Bengaluru Hotel Association). The court hearing was on 14th February and was successful in getting an interim order by 4:00 pm on 14th February (Valentine's Day). Due to which all Pubs and Bars in Bengaluru were operational and overall the City of Bengaluru had a good Valentine's Night and most restaurants did very good business on the same day.



### Major Victory

After the major victory for restaurants in Bangalore on the 14th of February, saving the industry crores of rupees in losses, the **liquor ban has also been lifted in Bangalore today**, 16th Feb, from 4pm.

This comes after 3 days of rigorous litigation undertaken jointly by **NRAI, Bangalore Chapter and BBHA**, which had **first reversed the E.C. Order for a dry day on Valentine's Day**



However, the Government / EC went in for an appeal on 15th February morning and were successful in getting a stay on the Interim order. Due to which Pubs/Bars had to be closed on 15th February evening. We again approached the Police Commissioner and Excise Commissioner and got a fresh order for opening the Pubs and Bars on the 16th February evening (Friday). Once we were successful in getting the fresh order from the Commissioner of Police, all the Bars and Pubs were operational on Friday evening, which turned out to be another successful evening.

Overall by going to court and using our good officers to reach out to the Commissioner of Police, we were successful in getting 2 Business days which were a Valentine's Night and a Friday Night.

# NRAI Chapters Updates

## BENGALURU

### NRAI Women Members Meet Up

The NRAI Bengaluru Chapter hosted their first women's day special dinner for the women members on 5th March, 2024 at Lupa with an exclusive menu curated by Chef Manu Chandra.



# NRAI Chapters Updates

## BENGALURU

### FoSTaC Training

NRAI Bengaluru Chapter conducted Food Safety Supervisor Training free of cost for members on 20th March, 2024 at Long Boat Brewing Co. with 31 trainees.






# NRAI Chapters Updates

## BHOPAL

### Advocacy Updates

NRAI Indore & Bhopal Chapter have worked on getting the Corrections in Liquor License Policy of Madhya Pradesh.

The Requesting letter is attached for the reference.

 <p><b>ABHISHEK BAHEY</b> Franchisee Subway, Farsi Café, Cinnabon, Auntie Anne's Chapter Head</p> <p><b>SACHIN AGARWAL</b> Owner Anny's Artisan Bistro Cremistry Co-Chapter Head</p> <p><b>GARVIT AGARWAL</b> Owner F for Files The Garlic Bread Secretary</p> <p><b>SUNIL KANJANI</b> Owner Cde foods and restaurant Franchisee – Sagar Gaire Joint Secretary</p> <p><b>VARUN MEHTA</b> Owner The Ten Bread and Better Treasurer</p> <p><b>VARUN SEHGAL</b> CSO Butiq Ventures Pvt Ltd Butiq Hotels Joint Treasurer</p>	<p><b>NATIONAL RESTAURANT ASSOCIATION OF INDIA</b></p> <p>File Ref: NRAI/Bhopal/24-02      Date : 12<sup>th</sup> February 2024</p> <p>To, <b>Respected Shri Abhijeet Agrawal Sir</b> Commissioner MP State Excise Gwalior</p> <p><b>RE:- Extension of Bar Operating Timings for Restaurants.</b></p> <p>Dear Sir,</p> <p>1. Greetings from National Restaurant Association of India. NRAI is the Indian Restaurant Industry's leading Association. Founded in 1982 and headquartered in Delhi, we are the voice of the restaurant industry representing the interests of 5,00,000+ restaurants pan India. The restaurant industry, with an annual turnover of ~ INR 5.3 Lakh Crore is the third largest after retail and insurance in the service segment, providing direct employment to over 8 million Indians.</p> <p>2. We write to you on the above captioned subject, and at the outset would like to request you for extension of excise license bar operating timings for restaurants by two hours from the current 11:30PM/12:00 midnight up to 01:30/02:00AM. In this regard, we would like to put up the following points for your consideration please-</p> <p>a) Considering the current lifestyles trends and customer needs, it is evident that the existing timings are inadequate to meet the expectations of all concerned stakeholders, as Indore and Bhopal are moving towards metro cities, many MNC have entered Indore and Bhopal thus a better night life is a need of Cities like Indore and Bhopal to compete with bigger metros, it also boost tourism.</p> <p>b) An extension of excise operating timings up to 02:00AM will be beneficial to all concerned parties – the industry in improving business, the government in increased revenues and creating more jobs, and most importantly the consumer in having better choices.</p> <p>c) The extension in operating timings could be granted to applicants with a nominal increase in excise fee. Many States have successfully implemented Extended time policy, For Reference:</p> <ul style="list-style-type: none"> <li>• Delhi – 01.00 AM</li> <li>• Haryana – 01.00 AM (Extendable to 08.00 AM with additional fee).</li> <li>• U.P – 12.00 Midnight (Extendable to 01.00 AM with additional fee).</li> <li>• Maharashtra – 01.30 AM</li> <li>• Goa – 11 PM (Extendable to 01.00/04.00 AM with additional fee).</li> <li>• Karnataka – 01.00 AM</li> <li>• Tamil Nadu – 24 Hours for 5 Stars</li> </ul> <p>We will be happy to assist if needed the copy of policy from any of the States.</p> <p><small>4<sup>th</sup> Floor, Phase – II, PHD House, 4/2 Siri Institutional Area, August Kranti Marg, New Delhi – 110016 Ph: +91 11 4100 0987   E: info@nrai.org or bhopal@nrai.org   W: www.nrai.org</small></p>	 <p><b>ABHISHEK BAHEY</b> Franchisee Subway, Farsi Café, Cinnabon, Auntie Anne's Chapter Head</p> <p><b>SACHIN AGARWAL</b> Owner Anny's Artisan Bistro Cremistry Co-Chapter Head</p> <p><b>GARVIT AGARWAL</b> Owner F for Files The Garlic Bread Secretary</p> <p><b>SUNIL KANJANI</b> Owner Cde foods and restaurant Franchisee – Sagar Gaire Joint Secretary</p> <p><b>VARUN MEHTA</b> Owner The Ten Bread and Better Treasurer</p> <p><b>VARUN SEHGAL</b> CSO Butiq Ventures Pvt Ltd Butiq Hotels Joint Treasurer</p>	<p><b>NATIONAL RESTAURANT ASSOCIATION OF INDIA</b></p> <p>d) The present bar license policy has a provision of granting extension of two hours for a maximum of eight days in a calendar year. It is requested that this provision may please be extended to 60 days in a year in order to cater for important days/events.</p> <p>e) Such a step will also be in line with the government's policy of improving on 'Ease of Doing Business'. The restaurant industry provides a distinct character and charm to a city and will also immensely contribute to tourism.</p> <p>f) Allaying any concerns related to security issues, it is to confirm that the organised restaurant industry is committed to effectively engage with the authorities in order to address safety and security issues related to both employees and guests. In fact, a vibrant night life also contributes in making cities safer because of increased presence/movement of people. Indore and Bhopal are now Police Commissionerate and are much safer cities in lieu of security and safety.</p> <p>3. It is also relevant to state that the increase in operating timings will need to be synchronised with all other licenses issued by various departments.</p> <p>4. In view of the above, we once again request for an extension of excise operating timings for restaurants from the present 11:30PM/12:00 midnight up to 01:30/02:00AM. We sincerely hope that our proposal will be considered favourably, for which we will be ever grateful.</p> <p>5. It is our humble request that Microbreweries should also be permitted in Restaurants/Bars.</p> <p>6. The current Monthly/Annual Minimum Guarantee of Liquor Purchase should be revised, as many of the restaurants lose their business volumes due multiple factors/changes in market conditions. It is recommended that this may be calculated/reworked on basis of average of 5/10 years purchase done by a business. This will be extremely helpful for the restaurants, because they have to otherwise bear huge penalties if they are short of MG Purchases.</p> <p>Thanking you, Sincerely,  (Abhishek Bahey) NRAI - Bhopal Chapter Head</p> <p>CC : Respected Shri Amit Rathore Sir Principal Secretary Commercial Taxes Vallabh Bhavan, Bhopal</p> <p><small>4<sup>th</sup> Floor, Phase – II, PHD House, 4/2 Siri Institutional Area, August Kranti Marg, New Delhi – 110016 Ph: +91 11 4100 0987   E: info@nrai.org or bhopal@nrai.org   W: www.nrai.org</small></p>
--	---	---	---

# NRAI Chapters Updates

## BHOPAL

### FoSTaC Training

NRAI Bhopal Chapter conducted Food Safety Supervisor Training free of cost for members on 19th March, 2024 at Memsahab with 40 trainees.



# NRAI Chapters Updates

## BHOPAL

### NRAI Bhopal Chapter collaborates with SCOPE Global Skill University

“BBA in Hospitality and Restaurant Management” was launched under the joint aegis of NRAI Bhopal Chapter and Scope Global Skills University (SGSU) on Wednesday, 20th March 2023 at Vanamali Auditorium of the University. On this occasion, Sh. Shiv Shekhar Shukla, PS - Madhya Pradesh Tourism and Culture Department, was the Chief guest at the function, while Sh. Sachin Agarwal, Co-Chapter head of NRAI Bhopal Chapter, Dr. Siddharth Chaturvedi, Chancellor of Scope Global Skills University and Dr. Ajay Bhushan, Vice Chancellor SGSU were present as special guests. Other guests included Dr. Prakash Chandra Raut, Hospitality Academician from PSSCIV, Mr. Ayush Nanda, Mahatma Gandhi National Fellow and Sh. Garvit Agarwal, Secretary, NRAI Bhopal.

On this occasion, keynote speaker Sh. Shiv Shekhar Shukla said that starting a comprehensive course on Hospitality and Restaurant Management is an innovative initiative of SGSU & NRAI. This is an important step to provide skilled workforce in this sector. We are seeing the trend of organizing large-scale events and increasing travel in the state. In this context, it is necessary to achieve international standards of safety and hygiene. Also, while telling about the Seekho aur Kamao (Learn & Earn) - The Scheme for Skill Development of Minorities, he invited the NRAI organization to join it.



# NRAI Chapters Updates

## BHOPAL

While talking in detail about the new course, SGSU Vice Chancellor Dr. Ajay Bhushan said that in this three-year course, the first year is related to education on campus and the second and third years are related to hands-on experience in the industry. In this, students will also get opportunities to earn income while working. He further said that SGSU has been established with the objective of providing quality employability and quality skills to the students which makes this university unique in itself. He also said that we are also working closely with other sector skill councils.

“Today new entrepreneurs are coming into this industry rapidly. In such a situation, the importance of this course increases and I would like to urge these energetic men and women to undergo this course or short-term courses offered in this scheme. They will get a chance to learn aspects of management and will be able to improve their business and work.” Apart from this, Sachin Aggarwal told about NRAI that we have been working in this industry for the 40+ years and provide support on advocacy, skilling, knowledge sharing and legal issues faced by the industry and raise them on various forums.



# NRAI Chapters Updates

## BHOPAL

Sh. Prakash Chandra Raut said that this is a unique course in itself. Such courses have been running in other countries since a long time. But it is a good thing that it is being started in India now. He said that 1 out of every 5 jobs in the country comes from the tourism and hospitality industry as this industry contributes up to 12% to the country's GDP.

Dr. Siddharth Chaturvedi, Chancellor of SGSU said that through the BBA program in Hospitality and Restaurant Management, we have started an ideal course as per the industry. We would like to start preparing such courses according to other sectors. For this we express our gratitude to the NRAI team and the leadership provided by them. As a skill university, our aim is to promote employability of the youth by providing them skills as per the demand of the industry. In this series, BBA program in Hospitality and Restaurant Management has been started.



# NRAI Chapters Updates

## CHENNAI

### KNOWLEDGE SESSION – USE OF AI & AUTOMATION IN FOOD & BEVERAGE AND RETAIL

The Chennai Chapter hosted an insightful knowledge session in the month of February focusing on the ever-evolving topic of Artificial Intelligence (AI) and Automation, particularly in the food & beverage industry and retail sectors. The event featured three distinguished speakers who shared their expertise with the members.

The evening commenced with a warm welcome from Mr. Gandharv Dhingra, NRAI Chennai Chapter Head, followed by a brief introduction from Mr. CK Kumaravel, the Founder of Naturals. Mr. Kumaravel highlighted the significant role he envisions AI playing in future business landscapes, emphasizing its potential to add substantial value across various industries.

Dr. Maluk Mohamed, Co-Founder, Global Vice President (Research), and Head of Twin India at Twin Health Inc., was introduced by NRAI Chennai Co-Chapter Head, Balachandar R as the first speaker. Dr. Mohamed elaborated on Twin's groundbreaking precision health platform that leverages AI and Internet-of-Things technologies to address metabolic health issues, particularly in managing diabetes and chronic diseases. He shared insights into how AI is revolutionizing healthcare and its potential impact on improving patient outcomes.



# NRAI Chapters Updates

## CHENNAI

The session continued with a presentation by Mr. Jaytesh Calappakam, a digital marketing expert renowned for his mastery of AI in marketing strategies. He delved into the evolution of AI-powered marketing techniques and explored new channels that restaurants and businesses can leverage to enhance their marketing efforts effectively.



The session continued with a presentation by Mr. Jaytesh Calappakam, a digital marketing expert renowned for his mastery of AI in marketing strategies. He delved into the evolution of AI-powered marketing techniques and explored new channels that restaurants and businesses can leverage to enhance their marketing efforts effectively.

Next, Mr. Senthil Nayagam, an expert in Generative AI, showcased the transformative power of AI in creative industries such as music, movies, and animations. He demonstrated how AI can recreate music tracks and artistic works, showcasing the immense potential of generative AI technologies.

The event culminated in an engaging panel discussion moderated by Ms. Yogita Uchil, a respected Food Critic from Times Food & Nightlife. The panelists, including Athitha Kumaran (VP Business Development, HungerBox), Nishant Vijaykumar (Founder & CEO, Brownie Heaven), and Saravan Krishna M (Founder & CEO, Foodwall), shared valuable insights on the role of AI & Automation in their respective industries. The discussion delved into the growing influence of automation and AI-driven solutions and their implications for the future.



# NRAI Chapters Updates

## CHENNAI

### CSR – BLOOD DONATION DRIVE

The chapter, motivated by a sense of social responsibility and a desire to contribute positively to society, organized a meaningful event in collaboration with Apollo Hospitals & Ramsahaimal Sahuwala & Sons Charitable Trust—a blood donation drive. The primary aim was to encourage voluntary blood donation among its members and their teams, emphasizing the critical need for blood to save lives in medical emergencies and for patients undergoing various treatments.

The drive was carefully planned and executed, ensuring a smooth and efficient process for donors. Prior arrangements were made with medical professionals and staff from Apollo Hospitals to oversee the donation process, ensuring all safety protocols were strictly adhered to.

Members of the chapter, along with their teams, actively participated in the event, demonstrating their commitment to making a tangible difference in the community. Their willingness to donate blood not only reflected their compassion but also highlighted the spirit of unity and collective responsibility.

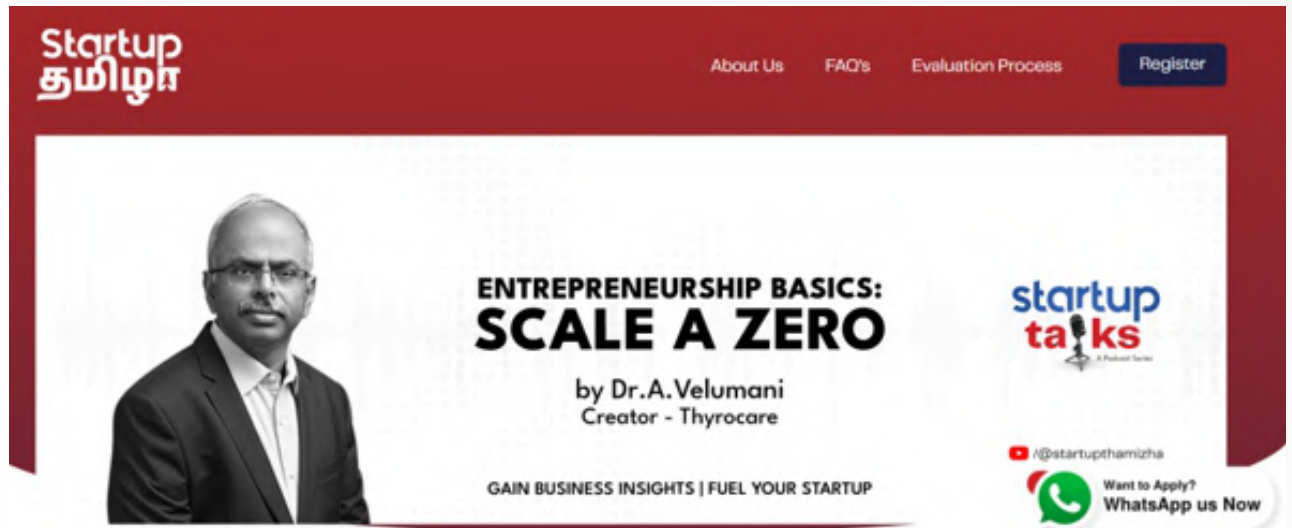
By organizing such initiatives, the chapter not only promotes a culture of giving back but also raises awareness about the importance of regular blood donations for maintaining adequate blood supplies in healthcare facilities. Overall, the blood donation drive was a successful and impactful endeavor, showcasing the chapter's dedication to meaningful social causes.



# NRAI Chapters Updates

## CHENNAI

### STARTUP THAMIZ PARTNERSHIP – UPDATE



Startup Thamizha, an initiative under Startup TN by the Tamil Nadu Government, is Tamil Nadu's inaugural business reality show presented in the Tamil language. The Chennai Chapter recently partnered with them as their ecosystem partner, strengthening their dedication to promoting entrepreneurship in the region.

The jury panel consists of prominent investors and angels from Tamil Nadu and worldwide. Following its launch, Startup Thamizha experienced overwhelming success, receiving a remarkable 1600 applications. After thorough screening, 350 applicants have advanced to the second round.

There was significant participation of food and beverage applicants among the diverse pool of participants. Startup Thamizha's achievements reflect Tamil Nadu's thriving entrepreneurial ecosystem, supported by strategic collaborations like the one with the Chennai Chapter, showcasing innovative business ideas and fostering growth opportunities in the state for our members.

# NRAI Chapters Updates

## CHENNAI

### FoSTaC Training

NRAI Chennai Chapter conducted Food Safety Supervisor Training free of cost for members on 21st February, 2024 at Twisty Tales with 40 trainees.



# NRAI Chapters Updates

## NOIDA

### NRAI Noida Chapter Member Mixer

The NRAI Noida Chapter hosted a member mixer on March 28, 2024 at F Bar and Lounge. The event proved to be both enjoyable and productive for Member Fraternity.



# NRAI Chapters Updates

## GURUGRAM

NRAI Gurugram Chapter Head, Mr. Joy Singh hosted a Member Mixer for the members of NRAI Delhi NCR Chapter on 28 February, 2024 at Raasta, Gurgaon. It was very fun, interactive and networking evening which was thoroughly enjoyed by all the members present at the event.



# NRAI Chapters Updates

## KOLKATA

NRAI Kolkata Chapter took center stage as the Ecosystem partner for TiE Kolkata HR Summit 2024, a remarkable event held on March 9th, 2024, at Altair, summit designed to be a beacon of knowledge for 'People, Purpose, and Profit.' The highlight of the event was a stellar line up of eminent speakers from across India, offering an unparalleled blend of panels and keynote sessions that included-Attracting & Hiring Top Talent; Effective Compliance Strategies; Employee Engagement & Retention; Upskilling & Reskilling Dynamics.



# NRAI Chapters Updates

## KOLKATA

### FOSTAC Training

A periodical free of charge Food Safety Supervisors training (FOSTAC) was organized for the supervisors/ employees of restaurant members on 21<sup>st</sup> March, 2024. The intent of these training sessions at regular intervals is to keep up with the industry food safety norms. We're committed to keeping our valued partners updated with industry norms for a safer dining experience. Together, we're raising the bar for food safety standards!



# NRAI Chapters Updates

## MUMBAI

### Advocacy Updates

- Liaison with State Excise for roll back of Increase in License Fees for FY 24-25
- Liaison with State Government on issues faced with respect to illegal Mathadi Unions
- Liaison with MCGM for Ease of Doing Business

### Unified Efforts Yield 5% Excise Fee Rollback for Hospitality Industry

The National Restaurant Association of India (NRAI), with key leadership from Ms. Rachel Goenka, Mr. Pranav Rungta, and Mr. Dhruveer Gandhi, has successfully advocated for a 5% rollback in excise fees, marking a significant victory for the restaurant and hospitality sector. This achievement not only provides financial relief to our members and license holders but also demonstrates the power of collective advocacy. We also recognize the efforts of fellow associations like AHAR and HRAWI, whose contributions have been vital in this endeavor. This collaborative success underscores our industry's resilience and the importance of unity in addressing common challenges.

### "Raising the Bar" Recap: A Memorable Evening with NRAI Mumbai Chapter



The recent "Raising the Bar" event hosted by the NRAI Mumbai Chapter at GIGi was nothing short of spectacular. Picture a cocktail mixer where the air buzzes with the energy of the restaurant industry's brightest, glasses clink in celebration, & the room is alive with anticipation for the insights & stories from Mr. Pawan Shahri of Chrome Hospitality & Mr. Pankaj Gupta of Flavour Pot Foods. This gathering was designed to mix fun with wisdom, offering a unique blend that only those in the hospitality world could truly appreciate.

# NRAI Chapters Updates

## MUMBAI

### The Highlight of the Night

Pawan and Pankaj were not just speakers but the very essence of what made the evening special. Pawan shared his expertise on creating unforgettable experiences for diners, emphasizing the importance of adapting to the digital age while keeping the human touch alive. Pankaj's insights into building a successful brand through quality, innovation, and strong partnerships were equally compelling, making every word count in the lively atmosphere of GIGi.

### Engaging and Enlightening

The event truly shone during the interactive Q&A session, where the formalities of typical gatherings gave way to genuine conversations, hearty laughs, and insightful exchanges. It felt more like a reunion of old friends, united by their passion for the restaurant industry, than a conventional industry event.



# NRAI Chapters Updates

## MUMBAI

### Walking Away Richer

As the night drew to a close, it was evident that "Raising the Bar" had delivered on its promise. Beyond the great company and delicious cocktails, it was the insights, the shared experiences, and the sense of community that made the evening invaluable. Whether it was a new strategy, a solution to a lingering problem, or simply the joy of connecting with peers, everyone left with something precious.



### Conclusion

The NRAI Mumbai Chapter's "Raising the Bar" was an exemplary event that beautifully combined enjoyment with education. The outstanding turnout, engaging discussions, and invaluable insights made it a night to remember. If you weren't there, make sure to join next time for an experience that marries the art of cocktails with the science of hospitality success. Here's to many more such inspiring evenings!

# NRAI Chapters Updates

## MUMBAI

### FoSTaC Training

NRAI Mumbai Chapter conducted Food Safety Supervisor Training free of cost for members on 27th February, 2024 at Copper Chimney with 40 trainees.



# NRAI Chapters Updates

## HYDERABAD

### FoSTaC Training

NRAI Hyderabad Chapter conducted three FoSTaC training sessions for chapter members on January 22, 2024. Over the course of three sessions, more than 120 staff members from 50 different brands in Hyderabad received training free of cost on Food Safety and Hygiene from IHM Shri Shakti. The training was well-received by all participants.



# NRAI Chapters Updates

## PUNE

### NRAI Pune Exclusive Members Mingler

NRAI Pune Chapter hosted a vibrant Members Mingler on Tuesday, 6th February 2024 on the topic **Toasting to the Freshest Trends in F&B - Beverages Leading the Culinary Evolution.**

The event held at Fat Pigeon Bar Hop, Kalyani Nagar transformed into a hub of networking, passions and delectable delights. The evening unfolded with an interactive panel discussion on the latest trends shaping the beverage revolution of the culinary world .

The evening also featured a selection of wine by **Frizzano** , beer by **Bira** , gin by **>** , other spirits by **Diageo** & mixers by **Svami**.

The highlight of the evening was the introduction of the new Managing Committee that would take over from April comprising of dynamic young Restaurateurs from the city with Ms. Saili Jahagirdar assuming the role of the new Chapter Head , Adv. Ajinkya Udane being the Co-Chapter Head , Mr. Shrijith Ravindran being the Treasurer & Mr. Sanat Sarpotdar & Sumair Singh assuming the roles of Joint Secretary.

Overall the Mingler was a testament to the power of collaboration and shared enthusiasm. It served as a reminder that, beyond the kitchen doors, a vibrant community of individuals is shaping the future of the restaurant industry, one connection at a time.



# NRAI Chapters Updates

## PUNE

### NRAI Pune Chapter met with the Commissioner of Police

In a proactive move towards fostering collaboration and addressing concerns within the community, the members of the NRAI Pune Chapter recently convened a crucial meeting with the Commissioner of Police. The focus of this gathering was to discuss and resolve issues pertaining to operating hours and other related matters affecting the restaurant industry.



The dialogue unfolded as a constructive exchange between restaurant representatives and law enforcement authorities. Timings emerged as a central theme, with participants engaging in open discussions to strike a balance between the vibrant nightlife offered by restaurants and the community's need for peace and safety.

The Commissioner of Police, acknowledging the importance of a flourishing culinary scene, expressed a commitment to finding common ground. Solutions were explored to enhance communication channels, ensuring that restaurants and law enforcement work hand-in-hand to address concerns promptly. The meeting also paved the way for the establishment of clearer guidelines that align with the dynamic nature of the restaurant industry.

By the end of the session, a collaborative framework had been established, emphasizing mutual understanding & cooperation. NRAI Pune Chapter's Core Team & the Commissioner of Police left the table with a shared vision of a harmonious relationship, recognizing that a thriving culinary landscape can co-exist with community well-being through effective communication and thoughtful solutions.

# NRAI Chapters Updates

## PUNE

### AI IMPACTING HOSPITALITY - A New Era

In our recent session conducted by **the NRAI Pune Chapter**, we delved deep into the transformative influence of Artificial Intelligence (AI) on the hospitality industry. As technology continues to reshape the landscape of customer service and operational efficiency, understanding these advancements becomes paramount for staying ahead in the competitive market.

The key takeaways from the sessions were AI empowers Restaurateurs to tailor experiences based on individual preferences. From personalized menu suggestions to targeted marketing campaigns.

Efficiency lies at the core of any successful restaurant. AI-driven solutions optimize various facets of operations, including inventory management, staff scheduling and even kitchen workflow.

Maintaining a safe and secure environment is non-negotiable in the hospitality industry. AI-powered surveillance systems can detect anomalies in real-time, ensuring the safety of both patrons and staff. AI solutions aid in minimizing food waste through predictive inventory management and optimizing energy usage, thereby promoting eco-friendly practices while reducing costs.

It was indeed a very informative session & saw participants from all sections of the hospitality industry come together and delve deeper into the world of AI and later interact over cocktails & dinner.



# NRAI Chapters Updates

## PUNE

### FoSTaC Training

NRAI Pune Chapter conducted Food Safety Supervisor Training free of cost for members on 06th March, 2024 at Malaka Spice with 38 trainees.



# Did You Know Your Restaurant is Bleeding Money Due To **Broken Logistics**?

## pidge

A Unified Platform for All **Same-City Logistics** Needs

**60%**

Increase in ORDER  
FULFILLMENT

**26%**

Reduction in  
LOGISTICS COST

**60%**

4X Improvement  
in CUSTOMER  
SATISFACTION



Integrate with DotPe,  
PetPooja, and more



Seamless Deliveries with  
Smart Allocation



Manage and Optimize  
1PL, 2PL, 3PL Networks



Live on ONDC



Trusted By:

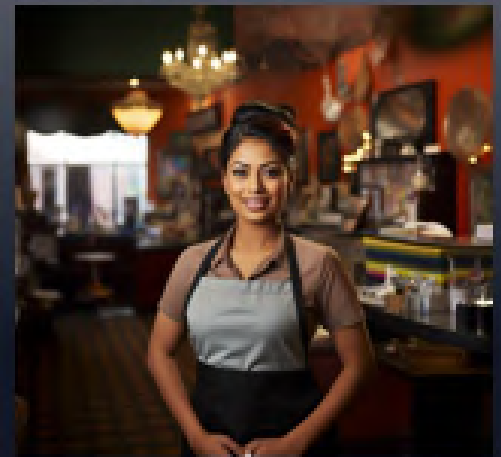
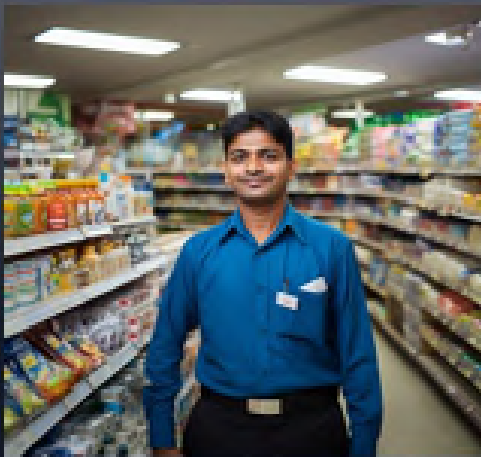


# NRAI CONDUCTS FOOD SAFETY SUPERVISOR'S TRAINING PROGRAMME

NRAI, being a training partner with FSSAI for mandatory requirements of Food Safety Supervisors is conducting training in Delhi, Mumbai, Kolkata, Bangalore, Bhopal, Chennai & Pune.

Members are requested to avail facility and forward the name of the personnel to be trained to [sneh.lata@nrai.org](mailto:sneh.lata@nrai.org).





# Staff Attendance Solution

for all types of businesses & their unique needs



+91 6357 191 925

[inquiry@petpooja.com](mailto:inquiry@petpooja.com)



## SURROUND YOURSELF WITH A STRONG SUPPORT SYSTEM, SEEK MENTORSHIP, AND DON'T BE AFRAID TO TAKE CALCULATED RISKS.

Rachel Goenka  
CEO, The Chocolate Spoon Company Private Limited  
NRAI Mumbai Chapter Head

*Rachel attended The Ballymaloe Cookery School in Ireland, training under celebrity chef Rachel Allen, and then moved to Le Cordon Bleu in London to specialize in patisserie*

Please tell us about yourself.  
What inspired you to become a Restaurateur?

I have always had a passion for food and hospitality. Growing up, I was exposed to diverse cuisines and flavors, which sparked my interest in the culinary world. After completing my education and gaining some experience in the industry, I realized that I wanted to pursue my own venture and share my love for food with others. This aspiration led me to become a Restaurateur.



How did you come out with such a unique name for your brand 'Sassy' and what makes it stand out?

I was always keen that my first brand would have to be a reflection of myself and my personality and I think “sassy” describes that best. I envisioned a place where people could enjoy delicious food in a fun and lively environment. The word 'Sassy' embodies that spirit of boldness and confidence, which we strive to reflect in everything we do. It stands out because it resonates with our target audience and sets us apart as a brand that is dynamic and full of personality.

### What are your expansion plans?

Our expansion plans include opening new outlets in key locations across India. We aim to bring our unique blend of delectable cuisine and vibrant ambiance to more cities, catering to a wider audience of food enthusiasts. Additionally, we are exploring opportunities for strategic partnerships and collaborations to further enhance our brand presence and offerings.

### What will be your success mantra for other female leaders?

My success mantra for other female leaders is to embrace authenticity, resilience, and continuous learning. It's essential to stay true to yourself, remain adaptable in the face of challenges, and never stop seeking opportunities for growth and improvement. Surround yourself with a strong support system, seek mentorship, and don't be afraid to take calculated risks.

### As a mother of two, how do you balance your personal and professional life?

Balancing my personal and professional life is definitely a juggling act, but it's all about

and time management. I make sure to allocate dedicated time for my family, whether it's spending quality time with my children or participating in family activities. At the same time, **I am fully committed to my professional responsibilities and ensure that I maintain a healthy work-life balance by delegating tasks, setting boundaries, and practicing self-care.**

### As the head of the NRAI Mumbai Chapter, what strategies do you have in place for the future, and how do you plan to support the restaurant community in Mumbai?

As the head of the NRAI Mumbai Chapter, my primary focus is on advocating for the interests of the restaurant community and addressing key challenges facing the industry. We have several strategies in place for the future, including fostering collaboration among members, engaging with Government Authorities to address regulatory issues, and promoting sustainable practices within the restaurant sector. **Our goal is to create a supportive ecosystem that enables the growth and success of restaurants in Mumbai while also enhancing the dining experience for consumers.**





## ATTENTION TO DETAIL IS MOST IMPORTANT FOR ANY HOSPITALITY BUSINESS AND THAT IS WHY EMPHASISING ON A COMPLETE FIVE SENSES EXPERIENCE IS CRUCIAL.

Amit Bagga,  
Co-Founder, CEO & CMO,  
Daryaganj Hospitality  
NRAI Delhi Co-Chapter Head

*'Amit Bagga is a natural innovator, infusing his ventures with creativity and in-turn setting new trends. He is gifted with a creative bent of mind and an astute eye for detail that ensures his products' superiority.'*

### How did you end up in the Hospitality Industry and what has your experience been like so far?

I started my journey driven by a deep-rooted passion for the hospitality business, despite my family's strong ties to the automobile sector by the name of Bagga Link Group. In 2010, I co-founded a Restaurant Bar chain with a friend, aiming to gain valuable insights and learn the ropes of the industry. The bar focussed brands I co-founded were very successful but over a period of time I ended up focusing on food centric brands, and that's when i co- founded Daryaganj Restaurants.

It has truly been a rollercoaster journey, with its fair share of highs and lows, but the experience of being a restaurateur is undeniably gratifying.

### Why did you pivot to food focussed brands from bars, what were your thoughts before opening Daryaganj?

The absence of a loyal customer base and regulatory challenges in the Bar segment made me question the business's long-term sustainability. Hence, I made the decision to pivot

to the food-focused, family-dining segment in 2019.

In India, there are only two forms of entertainment for families, either going out for a movie or dining out. This is also one of the reasons why I decided to concentrate on the Family-oriented Casual Dining Space.

I co-founded the brand "**Daryaganj - By the Inventors of Butter Chicken and Dal Makhani**" in 2019, with my partner Raghav. "**Daryaganj - By the Inventors of Butter Chicken and Dal Makhani**" to the roots, celebrating the culinary legacy of Mr Kundan Lal Jaggi (Raghav's grandfather and the Inventor of Butter Chicken & Dal Makhani) and the resilience and innovation of the Punjabi refugees who migrated to Delhi after the partition of India.

Daryaganj provides a best-in-class dining experience, blending old-world flavours and closely-guarded recipes with a talented and creative team. The restaurant's meticulous design reflects attention to detail, creating a seamless fusion of the past and present, engaging all five senses for a memorable dining experience.

Our mission at Daryaganj is to create a worldwide North Indian Punjabi Casual Dining Restaurant Brand backed with consistent quality food, warm service & an overall five senses experience par excellence at a reasonable price. We want this cuisine to become the most popular cuisine among India's young generation.

**The Brand's conceptualization was guided by the following key principles:**

- **Authentic North Indian Family Restaurant** - Our Motive was to **revive authentic classic North Indian** cuisine in a contemporary setting, serving North Indian cuisine that is simple and straightforward, keeping it light on the palate to appeal to all generations.
- **Average per Cover/Person** - We wanted to **Price at the sweet spot** between economy and luxury.
- **Outlet size** - Minimum **1800 to 2500 sq. ft.** maximum, so as to keep the demand higher than the supply.
- **Complete sensory experience** - **Evoke all the 5 senses**, ie. Taste, Touch, Sight, Smell and Sound, to create the most positive vibe.
- **Maximum Revenue Channels** - Kulfi kiosk, home catering and corporate meal boxes apart from delivery and dine-in to result in the **highest revenue per sq. ft in our segment.**
- **Brand Culture** - A strong foundation of integrity, innovation, excellence & empathy with a **360 Degree** focus on customers, employees, vendors, and shareholders.

**What are your signature dishes? Why do you feel they are most popular?**

There is no doubt that our signature dishes are none other than the two most popular Indian dishes of the world which are the inventions of Mr. Kundan Lal Jaggi – Butter Chicken and Dal Makhani.

Dal Makhani is the best selling dish on the menu, followed by Butter Chicken. Dal Makhani is the ideal side dish, providing a perfect balance of flavours. Our version is distinct – light on the palate, made without cream but with fresh-churned butter, making it the most cherished dish on the menu. 90% of our orders include Dal Makhani, and even those coming primarily for the Butter Chicken and Butter Paneer often add it to their meal.



Speaking of our Butter Chicken, we offer two distinct versions: The **Original 1947 Butter Chicken** and Today's Butter Chicken. The Original 1947 Butter Chicken is a recipe, we have recreated and reconstructed it to be the closest to the way it was in 1947. Our Original 1947 Butter Chicken, a testament to historical authenticity, boasts a robust, **coarse gravy with a thick texture**-a nod to the bygone era without mixers or grinders. Crafted with **on-the-bone Tandoori chicken** and **abstaining from cream**, it preserves the essence of tradition. Conversely, Our **Today's Butter Chicken** is a captivating modern masterpiece. Its **smooth, velvety-textured gravy**, crafted from **boneless chicken tikka**, epitomises contemporary indulgence.

This commitment to authenticity sets our Butter Chicken apart and adds to the overall appeal of our menu.



**What do you think is the most important thing to look at before starting a restaurant brand?**

Attention to detail is the most important for any hospitality business and that is why emphasising on a complete five senses experience is crucial. Unlike other retail segments that only cater to four senses, we have the unique ability to engage the fifth sense-The

Sense of Taste-which not everyone can tap into.

We have created a concept called **THE FIVE SENSES DINING By Daryaganj** and the restaurant has been carefully designed, with great attention paid to detail, evoking each of the five senses of the diner with a seamless blend of the past and the present in the following ways:

**Taste** - Robust & nostalgic flavours with today's best quality ingredients.

**Touch** - Finest old world and contemporary materials that come In Touch.

**Sight** - Chic Contemporary retro decor elements in a timeless Retro Setting.

**Smell** - A signature fragrance with a blend of traditional Indian and contemporary notes.

**Sound** - Soulful and unplugged old classic tunes sung by today's artists.

**What is your recipe of success?**

The recipe for my success revolves around these fundamental mantras:

**PASSION & PERSEVERANCE** - Passion and perseverance are the most important, because in any business there will be a lot of ups and downs and you will have to have perseverance to go after the goals with determination and refusing to give up easily is vital for long-term success. If you have the passion, you will persevere to see through it.

**ATTENTION TO DETAIL** - Success lies in paying meticulous attention to small details, revealing hidden and mysterious elements that can make a significant difference and focussing on the five senses of the customer.

**BEING PROACTIVE** - Success often hinges on being in the right place at the right time and staying attuned to changing industry norms.

**KEEP EVOLVING** - Regardless of age, there is always room for learning and growth. A constant hunger for learning, coupled with experimentation, innovation, and setting new trends, is essential.

**EMPATHY** - Understanding others by putting oneself in their shoes is a key factor. The most successful companies are often the most empathetic ones.

**HONESTY, LOYALTY & INTEGRITY** - I firmly believe that honesty and integrity are the cornerstone of a successful business. Building loyalty and trust among customers, employees, shareholders, and vendors is crucial.

**HARD WORK** - I firmly believe that the harder you work, the luckier you get. Hard work is a non-negotiable ingredient in the recipe for success.

### How did you manage to survive post COVID?

Surviving the challenges post-COVID, particularly the impact of three lockdowns, was undoubtedly a testing period for us. Our journey began with the opening of our first outlet at Worldmark - 1, Aerocity, in April 2019, followed by the second one in Connaught Place in October, and the third in Pacific Mall in February 2020. Unfortunately, just a month before our scheduled first-anniversary celebration in April 2020, the COVID-19 pandemic struck.

Enduring four months of closure during the initial lockdown and facing another setback a year later with an additional two months of shutdown, we efficiently navigated subsequent lockdowns. Despite these challenges, we seized the opportunity to venture into delivery services, a realm initially unplanned.

Adapting to the circumstances, we pivoted to deliveries and launched the world's first 'Five Senses Delivery' concept during the first lockdown, and surprisingly, it turned out to be a significant opportunity for us. Currently, our delivery segment contributes to 23% of our overall revenue. The resilience demonstrated during these adversities not only helped us weather the storm but also led to unexpected avenues of growth.

Ultimately, all pre-COVID stores remained operational without any closures. Moreover, we expanded by opening a few more stores immediately after the second lockdown ended.

**Daryaganj has recently become the first casual dining chain in the country to be featured on Shark Tank India. Please share your experience with us.**

It was a significant milestone for us to be featured on Shark Tank India. We are the first ever casual dining chain in the country to be featured and funded on Shark Tank Season 2. Reflecting on our strategy and experience, I must emphasise the importance of taking initiative and seizing opportunities.

'I believe to win a lottery you need to at least buy a ticket' which simply means to achieve something really big you need to at least try and not expect it to happen on its own. This philosophy inspired me to apply for Shark Tank after stumbling upon a post about it while browsing random websites. Little did I anticipate making it to the final round and securing funding. The entire journey was a remarkable experience. We underwent five rigorous rounds before finally reaching the studio to pitch directly to the sharks.

Our primary objective was not centred solely on raising money but to get visibility for the brand; also, we believe the sharks' experience and network are unmatched. The brand visibility has increased incredibly, with our feature on national television marking a significant milestone for Daryaganj. We got a staggering 80 lakh views on national television and a matching viewership on OTT platforms, another additional 4 million views on YouTube, achieving an astounding total of nearly 2 crore views.

Following our successful appearance on Shark Tank, our sales witnessed a significant surge. Our delivery sales increased by 2.5x, while dine-in sales rose by 1.5x (up to the maximum capacity we could serve). What's remarkable is that we managed to retain the surge in business because numerous new customers discovered us for the first time after watching us on Shark Tank, and they have since become regular patrons, thus sustaining the surge. The response overall had been overwhelming.

### Mention your key recognitions/ awards.

We have received an overall **37 awards** in varied categories in just 4 years

I have been honoured with 7 “**Restaurateur of the Year**” awards by numerous esteemed organisations like Economic Times Hospitality 'Restaurant Icon of the Year' and 'Restaurateur of the Year' awards from Restaurant India, BigFood, Food Connoisseurs India, International Hospitality Council London & IIHM etc.

We were awarded “**The Best in Butter Chicken**” in Delhi & Noida by actual users at the “Zomato Users choice awards” and 4 other awards for best Butter Chicken and Dal Makhani.

We received 4 awards for the “**Highest revenue per square ft**” by mall owners, including DLF Malls and Pacific Malls

We won 13 awards in the **Best North Indian & Best Restaurant** Category.

Apart from the above we have been awarded for

categories like **Game changer, Fastest Growing, Best Packaging, Best in Innovation, Best in Interior Design, Best Family Friendly** restaurant.

Making our appearance on Shark Tank India, we were chosen amongst 5 lac applicants, making it to the final 100.

### How do you feel to be NRAI Delhi Co-Chapter Head?

Serving as the NRAI Delhi Co-Chapter Head is truly an honour, and I express my gratitude to the Managing Committee for entrusting me with this responsibility. This role provides me with a meaningful platform to enact positive change and make a difference. Embracing this opportunity and immense support from the members, I could initiate impactful CSR activities and implement engaging strategies to attract new members and foster their active involvement. I am enthusiastic about contributing to the growth and success of NRAI, making a lasting impact on our community and industry.





## OUR COMMITMENT TO USE PREMIUM QUALITY PRODUCE HAS BEEN UNWAVERING, ENSURING CONSISTENCY IN OUR OFFERINGS.

Sandeep Balasubramanian  
Director,  
Clipper Foods India Pvt Ltd  
NRAI Hyderabad Co-Chapter Head

*An engineering and management graduate, Sandeep operates two award winning Japanese - forward Asian restaurants in Hyderabad - Hashi and Hashi Izakaya.*

### What inspired you to leave your full-time corporate job and follow your passion?

My transition into the F&B industry was a natural progression stemming from my professional background as a Key Account Manager, where I closely collaborated with renowned brands like Red Bull and Pernod Ricard, where I interacted with the World of Restaurants, Bars, and Clubs on a daily basis. This exposure ignited a profound passion for the F&B sector, prompting me to seize the opportunity to venture into entrepreneurship. Following a relocation back to Hyderabad and spurred by personal circumstances, my wife and I saw this as the perfect moment to launch our entrepreneurship journey. We shared a collective vision and in 2017, established our first outlet.

### How did you come out with the unique name for your brand?

When we decided on opening our first outlet, we recognized that only a handful of fine dining establishments offered Japanese fare in Hyderabad, we saw this as an opportunity to introduce a more approachable and casual dining experience to the scene. Our goal was to create a welcoming space where patrons could enjoy fine dining quality food without feeling intimidated by the atmosphere. Hence, we aimed for a name that was easy to pronounce and reflected the essence of Japanese cuisine. After deliberation, we settled on "Hashi," meaning chopsticks, a universally recognized tool in Asian cuisine. With its two-syllable simplicity and cultural significance, Hashi encapsulated our vision of offering and inviting dining experience centered around Japanese culinary delights.



## How are you planning to expand your business?

We've grown tremendously from where we started. When we opened our first outlet, we were a 500 square feet, 12-seater restaurant, and we moved from there in under a year. We opened a multi-format outlet where we worked with multiple brands in one single space in the first year. Then we opened our flagship restaurant in Jubilee Hills in Hyderabad, which is a prime location, within a year of setting up our first outlet. And then we opened our second flagship standalone outlet in 2020. And then we relocated our restaurant from Jubilee Hills into another location in Jubilee Hills where we started serving cocktails and sake. Our growth has been in Hyderabad and around areas and clusters of Hyderabad. We would like to create more new concepts around Japanese cuisine. Our idea would be to set up and explore more Japanese and Asian cuisine in Hyderabad. We are exploring other opportunities as well, but it's too soon to say anything and comment on it. But hopefully you'll hear about it very soon.

## You are in a second tenure on a Hyderabad Core Committee, please share your journey with us.

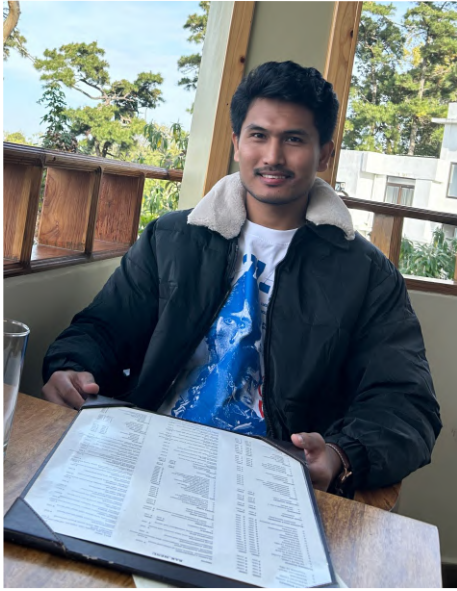
Being a part of the NRAI (National Restaurant Association) has been an immensely rewarding journey for us. Attending our first event in Delhi was a pivotal moment, where we were exposed to a wealth of knowledge and connected with Industry peers. This experience highlighted the power of unity within the industry and ignited our passion for giving back to both society and the business community.

Collaborating with the NRAI, I was able to play a significant part of The India Restaurant Conclave, a flagship event of the NRAI Hyderabad Chapter that garnered significant attention and participation and has created a benchmark in NRAI now. Since then, we've organized numerous curated events focusing on CSR initiatives, Knowledge Sessions, and training programs. Engaging with NRAI members from across the country has been truly enriching, and we're excited to continue hosting impactful events and contributing to the growth and development of the F&B industry during our current tenure.

## Hashi has been awarded the 'Best Japanese Cuisine Dining Award'. What is your success mantra which makes your brands unique from others?

Our approach has always been guided by a clear focus on quality. Recognizing the paramount importance of maintaining high standards, especially in Asian and Japanese cuisine, we made it a priority from the outset to source only the finest ingredients, regardless of cost. This commitment to using premium-quality produce has been unwavering, ensuring consistency in our offerings. By working closely with experienced chefs who possess a deep understanding of Japanese cuisine, we have established a reputation of consistency and minimum guarantee with our customers in delivering top-notch Japanese food in Hyderabad. Our dedication to consistently delivering quality has resonated with the people of Hyderabad, earning us their love and support, as evidenced by multiple awards and accolades bestowed upon our restaurant.





## BY BLENDING TRADITION WITH A MODERN APPROACH, WE HOPE TO REDEFINE PEOPLE'S PERCEPTIONS OF VILLAGE FOOD.

**Mack Jamatia**  
 Founder,  
 Kaami Boutique Cafe

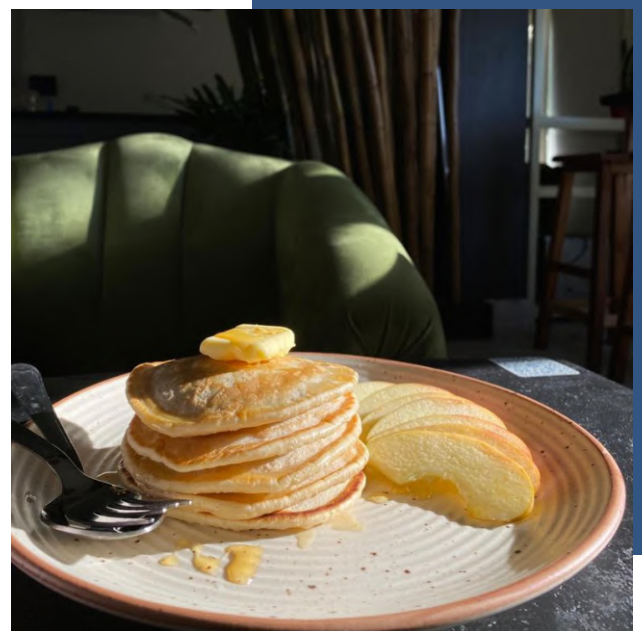
*Mack Jamatia's diverse background in art, graphics design, photography, and now running a café has equipped him with a versatile skill set and a unique perspective*

### What inspired you to become a Restaurateur?

I was inspired to become a Restaurateur by several factors. Firstly, I observed a significant lack of options for Tripuri cuisine in Agartala, a cuisine I was deeply passionate about. Despite the delicious homemade dishes prepared by my mother, there were no restaurants offering authentic Tripuri cuisine to the public. Additionally, the café scene in my city was limited, particularly for those seeking breakfast or brunch options. Especially coffee was also not readily available at the time. Motivated by my passion for experimenting with food and sharing it with others, I saw an opportunity to address these gaps in the market. Furthermore, the encouragement from my friends and family, combined with the challenges I faced as a fashion photographer post-lockdown, solidified my decision to venture into the culinary world. The closure of my photography studio served as a turning point, pushing me to explore and introduce Tripuri cuisine and breakfast options to a wider audience.

### What is the story behind your unique brand name?

The name 'Kaami' means 'village' in Kokborok, the language of Tripura. I chose this name because I wanted to bring the essence of village life into my café. In Tripura, many people view their traditional food as something only enjoyed at home, not in upscale restaurants.



So, I decided to create a space where people could savor village-style cuisine in a cozy setting. Essentially, it's a modern village concept where you can enjoy carefully curated cuisines alongside authentic Tripuri dishes.

At 'Kaami,' we aimed to capture the relaxed ambiance of a village. That's why we incorporated upcycled furniture and bamboo decor, reminiscent of the villages in Tripura. We're committed to providing our customers with a comfortable and welcoming experience.

Our goal is to showcase that Tripura cuisine is not just about homemade meals—it's flavorful and deserves to be enjoyed beyond the confines of home. By blending tradition with a modern approach, we hope to redefine people's perceptions of village food.

### What operational challenges do you face and how do you resolve them?

Operating a cafe comes with its share of challenges, but we've developed strategies to overcome them effectively. One common challenge is maintaining consistency in food quality and service, especially during peak hours. To address this, we prioritize staff training and ensure clear communication among team members. Regular performance evaluations help identify areas for improvement and ensure everyone is aligned with our standards. Another challenge is managing inventory and controlling costs. We've implemented efficient inventory management systems to track stock levels and minimize wastage. Additionally, we regularly review our menu and pricing to optimize profitability without compromising on quality. When it comes to customer service, we strive to anticipate and address potential issues proactively. We encourage open communication with customers to gather feedback and make necessary adjustments to improve their experience. **This customer-centric approach helped us build strong relationships and loyalty within our community.** Moreover, coming from an artistic background rather than a business one, and with no prior family experience in business, I see this venture as a hands-on learning experience. **Making mistakes and learning from them is all part of the journey for me.**



### What are your expansion plans?

We have exciting expansion plans in the pipeline for our cafe. One of our main focuses is to broaden our reach within the local community by expanding our kitchen area. This will allow us to serve more customers and introduce our unique brand and offerings to more people. Additionally, we are also exploring the option of bringing on a strategic partner to help us grow, should the opportunity arise. We have also recently started catering for weddings & parties. Furthermore, we're constantly innovating and refining our menu to cater to evolving tastes and preferences. We aim to introduce new and exciting dishes while staying true to our commitment to quality and authenticity. Ultimately, I want this brand to be known as a brand of Tripura that serves curated cuisines from around the world, with a focus on authentic Tripura cuisine.

### One tip you would like to offer to youngsters aspiring to enter the restaurant business.

I would say, **to begin small - start with a cloud kitchen, make mistakes, learn from them, and if you manage to build a customer base within your community,** then choose your best-selling items from the menu and plan for an offline or dine-in store.



## BALANCING PERSONAL AND PROFESSIONAL LIFE IS CRUCIAL FOR OVERALL WELL-BEING AND SUCCESS.

**Pooja Dua**  
 Founding Partner,  
 Ish Interiors

*She is an interior designer and a dog lover, enjoys design hunts from different places and loves traveling to different places.*

### What makes ISH Interiors stand out amongst other designers?

Our company has a combination of unique qualities, approaches and strengths. Whereby, we turn an ordinary space into functional and a user one, taking into account the key elements and principles of interior design. We offer personalized design solutions tailored to each client's preferences, lifestyle, and needs. We practice Continual Learning and Innovation & stay updated on the latest trends, technologies, and design techniques.

### How will ISH Interiors help with the F&B industry?

Our company offers interior design services like: space optimization, branding and the development, compliance and regulation, sustainable design solution, technology integration and project management.

### Any message /tip you want to give to your fellow entrepreneurs?

Certainly! As we navigate the ever-changing landscape of business, Let's remember that resilience, adaptability, and innovation are our greatest assets. let's embrace them as opportunities for growth and learning.

### How do you balance your personal and professional life?

Balancing personal and professional life is crucial for overall well-being and success. Establish clear boundaries & define specific work hours as much as possible. Prioritize tasks based on their importance and urgency and saying no to requests or commitments that don't align with my priorities.

### How is your experience with NRAI?

A wonderful one, which is of a natural appreciation and growth, excellent networking with fun and profile.



**WORKING FOR THE INTERESTS OF  
THE RESTAURANT INDUSTRY.  
JOIN US TO MAKE OURSELVES STRONGER!**



The **Voice of the Indian Restaurant Industry**; NRAI, with a strong **legacy of 41+ years** represents the interests of 5,00,000+ Restaurants, an industry valued at INR 4,23,865 Crores.

## **NRAI MEMBERSHIP CATEGORIES**

**RESTAURANT | KIOSK / EXPRESS OUTLET / FOOD TRUCK  
CLOUD KITCHEN | CATERING | ASSOCIATE**

**JOIN US NOW!**

To Become a Member, Log on to [www.nrai.org](http://www.nrai.org)

# Going Green in the Kitchen: More than just Veggies!

Co-Founder,  
CaneCart - The Eco Wave

**Vedika Goenka**



If the path to someone's heart is indeed through their stomach, then it's safe to say that happiness is simmering away in the kitchen!

With a significant 7% contribution to the country's GDP, the HoReCa sector undoubtedly plays a substantial role in bringing joy to people's lives while also exerting an influence on the environment. As consumers rapidly evolve and become more conscious of the food they consume, they are also increasingly aware of the environmental implications associated with their consumption. Hospitality professionals are not only excelling in delighting diners but also actively working to address their impact on the environment.

## Delivering Green to your Homes

"Going Green in the Kitchen" is not just a passing trend or a "buzzword", It signifies a fundamental transition toward sustainable living while still delivering exceptional dining experiences and yielding significant benefits for both our planet and personal well-being.

While offering vegan and organic options is a good first step, it only scratches the surface of what restaurants and alike can do to go truly "green."

An area where this industry can profoundly impact is food delivery and takeout services. With the Indian market boasting an average size of US\$36.3 billion and an anticipated growth rate of 24.32%, food delivery has emerged as a lucrative opportunity. In the post-COVID era, the landscape of food deliveries has undergone significant transformations. Not only have consumers become accustomed to ordering in, but they are also increasingly mindful of the packaging that is carrying their food.



Food deliveries and takeaways predominantly rely on single-use plastics, including cups, lids, straws, spoons, forks, straws and containers. Transitioning to sustainable alternatives over plastic packaging presents the industry with its most significant opportunity to seize.

The opportunities in sustainable food packaging also aligns restaurants with their core values of prioritizing food safety and enhancing the customer experience.

**Prioritizing Safety in Food Packaging:** Traditional plastic packaging materials often contain harmful chemicals that can leach into food, posing health risks. In contrast, sustainable packaging materials are typically food-safe and non-toxic, ensuring that the integrity of the food carried by the containers is maintained from the kitchen to the stomach.

**Elevating the Customer Experience outside the restaurant :** The quality materials used in sustainable packaging stand out with their minimalist aesthetic appeal enhancing the overall customer experience from receiving the food delivery to consuming the food. While “going green” is enough of a USP, sustainable designs showcase a business's commitment to excellence and customer satisfaction, further increasing their brand value.



## Greening Food Packaging Choices

The Indian market is brimming with sustainable food packaging options. Below are some alternatives to plastic food packaging available:

- **Bagasse Products:** Bagasse, a byproduct of sugarcane processing, is widely used to produce disposable tableware and containers that are biodegradable, compostable, and sturdy enough to hold both hot and cold food items.
- **Compostable PLA (Polylactic Acid) Products:** PLA is a biodegradable polymer derived from renewable resources such as cornstarch or sugarcane. Compostable PLA products, including cups, cutlery, and containers, offer a sustainable alternative to traditional plastic packaging.
- **Recycled Paper Products:** Recycled paper products, such as paper bags, boxes, and paper containers, kraft paper tubs, are widely available and popular in the Indian market. These products are majorly made from recycled paper and cardboard, reducing the demand for virgin materials and minimizing waste.
- **Areca Leaf Tableware:** Areca leaf disposables are made from fallen leaves of the areca palm tree, that are collected, cleaned, and pressed into various shapes and sizes. For generations, Areca products have been a staple in the tableware segment, yet the packaging industry has not yet adopted them.
- **Agricultural byproducts:** Some companies in India are developing biodegradable alternatives with agricultural byproducts like wheat straw, rice husk, starch based bioplastics and more. While the use of agricultural byproducts to make food packaging in India is gaining momentum, its adoption and implementation vary across regions and industries.
- As we are advancing into a future guided by sustainability, the options for eco-friendly packaging solutions will inevitably expand. “Going Green” with sustainable food packaging is a strategic move for restaurants seeking success in an era where health and food safety accompanied by environmental awareness is shaping the industry.



### Sources:

<https://www.imarcgroup.com/india-online-food-delivery-market>

<https://earth.org/sustainable-food-packaging/>

<https://planet.outlookindia.com/opinions/sustainable-packaging-innovations-redefine-eco-friendly-food-packaging-news-417008>

# The Evolution of Food Service Equipment: Traditional to High-Tech Solutions

Director,  
Hatco Food Service  
Equipment India Pvt. Ltd.

**Ravinder Sehrawat**



## Introduction:

The food service industry has undergone a remarkable transformation over the years, not only in terms of culinary trends but also in the tools and equipment used to prepare and serve food. The evolution from traditional to high-tech solutions has significantly impacted the efficiency, speed, and precision of food preparation, catering to the ever-changing demands of both consumers and businesses.

### Traditional Tools and Equipment:

In the early days of the food service industry, chefs relied on basic, manual tools & equipment. From hand-operated grinders to large pots & pans, the kitchen was a place where craftsmanship & skill played a central role. Traditional ovens, stoves, and utensils formed the backbone of culinary operations, demanding a deep understanding of culinary techniques.

(Picture of 1893 Bread Toaster  
Manufactured in Britain)



**Transition to Modern Conveniences:** The mid-20th century witnessed a shift towards more automated and convenient equipment. Gas and electric stoves replaced wood-burning ones, and commercial refrigerators and freezers allowed for better food preservation. This transition not only increased efficiency but also paved the way for standardized cooking processes in commercial kitchens.

**Introduction of High-Tech Solutions:** With the advent of technology in the late 20th century, the food service industry experienced a revolution in equipment design and functionality. High-tech solutions, such as advanced cooking appliances, automated food processors, and smart kitchen management systems, have become integral to modern kitchens.

## Smart Kitchen Appliances:

In recent years, smart kitchen appliances have gained popularity, offering features like precise temperature control, remote monitoring, and recipe suggestions. Smart ovens and intelligent refrigerators have redefined the way chefs approach cooking, providing them with unprecedented control and convenience. Like in Hatco we have these ITQ series toasters (Shown in Picture) which features intelligent toast-Qwik technology, allowing precise control over the toasting process, ensuring consistent results. With customizable settings for temperature and product type, it can accommodate various bread types, bagels, and English muffins. Spot-On® Technology allows the toaster to sense when a product is placed on the conveyor belt, activating the unit, and Power Save mode activates automatically after a certain period. Patented ColorGuard Sensing System continually monitors and adjusts the chamber to ensure consistent toast results — even in your busiest periods. It can operate in 4 different cooking modes with the press of a button. Features a programmable touchpad that can hold up to 20 product settings, with a USB port located on the front for easy transfer of program information.



**Robotics and Automation:** The use of robotics and automation has further streamlined kitchen operations. From robotic chefs that can perform repetitive tasks with precision to automated dishwashing systems, technology has reduced manual labor and enhanced overall kitchen efficiency.

**Data-Driven Management:** High-tech solutions also extend to data-driven management systems. Modern kitchens utilize software for inventory management, order processing, and customer relationship management. These systems not only enhance operational efficiency but also provide valuable insights for decision-making and business growth.

**Challenges and Future Trends:** While high-tech solutions offer numerous benefits, challenges such as initial costs, maintenance, and the need for skilled personnel can arise. However, the industry continues to explore innovations like 3D food printing, virtual reality-assisted cooking, and sustainable technologies to address these challenges.

**Conclusion:** The evolution of food service equipment from traditional to high-tech solutions reflects the industry's commitment to innovation and efficiency. While traditional methods will always have their place, the integration of advanced technologies ensures that the food service industry remains dynamic and capable of meeting the evolving needs of consumers in the modern era.

# NRAI In News

**TIMES NOW**

Lifestyle | Relationships | Fashion | Parenting | Beauty | Food | Books | Home & Garden | People

Featured | Food News | Food Reviews | Diet Plans | Recipes | Tips & Tricks

TRENDING: Bihar Board 12th Results 2024 | Arvind Kejriwal | Elvish Yadav | Holi 2024 | Fighter OTT | NIFT Result 2024

News / Lifestyle / Food / News

## Women's Day 2024: 7 Indian Women Making Waves In The F&B Industry

India's women are thriving in the F&B space and changing the narrative that it has to be a male-dominated space. This International Women's Day, let's get to know 7 of the industry's key players and how they built their brands into thriving empires.

Updated Mar 8, 2024, 06:21 PM IST



(L-R) Gauri Devidayal, Aditi Dugar, Pooja Dhingra

There has been an ongoing shift in the F&B world, both in India and across the world. In a space that was once dominated by men, women are making themselves known and becoming industry leaders across the board. Starting a business of any sort is a challenge, but the F&B space is known to be particularly brutal as startup costs are high and staying ahead of the curve is a constant race to be relevant, especially in today's world where social media redefines trends on a moment's notice.

**mint**

Markets | Premium | Money | Mutual Fund | Industry | Companies | Technology

## Budget 2024: NRAI calls for reforms in restaurant industry

1 min read • 15 Jan 2024, 03:50 PM IST

Varuni Khosla

NRAI has proposed the reinstatement of input tax credit for GST, and sought industry status



NRAI has advocated for extended business hours, which it believes will accelerate India's progress towards becoming a \$5 trillion economy. (Photo: Pixabay)

Get 7 days Mint Premium access worth Rs.999 for Free! [Login now to avail the offer](#)

New Delhi: The National Restaurant Association of India (NRAI) has called for key reforms aimed at a comprehensive overhaul of the restaurant industry.

## Boutique Hospitality Firm Moves Delhi High Court Seeking Compulsory License Over Sound Recordings Owned By PPL

Nupur Thapliyal  
27 Feb 2024 6:23 PM



Boutique hospitality firm, Passcode Hospitality Private Limited, has moved the Delhi High Court seeking a grant of compulsory license over the sound recordings allegedly owned by Phonographic Performance Limited (PPL), to utilize them in the national capital. Justice Anish Dayal issued notice on the plea moved by Passcode Hospitality, which owns bars and restaurant chains like SAZ, PCO,...

**DH** THE HINDU HERALD

Home | India | Karnataka | Opinion | World | Business | Sports

## Shops, hotels to remain open beyond midnight in Bengaluru, announces CM

The announcement follows a series of requests put forth by various trade bodies including the hoteliers association to allow businesses beyond midnight.

Naveen Menezes | DENIS

Last Updated 16 February 2024, 12:37 IST



# NRAI In News

दैनिक भास्कर  
भोपाल 21-03-2024

## NRAI भोपाल चैटर ने अपने रेस्टोरेंट मेंबर्स के स्टाफ के लिए करवाई ट्रेनिंग

भोपाल। नेशनल रेस्टोरेंट एसोसिएशन ऑफ इंडिया के भोपाल चैटर ने 19 मार्च को भोपाल में अपने रेस्टोरेंट मेंबर्स के स्टाफ के लिए FosTac के सहयोग से ट्रेनिंग आयोजित करवाई। इसमें 40 से अधिक रेस्टोरेंट स्टाफ ने एफएसएसएआई नियम अनुसार फूड सेफ्टी की ट्रेनिंग ली। नियम अनुसार रेस्टोरेंट में हर 25 स्टाफ पर कम से कम 1 सर्टिफाइड फूड सेफ्टी सुपरवाइजर होना जरूरी है। NRAI भोपाल और इंदौर के चैटर हेड अभिषेक बाहेली ने बताया कि NRAI रेस्टोरेंट ऑनर्स के बेहतर ग्रोथ के लिए निरंतर काम करता रहता है।

MEDIA BRIEF  
HOME MEDIA MARKETING PODCASTS VIDEO INTERVIEWS LEADER BRIEF DEEP BRIEF APP

## NRAI Pune chapter hosts panel on AI in Hospitality



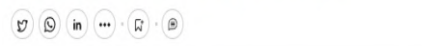
The National Restaurant Association of India (NRAI) Pune Chapter announces a panel discussion on AI impacting Hospitality, bringing forward a New Era.

The event will feature speakers such as Jaytesh Calpakkam (The Internet Generation), Vijayan Parthasarathy (ReserveGo), and Ayush Awasthi from (RenoApp). Scheduled on Tuesday, March 19, 2024, at One Lounge in Koregaon Park, Pune, the panel discussion aims to shed light on the transformative effects of artificial intelligence on the hospitality industry.

This event is designed for Food & Beverage Brand Owners, Industry decision-makers, venture capitalists (VCs), and other industry-relevant stakeholders. With an attendance of 150 professionals, the event aims to provide insights, emphasizing the impact and growth of artificial intelligence in the hospitality sector. Attendees can expect a knowledge-sharing session with the panelists, followed by engaging Q&A sessions.

## NRAI writes to finance minister; seeks specific support for boosting the restaurant sector

The association is confident that not only will this boost the overall size of the sector but it will also generate a tremendous amount of employment opportunities in India.



ETHospitalityWorld  
Published On Jan 15, 2024 at 08:00 PM IST



NRAI writes to finance minister; seeks specific support for boosting the restaurant sector.

The restaurant industry is a significant contributor to the national economy. Apart from contributing significantly to the direct and indirect tax revenues, it is also one of the highest employment creators in India, currently employing over 7.20 million Indians directly in the sector. With an annual turnover of approximately INR 4.23 lakh crore, the restaurant industry is the third largest after retail and insurance in the services segment.

NRAI, being the voice of the restaurant Industry, therefore firmly feels that if the sector gets a certain amount of policy and budgetary support during the upcoming budget, it will propel the sector towards an accelerated pace of growth. The association is confident that not only will this boost the overall size of the sector but it will also generate a tremendous amount of employment opportunities in India.

Home Pune Mumbai New Mumbai Thane Police Inspiring Nation Entertainment Defence Business Lifestyle Chatbot Gall Events

## Pune Police Commissioner Meets Hotel And Bar Owners, Now Revised Guidelines To Be Issued



Sumit Singh  
Pune, 26th February 2024: In a significant development, representatives from various hotel associations in Pune, including the United Hospitality Association (UHA) and the National Restaurant Association of India (NRAI), held a crucial meeting with Pune Police Commissioner Amitesh Kumar. The meeting aimed to address concerns raised by the hospitality sector regarding Commissioner Kumar's directives issued on February 15th under Section 144 of the Code of Criminal Procedure (C) affecting bars, restaurants, pubs, and rooftop establishments in the city.

Media Bulletins  
Business Business World Education Health Non-GamStop Media Out/Reach News/Wire About Media Bulletins Contact

## The National Restaurant Association of India (NRAI) Pune Chapter to host a panel discussion on "AI Impacting Hospitality - A New Era"

March 16, 2024

Pune, 15th March 2024: The National Restaurant Association of India (NRAI) Pune Chapter is proud to announce a panel discussion on AI impacting Hospitality, bringing forward a New Era. The event will feature esteemed speakers such as Jaytesh Calpakkam (The Internet Generation), Vijayan Parthasarathy (ReserveGo), and Ayush Awasthi from (RenoApp). Scheduled on Tuesday, March 19, 2024, at One Lounge in Koregaon Park, Pune, the panel discussion aims to shed light on the transformative effects of artificial intelligence on the hospitality industry.

This event is specifically designed for Food & Beverage Brand Owners, industry decision-makers, venture capitalists (VCs), and other industry-relevant stakeholders. With an expected attendance of 150 professionals, the event aims to provide invaluable insights, emphasizing the impact and growth of artificial intelligence in the hospitality sector. Attendees can expect a knowledge-sharing session with the panelists, followed by engaging Q&A sessions.

Mr. Pratul Chandawarkar, NRAI Pune Chapter Head and Founder and Managing Director of Malaka Spice expressed his excitement about the event, "Emphasizing the significant impact of new-age technology and artificial intelligence on the hospitality sector, the panel discussion aims to highlight the capabilities, growth opportunities, focus areas, and challenges brought about by AI-enabled startups in the hospitality sector".

In India, AI is revolutionizing the Food and Beverage sector, bringing in a new era of efficiency, personalization, and guest satisfaction. From intelligent chatbots facilitating seamless bookings and providing instant customer support to data analytics platforms optimizing pricing strategies and predicting guest preferences, AI technologies are not only streamlining operations but also reducing costs and enhancing ROI. As AI continues to evolve, it promises to reshape the hospitality landscape in India.

# Association Welcomes its New Members

## Restaurant Members

Restaurant Name	Location
Casa Amore	Kolkata
Squeezo Foods	Pune
XOOX Brewmill	Bengaluru
Panthashala	Kolkata
Ouzo By Fire	Bengaluru
Flow Brew & Dine	New Delhi
Antera Courtyard	Hyderabad
The Black Cat	Kolkata
The Greedyman Pizzeria	Pune
Hamsa	Chennai
Masaledaar Desi Rasoi	Chennai
QBA Restaurant & Bar	New Delhi
Bhargav Restaurant	Surat
Mykos	Bengaluru
Chowman	Kolkata
Lazy Leopard	Chennai
Toyroom	New Delhi
Unvind Café	Surat
Siam Thai Restaurant	Gaya

# Association Welcomes its New Members

## Restaurant Members

Restaurant Name	Location
Banger	Indore
Estella	Mumbai
Manjal	Chennai
Stryck	Kolkata
Chaipartner	Surat
Bhangra	Chennai
Kaami Boutique Café	Tripura
AMPM Cafe & BarHashtag	Kolkata
Peiskos Coffee	Kolkata
The Spices	Surat
The Garlic Bread	Pune
Dutyfree	Indore
Ottoman Eats	New Delhi
Prime Residency	Pune
Amber's Bakehouse	Kolkata
Hummus House	Bengaluru
Bluseeds	Surat
House of Hue.gah	Kolkata
Janjira	Surat
	Pune

# Association Welcomes its New Members

## Restaurant Members

Restaurant Name	Location
At Litti King	Kolkata
Wangs Kitchen	Chennai
Bob and Brews	Pune
LIIT	Pune
P-Town Bar	Pune
The Sumo's	Kolkata
Fia's Lounge	Bengaluru
Club De Golf	Kolkata
Bumble Bee Brew Works	Bengaluru
Chin Lung	Bengaluru
Kalinga Bar	Bengaluru
Pizza Brew House	Bengaluru
Chaaplusi	Bhopl
NH7 Refuel	Bengaluru
Hunan Restaurant	Bengaluru
Enne	Bengaluru
Café Paashh	Pune
Eden Park Restaurant	Bengaluru
Sky Garden Bar & Kitchen	Bengaluru
Sheesh & Kebab Restaurant	Bengaluru

# Association Welcomes its New Members

## Restaurant Members

Restaurant Name	Location
Sip of Sky	Hyderabad
Tiddly Tavern Bar & Grill	Bengaluru
Hotel Trupti	Pune
Mulberry Inn & Cottages	Mahabaleshwar
Sorgam@CrimsonChakar	Chennai

## Associate Members

Associate Name	Location	Deals in
MJNR Nutrients Pvt Ltd	Kolkata	Edible Oil and Spices
Radiant Cash Management Services Ltd	Chennai	Banking & Fianacial Services
Sachkhand Hospitality Services Pvt Ltd	Kolkata	Sugar Syrups
The Glamour Factory	Kolkata	Commercial Lifestyle Photography

# Association Welcomes its New Members

## Associate Members

Associate Name	Location	Deals in
Grub Food Company	Chennai	Hotel, Cafe and Bar consulting
New Air Conditioner	Kolkata	Exhaust & Fresh Air Ventilation System with Equipment
M P Portfolio Pvt Ltd	Kolkata	Mutual Funds, Life Insurance & General Insurance
White Wizard Technologies Pvt Ltd	Bengaluru	Financing solutions for cloud kitchens and restaurants
Bhojwani Food Products & Beverages Ltd	Aurangabad	Sweets, Dry Fruits, Namkeen & Beverages
Sureklean Enterprises	Kolkata	Tissue Paper Napkins, Customize Napkins, Toilet Rolls, Kitchen Rolls, HoReCa disposables and Housekeeping chemicals.

# Association Welcomes its New Members

## Associate Members

Associate Name	Location	Deals in
BuyNxt Private Limited	New Delhi	Retail Technology Products around ONDC seller Side App, and Conversational WhatsApp based commerce
3S Travel Network Private Limited	Kolkata	Tour Operator, Hotels, Flights, Forex, Visa & Passport Assistance, Railway Tickets, Cruises, Sightseeings & Transfers, Travel Insurance
Rajami Retail Pvt Ltd	Kolkata	Air Conditioning, Display Televisions, Refrigerators
Puva Marketing Pvt Ltd	Kolkata	Kids Toys (New Born & Beyond), Chairs (each & every type of chairs) Kids Toys (New Born & Beyond), Chairs (each & every type of chairs)

# Association Welcomes its New Members

## Associate Members

Associate Name	Location	Deals in
On2Cook India Pvt Ltd	Ahmedabad	<p>Revolutionary Combination Cooking Technology (Induction + Microwaves). This patented product not only saves up to 70% of cooking time &amp; up to 40% energy but also cooks healthier food by retaining maximum nutritive value along with colour, texture &amp; structure. This AI enabled Smart cooking Technology allows to operate the device from your smartphones, Standardize the recipes &amp; Create Easy to use Standard Operating Procedure (SOP)</p>
Refrigeration Trade Impex	Kolkata	Supplier of Refrigeration Spare Parts

# Association Welcomes its New Members

## Associate Members

Associate Name	Location	Deals in
Sula Vineyards Ltd	Nashik	Supplier of Wine
Imaga Trade & Craft Pvt Ltd	New Delhi	Eco-friendly food packaging products.
Pack My Food	Mumbai	Food Packaging, Premium Mithai Boxes, Packaging design , Consulting
Ice Port LLP	Bengaluru	Ice Cubes - FMCG
Sutherland Technologies Pvt Ltd	Pune	Digital Menu
Hind International	Kolkata	Lighting & Automation

# Association Welcomes its New Members

## Associate Members

Associate Name	Location	Deals in
Just Uniform	Kolkata	Customised staff uniforms including Tshirt, Napkins, Banquet linens (Chair cover, Table cover, Frills, etc), Toiletries (Soap, Shampoo, Dental kit, etc), Housekeeping liquid (Floor Cleaner, Surface cleaner, Room freshner, etc), Bed & Bath linens (Bedsheet, Pillow cover, Pillow, Duvet cover, Duvet, Bed runners, Towels, Bath mat, etc)
Halcyon Food and Beverages Private Limited	Hyderabad	Coffee Machines, Gelato ingredients & Machinery, Chocolate and Machinery, Bakery equipment's

# Association Welcomes its New Members

## Associate Members

Associate Name	Location	Deals in
Kabi Sales Pvt Ltd	Kolkata	Seasonings, Mayonnaise, spices, syrup, Gravy, crumbs, bakery products, cheese, cream, cleaning products
Tissue Udyog	Kolkata	Food Grade Paper packaging products, Premium Quality Butter Paper, Kitchen & Washroom hygiene Solutions (Variety of Tissue papers & Dispensers)
Zen Square LLP	Kolkata	Real Estate Consulting and Broking
Wanti Consultants	Kolkata	Real Estate consultant
Sales Combine	Chennai	Olives, Olive Oil, Sauces and other Institutional Products

# Association Welcomes its New Members

## Associate Members

Associate Name	Location	Deals in
Fresh and Honest Café Pvt Ltd	Chennai	Coffee Beans, Coffee Machines, Tea Bags, Capsules, Capsules Machines, Filter Coffee Decoction, Pour Over, Filter Coffee,
Comet Tradecom (P) Limited	Kolkata	Gold Touch Ghee, Pasta, Sevaiyan, Chow, Pickle, Appalam, Papad, Bikano Products, Delmonte Products
Popskiland Pvt Ltd	Kolkata	Ice Pops, Banta Goli Soda
Madhu Jayanti International Pvt Ltd	Kolkata	Real Estate consultant
CYFR1 Business Technology Solutions Pvt Ltd	Hyderabad	HORECA Industry solutions through Software as a Service, Business Consulting and Leadership Coaching

# Association Welcomes its New Members

## Associate Members

Associate Name	Location	Deals in
Unicraft Machinery and Trolley Pvt Ltd	Kolkata	Kitchen Equipment
Assure Taxation Services Private Limited	Hyderabad	Accounting
PRYME Technologies	Kolkata	Automation, Audio, Lighting
Biogreen Projects Pvt Ltd	Kolkata	Bio-compostable carry bags, shopping bags & Garbage bags

# Association Welcomes its New Members

## Kiosk Members

Kiosk Name	Location
Nepal Sweets	Kolkata
F for Fries	Indore
Tuck It	Pune
Shawarma Nation	Kolkata
Desi Shawrma	Kolkata
SupperMe	Kolkata
Pounds of Happiness	Kolkata

## Cloud Kitchen Members

Cloud Kitchen Name	Location
Pishu Café	Mumbai
Kusum Rolls	Mumbai
Yalla Yalla	Mumbai
TruFalafel	Mumbai
Rove Bakers	Kanpur
Kofu	Mumbai
La Pizzeria Italia	Mumbai
Swad	Indore

# 2024

---

**JANUARY-MARCH  
NEWSLETTER**

## **NRAI Restaurateur**

---

Editorial Team: Prakul Kumar, Neha Grover, Ravinder Kaur

For any feedback / suggestions, please write to: [prakul.kumar@nrai.org](mailto:prakul.kumar@nrai.org) or [neha.grover@nrai.org](mailto:neha.grover@nrai.org)

Visit us at [www.nrai.org](http://www.nrai.org) | Like us on Facebook/NRAI.India

Follow us on Twitter/NRAI\_India, Instagram/nrai\_india