



FEDERATION OF ALL INDIA CATERERS

FAIC

NEWS

VOLUME 5 | ISSUE 08 | MAY 2022



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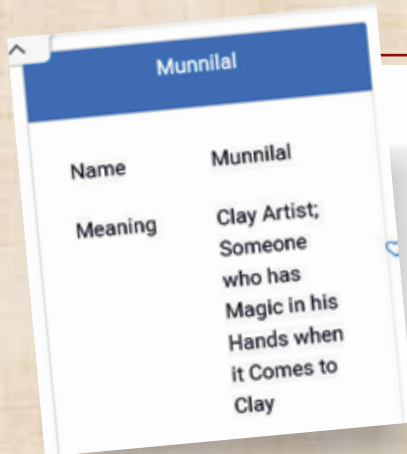
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VOLUME 5 | ISSUE 08 | MAY 2022

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This Wedding Season
Fizz Up with
**Desi Healthy
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this

Wedding Season



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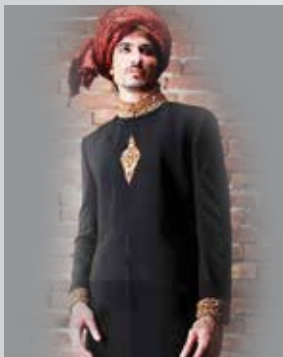
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Revamping from the Ordinary to Exemplary

Life is a blend of good and bad moments. However, at FAIC, we love to pick the good from the bad and shine through the storm. I, as the President of FAIC, welcome you to another beautiful edition of our information enriched FAIC magazine. In the month of May, we have conceptualized the concept of – “Hospitality Cues: Switch to Being a Catering Ninja!”. This time, our magazine has been curated with a special. We focus on fine-tuning the mindset of my fellow catering businessmen so that they are ready to face and strategize the concept of hospitality with a futuristic angle.

In April, as you know the Aahar was our lucky wand of new beginnings. The ambiance, the guests, the technology, and the new product scenario taught me and my beloved food and hospitality members, that today the meaning of an event, wedding, or business meeting party, is more than just food. People seek quality experiences and do not mind paying the price for this exquisite service.

From the mere Hungama, good food, and celebrations, the crowd like a touch of luxurious sophistication. Even small budget parties are asking for the same, and that is what we as an association need to think about. How to bring the Elite, Secure, and International Gourmet Touch to each of our events?

The process is easy; however, we need to change our mindset. Be meticulous on the fine details on the tables, menu card, the type of guests you will entertain, and their tailor-made preferences. I am in fact delighted that over the pandemic period, most of my fellow members have rethought the way the business should be steered to a profitable level. This will be a guiding light for the newcomers and also those who strive to make a mark in this industry.

During the post-pandemic time, people have money to splurge. But they will pay only for value. So, give them the best, just like you would serve your family and loved ones. That care and sincerity are to be considered of utmost importance today, as people have been alone for a long time now. Today, they seek the human connection along with technology. So, it is best to prep your mind and your team to hold the ideas of your customers close to your mind and improve the same.

Our wedding and the festive season are getting all the more colorful. Learn the ways how you can expand your sales, train your teams, and transform each catering service into a fantastic gourmet. I strongly request all the FAIC members to grow, learn, help, and exchange information so that all grow in a unified manner. I personally believe that each one of us is special and in this post-pandemic period, let the world know why your hospitality service is the best to associate with.

The routes are hard and slow, but trust me, the pain is worth every second. If we are unorganized for years, the pandemic showed us that it is time to improve for good. Show the world that we are capable of upholding our Desi culture in service and business.

Narendra Somani
President, FAIC

“Your Labor of Love should be classic, uncorrupted, and meant to serve International Crowds from now on.”



“Build a stronger you and be open to studying the latest face of the catering business in India and Abroad.”

POST PANDEMIC LESSON – LEARN. EXPLORE. GROW

Greetings to all the members of the Federation of All India Caterers and each of our prestigious readers I am extremely pleased to present the May 2022 special edition of FAIC magazine. The month of May is a time when opportunities are flowing our way. We just need to identify what needs to be done, how to do it, and when the changes are to be implemented. In this May issue, we would like to throw light on how to move forward as the motto behind this month's issue is “Hospitality Cues: Switch to Being a Catering Ninja!”. We all are and have been working in this industry for years. Still, nothing stays permanent and needs an upgrade and change for the better. This is the fundamental lesson that the post-pandemic season of business has taught us. To change as per the needs, requirements, and trends of celebrations around India is a stable solution to improve and grow from now on,

This edition is for food experts, catering specialists, event managers, renowned chefs, and basically anyone who loves to venture into the world of food under the guidance of the FAIC team. I, as the Secretary of FAIC, am thankful for the prestigious guests who took the time to spend at Aahaar and share your thoughts on how to steer the Indian Hospitality industry in the right direction. Surely, many may feel that we are already in the right direction, but I would say that we still need to improve. Every business idea in this world has survived only when it was ready to open its eyes, think beyond and change with the changing times in this world. We cannot focus on old-age methods of selling and marketing our businesses. It has to be done properly with technology, and have unique workflows where we can use labor, and minimize costs in the easiest and modern manner.

With the Aahaar as the start of all good vibes, let us help and bring forward the best of business to our tables. The Association is all open to hearing your ideas, and bringing forward the rise of all our prestigious FAIC members to the light. Spread your wings, look for information to learn more, and see the right niche where you can rise.

It is good for us to remind ourselves that change is good and not a threat. A change may look difficult and may act like a troublemaker, but that is because we are not used to it. So, relax, and learn the tidbits of the new post-pandemic catering business together.

Kirit Budhdev
Secretary, FAIC

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Cover Story



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THIS
WEDDING
SEASON**

Cues up on the way, as we help you gain insights on what exactly can redefine the catering ninja in you. Make magic happen in your catering and hospitality business with us.

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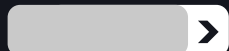
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Federation of All India Caterers is Organising
A Grand 4th Convention & Exhibition

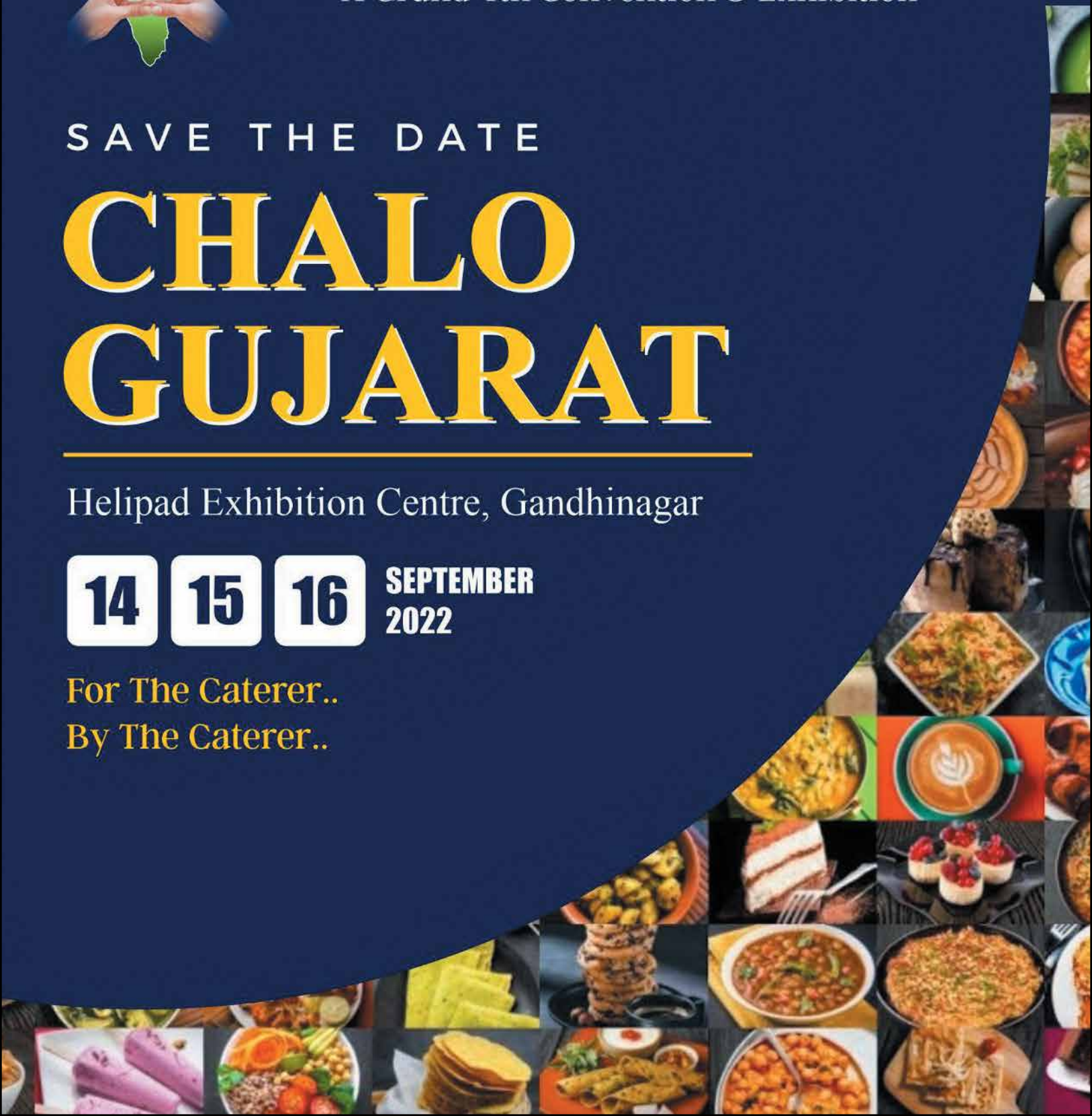
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CHALO GUJARAT

Helipad Exhibition Centre, Gandhinagar

14 **15** **16** **SEPTEMBER**
2022

For The Caterer..
By The Caterer..



For The Caterers... By The Caterers...

**4th CONVENTION
& EXHIBITION**



**FEDERATION OF
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**14 15 16
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- Ice Cream Manufacturers
- Corporate Event Planner
- Wedding Planner
- Fast Food Vendors
- Chocolatiers
- Decorators

FAIC - Organised for the Catering Industry pan India

Federation of All India Caterers (FAIC) is now a huge body with more than 5,000 members spread over 17 states of the country and increasing at a faster pace day by day. It has been formed 8 years back, with a long term vision for the catering industry of India. Catering Associations from across the country have joined the hands together to build a platform to learn, educate, support, promote & safeguard the interest of the caterers and to grow together. An immense support from all the regional/zonal associations has made it possible for the federation to take many initiatives for the growth of the industry and its associates. It's for the Caterers, by the Caterers.

After 3 major successful events of Conventions & Exhibitions at Ahmedabad in 2014, at Mumbai in 2016 and at Jaipur in 2018, now the 4th grand convention & exhibition is organised at Helipad Exhibition Centre, Gandhinagar, Ahmedabad, Gujarat between 14, 15, 16 Sept. 2022.

Salient Features of the Exhibition

- To be held from 14th September 2022 to 16th September 2022
- Foot-fall of more than 35,000 visitors from India and abroad including 5,000 registered members of FAIC is expected

The exhibition will provide an opportunity to the participants to exhibit their products and services to the most determining persons from catering and its associated industries from all over world. It will also give ample chances to meet, interact and exchange the idea about their product and services with most influential persons.

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- 10,000 Car Parking Area
- 7 to 18 meters Ceiling Height
- 45 Acres Campus
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- Grocery Products • Raw Material
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- Frozen Food & Vegetables
- Dough Products • Bakery Ingredients
- Ready-to-Serve meals & delights
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- Ice-cream • Sweets • Savouries
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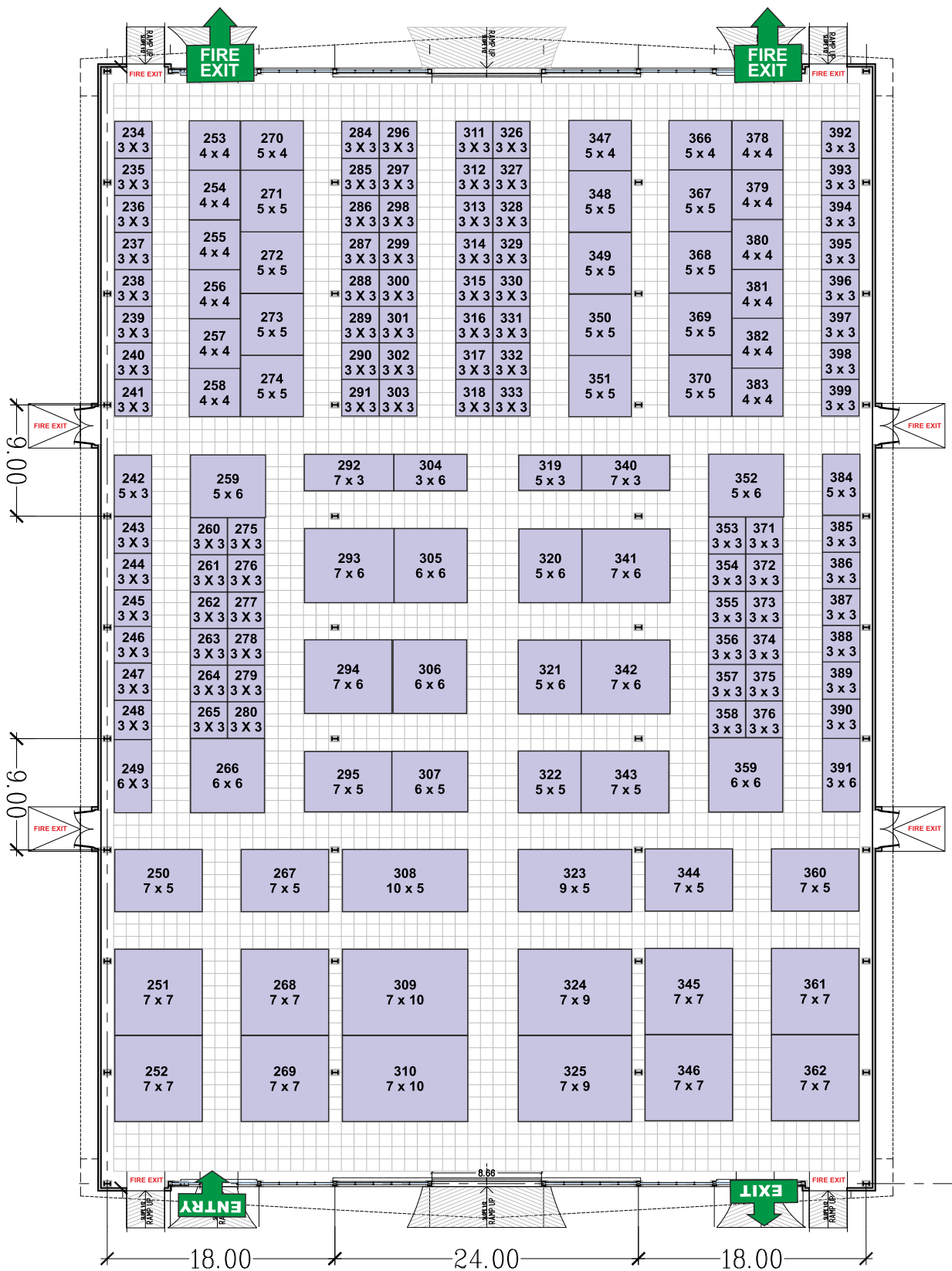
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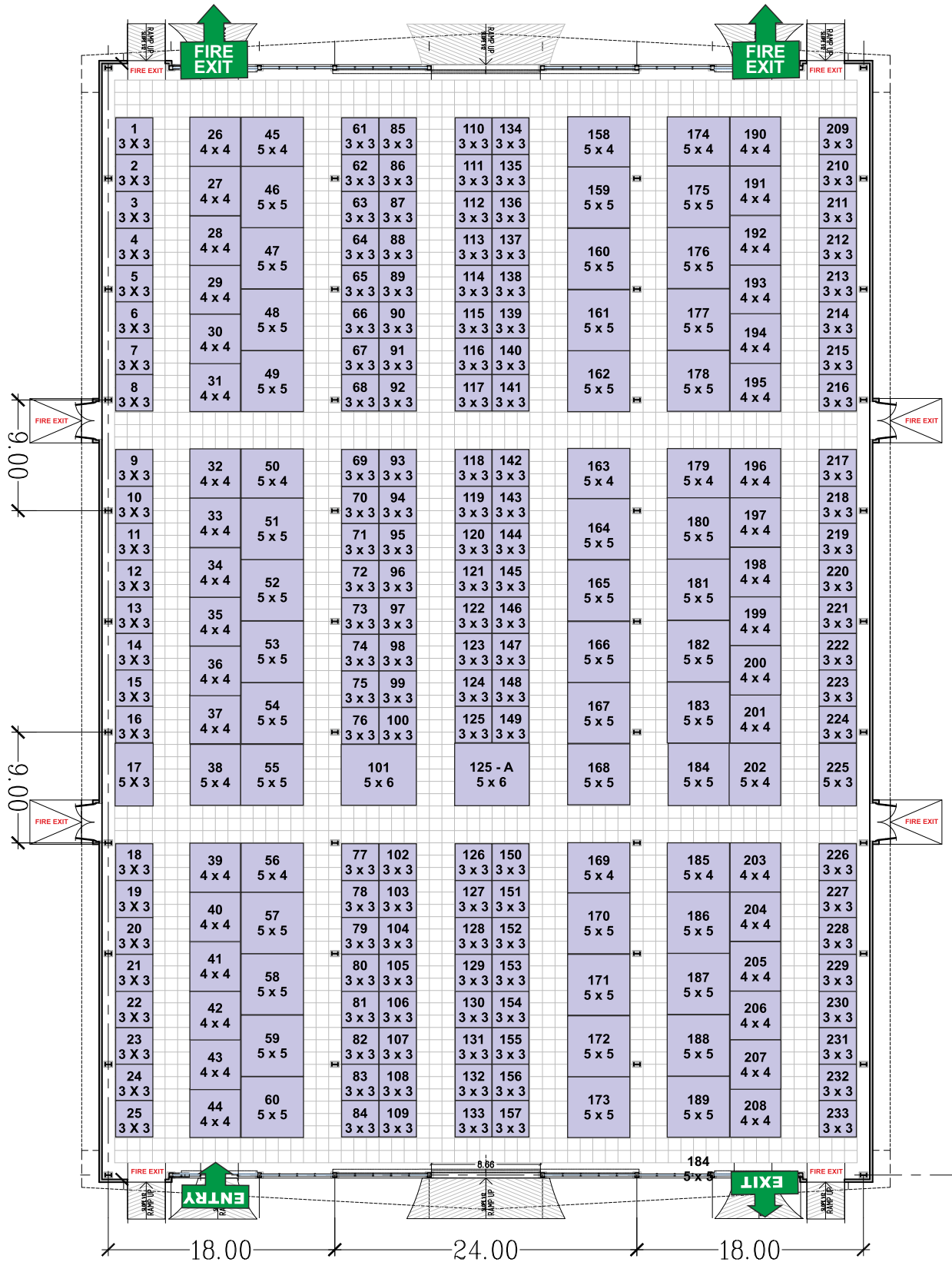
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4TH Convention & Exhibition

14th, 15th, 16th September 2022
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Claim your Fine Catering Ninja Vibe

This

Wedding Season

Cues up on the way, as we help you gain insights on what exactly can redefine the catering ninja in you. Make magic happen in your catering and hospitality business with us.

The comeback is not a piece of cake, but absolutely rewarding if you are a lover of two fundamental things in the Hospitality industry. One is the love for business and the other is the love to serve good food to your customers.

Over the years, the demand for catering services around India and in the world has grown in a tri-fold style. This was about \$22 billion in 2019 and the numbers show that it will not decrease any time now. For

those who have seen the pandemic as a red flag, fear not, as you should see the positive light from it.

Yes, it was not good, but that episode taught us our Food and Hospitality industry is not a luxury, but an essential for man. We are social beings who love our life and memories around promising platters and bashful events. There may be ups and downs, but each one has a lesson to teach us.

Coming back to our topic of thought is that now you need to showcase that you are a Catering Ninja. How would you do that? Yes of course.



Identify your Specialty to be noticed

Find your specialty service that your customers have always loved for years. Improve that, skill up and use technology to serve better and above customer expectations. The best catering companies may have a couple of food items on the menu, but the way this is prepared, and served makes all the difference.

Ensure that you have a great recipe that can be used always, irrespective of your chefs moving in and out. You are the identity and perfect that role. Own your unique properties.

If you are the best for your tadka dals and paan-based starters, never stop with the conventional ones. Explore various flavors, ask for opinions from your true friends and serve the flavors that people will love.

For instance, if you love preparing natural cocktails for parties research and even make your own bottled drinks. That is the way you brand your identity. This is an absolute necessity today if you have to stand out.

Okay, you have biryani to serve up? Build you fantastic biryanis with a tray of exotic sauce to go with it.





What sort of catering service pro are you?

Well, this is a tricky one, but you need to decide on what suits you the best. You can be a corporate caterer, wedding season caterer, small informal event caterer, or even have packaged event catering services.

In the post-pandemic time, hoteliers and restaurants strive to bring back sales. So, this means extravagant investment is not the first option. So, spend on your research, do the number game well, and choose any one catering niche that you can own. Plus, market yourself out to the huge corporate as they need to know you are back in business.

Such niche services can be hosted as premium services and you will be charging for the menu and also the environment that you create for them. It will include the décor, the high-end menu, the promised food safety, and trained staff. This is what we need to switch to. The catering industry is experienced, but not professional. Nothing is impossible, and with a little training from industry experts – you will understand how to position your business.



For instance, you can have barbeque vegetarian or non vegetarian corporate parties, or one that is more family-friendly with a mix of healthy desi food that is loved by people. So, ask what your clients need. Do not customize every time a new client comes across. Prepare your menu packages, keep a space for certain things, and build your name in a few high-quality services.



Build your seasonal stock

Choose to buy the raw materials when they are in season, or when the product is priced low. For those, who stick to their own ways of doing business, it is time to change and cater to a different business style.

You become a Catering Ninja by acting smart and bringing forward solutions to the problems. Understand the harvesting seasons, and the demands of your customers and mold your menu patterns for the Indian Event Scenario.





Appearances Matter a Lot

We can't stress enough, but people come to have a pampered festive eating and celebration experience. Don't go back on what you serve. This essentially means the plates, dinnerware, crockery, glassware, and all the other food accessories that have to be used. Make sure that they sync with the theme of your event.

Throw in your artistic vibe while you plate rice, sauces, meat, and paneer dishes. You can add in herbs, color, and design patterns that keep the clients. The color palette that you create in the wedding or event halls can be recreated in the plates too. It will look really fascinating.



Market like Mad with Technology

Often it is marketing that plays the trick. See, most of your audience is searching for various eateries on the go. So, you have to be present where they are active. If you are not well versed in the technological side, hire people to handle this service for you.

With Technology, the magic happens when you have your mobile app, a stable customer service toll-free number for people to reach out to. Head out and show your presence on the social media channels. Build your advertisements, and place them in Google Ads.

The investment for this marketing is half compared to what we traditionally used to spend for outdoor marketing. So, why not take it? Listen up, dear entrepreneur! We have to get out to be noticed. There would be 10 caterers like you on the same street and in the same town. Who knows how to select you?

Well, the formula is simple. You remind them with



interesting ads, videos, and live posts that you can place in your local languages on Facebook, Instagram, TikTok and so many more. Be open, be responsive and you will have a follower base. They can surely be your word of mouth and that is what you need to gain the sales back.



Cost-Effective Work Processes

Learn how to adopt natural ingredients and advertise the same on your social media pages. If you are famous for a particular seasonal vegetable and dessert, then think about how you can source this for the whole year-round. It is best to learn how to dehydrate freeze or pickle them so that you can use them for continual use. Instead of chemicals, opt for traditional preservation methods that can be adopted from various countries around the world.

So, your machinery will be a one-time investment and then you store large quantities of food products in a hygienic and stable manner. With technology, there are unlimited options on how you can plan and reduce the work process costs.



Add in your Social Service Element

Got a lot of food? Don't waste it. Serve or donate it to old age homes, animal homes, or homes that are below the poverty line. People have come to enjoy and also see the goodness in you. The pandemic has taught people to appreciate life as such, the simple pleasures of life, and companionship. It is quite natural, that they will favor caterers who open their social service side to the world.

Just a reminder that this is not a marketing gimmick, but it is an act of good service. People love to associate with such businesses and so be a part of this thought. Little perks like this, may mean a lot of work for your staff, but in the long run, it does bring value to your goodwill and builds your credibility.

In this way, if you serve quality food at a premium rate,



people do not mind spending for a good cause. Build your name that is wrapped with quality for a lifetime, and do not try to be just another catering company.



FEDERATION OF ALL INDIA CATERERS

STALL BOOKING FORM

FAIC GSTIN No : 27AAAF3128K1ZT | FAIC PAN No : AAAAF3128K

Date of booking:

Company Name:

Contact Person:

Designation: Tel:

Address:

..... Pin code:

Mob: Email:

PAN No: GSTIN No :

Details of the personal for marketing coordination:

Contact Person:

Designation:

Mobile: Email:

Booked by (FAIC representative details)

Name: Mob No:

Stall Details

Preferred Stall no: Area:

Advance Amount: Balance Amount:

(GST Extra as applicable)

Please Note: Kindly make additional refundable security deposit as per the guidelines

FASCIA Name:

We hereby confirm our booking at **FAIC Convention & Exhibition 2022** by paying the advance amount by

Cheque No/Draft No/ UTR No of INR drawn on..... bank.

The full balance amount shall be paid as per below schedule :

While Booking 25 % Advance of total deal 25 % of Total deal on or before 15th Aug 2022

Balance on or before 5th Sept 2022

(The advance amount will be accepted as per above schedule. For example: if the booking takes place after 15th August 2022, then exhibitor is requested to pay 50 % of the deal amount as per advance and balance as per schedule)

Refundable security deposit cheque details:

Cheque No/Draft No/ UTR No of INR Drawn..... Bank.

Please draw cheques / drafts/ NEFT / RTGS in favour of **FEDERATION OF ALL INDIA CATERERS**

Subject to Mumbai Jurisdiction

FAIC Bank Detail

Bank Name : **IDBI Bank** • Branch : **JVPD Scheme Branch** • A/c. No : **0748102000007368** • IFSC Code/ NEFT Code : **IBKL0000748**

For Stall Booking, Kindly Contact:

Bombay Office : 97696 44931 / 97696 44864

Kirit Budhdev
+91 98240 42006

Devendra Kotecha
+91 93243 80831

Sunil Sonkhiya
+91 93140 10320

Manish Thakkar
+91 98250 08081

sales@faic.in

Authorized signatory
(Office stamp mandatory)
(rules and regulations overleaf have been read and understood)

Event organized by



Terms & Conditions Overleaf



FEDERATION OF ALL INDIA CATERERS

TERMS & CONDITIONS FOR PARTICIPANTS

- In these conditions the term "Promoter" means "Federation of All India Caterers".
 - In case of "Joint Ventures", however described the Exhibitor is deemed to have obtained the consent of all the individual participants to all the conditions of this contract.
 - When payment for space is not made when due, the organisers reserve the right to charge interest on any overdue amounts at 15%. Any loss incurred to the organisers arising thereon must be paid by the Exhibitor.
 - Applications for space must contain details for the proposed exhibit and the names of any other company represented by the Exhibitor whose products are to be shown on or whose services are to be referred to on the stand.
 - The charge for space is exclusive of GST. It is based on current rates of pay, rent charges and exchange and will be subject to alteration in the event of any change therein. A notice signed by the organisers and sent by recorded delivery to the address on the application form shall be sufficient notice of such amendment to the contract which shall otherwise remain binding in all respects.
 - The organisers shall have full power to determine in every respect the allocation of area and position of space and they shall be entitled for any reason, which in their sole opinion is in the general interest of the Exhibition to vary the general layout or the situation and area of any particular stand, even if already allotted and the Exhibitor shall accept such new allotment of space in substitution of that originally allotted.
 - Upon receipt of this form a contract shall arise between the Organisers and the Exhibitor in terms of these conditions subject to variation as mentioned and the relationship of licensor and licensee shall immediately arise and continue between the organisers and the Exhibitor. In case of non-payment of any sum due or any breach of non-observance of any of these conditions by the Exhibitor, the organisers shall have full right to revoke his license and to re-enter up on the allotted space and may remove and exclude the Exhibitor without prejudice to recovering all monies payable hereunder, all other claims against him and damages sustained by the organisers.
 - Stall Bookings are on first come first serve basis. Payment terms to be adhered as per mentioned on the front side.
 - In the event of any Exhibitor committing an act of bankruptcy or if a limited company being wound-up, the contract with him shall be determined and all monies already paid shall be retained by the organisers.
 - Exhibitors may not assign, sublet or grant licenses in respect of any part of the space allotted to them or may not display advertisements of firms who are not incorporated in the stand.
 - Exhibitors will be totally responsible for the cost of restoring to its original condition any part of the land or structure occupied by them which has been altered or damaged in any way.
 - Exhibitors will be totally responsible for obtaining of the visas as maybe required to enable them, their servants, agents, representatives, invitees, or others to attend the Exhibition and in no event shall there be any claim for damages or otherwise against the Organisers in respect of any loss or expense relating there to.
 - The Organisers will not be responsible for the safety of any Exhibitor, property of any Exhibitor, or any other person, for the loss of, or damage, or destruction to same, by theft, or fire, or other cause whatsoever, or for any loss or damage, whatsoever sustained by any Exhibitor, by reason of any defect in a building caused by fire, storm, tempest, lightning, national emergency, war, labour disputes, strikes or lockouts, civil disturbances, explosion, inevitable accident, forcemajeure or any other cause not within the control of the Organisers, or for any loss or damage occasioned, if by reason of the happenings of any such event, the opening of the Exhibition, is prevented or postponed, or abandoned, or a building becomes wholly or partially unavailable, for the holding of the Exhibition. The Exhibitor will not be liable for third party claims arising from their own stand fittings, and for their proportion of the shell scheme and furthermore, for physical loss or damage of the basic shell scheme thereof to any extent available.
 - In no event shall the Exhibitor have any claim for damages of any kind against the Organisers in respect of any loss or damage consequential upon the prevention, or postponement, or abandonment of the Exhibition, by reason of the happening of any of the events referred to in Condition 13 or otherwise, or of the Exhibition Building becoming wholly or partially unavailable for the holding of the Exhibition, for reasons beyond the Organisers control, and the Organisers shall be entitled to retain all sums paid by Exhibitors, or such part thereof as the Organisers shall consider necessary. If in the opinion of the Organisers, by re-arrangement or postponement of the period of the Exhibition, or by substitution of another hall, or building, or any other reasonable manner, the Exhibition can be carried through, the contracts for space shall be binding upon the parties, except as the size and position, as to which any modification, substitution, or rearrangement they consider necessary shall be determined by the Organisers.
 - Stands must be properly manned and exhibits displayed during all the time the Exhibition is open to visitors. No exhibits may be removed before the end of the Exhibition without the written permission of the Organisers which will only be given in exceptional circumstances. All exhibits and stand fitting materials must be removed from the Exhibition Building within the period stipulated by the Organisers. The Exhibitor shall indemnify the Organisers against any loss by reason of delay or damage to the Exhibition Building.
 - The Organisers reserve the right to make an additional charge to each Exhibitor equal to any amount charged to them for any services supplied whether specifically ordered or not. The Organisers accept no responsibility for breakdown or failure of any of the services provided for, or in connection with, the Exhibition.
 - Breach of Contract and Withdrawal by the Exhibitor-Without prejudice to the rights and remedies of the Organisers in respect of any breach of the Contract on the part of the Exhibitor the Organisers may at their discretion allow the Exhibitor to withdraw from the Exhibition subject to the following conditions:
 - The Exhibitor must give written notice to the Organisers that he desires to withdraw and if the Organisers allow such withdrawal they will notify the Exhibitor of their decision in writing;
 - Any such notification by the Organisers to the Exhibitor will constitute a cancellation of the Contract subject to the payment of the Exhibitor to the Organisers of a consideration for release from the Contract;
 - The amount of such payment will be specified in the Organisers notification to the Exhibitor and will be that proportion of the space charges payable under the Contract specified in the second column below which appears beside the date in the first column below upon which the Organisers receive the notification from the Exhibitor.
- | DATE OF RECEIPT BY ORGANISERS
OF NOTICE OF WITHDRAWAL | PROPORTION OF SPACE
CHARGES PAYABLE % |
|--|--|
| Before 45 Days of booking | 50% |
| After 45 Days of booking | 100% |
- No refund would be given upon cancellation and would result in forfeiture of the same.
 - The organiser can exercise a change in the preferred location in a scenario where the exhibitor fails to adhere to the payment terms scheduled.
 - Upon payment of such amount to the Organisers by the Exhibitor (credit being given by the Organisers for all rental already paid by the Exhibitor) the contract shall be cancelled and neither party shall have any further claim against the other.
- The Organisers reserve the right to alter, add to, or amend any of these Conditions or not, the decision of the Organisers shall be final. No alteration, addition, amendment, or waiver to or of these Conditions shall operate to release any Exhibitor from his contract.
 - OCCUPATION COMPLETION OF SITE**
 - The Exhibitor undertakes to have the display ready before the opening of the Exhibition.
 - IN NO CIRCUMSTANCE WILL THE EXHIBITOR BE PERMITTED TO ERECTOR OCCUPY BOOTH OR SITE, IF THE PARTICIPATION FEE HAS NOT BEEN PAID IN FULL. Should an Exhibitor be prevented from occupying his site for this reason, all participation fees paid shall be forfeited, and the balance of the participation fee shall be recoverable forthwith by the Organisers as agreed, as liquidated damages. The Organisers shall be entitled to utilise the site which had been allotted to such Exhibitor in such manner as the Organisers shall think fit, and to recover from the Exhibitor any expenditure incurred in so doing.
 - CLEARANCE CERTIFICATE:** All Exhibitors are required to authorize an official from their organization to take possession of their shell/raw space, and furnish an indemnity Bond against damages and outstanding dues. They are also required to obtain a Clearance Certificate from Site/ Hall Managers Office on set-up day. The Hall Managers are authorised to refuse permission to any Exhibitor from occupying his stall/site if he is unable to produce the Clearance Certificate
 - AUDIO-VISUAL EQUIPMENT AND DEMONSTRATION:** The use of sound systems is permitted, provided that the sound is directed into the participant's exhibit, space, and that the sound is not objectionable to neighbouring exhibitors, in the sole judgment of Organisers to do so may result in immediate eviction of the participants from his exhibit space or such other remedies as Organiser deem appropriate. Organisers do not plan to provide any live or taped music during the exhibition. Any exhibitor planning to play any live or taped music in its booth must first notify Organisers in writing. Further, Organisers reserve the right to charge back to those exhibitors playing music any fees or other charges they are called upon to pay.
 - COMPETITION:** No Competitions or the like may be held without the written consent of Organisers.
 - FAILURE OF SERVICE:** Organisers will use their best endeavours to ensure the supply of the services from the Landlords and of those mentioned in the Exhibitor Kit, but they shall not incur any liability to an Exhibitor for any loss or damage, if any such services shall, wholly or partially, fail to cease to be available, nor shall the Exhibitor be entitled to any allowance in respect of charges due or paid.
 - Conditions of Payment: The Participation fee shall be paid by the Exhibitor as mentioned overleaf.
 - Services provided: Each stall will be provided with floor covering, partition panels, fascia, spotlights (number depends on area of the stall), one table, three chairs, one socket, one waste-paper basket. Any extra requirement will be charged for. The charges will be sent upon in the exhibitor manual or on request. While overall, cleaning of the exhibition hall will be the responsibility of the Organisers, the participants will be responsible for keeping their stalls clean and in good order at all the times. Arrangements will be made for providing general round-the-clock security. However, the Organisers will not be responsible for theft, pilferage, loss or damage of any materials, goods or properties belonging to the individual participant any time before, during or after the exhibition, for any reason or cause whatsoever.
 - Safety: Any machinery in motion capable of causing injury or death to either person or property must be installed in such a way, so as to provide full protection against claims, damages, costs, charges, expenses, Demands and legal action of any kind arising from injury or damage caused by such machinery. No inflammable material is to be stored at the site.
 - Particular attention is drawn to the relevant Safety Standards which must be strictly observed for any exhibits involving lasers or radio-active material, or which might provide noxious fumes or which make use of or display any other materials which may involve a danger to the health or safety of any person. No such materials may be brought into the Exhibition without the prior agreement in writing of the Organisers and also the Exhibitors or person responsible agreeing to indemnify the Organisers against any claim or actions arising from the use or display of such materials.
 - An Exhibitors Manual will be issued to each Exhibitor containing detailed instruction for the organization of the Exhibition. Further rules and regulations will be found therein and shall be deemed to form part of this contract and shall be binding on the Exhibitor. Additionally, the Organisers may at anytime make further rules and regulations, having immediate effect, in relation to any aspect of the Exhibition.
 - All disputes arising in connection with this Agreement shall be finally settled by a Sole Arbitrator, to be appointed by the Organisers, under the provisions of Indian Arbitration and Conciliation Act 1996. The place of the arbitration shall be Mumbai. Only the Courts at Mumbai shall have jurisdiction.
 - The Organisers will not be responsible for any infringing claim/action against the exhibitor.
 - The Exhibitor upon signing of this contract form fully realises and agrees to FAIC Convention & Exhibition 2022 being a trade show (Business Show) and therefore also agrees to the fact that children below the age of 16 years are not allowed to visit the show, this hold for children of Visitors & Exhibitors.
 - In case any Exhibitor wishes to take prior possession of their booth space, i.e. prior to the set up time allotted by the Organisers, it is the sole responsibility of the Exhibitor to contact the landlords of the venue and arrange for the same. The Organiser will not play a role in the arrangements of the same. Upon signing of this contract, the Exhibitor agrees to not pressurise the Organisers in any way for additional set up time. The organisers have no objection to the exhibitor contacting the landlord of the respective venue for any arrangements they wish to make internally. The Exhibitor, upon signing of this contract, also agrees not to hold back any funds due to the organisers under the pretext of securing additional days for set up.
 - All exhibitors need to have insurance of their goods, exhibits and third party insurance during the exhibition.
 - The Organiser is not responsible for taxation (GST/Octroi/Excise/Customs, etc.) or any other liability of any sale or commercial transaction made by Exhibitors during the exhibition.
 - Organiser shall have a right over all the photographs, the shoots (including, but not limited to the shoots for the exhibitors products/services which may also include the model for the shoot), product pictures, profiles, brands ("Items") submitted by the exhibitor to the Organiser - FAIC. Further the Organiser has the right to use the said Items as mentioned above for the promotion of FAIC forthcoming events, exhibitions, conferences and trade fairs at various places, for marketing the products and services of its clients and for any other promotional activities or otherwise as considered fit by FAIC. Further, the exhibitor agrees to indemnify FAIC, against any liabilities which may accrue to FAIC including but not limited to claims, demands, notices, suits, proceed ings made, served, instituted and/or pending by or against the exhibitor/FAIC, as a result of using the Items for the abovementioned purposes.
 - The exhibitor is requested not to harm the landlord's property in anyway by drilling or in anyway. Also take possession or vacate as per the Organiser guidelines.
 - It is mandatory to pay a security refundable deposit of 50,000/- by the exhibitor to the organiser before the commencement of the event. In the case where exhibitor has obeyed all the rules and regulations of the exhibition then the security deposit will be refunded by 10th November 2022.
 - The stall booking rates can be changed without any prior notice.
 - Participants will be provided with a receipt subject to realisation of the cheque.
 - Any Stalls Booked under Shell Scheme will get standard facilities. Any Additional requirement will be charged extra.
 - Set up of the stall to be completed by 09.00 PM on 13th September 2022.
 - Event timings are 10.00 AM - 7.00 PM on 14th & 15th September 2022 and 10.00 AM - 05.00 PM on 16th September 2022. The stalls will be made accessible each day at 9.00 AM only on the exhibition days.
 - All Exhibitors are permitted by the association to send their own Invitation card to any number of visitors provided they incorporate the Event Name very clearly.
 - The exhibitors/Visitors are not allowed to take the saleable goods/products out of the exhibition area during the exhibition days.

All communications to be addressed to:

FEDERATION OF ALL INDIA CATERERS

Flat No. 1, Ground Floor, Sumitra Sadan, Azad Nagar CHSL,
JVPD Scheme, NS Road No. 1, Vile Parle (W), Mumbai 400056.
Cell : +91 97696 44931 / +91 97696 44864 | Web : www.faic.in

Authorized Signatory

(with office stamp)

(Rules & Regulations mentioned are read and understood)



FEDERATION OF ALL INDIA CATERERS

ADVERTISEMENT FORM

FAIC GSTIN No : 27AAAF3128K1ZT | FAIC PAN No : AAAAF3128K

Company Name:

Contact Person: Designation:

Address:

..... Pin code:

Tel: Mob: Email:

PAN No : GSTIN No:.....

Booked by (FAIC representative details)

Name: Mob No:

Details of Advertisement Charges in souvenir

Ad Category	Ad Size		Amount
Back Page	Full Page	7.25" x 9.75"	INR 2,00,000/-
Inner Cover 1st Page	Full Page	7.25" x 9.75"	INR 1,50,000/-
Inner Cover Last page	Full Page	7.25" x 9.75"	INR 1,50,000/-
Inner Second Page	Full Page	7.25" x 9.75"	INR 1,50,000/-
Inner Last Second Page	Full Page	7.25" x 9.75"	INR 1,50,000/-
Before Index	Full Page	7.25" x 9.75"	INR 60,000/-
Other Pages	Full Page	7.25" x 9.75"	*INR 16,500/-
Other Pages	Half Page	7.25" x 4.75"	INR 10,000/-

Please send your Advertisement Open CDR convert to curve file.

GST Extra, as Per Applicable

*Pay only INR 12,000/- (+GST) for full page, If Stall Is Also Booked. Stall No : Receipt No :

CD

Matter

We hereby Confirm our booking for the Advertisement in the souvenir by paying full amount of INR..... by cheque no /draft no/ UTR No. drawn on Bank.

Please draw cheques / drafts/ NEFT / RTGS in favour of **FEDERATION OF ALL INDIA CATERERS**

Subject to Mumbai Jurisdiction

FAIC Bank Detail

Bank Name : **HDFC Bank** • Branch : **Nirmala Convent School Road, Rajkot** • A/c. No : **50200005809234**

IFSC Code/ NEFT Code : **HDFC0001698**

For Booking Advertisement In Souvenir:

Deepak Sanghvi
+91 92275 11111

Chandresh Mehta
+91 98240 42906

Vipul Badiani
+91 98201 22785

Atul Mehta
+91 98490 77011

Paresh Desai
+91 98240 39395

Uttamrao Gadhave
+91 98230 21734

souvenir@faic.in

For General Information:

info@faic.in

FEDERATION OF ALL INDIA CATERERS

Flat No. 1, Ground Floor, Sumitra Sadan, Azad Nagar CHSL,
JVPD Scheme, NS Road No. 1, Vile Parle (W), Mumbai 400056.
Cell : +91 97696 44931 / +91 97696 44864 | Web : www.faic.in

Authorized signatory

(Office stamp mandatory)
(rules and regulations overleaf have been
read and understood)

Event organized by



Terms & Conditions Overleaf



A good workflow for every catering event is a must. The whole process will be more result-oriented, with a touch of technological infusion,

Can Data Drive in Sales for the **Modern Indian Caterer?**



The food industry is an old one, ripe and nurtured with a lot of experience. In India, it gets all the richer with so many cuisines, traditions, and religious celebrations to flaunt the happy moments. However, as the industry gets more complex and when there are players in the same business, how do you get noticed?

THIS IS WHERE DATA WORKS RIGHT FOR YOU

Data may sound very foreign and technological to many, but no, it is not! In fact, we all come across a lot of data in life, but we just see and pass off them. Now, is the time, to use the data that we receive in a better way.

If you are wondering what is data; the answer is simple. Since this is the catering and hospitality business, to start with data includes all the information you need in this business. For instance, you receive orders, and even take raw materials from a lot of people. Now in a day, you will about 2000 such data pieces and in a week, this will grow and in a month, it may go countless. So, naturally, it is not possible for us to sit and find the meaning of this in a manual manner. This is why technology can help you.

Many traditional catering companies have felt that technology and automation will reduce the man jobs. But that is a false concept that has been looming in the minds of many. Over the years, businesses have grown, teams have grown, profits have scaled up and also technology has also been implemented everywhere.

The difference is that when technology and big data are used, we know how to use our resources, how to invest, how to serve, how to market, and what prices to apply for the function. This means data teaches us to make the right decisions. It makes the existing team more polished, professional, and productive.

WHAT MORE COULD A SUCCESSFUL CATERER WANT?

If you have noticed during the pandemic time period, many catering companies went to use the big data to find out the food preferences of people and introduced wonderful ready-to-

cook products in a matter of one year.

And yes, these are bringing new channels of profit today for them. That is the power and potential of using the correct data at the right time.

THE NEXT QUESTION AT HAND IS WHETHER DATA CAN DRIVE SALES FOR A CATERING COMPANY

Well, there is good news. You will know how to use social media to advertise and improve your sales leads via the online world. Going with Big Data has been very promising for some of the simple startups in India, who introduced vegan products with very little investment, a lot of research, and the right technology and software. So, the change is absolutely worth it!

With the help of a competent catering software mobile app, you can secure leads and immediate back payments with a few clicks. Both convenience and credibility are increased once you create transparent workflow processes. Tell them where you are, what you give, clear rates, and be ready for custom-made customer service.

Use the data they enter, to understand the age group that order, the dish they love, and the amount they are willing to spend on your event. All this matters a lot as it helps in fine-tuning the business, building relationships, spreading your goodwill, and also increasing the profits. The results are calculated and stored for long periods. So, this helps you to study and identify the gaps that need to be filled.

The sales process becomes more targeted, as you know whom to approach, the event theme preference, the menu card, and all the other accessories that should fall in place with your hospitality. Data ensures that fewer risks are taken and reveals more opportunities that can be utilized. ●

Got a Corporate Catering Coming Up? **MAKE IT A SUCCESS!**



Planning ahead for a corporate working lunch or a cocktail evening party? Heads up, we have got you covered with tips and lessons that great restaurants have worked out successfully.

Wow, you have an event on your calendar and this time – it is for the corporate world. Surely, you may undertake such similar parties and have seen quite a few. But this time, make your mark and exhibit the professionalism that the Hospitality Industry will love to see. To ensure that you do not miss any of the essentials of a proper corporate party, we have done a must-have guide that you. This will fit in most of the party considerations that any type of corp[orate party will require.

WHO IS YOUR GUEST?

Oh yes, we know the guests are coming from the corporate world. But what we need to think about is the level of the employees who are coming. It could be the top tier management, middle-level management, the fresher group, and even the CEO and their esteemed client list.

The guesses could go on, but we need to make sure. So, ask the host, and accordingly, you can plan the theme of the party. For this, you need to know the main idea behind the party. It could be a success party, anniversary, annual celebration, or

whatever. Choose the decorations, plates, and accessories accordingly.

HOW MANY WILL TURN UP?

Next, is to know the number of guests in the picture. Will there be the employees and their families too? Know it all and choose the seating and plates according to the number of attendees. The corporate caterer is all perfection. Consider exceptions for the disabled, families, children area, and even International employees.

They may give you approximate

It's your show, Shine up High with Quality & Consistency.

information, but you need to be prepared for the sudden entry of untold guests. Showing off your expertise to back them up is what lets them remember you again for their next event also.

TIME AND DURATION OF THE FUNCTION

Learn the time of the event they want to celebrate. Next, also understand the duration of the event. It could be in the morning or evening and go on until late at night. So, train your staff to be prepared, pleasant or even hold two shifts in case the working hours are too long.

Budget to splurge on

Before taking in any contract, talk to the host. Understand the food style they need, any food exceptions, and how much they are ready to spend for the final ambiance. Keep the halls hygienic, clean, sanitized, and filled with pleasant fragrances. It will create a good vibe within the meeting or the corporate celebration.

It is best to know and both parties should agree upon the terms before the event takes place. This way, you have better and more transparent relationships in the long term.

DEFINE YOUR SCHEDULE RIGHT

Let the host know when your duty will start and when it will end. In case, they have planned a summer party for a couple of days at some outdoor place, this could affect your work timings and your staff. Understand clearly what they expect from you and appoint staff accordingly. Remember for you, the staff is your backbone, so adjust the work accordingly.

FOOD: TASTY. NO MESS PLATTERS

For a corporate party, they need clean food that is healthy, tasty, and not all messy. If they like to have the conventional dal chawal, do give it



but try not to make the tadka too greasy. You can have baked starters and they are used for organic and healthy lifestyles.

QUICK CLEAN UP

Focus on a system that enables you to follow a quick clean up session. This will mean more disposable plates and crack free dinnerware is possible.

CATER WITH POISE

Style is a must as you are dealing with professionals and not a wedding crowd. Train the staff to talk politely, and with patience. Only experienced people should be allowed to be the front face of your catering event.

CARE YOUR TEAM

Do not forget to care for your team by any chance. If they are working for too long, ensure that they have eaten and taken a few breaks in between.

Hope you found a few of our corporate party suggestions useful. This handy guide can help you to serve a crowd that hails from any corner of the world. ●





FEDERATION OF ALL INDIA CATERERS

MEMBERSHIP REGISTRATION FORM

NEW

RENEWAL

PHOTO

MEMBERSHIP NO. CITY STATE DATE

Company Name

Person Name

Designation Mobile No. Whatsapp No.

Address

Pincode E-mail

Local Catering Association Name:..... Membership No:.....

Licence (Any one Compulsory attach copy.)

1. GST No.....2. FDA Food Licence No.....

Membership is Subject to Approval of FAIC Board.

Company is liable to pay Registration fees and be a member of federation. Only one person appointed by the company will be representing the company.

I / We agree to abide by and is bound to follow the Rules & Regulation of FAIC as may be in force from time to time.

Membership Fee of Rs. 3000/- + GST Rs. 540/- for 2 years from 1-4-2022 to 31-3-2024
is sent herewith by NEFT / Draft / Cash in favour of " **FEDERATION OF ALL INDIA CATERERS**".

Draft/ Chq./Transaction No.....

Bank Name

Date of the Payment

For NEFT/RTGS :-

Bank : HDFC BANK

A/c. No. : 50200005809234

IFSC : HDFC0001698

MICR : 360240009

Pl. email us the transaction details to verify with our bank and
to issue the payment receipt

.....
Applicants Signature with Co's Rubber Stamp

FOR OFFICE USE ONLY

NEW / RENEWAL

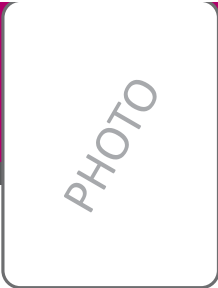
Date of Receipt..... Receipt No:..... Membership No:.....

.....
Authorised Signatory



FEDERATION OF ALL INDIA CATERERS

Convention-2022 Registration Form



FAIC Membership No.:

Local Catering Association Name: Membership No:

CITY: STATE:

Company Name :

Person Name :

Designation: Mob. No.:

Address:

Pin Code: E-mail: Tel. No.

GSTIN:

Description	Convention Registration (per head)
Convention Fees for Every Member	Rs. 4,000/- + Rs. 720/- GST = Rs. 4,720/-
FAIC Membership Fees per Firm	Rs. 3,000/- + Rs. 540/- GST = Rs. 3,540/-

Please send the registration charges by cash/DD/NEFT in favour of
"FEDERATION OF ALL INDIA CATERERS"

- It is mandatory to fill-in this registration form.
- Firm must be registered as FAIC member.
- For registration of Each member, charges are Rs. 4,000/- + 720/- GST. For additional persons of the same business-firm, a seperate form for each a fees Rs. 4,000/- + Rs. 720/- GST per person has to be sent.
- Convention registration fee includes entry-fee, 3 breakfast, 3 lunches, 1 gala dinner, 1 Dinner, 1 Gift, 1 Souvenir and 2 nights cultural and entertainment program. Transportation and accommodation fees are not included in this.

Draft / UTR No.:

Bank Name:

Date of DD/Transaction:

For NEFT/RTGS :-

Bank HDFC BANK

A/c No. 50200005809234

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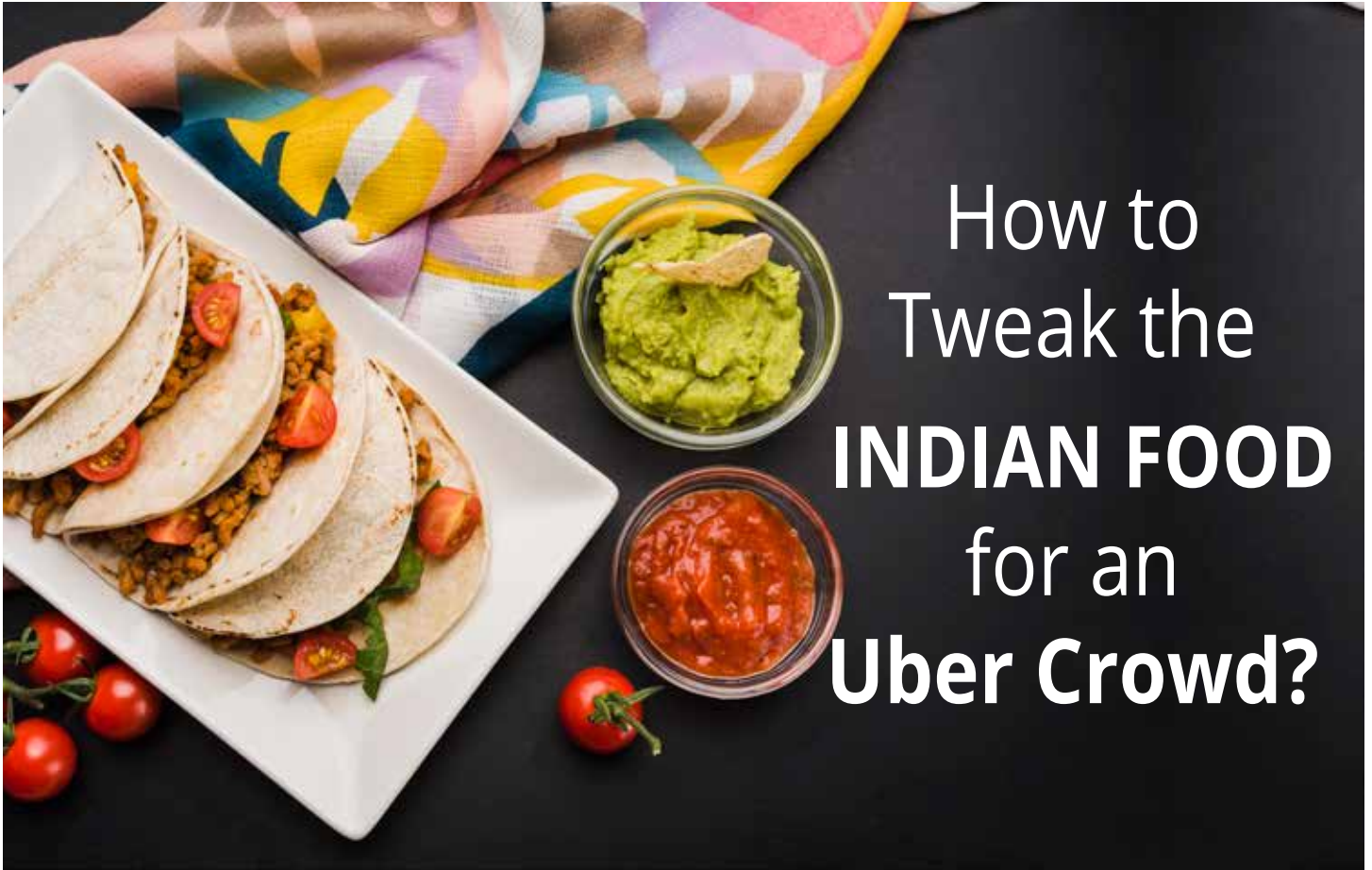
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How to Tweak the INDIAN FOOD for an Uber Crowd?

With the weddings in full swing, it will have an international crowd to feed. Here, we will learn how to break into the Uber touch without destroying the authenticity of the Desi menu card.

A chef is all about pampering the palate with new flavors and that is what the post-pandemic is all about. Indian food is famous all around the world, but top chefs around the world have found that no one hasn't yet tasted the real thing yet. For instance, if you go to the USA, you will get a Palak Paneer or a Butter Paneer, but it will be a lot

mellow than the rich ones you get in India. Of course, that is done to blend in with their tastebuds, but the question is – is there a need for it?

If you notice a lot of food trends brought in from the Chinese and Korean food cultures, are nothing short of red hot flavors, and they don't compromise on anything for the sake of others. They keep their base formula of any recipe true to their heart. In fact, that is the only

way your customer, whether an International person or an Indian brought up outside – can actually experience what is the real Indian platter.

So this time we have brought in a few interesting tweaks on how you spice up the Indian food, do justice to the Spice essence of our cooking, and yet serve lip-smacking dishes to the guests.

INTRODUCE THE FOREIGN PALATE TO INDIAN

Okay, we get it – that the foreign crowd is not used to Indian local cuisine. But they have tried so many varieties of weird foods from around the world. If we do not introduce this to them, who else will? Got a party coming up? Stick to a real Indian mustard-based relish and serve up something like a light version of Kasundi, plum chutney with urad papads. The choices are so many. We need to get a bit bold. Of course, you need to step down on the heat and also serve super fruity coolers alongside. That would balance the heat. Seriously, everyone loves to try new things, apart from the conventional tikkas, and gravies!

GIVE SPICES A FACE LIFT

India is a mixed bag of spices, herbs, and preserved recipes for generations. The world ought to experience this beautiful tradition. If an evening corporate evening party is on your calendar, let the Indian spices run the shows. Of course, chefs do know that spices do not actually kick in a lot of heat and are used subtly. It flavors the dish, right? Push your boundaries a bit for the right change to come on. For instance, Dal Chawal is homely traditional food. Almost all who reach India would have tried it. But there are so many other basic chawal with curry dishes that are creamy, wholesome, and plant-based in India. Why not go for the lovely Sambar Chawal – as people would welcome the spicy change. Plus, that is a lot more nutritious than plain Dal! Or even serve up the traditional Bheja Fry in a coconut-based, sour, and peppery sauce. Switch to healthy, keep a tab on the spices and make it look and taste wow.

There is room for so much creativity. We just need to be ready to be Unapologetically Desi, if our Catering needs A Huge Revamp

STICK TO NATURAL

Yes, we can't stress this enough. Did you know that Mexicans, Asians, and Americans are actually open to so many different types of food? Instead of souring International herb flavors, keep it Indian. For instance, we have so many varieties of flavorful chili varieties in India, but most recipes call for the Kashmiri variety only. It's time you go for some Andhra chilies, or the lovely bird chilies from down south, to see how food can be hot,

any dish. Break the monotony of a few classic wedding dishes and give people a foodie surprise.

GO NATIONAL, AND NOT LOCAL

You get known with your deeds and not just your name at the end of the day. If you look around at our world-class Indian chefs and even our large-scale catering business wizards, they have never stuck to just one product always. They learn, try,



yet, flavourful. With the right sugar and salt combo, every creative chef can bring awesomeness to the plate.

HOLD CULTURE UP

Haven't all of us as children loved the street food in India? In fact, each street in every Indian state will have a delicacy to boast about! That is the real food culture of India, as they use authentic, budget-friendly ingredients and serve yummy food to all ages. Today with the healthy food in the limelight, you can always go for baked and air-fried varieties for

explore and bring flavors from every corner of India. If the local tacos are famous today everywhere, why can't our humble Uttapams be famous too! Serve up saffron rice with some lovely Kerala Prawn molee and see how people will love it. Try local and don't stick to convention.

The post-pandemic crowd has been at home for over 2 years, and read a lot about various flavors in and around India. They would love to try them out, and the festive season is the best opportunity to share your love for food and introduce them to real Indian cuisine. ●



12 WAYS CHEFS Can Attain Quality Deliverance

A word of appreciation for your food is the best accolade a chef can get. This needs expertise, research, and a clear mind. Here, let's understand how a health routine can help chefs and event planners think and act well every day.

A With the lifestyles getting back to normal, people have loved the spirit of socializing in open restaurants, cafes, clubs, and events. This is where good food brings people together. So, as chefs, event planners, hospitality specialists, and professional business catering companies, your health is the deciding factor for some solid performance.

Create habits that involve better food diets, sleep, exercise, and social activities that reduce stress, and improve your thinking quotient.

KEEP AWAY THE MOBILE

A huge turn-off is to start the day with your mobile buzzing every second. Surely, the world has to tell you their woes. Surely, the social media channels cannot keep shut. But don't soak all that in. It could have a mix of happy and sad, but these are emotions at the end of the day. It should not affect your inner spirits. So let it rest for a while.

Start with meditation

Begin the day with some yoga, or gentle meditation with some gentle music and prayers. It helps your mind to stay rejuvenated, and alert and also positive receive the world as it comes.

STRETCH THOSE LIMBS

Have a great sleep, you need to stretch and loosen up those stiff muscles. This is essential, or else as one ages, the Body tends to opt less responsive to such body movements. It will build cramps and joint issues and with a little stretch, the problem gets solved.

SOAK IN SOME NATURE

Have a brisk walk in the morning to absorb some sunlight, fresh air, and the fresh dawn atmosphere. It really feels good. Try it once.

GO FOR HERB TEAS

Most people try going in for a sip of hot black coffee. Instead, if you want to get reenergized, it is best that sip some herbal teas like mint tea, or green lemon tea. It will burn the toxins and help you to lose those extra calories.

TALK TO YOUR LOVED ONES

Family comes first before anything.

Success is proportionally connected to a healthy mind. So it's best to commit to a healthy life routine for the best results.



We agree that a career or passion is important, but if you need to grow in any of this, you need people who love you too. So, mix around with partners, children, and parents to see the silly side of life also.

CHECK AND SCHEDULE YOUR WORK ROUTINE

Now, once you have done all the warming up, you are ready to take in the chaos that day will throw-in. We like to think about this from a different perspective. Make each challenge a learning experience, where you can devise better methodologies to execute better. Only when we fall, do we learn, but be ready to rise again.

TOO MUCH MEANS TAKING A BREAK

Think that you have a lot on your table. Then, it's fine and you are human after all. Take a break and do not feel guilty for it. This gives enough to take a power nap, go for a drive, refresh your focus and come back with a peaceful mind. In case, you are heading your team, this is essential as your subordinates can get affected in the bargain.

HEALTHY BITES & DRINKS

If it is break time, you can have an energy bar, and sip in some fruit juices or fruit waters to keep your body well hydrated.

JUGGLE EVENTS BUT DON'T MESS WITH THEM

You may take many events, and if it is a bit chaotic, you need to break it down and plan. You may need more staff, more equipment, and bring forward solutions that will help you bring results. This does happen during the festive season. So, train your staff to handle stress accordingly.

KEEP TEAM UPDATED

Communication is a crucial highlight of good mental health always. Stay true to your staff and clients always. Tell them the real situation in case dates, materials, staff or location do not work for you. Never build false hopes, as it makes you feel guilty and morose for nothing.

HAVE SELF-CHECKS

Understand and evaluate what you need in life. This will help to improve and grow the hospitality business. ●

MARICO OWNS A LARGE SLICE OF TRUE ELEMENTS

Marico Ltd has added one more exciting partial acquisition to its basket. This time it has taken ownership of about 54% equity ownership of healthy breakfast brand True Elements. This brand is part of the Pune company called HW wellness solutions private limited.

They plan to foray into the health foods segment with this acquisition. For this, a mixed blend of digital marketing and technological solutions will be used to accelerate sales and add more profit margins to the existing product lines. Previously, Marico has bought Just Herbs (Ayurveda beauty brand) and Beardo (a men's grooming brand). With the help of Marico, clean food habits can be marketed well via True Elements substantially.



KIRANA STORES PUMP THE RETAILER QUOTIENT WITH TECHNOLOGY



Gone are the days when people sought groceries at the local Kirana stores. Today, with the help of digital infusion, the Indian retail market has undergone a noticeable change. About 12.8 billion Kirana stores have joined the digital community of mobile apps where they can connect with their probable customers. This has helped them to witness tremendous growth, popularity and sales in a few months' time.

With the help of better connectivity, home delivery, good packaging, and good customer service, the local business community uses technology opt to build their market of loyal customers smoothly. Some of the apps that give solutions are Kirana King, Gully Network, Shop Kirana, and Jumbo Tail.

ARCHANA KITCHEN STRIKES GOLD IN THE HEALTH FOOD BUSINESS VIA RAZOR PAY



The name is a dear one for many new wives, home cooks, and office-going bachelors. Archana's simple style of cooking was all about mindful eating and using basic, nutritious ingredients. This was helpful to first-time cooks who missed their mother's cooking. Once her YouTube channel came up, she started a lifestyle where people would understand their body, and body ailments and eat accordingly. Today her D2C business formula is a brand that is trusted by the world.

Recently she included Razor Pay payment mode for her subscribers to use a convenient pay channel to enjoy tailor-made videos, and query sessions, and also to buy from her eCommerce platform. Today, she sells maida-free cookies, brownies, and desi grains like oats, whole wheat flour, and oats flour food products.

MADAM CURRY TAKES ON THE NORTH INDIAN CUISINE WITH A FOREIGN FORMULA

The Delhi-based cloud kitchen Madam Curry builds on a foreign flavor for the North Indian cuisine. With an undying love for food experiments, the founder Ishaan Kapoor keeps the platters interestingly delicious. They have placed a solid foot in India's capital, the food lovers and now there is no turning back.

The idea came about for this delivery-only kitchen when they first tread into catering and served for over 700 parties. Here the menu was different and based on a fusion of Indo-French, which was appetizing for the party lovers. Indians are more receptive to the International flavors nowadays.



HARD WORK PAYS, FRESH MENU RISES ONCE AGAIN

Fresh Menu, has been founded by Rashmi Daya with a vision to bring good food to the table at affordable costs. The company is known to be the first among the cloud kitchens in India. Even after many failures, and financial crunches, the bold lady never stepped from her dream. She knew the potential of this business and remained resilient through the oddest of situations.



Constantly competed by Zomato, various cloud kitchens, and various food delivery organizations, Fresh Menu had to deal with a lot. However, with ample research and the guts to fight back, the company is shining back with new technological advancements.

EMBRACE PLANT. GO HEALTHY WITH ALT CO PLANT MILK PRODUCTS

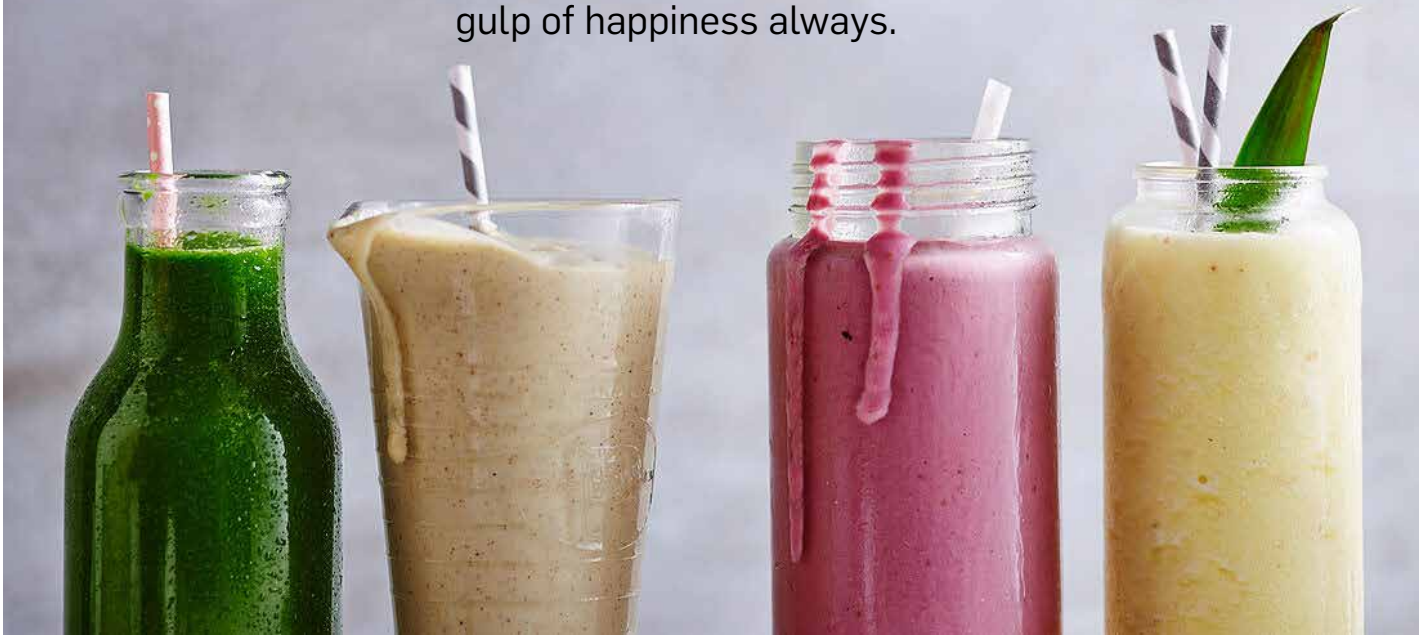


Plant-based milks are the new norm for healthy food diets. From 2022, this is every vegan lover's dream food. With a thought to save the world, and still eat healthy companies like Alt Co are sourcing out various natural plants and extracting their milk for cooking and drinking purposes. This is good for weight control and also to bring an end to various body ailments.

Alt Co has researched and grown their health-conscious crowd and built high-quality milk across the globe. The CEO of Alt Co Sumair Sachdev has helped to shift to nutritional life irrespective of professions, fashion, lifestyle, and marketing ideologies.

This Wedding Season **Fizz Up** with **DESI HEALTHY REFRESHERS**

Making celebrations more meaningful is your best chance to stand out in the competition. So, introduce healthy refreshing drinks this summer and impress the crowds. Let the wedding welcome drinks be a gulp of happiness always.



Water Apple / Rose Apple Spritzer



A refreshing thirst quencher to have during the hot summers and very easy to make. Let the lazy monsoon moods not bring you down.

Serves 2

Ingredients

- 2 cups of chopped and deseeded water apples
- 2 teaspoons of lime juice
- 5 teaspoons of organic honey
- Carbonated water
- Ice cubes

Directions

- Take a blender, add in water apples, lime juice, and honey and blend well with a little cold water
- Strain into two glasses; add ice cubes and carbonated water. Serve with a lemon slice.

Hibiscus Refresher

Who says you need to serve caffeine-rich drinks all the time? Go for this antioxidant floral drink that will help burn the calories and refresh the guests without a doubt!



Serves 2

Ingredients

- 2 handfuls of fresh hibiscus flowers or dried ones
- 1 teaspoon of Rooafza
- 2 teaspoons of lime juice
- 3 teaspoons of powdered sugar
- Coldwater
- Ice cubes

Directions

Crush the hibiscus flowers with a little water. Strain and pour into the glasses. Add the rest of the ingredients and mix well.

Serve cold.

Pineapple Ginger Lemonade

It's summer and you need some cool drinks that are flavorsome and rich in vitamins. Let your bridal showers be extra healthy this time.

Serves 4

Ingredients

- 2 cups of chopped pineapple
- 1 teaspoon of chopped ginger juliennes
- 4 tablespoons honey
- Juice one large lime
- 3 – 4 mint leaves

- Carbonated cold water
- Ice cubes

Directions

- Blend the pineapple cubes and strain them into glasses
- Add the rest of the ingredients and mix well.
- Serve cold.



Musk Melon Apple Fizz

Go light on your drinks, and make sure that the sugars are just right for the show. You can mix this ahead of time, and serve it up cold

Serves 4

Ingredients

- Pulp of four crisp apples
- 2 cups of musk melon
- 4 tablespoons honey
- Juice one large lime
- Carbonated cold water
- Ice cubes



Directions

- Mix the apple pulp with honey or sugar and lime juice and store in ice cube trays. Let it freeze well.
- Blend the musk melon, strain, and keep aside.
- Pour lemon juice, add apple cubes, add cold water and more ice cubes and serve cold.