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FAIC

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VOLUME 4 | ISSUE 12 | SEPTEMBER 2021

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Hits the jackpot with
innovative twists

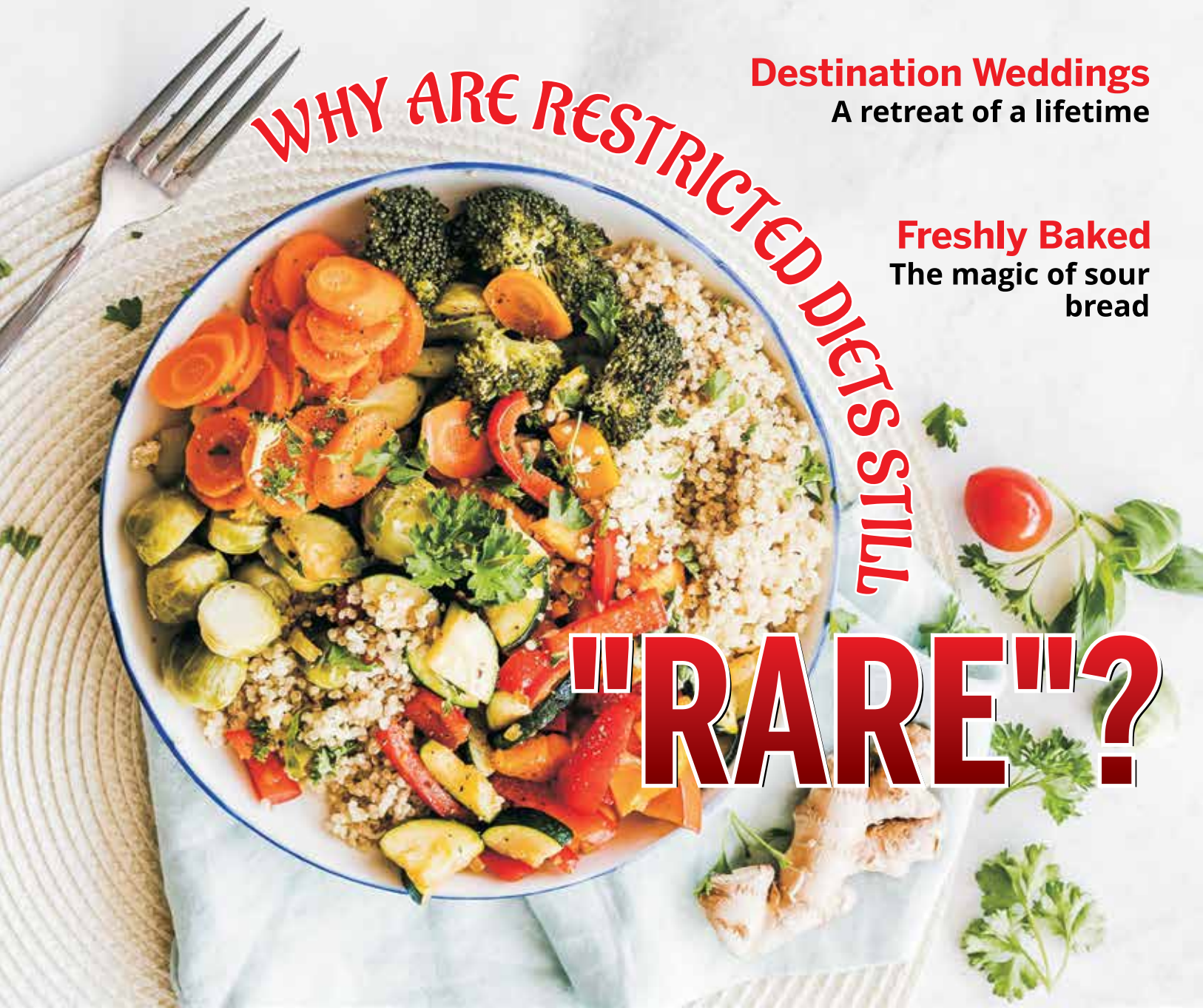
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Destination Weddings
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Freshly Baked
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bread

WHY ARE RESTRICTED DIETS STILL

"RARE"?



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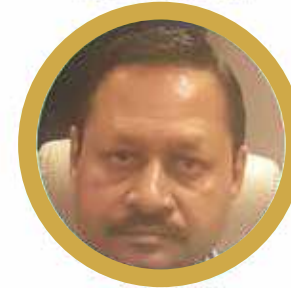
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Hospitality during a global pestilence

2021 has not slowed down the Coronavirus as it was assumed. But on the brighter side, people are now adapting the “new normal” to survive better. And the Hospitality Industry is too propelling harder than ever to thrive better. We are all aware that the Hospitality Industry has been through its hardest storm. We have been fighting with the pandemic on our own. Unlike other industries we have not received any relief or aid from the authorities. This is one of the major causes of our continuous struggle.

Our domain had to chop off a huge chunk of revenue after the footfall restrictions were announced by the government. Reduced manpower, rising transportation costs, and the reluctance of celebrations among the people were other add-ons that further aggravated our economic woes.

Despite these setbacks, the industrious spirit of the hospitality arena triumphed every adversary. And as they say, necessity is the mother of invention.

The hospitality arena surprised the clientele and the world with their innovative solutions. The buffets were decorated with short but rainbow menus, innovative technologies like AI were employed to tackle the problem of limited manpower, and budget-friendly prices were introduced to encourage business. Covid19 awareness, and social distancing were included in the “menu”.

The diligence paid off when the hosts and visitors were left spellbound at the events and were seen craving for more. The guests were coordinated remarkably with the covid protocols, whilst letting them submerge in the ocean of unending happiness, glory and resolve to get back to life

Our fraternity has always dedicated ourselves to serve others selflessly and we are working with the same zeal to combat the pestilence.

Thank you,

Narendra Somani
President, FAIC

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GETTING BACK TO THE “NEW” NORMAL

Year 2021 has given us a chance to revive the hospitality industry post covid. The relaxation of the travel restrictions has set the industry frothing again with renewed confidence. Although we are still struggling to touch the erstwhile glory we are happy to take the first few steps.

We are all aware that the hospitality industry was eagerly awaiting to reclaim it's life after the covid onslaught. The industry was also eager to show what it has learned during the pestilence. Even the clientele is noticing that hygiene and safety are given special attention by the cooks and servers alike.

However, very few people are aware that we are fighting a war of our own too. Government has not yet announced any special package for the hospitality industry. Most of the industry people are struggling with several issues like reduced manpower, rising fuel prices, restricted footfall, and scarcity of freelance work.

But as they say :
*When the going gets tough,
the tough gets going.*

We have to stand united in this storm so that we can sparkle in the sunshine together.

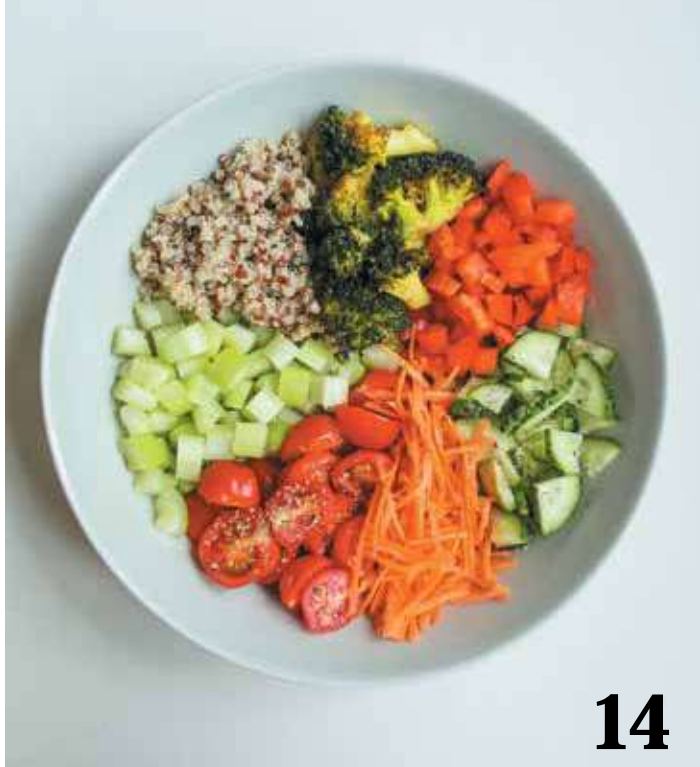
Thank you

Kirit Budhdev
Secretary, FAIC

“

Unity is the strength that can help us sustain in these turbulent times. I'm brimming with pride to say that the catering and events industry has shown exemplary zeal and unity in the ongoing struggle against the pandemic. Catering communities from 18 Indian states have joined ”

Cover Story



WHY ARE RESTRICTED DIETS STILL “RARE”?

Most of the millennials are now not cooking. All thanks to the food apps that bring the most tempting flavors to the doorstep with a click.

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SAKET VERMA HELPS YOU TO PLAN A BUDGET 5-STAR WEDDING

Covid19 taught us a very important lesson, we can survive without the cliched “Big Fat Indian Wedding”. The covid19 restrictions helped people to realize that weddings can be enjoyed even with limited gentry. The hospitality industry is aware of the restrictions and protocols and now they are offering the guests a “ budget wedding” even at 5-star hotels.

A 5-star budget wedding strategy involves:

- Enquiring the expectation of the guests and then providing them bespoke solutions. Offering a package according to the clients’ expectations is the best way to win them
 - Customizing services as per the budget of the client is another key to make the guests happy.
 - Keeping the gentry and number of the functions limited is the best way to control the budget. The rest of the things like food, decor can be adjusted.
-
- The 5-star hotels are trying to break the myth about big fat weddings by offering budget-centric weddings and everyone should try it.



KERALA-ITE COCKTAIL OF AGRI-TOURISM

The Kerala government is toying with an idea to use the State tourism department and the local self-governments for agri-tourism. They are planning on coming up with 500 farm tourism units and also develop 5,000 homestay farms by March 31, 2023.

The “agari-tourism” project is aimed to bring benefits to local communities. The program will include the traditional agricultural practices of Kerala.

It will show the blending of sustainable development, traditional agriculture with tourism to reap profits

FOOD DELIVERY APPS MAY CUT PROFITS



The GST Council may bring a proposal to designate Zomato and Swiggy as restaurants. That will levy 5 per cent GST on supplies made by them. Currently, per GST, these apps are registered as Tax Collectors at Source (TCS).

If approved, the apps would be given a certain time to update their software to incorporate new taxes. However, there would be no extra tax burden on the end consumers.

The proposal aims to trace the unregistered restaurants doing business with such apps. It also aims to reduce the gap in the financial analysis of the apps.

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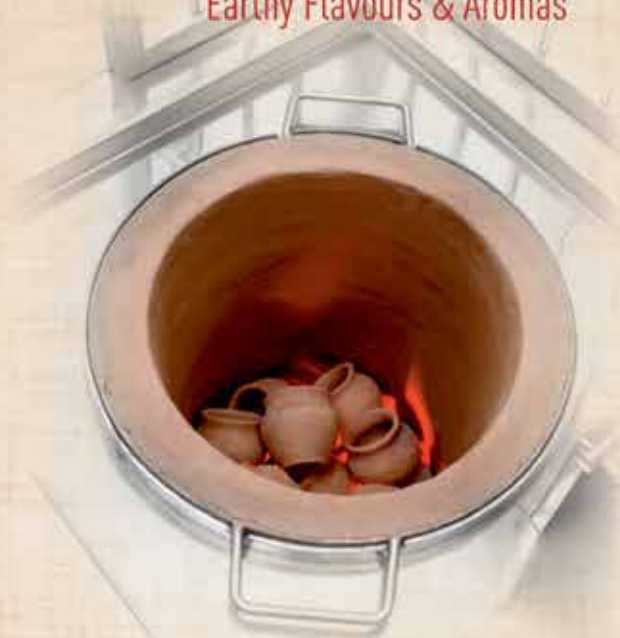
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BESPOKE GETAWAYS EMERGE AS THE NEW TREND AMONG INDIAN HOLIDAYERS

After experiencing the covid hell, Indians are now vaccinated and ready to get out of their walled rooms.

The tourist destinations are recording stellar bookings. Families are flocking to shed off the lockdown woes.

But they are not picking the traditional walled rooms of hotels but they are seeking experiences and enjoying bonding.

Bespoke holiday packages are on rising that is a mix of everything. They have star gazing, camping, hotel stay, finally, Indians are realizing that confinement even within the walls of luxurious hotels is not enjoyable.

COVID 19 INTRODUCES REVOLUTIONARY CHANGES IN THE INDIAN WEDDING INDUSTRY



Remember those good old days when our parents ran from one corner of the city to another to distribute expensive wedding invitations? Well, Covid19 has changed it and more. Here's how

- **Inauspicious dates are OK:** The traditional Hindu calendar has certain dates reserved for auspicious rituals. They are called saya dates. But Covid 19 saw tonnes of non-fatal weddings.
- **E-invites:** Customized invites became a thing as they saved both time and effort. In fact, customized wedding websites became a norm too.
- **Rise of domestic wedding destinations:** Due to the Covid19 restrictions, people started flying to domestic wedding destinations. And it boosted the domestic tourism.

PAUL SETHI (DIR. - SALES) OF NOVOTEL HYDERABAD HOTEL SAYS HOSPITALITY IS ALWAYS OPEN FOR WOMEN

Paul Sethi says that women are being celebrated in hospitality like never before. However, the ride is bumpy and money alone can not compensate for your efforts.

Initially, women were picked to add glamour to hospitality. Glamour is one of the driving forces of the hospitality industry but there is more to it. And women are now exploring leadership positions too.

She further adds, the industry is recovered and all set to grow. This is the best time to make a career in hospitality.

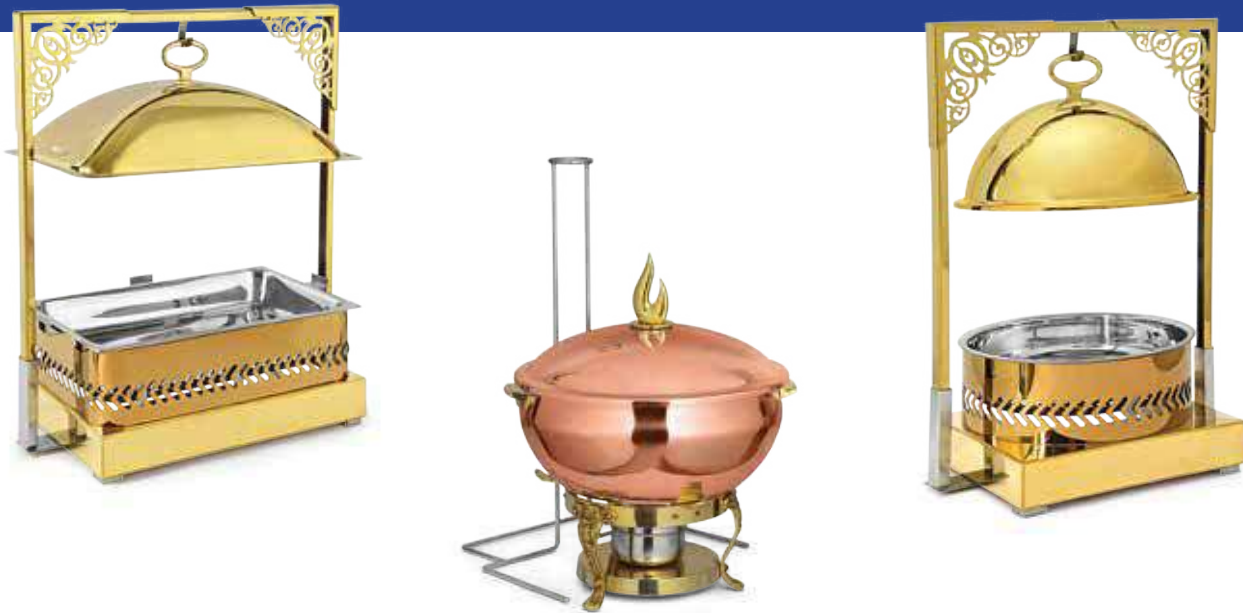


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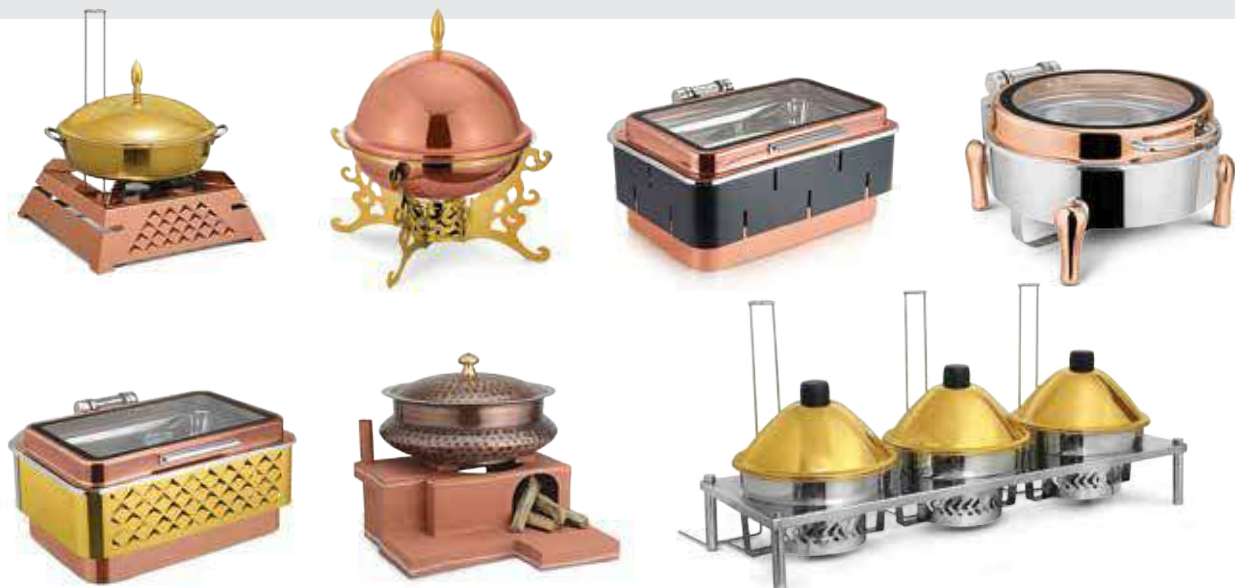
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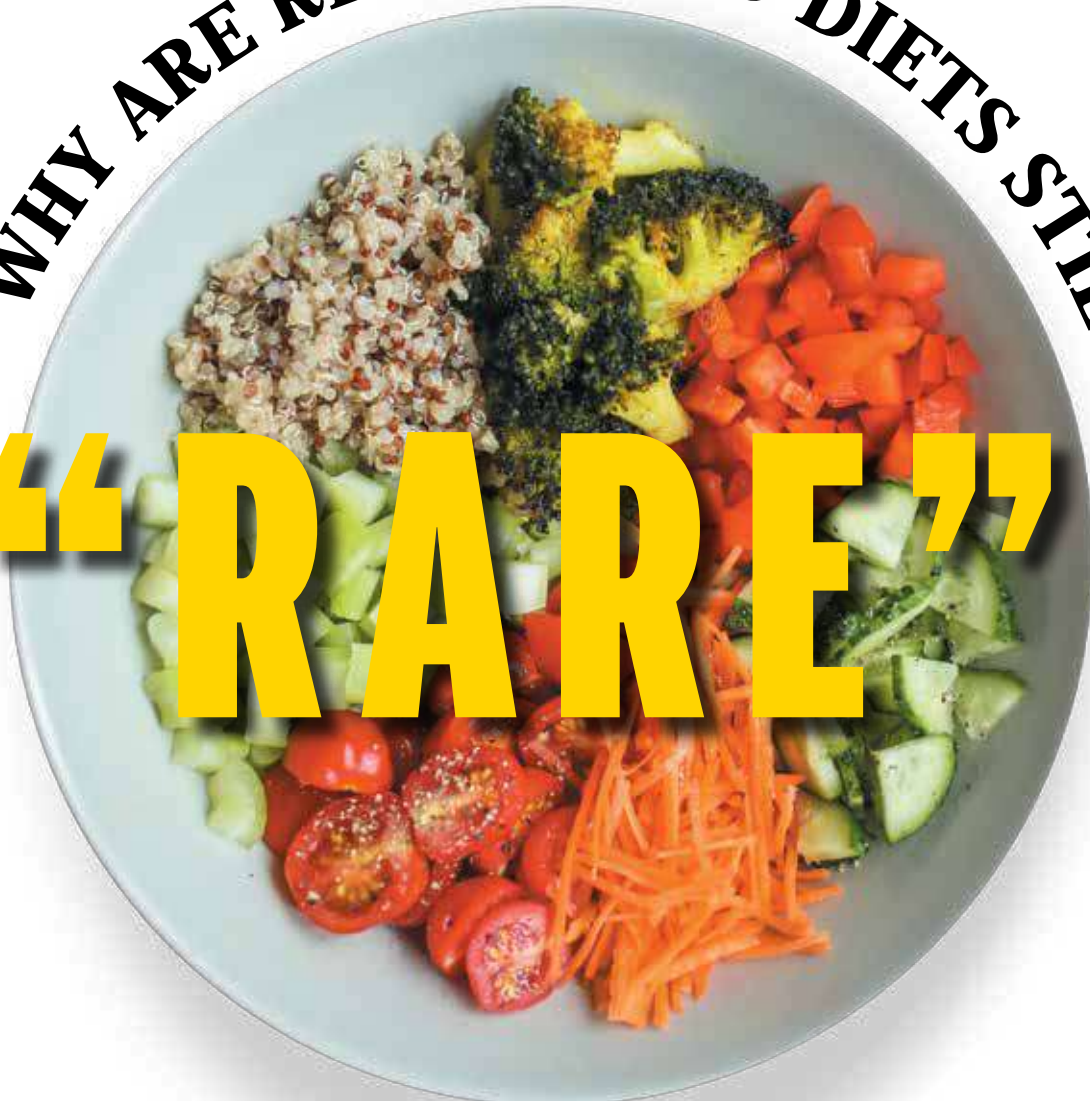
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WHY ARE RESTRICTED DIETS STILL

“RARE”?



Most of the millennials are now not cooking. All thanks to the food apps that bring the most tempting flavors to the doorstep with a click. Coming back from work or after switching off the system (in case you work from home)

nobody wants to step inside the kitchen to cook up elaborate recipes.

WHY ARE THE APPS SO TEMPTING?

The food apps offer unmatched variety. Right from “Ghar ki Thali”

(home cooked meals) to the exotic continental flavours show up on your screen with a click. This gives a good excuse to skip a cooking session in the kitchen.

But there’s a certain set of millennials who are “forced” to cook by themselves because they practice “restrictive diets”.

WHAT IS A RESTRICTIVE DIET

The diet focused on a limited group of food or sometimes one particular food declining the intake of carbs is referred to as a restrictive diet. Inspired by nature, they are more inclined towards weight loss and other psychological benefits.

These diets are practiced for weight loss, or as a part of a holistic treatment, or out of compassion for nature and her beloved creatures. However, many millennials are voluntarily adapting these diets to keep themselves active and healthy.

WHY ARE THEY STILL ABSENT FROM THE MAINSTREAM MENU?

Barring the vegan diet, the rest of the restricted diets like paleolithic diet, ketogenic diet, and so on found no mention on restaurant menus or food apps. Some of the reasons could be:

Limited ingredients

Most of the diets replace commonly found ingredients like dairy products with plant based products that are uncommon and expensive.



Extremely low demand-

Cooking huge quantities at one place reduces the fuel costs and cooking time. This helps to maintain quality at all the outlets too. Thus, many eateries use cloud kitchens. However, in alternative diets these things are not possible as the demand is very low.

Specialist chefs-

Though social media seems to be

overpopulated with alternative diet specialists, in real life it's not that easy to find such specialists easily.

Not popular across all ages

These diets have very specific consumers. Even placing ads can become a task as identifying the target audience is not easy.

WHAT THE FUTURE HOLDS?

With the progressive mind shift, people are more inclined to their longevity. There's a major change in the perspective. We can notice that nutritional supplements are becoming more than common.

In addition to that, the immense popularity of vegan and ketogenic diets and chefs is pointing towards a growing need for change in lifestyle.

There are also a number of joints now dedicatedly serving vegan, keto, and other restrictive diet practitioners.

So the day is not far when food apps will include an option as "pure vegan". ●



ELIOR

Elegance served with hygiene

Elior is an Indian premium food service company founded in 2017 by Sanjay Kumar. It specializes in corporations' meals. Currently, it works in the B2B (business to business) model



Sanjay Kumar
CEO & MD, Elior India



Rohit Sawhney
CFO, Elior India

Today, under his able leadership Elior has reached pinnacle. It has become a major player in providing quality meals to corporates.

ELIOR: BRINGING YOU THE FINEST FLAVORS

The meals provided by Elior are full of nutrition. The chefs never hesitate to experiment with the ingredients to invent new recipes. They make sure that their customers get to try a continental menu in India.

The Elior Group has emerged as a major group for providing quality services in providing delicious meals to corporates that are hygienically prepared while maintaining all safety standards. The brand values the trust of the clientele and provides 2 lakh meals per day.

WHAT MAKES ELIOR UNIQUE?

The Elior Group has always focused on pioneering in innovation and social responsibility alike. Elior believes in equal opportunity, the window for new talent is always open, and they promote women empowerment by hiring more women candidates.

They aim to provide high-quality nutrition-rich food in the form of meals to their customers and are looking to expand in other states too. Apart from that, Elior is involved in many campaigns aimed to end hunger.

FUTURE GOALS

Their vision is to switch to more sustainable ideas in terms of eco-friendly packaging for corporate kitchens. Elior wants to create the best customer experience by providing quality meals to corporates. In its future endeavors, the company aims to partner up popular food delivery apps to switch to the B2C model also. ●

Elior collaborated with Megabite and continues to have it as its subsidiary. Its major focus is on delivering quality meals to corporates, and the company is shifting towards a more sustainable approach in terms of its packaging.

THE SUCCESS STORY

The main aim of the startup was not to just provide meals to corporates but to build a culture to maintain work-life balance. Even their clients are those corporations who were looking to ease the employee burnout

and promote a balanced lifestyle to their employees by providing daily meals. Elior came forward with the B2B model and fetched good returns. The company now earns a monthly profit of more than 10 lakhs. It boasts of more than 2900 employees on the payroll as well.

THE BACKSTORY

Sanjay Kumar, the founder of Elior India, holds a degree in Physics from the University of Delhi. He has done MBA from a prestigious management institute in Gujarat. Kumar has earlier worked in joint ventures and applied the experience in his startup.

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“Catering is taking the responsibility of someone’s goodwill for a lifetime”

- Kirit Budhdev
Secretary, FAIC

Please tell us about your journey in the F&B industry. How it started?

I have always been a food lover. I relished helping with the catering and food services on the weddings and events of my near and dear ones. And I was showered with compliments for my aid.

It was in 1989 that I decided to quit my full-time job in Reliance and pursue catering business as my career.

You have witnessed the evolution of Indian catering arena. What are the major changes you observe in contemporary times? Why haven't we still taken the center stage in the global catering sector?

The biggest change that I observe is the conceptual paradigm shift amongst the clientele. Earlier people were not aware of caterers and their roles. For them a caterer, a chef, and a halwai, all were the same. But now people understand what is catering and why is it important.

We are already enjoying the global attention. Indian chefs are always in huge demand. Indian food is known for its use of maximum spices, varieties flavours, and unmatched variations.

Indeed, the recognition of the role of a caterer by the masses has been a milestone in the industry business. But as you said it took almost 3 decades to happen. Can you elaborate on your journey?

My journey started with a shocking surprise. I remember I applied for a loan (from a bank) in 1994. They denied my application saying beauty parlour and caterers are not eligible for a loan as they have “nothing” valuable to offer.

So I took it upon myself to earn an identity for my community. We established Rajkot Catering Union in 1992. We united all the caterers of the state of Gujarat in 1994. And finally, we united caterers across 18 states of India in 2013.

Our unions worked relentlessly to edify people about the role and importance of caterers and the peripheral bodies. Today we are considered as pillars of the hospitality domain.



“We as an industry provide employment opportunities to the 8% of the total Indian population. And we employ unskilled labour and untrained staff too.”



As you said peripheral bodies, can you tell us how this movement benefited them as well?

A single wedding employs 38 different types of businesses. We as an industry provide employment opportunities to the 8% of the total Indian population. And we employ unskilled labour and untrained staff too.

We decided to educate our fraternity and brought everyone under one umbrella. This helped us to implement the new ideas more efficiently.

From 2004 the catering fraternity became aware of the importance of bookkeeping. This helped us to track the expenditure, taxes, and the plausible loopholes.

Lockdown made things very difficult for the wedding and hospitality industry. Still, caterers working on a smaller scale are struggling harder than their well-established peers. Is the federation working on revival of these small-scale caterers?

It's not just the small-scale caterers, everyone is struggling hard. And unfortunately, even the government has not sanctioned any relief package for the wedding and hospitality industry.

The restrictions on communal gatherings has chopped off a major portion of the revenue of the caterers.

We are relentlessly working with the federation to bring the attention of the authorities towards pleas of the catering fraternity.

We are continuously issuing the guidelines for the caterers to follow during the gatherings and especially at the outdoor venues.

What changes do you observe in the outdoor catering industry in the last three decades?

In earlier days, there was always a fixed menu. The menus mainly consisted of traditional delicacies.

However, now weddings are not just family affairs but communal celebrations. The menu must include something for everyone. Like the elderly, younger ones, exotic cuisine... everything.



What could be the upcoming trends in catering, after life goes back to normal?

The biggest trends will be

- Food safety
- Short menus
- Ready-to-eat food

People must learn to serve shorter menus and work with limited manpower. This will shape all the future trends.

Indian weddings are known to be "fat". Unfortunately, these fat weddings are notorious for food wastage too. Shouldn't we take steps to reduce the food wastage?

We are working on this issue. We have proposed a scheme to the government. We have asked to build cold storages that can store food and distribute it later.

We are also introducing "instant food". This is a novel idea to keep some semi-cooked food in reserve to reduce wastage.

What is the "gurumantra" you'd like to give to the aspiring caterers.

The only gurumantra is that a caterer should be a team player. The caterers must understand that they have taken the responsibility of the food of a marriage event. And we get married only once. The entire goodwill of the host now rests on his shoulders.

He has to show results in 4 hours without failure.

What are your future plans?

My future plan is to take the Indian vegetarian food across the globe and let people know that vegetarian food has everything they're looking for. ●

Kneading a business

La Folie is a gourmet patisserie run by Sanjana Patel, a chef and chocolatier in Mumbai. With her wide range of exotic and innovative desserts, she made over Rs 6 Cr turnover last year. Sanjana Patel was earlier trained with Michelin star chefs in France before opening La Folie in 2014.

HER JOURNEY OF BECOMING A CHOCOLATIER

Sanjana was just a 14-year-old when she developed her love for chocolate. Her journey in becoming the chef she is today, started by helping her grandmother in the kitchen.

Following her love and passion for chocolate, she went to Europe where she studied food science and specialized in chocolate technology in France. During her stay in Europe, she improved her pastry skills at esteemed institutions like École Grégoire Ferrandi in Paris and Le Cordon Bleu in London.

BACK TO THE LAND

After honing her skills for years, Sanjana decided to come back to India and set up La Folie, her dream venture, along with her husband Parthesh Patel.

AN BEGINNING OF EXCITING YET ONEROUS JOURNEY

The passionate couple started by exhibiting Sanjana's desserts at various exhibitions, and in 2014, they set up their first boutique café in Kala Ghoda, Mumbai.

All their hard work bore results when they had a turnover of 6 Cr in the last year alone. Over time, they expanded their business. Six years from the onset, they opened another branch in Bandra and a cafe with a factory in the city.



Chef Sanjana Patel



THE SUSTAINABLE APPROACH

Two years ago, Sanjana decided to embrace a sustainable business approach that encourages responsible consumption, the use of healthy and organic edibles, unrefined sugar, and a switch to recyclable packaging methods.

They further used their energies and resources in creating a digital retail branch in India that helped them to provide their services to a wider range

of audiences.

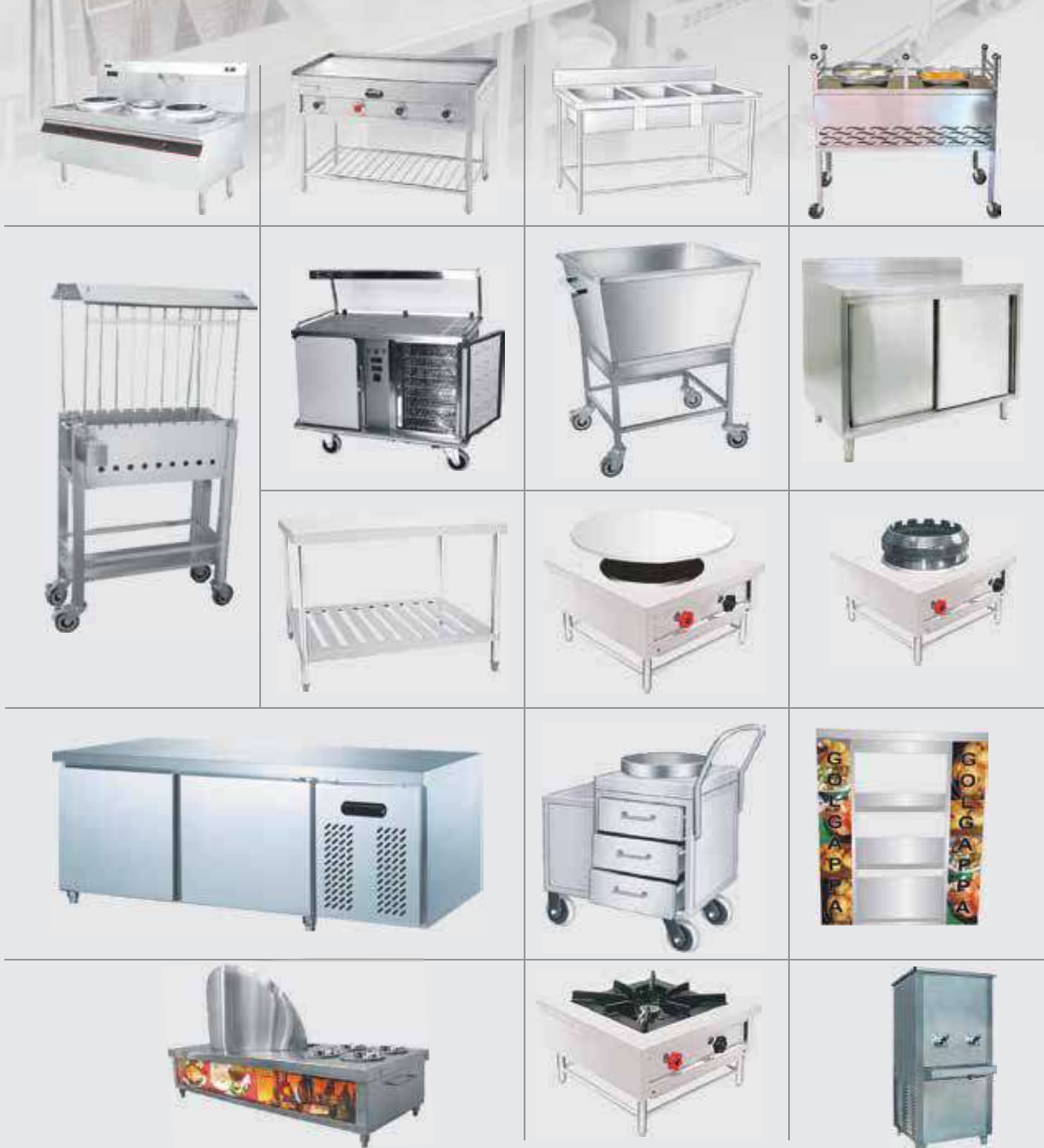
During the pandemic, the boutique's business was cut down by nearly 40 percent and a half to the previous menu. Sanjana Patel believes that La Folie's customer relations and services have kept them away from drifting during these uncertain times. She worked relentlessly with reduced manpower to deliver as much as they could.

In a post-Covid19 world, she aims to use totally organic products in the coming years to provide responsible services ethically.

From a girl who loved baking at the age of 14 to becoming a successful chef, chocolatier, and a woman entrepreneur, she excelled in every role. ●



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Please tell us about your journey in the F&B industry. How did it start?

My journey began in 1982. Our Rajkot city had no such tradition of catering in those days. People used to cook and serve themselves. My friends and I used to help people with such functions and that's how this idea came to me.

My friends and I decided to open a catering service. But the start was rocky. People were not ready to let outsiders serve their guests.

But slowly people started noticing our efforts and our business started growing.

What are the major changes you observe in contemporary times?

There are many changes if you compare it through the decades.

First, the introduction of buffet arrangements is a major change. Earlier people served their guests in the traditional style but now the buffet is more encouraged.

A rainbow menu has become the norm. A few years ago the menu was dominated by Saurashtra cuisine. Now, you can find Punjabi to Tamilian delicacies in the food stalls.

Long menus are more than common. People like to have something for everyone. Menus consist of vegan dishes to continental foods.

Why haven't we still take the centre stage in the global catering sector?

Our catering industry is still grooming. We are still learning and experimenting. A few years ago, our catering federation was unaware of food served outside their home states but now a pan India menu including continental food is served.

“2022 may revive the catering industry. Let's stay hopeful”

– DEEPAK SANGHVI

President, All Gujarat Catering Association
Co-ordinate Secretary, All India Catering Association
VP & Founding Member, Rajkot Catering Association

Excerpts from his interview with our consulting editor
Jyoti Dhiman

Likewise, once we learn the ropes of international catering and demands, we can make a mark on the global catering canvas.

But before that, we need to educate and groom our catering industry to impress international clientele.

Indian and especially Gujarati weddings are known to be "fat". Unfortunately, these fat weddings are notorious for food wastage too. Shouldn't we take steps to reduce food wastage?

Not just Gujarati weddings but Punjabi and Rajasthani weddings are expensive too.

Yes, long menus are a chief reason for food wastage and even the caterers are pained by the amount of food wastage.

Lockdown made things very difficult for the wedding and hospitality industry. Even in 2021, caterers working on a smaller scale are struggling harder than their well-established peers. Is your federation working on a revival of these small-scale caterers?

Our federation is the worst victim of the pandemic and we are still fighting without any government assistance.

Of course, the caterers are suffering but since the wedding industry is slowly opening up, smaller caterers are making profits because they don't have as many additional expenses as their bigger counterparts.

But still, there is a lot of confusion and scepticism in the industry. And the government should come forward to aid the bigger caterers.

However, we are hopeful that things will soon improve in the upcoming wedding season.

Do you think the upcoming wedding season will restore the catering industry? Do things seem brighter?

Yes, hopefully, the vaccination drive has convinced people to celebrate again. There are too many enquiries coming in and the phones are constantly buzzing to know more about the booking details even for January and February.

If there isn't another devastating wave then the catering industry can expect partial recovery from the losses.

Before the pandemic, the destination wedding industry was booming. Can we expect revival in that again?

Yes, destination wedding enquiries have made us hopeful about the hospitality industry as well.

Tell us about the upcoming annual general meeting (AGM) of Gujarat caterers.

It is an All Gujarat Catering Association event, to be held on 4th October in Surat city, and is hosted by south Gujarat catering association.

Our goal behind the event is to bring together the entire fraternity under one umbrella. We want to breed healthy competition and not animosity.

What message would you like to convey to the newcomers in the caterer's community?

I'd like to say that don't be an opportunist. There is plenty of work for everyone. Nobody should go for the below the belt techniques like slashing your budget to mess up the market rates.

Try to offer better than what is expected from you.

“ A few years ago, our catering federation was unaware of food served outside their home states but now a pan India menu including continental food is served ”

What message would you like to convey to your fraternity?

I'd like to say that keep your costing in mind before quoting prices.

Make sure that the wedding is a lifetime event and put yourself in the shoes of the bride's father. He has earned all his life for this day.

We are not cooking food but creating his reputation. ●

Chocolatey Immunity

To prevent cough, **Kamal Caterer** have launched Immunity booster chocolates which are made up of *Mulethi, Tulsi, Kaali Mirch, Haldi, Amla, Anjeer* and Dry Fruits.

After the success of “Immunity Booster Rasgullas”, “Immunity Booster Chocolates” are ready to protect you from sore throat and cough. This chocolate has been specially prepared to increase the immunity of children and others. Immunity Booster Chocolates are made up of *Mulethi, Tulsi, Kaali Mirch, Haldi, Amla, Anjeer* and Dry Fruits. The elderly can also eat these chocolates. It will help in bringing relieve from cough and sore throat. Last year, in the COVID-19 pandemic era, Turmeric, Green Chillies, and Strawberry Rasgullas were prepared to boost your immunity. The same immunity booster Rasgullas, which came last year were loved and welcomed by the people and got much appreciation.

The inventor of these Immunity Booster Rasgullas and Chocolates, Mr. Kamal Kr. Agarwal who also happens to be the owner of Kamal Caterer and the President of Jharkhand Caterers Association (JCA), also representing Jharkhand at the Federation of All India Caterers (FAIC) says that when he got the information from Newspapers



and TV channels that the third wave of COVID-19 could also come and can prove to be fatal for children, only then he got this idea of making Immunity Booster Chocolates. Since children are reluctant to drink Kadha due to its bitter taste, he thought of why not making Immunity Booster Chocolates which will be taken well by the children without any resistance and at the same time also solves the purpose of Kadha. Children and elderly can both eat this chocolate and boost their immunity.

After spending time in rigorous experimentation, the desired chocolates finally came up which were then ready to be distributed and were given to many elderly people to eat. A few days later, it was found that eating chocolate cured elderly people’s coughs as well as sore throats. As soon as the chocolate was placed in the mouth, ingredients added in it began to give its taste.

Acknowledging the efforts recently, “Global Triumph Foundation, Bangalore” has included Mr. Kamal Kr. Agarwal in its magazine - “Famous Top-50 Inspiring Icons of the Country”. He says that he is getting these Immunity Booster Chocolates delivered all over India through courier. At last, he says that he prays that this pandemic will be soon a thing of the past and our country will get rid of it, and everything will be back to normal as it was before. ●





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MOCKTAILS



Ginger Cooler

Description:

A blended drink with carrots, ginger and pineapple

Ingredients:

5gms Fresh ginger (peeled)
50ml Fresh orange juice
50gms Pineapple sliced
5ml Pineapple juice
25ml Sugar syrup
10gms Fresh orange slice (garnish)
3gms Cherry maraschino w/stem (garnish)
150gms Crushed ice

Preparation Method:

- Blend the carrots, ginger and pineapple slice with fresh orange juice
- Double strain the mixture
- Blend again with sugar syrup and crushed ice for at least 20 seconds
- Pour into a pocco grande glass

Preparation Time: 3-5 Minutes

Method: Blended

Garnishes: Fresh orange slice with cherry

Consistency & Flavor Profile: Sweet, tangy and sour

Allergens: Citrus



Ginger is a flowering plant whose rhizome, ginger root or ginger, is widely used as a spice and a folk medicine, can help treat chronic indigestion and may help with weight loss



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Melon Berry Leaf

Description:

This drink is a blend of fresh strawberry, fresh watermelon juice, sweet basil leaves, sugar syrup and crushed ice

Ingredients:

550gm Fresh strawberry cuts
10gm Sweet basil leaves
75ml Fresh watermelon
25ml Syrup and crushed ice

Preparation Method:

- Blend with fresh strawberry, fresh watermelon juice, sweet basil leaves and sugar syrup for at least 20 seconds
- Place the crushed ice into the pocca grande glass
- Pour the drink into glass and garnish it with a strawberry fruit

Preparation Time: 3-5 Minutes

Method: Blended

Garnishes: ½ Strawberry and sweet basil leaf

Consistency & Flavor Profile: Sweet and Sour



Sweet basil, including eugenol, linalool and citronellal, can help to fight inflammation in the body. These anti-inflammatory properties can help to lower the risk of inflammatory conditions such as arthritis, heart disease, and bowel issues



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“I enjoy the creative aspect of a chef’s life”

– CHEF GAUTAM CHAUDHRY

Director at Demiurgic Hospitality Pvt. Ltd

From Lucknow to Beverly hills, your story is fascinating. But we’d like to hear it from the beginning. So, how did it start ?

The story started much earlier, I remember those days when I would get off the bus while coming back from school and the first thing that I would notice is the flavour of beautiful “Chola Masala”, being cooked with tantalizing aroma of tamarind. Born and brought up in a Punjabi family with a foodie neighbourhood, my childhood has many such young food memories. Lucknow created the base work and eventually Beverly Hills decorated the world around.

From a chef to an entrepreneur, which role do you enjoy more and why?

Both have their own boons and banes. I enjoy the creative aspect of a chef while playing with ingredients, juggling cooking techniques and channelling different colours on the diner’s plate. I simultaneously relish the complex life while wearing the Entrepreneurial Hat.

You’re one of the few chefs who initiated the trend of Progressive Indian Cuisine. What inspired you to revamp the traditional Indian cuisine?

In 2003, I got an opportunity to work with “The Oberoi’s”. I joined them to be taking care of the Indian restaurant, Kandahar. My approach at the restaurant was to follow the classic recipes and make sure that every guest was met to understand their feedback.

Kandahar started to soar heights and coincidentally at the same time management planned to re-do their all-day dining and thus “360 degrees” was born. This restaurant gave my life a little twist and I started to think on the lines as to how we can do things differently.

Later I moved to Beverly Hills and conceptualized a fine dining Indian restaurant by the name of “Tanzore”. The restaurant had the concept of progressive Indian cuisine. The Californian vegetables, herbs & fruits are just amazing and keeping a note of this I tried to incorporate the local ingredients and blend it with Indian cooking techniques. The menu took me 2 months of research and trials, but I was glad to see the final product. It was indeed a moment of pride when we got recommended by “Michelin”.

You are known to incorporate the goodness of Ayurveda in your food. What drove you to bring the ancient Indian health science into food? And is it safe to experiment with such a profound subject?

Ayurveda is a vast subject and I think I am still a beginner. Ayurveda does not give you recipes but it gives you guidelines towards amalgamating different ingredients, time that one should enjoy it and how they should be cooked and for which “Dosha”.

I started to introspect the cooking techniques and recipes learnt and started moderating the combinations. There is no right or wrong in Ayurveda but there are a few strict no-no’s and they need to be adhered to.

You paint the plates with food like an artist paints the canvas with colours. What is the secret of your creativity?

Am not sure if I do that. But I enjoy seeing colours on my plate and I prefer to extract and use natural colours. I generally keep a few basics in mind while plating and offer it as a “Mantra” towards good plating, i.e.,

- Heights & Distances to be followed on the plate.
- Use of either contrasting or complementing colours.
- Usage of different textures.

The advent of social media and the easy access to cheap internet has stirred the creative juices of the nation. “Nowadays everyone is a chef”: do you think professional chefs are finding it tougher to carve a niche on social media in the contemporary era?

Interpreting is the key. There is a lot of data available around us but how we interpret it is important. The same recipe may yield different results and apparently Indian Cuisine is a wonderful example of the same. Every chef has his dish while following majorly the same list of ingredients.

“Experience” has no shortcuts to it.

The global pestilence halted the growth of the industry for almost a year. Unfortunately, the hospitality industry was the worst victim of the

global lockdown. Do you think that the hospitality industry can revive itself to its former glory?

Absolutely and I firmly believe that it is going to revive soon. Due to the lock down, the restaurants and F&B industry took a hit. But on the other hand, people were still consuming 4 meals a day. The consumption or sales shifted from restaurants to grocery stores and now it has already started to shift back to its old trends. In fact, you already see innovations happening in the way of processing and approach towards ingredients.

“ I firmly believe that it is going to revive soon. Due to the lock down, the restaurants and F&B industry took a hit. But on the other hand, people were still consuming 4 meals a day. The consumption or sales shifted from restaurants to grocery stores and now it has already started to shift back to its old trends.”

What piece of advice would you like to give to the aspiring chefs?

“Photogenic food is important in today’s time but taste still takes the first bow.” ●

FRESHLY BAKED

Chef Aditi Handa's fascinated Story

The Baker's Dozen is an authentic artisan bakery started by chef Aditi Handa that aims to take bread lovers back to sourdough bread.

The Baker's Dozen is one of the fastest-growing 25,000 sq. ft baking factories headquartered in Ahmedabad. Standing out amongst local bakeries and established brands like Britannia, The Baker's Dozen successfully generated revenue worth INR 6.5 crore for FY 2019-20. Today, the humble brand caters to six metro cities with its 24 outlets and a team of 100 employees from India's first and only pandemic-ready baking unit. The bakery brand has created a strong presence on online delivery platforms like Zomato, Swiggy, and Bigbasket and dedicated shelf space in F&B outlets of Big Bazaar, Foodhall, and Nature's Basket.

THE SOURDOUGH PASSION PROJECT

Chef Aditi Handa's dream of her baking empire began right from her kitchen. Her very first sourdough bread ignited her lifelong passion for baking bread. Aditi, holds a diploma in Patisserie from Le Cordon Bleu, Paris, and International Bread Baking from International Culinary Institute, New York.

With a mission to take on the bread industry, Aditi launched her artisan bakery in 2012, in Mumbai. She and her husband Sneha Jain an IIM-A alumni, launched the unique brand. Talking about their passion for food and entrepreneurship, Aditi said, "Food was an area of passion for me and making a brand is what drives Sneha."



KNEADING A BUSINESS

With just one year into business, The Baker's Dozen successfully sold nearly 1,000 sourdough units. Today, the baking factory sells a minimum of three-lakh sourdough units every year. When questioned about the pandemic effect on her business, Aditi said, "The pandemic has put the spotlight on sourdough bread with home kitchens abuzz with more activity than ever before."

All products at the baking factory are handmade at their Ahmedabad manufacturing unit and prioritize hygiene and quality.

From the price point of view, products by The Baker's Dozen appeal to many individuals. The cost of their everyday bread starts at INR 50, sourdough bread ranging from INR 150, while the brand's bake-at-home mixes sell starting from INR 300. "While our aim is to get sourdough on every Indian dining table, we have ensured our pricing and product range attract both the aspirational middle class and the upper class," Aditi explained.

THE BAKER'S DOZEN: ON THE PATHWAY TO CREATE BREAD EMPIRE

The brand continues to witness a 307 % increase in its annual revenue. In the coming three years, the brand will also mark its presence across 25 Indian cities, including metropolitans, Tier-I, and Tier-II cities. Their expansion plans also look into catering to the B2B sector like hotel chains and cloud kitchens. ●



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“I didn’t hire an architect, I knew what I wanted”

– Pandit Ramniwas Sharma
Restaurateur



Pandit Ramniwas Sharma is the owner of Pandit Ramniwas Sharma Bhagmal Caterers. He also owns Sial Kitchen and Spice Sea

Enlighten us about your journey into the catering arena.

My journey is short and straight.

I started my journey in 1977. I was doing a regular job before that but I wanted to do my own business. And thus in March 1977 I decided to enter the food industry.

In a career spanning over four decades, what changes do you witnessed in the catering arena?

When I started, a plate consisted of not more than four sabzis and the snacks included three or four chaat items. The food was simple but wholesome.

I used to serve chapatis, sabzis, rice, Dahi bhalle, pickles, poppadoms, with sweets at only 50 rupees per plate. Nowadays these menus seem impossible at this price.

Nowadays, people want more and more. Just snacks consist of seven or eight varieties. This trend ensured huge profits for the fraternity. But this increased the investment too.

Can you tell us a few upcoming trends in the catering sector?

The most probable trend will be the comeback of longer menus. People will feel the urge to celebrate more to compensate this (isolation).

You opened 2 spectacular restaurants. You indeed turned the pandemic into an opportunity. How did you do that?

I was already planning on it. I didn’t fire

my staff. I thought I have to pay them even if there’s no sale. So, I decided to launch 2 more eateries.

I didn’t invite any architect to design my restaurant because I knew what I wanted. I designed it myself.

We are all aware that the restrictions on the footfall and skyrocketing fuel prices have curbed the profits in the catering sector. How can we ensure more profits?

Increment in the engagements can definitely push the sales. Instead of taking 2 orders/day taking 4 orders/day will definitely help the profit scores.

When doing outdoor catering, do you hire the hotel staff or you bring your own team?

We always bring our own team. Most of the time we just hire the venue, not staff.

What is the recipe for becoming an excellent caterer?

The only secret to become a successful caterer is to be polite and diligent. No matter what it takes, try to provide everything the host demands. This is the only secret of becoming a great caterer.

Enlighten us about your future plans.

My future plan is to work harder and smarter. ●

“
When I started, a plate consisted of not more than four sabzis and the snacks included three or four chaat items. The food was simple but wholesome.”



Uncle Jack's hit the JACKPOT!

A Chandigarh-based quick service restaurant (QSR) grabbing attention with its head-turning recipes since 2016!

In everyday experience, careful plating and taste go hand in hand as how the food looks sells the most. The visual sensation of a dish is as important as its flavour which is why the first taste is always with the eyes. This phrase is taken seriously by Ankush Arora, owner of the restaurant Uncle Jack's, who is in limelight since 2016 for selling cheesy French fries in a beaker!



THE START-UP STORY

While searching for a creative way of serving French fries at his house party in New York, Ankush Arora found some beakers. It is when he stumbled upon the idea of serving French fries in the beaker which became an instant hit at the party. This success made Ankush open a food stall in February 2016 which

was a laboratory for all his food experiments. He claims all recipes in his food stall sold out within an hour!

From here, Ankush decided to move a step further and open a QSR by the name, Uncle Jack's, in Sector 8, Chandigarh with Rs 60,000 taken from his savings. Later on, he borrowed Rs 2 lakhs from his friends to support the production. Within the first year, Uncle Jack's managed Rs 3 crore in the annual revenue!

services, employed young population and rising disposable income.

Facing competition from brands like Dominos, KFC, Mc Donald's and many others, Ankush Arora is planning to carve a niche for Uncle Jack's by providing quality food at moderate prices. He says, all the vegetables and other ingredients are sourced from the closest local market to ensure superior quality of recipes.



QSR IS THE NEED OF THE HOUR

The physical distancing has heightened the demand for takeout and delivery services that have opened the door of growth for eatery joints like Uncle Jack's. As stated by the Research and Markets, the QSR sector will grow at a CAGR of 18 percent by 2025. This is because of the ever-growing need for food delivery

GROWTH STRATEGY

Uncle Jack's is serving fast food, but not limited to burgers, sandwiches and French fries, priced between Rs 100 to 375. With the current eight outlets throughout Punjab and Delhi, he is planning to expand in Gujarat, Maharashtra, Rajasthan, Uttar Pradesh and Madhya Pradesh. When asked about his strategy, he responded with exploring other regions when you are ready for it. ●

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WORK FROM HOME

A BOON FOR FOOD DELIVERY

Due to the ongoing pandemic, multiple businesses have shut down and seen extreme losses. But, very few professions have taken off and made huge profits. Especially, home-made food ventures and delivery services are thriving more than ever. Amid the pandemic, people are making clever choices especially with factors that affect their health.

RISE IN HOME-COOKED VENTURES

“I started my home-kitchen business during the lockdown and within six months, my business is prospering. And this isn’t just me, even my contemporaries who started home-kitchens in 2020 have been thriving. Even in 2021, we have a firm client list who are ordering regularly from us.” says a Kolkata-based woman.

This story applies to almost everyone who started the same business during the pandemic. These new ventures also employed few delivery agents to provide home delivery and with advantages like proper hygiene and healthy meals at comparably reasonable prices than the restaurants, people moved in favor of home-cooked foods.

Taking an insight into this scenario, several Indians are now



stuck at homes with abundant work. They are short of time to even cook food and at the home-kitchens offering healthy meals in the comfort of home have reduced the tension for working professionals.

REFRAIN FROM JUNK FOOD

The rise in the demand is also due to the focus on “home-cooked” and healthy meals. People are sceptical about imported or junk food items. Thus, small home-food businesses are thriving. Most of these kitchens provide locally and the food is wholesome at the right temperature.

FOOD AT YOUR DOORSTEP!

Most of the restaurants, dhabas, cafes that didn’t have any delivery services are now joining the trend! This service will also mean fewer social interactions which is very much important to curb the virus.

THE ADDITIONAL SERVICES

To improve customers’ trust and comfort in the services, businesses have also implemented the option to order essential items like groceries, vegetables, and fruits along with the food.

To ease people from virus fear, delivery agents are also offering contactless deliveries with the least human interactions that are safe for everyone.

“With the rise in local food consumption and home-delivery, there will be an increase in the culinary tourism soon as well” hopes master chef Ranveer Brar. Experts from the industry are expecting more rise in the consumption of these services. Prospering of delivery services also means an assurance of lakhs of jobs in the country and new opportunities for many. ●

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Grooming The Chaat

Chef Manish Mehrotra Fabricates Hankering Behind The Clouds Of Pandemic



Chef Manish Mehrotra

“**N**eed to linger makes us more creative” turned out to be a smash hit for Indian Accent. March 2020. The restaurant ranked 60th among The World’s Best Restaurants in 2020 and 13th amidst Asia’s 50 Best Restaurants in March 2020.

But COVID challenged the restaurant to breathe. The London outlet, which opened in 2017, has already halted the tempting gourmets. To prove the Survival of the fittest, the company decided to fly over the sky and conducted countless trials to overcome the aftermath.

THE WHACK CASUALTY

According to Manish, an IHM Bombay alumni, the Pandemic announcement deserted the dines, leading to an immense loss. The peeps always blame outside food for their health-related issues. Therefore, the handicapped F&B industries need to walk further.

A new idea, of sizzling chaat, arises the aroma of the tempting food lovers back to the food junction. The popular street chaat, is now available in the sanitized menus of the restaurant, energizing the crowd back to the eating area. The pinch of Lucknow and Banaras over the Old Delhi mouthwatering chatpati chaat lightens the path to a new start-up.

LURING THE CULTURE BACK

Targeting the hearts of tangled gourmets, the chaat brings back the glory of the restaurant. The diverse taste of our all-time favorite snacks like



golgappas, bhelpuri, with exotic chutneys charms the customers more than before. The moonglet (a vegetarian Indian omelet) enriched with thinly sliced young ginger marinated in sugar and vinegar named gari, smashes a big hit. The thin slices of carrot, radish with crushed paneer and coriander herbs are sufficient to entice the emptied tables.

Apart from these, the flavors of Indian Accent are also visible in Lucknow White Pea Tikkis, Banarasi Tamatar Chaat, and Rainbow Quinoa Bhel.

SECURITY FROM THE PANDEMIC

Keeping the mindset of the awareness of pandemic, the restaurant offers limited touching of the tableware enforcing secure dining out experience. The maintenance of social distancing

promotes the hygiene clubbing regular and proper sanitization.

Standing up after the lockdown, ensuring the revival of staff with all the necessary measures makes the restaurant fill their losses. It is done by controlling the cost, minimum usage of power, punctuality followed for the time table of opening and closing the restaurant, prior booking to avoid wastage of food. The automation system of booking, boosts the industry with the prior appointment of the customer and the provision of the required quantity of food.

ACHIEVEMENTS

Tough practices and innovations replicate the startup with the new sky to flourish. The business remains the same, but the style, tactics, and presentation make it a success. ●

A ray of hope amidst the clouds of uncertainty

Home Minister Mekathoti Sucharita acknowledged the importance of the catering industry in the celebrations and other communal gatherings. He attended the all-state federation of Andhra Pradesh's caterers' association where he listened the struggles of the industry.

He assured to take the issues of catering industry with the CM J.M. Reddy. It is to be noted that the catering industry has yet not received any relief package from the central government or even the respective state governments.

Catering industry not only generates huge revenue for the government but it also employs unskilled labour more than any other industry.

Thus, it needs more support during the ongoing pandemic.



South Zone Chairman Atul Mehta Addressing Caterers Association Federation of Andhra Pradesh

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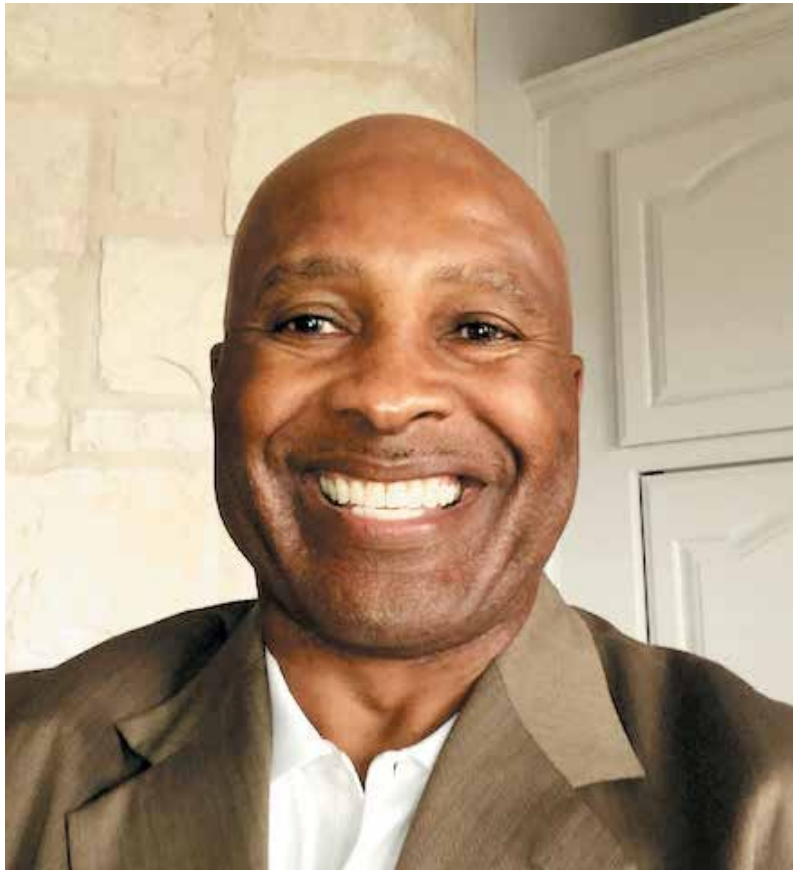


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“Making a healthy dietary shift is what many would say is a game changer”

– CALVIN LAWRENCE

Motivational Speaker, Leadership Coach and High School to College Transition Expert

As we all say that food has a direct impact on our mind. As a motivational speaker do you think that a change in diet can bring or instigate a change in our thought-process or lifestyle?

Yes I do! I think that a change in diet, which primarily impacts the physical body, can also impact our thinking and emotional outlook on life.

That as we eat healthier we are better able to cope with stress and can stay more relaxed and rejuvenated so that we are not rushed into poor decisions. We are better able to process the data and in turn have a better result at the end.

So we can say, to bring a change in our mindset we must take care of our menu. Do you think that lack of focus especially in children and senior citizens can be treated with a change in diet?

Absolutely.

I think in both of the special cases that you mentioned. Many researches, over several decades, have demonstrated a direct connection between mental focus and a good healthy diet among the children.

Though such profound analysis has not been carried out regarding the elderly, I'm sure there is a link too.

I would wonder if there are studies to support the resistance to alzheimer's disease or lost of memory.

We are all aware that in the era of remote work, people are struggling with physical burnout and tremendous mental anxieties. Do you think a change in diet can help people deal with these lifestyle changes and job profiles?

Yes, I do! Especially in the areas of stress, anxiety and burnout. I think some very simple lifestyle changes could have immediate and long term effects.

I know I can speak for myself in saying that it happened for me. Years ago when I was a newcomer to my profession I made a few significant lifestyle changes. And they

did impact how I conducted my affairs and handled life in general.

I think the change is worth the “hassle” if I can use that word. Making the healthy dietary shift is what many would say is a “game changer.” It might just be the ultimate Game Changer!

People who are retreating to various restrictive diets like vegan, dukan, intermittent fasting to keep the weighing scales under control. Do you think these diets can work for a longer period of time or replace the mainstream diets?

Well, this is where some might disagree with me. As soon as you say restrictive I think that limits the number of people who will really stick with whatever they are trying out.

I know there are some folks who are very dedicated and make it work. But the more restrictive the diet, the harder it is for the general person.

In my humble opinion, the diet you choose to go with is a lifestyle thing and not a fad for a time.

The diets of other types have all kinds of temporary feelings (of pleasure/satisfaction), people follow them until they obtain results, and then they are discarded and they go back to the same normal.

The “new normal” so to speak is a person’s diet, whatever one chooses, that he/she can live with and maintain for a lifetime.

What according to you could be an easier way to stick to the diet resolutions especially for weight loss/gain?

If the diet is not too restrictive, and if the doer has time to talk with an expert about the benefits, short and long term, I think the person who undertakes this “adventure” will be more likely to stay the course.

I’d like to think that just like other areas regarding fitness, the more education/knowledge you have and of course the more fun you make it, the less likely the person is to give up or turn back. I think it is a process, but it can be made a lot easier

in just the way to do it. The term now for trying a new thing is “onboarding.” Well the onboarding process can help to deter the “dropout “ rate. The better you are able to bring people in and not so much a shock to the system, the more likely they are to stick with their decision. And the longer they stay with it, the more likely they are to reach the point of no return. That’s a good thing in this case!

“ As we eat healthier we are better able to cope with stress and can stay more relaxed and rejuvenated so that we are not rushed into poor decisions. We are better able to process the data and in turn have a better result at the end ”

Any special food or diet tip for our readers?

Of course stay away from processed foods and artificial sugars. The more natural the better.

And portion size is important as well. Drink more water and plenty of it!!!

That might be my best one! ●

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The Success Story from 30K to 4.6 Cr



Manvir Singh Anand wears many hats. He is a Catering Success Evangelist, an occasional Hospitality Expert, Founder & CEO of Knight Gourmet & a Best-selling Author. He helps individuals and F&B Business Owners leverage the power of the Catering Business.

The Evangelist Startup Story
In 2013 At the age of 22, Delhi based management consultant left his full-time job to launch knight bites with the investment of 30k. a midnight food delivery startup to work from 10pm to 4pm. After its acquisition by a personal investor in 2015, he didn't give up on his passion.



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Pizza Oven



Stone Hearth Ovens



Stone Hearth Ovens

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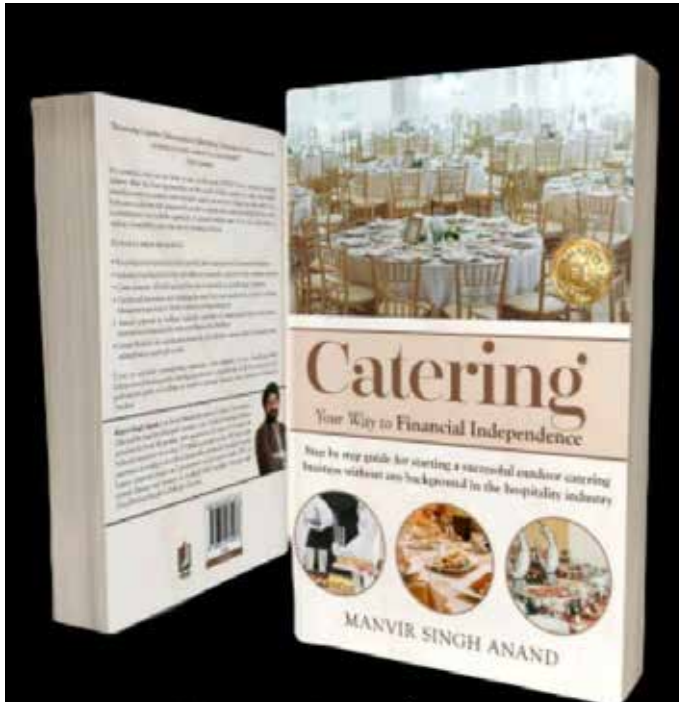
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IMPACT OF THE PANDEMIC

The Indian food industry was growing with leaps and bounds until the Covid19 pestilence hit. The pandemic wasn't kind to Manvir as well. It was the toughest eight moments they have faced till now because of the pandemic their revenue came down to zero. It also made a conscious decision to focus on a B2C approach. He zeroed in on doing a combination of bulk party packages, packed meals, and festive gifting solutions for individuals and corporates.

FUTURE GOALS

He is also building his portfolio of retail businesses and managed cloud kitchens to feature more revenue streams to Knight Gourmet. Manvir has also authored a book *Catering your way to Financial Independence*. During this lockdown,

IDENTIFYING THE NEW OPPORTUNITY

The idea for Knight Gourmet came from Manvir observing how event organizers and management companies trusted established catering brands and enormous hotel chains without fully understanding their operations and dealing plans.

He launched Knight Gourmet with an initial capital of Rs 30 lakh. The same business clocks a turnover of Rs 4.6 crore. It operates from its facilities in Delhi, Mumbai, and Chennai.

However, it had been tough making large-scale event management companies and sports league organizers believe the young team. Despite the chance, Knight Gourmet got its first big break when it catered to the Indian Super League (ISL) franchise in New Delhi .

BUILDING END-TO-END SOLUTIONS

“Their philosophy is providing turnkey, end-to-end solutions”.

Manvir noticed event managers delegating work to four or five different and specialized service providers. He realized that the simplest way to sell Knight Gourmet's services to event organizers was to educate and help them in building a hospitality architecture for events.



he also added a brand new vertical for his business and named it TKG Ventures. It is a training and consulting for budding food entrepreneurs. The broad objective is to form one lakh self-employed professionals within the food services industry. ●



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From Bankers to Entrepreneurs **BOOTSTRAPPING SUCCESS**



CaterNinja is a Bangalore-based caterer aggregator company that provides hassle-free doorstep catering right at your doorstep. Food is a prominent part of Indian celebrations, and an apt catering service makes these celebrations merry.

The downside of a catering service is its unreliability that could ruin your perfect moment. These nightmares can make you lose your sleep. After witnessing a similar situation, investment banking expert Anup Agarwal and Anurag Mishra, an ex-senior banker, started their venture as caterer aggregators in 2016.

CaterNinja is a unique start-up idea that serves as a caterer aggregator online platform to bring together caterers, home chefs, restaurants, and five-star hotels. This e-commerce space connects customers to the catering service based on their requirements. The company has a unique rating system for caterers and restaurants, ensuring hygiene, efficiency, certification, and accountability. Talking about their internally developed filtering process, co-founder Anup Agarwal says, “While we cannot control the food quality or taste, we can ensure that the food is delivered hassle-free and on time.”

CATERNINJA: THE NEW CATERING APP

The caterer aggregator works just like popular good apps for catering needs. Their website offers a free signup option for caterers for listing on the website. An internal quality monitoring and rating process follow post-sign-up. Once the restaurant or a caterer is listed on the site, they

can receive orders from customers. At the end of every order, caterers have to pay a small commission (about 5 to 10 percent) or fixed charges (ranges from INR 5,000 to 15,000).

For customers, CaterNinja offers easy and free signup. By selecting preferred options, customers can choose a caterer that best suits their needs. The website provides a range of filters based on budget, order size, cuisine, type of meal, and more. The platform offers easy booking options through WhatsApp, email, or chats.



BANKERS BOOTSTRAPPING SUCCESS

Presently, CaterNinja offers services in five domains: caterers, cloud kitchens, home chefs, restaurants, specialty restaurants, and five-star hotels. Their food packs start from INR 50 for snack packets to INR 3,000 for a five-course meal. The company also caters to corporate customers like KPMG, Grant Thornton, Ernst & Young, Cowrks, True Caller, CRY, Amazon Frontizo, and Zivame.

Talking about their success ratio, Anup says, “Unlike food delivery services, all our transactions are profitable as the order sizes are large.” Since its inception in March 2017, the company served more than 5,000 meals a month in its first-quarter itself.

With the growing catering market, the B2B catering delivery chain is now focused on developing the B2C business model. CaterNinja serves in cities like Delhi NCR, Mumbai, Bangalore, and Gurgaon. ●

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Expedition From Technology To FOODNI



A rising star, Foodni, created a vast space among the startups in the year 2015. It started from more than 50 clients and attributes over two lakh corporates within a year.

INSTIGATION OF A NEW CAREER

Swaminathan Gopal, an entrepreneur, shifted his tech career of 11 years from Oracle,

Microsoft, and Sierra Atlantic, to the launch of three fine-dining areas in 2014.

The canopy gained him billions of dollars, which urged him to mingle tech and food for the evolution. The upcoming year brought the origin of Hyderabad-headquartered Foodni, a 'tech-based enterprise solution for food'.

The enterprise presents the platform for both online and offline catering and hospitality services, breaking the traditional rules across India, namely eHaas (Enterprise Hospitality-as-a-Service)

STARTUP

Partnering with Shoban Babu, earned 20 years of experience in the field of sales enterprise and marketing clubbing SAP Labs, Microsoft, and Oracle. While Anantha Subramanian, a top-notch expert in tech business over 20 years with corporates like Sierra Atlantic, HCL Systems, and Parexel, bonds the company to execute hi-tech facilities.

They pioneered a brand-new system to enhance connection with the customers. It was made easier, to handle the demands of office food and team outings, with the initiation of both online and offline, under one roof.

CLICKING THE IDEA

The objective started with the vision of venue requirement in the year 2009. Then, the corporates used to navigate 12 to 15 km for team lunches, dinners, and parties. Soon they started the project scattered over 20,000 sqft, amidst the IT hub of Hyderabad, having three variable themes.

The idea was intensified, using different skills, of the three, including sales, software technology, operational, and food industry.

“The upcoming year brought the origin of Hyderabad-headquartered Foodni, a tech-based enterprise solution for food”

The objective started with the vision of venue requirement in the year 2009. Then, the corporates used to navigate 12 to 15 km for team lunches, dinners and parties.

MOBILITY IN THE STARTUP

Now the load originated with the discovery of caterers, resort partners, hotels, and restaurants. They decided to build multi-tech-based products and facilities to entice the arrivals.

They avail the services for the food court, catering, delivery for the consultants, incorporating business lunches, and event catering.

More than two lakh employees are gaining the profits served by 18-membered team. The repetition of the business is 90 percent. 120-plus high-quality merchants are associated with the company, raising the average ticket size ordering around Rs 13,000 per day per client. It is also serving more than 22,000 workers in a month.

REPLICATION OF NEED BASED FOOD

The company will soon develop technologies to understand the food demands of the customers according to their health. This enhancement will move the business in the long run of smart food order, search, and manageable mechanisms.

ACCELERATION

In the next 18 months, it will proliferate in Mumbai, Delhi, and Chennai, the metropolitan cities, competing with players like HungerBox and Tonguestun. ●



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