

## 18 SPECIAL FEATURE



# Franchising Fervour

Restaurant franchising is at an interesting stage in India - while international brands are wooing desi food lovers, Indian brands are whetting the appetite of overseas consumers

## IN CONVERSATION

**10** Brigade Hospitality Services is on an expansion spree. Vineet Verma, COO & ED, talks about their new and upcoming ventures



**14** Sathish Chamyselumani, Founder, Atchayam Business Solutions, is creating ripples with Atchayam Foodbox - a fully automated, multi-brand, food-retailer-facilitator



**16** Gaurish Rangnekar, owner of Vicinia Café-Bar, shares his passion for all things epicurean and how he juggles three ventures



## FOOD & BEVERAGE

### 32 Q&A

Rohan Kichlu, Director F& B, The Park New Delhi, shares insights on the evolving food service sector



### 36 Interface

Rahul Khanna, co-owner of Mamagoto, discusses the brand's concept and ethos

### 40 Brand Management TGF

TGIF UK's turnaround strategy dissected at the 14th European Foodservice Summit in Zurich boosted earnings and units



### 44 Cuisine Watch: Portuguese

Portuguese food is all about meat, fish, produce, herbs, spices, breads, cheese, desserts, pastries, spirits and beverages



### 46 Chef Talk

Chefs from leading restaurants share insights on the changing market dynamics with respect to cuisines, formats, and their own role and responsibilities

### 48 Format - Icecream Parlours

More and more professional ice cream specialist concepts tempt their audience with creative flavours and presentations



THE QSR

**60 Trend**  
Wraps and Rolls:  
A growing pie in the QSR market



**62 Entrepreneur**  
With a chain of nine Shahi Durbar Indian dessert parlours up and running, Aasim Merchant is gearing up to launch another 50 by 2015



**64 Entrepreneur**  
Mohammed Bhol, Director, Corporate Chef and owner of Le Berian, discusses his 'delivery only' food service format



EQUIPMENT & SUPPLIES

**78 Automating Kitchens**  
Suppliers of advanced cooking equipments are confident that with more awareness of products available in the market and greater stringency in the laws and regulations governing commercial kitchens, the food service sector is set to develop and modernise

IN FOCUS

**84 Design**  
Please Don't Tell, the newest pub in Mumbai is a fun place with playful interiors, foot-tapping music, delicious street food, and an aura of secrecy



TRENDS & CONCEPTS

**66 Marketing**  
Mystery Shopping:  
Strategy behind increasing a restaurant's topline and bottomline



**68 Concepts**  
New restaurant formats and cuisines across Europe

**74 Trend**  
According to industry experts, the world's population may have to turn vegetarian in the next 40 years or so, in order to cope with the rapid climate changes. Hotels and restaurants are already gearing up



**86 Taxing Times**  
Stimulus measures by the government in the form of tax relaxations would offer the Restaurant Industry its full scope for growth



**87 No Freedom From Licence Raj**  
India officially bid farewell to the licence-permit Raj, but for creators of wealth and jobs, very little has changed on the ground



**88 Q&A**  
Jumboking promoter Dheeraj Gupta shares insights on the QSR format

**90 Seminar**  
An NRAI - FSSAI seminar discussed implementation and challenges for the Restaurant Industry

