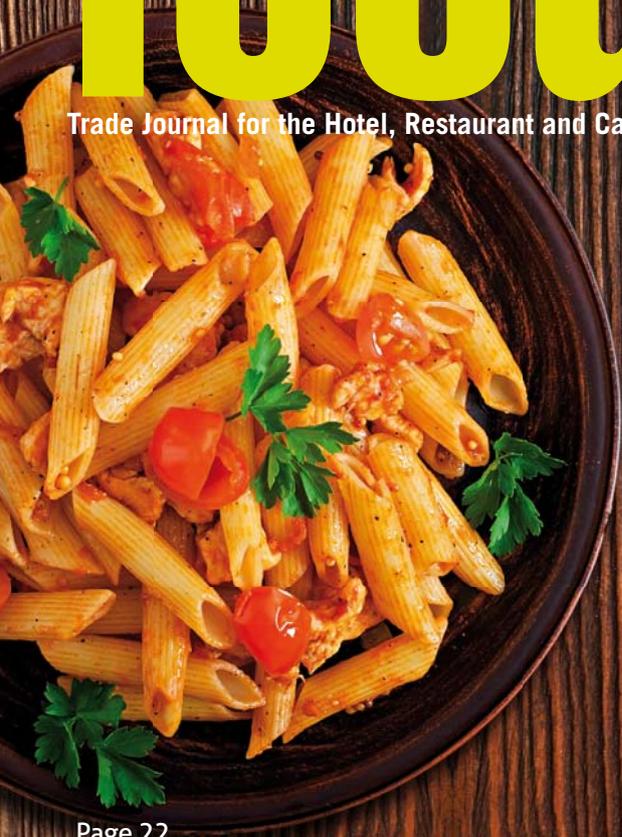


foodService

VOLUME NINE • ISSUE FIVE

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SEPTEMBER-OCTOBER 2019 • ₹100 India Edition



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A CULTURAL & CULINARY PHENOMENON

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F&B Sector Cooks up a New Recipe to Beat High Rental Costs



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Will dining out lose ground in our digital age? I don't think so, even though take-away and delivery services in particular are gaining ground. Delivery services provide a certain demographic with a fast and efficient food service, but I believe that restaurants also provide an experience for traditionalists and enthusiasts, who will continue to support the industry long into the future.

We shouldn't underestimate the overall dining experience afforded by a brick and mortar restaurant. We can see convenience and guests who are strapped for time being a major trend in the market today. So, offering an engaging dining experience today calls for always maintaining the ethos of 'never let your takeaway business interfere with your restaurant guests' experience'. After all, a restaurant can also provide a take-away and catering service, but not the other way round. Restaurants should therefore position themselves more as a household brand offering a premium family dinner experience.

In terms of foodstuff, demand for 'green' items are on the rise. Consumers today have become more conscious of mindfulness, health, well-being and environmental issues related to both food production and food consumption. In general, people are now asking more questions about their own eating behaviors and food choices. Restaurants should come forward to provide for a lot more healthy, vegetarian and vegan options, mostly because today's diners are gravitating towards this approach to cooking and eating. To meet this growing demand, restaurants need to become more mindful about sourcing products such as seasonal salads and local produce.

So, have a broad menu on offer but encourage the guests to choose greener options more often. And continue with your menu innovation to help guests make a 'greener' choice. Restaurants that strive to become a place where guests are assured of tasty and healthy treats and where they can be spoiled by motivated and engaged hospitality professionals, will prevail and survive in the digital world.

Amitabh Taneja

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Digitizing the coffee business

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Pizza & Pasta: A Global Culinary and Cultural Staple

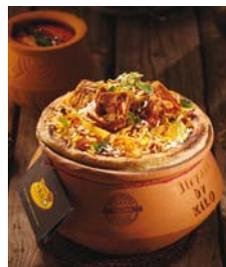
Pasta and pizza are the world's favorite fast food today. Even in India, we eat it everywhere – at home, in restaurants, on street corners. How did these dishes – so closely associated with Italy – become a staple of so many tables around the globe? The reason pasta and pizza have been so successful is because people like it in terms of them being a cultural phenomenon and not an industrial phenomenon.



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A farm-to-table ramen success story

Paris is home to a one-of-a kind ramen institution – Kodawari – whose delicious French twist on traditional ramen recipes have won it international acclaim.



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The founders of the premium online biryani chain speak about the fresh and sustainable concept of the brand, about promoting Khansama style of cooking, and the challenges of making customers understand its USP.



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In today's world, the sure shot way of promotion is through the new word of mouth – the word of social media.

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Canned Food

Pizza & Pasta: A Global Culinary and Cultural Staple

Pasta and pizza are the world's favorite fast food today. Even in India, we eat it everywhere – at home, in restaurants, on street corners. How did these dishes – so closely associated with Italy – become a staple of so many tables around the globe? The reason pasta and pizza have been so successful is because people like it in terms of them being a cultural phenomenon and not an industrial phenomenon.

by Sanjay Kumar



F&B Sector Cooks up a New Recipe to Beat High Rentals



As rentals in prime locations of India ‘eat up’ an average of 25-30% of a restaurant’s revenue against the global trend of 15-20%, online food delivery segment is gaining ground and is likely to cross \$7 bn in 2019. Prominent brands are hitching on to the cloud kitchen domain to save on real estate costs and power ahead on the strength of their F&B offerings alone.

by Anuj Kejriwal, MD & CEO – Anarock Retail

Real estate rentals have risen significantly in major cities like Mumbai on the back of increasing shortage of quality supply. This factor alone often leads to thousands of restaurants across Indian metros shutting shop each year. Rentals in some prime locations in Mumbai can ‘consume’ 25-30% of a restaurateur’s total monthly revenue. High real estate costs have berthed concepts like co-working and co-living in the office and residential spaces. The F&B sector came up with its own cost-saving recipe. This profit-devouring real estate cost is significant if we consider the average global trend of 15-20%. It holds true for many non-prime areas of cities like Mumbai as well. However, prime locations are obviously the lodestone of success for F&B, especially when it comes to full-fledged restaurants. Even a small food counter drawing much lower rentals can do good business as long as the brand and its offering is right for the location and its clientele.

Since they can afford the high rentals, many organized domestic and global F&B brands survive while smaller, unorganized players often have to pull out. Besides cutting down on profit margins, high rental costs also limit F&B players’ business scalability, since renting the right space requires high working capital and upfront deposits.

Cloud Kitchens to the Rescue

Given these challenges, the new concept of ‘cloud kitchens’ - which involve low operating costs

and high profit margins - is gaining increasing traction among F&B players.

A cloud kitchen - usually situated in a remote (read cost-effective) area - is essentially space where food is prepared for delivery only and has no dine-in or takeaway facilities. In many cases, small eateries come together to share a kitchen facility from where deliveries can be made easily.

Cloud kitchens reduce real estate costs as they do not require prime locations. Also, because of the fact that kitchen space is shared by many players and the production costs are much lower, the opportunity to scale up remains high.

Aggregators Bet on Cloud Kitchens

According to the Statista Online Food Delivery report for India, revenue in the online food delivery segment is likely to cross \$7 bn in 2019. Food delivery majors such as Swiggy and Zomato are constantly looking to scale up, and cloud kitchens provide the ideal opportunity to do just that.

Leveraging their core strength in technology, delivery and discount distribution, these food aggregators provide the requisite infrastructure and logistics to local F&B enterprises by way of cloud kitchens.

For example, Swiggy Access helps restaurants to set up kitchen spaces along with full

Average Restaurant Rentals vs Cloud Kitchen (CK) Rentals		
Cities	Avg. Monthly Rentals in Restaurant (INR/sq. ft.)	Avg. Monthly Rentals in CK Restaurant (INR/sq. ft.)
Bengaluru	50-125	<75
Pune	45-120	<70
Gurgaon	70-150	<70
Noida	50-110	<60
Delhi	60-200	<80
Mumbai	100-250	<120

Source: ANAROCK Research

Digitizing the coffee business

WMF and Schaerer have taken their coffee machines to a whole new level: with the integration of award-winning telemetric solutions, the manufacturers provide F&B operations with the digital tools to get the most out of their coffee business. Think: optimized processes, reduced service costs, increased turnover and, of course, excellent coffee in every cup. Curious? Read on.



WMF CoffeeConnect and Schaerer Coffee Link – these names stand for highly innovative digital solutions which provide the fully automated equipment of the WMF Group* with more intelligence and food-service providers with greater control expertise. “We aim at giving as many customers as possible easy access to the digital platforms, in order to optimally support them in the planning and control of operational workflows,” explains Viola Linke, Vice President Global Marketing GBU Professional Coffee Machines, WMF Group. So, with the exception of some introductory models – which, like machines already purchased, can easily be retrofitted – all new coffee machine models from both brands now come with the hardware for the integration of WMF CoffeeConnect and Schaerer Coffee Link as standard.

The analytic capabilities of these systems can provide those in charge with vital information for their daily management in the coffee business. Information on the state of the machine, the consumption of resources, error and service handling, task management, revenue, sales and consumption statistics, or quality scores can be accessed for each connected machine (by remote management).

In which areas can businesses benefit in concrete terms from these intelligent systems? Viola Linke names three examples:

Predictive maintenance “Based on the measurement data from the machine sensors, it is possible to measure the wear and tear of individual parts. Thus, repairs and replacement of parts can be anticipated, and breakdowns avoided. If the machine sends particular data, for instance that the brewing time is too long or too short, the repair needed can be carried out before damage arises.” **Sales forecasting** “Using the sales figures, operators can see exactly which coffee specialties generate the most sales with which recipe and at which location. This helps them to optimally adapt the placement of the machines and the product offer to the local market.” **Customer segmentation** “Through the collected data, it is possible to allocate particular coffee specialties and recipes to individual target groups and demographic parameters. In this way, the product range can be optimised or tailored further.” **Digital packages** The foodservice provider is free to decide, which exact features of WMF CoffeeConnect or Schaerer Coffee Link they actually need and wish to use. “The ‘Freemium’ package, which comes free of charge, offers all major basic applications; wideranging features can be obtained in the ‘Premium’ and ‘Professional’ packages,” explains Linke. ‘Freemium’ focuses on operation and maintenance, including access to the WMF Media Pool (access to catalogues, pictures, videos, manuals, etc.), the Know-how Centre (written and video supported instructions help solve problems without having to contact customer



400+ outlets across 19 cities in India, and counting

Karan Kapur currently heads the hospitality and food services verticals of K Hospitality Corp, which comprises Indian cuisine, lifestyle F&B platforms, and the banqueting & catering vertical. A young and dynamic entrepreneur, he shares his thoughts with NRAI about the growth and positioning of his restaurant brands, their expansion plans for the future and the strategy to take Indian cuisine to global audiences.



Please take us through the journey of your company. Tell us about your restaurants.

K Hospitality Corp was founded in 1972 by the late JK Kapur, with a single Indian restaurant in Mumbai. Over the past four decades, the organization has grown into a hospitality and food service organization with 400+ outlets and 6,000 employees with a presence across 19 cities in India. K Hospitality Corp currently operates across diversified verticals in the F&B industry spanning travel retail, restaurants, bars, cafes, food courts, banqueting & outdoor catering, large scale F&B venues, concession management and corporate food services, and proudly served over 26 million people last year.

Charcoal Concepts was founded by K Hospitality Corp in 2018 as its Indian cuisine platform vehicle to take Indian flavors to the world. Under Charcoal Concepts, there are three distinct categories:

Contemporary Restaurants: Copper Chimney is the leading, contemporary Indian restaurant brand, serving flavors, ingredients and dishes with influences from the undivided North of India since 1972.

Experimental Bars & Eateries: which take the form as Bombay Brasserie, an eclectic and innovative all-day bar and eatery, leading the evolution of Indian cuisine; and Bombay Borough, its international counterpart.

Fast Casual/Delivery: as seen via our soon-to-be launched brand Tamarind Tiger, a strategic global foray into the Indian fast casual market.

Charcoal Concepts is also launching new Indian and Indian inspired formats such as Punkah House (launching in India), Gully Kitchen (launching in the UAE) and Street Club (launching in India), which will all roll out over the coming year.

Could you please elucidate on the expansion plans for your brands in India and overseas?

Charcoal Concepts is focused on taking Indian cuisine global. With significant investments in infrastructure, we're aiming to introduce patrons to our award-winning range of distinctive recipes, flavors and concepts in India and abroad. As part of our growth strategy, Charcoal Concepts recently acquired all the previously franchised Copper Chimney outlets from the Everstone Capital owned Pan India Food Solutions (erstwhile Blue Foods), and has rebranded and launched these under the Charcoal Concepts umbrella to great success. We're aiming to consolidate our leadership position and scale across India, the Middle East and the UK in the short term. The brand is scaling fast and is on track for opening a restaurant each month this coming year.





▲ The restaurant's setting successfully imitates a genuine Tokyoite yokocho alley. Ambient noise and sound effects add to the overall authentic feel.

A farm-to-table ramen success story

Paris is home to a one-of-a kind ramen institution. A delicious French twist on traditional ramen recipes, self-made noodles from homegrown wheat and unbeatable attention to detail are Kodawari's secret weapons for an international award-winning (Silver Palm 2018), new-wave Bowl of Happiness.

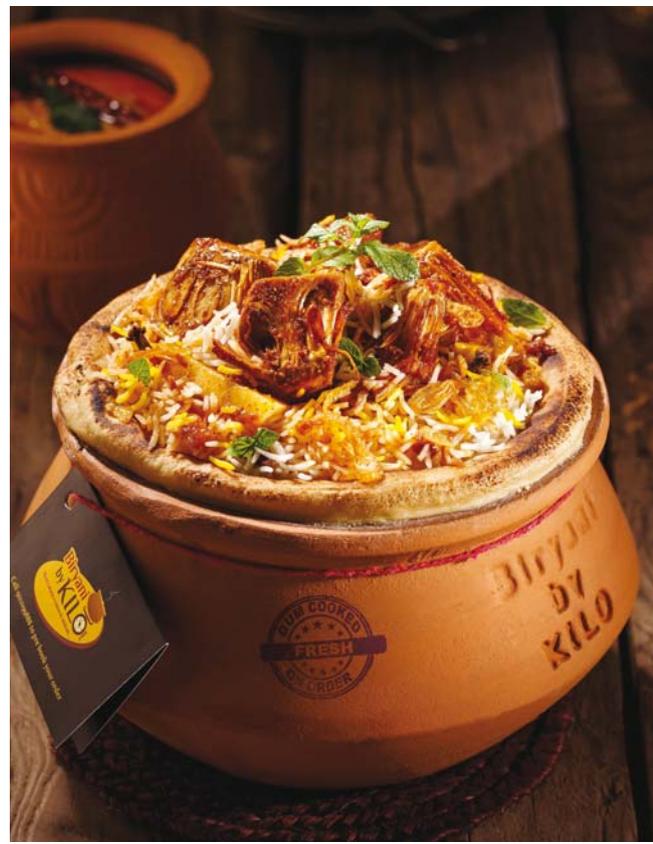
by Carmen Vazquez

In the always buzzing and quintessentially Parisian district of Odeon, the Mazarine street welcomes long lines of hungry, impatient guests every day. They are ramen aficionados, tourists and locals, all filling Mazarine's narrow sidewalk with the only goal of slurping France's most innovative ramen soup. Since its opening in 2016, Kodawari Ramen has become a local hot spot for ramen cravings, feeding over 400 people a day. Who would have thought that a 54-seat yokocho-style ramen spot launched by a former fighter pilot would, in only three years, become an acclaimed Japanese restaurant, not just locally but internationally also? Think pop-ups in New York and an absolute recognition by his Japanese peers with whom Jean Baptiste Meunier, Kodawari's founder, has learned everything about the traditional noodle soup.

In 2015, a couple months before opening Kodawari, Meunier did an apprenticeship with the Tokyo-based Ramen master Kikanbo and various other Ramen superstars. He has also attended classes in legendary ramen schools such as the Miyajima Ramen school in Osaka.

To understand Kodawari's success is to understand what a Parisian foodie is looking for when visiting a local eatery. It's all about local and seasonal produce. French restaurateurs are now not only driven by seasonality but are committed to finding the one exceptional artisan whose craftsmanship is like no other. It is in this respect that Kodawari stands out from all other players in the already mature Parisian ramen scene: Jean-Baptiste has gone to great lengths to deliver a ramen that remains true to its Japanese roots whilst showcasing the best

Biryani by Kilo promotes a sustainable approach



Kaushik Roy, Founder and CEO, and Vishal Jindal, Co-Founder and Director, Biryani by Kilo, a premium online biryani chain, speak with *FoodService India* about the fresh and sustainable concept of the brand, about promoting Khansama style of cooking, and the challenges of making customers understand its USP.

BIRYANI by KILO AT A GLANCE

- **Brand Name of the Retailer:** Biryani by Kilo
- **Name of the Parent company:** Sky Gate Hospitality Pvt. Ltd.
- **Total number of outlets currently:** 29
- **Total number of employees:** 700 plus
- **Same store growth:** Has been able to maintain double digit growth month on month continuously

Give us a brief description of the brand?

Biryani by Kilo (BBK) is a premium biryani chain founded in 2015 by the veterans of the food industry. So far, there are 29 outlets in total in New Delhi/ NCR, Mumbai, Mohali, Ludhiana and Chandigarh. BBK has a strategic plan to establish a strong pan-India footprint and expand into select International markets like UAE & UK in coming three to five years. BBK has done three investment rounds mainly for around US\$0.5m and US\$1m from various investors like Ashish & Rohit Chand from Yukti Securities, Chandigarh Angels, Ashish Gupta ex Evalueserve, Ajay Relan founder Chairman CX Partners. The funds have mainly been used for expansion & capex along with technology and backend upgradation.

The brand was launched to preserve the 'Khansama' style of cooking wherein each meal/ biryani is freshly cooked with rich ingredients. It detests the idea of other brands where the food is cooked in bulk and repacked and sold. It is a delivery brand with 100% focus on delivering every order on time and offers an experience patrons would have received at a fine dining restaurant by paying an exorbitant price.

Biryani by Kilo offers a diverse menu that endeavors evergreen Indian biryanis and its culinary goodness in a nutshell. The dishes on the menu are handpicked while keeping the significance of heterogeneity and perfection in mind. To take the biryani experience a notch higher, it sends earthen Angeethis (Aanch) with each order to get the perfect smoky flavor and aroma of spices. For the Galouti Kebabs, BBK pulverizes the meat multiple times, and marinates it in the most veritable way.

What is unique about the format and concept of the brand and what are their distinct specialties?

BBK is the only biryani chain that not only cooks fresh Dum Biryani for every order in earthen handis but also offers biryanis from different localities—Hyderabad, Lucknow, Kolkatta, Malabar and Ambur. The staff is extremely careful in maintaining the SOPs, systems & processes and ensure it is being followed diligently. Every aspect of ingredients including spices is well measured to maintain the taste of every dish.

What is the market positioning and customer value proposition of your brands?

BBK is considered as the premium biryani chain, which is value-for-money. The brand has been able to garner loyal customers over the time because of the consistent quality offered.

In your estimate, what is a decent profit margin/ returns for your business and what is the scope for increasing this margin/ returns?

As a process, it is more important for the brand to maintain the SOP and achieve its consistency than looking out for profits at this moment.

Tell us about the challenges of your business and how you manage them?

It was challenging for the staff to put the back end and technology together as BBK makes every biryani fresh in individual 'handis' after an order is received. It was also challenging to educate the customers to wait for 90 minutes after their order is placed to consume fresh biryani. BBK has solved it by creating a professional company

Restaurants opt for 'Instagram-friendly' interior design approach

In today's world, genuine user generated content for a brand is worth its weight in gold. And for restaurants, cafes, bars and hospitality related businesses, both big and small, the sure shot way of promotion is through the new word of mouth – the word of social media.

by Keith Menon

The writer is Co-founder, Spiro Spero, a one-stop solution for architecture, designing, and branding in the hospitality world.

Today, social media plays a huge part in announcing people's experiences/ where they were/ what they ate as a social interaction, a way of communication and also an aspirational projection of their life. Giving an opinion about how your experience was, is really easy and can be read by all your peers and thus it is important for places to make sure every single customer walking in has a great experience and if not, then to make sure they correct it as soon and as efficiently as possible.

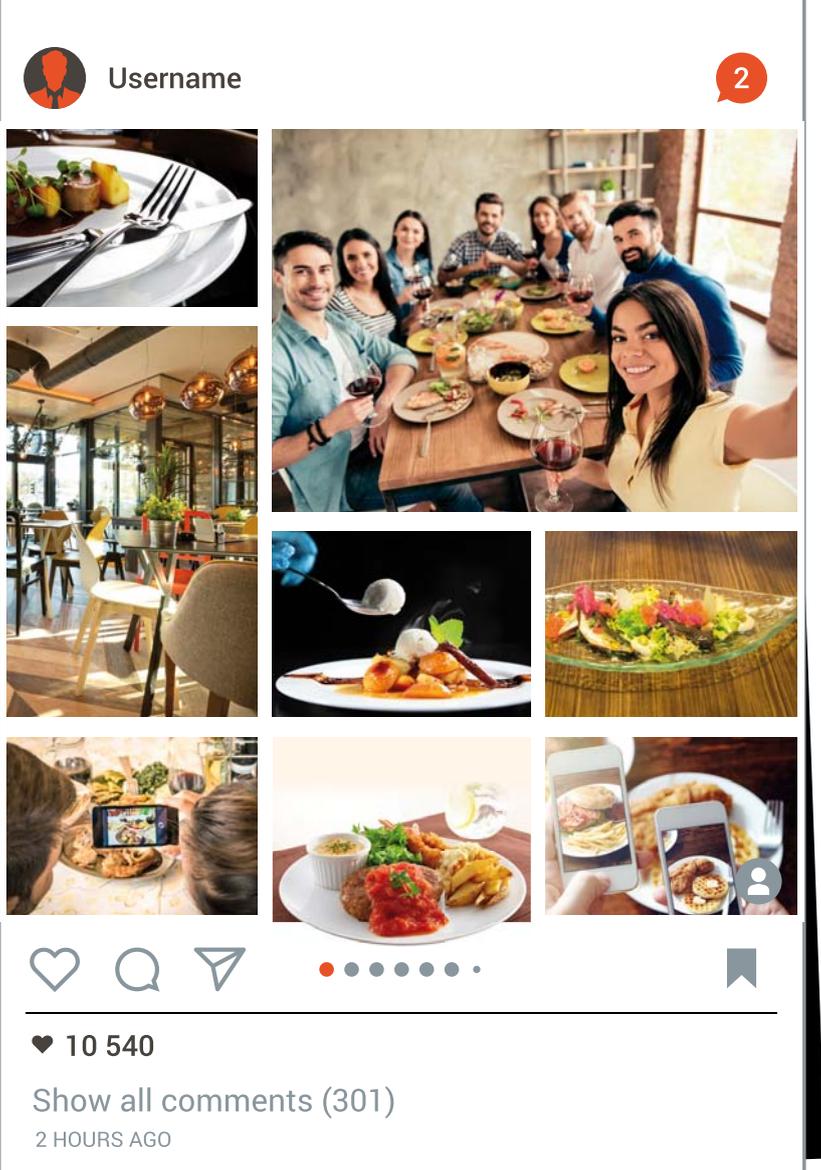
Before the age of social media, one could read about a place in the newspaper or a magazine – an opinion of an expert, a reviewer or one simply got to hear about it from a friend or neighbor or colleague. Back then, it was the expert portraying his or her experience or simply people raving about the food and their experiences at a particular place. Today, it is much more than that! Because now social media plays a huge part in announcing people's experiences as to where they were, what they ate, what they wore, and who they were with. So the experience of the place is its ability to create such an environment.

Naturally, as a business owner, you want to be able to promote your place in the most cost-effective manner as possible. Interiors are the most visual part of your customer's experience and creating a space that is 'instagrammable' is of utmost importance. This is your easiest way to get into people's minds with a one-time effort that will last for its life. And the key to doing this

is keeping things fresh! If the place looks like something you've seen before, then automatically it loses value. Decor ideas such as inspirational quotes in neon lights, quirky and funny decor items, tiles, upholstery etc. are all an opportunity in modern marketing.

For restaurants and bars – a brand can be created through many avenues. For examples, think of Yauatcha and its raspberry delicacy; Masala Library and their dramatic food; Cafe Mondegar and their Mario Miranda painted murals; The Little Door and it's iconic blue door; Hoppipola and the interactive wall installations; Gymkhana 91 and the 8 foot clock; The Little Easy and it's wooden chandeliers. Ever taken a bathroom selfie? Yep, that's a thing! There are more than 1.5 million posts with that hashtag on Instagram alone! Well lit, large mirrors are a must. Interesting tiles, decor, plants, couches are little dded details that make for selfie-friendly loos!

Keeping this new accessible age in mind, people are now increasingly aware of the importance of a vibe and a voice for the brand they want to create. The easiest easy way to get somebody to post on their social media is to create an environment that is conducive to taking pictures! Creating a distinct identity and offering for a restaurant is crucial to the success of the business and the more authentic it is to its identity, the better – it will be more recognizable and unique in the long term. ●●





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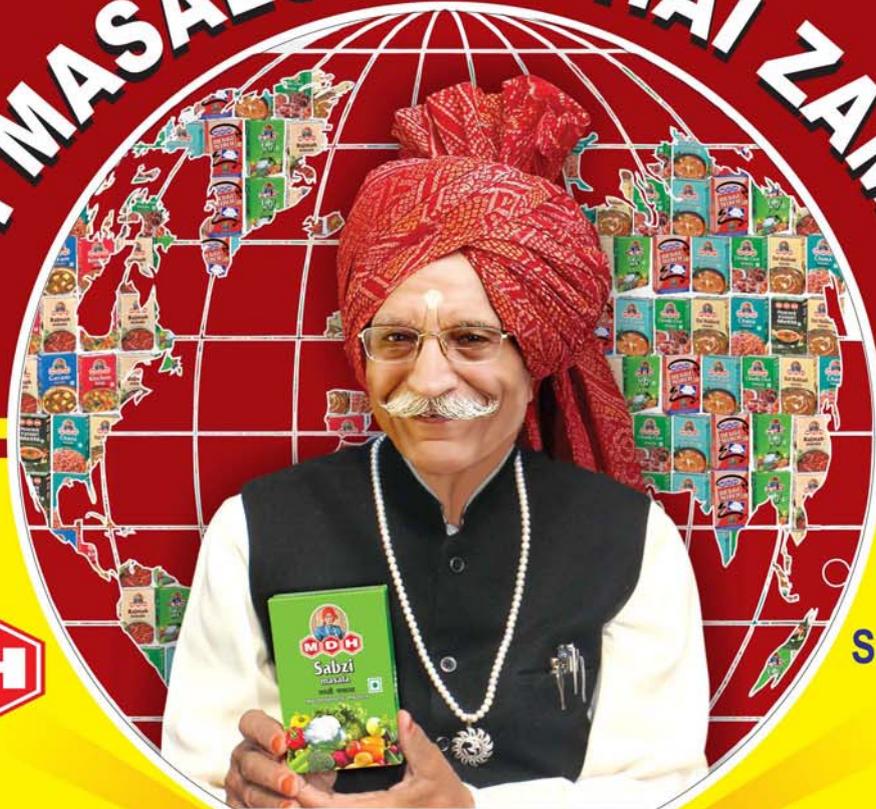
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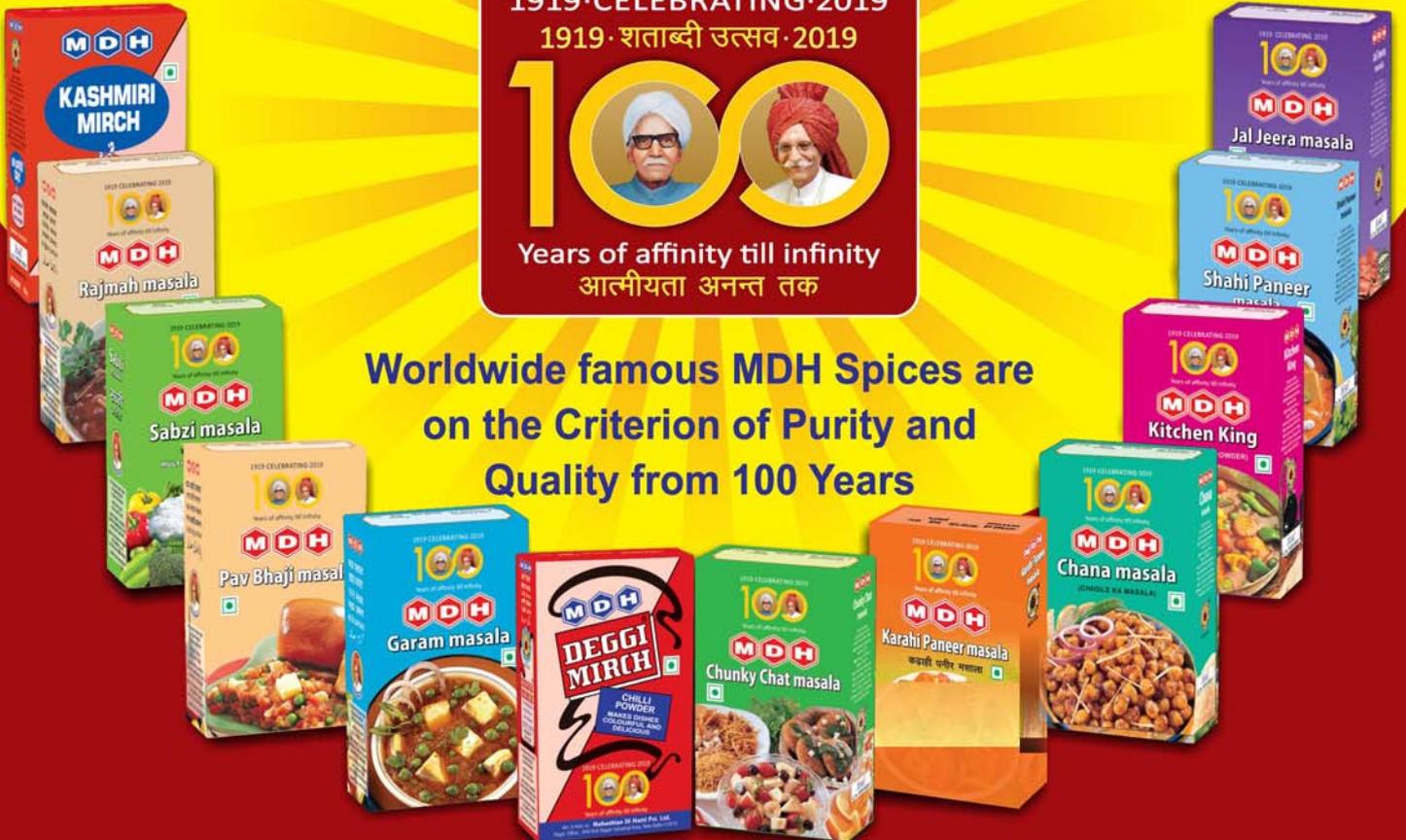
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