

NRAI RESTAURATEUR

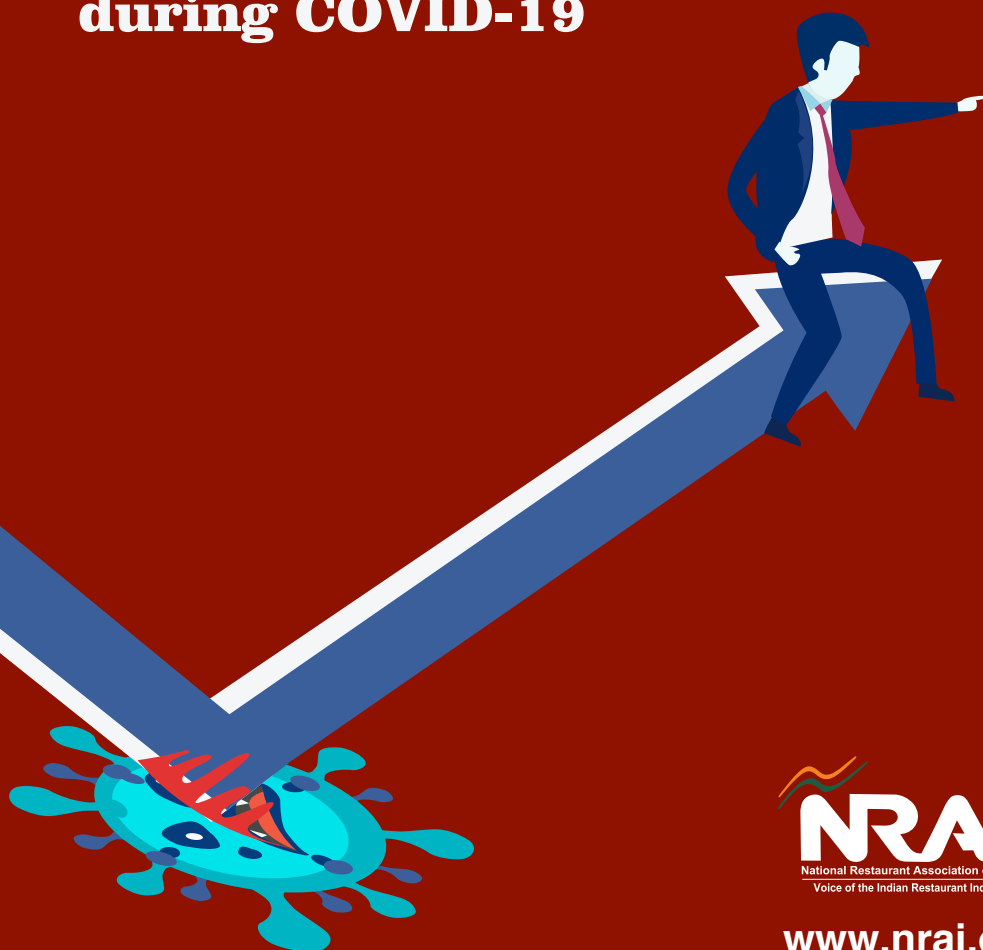
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SURVIVAL TO REVIVAL

**Success Stories of Industry Leaders
during COVID-19**



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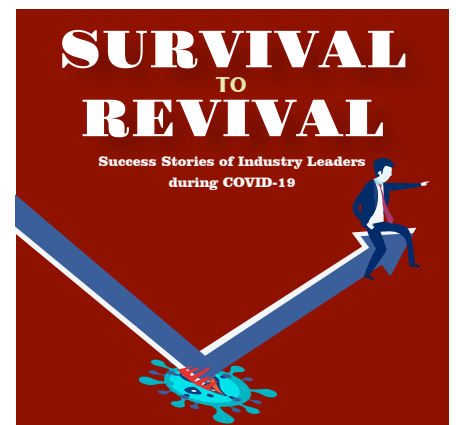
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Saving an industry with quick thinking



Standalone eateries in Delhi no longer require approval from tourism department

The tourism department has notified termination of the clause under 'save of doing business' initiative for the restaurant industry.



By Express News Service
NEW DELHI: The tourism department of the Delhi government has done away with the provision of approval required for standalone restaurants in the city. A statement issued by the government said that as per the directions of the CM Arvind Kejriwal, the department has notified termination of the clause under 'save of doing business' initiative for the restaurant industry.

The notification is expected to provide major relief to the restaurant owners especially after a major economic downfall due to the COVID-19 lockdown. "The notification comes in the wake of a meeting convened by Kejriwal last month, wherein he directed various officials to remove hurdles in the case of doing business for the restaurant industry," it said.

The order issued by Tourism Secretary Manish Saxena on Tuesday said, "In terms of the decision taken by the Hon'ble Chief Minister, GOVT of Delhi in the meeting dated 07.10.2020 regarding Waive of Doing Business for Restaurants, the Voluntary Scheme of Granting Approval to the Standalone Restaurants being implemented by the Tourism Department, GOVT of Delhi is hereby discontinued immediately."

NRAI Membership

44-45 ASSOCIATION WELCOMES ITS NEW MEMBERS

DISCLAIMER:

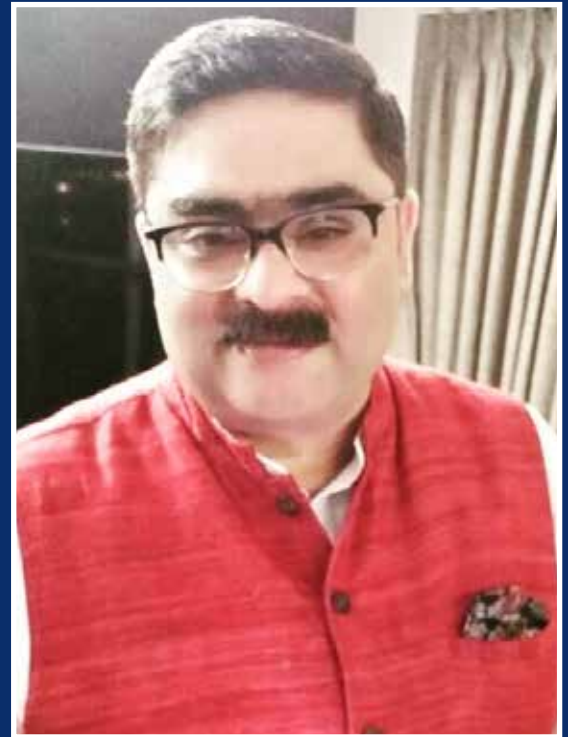
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Dear Members,

Let me begin by wishing you, your families and all your loved ones a very-very happy, healthy and prosperous 2021. We all deserve a brighter 2021 after what we have gone through in 2020.

I don't want to stress too much about the travails that all of us went through in 2020. Without an iota of doubt, it was one of the most unprecedented and the most challenging year in our careers, thus far. The pandemic and the resultant lockdown has truly hit the very foundation of our business. We were undoubtedly one of the worst impacted sectors. Having said that, I also firmly believe that while every crisis teaches us many lessons, it also brings in some opportunities. I reckon that while we fought tremendous adversities, pandemic also gave us a chance to peacefully reflect back on our business models, retool them and recast our relationship with all stakeholders in the trade, be it our employees, our landlords, our channel partners or our suppliers. This will all help us immensely in future.

With able support and contributions by everyone, NRAI also further strengthened its position as the most visible, vocal and prominent representative body of the F&B Industry in India during the crisis. We took lead in interacting with the Central and various State Governments, addressed landlords about our rental concerns, created SOPs for reopening and also influenced in various key policy making. We also ensured significant media reach and exposure which helped us amplify our voices. The challenges may still exist and many more battles are yet to be fought but thanks to the unflinching support of all members, I reckon we have fought the battle very well so far. Members who are keen to know about our advocacy



ANURAG KATRIAR
President, NRAI

efforts are requested to visit www.nrai.org and look up for *NRAI Advocacy Efforts* under COVID-19 section, to access various representations made to various authorities across the spectrum during the year.

The dedicated technology team within NRAI also played a very stellar role this year and deserves a special mention. From tie-up with DotPe to soon-to-be-launched Loyalty Program of our own, we made some significant progress in the process of reclaiming our control over our own digital landscape. These efforts will continue, going forward, till we become *Atmanirbhar* for our own digital needs. The resounding success of our TownHalls in 2020 stands testimony to the significance of these efforts.

I am happy to share that despite the crisis, NRAI showed compassion towards the larger community and undertook social initiatives to support them during the pandemic. Most resounding was the #FeedTheNeedy initiative

wherein we were able to serve over 67 Lakh free meals to the underprivileged and migrant workers. Apart from the satisfaction, this effort also earned us lot of goodwill and recognition from various quarters. It also won some global recognition with World's 50Best choosing it as one of the 50 best global initiatives in the sector during the pandemic. We collaborated with Beam Suntory and Pernod Ricard for another initiative called #RiseForBars, wherein we made direct cash transfers to thousands of our bartenders in our member restaurants. We also helped all those employees who lost their jobs by providing them ration kits for almost 25 Lakh meals in partnership with PepsiCo India. In a nutshell, we extended help to the underprivileged, our own employees and also the employees who lost their jobs to the pandemic.

We still have challenging months ahead with consumption expected to remain subdued for a couple of more quarters. I assure each one of you that NRAI will continue with its efforts, advocacy or otherwise, to help our Industry. We need liquidity support, policy support and means to restore consumer confidence to regain our erstwhile vibrancy and we will make every effort to achieve this. With vaccine just around the corner and Indian economy showing signs of recovery, I am sure 2021 will give us back what we lost in 2020. I firmly believe that while international tourism will take some time to revive, the sheer size of our domestic market bodes well for our recovery. I am confident that Hospitality is the fuel that will truly propel the engine of economic recovery in India.

I take this opportunity to extend my heartfelt thanks to the Trustees, Office Bearers, Managing Committee Members, and various Chapter Heads for their yeomen efforts,

wonderful support and guidance during these tumultuous times. I am absolutely convinced that all that we have achieved and all that we aspire to achieve will not be possible without their support and advice. It has truly been a beautiful example of collective leadership. Last but not the least, I extend my sincere thanks to the NRAI Secretariat Team that worked tirelessly through the year.

“My sincere message to all members for 2021 is to stop living in the fear of unknown and rather bask in the hope of unknown. Hope is a very potent weapon during distress and it can work wonders in the company of some sound thinking and prudent strategies.”

From all of us at NRAI, I thank you once again for extending your continued support to the NRAI and reposing your faith in us during one of the most challenging times that we have ever witnessed. It was truly inspiring and heart-warming to see the way our fraternity united and pledged to support each other during this unprecedented crisis.

Do write to us at prakul.kumar@nrai.org if you have any suggestions or feedback.

Happy New Year again!



Anurag Katriar



NRAI *received* **RECOGNITION** *from the* **GOVERNOR OF MAHARASHTRA**

Mr Anurag Katriar, NRAI President, received a Certificate of Appreciation by Hon'ble Governor of Maharashtra, Shri Bhagat Singh Koshiyari on November 4, 2020 at Durbar Hall, Raj Bhawan, Maharashtra.

Through #FeedTheNeedy initiative, NRAI served over 67 Lakh meals to daily wage earners and immigrants over 50 days using 37 kitchen facilities. Free ration kits were provided for almost 25 lakh meals to the distressed employees apart from cash support to another few thousand employees.

This recognition is a huge morale booster which will inspire us to do more for the Fraternity, our Nation and its Citizens. We thank everyone for their wholehearted and continued support.

NRAI was recognised for the selfless service done for migrants, daily wage earners and restaurant employees, who were affected due to the COVID-19 pandemic.



NRAI partners with DELHI SKILL AND ENTREPRENEURSHIP UNIVERSITY (DSEU) to provide Skilled Workforce

Industry experts and reports on labour in India highlight the acute shortage of skilled manpower in the country. There lies a paradox in what the industry requires and in the capacity of training institutions to cater to that demand.

The Delhi Skill and Entrepreneurship University (DSEU) has been recently set up by the Government of Delhi to impart world class skill education to the youth of the city.

NRAI has partnered with Delhi Skill and Entrepreneurship University (DSEU) to provide skilled workforce for Restaurants in Delhi as per the Industry's requirements. The aim is to understand the needs of the industry and prepare a skilled work force required to augment the skill gap.

This collaboration with DSEU will result in successfully placing skilled candidates into the Industry.



In association with NRAI

This initiative is our endeavor to lend entrepreneurial support to small restaurants for business revival.

The shortlisted/selected Restaurants will be given following benefits:

■ 1 day advanced Food Supervisor FoSTAC training (Advanced Catering) ■

■ 1 Day Business Modules training by KFC Leaders ■

■ One time Sanitization of your restaurant by experts ■

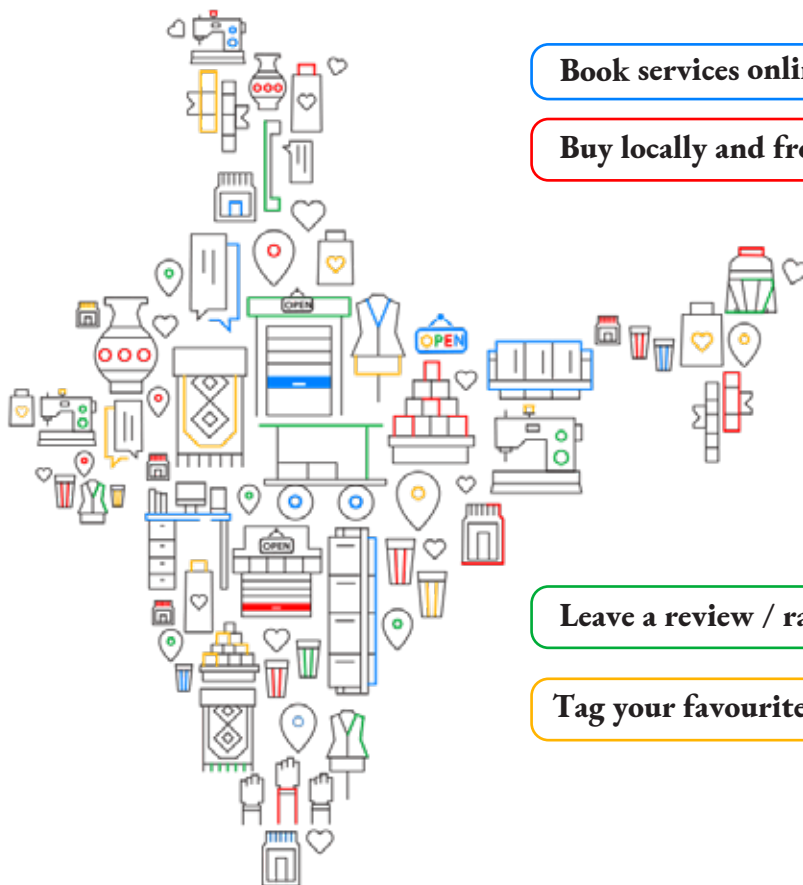
■ No Registration/Training Fee ■

SUBMIT NOMINATIONS

**Write to Ms. Ravinder Kaur (info@nrai.org) or
Dr. Aman Gupta - Yum Brand India (aman.gupta@yum.com)**

“When you support a small business, you are supporting big dreams.”

The initiative aims to support these businesses through the following ways:



Tag your favourite shops on social media

We thank the Google India Team for this great initiative and urging everyone to show support to the small businesses around you.

NRAI CHAPTERS

ADVOCACY

UPDATES

&

ACHIEVEMENTS



DELHI

A meeting was organised by the Delhi Government with the NRAI delegation on October 7, 2020 to look into the issues exclusively for the Restaurant Industry. The meeting was chaired by Hon'ble CM, Shri Arvind Kejriwal, which was attended by the Cabinet Ministers and Top Officials of all the departments. Major decisions were announced for Ease of Doing Business, Improving the Licensing Regime, Operating Conditions along with major changes regarding the Excise Policy as recommended by the NRAI.

As a result of the meeting, Tourism licence required in Delhi has been removed by the Government.



BENGALURU

- Municipal Authorities cleared the proposal for open air seating.
- Rigorous follow ups are being done on the case filed by the Bengaluru Chapter regarding the excise fees for the period of lockdown.



MUMBAI

- Mumbai Chapter has been interacting with the State Government regularly for providing multiple reliefs to the Restaurant Industry during the ongoing pandemic.
- Maharashtra Government reduced the clearances or approvals required for Hospitality Industry.



KOLKATA



- Representatives from the Kolkata Chapter met Dr Amit Mitra regarding NRAI's proposal for Input Tax Credit (ITC) on GST.
- Kolkata Chapter has been engaging with the Excise Department to resolve Industry issues.

NOIDA

Representatives from the Noida Chapter met Shri Pankaj Singh, MLA, Noida for relaxation on restaurant operating timings.

NRAI requested the Government of Uttar Pradesh to restore the operating hours of Restaurants till 11PM.



JUST BELIEVE IN YOURSELF. THOSE WHO KEEP ON ACCEPTING THE CHALLENGES, THE CHANCES OF SURVIVAL AND SUCCESS INCREASES. - SUNVEER SONDHI

“ This tech-savvy dynamic young man, started his entrepreneurial journey in his teens. Backed by sixteen years of multi-country hospitality experience, he leads the team in floatation and operations of Lounges, Microbreweries and Cloud Kitchens in Northern States of India. Sunveer Sondhi, NRAI Chandigarh Chapter Head and Founder & CEO of La Pyramid Hospitalities Pvt. Ltd shares his insights with NRAI.



1. Please take us through your journey. Tell us about your restaurants and their expansion plans.

Our existing outlets comprises of Café, Lounge, Bar named as PYRAMID and newly launched Cloud Kitchen named as PYRAMID EXPRESS. The food, ambience, quality is appreciated by the visitors which keeps us high on serving them the best. Simultaneously, we are working on our upcoming outlets in different cities aiming to deliver the most happening place ever. We are already focusing to expand our business on domestic and international platforms on franchising basis.

2. You have restaurants in Dubai & Australia. How different is the Restaurant Sector of these countries as compared to India?

The major difference is the “EASE OF DOING

BUSINESS”. In these countries, there are no glitches and the process of applying licences and various statutory permissions take place online on their portals and the process is very smooth. In India, policy shifting is quite frequent as compared to these countries. Hence, DOING BUSINESS sometimes brings its own challenges.

3. You have also launched the Pyramid VIP Mobile App. Please tell us about it.

To enjoy the delicious food with best deals, the PYRAMID VIP Mobile App is available on one-click service. Our app is built using the latest technology to provide users with a smooth user-interface. If you are planning to dine-out at any of our lounges, reserve your seat through this app to not miss your dining plan. Our App also allows you to browse the nearest Pyramid outlet along with the full selection of food and drinks menu on offer. We are available for home



Pyramid Cafe

delivery & take-away service for ordering food directly from our app which is a quick and safe option as we have a secure payment gateway. Also, you can track the food directly on this App after placing an order with us from the kitchen to your table.

4. What measures are you taking to ensure the safety of your customers when they visit your restaurants?

To protect public health by following proper safety standards in best of the times, we are sanitizing our outlets as per NRAI & WHO guidelines. The staff has been strictly advised to disinfect the tables & common area after regular intervals. Moreover, we have discarded all physical menus & advised guests to 100% order through their own mobiles only via PYRAMID VIP Mobile App.

5. Tell us about the innovations/business strategies you had to adapt to survive in the COVID-induced pandemic

During COVID pandemic, PYRAMID has introduced THE ATM BAR – which is fully automatic & contactless drinking BAR. Our

innovations aim to cater the ease and latest technology. We had launched our PYRAMID VIP App much earlier to the COVID - 19, but it became popular post COVID as it is safe and fast which supports the concept of Digital India. Our app provides ample options of frozen food, dairy & bakery products too.

6. As the Chapter Head of NRAI Chandigarh Chapter, which industry challenges you would like to address through the association?

In the current scenario, I would like to request Government support for the reduction of various license fees involved in hospitality sector & lifting up the limitations of working hours of the outlet.

7. One piece of advice you would like to offer to budding entrepreneurs eager to make a mark in this industry.

Just believe in yourself as everyone has to face different challenges, ups & downs during the business journey. Those who keep on accepting the challenges, the chances of survival and success increases.



NRAI INDIA =FOOD= SERVICES REPORT 2019

Launched in Delhi, Mumbai, Bengaluru & Kolkata, NRAI IFSR 2019 is the single, one-stop, and credible source of information, trends, opportunities and challenges for the Indian Restaurant Industry.

NRAI IFSR 2019 – SNAPSHOT

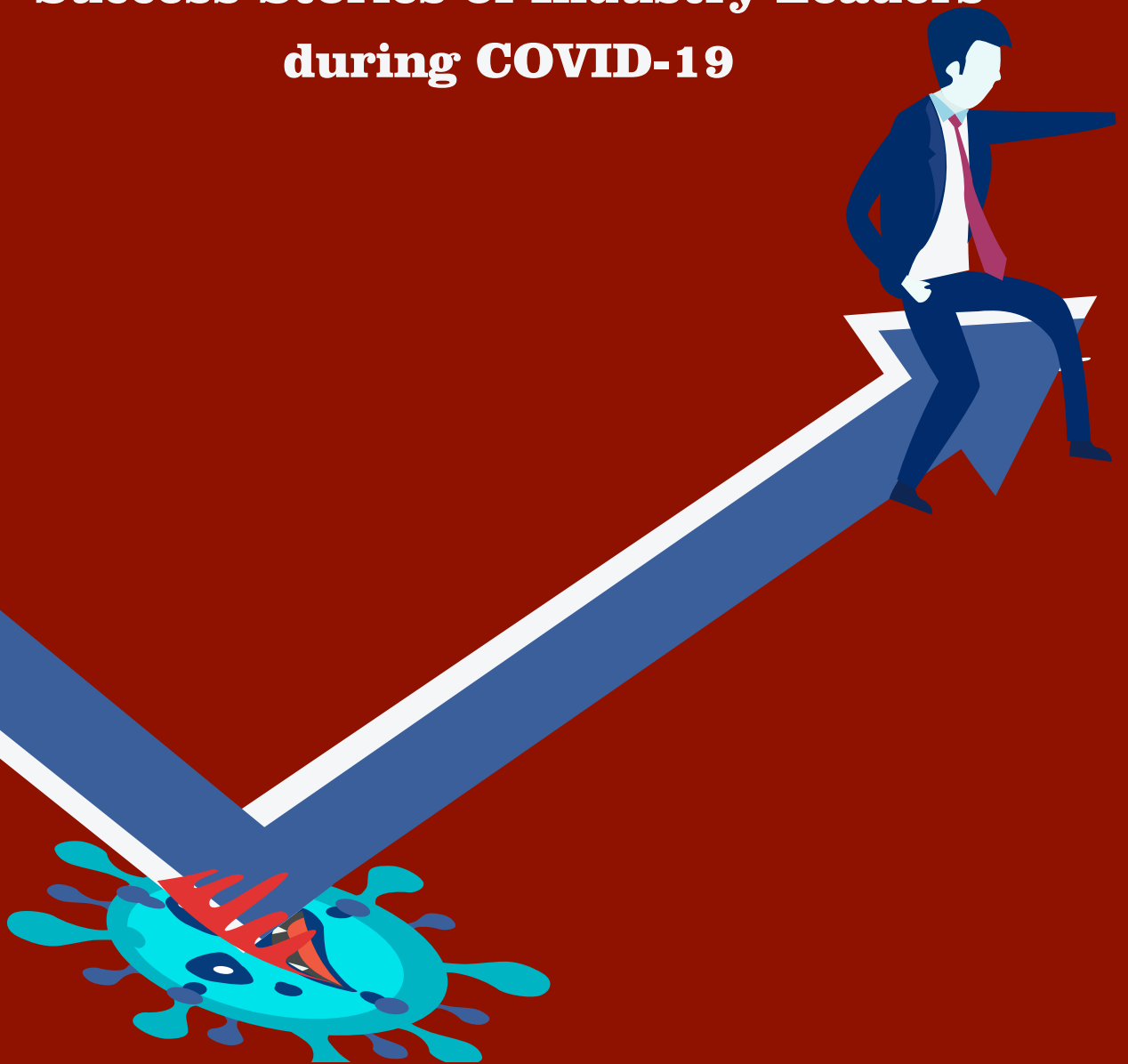
■ Macro-Economic Overview ■ Indian Food Service Sector Overview ■ Growth and Analysis of Different Segments and Formats ■ Consumer Behavior ■ Impact of Food Service Sector on Allied Industries ■ Digital Marketing ■ Investment Opportunities ■ International Outlook ■ Guide to Start a Restaurant in India

Find out unique insights gathered from the most extensive consumer research and in-depth interactions with over 130 restaurant CEO's and 3,500 consumers across 24 cities in India.

To buy NRAI IFSR 2019, please log on to – www.nrai.org or write to us at neha.grover@nrai.org.

SURVIVAL **TO** **REVIVAL**

**Success Stories of Industry Leaders
during COVID-19**





Survival of the QUICKEST

Sagar J Daryani

NRAI Kolkata Chapter Head

Co-Founder & CEO, Wow! Momo & Wow! China

In 1869, Charles Darwin coined the term; Survival of the fittest, Circa 2020 has redefined this term. Only those who are curious, nimble-footed and super-fast will be able to survive the future.

“

At Wow! Momo we have etched the “art of quick-ness” in our fabric - From launching a new business vertical during lockdown to new outlets - to being the fastest to Bounce Back we have ensured we run, walk or crawl but never stop!

”

6 months to Bounce Back - From plummeting to 6% of business in April to 80% of top line in November & Delivery business back to 180% of pre-COVID with over 4.5 Lakhs orders in a month & launching one of the most robust expansion plan with a total of 40 new point of sale opened in past 6 months!

It all started with a vision to minimize the losses and a foresight to spot an opportunity during the Pandemic, we have been able to create a special COVID Shield, undertaking multiple up-hill tasks to fight the crisis. Conserve, Convert and Collaborate has been our core business strategy during the pandemic and since then!

CONSERVE - Our first and foremost important objective was to *conserve* what we have – in terms of reserves and in terms of resources.

- **Rental Negotiations** - To reduce rentals and CAM charges, Wow! Momo urged landlords and mall owners to reduce/waive off the rental and fixed cost charges – Championed this not only at a company level but became the Voice of the Fraternity!
- **Leaning the Product Table** – We stream-lined the menu and created leaner products, lesser menu and zero wastage.
- **Vendor Health Desk** – Rationalisation and prioritizing payment schedules, identifying and working with local vendors to get a rate benefit and maintain constant flow of supply.
- **People Strategy** – Our primary goal to beckon conservation was to optimise the people cost. We have been agile and conscious to take calls that will safeguard our people as well as our business.



Wow! China by Wow! Momo

- Senior & Middle management upto 50% salary reductions
- Deferred Bonus for this year but *No lay-offs*
- Manpower Rationalization – Wherein we mobilised our idle staff and lent them to other organisations such as Zomato, Wildcraft etc to ensure their salary is met on time and it doesn't dent the company too.
- Resource Realignment – Maximum operations, minimum operators– Look at frugal team and get better cost & people efficiency - we have adopted various ways of automated working & platforms that will going forth shape the future working culture.

CONVERT - Once we had our conserve plan in place; our second focus was to zoom to *Convert* – The idea was to ensure we are being able to a) Lift up the plummeting sales and b) Sweat our assets better to generate fund flow.

- **Convert the non-user segments into user for delivery** -
 - **Create customised offers** - Attract “Newer Segments” – Our cost of acquisition was all time low; however we added close to half a million “New Consumer” orders through special code/promos.

- Break the holy grail of loyalty – Convert the loyal store customer base to order through aggregators – We targeted set of highly focused and sharp loyal customer data base – gave them customised offers through delivery platforms.
- Convert the fence sitters through Safety & Health campaigns – Idea was to take out the fear of ordering-in; in association with platforms, we created series of campaigns and influencer programs that stood out of the clutter and converted the nay-sayers.

Convert our outlets across the country from a Wow! Momo outlet to Wow! Momo Essentials outlet – To sweat our outlets better and to address a strong concern of market – of having waiting for 2/3 days for groceries – We decided to partner with Swiggy & Zomato to ensure we deliver groceries in 45mins/60mins. We launched “Wow! Momo Essentials” as our first attempt to enter new business line and take the first mover advantage. The business essentially utilizes our chain of 360 stores spread across 16 cities in India without incurring any incremental cost. We have entered contract with reputed suppliers such as ITC, P&G, Emami, Mondelez, Bikaji, Tata Tea, Keventers, Haldiram, etc and are in process of adding new vendors on a daily basis.

COLLABORATE - We believe that the future is about collaborative growth and hyper-bundling of experiences.

India’s largest homegrown QSR chain Wow! Momo joined hands with India’s largest homegrown coffee chain, Café Coffee Day (CCD). In principle, this sets the tone for QSR 2.0 in India where agility and

nimble footedness will be coupled with innovative ways to serve the consumers. The idea began with a vision of serving 500+ Outlets nationally – with a first phase of 50 outlets Pan-India. The collaboration doesn’t only aim to enhance through put for us but also aimed in giving CCD Guests a varied palate experience. The post-COVID-19 economy will see the formation of more of such symbiotic synergies under which major brands will combine their resources to sustain and scale their operations.

“Adversity can only be countered with diversity. To survive one has to keep moving, to revive one has to keep innovating and to sustain one has to keep reinventing – but beyond all one has to KEEP BELIEVING.”



'SOCIAL, with distancing'

WILL BE THE NEW INDUSTRY MANTRA



Riyaaz Amlani

NRAI Trustee,

CEO & MD, Impresario Entertainment & Hospitality Pvt. Ltd.

“**R**estaurateurs have always been a resilient bunch. Earlier this year, when the world entered a lockdown, we were faced with a never-seen-before challenge, and I’m happy to say that most of us have risen to the occasion in spite of the gloom and doom that surrounded us.”

For us at Impresario Handmade Restaurants, innovation is at the heart of everything we do, and moving quickly helps us keep pace with a rapidly changing environment.

In the early days of the lockdown, our all-day cafe and bar chain SOCIAL - which prides itself on being a physical space where people from all walks of life come together to eat, drink, work, and party - faced a serious existential crisis. How could we possibly replicate the shared experience of hanging out one-on-one, watching an artist we love, and take it online? Our

Programming team was among the first to transplant independent artist gigs onto Facebook and Instagram live with **#SOCIALIndoors**, giving people stuck at home a reason to smile and share an experience once again, albeit on digital platforms. Soon after, we doubled down on food delivery and launched **#Mixers** - pre-made mixers for some of SOCIAL’s most legendary cocktails - so that people could raise a toast to their favourite artist in the company of friends on Zoom. Both these initiatives were immediately successful, giving us the ammunition to continue innovating across brands and categories.

Next up was the launch of **#DIYDeli** - a range of pre-prepped meal kits from the beloved kitchens of Smoke House Deli. Wholesome and fresh European comfort food is the hallmark of the brand, and we were able to translate that into delicious meal kits that came fully prepped with fresh ingredients, marinated meats and veggies, pre-made sauces, etc. and all you had to do was throw them together in a pan and finish our classic dishes in the comfort and safety of your own home. Considering the rate at which people across the board were cooking at home and the fatigue that quickly set in, a delightful pre-prepped package from Smoke House Deli literally sold itself. We followed this up by launching **SOCIAL D.I.Try** - a range of pre-prepped meal kits that included everything from our legendary Butter Chicken and Tikkas, to Momos and Crispy Corn Chakna, to bring a little bit of **#ThatSOCIALWaliFeeling** home to our fans.

Apart from reopening all our restaurants across regions in the past few months, we have also **launched three new SOCIAL outposts in Chandigarh, Dwarka, and most recently Thane, where 'SOCIAL with distancing' is our new mantra.** We took this decision keeping in mind that we now have to learn to live with the virus and economic activity is crucial to the survival of our businesses. In fact, **Dwarka SOCIAL is India's very first COVID-ready restaurant, where the space design is intuitively designed to maintain social distancing via stacked private booths and flexible doors with the goal being 'coexisting' and not 'overlapping'.** We continue to celebrate cautiously and responsibly and the agenda is to destigmatize eating out again, so adhering to the highest safety and hygiene standards to keep guests comfortable is critical.



Dwarka Social

I strongly believe that COVID-19 has been the Chief Technology Officer of the world. It has expedited tech as a major proponent of any business that wants to thrive in this new environment. Restaurants were lagging behind when it came to technology, as it was traditionally seen as a 'people' business and not a 'tech' business. We've tried to change things up by not only creating 'digital first' experiences, but we've also launched our own tech-enabled food delivery platform across all our brands, digitised the entire menu and payment process, all to ensure a seamless and intuitive experience for customers both online and offline.

Recently, we celebrated a return to SOCIAL with a massive campaign called **#ThatOnePerson**. It had been months since most of our guests had hung out with their

favourite person at their neighbourhood bar, so we invited them to come celebrate that special moment of meeting your favourite friend, relative, or special someone at our outposts across the country, where their first drink together was on us. We launched a series of videos along with media outreach across print, radio, digital publications, PR, and more, and the emotional aspect of the campaign really struck a chord with our audience.

That being said, I think the delivery business is not going anywhere. We've seen a 300% rise in our delivery volumes across brands and regions, and rather than cannibalizing our dine-in model, it has in fact helped us to reach wider audiences. This is something we want to continue to build on with the launch of several cloud kitchen brands in the coming months.



“ I have hope for restaurants. They have always been and always will be an intrinsic part of our social fabric. To budding restaurateurs out there, I'd tell them to hang in there. After hitting rock bottom, the only place we can go is up. ”

Panning out the Pandemic, Byg Brewski Style.



**Pravesh Pandey,
Director-Partner,
Brewsky Hospitality Pvt. Ltd.**

“You never know how strong you are until being strong is the only choice you have” If there was an adage that would summarise the business scenario of the past few months aptly, it has to be this. The world hadn’t anticipated the setback of COVID-19 and Byg Brewski Brewing Company lived by the quote of ‘when life gives you lemons, turn them into lemonade’.

We had established our home delivery avenue prior to the lockdowns – this was our first fightback against the waves of despair – with considerable revenue from special menus like Meal for One, Work from Home for our ever-loyal family of patrons, we found the courage to think outside the box.

Buoyed by this, we setup a cloud

kitchen in Indiranagar to expand our coverage to a larger base of patrons. Benefits from this were two-fold: we extended our mission of delivering happiness and met ever-increasing demands of serving Byg Brewski dishes to a larger part of the city. Simultaneously, this gave us legs to fulfil revenue requirements for salaries and operational expenses.



Byg Brewski - Sarjapur

As the city started bouncing back and blooming again, we presented ourselves as the go-to setting for celebrations and creating memories while maintaining social distancing, courtesy of being Asia's largest microbrewery.

As a brand, our core faith lies in switching up the way hospitality is envisioned – we provide the perfect platform for brewing experiences that are one of a kind – and we are grateful that our Byg family of patrons always appreciated that.

As the Food and Beverage industry was recovering from COVID, we took the game head-on by

announcing the season 2 of Gin Revival at Byg Brewski. With an exclusive menu of artisanal cocktails, we welcome back our patrons with open arms with promotions and stories that stood out in a rather grim time. It was this spirit of optimism that encouraged us to introduce our next festival of beers. Paying homage to the now-cancelled Oktoberfest, we celebrated Novemberfest, our new initiative to keep the ball of smiles and cheer going.

With an ambitious ensemble of Bengaluru's leading brewers for the first time, we created special brews for this Novemberfest euphoria with Amit Mishra from The Bier Library bringing

Haffeweizen, Hollis from Arbor Brewing Company presenting Arbyg Lager, Karthick and Martin from our own Byg Brewski showcasing Byg K and Imperial Pilsner respectively. Riding high in a mission to never letting the happiness fade, we exhibited our highest-ever beers on tap and, just like the trendsetters we are, we hoped to fill in the big shoes of Oktoberfest.

This scenario was unprecedented, but not without its own lessons – we saw the industry from our patrons' perspective and slashed our prices down by 20% in the wake of the pandemic understanding that this time was to give back to our community. This translated directly in giving us great mileage on footfalls.

This also gave us the opportunity for

digitalizing our interface in order to minimize contact, adding a sense of safety and ease to the experience.

Our ethos has metamorphosed into building relationships and winning hearts – at the end of the day, it is this customer loyalty that became the backbone of the story of our survival and resurgence from the challenges of current times.

The industry could benefit a lot from following the 3S – Seva (Service), Sangha (Community) and Simran (Self-reflection) – by being a more humane brand, the way ahead becomes easier to tread and the journey of building a brand becomes more fruitful.



Byg Brewski - Hennur

**WORKING FOR THE INTERESTS OF
THE RESTAURANT INDUSTRY.**

JOIN US TO MAKE OURSELVES STRONGER!



The **Voice of the Indian Restaurant Industry**; NRAI, represents the interests of 5,00,000 + restaurants, an industry valued INR 4,23,865 Crores and aspires to promote and strengthen the Indian Food Service Sector. With a strong **legacy of 38 years and spearheaded by the prominent Industry Leaders**, we are the **only Association which has been exclusively working for the benefit of the Restaurant Industry.**

Since it's inception, the Association through **advocacy efforts with various Centre & State Ministries / Departments** has been constantly working for improving the business environment for the industry.

NRAI MEMBERSHIP CATEGORIES

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

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SPECIALLY - ABLED ADULTS *are an asset*

Ashaita Mahajan

“ She worked in the Arts & Entertainment Industry for 7 years and is now a trustee of Yash Charitable Trust. The Trust started Café Arpan in 2018 which has been breaking stereotypes since its inception. Ashaita Mahajan, Trustee, Yash Charitable Trust shares her journey with NRAI. ”



YCT Team (Credit: Brinston & Dylan)

1. Tell us about Yash Charitable Trust (YCT).

Yash Charitable Trust (YCT) is a Mumbai-based public charitable organisation founded in 2014 by Dr. Sushama Nagarkar; its vision is that persons with developmental disabilities like Autism, Downs' Syndrome, Cerebral Palsy etc. (PWDDs) will live and work in the community of their choice with dignity and self-respect.

Since inception, YCT's mission has been to enhance the quality of life of our beneficiaries (PWDDs) through inclusive community-based activities which assist them in becoming more responsible and productive members of society. The Trust currently focuses on three mutually exclusive aspects of adult life (supported employment, skilling and training, counselling and therapies) which serve as a platform to assist

PWDDs to successfully transition into adulthood by providing supported opportunities to earn a livelihood and develop meaningful relationships within the community.

“

We attempt to address the problem of livelihood primarily by training and offering supported employment at two of our flagship programs - Café Arpan and Arpan Food Services.

”

These opportunities are inclusive in nature and create natural friendships and community involvement leading to an enhanced quality of life. Additionally, we also run weekly enrichment activities and community-based initiatives.

To read more about each program, please visit our website:
www.yashcharitabletrust.org.

2. How did you come up with the idea of Café Arpan? What has the journey been like?

Our first supported employment initiative - Arpan Dabba Service was set up in 2015. Over the next 3 years, the team expanded, the work-load grew but our physical space didn't. As we could not accommodate more people who wanted to join, it was time to expand. While doing our research, we came across a heart-warming story of a family based in the Philippines who started The Puzzle Café. They started it so that one of their adult children - a person with autism - has a place to work. The one thing missing with our dabba service was customer interaction. We wanted our team members to engage face-to-face with their customers. And so the idea of Café Arpan was conceived.

Aarti - my first cousin and Dr. Nagarkar's daughter - is a person with autism and my biggest inspiration. Her disability doesn't define her - she's a wonderful, loving and creative person with plenty to offer. Knowing how much Aarti would thrive in a setting where she gets to meet and talk to different people was an exciting prospect. Therefore, in 2017 I quit my full-time job and started working on this dream project.



**Aarti at the entrance of Café Arpan
(Credit: Rema Chaudhary)**

We started by raising sufficient funds, reaching out to professional resources within our networks to help with the interiors, the menu, the branding and training. It was challenging to find a suitable location but after months of looking, we were fortunate enough not just to find an ideal location but wonderful landlords who believed in our cause. The whole set-up took six months during which we procured all our necessary permits, set up a training schedule and prepared to open doors to the first café that only employs PWDDs.

Since we inaugurated the café, the collective response has been overwhelmingly positive. We officially went viral for the first few months. The

team feels excited and eager to interact and serve every customer that walks in. The menu is simple but special - made with lots of love - the kind of food that's good for the tummy but also for the soul. Moreover, customers love the ambience and the vibe and always comment on how our team members make them feel warm and special.

Café Arpan is an all-inclusive space open to anyone and everyone. We operate 6 days of the week, have a fun menu of quirky dishes and we guarantee the feel good-vibe as soon as you enter. Our hope is that others will feel inspired by our story and start their own supported employment enterprise within their own community.



Café Arpan Food (Credit: Pooja Shenoj)

3. The café is run by differently abled people. How does it feel to break stereotypes?

At YCT, we firmly believe that everyone should be treated as equals. We hope that one day, our work is seen as 'normal'. It stands out now because it is new and niche.

Our team members display an abundance of strengths and skills. So why focus on what they cannot do but instead encourage what they can!

Café Arpan is the first of its kind in our city - but it is definitely not a new concept internationally. There are many others doing fantastic work in trying to provide inclusive spaces and supported opportunities to PWDDs who are otherwise the most marginalised community within the disability sector. Our team members are all salaried employees. They have to follow our HR



Aaron making Pasta a la Arpan (Credit: Koumudi Chouhan)

protocols, they have responsibilities and are accountable for their actions just like the rest of the working population. To enable them to grow and achieve what they want for themselves, all they need is patience, understanding and care.

“

A populated and diverse country like India will only flourish with acceptance, empowerment, and inclusion. These three pillars will drive the disability sector towards a much more equal world.

”

4. What measures are you taking to ensure the safety of your customers when they visit your restaurants?

Café Arpan is currently open for deliveries on Zomato/Swiggy, take-aways and dine-in with 33.3%

capacity as directed by our State Government. As per the proposed SOPs, we have taken all the necessary steps to ensure the safety of our crew and of course, our customers. We prepare all the items fresh every day, sanitise the kitchen frequently, wear our protective gear, ensure safe and hygienic packaging and delivery. In addition, we had the whole space disinfected by a NanoPro coating as an extra layer of protection. Anyone walking into the café has to under-go a temperature check and we insist on everyone sanitising/washing their hands at regular intervals.

For our special team, the training began before they resumed work. Zoom sessions were extensively used during

the lockdown to keep our team connected and engaged. Prior to the team coming back to work, they all underwent training for best hygiene practices as well. Every team member has a matching mask (generously donated to us by iShield) which is now a part of their uniform.

Tell us about the innovations/business strategies you had to adapt to survive in the COVID-induced pandemic.

As Café Arpan's crew mainly comprises of persons with disabilities, we did not take any risks during the first few months of the lockdown and took the decision to stay closed until the major restrictions were lifted. We tweaked our menu and reduced the number of items to a list that would be more cost effective where we could keep our wastage to a minimum.

For many families living in our area of Juhu, we started to offer weekly meals (similar to the dabba services meals we used to make) in a variety of cuisines.

We also took the down-time to re-strategise our way forward as a social enterprise and a non-profit. Fortunately, our status as an NGO gave us the liberty to fundraise to stay open and support all our expenses. Our crowdfunding campaign on Impact Guru was hugely successful in helping raise sufficient funds to weather this storm for a few months.

In June we reopened the cafe with limited staff, limited menu items but unlimited enthusiasm to move forward in this new normal.

One piece of advice you would like to offer to budding entrepreneurs eager to make a mark in this industry.

Cafe Arpan was established with the sole purpose of being a safe and supported space for our team members to work and be included. Eateries like ours is just one example of what PWDDs are capable of - all they need is the opportunity.

Persons with disabilities are an asset to our working population. For many PWDDs, they thrive with routine and uniformity. So we encourage potential employees to assign jobs that suit an individual's skill set. We have been successful using this method at Café Arpan. For example, Aarti is a very social and friendly person so she fits the role of front-of-house very well while other members like Aaron loves to cook and works in the kitchen. It's important to have an open mind, be passionate and see the potential in diversity.

Café Arpan will always work as a therapeutic space for everyone, for people who work there and for people who come there. *Having access and being able to support businesses run by a differently-abled workforce, will be a wonderful start towards a more inclusive future.*

COVID PANDEMIC has necessitated & accelerated the DIGITAL TRANSFORMATION of every business



He started his entrepreneurial career in 1995 prior to which he worked on telecom systems, data networking with TeNet group, IITM & HCL-HP-Chennai. GOFRUGAL was started in 2004 with vision to transform trade business operations digitally. Mr Kumar Vembu, Founder & CEO, GOFRUGAL Technologies Pvt Ltd shares his insights with NRAI.



Kumar Vembu

1. Tell us about GOFRUGAL Technologies Pvt Ltd. How has it grown over the years?

GOFRUGAL is a digital-first company offering cloud and mobile ERP solutions to Retail, Restaurant and Distribution businesses. Established in 2004, we help businesses embrace agility and transform digitally to stay

competitive in the dynamic market. We help businesses grow with minimal staff, least skills along with 100% accurate and reliable solutions.

GOFRUGAL's products and solutions empower businesses to delight its customers, manage them efficiently, connect and collaborate with its stakeholders and most importantly take

timely decisions on the move. More than 30,000 customers across 70+ countries experience simplicity in running their businesses with GOFRUGAL. We address the needs of a wide spectrum of customers from small independent stores to local chains and large enterprises.

“A global player headquartered in Chennai, we envision a ‘Happiness First’ environment to provide a frictionless experience to all the stakeholders.”

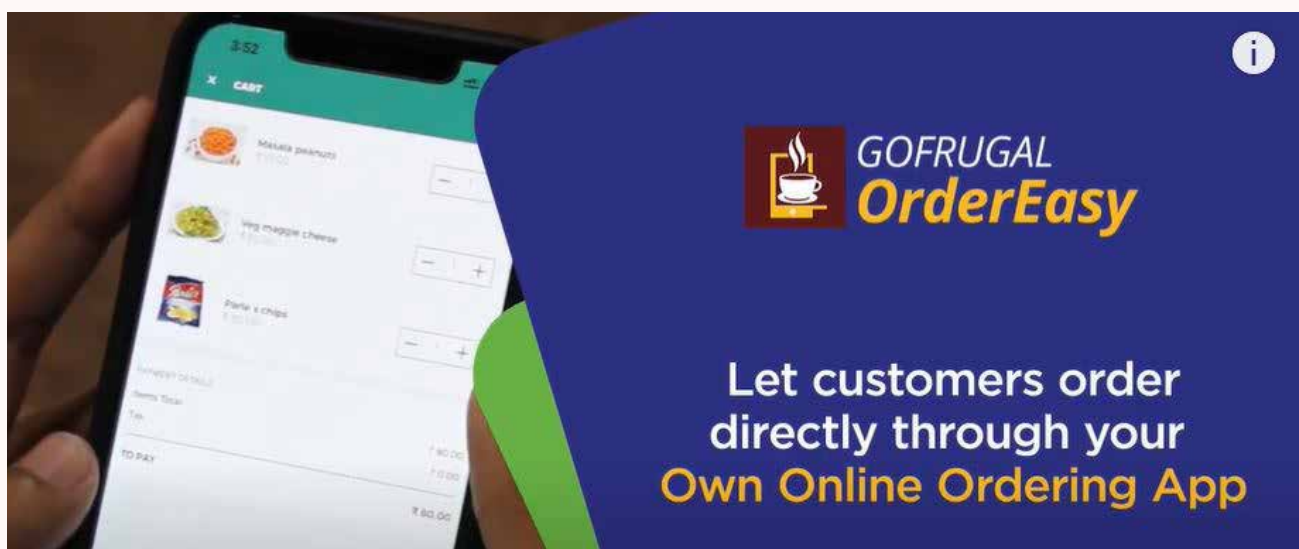
2. What are the different products that you offer?

GOFRUGAL has 4 brands RetailEasy for Retail, ServeEasy for Restaurant/Food businesses and ManageEasy for Distributors, Gofrugal PRIME for Enterprise businesses.

GOFRUGAL RetailEasy is retail ERP with a complete billing to balance sheet solution. RetailEasy is scalable to meet the needs of any business type (supports 40+ verticals) covering a wide spectrum of businesses from small independent

stores to local chains and large enterprises. It offers the freedom to operate the solution on any hardware like web, tablet, mobile and desktop. It provides a comprehensive inventory, POS, supply chain management, purchase, CRM and loyalty, with real-time business-intelligence dashboards for faster decision making. It includes customer experience app-suite for frictionless omnichannel experience from ordering, billing, payment till delivery.

GOFRUGAL ServeEasy is a restaurant ERP that helps Restaurants manage billing/POS, inventory tracking, recipe management, Kitchen order taking, table-layout, kitchen display systems / customer display systems and integrated online ordering with Swiggy, Zomato. ServeEasy is also paired with mobile apps for taking order both in the outlet and through consumer app, delivery, feedback, reports. It supports both on-cloud and on-premise and the technological footprint has grown to benefit more than 5000+ restaurant business of



single, medium and large chains and works for all types of restaurant operations.

GOFRUGAL ManageEasy is a wholesale distribution management system designed for stockists, super-stockists, wholesalers, dealers and distributors. ManageEasy supports both single and multi-location distributors governing the supply chain across geographies. It includes order-management, route-rep management, control profit margins with price control, 100% visibility on receivables, credits and outstanding management, supports all types of schemes to retain customers, return management and an app for stock-taking, sales-force-automation app. DMS includes in-built MIS, BI reports and integrated accounting with ICICI connected banking to perform banking operations from ERP.

GOFRUGAL Prime helps enterprise businesses drive the digital transformation journey with a comprehensive suite of cloud and mobility solutions. Empowering more than 500 enterprises for the past 15 years, we possess experiential expertise in all formats of retail, restaurant and distribution businesses. GOFRUGAL Prime solutions seamlessly integrate to complex IT landscape with 100% proven integration with backend ERPs like SAP, Microsoft, Orion and other legacy systems. The platform supports a wide range of mobility solutions to give friction-less customer journey, cost-effective business model and

promoting the culture of collaboration in the organization. Our agility in responding to market needs with weekly product updates ensures 100% success rate of 'on-cost and on-time solution delivery'.

3. What are the challenges that you currently face due to the ongoing COVID-19 pandemic?

The COVID-19 pandemic has forced the entire GOFRUGAL team to work from home from March 2020. While work from home comes with its own challenges, our agile team has adopted to it well. We are able to convert it into a huge opportunity. I believe it has really sharpened our planning, communication and collaboration skills in a short span of time. Most importantly, it has significantly improved our social awareness and the empathy for our customers. I am confident we will translate this experience into meaningful solutions to help our customers succeed in their business.

From a business point of view, all our customers with the exception of those in Kirana, Supermarket and Pharmacy business had significant business impact due to COVID-19 pandemic. Our restaurant customers were the most affected. It has a serious impact on our business during this financial year. Our primary goal during this financial year is to help our customers tide over the crisis situation that is forced on them and assist them in the recovery. While the pandemic has inflicted a serious

blow on every business in the short-term, it has also necessitated and accelerated the digital transformation of every business.

We are all aware of the boiling frog syndrome. COVID-19 has disrupted every business. Every business owner, irrespective of their business, feels like a frog in boiling water and has strengthened their survival instinct. Every business owner is busy reinventing their business for the post-COVID era and identifying their technology partner.

While technology providers like GOFRUGAL, who have focused on digital transformation of SME business, have faced short term challenges due to COVID-19, but have multiplied the opportunities in the medium to long term.

4. How is your association with the NRAI working out?

We partnered with NRAI to work

closely with the restaurant owners and help simplify their operations. COVID-19 is the biggest challenge in any restaurateur journey. We understand that restaurants have to be full-service in terms of offering dine-in, take-away and delivery services. The fear of COVID-19 and the social distancing norms will mean that restaurants have to make up for lost volume in dine-in with increased take-away and delivery. It is important for every restaurant to have their own order management system and delivery mechanism, to maximize their revenue and margin from every order they serve.

We look forward to partnering with NRAI in the current testing times for the Restaurant Industry.



Our goal is to offer the best solution to every restaurant and help them focus on what they do best - cooking delicious food and surprising customers with great service.



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Trends emerging in the Food Delivery & Online Ordering post the Pandemic



By: Ashish Tulsian,
CEO & Co-founder, POSist

India's love for their favourite food be it Mughlai, South Indian, Kashmiri, Rajasthani or Gujarati thali has continued despite the pandemic.

Food has always been something that our social fabric has been woven around. Over the years dining in India has seen a gradual shift from occasional dining to convenience-based dining.



The fact that restaurants are now operating at 70% of their pre-pandemic revenue, indicates how much we love to eat from our favourite restaurants.



Renewed confidence and receding

restrictions have brought customers back to restaurants, even as online delivery still remains the preferred option for a large number of people.

Restaurants are increasingly exploring Direct to Consumer (D2C) Models. Delivery penetration was already gaining momentum before the pandemic. Now, a transformation that was projected to take years is happening in months.

An interesting insight from PRIME (POSist Restaurant Industry & Market Evolution) India Report 2020 stated that 43 percent of orders are clocking via direct-to-consumer (D2C) channels. The majority i.e., 57 percent of orders still come from food aggregator

platforms. This hints that as food delivery proliferates, consumer behavior is changing and perhaps to the advantage of the restaurant operator. As consumers become more familiar with delivery and ordering online, they're more likely to choose a direct channel to order from the brand.

Thinning margins have also compelled local restaurants to create their own websites or social media pages for online ordering. Though they continue to thrive on food aggregators to sustain their sales.

The emergence of Cloud Kitchen or Delivery Kitchens

Though the revenues are returning back quicker than expected, online delivery still continues to be a major part of the revenue for restaurants across India. According to our

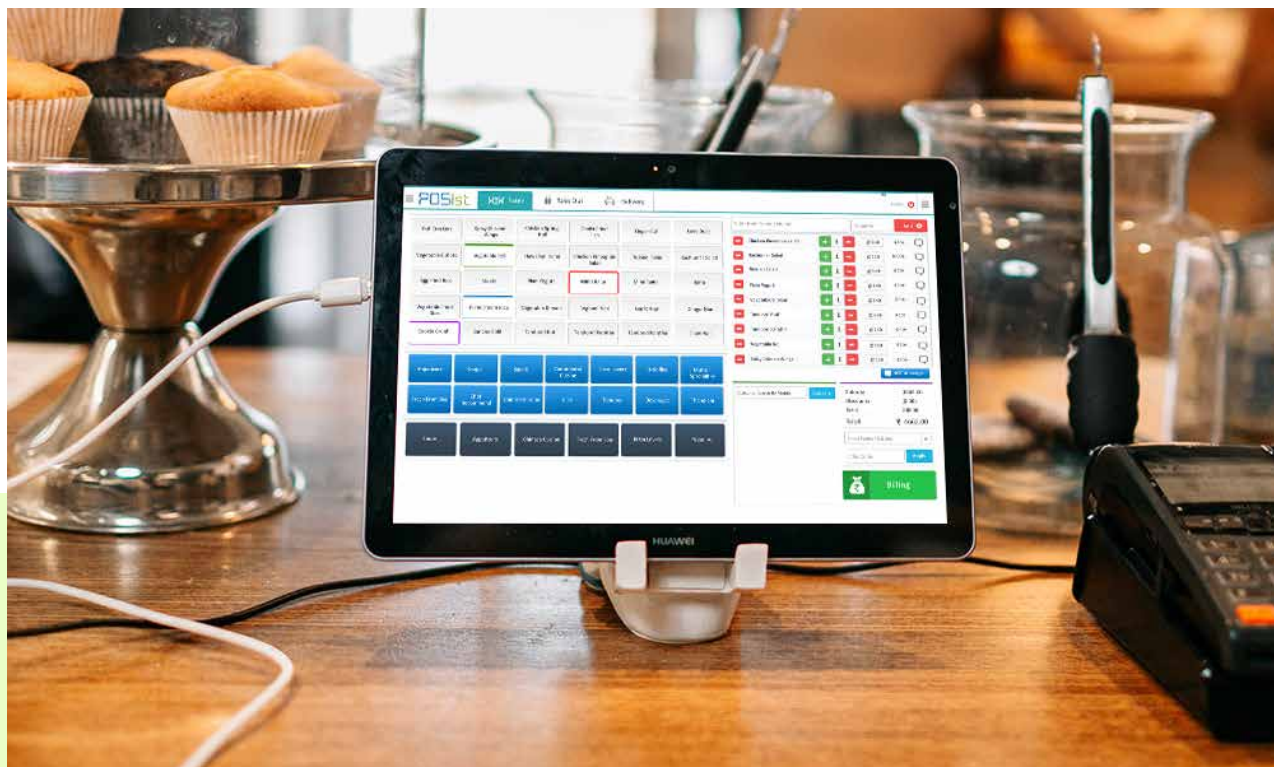
estimates, 60% - 65% revenue share is still coming from deliveries. As consumers still continue to stay indoors, restaurants will have to soon find a way to control their operating expenses such as rentals, electricity, and manpower costs. Cloud Kitchens or delivery only outlets is a viable option for restaurants to explore now.

“

On the back of their flexibility and scalability, cloud kitchens have swiftly paved the way for a new realm of online restaurants and new brands. Cloud Kitchen business model allows restaurateurs the flexibility to either expand an existing concept or curate a new virtual brand at minimal costs.

”

Hyperlocal targeting to make online ordering systems smarter and efficient



As the online ordering business model will become more stabilized in India, we will see brands and aggregators invest in hyper-targeting customers per delivery radius. This will help in addressing very specific demands for the demographics of each pin code in a city or a state.

Even within the same city, a delivery radius in a commercial area, student neighborhood, or a residential society will have different food needs. Addressing their unique food

preferences will open ways for a smarter delivery system to be in place.

Technology will enable Indian restaurant chains to go global

The global cloud kitchen market, worth \$43.1bn in 2019, is estimated to reach \$71.4bn by 2027 according to a report by Allied Market Research. I believe India's restaurant sector will be a good contributor to this growth as we are well-positioned to become the hotspot for startups in the cloud kitchen space.

As technology, delivery, and backend logistics capabilities are becoming stronger, we should be prepared to see Indian origin cloud kitchens, and virtual restaurants extending their geographic reach by 2022.



NRAI in NEWS

Saving an industry with quick thinking



Anurag Katriar, president of NRAI, worked with the government to set up hospitality industry protocols so that restaurants could open to diners. **PG/ASHISH RAJE**

Anurag Katriar has led the hospitality sector through its worst nightmare, drafting protocol for dining out and reaching out to those who'd lost income

ANURAG KATRIAR, 49

NRAI president and director, DeGustibus

A WEEK before the lockdown was announced in India, the National Restaurant Association of India (NRAI) announced the closure of dining-in options. "For the safety of our staff as well as customers, it was the right thing to do until we understood the situation better," Anurag Katriar, president of NRAI tells us, 10 months on.

Little did they know that the pandemic would bring the hospitality industry to its knees. "It has cropped the trade, sure, but not finished it," Katriar says, in his usual confident, positive tone.

The fear of the pandemic, economic downturn and job losses marred spendings and an industry which thrives on footfall, fell silent. In the past two months, it has been stealthily crawling back to a new normal. Temperature checks at entrances, no-contact seating, online menus and telescopic sanitisation process. "To keep a restaurant afloat in such a time is difficult. We have people cost, energy costs, rentals, the challenge of generating income through home deliveries," he says, adding, that job losses in the industry have been the worse outcome. "Restau-

rant revenues halved, delivery is a different business game and the margins are thin."

All said, he got to work in March with a new mission: to bring the industry together and spread hope for better times. The crusade began with ensuring audience with excise and economic departments of the government for waivers on taxes and GST. "If we got relief from paying licences, the resources could be used to take care of human needs and keep the kitchen fires burning. But the announcement of the ₹20 crore relief fund didn't extend any relief to the hospitality industry," he explains.

If we got relief from paying licences, the resources could be used to take care of human needs and keep the kitchen fires burning. But the announcement of the ₹20 crore relief fund didn't extend any relief to the hospitality industry

NRAI has led the conversation around reduced rents and profit-sharing agreements to be rewritten. "We are not going to make any money till the third quarter next year. It is like relaunching a business says Katriar.

But, the real challenge was to create guidelines for smoother functioning of restaurants in the pandemic, and pave the way for ideas and implementations for hygiene and sanitisation processes. To make it palatable, the created training videos for the staff. "When we saw it was helpful, we opened it up even for non-members. Anyone can download it from the site."

Katriar initiated collaboration with Pernod Richard and Bear Sundry to raise funds under Ris for Bata to be able to direct transfer a sum of ₹5000 to 4,500 bartenders across the country. With Pepsi, the distributed 2.4 million ration kits to over 3,000 employees.

After a successful launch of DotPe.in, a WhatsApp platform for home delivery, coming up is loyalty programme, says aggregators. "To protect the industry, we have designed a loyalty programme that is solely between restaurant and customer, no middle man," he adds.

Phorum Dalal
srinivasulimal-dalal.com

Restaurant owners appeal to Delhi CM for help

Amn Ail | TNN | Sep 29, 2020, 09:23 IST



Delhi CM Arvind Kejriwal

NEW DELHI: A delegation from National Restaurant Association of India (NRAI) met chief minister Arvind Kejriwal to apprise him of the problems faced by the industry due to the coronavirus pandemic and persistent issues, such as multiple licences required by eateries, difficulty in renewal of existing licences, excise-related concerns and separate fire NOC requirement.

The delegation also requested the drinking age be brought down in Delhi to 21 years and operation timings be extended till 3 am from Friday to Sunday.

NRAI hosts 38th AGM; Celebrates the 'Year of Unity' for the restaurant fraternity

ab | The

The National Restaurant Association of India (NRAI) holds its first-ever virtual 38th Annual General Meeting (AGM) through video conferencing due to COVID-19.



"I am extremely thankful to the NRAI Office Bearers, Managing Committee Members, Trustees and Chapter Heads for voicing the concerns of the fraternity to the policy makers very effectively. I also want to thank all our Members for their continued support, faith, guidance and motivation that has helped NRAI scale new heights."

Anurag Katriar
President, NRAI

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NRAI in NEWS

Baba Ka Dhaba: NRAI pledges to upgrade elderly couple's eatery after viral video

The National Restaurant Association of India (NRAI) has pledged to upgrade Baba Ka Dhaba, a roadside eatery stall run by an elderly couple.



Raja Ghosh
More Delhi

October 9, 2020 | UPDATED: October 9, 2020 06:42 IST



Team NRAI pledges to upgrade Baba Ka Dhaba. (Photos: Instagram)

A special team of the National Restaurant Association of India (NRAI) visited the owners of Baba Ka Dhaba - Kanta Prasad and his wife Badami Devi - at their Malviya Nagar residence in New Delhi on October 8.

What is Baba Ka Dhaba?

Baba Ka Dhaba, a small roadside eatery in Malviya Nagar, went crazy viral on Thursday after a video of Kanta Prasad narrating his struggle to run the eatery was widely circulated on Twitter.

How did the internet help Kanta Prasad?

Proposed restrictions on year end celebrations in Bengaluru will kill the hospitality sector, say stakeholders

Sunayana Suresh & Sandra Marina Fernandes | TNN | Dec 3, 2020, 00:00 IST



As part of a plan to contain a second wave of Covid-19 infections, authorities have asked for a ban on public... Read More

Bengaluru's event and nightlife industries, which have been severely battered by the pandemic, had just begun to take baby steps in the new normal, when a new advisory to contain a second wave of Covid-19 was announced by the department of health and family welfare, which stakeholders say is a resounding death knell for them.

The proposed advisory, which has also been endorsed by the Bruhat Bengaluru Mahanagara Palike (BBMP) and seeks "to ban New Year public celebrations from December 26 to January 1 and impose night curfew (8 pm to 5 am) during this period", has the nightlife industry up in arms. The timing of the advisory could not

Night curfew could not have come at a worse time for restaurants: NRAI President

Updated: December 03, 2020 10:02 AM IST

The night curfew announced by the Maharashtra government could not have come at a worse time, said Anurag Katriar, President of National Restaurant Association of India (NRAI). He said that the curfew will have a significant impact on the December business of restaurants as New Year's eve & Christmas are big nights for the industry.

The Maharashtra government has declared a night curfew in the municipal corporation areas (cities) from December 22 to January 5 as a precautionary measure amid growing concerns over the new coronavirus variant spreading in Britain.

As per the state government's directive, a curfew between 11 pm and 6 am will be enforced in the financial capital till January 5. Brihanmumbai Municipal Corporation (BMC) commissioner I S Chahal said at a press conference.

The restaurant association has requested the government to relax the curfew.

"We have spoken to them (the government), but the formal letter is going out today," said Katriar in an interview with CNBC-TV18.

"This is the peak of the festive season for trade and this night curfew could not have come at a worse possible time for us. We will have to make representations because we are already a sector which has suffered a lot over last 9-10 months. Therefore, this curfew order is going to impact our sector more than anyone else as New Year's eve and Christmas are big nights for the industry."

Restaurants witness revival as Delhi rediscovers appetite for eating out

Amir Ali | TNN | Updated: Dec 27, 2020, 00:15 IST



Picture used for representative purposes only

Hotel Hyatt Regency has a new west Asian restaurant Syrah; restaurateur Zoravar Kalra has introduced a new space, Bo Tai Switch, at Shangri-La's Eros New Delhi while restaurateur Navneet Kalra has started his new concept eatery Kakago in Mehrauli.

Taj hotels added The Connaught to its portfolio of hotels in the city and reopened the iconic Machan eatery at Taj Mahal on Man Singh Road while Roseate Hotels opened their cafe Roasted by Roseate in Vasant Kunj. Popular diners Dum Pukht and Bulkhara at ITC Maurya are witnessing their usual busy days and running packed even on weekdays. Restaurateur Varun Paul added Mad + Music & Drinks at Rajouri Garden to his existing portfolio of Inly and Duty Free restaurants across NCR.

Restaurants reopen in Noida, but owners say 10pm closing time is a setback for businesses

Divya Khushik | TNN | Oct 19, 2020, 21:15 IST



Restaurants point out that Noida outlets are losing out on major business since they reopened after lockdown... Read More

Around a week ago, restaurateurs across NCR started a social media campaign, #UnblockedButCaged, and appealed to the authorities in Noida to extend service hours of restaurants from 10pm to 11pm. Restaurateurs pointed out that Noida outlets were losing out on major business (since they reopened after lockdown) because of a time restriction of 10pm, while those in Delhi and Gurgaon can remain open till midnight.

Following the social media campaign, representatives of the National Restaurant Association of India (NRAI) also met Noida MLA Pankaj Singh requesting his help in extension of service hours. After getting "positive feedback" from him, NRAI representatives will have a second meeting with him this week, but little respite seems to be in sight.

NRAI in NEWS

To Beat Coronavirus That's Weaker Outdoors, Mumbai Must Go Al Fresco: Experts

Updated: 18 October, 2020 14:43 IST | Anju Maskeri | Mumbai



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00:00

To beat a virus that's weaker outdoors, Mumbai must go al fresco. Architects, event management gurus and hospitality stalwarts make a case for open-air everything. We have the ideas; now let's cut the red tape.



Mahalaxmi restaurant Masque's first tailgate party in September saw diners park their cars in the Laxmi Mills compound where it's located, to enjoy a meal in their seats or on their bikes. About 150 people turned up between noon and 8 pm. They've organised three more since then. Pic: Ashish Rajwade

On September 20, the usually quiet compound of Laxmi Mills in Mahalaxmi, came alive when diners, eager to socialise after a long lockdown, drove in to attend a tailgate party that chef Prateek Sadhu and Aditi Duggar were hosting. Their concept restaurant Masque had "moved" outdoors in the safety of a well-ventilated parking lot. Part picnic, part bash, tailgating is a social gathering in which food and drinks are served at or near the back end of a parked vehicle. The concept traces its roots to an intercollegiate football game between two American universities, Rutgers and Princeton, in the late 1860s. "We chose to organise it because the mill compound sees little or no movement on weekends," says Duggar. "This was our chance to make use of a practically palatial space that few have access to."

Are restaurants all set to bounce back as Delhi gets ready to eat, drink and repeat 24x7

Prominent restaurateurs welcome the move and believe that the permission and restrictions ease will benefit to earn more revenue, generate employment and bring the city's dining scene back to life

Updated: Oct 11, 2020, 13:23 IST

Sanchita Kalia
Hindustan Times, Delhi



Severely impacted by the Covid-19 pandemic, the restaurant business is struggling to survive as many popular eateries have also been forced to shut down. (Photo: Anil K. H.)



In a move to boost the restaurant sector, chief Minister Arvind Kejriwal in a meeting with members of the National Restaurant Association of India (NRAI), officials and restaurateurs, have decided to allow Delhi restaurants to be open 24x7, along with open spaces such as terraces and balconies to be used, and abolition of certain licences. Severely impacted by the Covid-19 pandemic, the restaurant business is struggling to survive as many popular eateries have also been forced to shut down.

Standalone eateries in Delhi no longer require approval from tourism department

The tourism department has notified termination of the clause under 'ease of doing business' initiative for the restaurant industry.



Published: 04th November 2020 09:02 AM | Last Updated: 04th November 2020 09:02 AM



For representational purpose

By Express News Service

NEW DELHI: The tourism department of the Delhi government has done away with the provision of approval required for standalone restaurants in the city. A statement issued by the government said that as per the directions of the CM Arvind Kejriwal, the department has notified termination of the clause under 'ease of doing business' initiative for the restaurant industry.

The notification is expected to provide major relief to the restaurant owners especially after a major economic downfall due to the COVID-19 lockdown. The notification comes in the wake of a meeting convened by Kejriwal last month, wherein he directed various officials to remove hassles in the ease of doing business for the restaurant industry," it said.

The order issued by Tourism Secretary Manish Saxena on Tuesday said, "In terms of the decision taken by the Hon'ble Chief Minister, GNCT of Delhi in the meeting dated 07.10.2020 regarding Ease of Doing Business for Restaurants, the Voluntary Scheme of Granting Approval to the Standalone Restaurants being implemented by the Tourism Department, GNCT of Delhi is hereby discontinued immediately."

North MCD plans to allow open-air dining at restaurants

In a bid to boost its revenue, the North Delhi Municipal Corporation has decided to allow open-air dining at restaurants in its jurisdiction in line with a similar policy passed by its south Delhi counterpart in September-October this year.

Updated: Oct 10, 2020, 10:30 AM

By Hindustan Times
New Delhi



The draft policy says open-air dining would be allowed only at those restaurants where the open areas or terraces are privately owned, which means there should be no encroachments on public land or footpaths. (File photo for representation)



In a bid to boost its revenue, the North Delhi Municipal Corporation has decided to allow open-air dining at restaurants in its jurisdiction in line with a similar policy passed by its south Delhi counterpart in September-October this year.



A proposal approved by the civic body's standing committee now needs a nod from the House.

The draft policy says open-air dining would be allowed only at those restaurants where the open areas or terraces are privately owned, which means there should be no encroachments on

NRAI in NEWS

Mumbai's dine-in services to resume in October after a gap of 6 months

Operations permitted in first week of the month, say restaurant bodies

Topics

Mumbai | restaurants | Uddhav Thackeray

Vivek Sapot Pant | Mumbai
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Last month, the state government allowed hotels to reopen with full capacity, allowing restaurants within these properties to operate only for in-house guests.

Delhi government allows waiver in licence fee for bars, hotels

The stakeholders including owners of bars and hotels in the national capital have sought relief from the government.



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An employee wearing a face shield sanitizes an alcohol cabinet inside Q&A Bar ahead of resumption of services in New Delhi. (Photo: IPS/Shikhar Yadav)

By Express News Service

NEW DELHI: The excise department of Delhi government has allowed waiver of licence fee for pubs, restaurants, and hotels serving liquor for about five months as they were closed due to the coronavirus induced lockdown. The stakeholders including owners of bars and hotels in the national capital have sought relief from the government.

An order issued by Ranjeet Singh, deputy commissioner (excise) said that licence fees had been allowed to reduce for 168 days — the period of lockdown from March 25 to September 8. "Several representations were received from the stakeholders who made payment of the licence fee in full, for the excise year 2020-21, seeking relief from payment of excise licence

Soon, north Delhi eateries may allow open-air dining

To use an open area for dining, the restaurant will require a no-objection certificate from the owner of the space or landlord.



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However, no cooking or preparation of eatables (food) will be allowed in the open area or terrace.

By Parvez Sultan

Express News Service

NEW DELHI: After south Delhi, restaurants in north Delhi could be allowed to begin open-air dining soon. The standing committee of the North Delhi Municipal Corporation (North MCD) is likely to discuss a policy to grant permission to use open space or terrace abutting the licensed eateries for serving food on Wednesday.

If the policy is accorded approval, it will be placed before the House for final approval. The policy says that "Alfresco dining" is very popular culture abroad and several municipalities in India like the Brihanmumbai Municipal Corporation (BMC) already had a similar policy; if it is allowed in north Delhi, it will enhance more revenue for us and generate employment opportunities for youth.

Last month, South Delhi Municipal Corporation (SDMC) had approved a similar policy for open-air dining on rooftops and lawns of restaurants. The policy was drafted after a representation from the National Restaurants Association of India (NRAI) had approached the civic body recently with a request to allow them to serve food in open space, citing huge losses due to the coronavirus pandemic. However, permission will be granted with certain riders.

To use an open area for dining, the restaurant will require a no-objection certificate (NOC) from the owner of the space or landlord.

"Open space/terrace in front of other shops in the building shall not be allowed to be used as a service area even if the landlord has given permission. The NOC from the Delhi Fire Service shall be mandatory for using the terrace or part of the terrace for serving food," said the policy.

Food delivery recovers to near pre-Covid levels

TNN | Oct 13, 2020, 05:35 IST

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Representative image

BENGALURU: India's online food delivery volumes have made a **full recovery** to pre-Covid levels with a number of cities now at over 120% of the peaks set before the **pandemic**, according to Zomato co-founder and CEO Deepinder Goyal. In a series of tweets on Monday, Goyal said he expects 15-25% growth in the sector on a monthly basis for the "foreseeable future".

The trends are similar at Swiggy, arch rival of Zomato and one of the two **largest**

ASSOCIATION WELCOMES ITS NEW MEMBERS

New Restaurant Members

Restaurant Name	Location
Dasaprakash The Branch Café	Noida New Delhi

New Associate Members

Associate Name	Location	Deals In
Shri Bajrang Alliance Ltd.	Raipur	Vegetarian Frozen Foods
Mediascope Representation (I) LLP	Mumbai	Publication for the Food Service industry
Unique Technologies	Kolkata	Cleaning Agents
Seeba Life-Styles Private Limited	Mumbai	Kitchen and Home Productsts

New Kiosk Members

Kiosk Name	Location
Ice Cream Lab	Kolkata
The Biryani Chapter	Kolkata

New Cloud Kitchen Members

Cloud Kitchen Name	Location
The Hunger Hub	Nagpur
Swaad Bhawan	Mumbai
The Biryani House	Mumbai
Patel Chappanbhog	Gujarat
Just Wok It	New Delhi
Sar V Sri	Chennai
Papparoti	New Delhi

New Catering Members

Catering Name	Location
Ranch Catering	New Delhi



www.nrai.org

NRAI Restaurateur

Editorial Team: Prakul Kumar, Neha Grover, Ritika Gupta

For any feedback / suggestions, please write to: prakul.kumar@nrai.org or neha.grover@nrai.org

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