

DREAM FOODS INDIA PRIVATE LIMITED – COMPANY AT A GLANCE	
Founders: <ul style="list-style-type: none"> • Mr. Chandresh Choudhary • Mr. Prawal Choudhary 	Business Description: Food & Beverages (Clubs Restaurants & Hotels)
Contact Person Prawal Choudhary +91 99993 90901 E-Mail: cmd@dfipl.in	Company Background: DFIPL formed in the year 2003 as a partnership firm and since 2007 a private limited firm, is successfully running an entire range of state of the art hospitality services including Restaurants, Foods Courts, Banquet Halls, Outdoor Catering Services and Hospitality Solutions under several brand names.
Industry: Hospitality	Products/ Brands: Café 901, Chatkaara dilli Ka..., Darbar-E-Mughal, Dravida, DuckChicken, DreamsVeg “premium”, HongCun- the chinese affair Idly Junction, Parantha Chowk, Madhaiya “the cottage” Thaal & Urban Dhaba.
Number of Employees: <ul style="list-style-type: none"> • -- on Company Rolls- 25 • -- on Contract- 75-100 	Operational Outlets in INDIA: Delhi-NCR, Punjab, J&K, Haryana, Uttarakhand, Chattishgarh, Andhra Pradesh, Jharkhand, Gujarat, Maharashtra & North East States.
Under Negotiation Abroad	Management Advisory Board: <ul style="list-style-type: none"> • Shri Chandresh Choudhary (Chair Person) • Mr. Prawal Choudhary (Managing Director) • Mr. Ajpal Chaudhary (Director) • Mr. Salil Shankar (COO) • Mr. Aamir Faraz Khan (Operation Head) • Mr. Arup Karjee (GM-Operation) • M/s. Hari Bhakti SME (Chartered Accountancy Firm)
Auckland, Bangladesh, Dubai, Kingdom of Bahrain, New Jersey & Norwich.	

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Dream Foods India Private Limited

Hotels | Restaurants | Clubs

The company

Dream Foods India Private Limited (DFIPL) is successfully running an entire range of state of the art hospitality services including restaurants, Foods Courts, Banquet Halls, Outdoor Catering Services and Hospitality Solutions under the following brand names.

DFIPL offers business options that range from low to high investment formats in the hospitality industry. The three options of conducting business are:

FOFO: Franchisee Owned Franchisee Operated

FOCO: Franchisee Owned Company Operated

FOCM: Franchisee Owned Company Managed

DFIPL as a group would like to go in for a FOFO (franchise owned and franchise operated) and FOCO formats for its expansion route. The company has also designed a business model for Master Franchise which will not include Madhaiya “the cottage”. The master franchise format would be for metros and states without a metro.

At present, DFIPL is operating its restaurant franchising business under the following formats:

Quick Service	Idly Junction, Thaal, Chatkaara dilli ka..., DuckChicken & Parantha Chowk
Fine Dine	Darbar-E-Mughal, DreamsVeg “premium”, Dravida & HongCun
Village Theme	Madhaiya “the cottage” & Urban Dhaba
Cafeteria	Café 901.

With zeal to touch the sky of technical excellence and to explore new horizons of innovation, DFIPL aspires to cater its customers with the best product and services. The company’s major objective is to satisfy its customers with outstanding performance and timely deliveries. Besides, the company always encourages the utilization of new technologies and methods to enhance its services.

Under B2C segment, the management will focus on maintaining the DFIPL's loyal base of repeat customers and will attract new customers from surrounding communities by providing quality food and beverages at reasonable prices. In addition, DFIPL will feature good quality entertainment, attractive and comfortable surroundings and consistent, high quality service.

Dream Foods India Private Limited is the Parent company of Glossal India Hospitality Services (GIHS), an acknowledged restaurant operating company in India which has been relishing the taste buds of foodies pan India and having operational outlets in **Delhi-NCR, Punjab, J&K, Haryana, Uttarakhand, Chattishgarh, Andhra Pradesh, Jharkhand, Gujarat, Maharashtra & North East States.**

The Company had developed all regional concepts, which currently has a time-tested, proven market acceptance of its food and beverage brand(s). In addition to other considerations, the

Company in its evaluations elected to execute this concept based upon the simplicity of the notion overall, the training by the Franchisor, the support offered by the local area developer group, and the ease and costs of entry and the likelihood of success at the store level under the various market conditions and environments.

The Indian restaurant industry anticipates a rapid growth in business in the next five years that will provide employment to about two crore people. The market size and potential of bistros are only expected to undergo rapid growth in the future. The Indian restaurant industry is growing at 5-6 percent per annum and its current revenues amounts to Rs.43, 000 crore. **Buoyed by these market growth expectations, DFIPL plans to expand its operations and intends to set up theme based restaurants in all major cities in India. In order to fund this expansion plan, the company is seeking a strategic investment of Rs150 million.**

Advantages of DFIPL

Restaurants through Chain of Own and Franchisee units.
Appoint Master Franchisee for States / Sub-franchisee for Cities.
Franchisees (B2B customer) get multiple options under the single broly.
DFIPL has successful experience in offering Full Range of Family Restaurants.

Team DFIPL

Promoters and the core team well connected with Hotel / Restaurant Industry in India.
Rich experience in Hotel / Restaurant Operations and Purchasing Equipments.
CSO with around 25 years of experience in developing Retail business with leading international / Domestic companies.
Rich experience in catering to 'Asian Family Palate'.
Brand well accepted by all age groups, specially young generation at current locations.
Have tied up with Reputed Vendors for Supply Chain of International Standards.

Mr. Prawal Choudhary (Founder and Managing Director):

Mr. Prawal Choudhary, a celebrated face of the franchise industry, is a born entrepreneur and Founder of both Glossal India and Dream Foods India Private Limited (DFIPL) and their respective brands. He has more than 15 years rich experience of F&B and Franchising business. Mr. Prawal is the driven force behind DFIPL's entrepreneurial dream. He looks after the operation, expansion as well positioning part of the company.

As the Promoter of GIHS & DFIPL and a Visionary, Prawal uses his experience, expertise and vision to plan, execute and streamline this venture which is aimed at providing the best in Restaurant Industry while providing a wholesome dining experience to food lovers. Through his extensive experience developed in interacting with clients across the globe, Prawal plans to take GIHS and DFIPL to the International market.

Prawal leads a team of people who give shape to his creative ideas and implement them under his able guidance.

KEY RESPONSIBILITIES:

- Business Operations
- Planning and control
- Co-ordination with franchisees

Mr. Ajipal Chaudhary: (Director- Finance)

Born and brought up in an Entrepreneur's family Ajay carries the business sense and aspiration in his blood. A finance graduate, Ajay looks into the internal financial happenings of the company. From accounting to auditing, every process is monitored by him.

KEY RESPONSIBILITIES:

- Monitor the internal accounts as well as the sale and accounts report of the Franchisees.
- Ensure the execution of the regular auditing of the accounts.
- Internal budgeting, planning and procurement.

Management Advisory Board**Shri Chandresh Choudhary (Founder and Chair Person):**

The founder Patron and Guardian of the GIHS and DFIPL Family – Shri Chandresh Choudhary has expanded his business in many regions in India. His business empire includes many leading F&B brands & its services for restaurant businesses. Encompassing a renowned chain of restaurants in India – he carries vast experience and expertise of 35 years in the hospitality industry. Presently his tradition and advancements with forethoughts are carried on in the table and adept guidance of his eldest son Mr. Prawal Choudhary.

Mr. Salil Shankar (COO):

One of the younger ones around with a Masters in Journalism and Mass Communication, Salil is a Law Graduate focused on the technicalities of corporate law. Formerly associated with 'The Pioneer', English Daily, Caters the company with his expertise in Franchising, advertising, media & legal analysis.

KEY RESPONSIBILITIES:

- Legal Documentation.
- Content Development
- Media and Advertising

Mr. Aamir Faraz Khan (Operation Head):

Aamir Faraz Khan, an alumnus of Institute of Hotel Management, Kolkata. Aamir (as addressed commonly) is a professional with more than 8 years of experience in creating operations vertical, management teams, strategic planning & hospitality business development involving marketing products & services and channel networking. He is exposed to all functionalities in a hospitality business establishment including international operations. He was involved from the initiation to running of the businesses profitably.

Managed the organizational needs independently, as well as lead a team size of more than 100 highly trained F&B professional, geographical spread of that of the size of a country (India) to that of managing retail SBUs and also involved in converting a no brand to a niche brand. Good in Customer relationship & grievance handling. His expertise remains in conceptualization, franchise customization, backbone operation support, sales and marketing activities, customer relations, business expansion and general management fields.

Aamir is in the core team to initiate the process of systems, processes, training and strategic growth, for customer acquisition, satisfaction and retention, leading to win-win situation for all stake holders.

Mr. Arup Karjee (GM-Operations):

- A devotee towards his job, Arup has 6 years National experience in Hotel, Restaurant & Banqueting industry.
- Has a vast experience in setting up / running kitchen operations.
- Great expertise in recruitment, training and honing of skill in the staff.

KEY RESPONSIBILITIES:

- Ensuring the quality and standard of the restaurants.
- Recruitment of the staff and their training.
- Designing SOPs for the restaurants.

M/s. Hari Bhakti SME (Chartered Accountants)

Enterprises (SMEs) plays vital role as the growth engine of national economy. Today large no. of upcoming SMEs are facing difficulties to grow due to lack of directions, Financial Support, strategy Support and Technology Support.

During the professional journey of more than a decade, Mr. Shailesh. V. Haribhakti and Mr. Vipul Thaker have met various upcoming entrepreneur of Small / Medium Enterprises. While interacting with them and being part of their growth story, they learnt that only few Small and Medium Enterprise (SME) have grown big.

Haribhakti SME Transformation & Support Solutions Pvt. Ltd. (HSTS) proposes unique solutions and to create win- win situation for all by offering scalable, profitable and sustainable model.

HSME is a part of Haribhakti Group, which has experience of working for more than 5 decades in Providing Accounting and allied services

- _ Process improvement studies
- _ Establishing requisite controls in the process.

For details log on to www.haribhaktisme.com

HSME is retained by Madhaiya – The Cottage to monitor revenue & expenses at the location and to ensure proper sharing of profits between the JV Partners in line with the terms of Agreement.

Major operational trends of DF IPL in food franchising industry in different formats are as below:

- I. Fine dine: FOCO, FOFO & FOCM
- II. Quick Service: FOFO & FOCM
- III. Cafeteria: FOFO & FOCM
- IV. Village Theme: FOFO, FOCO & FOCM

Currently there are very few casual dine formats in franchising. The potential of a casual dine is quite high and in huge numbers. On the other hand, the growth potential of fine dines and theme format restaurants are very high but they are in less numbers. The cafeteria and Fast food formats, which offer huge potential for expansion, have a number of players in the market.

Indian Restaurant Market

Although the restaurant industry is very competitive, the lifestyle changes created by modern living continue to fuel its steady growth. More and more people have less time, resources, and ability to cook for themselves. Trends are very important and DF IPL is well positioned for the current interest in lighter, healthier foods at moderate to low prices.

The Restaurant Industry Today

The food service business is the third largest industry. It accounts for over Rs. 32000 billion annually in sales. The independent restaurant accounts for 15% of that total. The average Indian spends 10% of his/her income on meals away from home. This number has been increasing for the past ten years.

In the past five years the restaurant industry has out-performed the national GNP by 40%. The reasons are 1) lifestyle changes, 2) economic climate, and 3) increase of product variety. There are 600 new restaurants opening every month and over 200 more needed to keep pace with increasing demand.

The organized restaurant market in India may grow nearly four-fold to around Rs.28,000 crore by 2015, as several foreign players like Starbucks and Burger King are looking to enter India, an industry body said. The National Restaurant Association of India (NRAI) said the organized restaurant sector currently enjoys 16% market share in the estimated Rs.43,000-crore restaurant industry. This is likely to increase to 45% of the total pie by 2015.

According to NRAI, several international brands, including Starbucks, Hooters, Burger King and Grand Canyon Coffee, are eyeing India to expand its footprint globally. The total restaurant industry (inclusive of both the organized and the unorganized segment) is expected to grow at over 5% in the next three years and is likely to touch Rs.62, 500 crore by 2015. The growth is owing to the current and new organized players, and some of the unorganized operators becoming organized. Besides, rise in the disposable income of individuals and changing lifestyle among young Indians are some of the factors contributing to the growth of the sector.

As per the NRAI report, most multinational companies are expected to initially set up restaurants in the metro cities in order to test the waters for acceptance of their products and prices before moving on to establish restaurants in the Tier II and Tier III cities. The entry of multinational restaurant chains would bring in standardized “processes, procedures and technology”. While most multinationals are expected to establish their own brands, some could also grow via the inorganic route by buying out established domestic brands.

Besides, interest by several private equity firms to invest in the restaurant space is likely to boost the sector. The most recent private equity deal concluded was for Coffee Day Holdings, where three PE major New Silk Route, KKR and Standard Chartered private equity invested around Rs800 crore for around 25% stake in the company.

Reasons for Emergence

- **Gender Roles:** gender roles are now changing. Females have started working outside. So, they have no time for their home and cooking food. Fast food is an easy way out because these can be prepared easily.
- **Customer Sophistication and Confidence:** consumers are becoming more sophisticated now. They do not want to prepare food and spend their time and energy in house hold works. They are building their confidence more on ‘ready to eat and easy to serve’ kind of foods
- **Paucity of Time:** people have no time for cooking. Because of emergence of working women and also number of other entertainment items. Most of the time either people work or want to enjoy with their family.
- **Double Income Group:** emergence of double income group leads to increase in disposable income. Now people have more disposable income so they can spend easily in fast food and other activities.

- **Working Women:** working women have no time for cooking, and if they have then also they don't want to cook. Because they want to come out of the traditionally defined gender roles. They do not want to confine themselves to household work and upbringing of children's.
- **Large population:** India being a second largest country in terms of population possesses large potential market for all the products/services. This results into entry of large number of fast food players in the country.
- **Relaxation in rules and regulations:** with the economic liberalization of 1991, most of the tariff and non tariff barriers from the Indian boundaries are either removed or minimized. This helped significantly the MNC's to enter in the country.
- **Menu diversification:** increase in consumption of pizzas, burgers and other type of fast foods.

Restaurant Franchising in India

It is widely reported that restaurant franchising in India is growing at the rate of 35-38% each year with a market size of US\$7.2 billion. This figure is expected to reach US\$20 billion by the year 2013. In total, there are approximately 1,200 active franchise concepts in India and more than 100,000 franchisees. There are in the region of 200 restaurant franchising concepts across the country. Other important sectors using the franchising business model are beauty salons and cosmetics, business services, education, retailing, travel and tourism.

According to a survey carried out by Franchise India Holdings Ltd (FIHL), there are currently over 400 brand franchisors of which seventy per cent were concentrated in Delhi, followed by Western India with 386 brands, with the majority being from Mumbai and Gujarat. 250 brands were in the south, with the majority in Bangalore and Chennai and 58 brands in the eastern region, the majority being concentrated in Kolkata.

The survey finally gives the Indian restaurant franchising sector the recognition it has long deserved. The study also reveals that more than 30% of new food outlets which are springing up in almost every city across India are through the franchise system. Such is the rate of growth that restaurant franchises now account for an estimated 17% share of food and beverages in the commercial sector. Three-quarters of these are of Indian origin and the rest are international. The report makes for revealing reading with regard to the growth of the Indian economy and the food consumer market, and also its potential for any future expansion. The report states that 51% of the consumer wallet share is dedicated to food (54% in rural area and 42% in urban areas). The swift pace of growth and apparent success of the restaurant franchise sector is encouraging many restaurant owners and existing food companies throughout the country to look to increase their brand in terms of franchisees across the country.

However, as with any other industry, the food service sector requires a support system to thrive. The biggest challenge today for the restaurant franchising industry is that the Indian government has not recognized it as a small business facilitator, unlike the United States. In the U.S., for example, there are federal incentives to help restaurant franchises, such as write-offs, increased depreciation for certain restaurant improvements, like construction or equipment purchases, and tax relief for businesses wanting to improve their green credentials. It remains to be seen whether India will follow the U.S. model in encouraging the growth of restaurant franchises.

Restaurant Franchise Market At present

- Till now mainly Urban Cities served, good potential to tap Tier-II, Tier-III Cities.
- F&B industry in India is INR 32000 Cr.
- Potential to double by 2011 (ITCO).
- Growth rate of the sector: 25-30% expected to remain next 10yrs.

- Number of Established Companies entering the market with huge investments.
- There is no dearth of opportunities for experienced players.

Major operational trends in food franchising industry in different formats are as below:

- I. Fine dine: FOCO, FOFO & FOCM
- II. Casual Dine: FOFO, FOCM
- III. Cafeteria: FOFO, FOCM
- IV. Village Theme: FOFO, FOCO, FOCM
- V. Fast Food: FOFO

Currently there are very few casual dine formats in franchising. The potential of a casual dine is quite high and in huge numbers. On the other hand, the growth potential of fine dine and theme format restaurants are very high but they are in less numbers. The cafeteria and Fast food formats, which offer huge potential for expansion, have a number of players in the market.

DFIPL Future Trends & Strategic Opportunities

The predicated growth trend is very positive both in short and long-term projections. As modern living creates more demands, people will be compelled to eat more meals away from home.

According to Food Industry experts have the opinion that:

- "Consumers will spend a greater proportion of their food rupees away from home.
- Independent operators and entrepreneurs will be the main source of new restaurant concepts.
- Nutritional concerns will be critical at all types of foodservice operations, and food flavors will be important.
- Environmental concerns will receive increased attention."

Competition

All aspects of the retail food industry are highly competitive, but the competition in the quick serve food segment is particularly intense. The Company will be competing with a large number of other quick serve food stores. Some of the competitors have greater financial resources and more established reputations than this company. However, the DFIPL's chain does have a 10 years successful operating history.

Competitive Strategy

There are three major ways in which DFIPL will create an advantage over its competitors;

- Product identity, quality, and novelty
- High employee motivation and good sales attitude
- Innovative and aggressive service options.

DFIPL will be the only restaurant chain among all the competition which focuses the entire menu on healthy, low-fat cooking. Each of the competitors offers at least one "healthy" selection on their menu. The target market will perceive DFIPL outlets as the destination location for healthy, low-fat cooking.

Once they have tried the restaurant, their experience will be reinforced by friendly, efficient, knowledgeable service. Return and repeat business will be facilitated by accessible take-out and delivery options.

Target Market

B2C Segment

With the vast foray of brands, DFIPL group caters to middle, upper middle and upper class of the society.

- Quick Service -- Middle Class, upper middle. Rs. 150 and above per person
- Fine Dine -- Upper Middle, upper class. Rs. 550-1200 and above per person
- Village Theme -- Upper Middle and upper class. Rs. 300 – 500 per person
- Cafeteria -- Students and business meetings. Rs. 125 – 200 per person

B2B Segment

- Many Entrepreneurs willing to enter Restaurant Business as it is least impacted by Economic Slowdown
- Owners of good location properties / Retail space wanting to open Franchising units rather than lease out because of falling reality prices
- Good return on investment for the investor

Products & Related Services

At present, DFIPL has developed some of its brands and have a prototype. However, some of the DFIPL brands are conceived recently, with no prototype outlets. DFIPL is not planning to put up a flagship store for a prototype. The company intends to franchise all its restaurant formats.

All of the DFIPL outlets offer a menu of food and beverages with a distinctive image. For most of the DFIPL restaurant outlets, there will be three ways to purchase these products; table service at the restaurant, take-out from the restaurant, and delivery to home or office.

The Menu

The DFIPL Restaurants menu is moderate sized, and Judicious-low priced offering a collection of ethnic Indian and Continental items with a common theme -- healthy (low-fat, low cholesterol, natural ingredients), flavorful, and familiar. Our goal is to create the image of light satisfying and still nutritious food.

There has been an increased awareness of nutritional and health concerns in recent years and a growing market of people who now eat this style of cooking regularly.

Production

Food production and assembly will take place in the kitchen of the restaurant. Fresh vegetables and dairy products will be used to create most of the dishes from scratch. The chef will exercise strict standards of sanitation, quality production, and presentation or packaging over the kitchen and service staff.

Service

There will be three ways a customer can purchase food. They may sit down at one of the 50 seats in the dining room and get full service from a waitperson. A separate take-out counter will service those who wish to pick up their food. Most take-out food will be prepared to order with orders coming from

either the telephone or internet. Delivery (an indirect form of take-out) will be available at certain times and to a limited area.

Future Opportunities

There is a market segment that prefers to eat this type of cooking at home although they do not have the time to cook. There are already caterers and even mail order companies that provide individuals and families with up to a month's supply of pre-prepared meals. This opportunity will be researched and developed on a trial basis. If successful, it could become a major new source of income without creating the need for additional staff or production space.

Marketing Plan & Sales Strategy

Market Penetration

DFIPL will make sure that its outlets have high visibility with heavy foot traffic all day long. In addition, DFIPL often organizes marketing campaigns and theme based promotions. The company will spend significant amount in building each of its brands. The company will promote its individual outlets depending on their location and the type of format of unit franchisee.

Marketing Strategy

Focusing on the unique aspect of the product theme (healthy, tasty foods) a mix of marketing vehicles will be created to convey our presence, our image, and our message.

- **Print media** -- local newspapers and magazines.
- **Broadcast media** – TV Channels and local FM programming and special interest shows.
- **Hotel guides**, concierge relations, Chamber of Commerce brochures.
- **Direct mail** -- subscriber lists, offices for delivery.
- **Misc.** -- yellow pages, charity events, Web Media.

The marketing effort will be split into 2 phases;

1) **Ongoing** -- A flexible campaign through printed announcement ads in key places, assessed regularly for effectiveness.

2) **Point of sale** -- A well-trained staff can increase the average check as well as enhancing the customer's overall experience. Word-of-mouth referral is very important in building a customer base.

Future plans and Strategic Opportunities

Catering to offices (even outside of our local area) may become a large part of gross sales. At that point a sales agent would be hired to directly market our products for daily delivery or catered functions.

DFIPL Operations Practices

Facilities

DFIPL has set different parameters for each of its restaurant formats. Each type of restaurant will have a minimum floor area of 500sq.ft. The company shall obtain all requisite licenses and permissions from respective authorities.

Hours of Operation

The DFIPL restaurants will be open for Breakfast, lunch and dinner 7 days a week. Service will begin at 07:00 AM and end at 11:00 PM. The restaurant will be closed on specific holidays and on all national holidays.

Employee Training & Education

Employees will be trained not only in their specific operational duties but in the philosophy and applications of DFIPL concept. They will receive extensive information from the chief chef/outlet manager and be kept informed of the latest information on healthy eating.

Systems & Controls

A big emphasis is being placed on extensive research into the quality and integrity of DFIPL products. They will constantly be tested for DFIPL's high standards of freshness and purity. Food costs and inventory control will be handled by our computer system and checked daily by management.

Food Production

Most food will be prepared on the premises. The kitchen is designed for high standards of sanitary efficiency and cleaned daily. Food will be made mostly to order.

Delivery & Catering

Food for delivery may be similar to take-out (prepared to order) or it may be prepared earlier and stocked. Catering will be treated as deliveries.

Trademark Protection

DFIPL has registered all the trademarks of most of its existing restaurant formats. However, the company is working on registering the trademarks of the newly conceived restaurant formats.

Support

DFIPL supports all its franchisees starting from inception level to establish the outlets and strives to provide continuous support towards operative guidelines for the franchise.

GLIMPSE OF OUR BRANDS



- 1. Café 901** Café n Music Lounge - an original & most contemporary concept based Café with Live DJ Music! Cafe 0901 is a perfect place to relax, socialize, and have fun with family and friends. It endeavors to accommodate everybody's unique needs from Shakes, Coffees, Sundaes, Cakes, Brownies, Frappes and much more.....

Furthermore Café 901 is reminiscent of the retro style living and is in the same ambience that we remember the retro times for!!!



- 2. Chatkaara dilli ka...** dilli ka... The typical Indian street taste which offers the foodies delicious lip smacking Chaats and wide variety of offerings that covers the pan Indian street food under one broly. From Vada Pao in Chaupati to the relishing taste of Pani-Puri in delhi, you think of it! We serve it!



- 3. Darbar-E-Mughal** The sophisticated flavors developed during the Mughal time whose influence is quite important in making the food culture of India as what is today. Superb traditional Indian Mughlai cuisine prepared by a kitchen brigade of skilled Chefs is served at this elegant restaurant. It is the family fine dine-in restaurant where connoisseurs of good food meet to entertain.



- 4. Idly Junction** The casual dine format for the common man where the Southern Spices meet your taste buds with great South Indian food, fixed lunch and dinner options in a casual ambience and moderate rates. The main target group is the mass.



- 5. Thaal** regional cuisine of India The complete Indian Platter. Indian meals are incomplete without the traditional Thaal, a large plate full of the choicest selections of the Indian Platter for the complete fulfillment of the taste palates with the healthy and hygienic environment.



6. **Madhaiya “the cottage”** Madhaiya “*the cottage*”(MTC) is a synonym for a village culture, is set to roll the memories of the trans-rural life in village to a whole new world of experience for the entire family, who will cherish it at all times. Its a venue where the tradition blends with the business.



7. **Urban Dhaba** *khao te nachho...* The Urban dhaba is mostly known for its flavorsome north Indian cuisine, with the essence of the village traditions but the dhaba has a rather arty connection as the finest artist from all around the country bracket together to create a heartfelt milieu.

DFIPL UPCOMING HOTEL BRAND'S



Atharva Inn Originally a classy option for the nobility under the budget. The updated and thoughtfully refurbished Atharva Inn offers a cosy, warm and welcoming atmosphere. The brand was created with expectations of the corporate gentry as well as for soothing the senses of the families on vacation hunt. Hotel Atharva is an uncomplicated bijoux deluxe hotel brand with the facilities of 3 Star that is a stimulating blend of local heritage and design accents that pair with modern amenities, services and facilities to unobtrusively encourage sophisticated target customers eager to enjoy.



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