



SFC TIMES

January - March 2024

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KESAVAN MURALEEDHARAN

Chairman & Managing Director
SFC GROUP

Dear Team,

I am excited to share with you the commencement of our SFC Year of Transformation 2024. This initiative is not just a theme; it's a commitment to our growth and excellence. Each one of you plays a pivotal role in this transformative journey as we strive to elevate every aspect of our operations and service.

For this pivotal year, we have outlined Five Golden Actions to steer our transformation. These are not just goals; they are significant milestones that will guide us toward a brighter future for our company, our guests, and ourselves.

1. Digital Transformation : Implementing cutting-edge technology to enhance efficiency and the overall experience for our guests and associates.

2. Guest Experience Transformation : Innovating to create immersive, technology-driven experiences that build brand loyalty.

3. Employee Development Transformation : Investing in your growth through enhanced training, preparing you to be the future leaders of SFC.

4. Team Communication Transformation : Fostering open communication and cohesive teamwork through regular inter-departmental meetings.

5. Community Engagement Transformation : Strengthening our commitment to sustainability and social responsibility.

We invite all of you to contribute your ideas for enhancing these aspects. Your commitment and effort are crucial as we aim to establish higher benchmarks of excellence in our field. Working together, we will innovate and reach remarkable achievements.

Warm regards,

2024 SFC YEAR OF TRANSFORMATION

Transformation is a process of change and development.

When it refers to human transformation,
it implies an internal change and growth to one's highest potential or taking to next level, which affects one's thoughts, behaviors, visualization and actions.

This year, the entire SFC Group of company focuses in transforming the company to build a better future by following the Five Golden Action.

1. "DIGITAL TRANSFORMATION"

***Implement** latest technology solutions to improve operational efficiency, optimise internal processes, accountability and productivity, to give our guests and associates a seamless experience.

2. "GUEST EXPERIENCE" TRANSFORMATION

***Introduce** innovative and immersive experience for our guests through blending technology (seamless transactions, quicker responses) that will enhance customer experience, heritage and quality to create "Brand Loyalty" and "Brand Loyalists".

3. "EMPLOYEE DEVELOPMENT" TRANSFORMATION:

***Invest** in training and development programs to enhance employee skills in provide exceptional experiences to our guests and can grow to become future leaders of the company. Provide fast track programs for exceptional talent, who are our "Brand Ambassadors".

4. "TEAM COMMUNICATION" TRANSFORMATION:

***Conduct** Regular inter-departmental meetings, and fostering better communication among different departments to establish a culture of open communication and ensure teams "work cohesively" toward company goals.

5. "COMMUNITY ENGAGEMENT" TRANSFORMATION:

***Undertake** eco-friendly sustainable lifestyle to reduce (e.g. carbon footprint/utility/waste), reuse and recycle (e.g. paper) the resources effectively. Actively foster a sense of social responsibility through the participation in company philanthropic and social initiatives.

The infographic is set against a yellow background with a network of white dots and lines. At the top left is the SFC Group logo, featuring a stylized 'S' and 'F' in red and yellow, with 'SFC GROUP' and 'ESTD - 1989' below it. To the right, the title '2024 SFC YEAR OF TRANSFORMATION' is written in large, bold, red letters. Below the title, a yellow box contains the text: 'Transformation is a process of change and development. When it refers to human transformation, it implies an internal change and growth to one's highest potential or taking to next level, which affects one's thoughts, behaviors, mindsets and actions.' Below this, the main heading '5 GOLDEN ACTIONS OF TRANSFORMATION' is written in large, bold, black and red letters. The five actions are listed in a numbered format (1-5) with corresponding icons: 1. Digital Transformation (1 icon), 2. Guest Experience Transformation (2 icon), 3. Employee Development Transformation (3 icon), 4. Team Communication Transformation (4 icon), and 5. Community Engagement Transformation (5 icon). Each action is followed by a brief description of the goal. At the bottom, the text 'BUILDING SFC FOR THE FUTURE' is written in yellow, with the SFC logo in the center.

2024 SFC YEAR OF TRANSFORMATION

Transformation is a process of change and development.
When it refers to human transformation, it implies an internal change and growth to one's highest potential or taking to next level, which affects one's thoughts, behaviors, mindsets and actions.

5 GOLDEN ACTIONS OF TRANSFORMATION

- DIGITAL TRANSFORMATION**
***Implement** latest technology solutions to improve operational efficiency, optimise internal processes, accountability and productivity, to give our guests and associates a seamless experience.
- "GUEST EXPERIENCE" TRANSFORMATION**
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BUILDING SFC FOR THE FUTURE



George Joseph

Vice President, Business Development and Operations.

I am humbled by the experience of working for this wonderful organisation, especially knowing that we make a difference in the lives of our clients through our services. We want to thank all our employees & the whole 'SFC Group family' for their hard work and efforts in delivering exemplary services. Being one of the premier and trusted F & B service providers in the UAE, we are very excited to grow more by achieving the conjecture of our clients' requirements. Our unrivalled quality of services and the heart to churn out dedication at work, have helped maintain the immensely high standards of services at affordable rates and brought out the peak of success that we enjoy today.

Let's remember again, if you look at what you have in life, you'll always have more. If you look at what you don't have in life, then you will never have enough
-Oprah Winfrey

Again, thank you all for moving forward together as a family.

FROM THE CREW



I am mohamad alhosani, I joined Marketing team at SFC GROUP in January 2023

I am happy in my department, my colleagues are very friendly and supportive. I learned time management, preparing reports and communicate effectively and also keep good relationship with all other departments.

I am looking forward to learn more to get more experienced and be successful in future.

I wish for SFC group all the best and great success.

Mohammad Alhosani
Marketing department
SFC Group

TALENT BEYOND WORK

Me, Mary working in SFC Plus Salam from last seven years and my colleague Haidee has completed two years in SFC Plus. We both love decoration and managed to do wonderful decoration of balloons buntings etc. We are happy that our "talent beyond work" has been recognized by management and selected to be part of this newsletter.

We are glad to be a part of happiness of every parent most especially the unforgettable memories of every celebrant. Every day is another opportunity for us to grow through this experience.

Thank you SFC.

Haidee Aguila Cabuslay.

Mary lyn Pesales Tenorio.





قصر الهند
INDIA PALACE

Authentic Heritage Dining • الطعام التراثي الأصلي

ESTD 1997

AUTHENTIC HERITAGE DINNING

International Women's day Celebration

Celebrated International Women's day at Garhoud Branch on 7th of March 2024.

Women's were invited from multi nationalities.

All ladies were welcomed by flowers and enjoyed India Palace generously spread buffet to celebrate their day. All ladies loved the food and hospitality of staff.







SFC
GROUP
— ESTD. 1989 —

CORPORATE EVENT

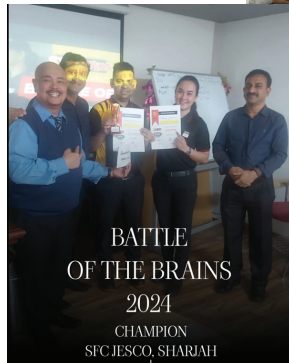
BATTLE OF THE BRAINS 2024

Congratulations to the Winners of Battle of the Brains 2024.

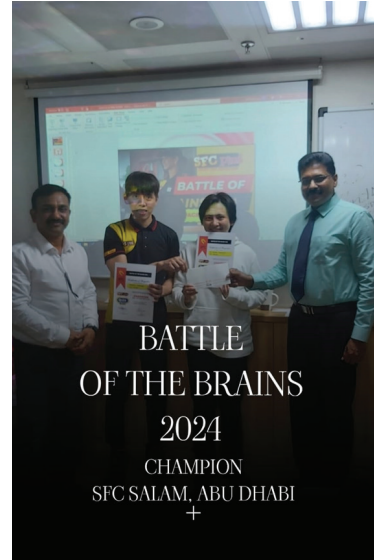
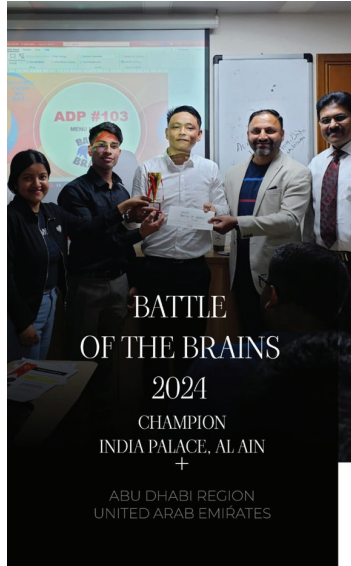
Battle of the Brains is a Knowledge Development Program of Human Resources conducted every year during Ramadan Period.

Each restaurant sends representatives to compete in a Quiz Show conducted at SFC Training Centers - Abu Dhabi & Dubai. Topi Coverage includes: Company Profile, Safety – Fire, Work & Food, Service, Food & Beverage Mastery, Going-After-Sales and Standards in Coaching

Following are the Winners:



BATTLE OF THE BRAINS 2024




FITNESS CHALLENGE 2024

Congratulations to the Winners of Fitness Challenge 2023-2024.

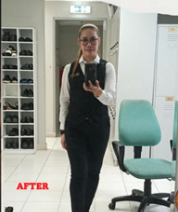
Fitness Challenge is a Health Awareness Program of Human Resources conducted every year from November – January.

Employees are registered for a “weight-loss challenge for three months. Each month the Manager submits the results and HR TeamWelfare Officer, Mr. Manikandan Kannan, monitors the achievement.


Following are the Winners for 2023-2024 Challenge:



FITNESS CHALLENGE
SFC GROUP
1st NOVEMBER TO 31st JANUARY 2024




AFTER




BEFORE

VALENTINA BARRO
SPECIAL AWARD,
BEST WEIGHT LOSER
FEMALE CATEGORY


LOST 9 KILOS



FITNESS CHALLENGE
SFC GROUP
1st NOVEMBER TO 31st JANUARY 2024



AFTER



BEFORE

CHERRIE CHRISTINE LAMBAYONG
SPECIAL AWARD,
BEST WEIGHT LOSER
CORPORATE OFFICE CATEGORY

LOST 8.7 KILOS



FITNESS CHALLENGE
SFC GROUP
1st NOVEMBER TO 31st JANUARY 2024



BEFORE



AFTER

PARVEZ KUMAR
SPECIAL AWARD,
BEST WEIGHT LOSER
MALE CATEGORY

LOST 11.6 KILOS



INDIA PALACE GARDEN MALL
WINNER,
BEST WEIGHT LOSER
RESTAURANT TEAM CATEGORY



FITNESS CHALLENGE
SFC GROUP
1st NOVEMBER TO 31st JANUARY 2024

TOTAL TEAM
LOST 35 KILOS

SFC CATERING & SERVICES SUPERVISORY TRAINING

SFCS conducted the 1st Supervisory Skills Class in 2024 last March 17, 2024. Topics coverage includes Basic Management Principles, Qualities of a Supervisor, Components of Quality in the Restaurant, Non-Negotiables in Managing the Front of the House and the Non-Negotiables of Managing the Back of the House.

The training was attended by the following:

1. RONIKA RAI – CROWNE PLAZA
2. BABITHA UMESH – IHG DUBAI
3. DINESH NAGERKOTI – FAIRMONT, THE PALM
4. KHYAM BAHADUR GURUNG – WYNDHAM HOTEL
5. MARICEL FABROA – FAIRMONT, THE PALM
6. RAM BAHADUR – MERCURE HOTEL
7. ANAND KUMAR – FAIRMONT, THE PALM
8. JASWINDER SINGH – IHG DUBAI
9. ANUSA DANUWAR – IHG – DUBAI
10. SUHAIL DARWESH – JOC-DUBAI
11. IMMACULATE NAMBIRO – CROWNE PLAZA
12. VIJAY KUMAR – IHG – DUBAI



HAPPY BIRTHDAY

JANUARY, FEBRUARY & MARCH CELEBRANTS





EMPLOYEE'S ENGAGEMENT

• INDIA PALACE CRICKET TOURNAMENT

Cricket Games held on 15th March to 29th March at Safeer Mall Parking Area. There are total of six (6) Teams of different outlets in Dubai Region who participated in this event.

Cricket tournament for Dubai region

15th March to 29th march 2024 – 31st March – Dubai vs Abu Dhabi

WINNER – IP Garhoud



WINNER – IP Garhoud





▪ **Carrom and Chess was on 25th March 2024**

Carrom Winners – Ankit (Safeer Mall) and Akash (Golden Dragon Oud Metha)

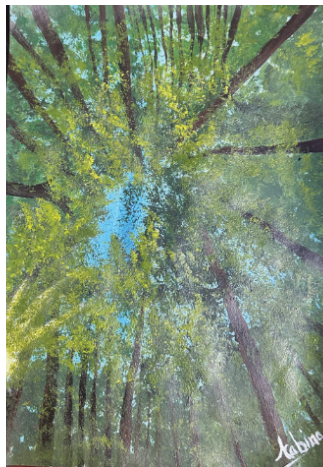


Chess Winner - Anil (IP Heera Beach)



Drawing CompetitionDrawing Competition – 26th March 2024

Winner – Rabina Tamang / IP IBN



Runner up – Leena Tamang / IP JBR



Runner up – Lijin Manilal / Golden dragon Oud metha



CORPORATE SOCIAL RESPONSIBILITY

In the month of February 17th, 2024, SFC Group arranged a blood donation drive with the collaboration of IFA Abu Dhabi organized at Wahda mall.

Event was very successful 50 people donated blood, all participates received SFC Plus vouchers. Blood bank appreciated it and given certificate of appreciation which was received by Ms. Andaleeb







In the month of March collaborated with Red Crescent society and given Iftar to needy people around the world.





SOUTHERN FOOD AND CATERING SERVICES



NEW SITE MOBILIZATIONS

- Mobilized 3 new hotel catering in Dubai at Jewel of Creek, Wyndham, Raffles on Dec 2023

Monthly Birthday Celebrations at sites

- Monthly Birthday celebration with cake cutting and gifts to every birthday celebrants at each site are introduced at SFCS from Nov 2023 onwards.



MONTHLY EMPLOYEE OF THE MONTH AWARDS- CERTIFICATE & CASH REWARD

In order to motivate the staff at work, an award program has been introduced –“Employee of the month”. The certificates & cash award of Dhs 100 per staff, will be presented as Area Wise.

Asab-2 staff, Dabiya & Habshan-2, Khansaheb-2, Central Kitchen & Hotels-2.

Every month a specific category of the staff will be nominated by site supervisors and Area Managers will choose the winners based on the specific criteria (performance, hygiene, attitude towards coworkers & superiors). The category of staff will change every month.



TEAM BUILDING ACTIVITIES

1. PICNIC ARRANGED FOR CENTRAL KITCHEN AND HOTEL STAFF on Jan 2024 at Creek park



2. Unit Manager meeting at Head office followed by lunch and entertainment activities was arranged on 23rd February 2024



- Mobilized Intercontinental Hotels Group (4 Locations) on 10th July 2023.



- Mobilized Wyndham Hotels on 1st November 2023



TEAM BUILDING & STAFF WELFARE

We have started organizing Cricket Matches at Al Boom central Kitchen Dubai and Monthly Birthday celebration with Cake and Birthday gifts for all birthday celebrants of SFCS.

- Recreational Activities



- Farewell Party



- Birthday Celebration NOV 2023





“TEAM WORK MAKES THE DREAM WORK”

- SFC TIMES Editorial Team



Jomy Jose
Marketing Team
SFC TIMES EDITOR



Krishna
Assistant Manager - HR
AVENUE CONTENT COORDINATOR



Remya Sabu
Asst. Manager - Administrative
SFCS CONTENT COORDINATOR



Cherrie Lambayong
Admin Coordinator
INDIA PALACE CONTENT



Anthony Gacis
Training Manager
CORPORATE EVENT



Amanthi
Marketing Team
SFC TIMES SFC TIMES EDITOR



Andaleeb Mannan

*Corporate Excellence Officer SFC Group
and India Palace*

WE WISH YOU THE VERY BEST!

As we come out with Vol. 14 of the SFC TIMES Newsletter I would like to thank you all for the active participation and enthusiasm. I hope this will be a forum to interact and exchange our ideas and creativity. Best regards.” Please pour in your valuable comments and suggestions to improve the newsletter in any way at marcomm@indiapalace.ae