



# SFC TIMES

**VOL. 10 : NEWSLETTER**

*January 2020 – December 2020*



**Kesavan Muraleedharan**  
*Chairman & Managing Director,  
Of The SFC Group*

## **Happy New Year and warmest greetings as we begin 2021!**

Hope you all are well and safe. 2020 has been a challenging year for every one of us. The COVID-19 pandemic has led to a dramatic loss of human life worldwide and has presented an unprecedented challenge to public health and the world of work. The economic and social disruption caused by the pandemic is devastating.

One of the most affected businesses during COVID-19 is F&B industry. The crisis has forced many changes in how we work and how we better understand and support our people. Because of the unstinted support, understanding and willingness to sacrifice, voluntarily extended by each one of you during this period and with the blessings showered by God on all of us, we could manage the crisis period. We could slowly attain the process of overcoming the difficulties faced by our group, despite the huge loss of revenue and business opportunities, during a major part of 2020. We are still in the recovery path.

The pandemic has taught us so many things like, global digital transformation, jobs restructuring, global hygiene initiatives, shift to online trading, importance of governance adaptability and long-term planning by all sectors, family values and values of life, management of funds by avoiding unnecessary expenses etc. We need to adapt all these into our business and life to equip ourselves to overcome the setbacks experienced during the Pandemic period and to develop new strategies to rebuild our business and to explore new business opportunities to cover up our earlier losses.

At the end of such a bad period, I felt that I should thank each one of you for your understanding, outstanding support and cooperation given for taking this organization through this trying period. I also solicit your wholehearted involvement and cooperation to take forward the Group's existing and future projects and be proud to be part of a professionally managed International organization.

Our aim this year is to achieve ZERO customer complaints.

Wish you and family all the very best and wish you all a very happy and eventful 2021.

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OF  
BLEND  
CON

PAGE 1/ FROM THE DESK



**S.VENKATRAMANA**  
CHIEF FINANCIAL OFFICER

I am delighted to be part of this great SFC Family!

We at SFC, under the able leadership of Mr.Muraleedharan, are striving hard to overcome the current pandemic Covid 19 situation. It is only because of our strong fundamentals and values that we are tiding through one of the toughest phase in all our lifetimes.

We must ensure that we always work as a closely knit team, as it has been in the past, and ensure that each of us contribute to the growth of the organization.

Productivity and Cost effectiveness are the key focus in each area of our business and continued efforts will bring in improved efficiencies across.

Wishing you all the very best!





**LAZARO ROCHA**  
GOLDEN DRAGON  
RESTAURANT

I am working as BOH associate and I have been associated with SFC group since the last eight years. I would like to extend my gratitude to our Managing Director Mr. K Muraleedharan and entire SFC group team for giving me the wonderful opportunity to excel my skills and knowledge on food and beverage industry.

I am very excited to see the growth of SFC group in the upcoming years, and I wish all the success for SFC.



**Shaik Riajuddin**  
**Shaik Shamsuddin**  
KMT

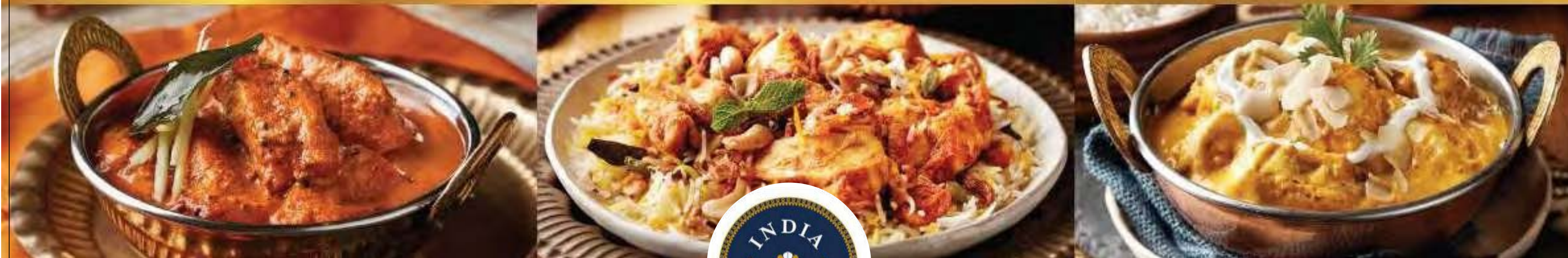
I joined SFC Group in 2017 and started my career in Golden Dragon as a chef. When I joined I knew only Chinese and Indian cuisine, but now I am trained to cook continental as well as Arabic food also.

I have been promoted to an all-rounder associated chef for K.M. Trading Shopping Center, Dubai.

I am happy and thankful to the company for enhancing my talent and promoting me.



VISIT  
 **INDIA PALACE**   
FOR A TRADITIONAL DINING EXPERIENCE!



**INDIA PALACE**

**AUTHENTIC HERITAGE DINING**

#ZEROCUSTOMERCOMPLAINTS



## PRESTIGIOUS MOMENTS IN TIME

**IT IS WITH GREAT PRIDE AND HONOUR THAT WE ANNOUNCE THAT WE HAVE WON  
TWO PRESTIGIOUS QUALITY AWARDS IN 2020.**

**SFC FAMILY WOULD LIKE TO TAKE THIS OPPORTUNITY TO CONGRATULATE THE  
ENTIRE TEAM FOR BEING RECOGNIZED AS THE WINNER FOR**

**:**

**DUBAI HUMAN DEVELOPMENT APPRECIATION AWARD 2020  
INDIA PALACE RESTAURANT LLC (SERVICES SECTOR).**

**DSES, BEST SERVICE PERFORMANCE OUTLET AWARD 2020 –  
INDIA PALACE -MAZYAD MALL- SECTOR (HOSPITALITY & ENTERTAINMENT).**

















“RAK ECONOMIC DEPARTMENT BUSINESS AWARD IN THE CATEGORY ‘BEST SMALL BUSINESS’





## CATERING DIVISION

India Palace catering division has served an impressive array of clientele. One of our recent esteemed clients was the Bollywood super star Sanjay Dutt





# GAS

## GOING AFTER SALES

SFC PLUS

3<sup>RD</sup> QUARTER:

- CATEGORY A - SFC Hamdan- Jazeera, Abu Dhabi
- CATEGORY B - SFC Al Reemah, Abu Dhabi

4<sup>th</sup> QUARTER:

- CATEGORY A - Call Center, Abu Dhabi
- CATEGORY B - SFC Al Reemah, Abu Dhabi

INDIA PALACE

3<sup>RD</sup> QUARTER:

INDIA PALACE GARHOUD, DUBAI

4<sup>th</sup> QUARTER:

INDIA PALACE GARHOUD, DUBAI





# AVENUE HOTEL & LEISURE

## ONAM CELEBRATIONS





**The staff of Avenue Hotel enjoyed a traditional *SADYA* during the festive season of Onam**





Birthday celebrations conducted responsibly with the leaders, by keeping social distancing and taking necessary precautions.



# MY WORLD. MY DUTY.

## JANUARY



India Palace has collaborated with the Dubai Government department 'Community Development authority' COD to provide special services to People of Determination (POD)

COD has issued SANAD card for POD to avail many facilities across the UAE by government departments and organizations.

In this collaboration IP will be giving 20% discount to SANAD card holders in all our India Palace branches across UAE.

## FEBRUARY

Under the program of **WE care**, a valuable sponsorship of cash and 50 food boxes towards 'Sports Day-Inclusive event' was handed over at the event held on 29th February 2020 at Reem Public Park, Abu Dhabi. The event was a great success.



#ZEROCUSTOMERCOMPLAINTS



**MARCH to NOVEMBER**

Thousands of employees who lost their jobs due to COVID 19 lay off, were provided food in their accommodations by SFC PLUS.

**DECEMBER**

Hundreds of members from the SFC Family collected food and other essential items to help people in need. These items were handed over to the Red Crescent Society.





# TALENT BEYOND WORK

## Rabi Kumar Pradhan

I have completed four years in SFC group.  
Singing was my passion from childhood.  
I used to sing at school and have participated in  
many competitions.  
In our staff party also I was given chance to sing  
and enhance my passion of singing





# HEROES OF THE PANDEMIC

HEROES OF THE PANDEMIC

During the pandemic, our unsung heroes strived round the clock to provide exemplary services to our clients.  
Here is a small tribute to them.

## ADMIN



SHAMEER



SOMAN



SHAIJU



CHERRY



JACKIE





ABRAHAM



ANIL



ARJUN



MOORTHY



SARAVANAN



BIKE RIDERS



BADRI



JALAL



RAFEEK



ANDRESH



ARFAN



IRFAN





ARSALAN



BOBBY



RAM



MOHAMMED HUSSAIN



SUNIL KUMAR



BISHAL





ASHISH



RAMESH



TAFSIR



ABDUS SALAM



RAHMAN



SHAHID



DRIVERS



RAHIM



ARSAD ALI



MOHAMMED ALI



JETENDER REDDY



PRAMOD ANANDAN



SHAFEEEK



KRISHNA, ADDUL JALAL, JIVRAJ





# FRONT OF THE HOUSE



BLESS



JOAN



MAHMOOD



JBR STAFF





ANSU



ARPAN



BIKRANTA



ABU BACKER



ELAM ALI



SIVA KUMAR



SABYATA



KISHEN



SHER BAHADUR





BENHUR

RAJKUMAR

RODERICK

BALAM



MUKESH SINGH, SADDAM SHEIKH, RONNIE TAMANG, PEER MOHAMMED, TRILOK SINGH AND AMIT SINGH RANA





*SHAJI*



*SANTOSH*



*UDDHAY*



*HELEN*



*MOHAMMED*



*SURAJ*



*BISHNAU*



*SUSHANTH*





*FREDERICK*



*RAMHARI*



*ASHOK*



*NASIR*



## BACK OF THE HOUSE



ALDRIN



KISHORE



VIRENDER SINGH NEGI



KITCHEN TEAM IP RAK





LAZARRO



SUDEEP



JOVEN



KITCHEN STAFF GARHOUD



Akram Ali  
kitchen Crew



Bhoj Bahadur  
Kitchen Crew



Sanjit Mondal  
Cashier







# HOSTESSES



*BIBECHANA*



*MEENAKSHI*



*KOMAL & SEETAL*



*VRUSHALI*



*REENA DEVI*





*PRAJAKTA*



*RINKY*



*MENAKA*





**CHRISTMAS  
AND  
NEW YEAR PARTY**





# FITNESS CHALLENGE

15 Nov 20 to 15 Jan 21

Inspired by the Dubai Fitness Challenge initiated by H.H. Sheikh Mohammed Bin Rashid, SFC initiated a two-month fitness challenge for our employees to encourage healthy living and weight loss. Employees had to weigh themselves at the beginning and end of every week. We had 32 finalists.



**WINNERS**

- |                       |                             |
|-----------------------|-----------------------------|
| 1 <sup>ST</sup> Place | – Protik Roy, IP Deerfields |
| 2 <sup>nd</sup> Place | – John Lokuse, IP Salam     |
| 3 <sup>rd</sup> Place | – Ehlam Ali, IP Garhoud     |





We've had three big ideas at Amazon that we've stuck with for 18 years, and they're the reason we're successful: Put the customer first. Invent. And be patient.

Jeff Bezos



“TEAM  
WORK  
MAKES  
THE  
DREAM  
WORK”

- SFC TIMES Editorial Team



**Devi Dilip**  
*Social Media and  
Marketing Executive*  
**SFC TIMES Editor**



**Niju Jacob Chacko**  
*Assistant Manager - HR*  
**Avenue Content Coordinator**



**Remya Sabu**  
*Asst. Manager - Administrative*  
**SFCS Content Coordinator**



**Cherrie Lambayong**  
*Admin Coordinator*  
**India Palace Content Coordinator**



**Anthony Gacis**  
*Training Manager*  
**Corporate Events Coordinator**



**Jacky**  
*Administrative Assistant*  
**SFC PLUS Content Coordinato**  
**#ZEROCUSTOMERCOMPLAINTS**





**Andaleeb Mannan**

*Corporate Excellence Officer  
SFC Group and India Palace*

## ***NEW BEGININGS, SAME PRINCIPLES***

Beginning of 2021 is a fresh start for everyone with the hope of growth, prosperity, peace, safety and health.

We, at SFC Group, begin our year by the commitment and to serve the best to our customers. Our impeccable system assures that we do not ignore even a single complaint from our customers. Hence our theme for 2021 is 'Race to excellence' and our main objective is to achieve Zero customer complaints.

Our organisation principles are integrity, dedication to customers, commitment to employees, responsibility towards the community and continuous improvement. We integrate our business by applying these principles to our activity. With this holistic approach, we have recently won the Dubai Human Development award from Dubai Economic Department, which shows that we give first priority to our employees.

With this reaffirmation, once again I would like to wish everyone a Happy New Year

Please pour in your valuable comments and suggestions to improve the newsletter in any way at ***marcomm@indiapalace.ae***

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