

SFC TIMES

VOL. 11 : NEWSLETTER

January 2021 - December 2021





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

Dear SFC Family,

In 2020-21, the pandemic landed a severe blow to the hospitality industry and SFC was no exception. But the positive news is that in such an uncertain environment and challenging industry dynamics, our top priorities were the safety of our people and guests, and continuity of our operations. And we were able to mitigate the impact in both these areas with our resilience, strict safety measures, high quality and diverse portfolio of operations and a passionate workforce. Despite the difficult year, in response to the pandemic, we are redoubling our efforts in a comprehensive strategy—that will cater to the rapidly changing market conditions, shifting government policies and dynamic customer needs. It will also focus on re-imagining business models, implementing various operational excellence interventions required for safety and hygiene, revenue enhancement, cost optimisation and financial prudence. This has, most importantly, translated into the implementation of enhanced safety and hygiene protocols. To assure our customers of our restrengthened commitment and promise to provide the heartfelt warmth of our signature hospitality strengthened with the assurance of safety and hygiene.’

2020-21 was a year that would not be forgotten easily. I want to thank all those who remained committed to SFC during these challenging times. As we look ahead, we are full of hope and optimism. I am confident that our business model and strategy will put SFC Group in a strong position to outperform the industry as it returns to full strength.

<i>From The Desk</i>	Page 1
<i>From The Crew</i>	Page 2
<i>Brands: India Palace</i>	Page 3
<i>Brands: SFC Catering & Services</i>	Page 14
<i>Brands: SFC Plus</i>	Page 17
<i>Brands: Avenue Hotels & Leisures</i>	Page 20
<i>CSR Activities</i>	Page 22
<i>SFC Got Talent</i>	Page 31
<i>Talent Beyond Work</i>	Page 33
<i>Corporate Gallery</i>	Page 34
<i>Quote of The Season</i>	Page 38
<i>Editorial Team</i>	Page 39

TABLE OF CONTENTS



Biga Raveendrandha Babu
I T Manager

"Embedding technology into hospitality."

The SFC Group, under the auspices of Mr. Muraleedharan, focuses on catering to the best customer experience in the hospitality industry.

Amidst unprecedented times, the Group recognizes the need for implementing future technology to enhance customer confidence. To date, we succeeded to accord world-class hospitality, and our leadership is keen on continuous improvement.

I am honored to be part of this winning team for the last 12 years. Thanks to all the team members and leadership team for your resilience, commitment, and valued contribution.

Let's wish all success to SFC Group.

I have been associated with SFC group since September 2000. 21 years ago, I started my career as a crew member in the company and got promoted in various positions of SFC plus. I am currently working as the Restaurant Manager.

I have seen the company grow along with my career. The management has given full support to me at work. I am proud to be part of SFC family and wish all the best and more success for the SFC group in the coming years.

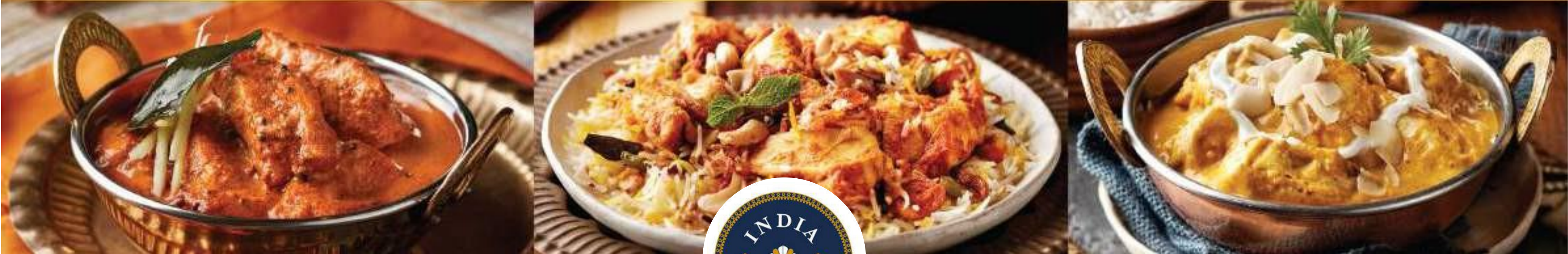


Bhakta Bahadur Shreatha
Restaurant Manager | SFC Plus-Rolla (18) | Dubai |

VISIT

INDIA PALACE

FOR A TRADITIONAL DINING EXPERIENCE!



INDIA PALACE

AUTHENTIC HERITAGE DINING

The mouth-watering Biryani Khass promotion, featuring six distinctive and flavourful biryanis, started on 28th of June and continued for 45 days at all India Palace outlets (except Safeer mall and Dubai mall)



Raan Biryani

150

A meat lover's delight, this gorgeous dish is prepared with a Whole leg of lamb marinated overnight in spices, slow cooked and chargrilled to perfection.

برياني ران

لمحبي اللحوم ، يتم إعداد هذا الطبق الرائع مع ساق كاملة من لحم الضأن المنقوعة طوال الليل في التوابل ، و تطهى على نار هادئة و تشوى على الفحم حتي النضج الكامل.

Subz Qabuli Pulao

36

This vegetarian version of Qabuli Pulao is an ethereal mix of rice and sweet warm spices, slow cooked with chana dal and flavored with cinnamon and green cardamom.

سوبز كابولي بولاو

النسخة النباتية من طبق كابولي بولاو وهو مزيج أنثري من الأرز والتوابل الدافئة الحلوة، يطهى على نار هادئة مع دال شاننا بنكهة القرفة والهيل الأخضر.



Noor Mahal Biryani

Named after the Noor Mahal Palace, this is a true royal dish, with tender juicy chicken balls tossed in sauce and arranged like gems in a jewel.

42

نور محل برياني

سمي على اسم قصر نور محل، وهو طبق أميري أصيل مع كرات الدجاج الغضة المنقوعة في الصلصة والمرتببة كالأحجار الكريمة في الجوهرة.

Shahi Jheenga Biryani

A Royal dish fit for a King, combining ingredients typical in the Mughlai style of cooking- prepared with king prawns simmered in aromatic spices and tomatoes, layered with long grain rice.

79

برياني شاهي جهينجا

طبق ملكي يليق بالملك، مطبوخ بالأسلوب المغولي يحضر مع الروبيان الملكي المطهو في التوابل والطماطم، مع طبقات أرز طويلة الحبة.



Lucknowi Murgh Biryani

A famous Lucknowi delicacy, made in the typical Shahi Mughal style with chicken marinated and simmered in a gently spiced rich creamy gravy, dummed to perfection.

46

برياني مورغ لكنوي

طبق لكنوي الشهير ، مطبوخ بأسلوب شاهي المغولي النموذجي مع الدجاج المتبل على نار هادئة في مرق دسم غني بالتوابل.



Coorgi Murgh Biryani

Reminiscent of the unique spice rich and scenic Coorg, the dish is flavoured with black peppercorns, curry leaves, coconut, fennel seeds and ground whole spices.

46

برياني مورغ كورجي

بذكرنا هذا الطبق بكورغ الخلابة الغنية بالتوابل المميزة، وهذا الطبق بنكهة حبات الفلفل الاسود و أوراق الكاري و جوز الهند و بذور الشمر ومسحوق التوابل الكاملة.

DUBAI SERVICE EXCELLENCE SCHEME

It is with immense pleasure that we share the news that India Palace has received the Dubai Service Excellence Scheme Award for the 7th consecutive time!

We take this opportunity to congratulate the entire team

Best Service Performance Outlet Award 2021 – India Palace Restaurant- RAK Mall (Hospitality & Entertainment Sector)



India Palace has won the 1st cycle of the SME award in Silver category, organized by the Abu Dhabi Chamber. The Award is a full-fledged program that enables entrepreneurs to plan and prepare through the adoption of internationally practiced models that lead to success and excellence.



LOVE FOR UAE

On behalf of Emirati Women's Day, India Palace invited ladies from the Abu Dhabi Business women's Council for a scrumptious lunch at Dalma mall on 26th August. Madam Shafiqah Al Ameri, Executive Director of Abu Dhabi of the council attended the event with 30 business women.

All guests were warmly welcomed by Mrs. Danesa Raghulal, wife of our director Mr. Rohith Muralya. India palace team welcomed the ladies with roses. The lunch was carefully curated by our own Director Mr. Rohith Muralya.



In Al Ain, the India Palace team invited the Abu Dhabi Businesswomen’s Council to display their handicrafts and handmade pickles etc, for one week from 26th August 2021 to 2nd September 2021. India Palace, Abu Dhabi also invited GWU members to display their handicrafts at the Dalma mall branch on the occasion of Emiratis Women’s Day.



Since Emirati Women's Day is a very special occasion, we celebrated with GWU by conducting a four-day event at Abu Dhabi Women's Club from 30th August. India Palace took part by providing vouchers, Indian sweets, samosas, and jasmine flowers for all ladies there.



India Palace has always been keen to appreciate Emirati talent. Hence, we invited the Youngest Emirati chef Aysha Al Obeidli to enjoy a lavish lunch at IP Salam on 21st September 2021. She visited us with her parents and elder sister and loved our food.





SOUTHERN FOOD AND CATERING SERVICES



Mr KajiramThapa Magar (Mess boy) was selected as Safe Man of the Month-February -2021 based on overall performance on duty.

The NBTC Senior HSE officer handed over the certificate and cash award.

On 1st July, SFC Catering mobilised the Mobilized Kirby Building Systems in Rak Al Khaimah. In November, we mobilized three new hotel projects for catering services of their employees, viz

- . Dukes The palm, Royal Hideaway Hotel in Palm Jumeirah, Dubai
- . Grand Mercure Hotel and Residences, Dubai Airport
- . Grand Plaza Mövenpick Media City





SFC PLUS

LIP SMACKING TASTE!

BATTLE OF THE BRAINS WINNERS

We appreciate your hard work and enthusiasm!



CHAMPIONS

JOVAN COQUIA ACOL – CREW MEMBER
MARIA MASRISTELA ABAYARI – SHIFT
MANAGER
SFC PLUS HAMDAN

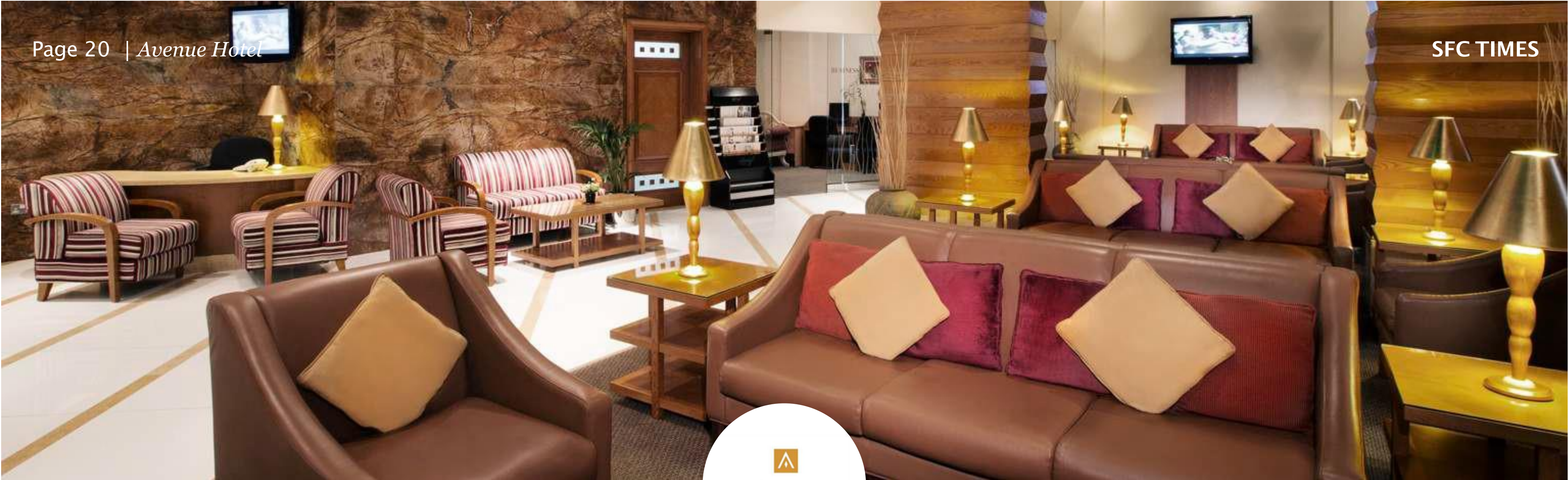
FIRST PLACE

ALDRIN DE VERA – CREW MEMBER
ROMEL ADVINCULA – CREW TRAINER
BLESS RUCHELL MASANGKAY- CREW MEMBER
SFC PLUS JESCO

REOPENING OF SFC PLUS MAZYAD MALL

On 1st of June 2021, SFC PLUS MAZYAD MALL successfully reopened after closure due to COVID 19





AVENUE HOTEL & LEISURE

Michelle David Menor was chosen as one of the 12 Finalists from more than 100 Successful Stories for the GLOBAL FILIPINO MAGAZINE AWARDS.

The criteria she was chosen included

- Earning respect, trust, and confidence of her superiors, and co-workers
- Proving her competence by being promoted in status or in rank or awarded a citation of recognition for distinguished and outstanding performance of her work duties and responsibilities.
- Manifesting love for work, concern for the company, and her co-workers.
- Initiating in the community or socially relevant services or activities aimed at either helping or extending assistance to fellow workers or their families or promoting the Philippines as a business or tourism destination.
- Selflessly offering her time, skills, and/or resources, in a collective or personal capacity, to engage in such community



MY
WORLD.
MY
DUTY.

A MOTHER'S DAY WELL SPENT

Cherrie Limbayong was selected to be honoured for Emarati Mother's Day because she is a single mother who is raising her three children (one son and two daughters). She is also very hardworking and dedicated and has served us for six 6 years



CSR ACTIVITIES

The CSR strategy of the company for 2021 is to help maximum people and their families in the UAE who have lost their jobs and are struggling to make ends meet. All beneficiaries are verified by the concerned responsible organizations. From January to June various programs were conducted which helped families of different nationalities with groceries, food and baby milk. During Ramadan 150 people in labour camps were given iftar in association with Red Crescent Society, DUBAI



On 10th May, SFC GROUP has supported the Indian Ladies Association by providing cash to buy food stuff for their special event at Abu Dhabi ladies labour camp.



SFC Group celebrated Indian Children's Day on 14th November with children of determination at the Agility Center in Musaffah. We collaborated with the Indian Ladies Association for this event by sending food and toys for 30 children and their teachers. The children were very happy during this event and had a great time.



SFC Group supported families who lost their jobs by sending groceries and baby milk for a whole month.



SFC Group participated in a blood donation drive on 19th November at Khalidiya Blood Donation Center, Abu Dhabi. We supported the initiative by giving cash for snacks for the blood donors. Almost 300 people registered and donated blood including our head office staff and SFC PLUS staff and India Palace staff.



A special blood donation special campaign was conducted on UAE 50TH National day at Al Wahda mall Abu Dhabi by arranging blood donation mobile vans. SFC Group supported the event by sending food for the volunteers.



On 7th December 2021, SFC Group treated 20 orphans for lunch at STHAN restaurant for lunch, through the Red Crescent Society. A lavish buffet was spread out for the kids, including our signature biryani and kababs. Games were arranged and every child went back with loads of gifts.



In the **Sharing and Caring campaign** conducted in the month of December, SFC Group encouraged all employees and stakeholders to participate and contribute anything according to their wishes. We collected a lot of grocery items, which were sent to the Red Crescent Society in Abu Dhabi and Dubai on 27th December 2021.





Congratulations to BLESS RUCHELL and JOYCE ANN BRION of SFC Plus Jesco for winning 3rd runner up in SFC Got Talent 2021.

This event aims not only to showcase the hidden talent but also to motivate and inspire the team



On the left: Shivam Kumar (from KMT restaurants) became the first runner up at the Talent Hunt
Second runner up Jincky Tenorio (from 49ers) receiving the trophy, certificate, and cash prize.
On the right: Pramila and Sabitri (from Salam branch) became fourth runners up at the Talent Hunt

Talent Beyond Work



Jordan Sarkar

Jordan has been a sincere and hardworking member of the SFC Group for the past eight years. He is extremely dedicated to the workplace and is ardent in helping other team members to finish tasks. He has been very supportive in extending his services in the current situation of shortage of team members.

Apart from this he is a good singer and knows many Bollywood songs. He entertains fellow colleagues with his talent during his free time.



CORPORATE GALLERY

We celebrated UAE National Day by associating with DED at Business Village on 23rd December. India Palace had stalls for food and jewellery and provided vouchers for DED raffle.



In our special office celebrations, our MD congratulated the royal family, citizens and residents of UAE and all of our SFC FAMILY on the occasion of 50th National Day of the country.



SFC Family observed Commemoration Day on 30th November by being silent and praying for the brave UAE soldiers.



Christmas was celebrated with great aplomb across SFC Family with great fun, food, games, and gifts.



India Palace rung in the New Year with great festivities and joy.



**ABILITY IS WHAT
YOU'RE CAPABLE OF DOING.
MOTIVATION DETERMINES WHAT YOU DO.
ATTITUDE DETERMINES HOW WELL YOU DO IT.**

--LOU HOLTZ



“TEAM
WORK
MAKES
THE
DREAM
WORK”

- SFC TIMES Editorial Team



Marketing Team

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 Coordinator



Andaleeb Mannan

*Corporate Excellence Officer
SFC Group and India Palace*

WE WISH YOU THE VERY BEST!

As we come out with Vol. 11 of the SFC TIMES Newsletter - I would like to thank you all for your active participation and enthusiasm. I hope this will be a forum to interact and exchange our ideas and creativity.

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



SFC TIMES

VOL. 11 : NEWSLETTER

January 2021 - December 2021