



SFC TIMES

VOL. 8 : NEWSLETTER

May 2019 - August 2019



Kesavan Muraleedharan

*Chairman & Managing Director,
Of The SFC Group*

“We make a living by what we get, but we make a life by what we give.”

I am happy to share my thoughts with all of you once again through the second edition of this year’s SFC Times. We are in the last quarter of 2019 and all this while our effort was to adhere to our envisaged mission. Amidst the challenges faced by us in business, we have never compromised on our standards and quality of service to our customers. More importantly, we have tried to ensure the wellbeing and growth of our associates in all ways possible.

The words of Winston Churchill, that I had quoted in the beginning draws light to the ideal approach to life – ours and others around us. We all aspire to do and achieve great things in life. But nothing is more fulfilling than being a ray of hope in someone’s life.

Charity, a noble quality in man, brings welfare to the entire society. It spreads the message of brotherhood and innocent love among the people. Some of you might think that what difference you as an individual can make in this world by contributing a small amount or deed for the needy. You do not necessarily need to be a millionaire to show your affection and care for the society. Even simple actions like feeding a poor man for a day, or teaching a poor kid or helping an elderly person to cross the road are acts of charity. Every person can do his own bit, and it would make some difference to another person’s life. And we have transformed this into action than words. Some of our personal and voluntary activities in the past few months like relief aids and blood donation etc reveal how collective action can bring meaningful change in others life.

Hence, I urge everyone of you to continue working together for a better, happier and compassionate world.

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Gaurav Kalia

Head of Catering Operations Of SFCS

Greeting to all readers, I am Gaurav Kalia, heading the catering operations of SFCS division since December 2014. It's my pleasure to address the newsletter that brings the whole SFC GROUP together.

2018+1....2019

Year 2019 in many ways has been addition to 2018, we have our new accommodation, our new central kitchen in Dubai, many new businesses, and many more new members joined team SFCS. As we enter the last quarter of 2019, its time to look back at past challenges and learn from them to turn them into opportunities and achievements in coming months.

Catering operates under very challenging business model. We are operating under very vigilant government authorities in remote locations and are expected to provide excellent services 365 days, and I am proud of human resources of SFCS, as it's because of their efforts that we have achieved it for so many years. SFCS have clients who have been with us for many years, and also trusted us by partnering with us for their new projects.

I will take the opportunity and use this platform to thank all departments for their continuous support. Our MD, Mr. K. Muraleedharan for sharing his Vision and to be the driving factor. And last but certainly not least, big thanks to team SFCS who work very hard in very tough conditions, but still maintains high standards and keep raising the benchmark. My best wishes to all the business divisions for 'Gold' award 2019, team SFCS also has worked very hard and with specific goals, and we intend to retain it.



Jyotirmay Bain

Shift Manager, Adnoc Baynounah

The SFC company has been recognized as one of the best places to work in UAE. I am from Kolkata, India and I greatly enjoy working here over the past 10 years, And as well as feeling I have learnt a lot from my time within the division of SFC PLUS Baynounah, I also feel I have contributed a great deal to the ongoing success of the team & the company.

Over the past year alone, I grew from Kitchen Crew to a Manager, and also have additional responsibility such as leadership roles in the team, What I like most about my current job is that it gives me the opportunity to learn & be creative with the greatest Managing Director Mr. Muralee & his management team, I would greatly appreciate to work as an employee with this company, Once again I would like to express my sincere thanks for the support have been given me to build my future growth in this Company



Basil P Baby

Restaurant Manager, IP Deerfields

I am with SFC family since 2008, first off all I am using this opportunity to thank our managing director Mr. Muraleedharan for given the wonderful opportunity to work in this group. I am associated with this group as an FOH associate, and management has always recognized my work and given good support and growth within SFC group, and now I am working as a restaurant manager.

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

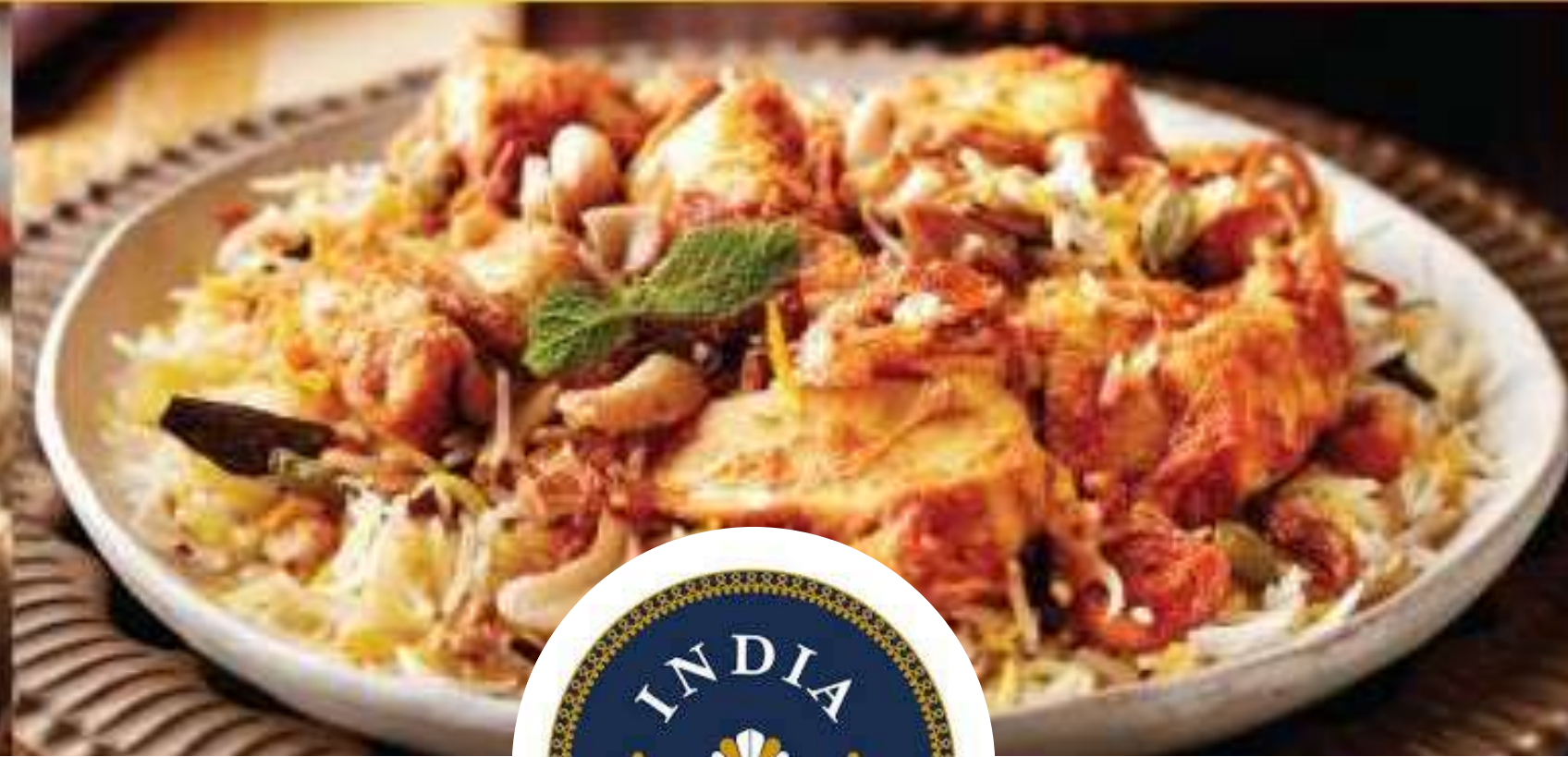
VISIT



INDIA PALACE



FOR A TRADITIONAL DINING EXPERIENCE!



INDIA PALACE

AUTHENTIC HERITAGE DINING



COFFEE TALK

July 31, 2019. Costa Coffee, Abu Dhabi

Points reviewed from last Coffee Talk regarding Employee & Guest Engagement.

1. Need to keep Eye for details to follow all the Brand Standards.
2. Negativity for change of people.
3. Self motivation is lacking from team.
4. Individual development plan is lacking.
5. Salary structure should be clear for all team members regardless of any position inside the outlet.
6. Maintenance team is poor in timing.
7. Support department is not consistent to the timeliness and needs as per operations.
8. HR & Purchase needs more time and effort to improve staff and business welfare.

Suggestions that came up to improve “Brand Standards” in the company:

1. Brand hammering to the team members *(keep on telling until they do not improve their performance)*
3. Improve Relations between the Operations and Support department.
5. Making staff more accountable by regular Coaching and Mentoring.
7. HR counseling for any deviations in DSES, Training Audit and F&B Audit.
9. Implementing the Training Library.
11. Implementing practical Training Approach.
13. Focus on each team member on how to make a successful Brand Standards.



Sugata Bakshi
Operation Manager

Anthony Gacis
Training Manager

Sweta – IP Salam
Adinath – IP Mushrif
Kiran – IP Dalma
Basil – IP Deerfields
Binod – IP Mazyad
Aneesh – IP Al Ain



INDIA PALACE GOT TALENT 2019

Congratulations to ELHAM ALI for winning the India Palace Got Talent 2019 held on 17 th June 2019 at IP Garhoud Party Hall Dubai.

This event aims not only to showcase the hidden Talent of India Palace, Golden Dragon & Sthan employees but to motivate and inspire the Team as well.

OPENING OF IP KMT

On 1st July 2019, IP KMT outlet which consist of 4 different cuisine concept was officially opened under the management of India Palace Division.





SOUTHERN FOOD AND CATERING SERVICES



GALFAR ENGINEERING, QUSHAWIRA:



SAARI OILFIELD SERVICES, ASAB



ROBTSTONE, ASAB





STHAN

FOOD BEYOND BORDERS



CRICKET GAMES

STHAN TEAM was this years' winner of Cricket Games held on May 2019 at Al Nahda Sharja. There are total of six (6) Teams of different outlets in Dubai Region who participated in this event.





SFC PLUS

LIP SMACKING TASTE!

EMPLOYEES OF THE MONTH

“The walls of our office would be weakened without your presence. Thank you for standing strong.”



Shermina Jayari Tura
Crew Member
SFC Plus Dalma



Santosh Gurung
Crew Member
SFC Plus Abu Abyad



Dawa Dolma Lama
Crew Member
SFC Plus KMT



Chandan Kundu
Crew Member
SFC Plus Jesco

EMPLOYEES OF THE MONTH

We appreciate your hard work and enthusiasm!



Mark Anthony Rivera
Crew Member
SFC PLUS HAMDAN



Mohammad Mozzamil
Home Delivery Driver
SFC Plus Mazyad Mall



Mohan Kumar
Home Delivery Driver
SFC Plus Rolla



Prasanna KC
Crew Member
SFC Plus Lulu



Mohammed Nadim Salim
Crew member
SFC Plus Ruwais



Lily Rose Ann Pacheco
Crew Member
SFC Plus Salam



Benhur Yuson Marigondon
Crew Member
SFC Plus Safeer Ajman



Aju Varghese Ani
Crew Member
SFC Plus Lulu



Bhaju Ram
Crew Trainer
SFC Plus Dalma



Ronaliza Camo
Crew Member
SFC Plus Airport Road



Bless Ruchell
Crew Member
SFC Plus Al Maya (JESCO)



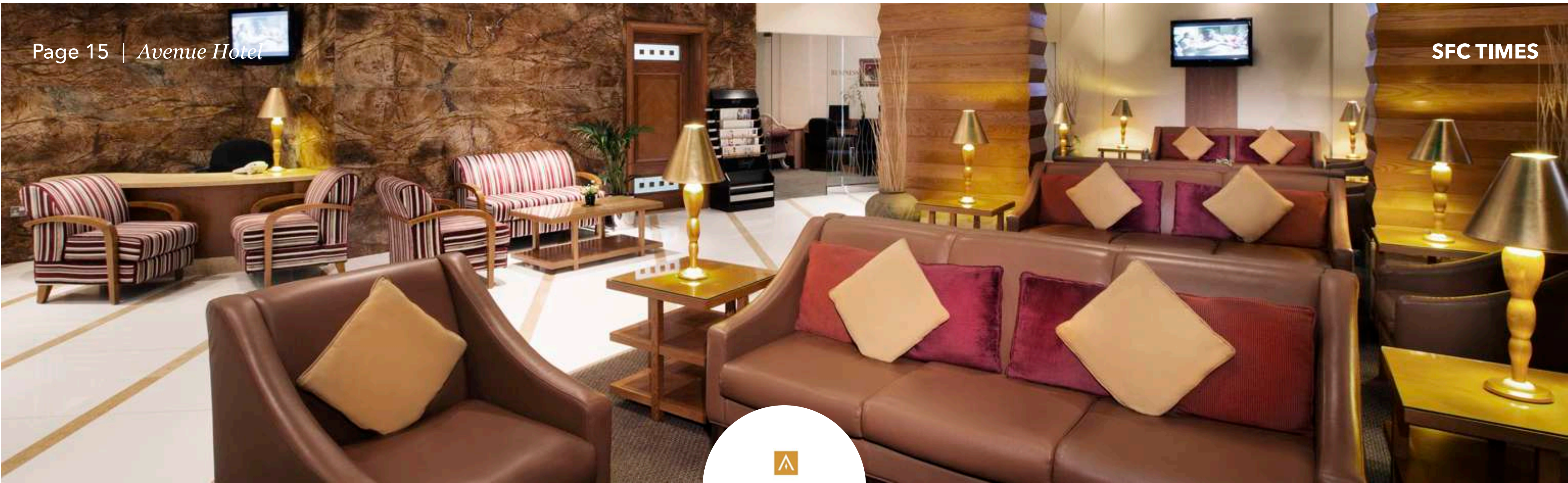
Raju Navik
Home Delivery Driver
SFC Plus Safestway

SFC GROUP CULINARY CHALLENGE 2019

Theme: Taste Of The Future

SFC Plus Team have successfully showcased their Culinary Talent and **"WON"** the Biggest Chefs Battle of SFC Group.





AVENUE HOTEL & LEISURE

EMPLOYEES OF THE MONTH

*Keeping a company alive is a great task.
We owe our success to your
able leadership.*



Babu
Housekeeping
Front of the House



Francis
Engineer
Heart of the House

MAY 2019

EMPLOYEE OF THE MONTH

We appreciate your hard work and enthusiasm!



Jackson
F&B Service
Front of the House



Reji
Engineer
Heart of the House



Abdul Razak Pathody
Front Office
Front of the House



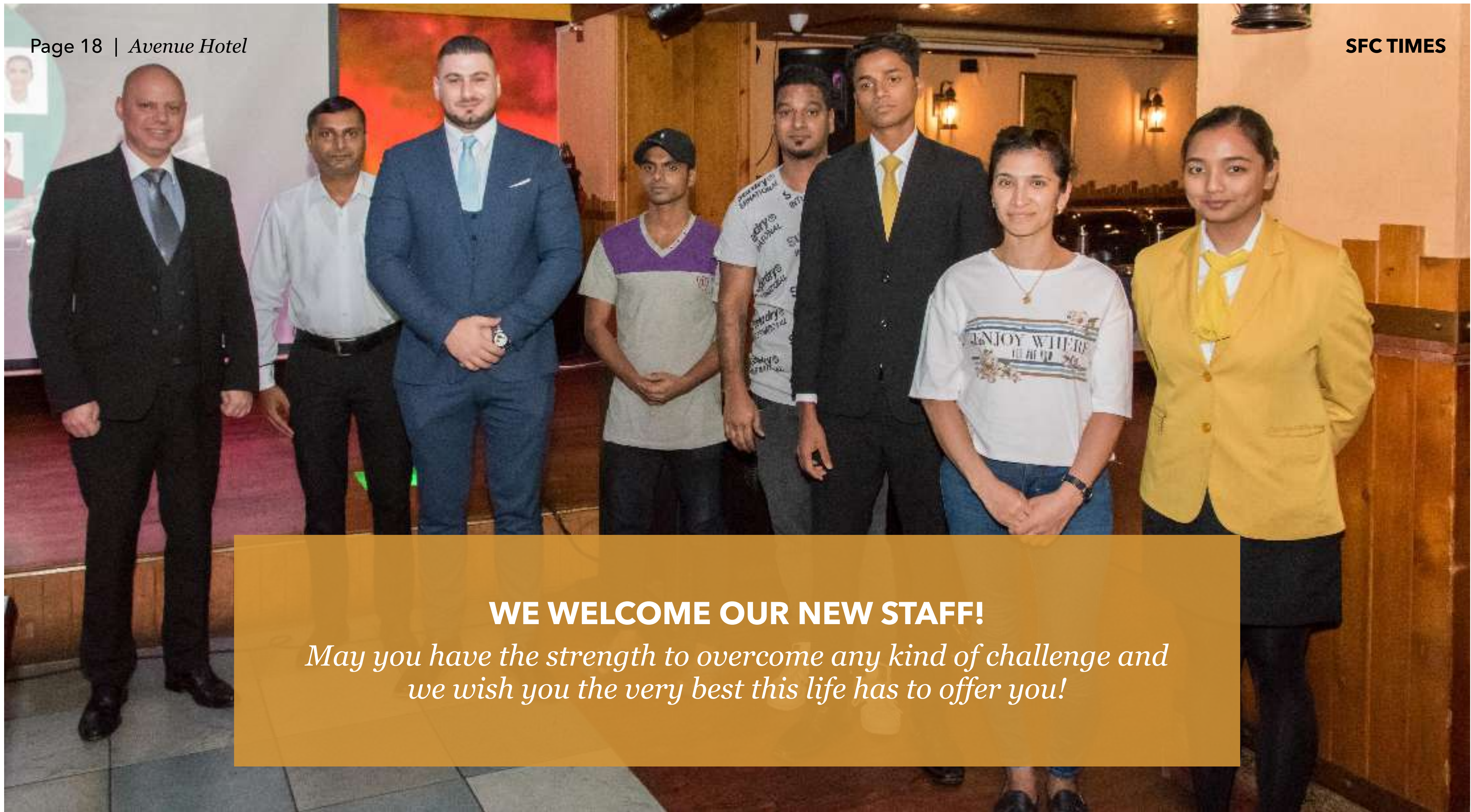
Rajaneesh
Engineer
Heart of the House



Marissa
F&B Service
Front of the House



Sushant
Engineer
Heart of the House



WE WELCOME OUR NEW STAFF!

May you have the strength to overcome any kind of challenge and we wish you the very best this life has to offer you!

Luxury Travel Guide started the voting process on LTG website which is split into the different continents Asia, Africa & Middle East, Europe and Americas. Throughout the year (10 months) they allow readers and visitors coming to website to put forward feedback. LTG received both good and bad feedback on places people have stayed, companies they have worked with etc. It's not a popularity contest but Avenue Hotel Dubai did get 2-3 really positive reviews which was enough to get LTG's attention. Judging panel did more research across categories including:

- Service Excellence
- Social Media
- Website
- Local Knowledge
- Online Visibility
- Use of Technology
- Marketing & Branding
- Employee Satisfaction
- Past Reviews
- Cultural Understanding
- Diversity
- Communication Skills
- Disability Provisions

And after comparing Avenue Hotel Dubai to other companies in Classic Luxury Hotel category, decided that Avenue Hotel Dubai the worthy winner.



Congratulations

Avenue Hotel Dubai

Winner of

**Classic Luxury Hotel
of the Year**

UAE

A handwritten signature in black ink, appearing to read 'J. D. Dalgarno'.

Editor in Chief



TABLE TENNIS CHAMPIONSHIP 2019 TROPHY

Table Tennis Championship was held, played against the 3 teams – Vikings, Shooters & Tidal Waves; in order to attain the ever-rolling championship Trophy and to retain the defending championship title by Vikings.

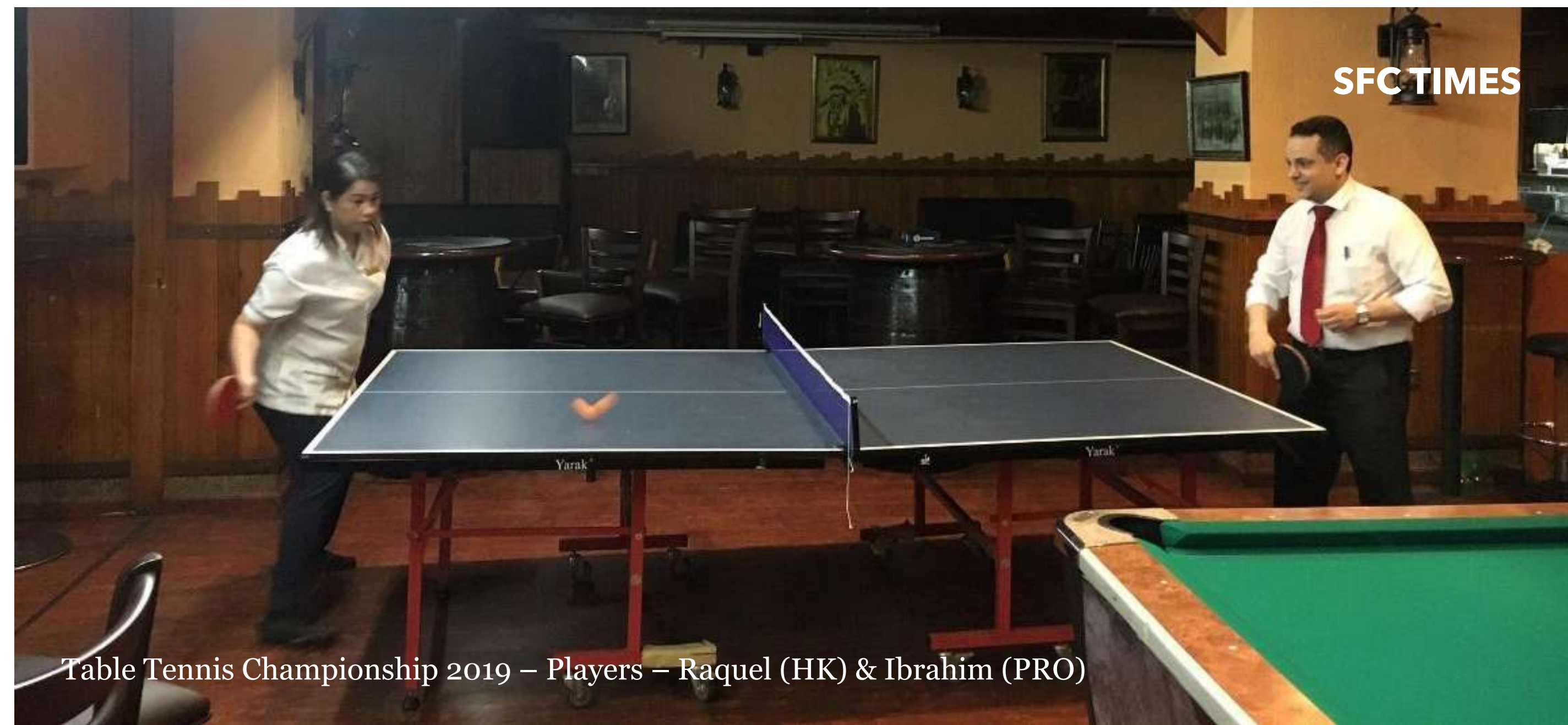


Table Tennis Championship 2019 – Players – Raquel (HK) & Ibrahim (PRO)



Table Tennis Championship 2019 – Players – Ibrahim (PRO) & Datta (Front Office)

CHESS CHAMPIONSHIP 2019

Chess Championship was held, played against the 3 teams – Vikings, Shooters & Tidal Waves; in order to attain the ever-rolling championship Trophy

Chess Championship 2019 – Players – Finance (Accounts) & Elmer (Telephone Operator)



Chess Championship 2019 – Players – Maricel (Banquets Coordinator) & Pradeep (Storekeeper)



Chess Championship 2019 – Players – Maricel (Banquets Coordinator) & Biga (IT Manager)

**MY
WORLD.
MY
DUTY.**

A HELPING HAND CAN DO WONDERS

June 2019

Regular donations from volunteer donors allow to meet the needs of hospitals for blood and blood products, keeping this in mind SFC group had 2nd blood donation drive on 16 th June 2019, in which more than 25 people have participated including our Director of concept cuisine Mr. Rohith Muralaya.



May 2019

India palace associated with Dubai women association to hosted Iftar event on 18th May 2019 attended by 50 children from an orphanage of Dubai. India Palace has provided wide spread of buffet to make these little children happy.



July 2019

Associated with Red Crescent society to help the wider community. In line with this charity boxes were placed in India Palace restaurants. Also to give smile on needy people and families, Sharing and caring campaign launched in July.

Head office , India Palace team, SFC Plus generously contributed rice, sugar, tea, cooking oil, flour, tooth pest, tooth brushes and bath soap which distributed at Red Crescent office to 50 families.



August 2019

India palace team generously collected 40 thousand Indian for an orphanage in kerela.





TALENT BEYOND WORK

Boby Raj

I joined SFC group 20 years back; I am very pleased and proud to be part of wonderful SFC family.

For me dance is life, I did my first dance performance when I was 6 year old at my school annual function.

I am truly grateful to the company for giving us the raised area to continue our passion and perform at our annual party.



A SFC Group celebrated Eid Mubarak with an employee dinner, IP Got Talent competition and Raffle Prizes.

DUBAI celebrated at IP Garhoud Party Hall and Abu Dhabi celebrated at INDIAN social centre. In total, almost 150 employees attended the post celebration.



CULINARY CHALLENGE

2019

More than 30 Chefs from all the Divisions of SFC Group competed for the Culinary Challenge 2019 title.

Participants from Avenue Hotel, India Palace and SFC Plus presented their creative menu selections last May 28, 2019 at India Palace, Safer Mall, Sharjah.

Winners of the Competition are:

CULINARY CHALLENGE CHAMPION: SFC Plus Team

1st Runner-UP: India Palace Garden Mall

2nd Runner-Up: Sthan, Karama & India Palace Deerfields.



INDIA PALACE GARDEN MALL TEAM - 1st RUNNERS-UP



SFC PLUS TEAM - CULINARY CHALLENGE CHAMPIONS!



STHAN KARAMA AND IP DEERFIELDS TEAM - 2nd RUNNERS-UP



*Our Teams all over celebrated a new harvest on the
Keralite Festival - Onam.
We give thanks to the almighty for all the blessings we have
received through the gifts of the earth.*





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international milk brand

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DAIRY
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The Story of Muralya Dairy telecasted in Asianet, Kerala premier and most popular Television Channel on 17th August 2019.

Muralya Dairy, the prestigious Division of our group functioning in India has started getting acknowledgements for its unique features and high quality. Recently, the Division was exclusively covered by Asianet, the first and most popular Private Channel in Kerala which is the target market for Muralya Dairy.

The programme exclusively covered, under the Money Segment of the Channel, the activities and features of Muralya Dairy and its product range. The programme has wide viewership and will help our quality product to reach more customers.

The unique features of the Muralya Dairy like the first fully automated Dairy plant in Kerala, 8 step Cold Chain process, introduction of fortified milk with Vitamin A & D for the first time in Kerala etc are well explained and depicted.

The programme which gives an ample description of Muralya Dairy can be watched in this YouTube link

<https://www.youtube.com/watch?v=P7Cd7LI9oNw&feature=youtu.be>.

HAPPY BIRTHDAY!

The SFC Group wishes the Taurus', Gemini's, Cancerians, Leos' of our work-family a very Happy Birthday!

You are a vital part of our organization!
As your colleague, I have learned something new, shared a story or two and worked together for a vision larger than just you and me! May you celebrate your birthday knowing that you have added to everyone's livelihood!

Have a great year ahead!



Courage is
resistance to fear,
mastery of fear,
not absence of
fear.

**“TEAM
WORK
MAKES
THE
DREAM
WORK”**

- SFC TIMES Editorial Team



Shruti Shetty
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 Coordinator



Andaleeb Mannan

*Corporate Excellence Officer
SFC Group and India Palace*

WE WISH YOU THE VERY BEST!

As we come out with Vol. 8 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**](mailto:marcomm@indiapalace.ae)



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