

SFC TIMES

Volume 13 : Newsletter

July 2022 – December 2022



KESAVAN MURALEEDHARAN
Chairman & Managing Director of SFC
Group

Dear Team,

I hope this letter finds you well. As we enter the new year, I wanted to take a moment to reflect on the past year and share my thoughts on the year to come.

Last year was a challenging year for all of us, both personally and professionally. We were faced with unforeseen circumstances that forced us to adapt to new ways of working and living. Despite the challenges, I am incredibly proud of the way our team at SFC Group rose to the occasion and persevered through difficult times.

As we begin this new year, it is time for us to embrace change and make the necessary adjustments to ensure our continued success. Therefore, I have declared this year 2023 as the "Year of Change" for our organization.

What does this mean for you? It means that:

- We will look at every aspect of our business and identify areas where we can improve and grow.

- We will implement new technologies and processes to streamline our operations and increase efficiency.

- We will invest in our employees, providing them with the training and resources they need to excel in their roles and take on new challenges.

More details will be shared in the coming weeks.

Change can be unsettling, but I am confident that together, we can navigate this transition and come out stronger. As always, I encourage you to share your ideas and feedback with us as we move forward.

In closing, I want to thank each and every one of you for your hard work and dedication to SFC Group. I am honored to lead such a talented and committed team, and look forward to seeing what we accomplish together in this Year of Change.

Sincerely,

Mr. K. Muraleedharan

Managing Director, SFC Group

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“My global cuisine experience, across the world, has led to perpetuating the learnings from different styles of people & cultures. This experience made me a thorough believer in the future potentials of the immense variety of cuisines we cater at SFC Group. The core strength that defines us Quality - In our work ,Passion - To delight our customers & Pride - In the legacy of our company.

As the great saying goes - Real food doesn't have ingredients, real food is creativity served with a smile and humbleness. My focus with the each & everyone we train, is to inculcate a core belief, to bring out their constructive & progressive ideas, which should make them self-inspired with the aspects of the culinary, service & amazing our guests with world class experience.

Together lets work positively for the further success of the people, the product & the brand in 2023.”

Guneet Singh Bindra
Corporate chef



FROM THE CREW

I've been part of SFC Family from 2014 and SFC is my first company here in UAE. I am proud to say that I have learned a lot from my superiors and my colleagues. I could say that SFC have molded me to become the person I am today. All thanks to MD, my manager, and my colleagues who have given all the support and encouragements to become a better employee and a better person. Even though we are far from our family back home, we could say that SFC is our family away from home.

I wish the company for a continued success in the years ahead.

Sarah Jane Mateo
Accountant



TALENT BEYOND WORK

I am **Vikas**, working in India Palace Mazyad Mall

I love singing from my childhood and performed many times at my work places and entertain my colleagues with my beautiful voice.

In my previous job, My celebrity chef Nilesh Limaye encouraged me to sing in front of audience in Meluha the Fern Hotel Mumbai.

I began my career in the kitchen, working as a commis chef at a luxury hotel. I was initially attracted to the job because of my love for cooking, and I quickly realized that I had a natural talent for it. My colleagues were impressed with my dedication and ability to create new and innovative dishes.

For me, my work in the kitchen and my love for singing are intertwined which required creativity, passion, and a commitment to excellence

I believe that it's possible to pursue multiple passions, and that our work can be a source of joy and fulfillment. Whether we're in the kitchen or on stage, it's important to follow our passions and to never stop pursuing our dreams.

Vikas **Mait hani**

BOH- Associate



The image is a promotional graphic for India Palace. It features a central blue banner with the restaurant's logo and name. The logo is a circular emblem with 'INDIA PALACE' and a stylized sunburst. Below it, the name 'قصر الهند' (Qasr al-Hind) is written in Arabic, followed by 'INDIA PALACE' in English. Underneath, the tagline 'Authentic Heritage Dining' is paired with its Arabic equivalent 'الطعام التراثي الأصلي'. At the bottom of the banner, 'ESTD 1997' is displayed. The background is a collage of various Indian dishes: a large brass bowl of biryani with fried chicken and cashews, a plate of biryani with falafel and green chutney, a bowl of biryani with a naan roll, and a small bowl of white raita with herbs. The entire graphic is framed by a decorative gold border at the bottom.

قصر الهند
INDIA PALACE

الطعام التراثي الأصلي • Authentic Heritage Dining

ESTD 1997

India Palace restaurant at Fazza event

Abu Dhabi 3rd to 13th November 2022



August 28th Emarati Women's day celebrated at Higher colleges of technology Abu Dhabi, distributed sweets and india palace discount vouchers to all students .



August 28th Emarati Women's day celebrated at Higher colleges of technology Abu Dhabi, distributed sweets and india palace discount vouchers to all students .



Executive director of Abu Dhabi campuses – Dr. Aisha Bushaliabi



October Events
Deerfields Mall Diwali Event



October Events Managers Day Out In IP



October Events

Dandiya Event - 321 Sport s



India Palace restaurant kiosk at welcome festival of Higher colleges of technology from 1st September 2023



Emarati women's day celebrated on 28th August 2023 at Salam branch by welcoming ladies with flower





SFCS



SOUTHERN FOOD AND CATERING SERVICES



Mobilized 3 camps under Khansaheb Client- Khansaheb G+1,G+2 and G+3 on Sep and October 2022 respectively, with a total Daily manday of 2700 nos.



CATERING SERVICE FOR AN EVENT AT TAJ EXOTICA, DUBAI
ON DEC 2022

SFCS



ONAM CELEBRATION AT SITES



INDEPENDENCE DAY CELEBRATION AT CENTRAL KITCHEN





CHICKEN - PIZZA - BURGER & MORE



Opening of SFC 39 Ruwais Adnoc Housing Colony

Date: 30 Oct 2022

30th of Oct 2022 succesfully open new outlet in Ruwais.





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FOOD BEYOND BORDERS



Sania Mirza and Curly Tales enjoying delicious food of Sthan

Corporate Events



Corporate events



Corporate Events



Fitness Challenge winners of 2023

Corporate Events



Celebrating UAE National Day

Corporate Events



Celebrating UAE National Day

Corporate Events



Celebrating UAE National Day

Conducted sharing and caring campaign collaboration with Red Crescent Society – All SFC family contributed to help 40 families with groceries for a month.



On 17/ 10 /2023 Health checkups were arrange in Musaffah staff accommodation from LLH hospital



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In the month of October, special strawberry Rasmalai has been created for India Palace dessert menu to spread awareness about breast cancer awareness, collaborated with Red crescent society , one dirham donation will be given to RCS for the treatment of the patient



Breast cancer awareness program conducted in head office conference room on 25th October 2022, Head office, India Palace, SFC plus and office building ladies were invited to attend the awareness session, From LLH hospital, DR. had given the talk



Rak India Palace team volunteer in blood donation drive in Rak Mall on 12th November 2022



25th November 2023 , In Abu Dhabi, distributed 50 special need student toys gifts and food. Visited the school




29/11/2023 Given 100 Gift vouchers and put up a stall in Al Ain - Zayed Higher organization for the people of determination



December- Merint Determination Center - distributed kids meal to 60 students for their annual day-on 21 / 12/2022



A silhouette of a person in a suit, seen from the back, with their right arm raised in a fist. The background is a warm, golden sunset or sunrise over a city skyline. The text is overlaid on the right side of the image.

Your true success in
life begins only
when you make the
commitment to become
excellent at what you do.

“TEAM WORK MAKES THE DREAM WORK”

- SFC TIMES Editorial Team



Marketing Team

SFC TIMES SFC TIMES EDITOR



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Andaleeb Mannan
*Corporate Excellence Officer SFC Group
and India Palace*

WE WISH YOU THE VERY BEST!

As we come out with Vol. 13 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