

PROFILE



Mr. Kesavan Muraleedharan is the Chairman and Managing Director of **Southern Franchise Company** – a leading business in the UAE's hospitality sector.

Mr. Muraleedharan's professional career in the UAE spans 45 years, commencing as an Accountant in 1974. Through a combination of dedication, talent and high work ethic, he rose to the position of Partner within a short time frame.

In 1989 Mr. Muraleedharan established his own business in Abu Dhabi. It was his vision to align business opportunity with the ambitions and needs of the rapidly growing young nation. He focussed on establishing Quick Service Restaurants, Fine Dining Restaurants and Residential Hotels to cater to the increasing demands of multi-ethnic residents in the region.

Headquartered in Abu Dhabi, SFC Group is best known in the Gulf through its chain of popular multi-brand food related concepts boasting 44 upmarket F&B retail outlets and providing employment to 1680 staff hailing from over 20 nations. Under his dynamic stewardship, and drive, the group has steadily grown over the years to become synonymous with unmatched quality. In recognition of his remarkable achievements in Business Quality, India Palace is the only restaurant conferred with the prestigious **Sheikh Khalifa Excellence Award**, and **Dubai Quality Award**.

Apart from his busy business involvement, K. Muraleedharan is equally active on the social front and is involved with various organisations.

KEY POINTS

- Kesavan Muraleedharan is very closely involved in many social, charitable, humanitarian activities in India as well as in Gulf countries and plays a vital role in fostering the interests of Non-resident Indians and keeping intact the communal harmony among the NRIs in the Gulf.
- His proximity with the rulers and local Govt. authorities in the Gulf countries has gone a long way in strengthening the bilateral ties between India and the UAE.
- The philanthropist in him has always come to the forefront in organising timely relief measures during many natural calamities in India viz. Tsunami tragedy, Nepal earthquake, Kerala floods & pandemic.