

SFC TIMES

VOL. 9 : NEWSLETTER

September 2019 - December 2019



Kesavan Muraleedharan
Chairman & Managing Director,
Of The SFC Group

We have crossed the threshold of a remarkable year 2020 and I wish you all a successful, prosperous and happy New Year.

The New Year has commenced with many remarkable achievements for us, which is a result of our commitment and hard work. India Palace has won 3 prestigious accolades BBC GoodFood Middle East Magazine Award, Felicitation from Ministry of Tolerance and the recent RAKEZ Business Excellence Award. The SFC Plus too bagged the most preferred Fast Food Restaurant brand award from the Filipino Times which is a remarkable recognition.

Apart from the awards, we have made commendable inroads in our operations. Our Leisure concept, 49ers the Gold Rush, celebrating its 25th year of successful operation has moved to a new premise with enhanced space and enriched ambience. Our Catering division too commenced operation in their new site. Besides, we have signed the contract with the Taj Group, the South Asia's largest hospitality Company for managing our Hotel Property at Trivandrum, Kerala under the brand 'Vivanta'

Along with these achievements, our responsibility also increases manifold. We have to continue the good works that we have been doing. As I always emphasize, we should concentrate on the paramount satisfaction of our customers. We should be very cost conscious and use our resources to the optimum level.

For any organization to go a longer distance, communication is the key, be it what we communicate within or to the outside world. Keeping this in mind, we have conceived an idea of celebrating 2020 as the "Year of Communication".

I am happy that this newsletter is functioning as an effective platform wherein we can better understand and communicate with one another.

Wishing you and all your dear ones, an eventful, contented and successful New Year.

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Page 1 | From The Desk



Gopakumar *Head HR, SFC Group*

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Dear Colleagues, I joined as Head HR Administration and happy to be part of SFC Group. The world is changing all around us. To continue to thrive as a business over the next 25 years and beyond, we must look ahead, understand the trends and forces that will shape our business in the future and move swiftly to prepare for what's to come. We must get ready for tomorrow today. That's what our Vision is all about. It creates a long-term destination for our business and provides us with a "Roadmap"; for winning together with our stakeholders. Our MD's vision is the driving factor and serves as the framework for our Roadmap and guides every aspect of our business by describing what we need to accomplish in order to continue achieving sustainable growth by providing best-in class services. Our leaders have the courage to shape a better future. We are real and what we do we do well. Our focus is on the people we serve and we will strive for excellence through Individual development plans, performance review and continuous improvement. We are committed to serving with empathy and compassion. Our highly potential people will help us to reach our goals and fulfill the commitment we given to our customers. A professional and dedicated team with knowledge, integrity and commitment will support the front line soldiers. Our leaders identified that for business to operate in an efficient and effective manner, it would require 3 components to perform in tandem, that is, **Product, Process** and People. We are committed to the society and actively participating for all social, cultural programs. We serve the society and flourish in an environment of mutual trust and transparency. "The key to success is undoubtedly hard work. But at the pinnacle of success, it is your humility and approachability that will distinguish you from the crowd" Invoking Almighty's choicest blessings on all of us and wishing you and your family a happy and prosperous New Year 2020.

Page 2 | From The Crew



Chef Johnson
Executive Chef, Avenue Steakhouse

"I have been associated with SFC Group since 1996, 24 years in the company. I would like to thank Mr. Muraleedran (MD) for giving me an opportunity to work in SFC Group. I have started my career as Commi chef and promoted as various position in 49ers, currently working as an executive chef. I have seen company growth during my career. My management has given full support for me at work. I am proud to be the part of SFC family. I am wishing all the best and more success for the group for coming years."



Rayaz Cheriyath

Health and Safety manager, QHSE

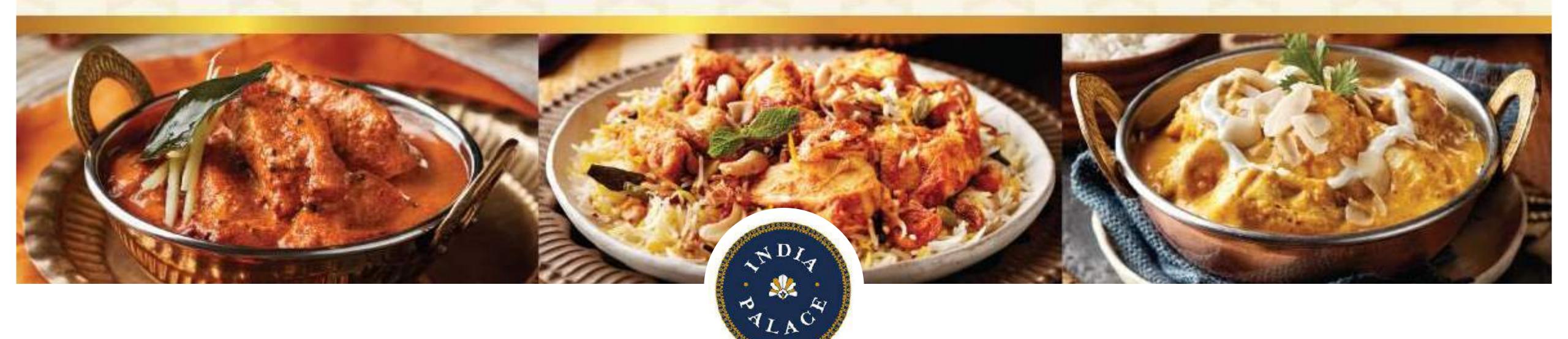
SFC Group

Our catering division is certified with ISO 9001, ISO 22000, ISO 14001 & ISO 18001 standard and above all we are working under ADNOC which is above all the international standard.

And I can proudly say that our team is maintaining it and which makes allusion in terms of standard for those who are in the same industry and a big thanks team SFCS who work very hard to keep up the same.

I will take this opportunity to thank my Superiors and Our MD Mr. K Muraleedharan for the wonderful opportunity and support. And feeling Grateful to be part of SFC family... Thanks

INDIA PALACE FOR A TRADITIONAL DINING EXPERIENCE!



INDIA PALACE

AUTHENTIC HERITAGE DINING

BBC GOOD FOOD MIDDLE EAST AWARDEE

Another milestone of India Palace for being adjudged as the Best Indian Restaurant in Abu Dhabi by BBC Good Food Middle East Magazine.

The BBC Good Food Middle East Magazine Awards, is known for celebrating the Best in Hospitality & Dining all across UAE. The awards are voted for by Consumers, readers, hotels & more. These are the only awards in the Region offering recognition solely based on customer's stamp of approval across different categories.





INDIA PALACE OUTDOOR CATERING UPDATE

INDIA PALACE PARTICIPATED IN SHEIKH ZAYED HERITAGE FESTIVAL

India Palace was given the opportunity to take part during
SHEIKH ZAYED HERITAGE FESTIVAL held in Al Wathba, Abu
Dhabi on 29th Nov. 2019 till 1st Feb. 2020.

The Festival featured different activities, workshops, shows & exhibition.









SOUTHERN FOOD AND CATERING SERVICES

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NBTC, QUSHAWIRA











STHAN

FOOD BEYOND BORDERS



BIRYANI FOR ALL, AND ALL FOR BIRYANI!

On December 23, 2019, STHAN had prepared 1,483 Biryani Meal Pack for BESIX Construction Company Downtown, Dubai UAE. This is so far the highest pack meals prepared for by Sthan for this year.







SFC PLUS

LIP SMACKING TASTE!

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STAR MANAGERS OF DECEMBER 2019

Congratulations on overcoming daily challenges and keeping your eye on your goals.
The SFC Family is proud to have you on board!



Kris Rosalie Rosas Ilagan
Restaurant Manager
SFC Plus JESCO



Ramesh Joshi
Assistant Manager
SFC Plus Al Khatim

EMPLOYEES OF THE MONTH

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

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Aldrin De Vera
Crew Member
SFC Plus Safeer, Sharjah



Alexander Saco Jr.

Crew Member

SFC Plus Al Remah



Bhoj Bahadur Gurung
Crew Member
SFC Plus Abu Abyad



Ramesh Joshi
Home Delivery Driver
SFC Plus Lulu

EMPLOYEES OF THE MONTH

We appreciate your hard work and enthusiasm!



Abbubakar Sundke
Crew member
SFC Plus Safeer Ajman



Jiwan Prem Pradhan
Crew Member
SFC Plus Al Remah



Kinnet Jay Prangan Crew Member SFC Plus Dalma



Ratna Bahadur Pandit
Crew Trainer
SFC Plus Safestway



Biswas Khawas
Crew Member
SFC Plus Abu Abyad



Chonalyn Cavite
Crew Member
SFC Plus Safeer Sharjah



Rakesh Yadav Crew Member SFC Plus Al Media (Kashafa)



Shahnawaz Sayed Farooq
Crew Member
SFC Plus Al Khatim



Jovan Coquia Acol Crew Member SFC PLUS Abu Abyad



Lalremruati
Crew Member
SFC Plus Lulu



Pranit Rai
Crew Member
SFC PlusAirport Road



Roderick Juan Pequit
Crew Trainer
SFC Plus Safeer Ajman

SFC PLUS WIN AGAIN AT THE FILIPINO AWARDS!

It is with great pride and honor to announce that **SFC Plus** have won the **"Most Preferred Fast Food Restaurant of the Year 2019"** at the *Filipino Times Award*, last 29 November 2019 held at Sofitel The Palm, Dubai.

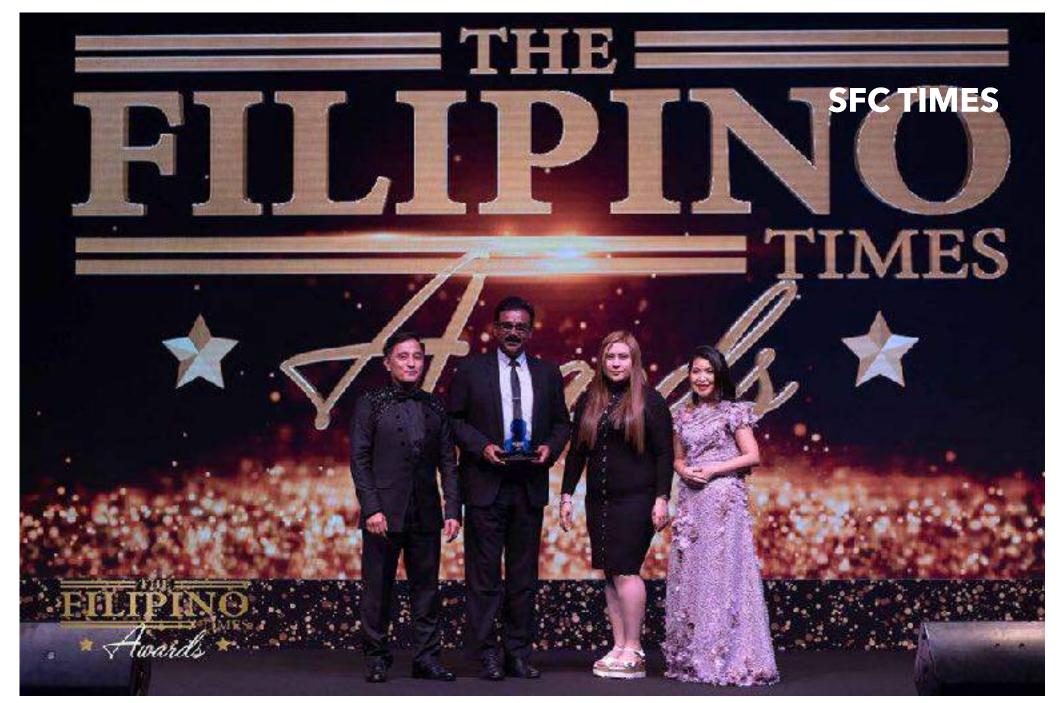
Receiving this award was indeed a great milestone for SFC Plus.

Title: "Most Preferred Fast Food Restaurant of the Year 2019" Venue: Sofitel The Palm, Dubai

Date: 29 Nov 2019









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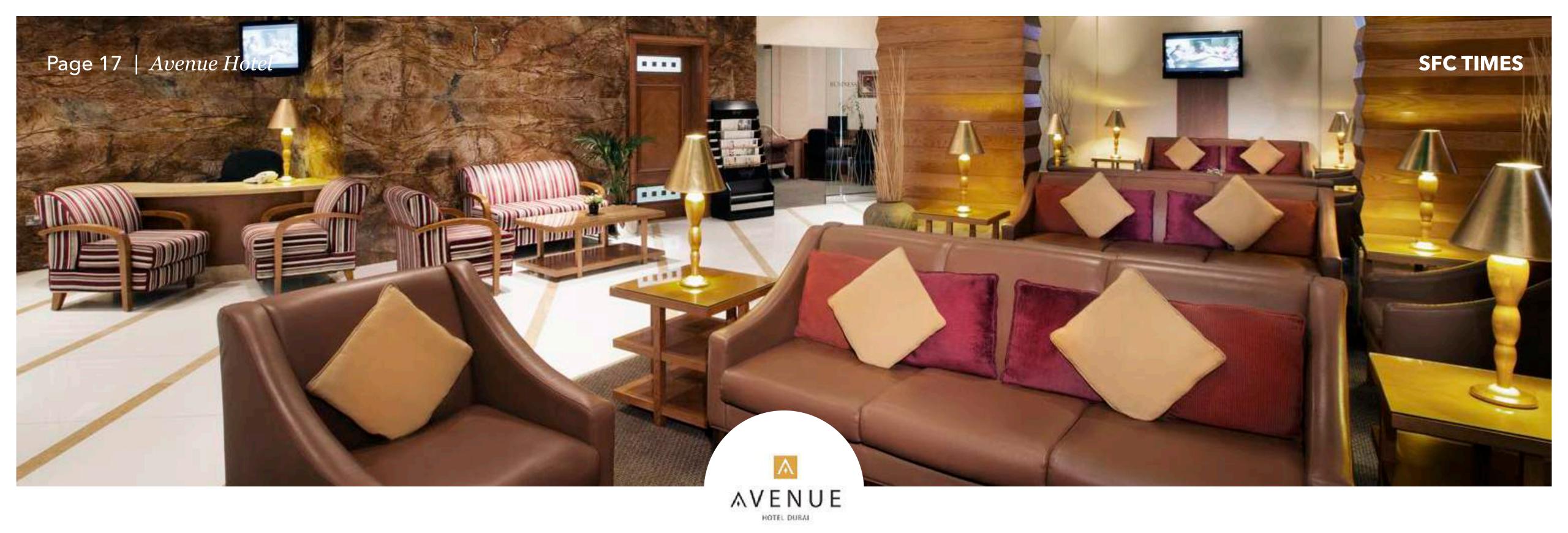
IT'S IMPORTANT TO BUILD A TEAM BECAUSE WE WORK BEST TOGETHER.

SFC Plus Dubai region had their Team Building last 08th of October 2019 at Ajman Beach Resort. The team had fun activities, which allow them to get to know each other and developed their teamwork.









AVENUE HOTEL & LEISURE

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EMPLOYEES OF THE MONTH

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



Datta Deepu Front Office Department Front of the House



Nidhin Lal
Stewarding Department
Heart of the House

EMPLOYEE OF THE MONTH

We appreciate your hard work and enthusiasm!



Kathy Ann Dionio Alejaga
Front Office Department
Front of the House



Anil Naik
Finance Department
Heart of the House



Shakhboz
F&B Service Department
Front of the House



Pradeep
Finance Department
Heart of the House



Abin
F&B Service
Front of the House



Mahendra
Stewarding Department
Heart of the House

HAPPY ONAM

Avenue Hotel celebrated Onam with every team member irrespective of their various cultures and ensured that everyone had open-mindedness for other cultures.







Page 21 | Avenue Hotel

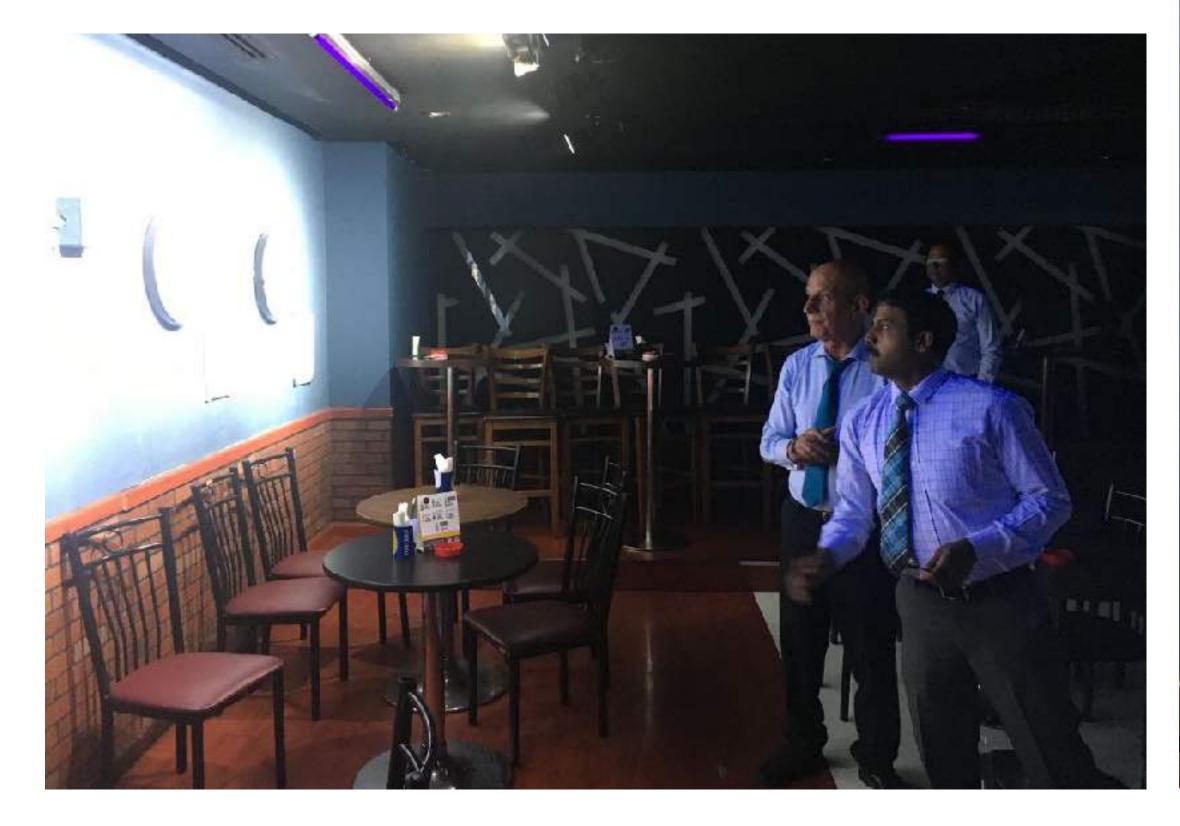
GETTING UPDATED ON SECURITY MEASURES

General Safety Training was conducted for team members at Avenue Hotel, Dubai in order to spread the awareness about security measures that needs to be present while working in hospitality.



DART COMPETITION

Dart Competition was played between the 3 teams – Vikings, Shooters & Tidal Waves, in order to attain the ever rolling Championship Trophy. The competition was won by Mr. Ghassan.





DIWALI WITH DIVERSITY

Avenue Hotel celebrated their vibrant diversity with all nationalities by celebrating Diwali @ 49ers. Each community enjoyed the occasion to the fullest.



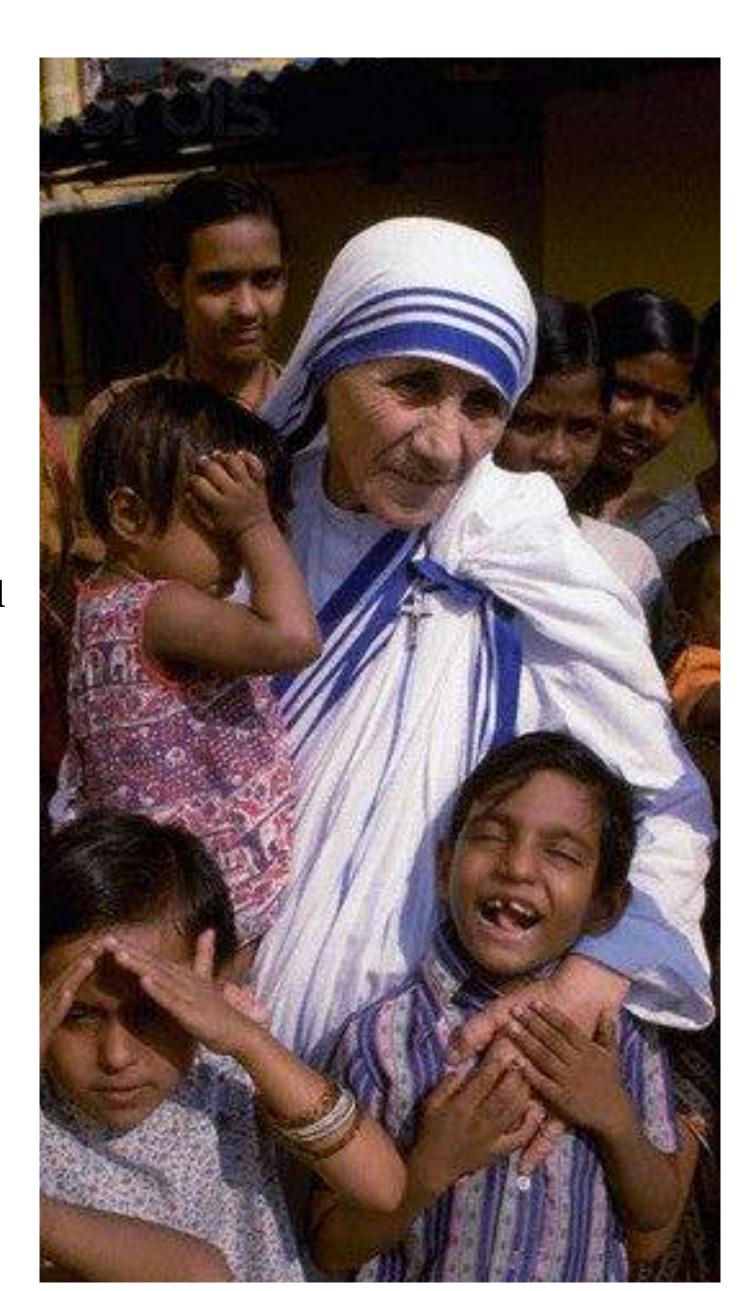




MY WORLD. MY DUTY.

A LIFE NOT LIVED FOR OTHERS IS NOT LIFE

Inspired by Mother Teresa words, India palace team generously collected 50 thousand Indian Rupees, in which Rs. 10,000 contributed by our MD Mr. K. Murlidharan and Rs. 10,000 contributed by Director Mr. Rohith Muralaya for an orphanage in Kerala.



Page 25 | CSR Activities

October 2019

Breast Cancer Awareness



November 2019

India Palace team participated in Fund raising cricket tournament in Dubai on 15th November 2019.

Funds raised through Smart Cup 2019 will support our project SmartBuddy that offers mentoring and educational scholarships to children of blue-collar workers.

SmartBUDDY-It is a project that focuses on the children of blue-collared employees. Their children studying in their home country is paired with a child studying in Dubai Schools to achieve their life time goal with the help of a SmartLife Mentor.



December 2019

2nd Initiative with Dubai Buffet forOrphans organized by DWA

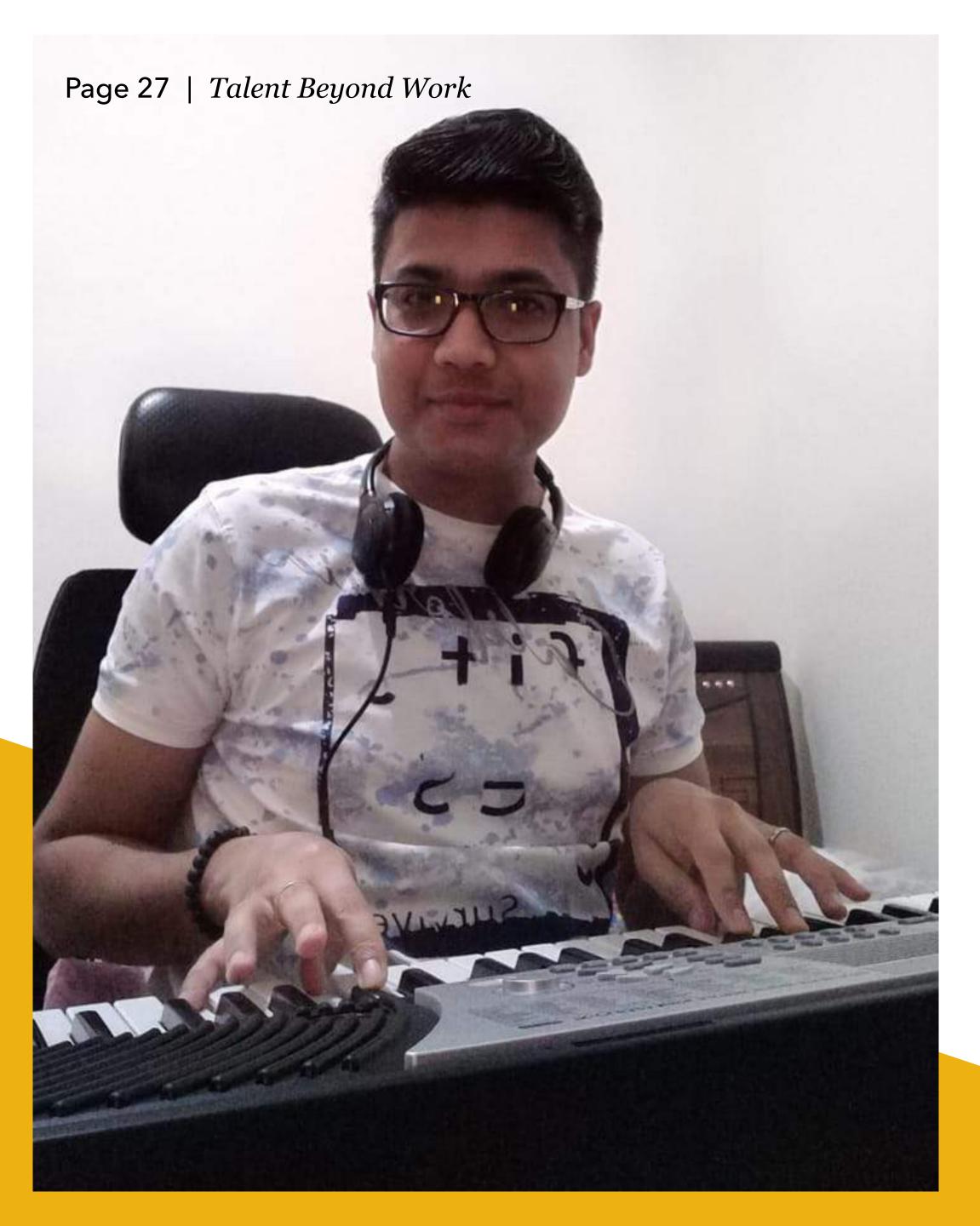




WE APPLAUD YOU!

Special highlight of the 2019 is, that our director Mr. Rohith
Muralya blood Group is very rare and after our blood donation drive, he was called twice from Blood bank to donate blood.





TALENT BEYOND WORK

Ajay Kumar

Working in SFC Group since May-2019, My Key role in the company is a payable Accountant SFC Group is an organization that create opportunities for fun on a regular basis are more likely to engage and retain their employees, We are working in a relaxed work environment where employees have some freedom to work with more comfortable and productive. Apart from my busy payable schedule, I do learn music almost every week days .since very early age as i find myself an artist and creative mind, I believe that Music is one of the best arts of GOD.

I have also worked as a Music Teacher in one of a Reputed School of our District (GB Modi Sen.Sec.School) in 2011 Here in UAE also I started play Piano & Guitar on my week days since I join SFC Group. My inspiration is our Great Managing Director Mr. Muraleedharan and I am enjoying my current job very well.

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











Page 30 | Corporate Gallery

CHRISTMAS AND END OF THE YEAR LUNCH

Together, All Leaders, Managers and Staff of the SFC Head Office Celebrated the Christmas and New Year with a Special Lunch provided by the HR and Culinary Department. The event was attended by the Department Heads led by our Finance Head Mr. Venkatesh and HR Head Mr GopaKumar.

Special Lunch Menu was presented by our Culinary Training Manager Rajeevan Kurunakaran, which is inspired with American/Italian Cuisine. Holiday Cake was cut with lots of Prizes and Huggable Toys for everyone.









HOLIDAY PARTY 2019 - SFC GROUP

Employees of SFC Group form India Palace, SFC Plus and Avenue have come for a joint celebration of Christmas and New Year 2020 Holiday. Program was presented with the staff sharing their talents in dancing and singing. Lots of Prizes were given away including Cash Prizes, gifts and Holiday Huggable toys.

Events were held at SFC Plus Party Hall in Abu Dhabi and The India Place Garhoud Banquet Hall last December 30 and 31, 2019 respectively.

The events was attended by HR Manager Gopa Kumar and Avenue HR Assistant Manager Niju with the entire HR Team and Brand Coordinators – Cherrie and Jacky.









49ers' OPEN NOW!

49er's Steakhouse and Club marked 25 years of great food and entertainment with a move to a brand-new location at Le Meridien Abu Dhabi in Tourist Club area.

The legendary address for many incredible parties and memorable steak dinners celebrated 25 years of its success in the capital's hospitality sector with the launch of a new, bigger location on 9th January 2020. Moving across the road from Al Diar Dana Hotel location, 49er's now enjoys an increased seating capacity of 180 guests split between cozy booths, a variety of high tables and a lengthy bar.















HAPPY BIRTHDAY!

The SFC Group wishes the Virgos, Librans, Scorpians, Saggi's 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!













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- SFC TIMES Editorial Team



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SFC TIMES Editor



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Avenue Content Coordinator



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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. 9 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*



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