



Established in 1992, the SFC Group is a leading business conglomerate in the food, hospitality and service industry in the UAE and India. Based in Abu Dhabi, the Group owns and operates hotels, specialty fine dining restaurants, fast-food restaurants and contract catering services serving the industrial, oil and gas sectors in the UAE for over two decades. The Group has achieved a reputation for quality, excellent services, customer focus and commitment. It aims to enhance its market reputation, and expand its business activities by evolving into new and diversified areas - with ambitious business expansion plans to foray into the GCC, India and other parts of the world.

Since its inception in 1989, SFC group has steadily grown to be synonymous with good taste and world class hospitality in UAE. Over the years, SFC Group has earned a covetable title as industry leaders through its key ventures India Palace, SFC Plus, Avenue Hotel and other leisure concepts. This has been through its commitment to offer exceptional service to customers through innovative thought adoption and investment in staff. India Palace has been the recipient of the prestigious Dubai Service Excellence Award (instituted by the Department of Economic Development) in 2014 and 2015 for the Best Service Performance Brand. It is the only restaurant recipient in the UAE that achieved this feat for two years in a row.

Southern Food and Catering Services and Southern General Contracting and Real Estate are independent assets within the group's umbrella that have become frontrunners in contract catering and the facilities management in the UAE. SFC Group continues to grow in its reach as well as offering after having expanded to the Indian Sub Continent and other GCC countries. It has also diversified into new verticals including FMCG and will shortly be launching South India's premier integrated dairy production facilities.