

*For immediate release*

*February 2, 2017*

## **South India's foodservice giants honoured at 10<sup>th</sup> Annual Coca Cola Golden Spoon Awards**

**Mumbai:** The 10<sup>th</sup> Annual Coca Cola Golden Spoon Awards powered by India Gate Basmati Rice has honoured three of South India's foodservice retail giants for excellence in retail innovation and customer service. All three honorees are as highly renowned and revered for their business success as for their charitable and social responsibility initiatives.

**K.T.Srinivasa Raja, Managing Director, Adyar Ananda Bhavan (AAB), Murali Mahadevan, Managing Director, Sri Krishna Sweets and M Mahadevan, Chairman & Director, Oriental Cuisines / Hot Breads, heads of traditional – and immensely successful -- food service business giants from south India were felicitated on February 1<sup>st</sup> at a glittering ceremony attended by the who's who of India's food retail and foodservice industries at the Sofitel Hotel in Mumbai.**

**Mr K.T.Srinivasa Raja, Managing Director, Adyar Ananda Bhavan, is among the pioneers in the field of traditional sweets and has for long been working toward preserving a unique tradition while constantly**

reinventing the menu to meet the evolving tastes of the new generation global Indians. His enterprise has 100 branches in India and is now expanding globally to meet the needs of Indians living abroad. His professional aim is to make high-quality, speciality South Indian food available all over the world, while his personal aim is to provide high quality, innovative food to all people at all times!

His ambition to reach the pinnacle of glory and his enthusiasm to do more and more in the food industry made him start chain of restaurants in name and style of A2B, AAB Bakery, Icecreamcome from the stable of Adyar Ananda Bhavan as their sister concerns.

**Mr Murali Mahadevan is the Managing Director of the immensely popular Sri Krishna Sweets**, which was founded in 1948 by Shri N K Mahadeva Iyer in Coimbatore, with a mission to serve the public with a professional catering house. He built the Mysurpa as a very popular and powerful brand, a flagship product and the single monumental contribution to the food processing industry. Meticulously grown over the last six decades, today SKS is synonymous with superb taste, high quality and very good value food products.

The visionary drive in Mr Murali led to the launch of the iconic karas in the SKS menu. Today SKS serves 75 varieties of Karaa and each stands out in its unique way.

Mr Murali extended his expertise of quality and fresh thinking beyond retailing sweets and karas among other products. To bond with customers even deeper, expanding into wholesome vegetarian food was his next visionary act. SRI KRISHNA BHAVAN was launched at select SKS outlets. These high class pure vegetarian restaurants serve pan Indian

food with periodic theme oriented food melas for the food connoisseur.

**Mr M Mahadevan, Chairman & Director, Oriental Cuisines / Hot Breads,** 'is the change' that he wished for the culinary scene in Chennai. His stand-alone restaurants are specific, artistic, hygienic and the food 'unparalleled'!

Deliberately, he has eschewed the familiar cookie-cutter mentality of fast food chains and chose to open multiple brands of speciality restaurants. Today, he has 252 partners across 18 countries and has a finger in the pie of 476 eateries across the globe.

Under the umbrella of Oriental Cuisines Pvt Ltd, he has 14 fine dining restaurants serving delectable food for the soul in Thai, Japanese, Chinese & Indian style. 48 Quick Service restaurants - Wangs Kitchen & 68 bakeries carrying the brand name French Loaf, all of the above span the cities of Chennai, Bangalore & Kolkata in India.

In the span of 20 years he has opened with the help of like minded businessmen a grand total of 130 bakeries in 16 countries. The United States (New York & San Francisco), Ghana, France (Paris), UAE (Dubai), Botswana, Kuwait, Muscat, Singapore, Malaysia & the UK (London) & Australia (Sydney).

### **About India Food Forum**

Coca Cola Golden Spoon Awards 2017 powered by India Gate Basmati Rice honoured India's leading food & grocery retail and foodservice chains and innovations for business excellence across multiple categories in the year 2016.

The Awards ceremony was a key highlight of the 10<sup>th</sup> edition of India Food Forum (Jan 31– Feb 2, 2017, Bandra Kurla Complex, Mumbai), India largest food retail intelligence event.

India Food Forum was formed in the year 2008 under the chairmanship of the then Food Processing Minister with India's leading manufacturers, marketers and retailers of food, grocery and FMCG products joining in to take up a series of support initiatives for the Indian food retail business. The forum's sole purpose has been to connect all key stakeholders of food & grocery retail and HoReCa businesses with their respective potential partners to collaborate for profitable growth, collectively work towards new category development, boost consumption, share global best practices, benchmark new standards, and serve customers efficiently. Comprising a 360-degree format of conference, exhibition, networking and industry awards, India Food Forum is unarguably India's most exciting and forward looking knowledge sharing venue for food, grocery and FMCG brands, distributors, marketers, grocery retailers and foodservice companies.

### **About IMAGES Group**

Recognized by the international retail community through its B2B Magazines, business conferences, exhibitions, research publications, and digital media, IMAGES Group is India's largest retail intelligence organization that is trusted as the catalyst for profitable growth of modern retail through knowledge platform leadership. A strong portfolio of business publications has served since 1992 to inform, advise and inspire leaders and decision makers of the retail industry.