



Presents

INDIAN RESTAURANT CONGRESS 2012

2nd national convention on business of restaurant

Awards | Conference | Exhibition

INDIAN RESTAURANT AWARDS 2012

2nd national awards on business of restaurant

In Association with
FRANCHISE INDIA & Bloomberg | UTV
Your growth is our business BLUNT. AND SHARP.

AUGUST 27-28, 2012, HOTEL CLARIDGES, SURAJKUND, DELHI



Mr. Niren Choudhary,
President, Yum! Restaurants
India Pvt. Ltd & Conference
Chairperson, IRC, 2012



Mr. Manu Anand,
Chairman & CEO,
Pepsi Co. India



Mr. Rajeev Bakshi,
MD, Metro Cash & Carry



Mr. Phil Broad,
MD, Jumeirah
Restaurants LLC, UAE



Mr. Tapan Vaidya,
GM, Restaurant division,
The Jawad Business
Group, UAE



Mr. Rahul Akerkar,
MD & Director Cuisine,
Indigo (Degustibus
Hospitality Pvt. Ltd.)



Mr. Sanjay Khajuria,
Senior Vice President
Corporate Affairs, Nestle India



Mr. Vikas Mittal,
MD, McCain Foods India
Pvt. Ltd.



Mr. Rod Young,
MD, DC Strategy, Australia



Mr. Manu Mohindra,
MD, Under One Roof
Consultants Pvt. Ltd.



Mr. James R. Walker,
Chief Development Officer,
The Brass Tap, USA



Mr. Rajesh Srivastava,
Chairman & MD, Rabo
Equity Advisors



Ms. Padmaja Ruparel,
President, Indian Angel
Network



Mr. Saurabh Khanijo,
Director, Welgrow Hotel
Concepts Pvt. Ltd.(Kylin)



Mr. Jonathan Jordan,
President, Global Change
Management, Inc., USA



Mr. Samir Kuckreja,
President, National Restaurant
Association of India (NRAI)

500+
Food Service
Professionals

300+
Restaurant
Brands

70+
Industry
Experts

1000+
Award
Nominations

**One Mega
Show!**

The biggest show on Restaurant
business gets bigger and better!

Mr. Akshay Bector, MD, Mrs. Bector's Cremica
Mr. Sunil Kapur, Chairman, Blue Foods
Mr. Shivshankar R, Director, Barista Lavazza
Mr. Marut Sikka, Food Consultant & Restaurateur, Magique
Mr. Deepak Behl, Chief People Officer, The Kwaliti Group
Mr. Prosenjit Roy Choudhury, CEO, Barbeque Nation
Mr. Shiv karan Singh, Director, Impresario Entertainment & Hospitality Pvt. Ltd.
Mr. Alok Shivapuri, Principal, Institute of Hotel Management, Pusa
Mr. Vijay Abhimanyu, MD, Billionsmiles Catering
Mr. Vikas Arora, Executive Director, Precious Hospitality & Leisures Pvt. Ltd.
Mr. Ankur Warikoo, CEO, Crazeal.com

Mr. Sandeep Kataria, Director-Marketing, Yum! Restaurants India Pvt. Ltd.
Ms. Shweta Shetty, President- International Business, Café Coffee Day
Mr. Rajeev Panjwani, CEO, Travel Food Services
Mr. Ranjan Choudhury, Head Principal- Program Development, National Skill
Development Corporation (NSDC)
Mr. Manish Mehrotra, Executive Chef, Old World Hospitality
Dr. S. Baskar Reddy, Director, CIFTI-FICCI
Mr. Vikram V. Kamat, Executive Director, Kamat Hotels (India) Ltd.
Mr. Manmohan Kohli, Owner, Hotel Aroma
Mr. Hemendra Mathur, MD, SEAF India Investment Advisors
Mr. R Kumar, Chairman & MD, Continental Equipment India Pvt. Ltd.

Mr. Gokul Krishna, CEO, Cada-Designs Pvt. Ltd.
Ms. Seema Jhingan, Senior Partner,
Lex Counsel Law Offices
Mr. Anil Bhandari, Chairman, A B Smart Concepts
Ms. Binoo Wadhwa, Director-HR, Yum!
Restaurants India Pvt. Ltd.
Mr. Gopal Srinivasan*, Chairman & MD,
TVS Capital Funds Ltd.
Mr. Vikram Bakshi*, MD, McDonald's India
(North & East)

A GLIMPSE OF 2011 INDIAN RESTAURANT CONGRESS & AWARDS

The congress brought close to 300+ professionals from over 200 F&B service companies from India and abroad. Top restaurateurs, policy makers, food service professionals and consultants came together at the Indian Restaurant Congress & Awards 2011 to interact and share their knowledge and experiences on various topics related to best practices, regulatory issues and future trends in the food service industry.



Food Service Vision 2012 - A step towards changing gastronomy



ARE YOU A REASTAURANT SUPPLIER

- Understand the needs & demand cycles of growing restaurant chains
- Showcase or Brand your Products to over 300+ key restaurant owners & professionals
- Influence your buyers face to face

One of a Kind platform for FMCG groups, beverage suppliers, heavy equipment, kitchen suppliers, white ware, logistics ,real estate developers, food consultants etc

**Conduct a Workshop/
book a Stall now.**
Call @ 09323968158



ARE YOU LOOKING TO FRANCHISE YOUR RESTURANTS

- Find out if Your Restaurant can be franchised and how?
- Legally protect your Brand IP, TM, franchise agreements
- Organization design, teams, documentation for Managing franchise growth
- How to franchise in International locations
- Meet with Prospective single-unit/multi-unit franchisees

A must attend for Prospective, emerging and mature Food Franchisors, International F & B franchisors, franchise suppliers, Chain Store Vendors, Lawyers and Legal consultants

**To attend the Conference, Workshop
and Power Breakfast**
Call @ 09312687253



ARE YOU A RESTAURANT PROFESSIONAL

- How to Streamline operations ,build unit profitability, while opening new units very month
- New Age Financial Restructuring & Recapitalization
- Understand the Science and Art Franchisee Management
- Weigh Global Marketplace vs Domestic growth for new business
- Meet & Network with over 300+ successful restaurateurs
- Liaise with key suppliers, industry veterans, consultants and food professionals

Want more details on Indian Restaurant Congress & Awards 2012? Want to reserve your place at the early discount price?

Visit: www.franchiseindia.com/irc

Call @ 09312687253, 08595350504, 09555555433

Send sms IRC to 5667779



ARE YOU LOOKING TO START RESTAURANT BUSINESS

Discover the A-Z of

- Selecting right food concept
 - Over 50+ franchise concepts between Rs. 1 Lakh- Rs.10 crores
 - Writing a Restaurant Business Plan
 - Choosing the right location
 - The new Food & safety Regulations
 - Hiring Right People
 - Marketing to your Target customer
- Whether you want to serve fast food, south Indian, pizza or coffee, start your journey for starting a quick-service, midscale and upscale food establishment at IRC

To attend the Conference
Call @ 08595350504



ARE YOU AN INVESTOR

Discover

- Business dynamics of Multi-Unit/Multi-concept Restaurant Business
- Keys to Selecting Additional F & B Brands
- Building High-Performing Partnerships & Teams to execute growth
- Multi-Unit Leadership & Building Infrastructure to Support 30-50 units

Especially Interesting for Chain Store Strategists, Large Vendors, PE and Angel Financers, corporate investors, Multi-Unit Restaurant Operators, Mall Developers, Global Food Brands

To Speak at Conference or attend the Conference
Call @ 08595350505

Not to miss for

- CEOs, Directors, Vice-Presidents helping Restaurant Operations and Finance
- Chefs & Food Specialists
- F&B managers in Hospitality sector
- Restaurant Managers and General Managers looking after Business development, HR, Marketing and Sales
- Consultants supporting the Restaurant Industry

To attend the Conference and book Pitch Room
Call @ 09312687253

Want more details on Indian Restaurant Congress & Awards 2012? Want to reserve your place at the early discount price?

Visit: www.franchiseindia.com/irc

Call @ 09312687253, 08595350504, 09555555433

Send sms IRC to 5667779



Celebrating the spirit of Indian Food Service Industry

"The Indian eating out industry is slated to grow at approx. 20 % pa. The restaurant market in India is clearly calling for an exponential expansion, requiring companies to open more restaurants, faster and in optimal locations. Majority of the beneficiaries

will be the stand alone restaurant operators expanding in an organized format. The Indian Restaurant Congress in its second edition will focus on "Thinking Big. Acting Fast" designed to give restaurant fraternity the tools they need to take advantage of the many opportunities which exist today within the shortest

Gaurav Marya

President, Franchise India,
Chairman, Indian Franchise Association



Delighting customer and attaining scale

"I was part of the Congress in its first edition in 2011 which articulated a common vision and future, and now the second chapter of the restaurant congress gives us the opportunity to build innovative solutions in the context of the challenges the industry faces. It gives me

great pleasure to chair this conference that will discuss the art of serving, science of business management, and humility for learning from each other's experiences. I invite you to become more personally involved with the Indian Restaurant Congress, which can continue to maintain its relevance with the support and commitment the industry."

Niren Chaudhary

President, Yum! Restaurants India Pvt. Ltd.
Conference Chairperson, Indian Restaurant Congress 2012



Presents

INDIAN RESTAURANT CONGRESS 2012

2nd national convention on business of restaurant

In Association with

FRANCHISE INDIA & Bloomberg | **UTV**
Your growth is our business. BLUNT. AND SHARP.



The two day conference will bring together key representatives from the food service industry, trade bodies and associations, design professionals, product development companies, manufacturers, policy makers, investment groups and other stakeholders from the restaurant supplies and food industry.

TO ATTEND THE CONFERENCE

Call **09312687253, 08595350504, 08595350505**

Mail at **kamio@franchiseindia.com**

AGENDA

CONFERENCE AGENDA – DAY ONE

10:00 am - 11:15 am: Inaugural Session

"THE FOOD SERVICE VISION: RESTAURANT INDUSTRY 2012 AND BEYOND"

Welcome Address:

Ms. Ritu Marya-Editor in Chief, Retailer, Franchise India Holdings Ltd

Inaugural Address:

Mr. Niren Choudhary, President, Yum! Restaurants India Pvt. Ltd. & Conference Chairperson, Indian Restaurant Congress 2012

Session 1

Session Highlights

- Economic Forecast for the Restaurant Industry
- Opportunities for Increasing Consumption: A Fresh Take on Strengthening Food Safety quality – A policy thrust
- Movements, trends & new leadership in Food Service Business
- Need for better food processing infrastructure in India
- The food inflation challenge :Fixing the volatile commodity price effects on ROI performance
- Session Chair: Mr. Niren Choudhary**, Managing Director, Yum! Restaurants India Pvt. Ltd.
- Mr. Rajeev Bakshi**, Managing Director, Metro Cash & Carry
- Mr. Sunil Kapur**, Chairman, Blue Foods
- Mr. Manu Anand**, Chairman & CEO, Pepsi Co. India
- Mr. Akshay Bector**, Managing Director, Mrs Bector's Cremica Food Specialties

NETWORKING TEA/ COFFEE : 11:15 AM -11:30 AM

11:30 am—12:15 pm

Session 2: THE ANATOMY OF A CONSUMER: CONNECTING CONSUMERS WITH PROFITABILITY

Session Highlights

- Understanding the eating out trends
- Need to profile consumers' needs
- Filling out the gap in institutional catering services in India
- Families Matter! Why This Valuable Segment Warrant more loyalty building spend
- Keeping the consumer coming back for more
- Mr. Samir Kuckreja**, President, National Restaurant Association of India (NRAI) and Founder & CEO, Tasanaya Hospitality Pvt. Ltd.
- Mr. Sanjay Khajuria**, Senior Vice President Corporate Affairs, Nestle India

12:15 pm—12:35 pm: Keynote 1

"BRINGING INNOVATION & STANDARDIZATION TO THE INDIAN RESTAURANT SECTOR"—A MCCAIN CASE STUDY—A Keynote By: **MR. VIKAS MITTAL**, MANAGING DIRECTOR, MCCAIN FOODS INDIA PVT. LTD.

12:35 pm—1:30 pm

Session 3: EAT OR BE EATEN: POSITIONING FOR HIGH VOLUME BUSINESS

Session Highlights

- Best practices in Foodservice operations, relative to sales-building
- The Lifespan of Menu Trends- The Business Case for Menu R&D
- Additional revenues in Catering & Home Delivery
- Cost Audit & Control in Foodservice operations
- A better SUPPLY CHAIN MANAGEMENT
- Growth Vs. Operational Improvement deals

Want more details on Indian Restaurant Congress & Awards 2012? Want to reserve your place at the early discount price?

Visit: www.franchiseindia.com/irc

Call @ **09312687253, 08595350504, 09555555433**

Send sms IRC to **5667779**

- Sessin Chair: Mr. Marut Sikka, food consultant and restaurateur, Magique
- Mr. Rahul Akerkar, Managing Director & Director Cuisine, Indigo (Degustibus Hospitality Pvt. Ltd.)
- Mr. Shiv karan Singh, Director, Impresario Entertainment & Hospitality Pvt. Ltd.
- Mr. Saurabh Khanijo, Director, Welgrow Hotel Concepts Pvt. Ltd. (Kylin)
- Mr. Vikas Arora, Executive Director, Precious Hospitality & Leisures Pvt. Ltd.

NETWORKING LUNCH --1:30 PM-2:30 PM LUNCH

2:30 pm —3:00 pm: Keynote 2

RAISING THE GROWTH BAR --- A Keynote By: MR. ROD YOUNG, MANAGING DIRECTOR, DC STRATEGY, AUSTRALIA

3:00 pm — 4:00 pm:

Session 4: FOR WHAT IT'S WORTH- HOW TO ACCESS CAPITAL FOR GROWTH
Session Highlights

- How private equity firm promotes operational improvement and synergies
- How PE Firms are leading M&A deals in Restaurant Industry
- Financing Opportunities In Govt Guaranteed Loans
- Mr. Rajesh Srivastava, Chairman & Managing Director, Rabo Equity Advisors
- Ms. Padmaja Ruparel, President, Indian Angel Network
- Mr. Gopal Srinivasan, Chairman & Managing Director, TVS Capital Funds Ltd. *
- Ms. Seema Jhingan, Senior Partner, Lex Counsel Law Offices
- Mr. Hemendra Mathur, Managing Director, SEAF India Investment Advisors

4:00 pm —4:30 pm: Keynote 3

COLLABORATING FOR GROWTH – A Keynote By: MR. PHIL BROAD, MD, JUMERIAH RESTAURANTS LLC, UAE

CONFERENCE AGENDA – DAY TWO

10:00am – 11:00am

Session 1: CHAIN RESTAURANT STRATEGIC PLANING - REGIONAL VS, NATIONAL BUSINESS GROWTH PLAN

Session Highlights

- Menu Engineering & Design Planning
- Concept standardization and establishing successful partnerships with vendors
- Understanding unit expansion, operating margins, outsourcing & return on capital
- How to decide whether to Open, Relocate, Remodel or Simply Close the Store
- Pricing strategies –How fixed and variable model works
- Session Chair: Mr Samir Kuckreja, President, NRAI
- Mr. R Kumar, Chairman & Managing Director, Continental Equipment India Pvt. Ltd.
- Mr. Manu Mohindra, Managing Director, Under One Roof Consultants Pvt. Ltd.
- Mr. Vijay Abhimanyu, Managing Director, Billionsmiles Catering
- Mr. Gokul Krishna, CEO, Cada-Designs Pvt. Ltd.

NETWORKING TEA/ COFFEE: 11:00-11:15 AM

11:15 am – 11:45 am: Keynote 1

BUILDING A RESTAURANT CHAIN - A RECIPE OF SUCCESS --- A Keynote By: MR. TAPAN VAIDYA, GENERAL MANAGER- ASIA PASIFIC REGION, THE JAWAD BUSINESS GROUP, UAE

11:45 am —12:30 pm:

Session 2: INTERNATIONALISE: LOOKING BEYOND BORDERS

Session Highlights

- The global marketplace: What to know
- Is your Brand ready to go global
- Identifying the Global marketplace: Where & When
- Collaboration for global outreach
- Ms. Shweta Shetty, President- International Business, Café Coffee Day
- Mr. Manish Mehrotra, Executive Chef, Old World Hospitality

12:30 pm – 1:00 pm: Keynote 2

THE NEW AGE LEADERSHIP REALITIES- VANTAGE POINTS OF INSPIRATION

Session Highlights

Leadership has taken on many more forms and continues to evolve as the dynamics of people and communication evolve. The reality today is that today the Business owner needs to be crisis-prepared 24/7. It is not a matter of "if" you, as a leader, will deal with crisis; it is a matter of "when." A thought Leadership session that will allow food operators and entrepreneurs to conquer the emotional paralysis that robs vision and momentum, turning obstacles into incredible opportunities and harnessing the power of change-----

A Keynote By: Mr. Jonathan Jordan, President, Global Change Management, Inc., USA

4:30 pm —5:30 pm:

Session 5: ENABLING AND MOTIVATING FRANCHISE GROWTH

Session Highlights

- Business Opportunities in Restaurant Franchising
- Multiple Unit, Multiple Concepts: How the modern day franchisee profile is changing
- Building the franchisor-franchisee relation on communication & sound strategy
- Drawing the line- control concerns: finance, IP & property
- Session Chair: Mr. Phil Broad, MD, Jumeriah Restaurants LLC, UAE
- Mr. Manmohan Kohli, Owner, Hotel Aroma
- Mr. Rajeev Panjwani, CEO, Travel Food Services
- Mr. Vikram V. Kamat, Executive Director, Kamat Hotels (India) Ltd.
- Mr. James R. Walker, Chief Development Officer, Brass Tap, USA
- Mr. Shivshankar R, Director, Barista Lavazza

NETWORKING TEA/ COFFEE: 5:15 PM-5:30 PM

5:30 pm —6:30 pm

Session 6: BLUEPRINT FOR BUILDING A TALENT POOL- DEVELOPING WORK ETHIC IN RESTAURANT WORKPLACE

Session Highlights

- Latest Ways to Recruit and Retain today's Workforce
- How can inspired staff be trained to turn customers into fans?
- Strategies to build a culture of dedicated services
- Fighting the battle of low productivity, declining confidence and young employees not prepared to work.
- Training for skill development- a nationwide concern
- Session Chair: Dr.S Baskar Reddy, Director, CIFTI-FICCI
- Mr. Ranjan Choudhury, Head Principal- Program Development, National Skill Development Corporation (NSDC)
- Mr. Deepak Behl, Chief People Officer, The Kwaliti Group
- Ms. Binoo Wadhwa, Director Human Resources, Yum! Restaurants India Pvt. Ltd.
- Mr. Alok Shivapuri, Principal, Institute of Hotel Management, Pusa

NETWORKING LUNCH --1:00 PM – 2:00 PM LUNCH

2:00 pm-3:00 pm:

Session 3: REACHING OUT TO THE CONSUMER- MARKETING IT RIGHT

Session Highlights

- The strategy for Location Based Behavioral Targeting
- Making print work, Maximize Your Media Mix
- Social Media: The Fundamental Shift into the Future
- Mr. Ankur Warikoo, CEO, Crazeal.com (by GROUPON Inc.)
- Mr. Sandeep Kataria, Director-Marketing, Yum! Restaurants India Pvt. Ltd.
- Mr. Anil Bhandari, Chairman, A B Smart Concepts

3:00 pm -3:45 pm:

Session 4: THE LOCATION A-Z OF RESTAURANT DEVELOPMENT

Session Highlights

- Occupancy Costs: When Is Rent Too High and What to Do About It?
- Why Foodcourts are under-performing & how developers-operator collaborations can fix it
- Travel related Business models in F&B space: opportunities and options.
- Exploring benefits and problems that surround such transit locations (places like airports, metro stations, bus-stands & railway stations) and debate if the transit spots are the true profit pockets.
- Mr. Kishore Bhatija, CEO, Inorbit Malls

3:45 pm –4:00 pm:

Session 5: THE FUTURE OF FOODS SERVICE TECHNOLOGY- A CIO PANEL

Session Highlights

This practical discussion will explore the role that IT can play in an restaurant organization to support & provide integrated brand experience.

- Streamlining the Front of House including table management, reservations, mobile applications, hostess solutions, up-selling strategies and more.
- Back of House Smarts: strategies that operators can leverage to save time boost efficiency and add capital back to the bottom line including: labour management, inventory, accounting, cloud-based applications and more.

NETWORKING TEA/ COFFEE: 4:00 PM -4:15 PM

4:15 pm - 5:00 pm:

Session 13: BUILDING SOCIALLY SUSTAINABLE BRANDS-INNOVATIONS IN RECYCLING

Session Highlights

- Clearing the recycling hurdles that restaurateurs often face in managing their food waste streams.
- How the entire value chain can collaborate and champion industry-tested and economically advantageous efforts to recycle

Want more details on Indian Restaurant Congress & Awards 2012? Want to reserve your place at the early discount price?

Visit: www.franchiseindia.com/irc

Call @ 09312687253, 08595350504, 09555555433

Send sms IRC to 5667779



INDIAN RESTAURANT AWARDS 2012

2nd national awards on business of restaurant

In Association with

FRANCHISE INDIA & **Bloomberg | UTV**
Your growth is our business. BLUNT. AND SHARP.



The Indian Restaurant Awards premium focus is to create recognition for various industry experts who are part of this affluent industry. The awards will create a platform for the Indian players to showcase their expertise and gain prominence in the international markets by acknowledging outstanding creativity, customer service and top quality dining that is on offer throughout India. The winners whether they are the restaurants, restaurateurs or chefs they all are setting the standards for others in the industry to emulate.

Entering is Simple

3Stage Process

- 1** Select your category/categories
- 2** Fill nomination form and send it back to us or visit: <http://www.franchiseindia.com/irc> and nominate yourself online
- 3** Make payment through cheque/DD or pay online through payment gateway facility by your credit/debit card

TO NOMINATE YOURSELF FOR AWARDS

Call **09555555433, 09310055559**

Mail at awardnominations@franchiseindia.net

AWARD CATEGORIES

- Best Restaurant of the Year 2012
- Best Indian Cuisine Restaurant of the Year 2012
- Best Quick Service Restaurant of the Year 2012
- Best Fine Dining Restaurant of the Year 2012
- Best Restaurant for Customer Service in the Year 2012
- Best Restro-Pub of the Year 2012
- Best Sustainable/ Environmental Restaurant of the Year 2012
- Restaurant with Best Designed Interiors of the Year 2012
- Best Debutant restaurant of the Year 2012
- Best Café Chain of the Year 2012
- Best Menu R&D and Innovation of the Year 2012
- Best Restaurants Chain of the Year 2012
- Most Creative Concept Restaurant of the Year 2012
- Best Highway Restaurant of the Year 2012
- Best Foreign Cuisine Restaurant of the Year 2012
- Best Food Court of the Year 2012
- Chef of the Year 2012
- Life Time Restaurateur Award
- Best Celebrity Restaurant of the Year 2012
- Best kitchen Equipment Supplier of the Year 2012
- Best Indian Beverage Supplier of the Year 2012
- Best Indian Restaurant Consultant of the Year 2012
- Best Hotel Management Institute of the Year 2012
- King of Good Times Award 2012
- Best Bakery & Confectionery of the Year 2012
- Best Service providers to the Restaurants
- Best Northern region Restaurant of the year 2012
- Best Southern region Restaurant of the year 2012
- Best Eastern region Restaurant of the year 2012
- Best Western region Restaurant of the year 2012

Want more details on Indian Restaurant Congress & Awards 2012? Want to reserve your place at the early discount price?

Visit: www.franchiseindia.com/irc

Call @ 09312687253, 08595350504, 09555555433

Send sms IRC to 5667779



INDIAN RESTAURANT EXHIBITION 2012

2nd national exhibition on business of restaurant

In Association with

FRANCHISE INDIA & **Bloomberg | UTV**
Your growth is our business BLUNT. AND SHARP.



The expo will provide showcase & branding opportunities for product and service suppliers for the restaurant and food service industry. An apt platform to attract investors and business partners from the food service industry.

TO EXHIBIT/ SPONSOR

Call **09323968158**

Mail at **mumbai@franchiseindia.com**

Who should exhibit

- New Restaurant franchisors
- International brands looking for tie-ups in India
- Existing food service brands looking for franchise partners
- Technology and service providers
- Kitchen equipment suppliers
- Logistics and warehouse firms
- Food processing companies
- Architecture and design firms
- Security/ hygiene management services
- Crockery suppliers
- Legal, PE, funding and audit firms
- Food court developers and builders

Exhibiting benefits

- Showcase your products to restaurant owners
- Seek franchise partners and expand restaurant chain
- Pitch and network with PE, VC and government funding bodies
- Generate new sales leads and network with prospective clients
- Expand your business network and raise your profile in the industry and add more business association
- Leverage your restaurant brand identity internationally
- Attract potential investors and strategic partners
- Meet and establish relationships with potential buyers from around the world

For registration & more information

CONFERENCE REGISTRATION FEES

Regular Package: Rs. 15,000* per delegate

Premium Package: Rs. 20,000* per delegate
(includes networking dinner on August 27, 2012)

*exclusive of taxes

PAYMENT METHOD

Option 1: Cheque / Demand Draft
drawn in favour of **"Franchise India Holdings Ltd"**
payable at par and to be sent to **4th & 5th Floor, Charmwood Plaza, Eros Garden, Charmwood Village, Surajkund Road, Faridabad - 121009**

Option 2: Wire transfer
For account details, please contact the above.

Option 3: Online payment
www.franchiseindia.com/payment-gateway.php

Our Associates & Sponsors

Organized by
FRANCHISE INDIA
Your growth is our business

Knowledge Partner
ENTREPRENEUR INDIA®
Growth Company

Knowledge Partner
**CIFTI
FICCI**

Associates

zomato
Discover more places to eat around you

Inorbit

LAVAZZA
ITALY'S FAVOURITE COFFEE

Supported by
Indian Franchise Association

Supporting Partner
HOTREMAI

Official Magazine
Retailer | **THE FRANCHISING WORLD**

Official Portal
franchiseindia.com
Entrepreneur's Daily Dose

Online Partner
Hospitality
FOR THE HOSPITALITY PROFESSIONAL
BIZINDIA.COM

Online Partner
made.in india.com
connecting global buyers with indian suppliers

Technology Partner
POSist
Complete POS Assistant

Media Partner
Food & Beverage

Media Partner
BAKERY

Media Partner
SPRITZ

Media Partner
Inc.

Want more details on Indian Restaurant Congress & Awards 2012? Want to reserve your place at the early discount price?

Visit: www.franchiseindia.com/irc

Call @ 09312687253, 08595350504, 09555555433

Send sms IRC to 5667779

Conference Registration Form

Please complete this form immediately
and fax to 0129 4098840 or Send scanned
copy to kamio@franchiseindia.com

Name 1: _____
Designation: _____
Email: _____
Mobile: _____
Name 2: _____
Designation: _____
Email: _____
Mobile: _____
Organization: _____
Address: _____
Tel: () _____
Fax: () _____
Business Category: _____

CONFIRMATION: We hereby confirm our participation at the Congress

Date: _____ Signature: _____

IMPORTANT NOTE

The fee for this conference covers all written materials, lunch and tea/coffee during the day.
Joining instructions will be sent to you acknowledging your booking.
Substitutions / Cancellations: Upon receipt of your booking form along with payment, your seat will be confirmed.
Any cancellation must be received in writing, under no circumstances any payment made by the delegate would be refunded. This booking form constitutes a legally binding contract. It may be necessary for reasons beyond the control of Franchise India Holdings Ltd to change the content and timing of the programme, the speakers, the date or the venue. In the unlikely event of the programme being cancelled Franchise India Holdings Ltd will automatically make a full refund but disclaim any future liability.

Award Nomination Form

Please complete this form immediately
and fax to 0129 4098840 or Send scanned
copy to awardnominations@franchiseindia.net

Name of the Organization: _____
Name of the promoter: _____
Year of Establishment: _____
Ownership Pattern: _____
☐ Proprietary ☐ Partnership
☐ Pvt Ltd ☐ Public Limited
Address of Correspondence: _____
Mobile Number: _____
Direct Landline Number: _____
Email id: _____

Processing Fee: Rs.11,236 per category (Rs. 10,000 + 12.36% Ser Tax) (Each organization would be required to fill in a self nomination form).

- | | |
|--------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|
| <input type="checkbox"/> Best Restaurant of the Year 2012 | <input type="checkbox"/> Best Food Court of the Year 2012 |
| <input type="checkbox"/> Best Indian Cuisine Restaurant of the Year 2012 | <input type="checkbox"/> Chef of the Year 2012 |
| <input type="checkbox"/> Best Quick Service Restaurant of the Year 2012 | <input type="checkbox"/> Life Time Restaurateur Award |
| <input type="checkbox"/> Best Fine Dining Restaurant of the Year 2012 | <input type="checkbox"/> Best Celebrity Restaurant of the Year 2012 |
| <input type="checkbox"/> Best Restaurant for Customer Service in the Year 2012 | <input type="checkbox"/> Best Kitchen Equipment Supplier of the Year 2012 |
| <input type="checkbox"/> Best Restro-Pub of the Year 2012 | <input type="checkbox"/> Best Indian Beverage Supplier of the Year 2012 |
| <input type="checkbox"/> Best Sustainable/ Environmental Restaurant of the Year 2012 | <input type="checkbox"/> Best Indian Restaurant Consultant of the Year 2012 |
| <input type="checkbox"/> Restaurant with Best Designed Interiors of the Year 2012 | <input type="checkbox"/> Best Hotel Management Institute of the Year 2012 |
| <input type="checkbox"/> Best Debutant restaurant of the Year 2012 | <input type="checkbox"/> King of Good Times Award 2012 |
| <input type="checkbox"/> Best Café Chain of the Year 2012 | <input type="checkbox"/> Best Bakery & Confectionery of the Year 2012 |
| <input type="checkbox"/> Best Menu R&D and Innovation of the Year 2012 | <input type="checkbox"/> Best Service providers to the Restaurants |
| <input type="checkbox"/> Best Restaurants Chain of the Year 2012 | <input type="checkbox"/> Best Northern region Restaurant of the year 2012 |
| <input type="checkbox"/> Most Creative Concept Restaurant of the Year 2012 | <input type="checkbox"/> Best Southern region Restaurant of the year 2012 |
| <input type="checkbox"/> Best Highway Restaurant of the Year 2012 | <input type="checkbox"/> Best Eastern region Restaurant of the year 2012 |
| <input type="checkbox"/> Best Foreign Cuisine Restaurant of the Year 2012 | <input type="checkbox"/> Best Western region Restaurant of the year 2012 |

Exhibitor Space Application & Contract Form

Please complete this form immediately and fax to 0129 4098840 or Send scanned copy to mumbai@franchiseindia.com

Company Name: _____
Address: _____
Zip/Postal Code: _____ City: _____ Country: _____
Telephone: _____ Mobile: _____ E-mail: _____
Facsimile: _____ Website: _____
Contact Person: _____ Designation: _____

* Fascia: Exact name as to appear on Fascia board (in caps)

Exhibit Space Confirmation as specified below

S.No.		INR	No. of Units	Total cost
1	Business Lounge	Available On Request		
2	Shell Scheme Stand (Size 6 sqm/ 4sqm)	₹. 1.50 Lacs/ 1.25 Lacs		
3	Advertisement in Show Catalogue (Full Page)	₹. 60,000		
4	Advertisement in Show Catalogue (Back Page/ Gatefold)	₹. 100,000		
5	Advertisement in Show Catalogue (BI / FFI/ FI/ DS)	₹. 80,000		
6	Advertisement in Show Catalogue (Half Page)	₹. 35,000		
7	Standee Display/ Catalogue Distribution/ any other branding	Available On Request		
Total Amount Payable				

Terms of Payment

- 50% of the total amount to be paid within 48 hrs of raising the invoice. The balance amount is to be paid in full 15 days prior to the exhibition.
- Payment for all categories should be made in advance with applicable service tax of 12.36%.
- Payment should be made by Cheque/ Demand Draft in favour of **Franchise India Holdings Limited**, payable at New Delhi, India

* Access to the stand will not be given unless all accounts are settled prior to build-up dates

Bank Details

Payment can be remitted to our account as below:
Account Name: **Franchise India Holdings Limited**
Account No: 00922050003145 - **HDFC Bank Limited**

Terms & Condition Applies

WANT MORE DETAILS ON INDIAN RESTAURANT CONGRESS & AWARDS 2012?
WANT TO RESERVE YOUR PLACE AT THE EARLY DISCOUNT PRICE?

Conference Delegation

Call Amio **09312687253, 08595350504,**
08595350505
Mail at **kamio@franchiseindia.com**

Awards Nominations

Call Abhinav **09555555433,**
09310055559
Mail at **awardnominations@franchiseindia.net**

Exhibition / Sponsorship

Call Prakash **09323968158**
Mail at **mumbai@franchiseindia.com**

www.franchiseindia.com/irc | sms IRC to 5667779