



*Annual Report, 2016*

SPECIALITY  
RESTAURANTS LTD.



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# Curtain raiser

Food is not only one of the fundamental requirements for sustaining life. It also stands for nourishment, love, bonding, culture, sensorial pleasure and much more. Over four thousand employees and associates at Speciality Restaurants bring this belief to work everyday, creating a special experience for guests and stakeholders through food.

Speciality Restaurants is a leading player in the fine dining industry with restaurants across India, Bangladesh and Tanzania. Its flagship brand, Mainland China and Asia Kitchen by Mainland China, serves authentic cuisines of Chinese provinces and dishes from across Asia through 52 restaurants in 22 cities in India and 1 restaurant in Dhaka, Bangladesh and 1 in Dar es Salaam, Tanzania.

The Group's core brands consist of Oh! Calcutta, serving authentic flavours from Calcutta, Sigree and Sigree Global Grill which bring grilled flavours from all over the world to live grills on each table and Sweet Bengal, a confectionary chain of authentic Bengali sweets made with pure milk by artisans from Bengal.

In recent moves, the group has ventured into casual dining and lounge formats for the young-at-heart target audience with power brands like Café Mezzuna (All Day Bar and Kitchen) and Hoppipola (All Day Fun and Kitchen). By offering new age, global flavours and vibrant service, the Group is exploring new horizons in today's growth markets.

Other brands of Speciality Restaurants include Haka, Machaan, Kix, Kibbeh, Shack, Flame & Grill and Zoodles.



## Our Mission

To consistently provide world-class cuisine and experience at an affordable price.

To create a dining experience whose uniqueness lies in elegance and refinement, brought alive by care and personalized service in a warm, vibrant environment, that makes everybody feel special.



# From the CHAIRMAN'S DESK



Dear Shareholders,

After two consecutive years of unabated pressure upon disposable income, we now foresee an easing of consumer price inflation as a result of concerted action by the Government of India and RBI.

We expect that the recent decision to implement the amended APMC Act would reduce pressure on fruit and vegetable prices. The economy is also expected to maintain the higher growth rate, as measured by the new index. Therefore, the prospects of the Hospitality sector, which includes Fine Dining, are likely to revive in 2017.

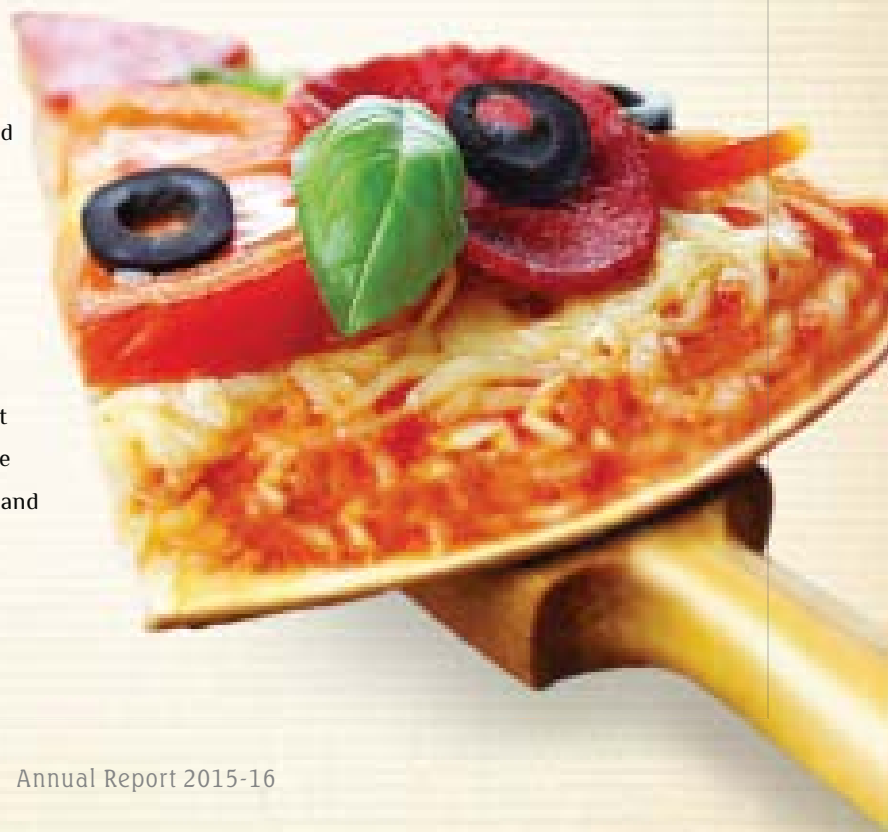
Meanwhile, the economic austerity of the last 24 months has resulted in a shift from the full service to the self-service format. This move has been aided by the faster pace of social life created by various internet-based applications. Your company has been alive to these changes in consumer preferences and it has constantly innovated its service offerings in response.

Your company is keenly aware of the service-intensive nature of the fine-dining industry and it has constantly innovated to be at the leading edge of the new service format. The highly motivated and well-trained band of employees have keenly participated in these changes.

The range of outlets as well as the service offering have both been renewed and refreshed. The company, therefore, is ready to ride the crest of the long-awaited revival of consumer demand.

A handwritten signature in black ink.

**Susim Mukul Datta**  
Chairman





# Our foundation, built on brands

*Each of our brand enjoys a unique positioning in the markets. They operate and constitute an important aspect of our strategic roadmap over the next several years. We have defined a set standard within which all of them operate and going forward they will play a key role in our near and long-term success.*





## Flagship Brand

### MAINLAND CHINA



#### Mainland China

What started off as Speciality's innovative venture in offering diners Chinese cuisine of a fine dining quality, soon transformed into its flagship brand with 52 restaurants in 22 cities across the country. Having conquered taste buds in India, Mainland China has also set forth with international expansions. After gaining a loyal following in Tanzania, Mainland China set its sights in Doha. Now fully functional, Mainland China, Doha continues the grand Chinese tradition of fine dining which has now gained a reputation for serving the finest Chinese cuisine outside China to discerning gourmets all over the world.

This brand has acquired great acclaim, top of the mind recall, and a loyalty among gourmets over the years with its perfect balance of Ying Yang flavours aimed at bringing together harmonizing and contrasting aspects of Chinese cuisine.

Formerly known as Mainland China Asia Kitchen, Asia Kitchen by Mainland China is a refreshed look into the eat streets around Asia





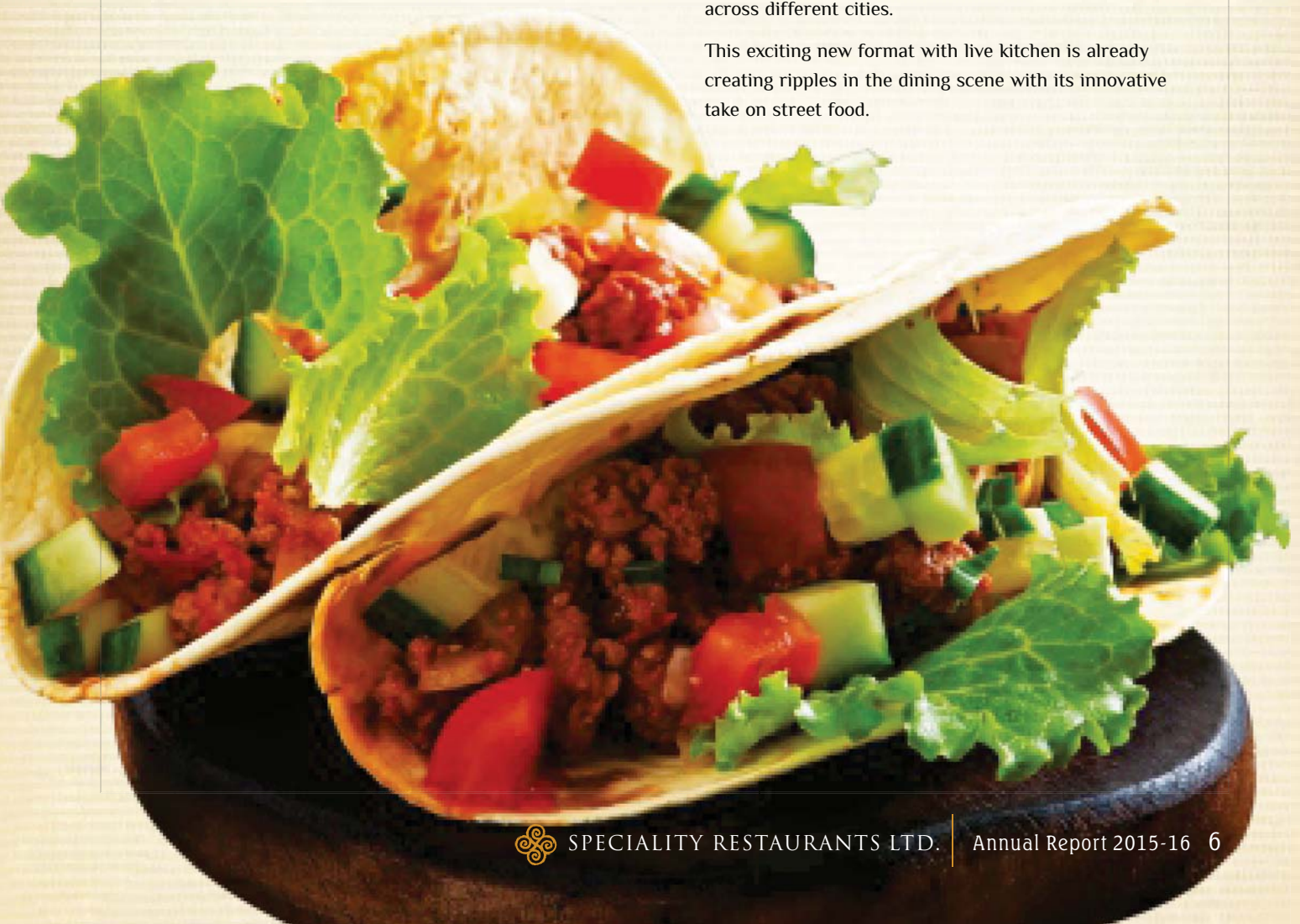


#### Asia Kitchen by Mainland China

Asia Kitchen by Mainland China was conceived as a brand refresh for Mainland China offering a taste of the food-streets of the Far-East, flavoured and seasoned to perfection from Hong Kong, Thailand, Malaysia, Myanmar, Japan, Singapore and of course China.

After receiving a tremendous response from its first outlet at Oberoi Mall, Mumbai, led to the opening of a second restaurant at Palladium Mall followed by unveilings in Chennai and Bangalore. Its maiden inaugural at Acropolis Mall in Kolkata garnered much praise and appreciation. Asia Kitchen by Mainland China is currently undergoing plans to open additional outlets across different cities.

This exciting new format with live kitchen is already creating ripples in the dining scene with its innovative take on street food.





## Core Brands

### Oh! Calcutta



#### Oh! Calcutta

Oh! Calcutta is an ode, a celebration to the romantic city of Calcutta and its gastronomic delights. Here, the cuisine is quintessential Bengali. It offers a diverse and traditional fare of authentic Bengali cuisine that is reminiscent of Kolkata as it once was. Contemporary yet evocative. Modern yet traditional.

Our Chefs regularly source rare ingredients from the region, visiting small hamlets in search of unique dishes that consistently surprise the palate. To ensure the experience is unique with every visit. As a result, the brand is constantly pushing the envelope to always bring something memorable to the table.

sigree

GLOBAL GRILL



#### Sigree Global Grill:

As an outlet, Sigree Global Grill, specializes in unlimited grills from the Orient, Mediterranean, Spanish, Mexican and of course Indian cuisines, served on live grills in the style of Brazilian Churrascaria or Japanese Hibachi. Sigree Global Grill brings together next generation dining for the globe-trotting gourmet that too at an all-inclusive price.

Sigree Global Grill is already a winner of Times Good Food Awards for Best Multi Cuisine Buffet in Mumbai.

This model of dining has attracted several new players in the market offering a similar kind of cuisine, therefore Sigree Global Grill's approach in the future remains in highlighting its unique offerings which differentiates it from the others.

### Sweet Bengal



#### Sweet Bengal

Speciality Restaurant's venture into confectionaries began with Sweet Bengal. Sweet Bengal opened in Mumbai to give sweet connoisseurs a taste of authentic Bengali delicacies.

Made from the freshest milk, ghee and natural extracts by sweet makers specialized in making Bengali sweets for generations, Sweet Bengal has created a niche in its category and has become the favourite destination for those seeking authentic Bengali sweets.

For its next chapter, Sweet Bengal is contemplating expanding and spreading its sweetness in other cities.



## Power Brands



### Café Mezzuna

Café Mezzuna proved its potential with its first launch at Forum Mall, Kolkata. Conceived as an all-day, semi-casual dining restaurant, Café Mezzuna serves up a feast of Moroccan, Mediterranean, Spanish, French and Italian flavours with a carefully-designed bar menu, keeping in mind the well-travelled connoisseur.

A great success led to the second opening in Kolkata, this time at South City Mall. Café Mezzuna recently launched in Mumbai and attained a hearty response and shows increasing trends every month.

This appreciation has translated into winning the Times Good Food Awards for Best Thin Crust Pizza and Best All Day Dining Café in Pune.

As of this year, Café Mezzuna successfully launched its first outlet in Mumbai with its second one in Kolkata, both of which received rave reviews.



### Hoppipola

In a short span of just 3 years, Hoppipola has successfully opened 10 outlets in several cities. This speaks volumes of this brand's potential.

Literally meaning “jumping in puddles” in Icelandic, Hoppipola is for those who are young at heart. Patrons are encouraged to participate in Beer Pong, Chuggathons, read from a quirky book section, play video and board games among other fun stuff.

As a way of catering to a growing market of young, independent diners, Hoppipola offers ample contemporary flavours such as finger food and bar nibbles. Innovative mocktails also add to the funky menu.



## Other Brands

HAKA



### Haka

Devised for guests on the go, Haka provides an innovative menu and a range of quick bites and dim sums. Haka is ideal for those seeking to go shopping and have a quick bite before entering the movies. It has gained quite a popularity with the youth.

MACHAAN



### Machaan

With a unique jungle theme, Machaan was created as the perfect getaway from the hustle and bustle of the city.

Machaan specializes in serving traditionally cooked Indian dishes in a way that retains the freshness of each ingredient.

The combination of an imaginative ambience with a delectable menu draws in children and large families.

