



SPECIALITY

RESTAURANTS LTD.

*Annual Report, 2017*



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# Curtain raiser

Food is the most basic requirement of human life, it not only nourishes and keeps us healthy, but it also represents culture and tradition. Three thousand and seven hundred employees of Speciality Restaurants come everyday with this very belief and conviction, creating a space that makes every morsel delicious and appetizing.

Speciality Restaurants hold the baton of fine dining industry with restaurants across India, Bangladesh, Qatar and Tanzania. Its flagship brand Mainland China and Asia Kitchen by Mainland China brings to your table the authentic Chinese cuisines and dishes from across Asia through 52 restaurants in 20 cities in India, 1 restaurant each in Dhaka, Bangladesh, Doha, Qatar and 1 in Dar es Salaam, Tanzania.

The core brands of the Group are Oh! Calcutta (bringing the real flavors of Calcutta to your plate),

Sigree and Sigree Global Grill (serves the grilled flavors 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).

The group has set its foot in the casual dining lounge formats targeting the younger generation with power brands like Café Mezzuna (all day Bar and Kitchen) and Hoppipola (all day eat, drink and play concept). New age offering, vibrant service and global flavours by our brands have created a new paradigm in the hospitality sphere.

Other brands of Speciality Restaurants include Haka, Flame & Grill, Machaan, Kix, Kibbeh, Shack, Zoodles and our latest addition being Gong.

## 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,

The introduction of Goods and Services Tax (GST), a single tax intended to replace the existing Central and State indirect taxes has taken place from July 2017. This is expected to reduce tax incidence in the hands of the end consumers. The Indian economy is expected to have early revival and growth in overall consumption across all sectors including Hospitality.

During the last five years, the rapid growth of multi-activity destinations (such as shopping malls and multiplexes), has radically altered the character of the Fine Dining Industry. Based upon the continuous and well-paced focus on innovation and expansion, building on the existing strengths, your Company has continued to enjoy a leadership position in the Fine Dining Industry. Therefore, the management is confident about riding the current disruption in order to come out on top.

Indian cuisines has been accepted and gained popularity in the international markets.

With a view to tap this emerging opportunity, several established Indian food service operators, including your Company, are evaluating key markets such as Middle East, United Kingdom and United States of America for profitable growth.

Your Company has a good set of brands in different cuisines, formats and segments and has also been investing in new brands in order to service the aspirations of all guests across geographies and age groups. Your Company is confident about capturing the emerging growth opportunities and thereby bringing about a return to profitability.

A handwritten signature in black ink.

**Susim Mukul Datta**

Chairman





## Our foundation, built on brands

Every brand of ours has created its own niche. They operate and constitute an important aspect of our strategic roadmap over the next several years. Our pre-defined rules and standards have allowed a smooth run for all the franchise and continuing this trend will inch us closer to near and long-term goals and success.





# Flagship Brand

## MAINLAND CHINA



### Mainland China

Our desire to serve our customers with authentic Chinese cuisine brought Mainland China into existence. Its unique ambience and flavors made it an overnight success and soon it flourished in 20 cities with 48 restaurants. After conquering the Indian taste buds, it was time to make our presence felt outside our own borders. The overwhelming response and a thriving base in Tanzania has made us to



map Doha where it has earned the reputation for serving the finest Chinese cuisine outside China to discerning gourmets all over the world.

The brand has garnered great reviews, acclaim, top of the mind recall, and a loyalty among gourmets over the years. Its offerings have the perfect balance of Ying Yang flavours that brings harmony and contrasting aspects of Chinese cuisine.





# POH

PROGRESSIVE | ORIENTAL | HOUSE



## POH

As continuation of our determination to dominate in Chinese and Pan Asian Market in India, the Company has given birth to a new boutique oriental restaurant called POH (Progressive Oriental House).

This restaurant at Kamala Mills, Mumbai is targeted towards crème de la crème and HNI's, who are looking for newer flavours and experience.



## Asia Kitchen by Mainland China

Enjoy food, flavoured and seasoned to perfection from streets of Far-East, Hong Kong, Thailand, Malaysia, Myanmar, Japan, Korea and China in Asia Kitchen – a fresh new avatar of Mainland China.

The Oberoi Mall in Mumbai saw its first outlet and from here started the journey of stupendous response and staggering expansion. Palladium Mall (Mumbai) got the second outlet, Chennai and Bangalore soon followed. Its first outlet at the Acropolis Mall in Kolkata has now become a huge rage for its food and flavor. 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.

Asia Kitchen by Mainland China is a refreshed new format of Mainland China with exciting Pan-Asian flavours with open kitchen and semi-casual ambience.





# Core Brands

## oh! Calcutta



### Oh! Calcutta

A flavory homage to the celebratory soul of Calcutta is Oh! Calcutta. Satisfy your Bengali food cravings with the time-honored dishes. It serves the traditional fare of authentic Bengali cuisine that is reminiscent of Kolkata as it once was.

Every ingredient used here is sourced from the small hamlets of the region. The chefs regularly throng the market to find something that can surprise the palate. The brand has been able to create a new trend and has been well received and appreciated by the customers.

## Sweet Bengal



### Sweet Bengal

Authentic Bengali delicacies are hard to find outside Kolkata. To satisfy your sweet tooth cravings Speciality restaurants ventured into confectionaries with Sweet Bengal.

Prepared from the purest ingredients like freshest milk, ghee and natural extracts by the specialized sweet makers, it serves you the most genuine taste of Bengal.

The rising demand of its taste and lovers has prompted the Speciality Restaurants to expand its base in more cities.

sigree

## GLOBAL GRILL



### Sigree Global Grill

A place that specializes in unlimited grills from the Orient, Mediterranean, Spanish, Mexican and Indian cuisines, served on live grills in the style of Brazilian Churrascaria or Japanese Hibachi. It's authentic taste and flavour has given it the Times Good Food Awards for Best Multi-Cuisine Buffet in Mumbai.

This new concept of dining has inspired other players to follow the same model. Sigree Global Grill has always aimed to be unique, be it in its food, flavor or ambience, and till date this driving force has differentiated us from the others.



# Power Brands



## Café Mezzuna

Café Mezzuna's first launch in Forum Mall, Kolkata, spoke volumes about its potential. An all-day, semi-casual dining restaurant, Café Mezzuna serves up a feast of Moroccan, Mediterranean, Spanish, French and Italian flavours.

An overwhelming response led to its second opening in South City Mall, Kolkata. Its unanimous admiration made it to win the Times Good Food Awards for Best Thin Crust Pizza and Best All Day Dining Café.



## Hoppipola

13 outlets across India in just 4 years, this is the craze that Hoppipola has created. The young at heart crowd here indulge themselves in Beer Pong, Chuggathons, or a quirky book section, corner for video and board games among other fun stuffs. To cater the growing market of young and independent diners, Hoppipola offers contemporary flavours such as finger food and bar nibbles. Innovative mocktails also add to the funky menu. The most recent outlets in Kolkata has been creating unprecedented waves across the city.



# Other Brands

**HAKA**



## Haka

Innovative menu with a range of quick bites and dim sums is the best way to define Haka. Ideal for those who want to have a quick bite before shopping or entering the movies. Its popularity amongst the youngsters has made it a new dining destination.

**MACHAAN**



## Machaan

Want to spend some time in the lap of nature and enjoy authentic Indian cuisine, come to Machaan. A perfect getaway from the hustle and bustle of the city. Machaan serves traditionally cooked Indian dishes in an imaginative ambience that draws children and large families.

## DARIOLE



## Dariole

Dariole is your cosy, affectionate neighborhood confectionery and café, where the city's best croissants,

buns, puffs, wraps, cakes, cookies, pastries and breads are born every day. It's the latest venture from the house of Speciality Restaurants, the cuisine grandmasters who now brings master bakers in a state-of-the-art bakery creating little masterpieces with flours sourced from local mills.

