

CREATING A LEGACY

BROTHERS PRAKASH AND RAMESH KHEMCHAND CHAWLA TELL BINDU GOPAL RAO WHAT IT IS LIKE TO CARRY ON A FOOD LEGACY THAT DATES BACK TO 1895

The year was 1895. This was when the story of B and K Bhagat Tarachand began from the vision of Tarachand Chawla who launched a humble eatery in Karachi. Apart from his delicious food, it was his magnetic personality, generosity, and goodwill that earned him the title '*Bhagat*'. Post partition, Bhagat Tarachand moved to Mumbai's Zaveri Bazaar. Today his grandsons Prakash, Ramesh and Late Gurmukh Khemchand Chawla are continuing his legacy.

Prakash (PKC) and Ramesh (RKC) are third generation restaurateurs who have seen their father's passion and love to serve in spite of his struggles, and this is what keeps them going. Ramesh is involved in procuring the best raw materials and looks into BMC and legal-related work. As a person who believes in high standards of taste and quality, he works passionately with staff members and trains them to prepare wholesome and healthy traditional meals and dishes. Prakash on the other hand is involved in management, customer relations, adapting newer processes, and upgrading systems. He advises the next generation on growth and day-to-day operations, keeping in mind the best practices and produce as per the legacy handed to them. Now, the brothers tell us more in this exclusive tête-à-tête.

How do you look back at the legacy of your restaurant?

PKC: Though we are now a widely successful franchise, what remains consistent from the little stall in 1895 is

the serious commitment to quality and freshness. We now span all of Mumbai, as well some other cities that we have set up in recently. It is our constant endeavor to maintain our legacy of fresh, quality, vegetarian food at affordable prices. What started out as a service for working-class men in the early 1970s now has a clientele that includes families and tourists as well.

RKC: It's a part of our heritage now - something to cherish. We have to keep the flame alive by nurturing the values and beliefs that went into the making of that legacy.

What is its USP?

PKC: The USP is *Ghar Jaisa Khana*. Our cooks churn out fresh, healthy, and delectable food not once (which is the industry standard), but twice a day. We are so committed to quality and meeting customer's expectations, that we use the same raw materials at home as we do in the restaurant.

RKC: We use the best and freshest ingredients and serve homely delicious meals using recipes passed down from one generation to the next.

What does food mean to you?

PKC: Food to me is Service to God, in the form of providing satiating and wholesome meals to our guests.

RKC: To me, food is comfort. It nurtures the body mechanisms - especially vegetables. It is important to me to serve good food to my customers and bring a smile to their faces.

How hard is it to source fresh ingredients and maintain the taste?

PKC: With the supermarket culture,