



Prakash & Ramesh Khemchand Chawla

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vendors who are able to commit to the same quality.

RKC: Partnering with the correct franchisee is extremely critical for us as we need someone who understands our brand ethics and values and has a passion for serving others through food. We conduct mystery audits, have regular quality and operational audits and monitor the feedback.

What sets the vegetarian food you serve apart from the rest?

Both: Our signature dishes, like the Kutchi Beer (*chaas* served in a sterilized beer bottle), Shikarpari *Phulka*, *Palak Bhurji*, *Papad Churi*, *Dal Tadka*, and *Moong Dal Halwa* have all been innovated in house over the last 50 years. These dishes, we guarantee, will not be found elsewhere.

What about future plans?

PKC: We are already in the process of expanding to all major cities in India.

RKC: We look forward to growing steadily and hope to serve people across the country by maintaining consistency and quality.



foods that have a longer shelf life are readily available. We attempt to keep maintaining our sources of fresh produce, with the help of our loyal vendors who have been with us for decades. Through constant monitoring and training programs, we are able to maintain flavors while adapting to new dishes.

RKC: Yes, our rotis are made from whole wheat

cultivated in Madhya Pradesh, the rice we prepare is from South India, fresh potatoes are brought in from Indore, onions from Lasalgaon (Nashik), red chillies from Kashmir, garlic from Rajasthan and the milk we use is amongst the finest. We strive to make every dish that comes from our kitchens, an experience of a lifetime.

How do you control quality especially in a franchise model?

PKC: Even in a franchise model, we are quite involved in daily operations, especially in the kitchen. The chefs and kitchen staff are all trained by us and continue to be monitored by us. The vendors, when the franchise is local, are the same who supply to our flagship restaurants. In other cities we work with