



Dining delights to home delicacies, restaurants get into gourmet retail

From delectable pastes to artisanal blends, savoury chips to ice-creams, culinary treats crafted by in-house chefs are hitting the shelves

ABHILASHA OJHA
New Delhi, 4 April

For its upcoming restaurants in cities such as Bengaluru, Mumbai and New Delhi, Burmese restaurant Burma Burma is redesigning its interiors to create prominent shelf space for its merchandise and ready-to-eat gourmet products. These include khowsuey pastes, chilli garlic oils, ready-to-eat lotus stem chips, tea leaf salad paste, crunchy seed mix, dry Burmese spices, tea blends, and artisanal ice-creams, along with t-shirts and branded chopsticks.

Burma Burma is one of many restaurants that are diversifying into gourmet retail.

Azure Hospitality, which runs pan-India food and beverage brands such as Mamagoto, Dhaba Estd 1986, Sly Granny and Foxtrot ventured into food retail in 2021. In the last two years, Café Diva, Hunan at Home (Bengaluru), Mahabelly (New Delhi), Kitchen Garden by Suzette (Mumbai) and Fig & Maple (New Delhi) have joined the list of restaurants that are selling gourmet pantry staples.

Among the first to enter the gourmet retail segment was ITC's iconic restaurant, Bukhara, which turned 45 this year. It launched its brand of ready-to-eat gourmet products, including its signature dal Bukhara, way back in 2001.

Customer acquisition and loyalty, besides brand recall, are some of the reasons restaurants are strategically pivoting towards gourmet food retail and merchandising.

When pandemic bit

For most players, this category was a construct of the Covid pandemic, when they returned to the drawing board to re-strategise as restaurants remained shut during the lockdown.

Post-pandemic, it has become a marketing strategy to widen the consumer base.

Take the case of Burma Burma, which launched its retail vertical in 2021 with eight products. Now, it has 25 to 30.

Apart from the restaurant's

GOURMET GAMBLE

Burma Burma, Bukhara, brands by Azure Hospitality, among others have joined the list of restaurants selling gourmet products

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website, these products are available on platforms such as Amazon, Flipkart, Swiggy and Zomato, as well as in the retail store Nature's Basket.

With an initial investment of about ₹ 8 lakh, the promoters of Burma Burma started a separate factory-cum-laboratory in Mumbai with chefs, digital creators and food technologists hired specifically for its branded gourmet food retail vertical.

The 10-year-old restaurant's retail sales are now upwards of ₹15 lakh a month. Ankit Gupta, co-founder, Burma Burma, is confident of generating sales of ₹25-30 lakh per month by the end of 2025.

Rahul Khanna, co-founder of Azure Hospitality, says the company decided to venture into food retail backed by customer demand. While Mamagoto's merchandise (cushion covers, artworks, etc) has been on sale for the last 12-odd years, the company launched its range of dips, sauces and pastes during the pandemic.

"We have along the way realised that retail is an important extension of our brand's storytelling," says Khanna.

Within the next month, Azure

Hospitality intends to roll out a bigger range of products: handmade pasta, black bean jam, pickles, flavoured oils, dips, artisanal ice-creams, black pepper, momo, and rice and noodle master sauces, among others.

Last year, Diva Casa Pantry shut its operations and tied up with Nature's Miracle, a hydroponic fruit and vegetable company, to co-create a range of sauces – salsa rossa, arrabiatta, aglio e olio – for Le Marche, a gourmet retail store. The packaging credits chef Ritu Dalmia.

Avantika Singh, manager, marketing and communication, Riga Foods, which owns Diva, says the shift happened so the focus could return to the core business of running restaurants.

Fresh ingredients

According to Anita Sahoo, founder and CEO of Home Kouzina, a two-year-old food aggregator that was in the business of supplying hot meals, restaurants getting into gourmet food retail requires fresh investments, clear strategy and a proper roadmap for growth. Also needed are a team of food technologists, analysts, a dedicated factory space, packaging units, lab-testing facilities (even if outsourced), tech designers and website developers.

For Home Kouzina, food retail has now become the main driver of business.

It creates pickles, ready-to-eat snacks, masalas, and paste from various regions of South India, including Coimbatore, Chettinad and parts of Kerala, besides Rajasthan, Odisha, Bihar and Goa.

Sahoo turned to branded retail after her hot meal business went kaput due to logistical issues – riders not reaching the destination; food getting cold due to extra time taken on account of traffic jams; home chefs increasing their prices due to inflation, impacting brand loyalty.

"We are seeing repeat orders and faster revenues in food retail since we are continuing to work with among the best home chefs to bring products that have zero-preservatives, no added colours, and fresh and

authentic taste." The Goan masala range by chef Crescentia, creator of the iconic but now shut Bernardo's Goan Restaurant, for instance, continues to be a hit.

More than a side dish

Some of the newer restaurants are integrating retail at the outset. Aidu, a South Indian restaurant in Hyderabad's Jubilee Hills, which opened in February, started simultaneously selling packets of podis and pickles at the outlet.

Ditto for Colocal, a bean-to-bar chocolate factory and café brand, which launched both its café and the retail business together in 2020.

The company, which clocked a turnover of Rs 25-30 crore last year, says 10 to 15 per cent of its overall sales comes from retailing premium chocolate bars, spreads, baking chocolate and hot chocolate powder. By next year, it expects retail to account for 25-30 per cent of its revenue, and eventually, 70 per cent.

The cross-branding with its sister company, Hyderabad-based Roastery Coffee House, a café with locations in Delhi-National Capital Region, Lucknow and Kolkata, helps.

Anshi Saxena, Colocal's co-founder, says the biggest benefit of restaurants and café getting into gourmet retail is that "suddenly, the brand can be present in any part of the world".

In the next two years, Colocal expects to roll out a slew of chocolate products through tie-ups with offline gourmet retail partners.

Its production has already shot up from 160 chocolate bars a month in 2020 to over 4,000 now. "Retail is contributing to our growth in a big way," says Saxena. "We are looking to upgrade our factory so that by year-end or early next year, we can launch more varieties and look at selling with gourmet stores."

Pricey treat

Not everyone, though, wants to bite into this segment, considering that the margins are slim and cost of labour, real estate and raw material remain high.

"The effort of managing inventory and sales wouldn't be a worthwhile use of resources for a high-end restaurant like ours," says Rahul Bhambri, co-founder of Michelin-recognised ROOH (San Francisco and New Delhi) and Pippal (San Francisco). "It's a controlled preparation of food that happens at our restaurants and we might not want customers using condiments that could alter the intended taste of the dish."

That said, the Indian gourmet food market, currently valued at \$1.3 billion, is expected to grow at 20 per cent every year.

Step into Food Stories, a gourmet retail store that opened a month ago in New Delhi's Ambience Mall in Vasant Kunj, and you find people reaching out for artisanal cheese from Australia, Arizona-imported dark chocolates, South Korean strawberries, and freshly ground spices and dry fruit.

Says Avni Biyani, founder, Foodstories, "With increased exposure to global food trends and greater access to quality ingredients, India has widely accepted gourmet food." According to her, globally renowned chefs and F&B brands frequenting India for pop-ups, the rise of culinary culture by way of food shows by home chefs, and an evolved Indian palate "to crave finer flavours and recreate the experience of fine dining at home" is leading to a growing interest in gourmet cuisine.

It's only a matter of time before gourmet products from Indian restaurants appear on these shelves. The consumer is already here.

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Business Standard 50 Years of Insight

KOHINOOR PULP & PAPER PRIVATE LIMITED (IN LIQUIDATION)		
CIN : U74999WB2008PTC126964		
LIQUIDATOR - CVR Krishnaswami		
(Reg. No. IBBI/PA-001/IP-P01302/2018-19/12217)		
Notice is given to the public in general that the following Asset Lot of KOHINOOR PULP & PAPER PRIVATE LIMITED (in Liquidation) ("Corporate Debtor") (in liquidation vide order of Hon'ble NCLT dated 01.07.2019) is proposed to be sold in accordance with clause (c) of regulation 32, sub-regulation (1) of regulation 33 and Schedule I of the Insolvency and Bankruptcy Board of India (Liquidation Process) Regulations, 2016 through e-auction platform. The interested applicants may refer to the detailed Sale Process Memorandum by writing to liquidation.kohinoorpulp@gmail.com with a copy to rpcvrkswami@gmail.com		
Date and time of e-Auction	April 29, 2024 from 11:00 Hrs. IST	
Last Date for Submission of Bid Documents	April 19, 2024	
Last Date for Submission of Earnest Money Deposit	April 26, 2024 17.00 hrs	
Particulars of The Asset	Reserve Price	Refundable Earnest Money Deposit
Machinery purported to be Cooking plant and fibre line	4,77,00,000.00 [Rupees Four Crore Seventy Seven Lakhs Only]	47,70,000.00 [Rupees Forty Seven lacs and seventy thousand only]
I. E-Auction will be held for sale of the Asset Lot of the Corporate Debtor on an "AS IS WHERE BASIS", "AS IS WHAT IS BASIS", "WHATEVER THERE IS BASIS" and "NO RECOURSE BASIS" without any representation, warranty or indemnity and will be conducted "online".		
II. This Notice shall be read in conjunction with the Sale Process Memorandum dated 5th April 2024 containing details of the Assets, online E-Auction Bid Form, Declaration and Undertaking Form, General Terms and Conditions of the E-Auction which are available on the site: https://www.eauctions.co.in or send an e-mail to liquidation.kohinoorpulp@gmail.com / rpcvrkswami@gmail.com		
III. "Disclaimer": The Advertisement purports to ascertain the interest of Bidders and does not create any kind of binding obligation on the part of the Liquidator. The Liquidator reserves the right to amend and/or annul this invitation including any timelines or the process involved herein, without giving reasons, at any time, and in any respect. Any such amendment in the invitation, including the aforementioned timelines, shall be notified.		
Place : Kolkata	CVR Krishnaswami	Sd/-
Date : April 05 2024	Reg. No. IBBI/PA-001/IP-P01302/2018-19/12217	Liquidator for KOHINOOR PULP & PAPER PRIVATE LIMITED
Address : C/O Naresh nath Mookherjee shipping private Limited, 12/1 Lindsay street Kolkata 700083		
E-mail : liquidation.kohinoorpulp@gmail.com		



TATA
TATA CONSUMER PRODUCTS LIMITED
CIN : L15491WB1962PLC031425
Registered Office : 1, Bishop Lefroy Road, Kolkata-700020
Tel : +91 033 22813779/3891/4422/4747/66053400
E-mail id: investor.relations@tataconsumer.com, Website: www.tataconsumer.com

NOTICE OF POSTAL BALLOT

NOTICE is hereby given that pursuant to the provisions of Sections 108 and 110 of the Companies Act, 2013 ("the Act") read with Rules 20 and 22 of the Companies (Management and Administration) Rules, 2014 ("the Rules"), Secretarial Standard-2 on General Meetings ("the SS-2"), read with General Circular Nos. 14/2020 dated April 8, 2020, 17/2020 dated April 13, 2020, 20/2020 dated May 5, 2020, read with other relevant circulars including the latest being 9/2023 dated September 25, 2023 issued by the Ministry of Corporate Affairs ("MCA Circulars"), Regulation 44 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations") and other applicable provisions of the Act, rules, regulations, circulars and notifications (including any statutory modification(s), clarification(s), substitution(s) or re-enactment(s) thereof for the time being in force), the resolutions as set out hereunder are proposed for approval of the Members of Tata Consumer Products Limited ("**the Company**" or "**TCPL**") as Special Resolutions, by way of Postal Ballot through Remote E-Voting i.e. Voting through Electronic Means, only ("**Remote e-Voting**"):

Sr. No.	Description of the Special Resolutions
1.	Approval of "Tata Consumer Products Limited - Share-based Long-Term Incentive Scheme 2024" for grant of performance share units to the Eligible Employees of the Company.
2.	Approval for extension of "Tata Consumer Products Limited - Share-based Long-Term Incentive Scheme 2024" for grant of performance share units to the Eligible Employees of subsidiaries of the Company.
3.	Re-appointment of Ms. Shikha Sharma (DIN: 00043265) as an Independent Director of the Company for a second term of 5 years commencing from May 7, 2024.
4.	Re-appointment of Mr. Bharat Puri (DIN: 02173566) as an Independent Director of the Company for a second term of 5 years commencing from May 7, 2024.

In compliance with the above-mentioned provisions and the MCA Circulars, the Company has circulated the electronic copies of the Postal Ballot Notice along with the Explanatory Statement pertaining to the aforementioned resolution to those Members whose names appear in the Register of Members / list of Beneficial Owners maintained by the Company / Depositories as at close of business hours on Thursday, March 28, 2024 (i.e. **Cut-off date**) and whose email address were registered with the Depository Participants or with the Company as on the Cut-off date.

The copy of the Postal Ballot Notice is also available on the Company's website at www.tataconsumer.com, website of Stock Exchanges i.e., BSE Limited and National Stock Exchange of India Limited at www.bseindia.com and www.nseindia.com respectively and on the website of National Securities Depository Limited ("**NSDL**") at <https://www.evoting.nsdl.com> .

Instructions for Remote E-Voting:

The Remote E-Voting will commence on Friday, April 5, 2024 at 09:00 a.m. IST and will end on Saturday, May 4, 2024 at 5:00 p.m. IST. Remote e-Voting will be blocked by NSDL immediately thereafter and will not be allowed beyond the said date and time.

The voting rights shall be reckoned on the paid-up value of equity shares registered in the name of Members as on Thursday, March 28, 2024, i.e. the **Cut-off date**. Members whose names appear in the Register of Members / List of Beneficial Owners as on the Cut-Off Date shall only be considered eligible for the purpose of e-voting and those members would be able to cast their votes and convey their assent or dissent to the proposed resolution only through the Remote E-voting process. Any person who is not a Member as on the Cut-off date should treat the Postal Ballot Notice for information purpose only.

Please note that there will be no dispatch of physical copies of Notices or Postal Ballot forms to the Members of the Company and no physical ballot forms will be accepted. Members are requested to carefully read the instructions in this Postal Ballot Notice and record their assent (FOR) or dissent (AGAINST) only through the Remote E-Voting process **not later than 5:00 p.m. IST on Saturday, May 4, 2024**, in order to be eligible for being considered, failing which it will be strictly considered that no vote has been received from the Member.

Process for those Members whose email ids are not registered with the Depositories/ the Company:

Members who have not yet registered their email addresses are requested to register the same with their respective DPs in case the shares are held by them in electronic form and with the Company in case the shares are held by them in physical form. **Please refer the notes appended to the Postal Ballot Notice for more details in this regard.**

To facilitate Members to receive this Postal Ballot Notice electronically and cast their vote electronically, the Company has made special arrangement with its Registrar and Share Transfer Agent, Link Intime India Private Limited (Link Intime) for registration of e-mail addresses. Eligible Members whose e-mail addresses are not registered with the Company/DPs are required to provide the same to Link Intime, on or before 5:00 p.m.(IST) on **Thursday, May 2, 2024**, by accessing the link: https://liiplweb.linkintime.co.in/EmailReg/Email_Register.html. (for more details, please refer to the notes appended to Postal Ballot Notice).

Dr. Asim Kumar Chattopadhyay, Practicing Company Secretary (FCS: 2303 & COP No. 880), has been appointed as Scrutinizer for conducting the Postal Ballot through Remote E-voting process in a fair and transparent manner.

The results of the voting conducted through Postal Ballot (Remote E-Voting process) along with the Scrutinizer's Report will be announced by the Chairman or person authorized by the Chairman, on or before **Tuesday, May 7, 2024**. The results will also be displayed on the website of the Company, www.tataconsumer.com , under the Investors section and at the Registered Office of the Company, website of Stock Exchanges i.e., BSE Limited and National Stock Exchange of India Limited at www.bseindia.com and www.nseindia.com respectively and on the website of NSDL at <https://www.evoting.nsdl.com> .

In case of any queries, you may refer the Frequently Asked Questions (FAQs) for Shareholders and e-voting user manual for Shareholders available at the download section of www.evoting.nsdl.com or call on toll free no.: 022 - 4886 7000 and 022 - 2499 7000 or send a request to Ms. Pallavi Mhatre, Manager, NSDL at evoting@nsdl.com

Members are requested to carefully read the notes set out in the Postal Ballot Notice and in particular, the manner of casting vote through Remote E-Voting.

For Tata Consumer Products Limited
Sivakumar Sivasankaran
Chief Financial Officer

Place : Mumbai
Date : April 4, 2024

Google may put generative AI-powered search content behind paywall

HARSH SHIVAM
New Delhi, 4 April

Google is reportedly planning to make the Search Generative Experience (SGE), its generative AI-powered search tool, exclusive to paid-tier. According to a report by the *Financial Times*, Google is considering charging for generative AI features for Search, including the experimental AI-powered search service.

According to the report, Google's traditional search service will remain free to use, and the generative AI search experience will be added to its premium subscription services, which already offer access to Gemini Advanced and AI-powered tools for services like Gmail and Docs.



However, the company will likely run ads in search results, irrespective of the subscription. In a statement to the *Financial Times*, Google said, "With our generative AI experiments in Search, we've already served billions of queries, and we're seeing positive Search query growth

in all of our major markets. We're continuing to rapidly improve the product to serve new user needs." However, the company added that there are currently no new announcements from their side. Additionally, the company stated that they are "not working on or

considering" making the Search ad-free and that it would "continue to build new premium capabilities and services to enhance our subscription offerings across Google".

Google launched the AI-powered SGE in August last year and it has since remained available to users as an opt-in experiment in Google's Search Lab. Once enabled, SGE provides relevant information upfront on the search page, instead of showing links to multiple websites that may have information related to search queries and keywords. It generates an AI-powered

overview of key information along with relevant links that point to the source of information.'

The report states that this kind of Search experience, which includes an AI-powered overview, costs more to Google

as generative AI consumes a lot more computing resources. Additionally, many online publishers who depend on Google for traffic on their websites have shown concern as they expect fewer visitors due to information being presented directly on the search result. Making SGE exclusive to the paid tier might solve both of these issues for Google.

Google launched the AI-powered SGE in August last year and it has since remained available to users as an opt-in experiment in Google's Search Lab

