



---

# COMPANY PROFILE

# CONTENTS

Executive Summary

International Branches

A Brief Introduction

What We Offer?

Catering & Sweets

Production & Distribution

More About Us

Quality Initiative

Mission Statement

What We Offer?

Our Management

Corporate Sector

Domestic Branches

# EXECUTIVE SUMMARY

A vegetarian restaurant started by Mr Muthukrishnan in Trichy during the 70's and then expanded by his son Mr Ravi in Chennai, popularly known as "Namma Veedu Vasanta Bhavan".

The name says it all. We are one of Tamil Nadu's largest chain of restaurants serving home-like South Indian food for the 50st 50 years and we would continue to do so by evolving with the trend!

# A BRIEF INTRODUCTION



20000 Sq Foot State of Art

Central kitchen facility at Guindy



20+ retail outlets &

13+ institutional businesses

With over 5 Lakh people walking in every month and having a fully equipped kitchen that could serve over 50,000 people a day, we cater the needs of our customers from all walks of life.

# CATERING & SWEETS

For the last 5 years we have been serving exceptional and timely service to various corporate clients. We could provide upto 10,000 pax/day.

We are capable of processing over 1,000 kgs of sweets a day and also offer a lot of assorted options for any occasion.

# MORE ABOUT US



We also have another restaurant branched at Nungambakkam which caters only to exquisite fusion food called VB Signature. The right place to head if you want to explore fusion vegetarian dishes.

We have not only gained 10-15% growth rate in market share, but also gained people's heart by servicing during the wrecking times of Chennai Floods in 2015, were also recognised by "Times Of India" for the same!



# MORE ABOUT US



On our 50th anniversary Namma Veedu Vasanta Bhavan introduces VB World. Taste multiple global cuisines in an innovative & playful avatar with our spirited menu. We present South Indian classics with a twist, Popular Asian dishes with a touch of local flavours and a keen emphasis on premium North Indian classics. Enjoy our selection of dim – sum, authentic woodfired pizzas made to perfection, a host of popular chaats and handmade tacos that will keep you coming back for more. All under one roof!

# MORE ABOUT US



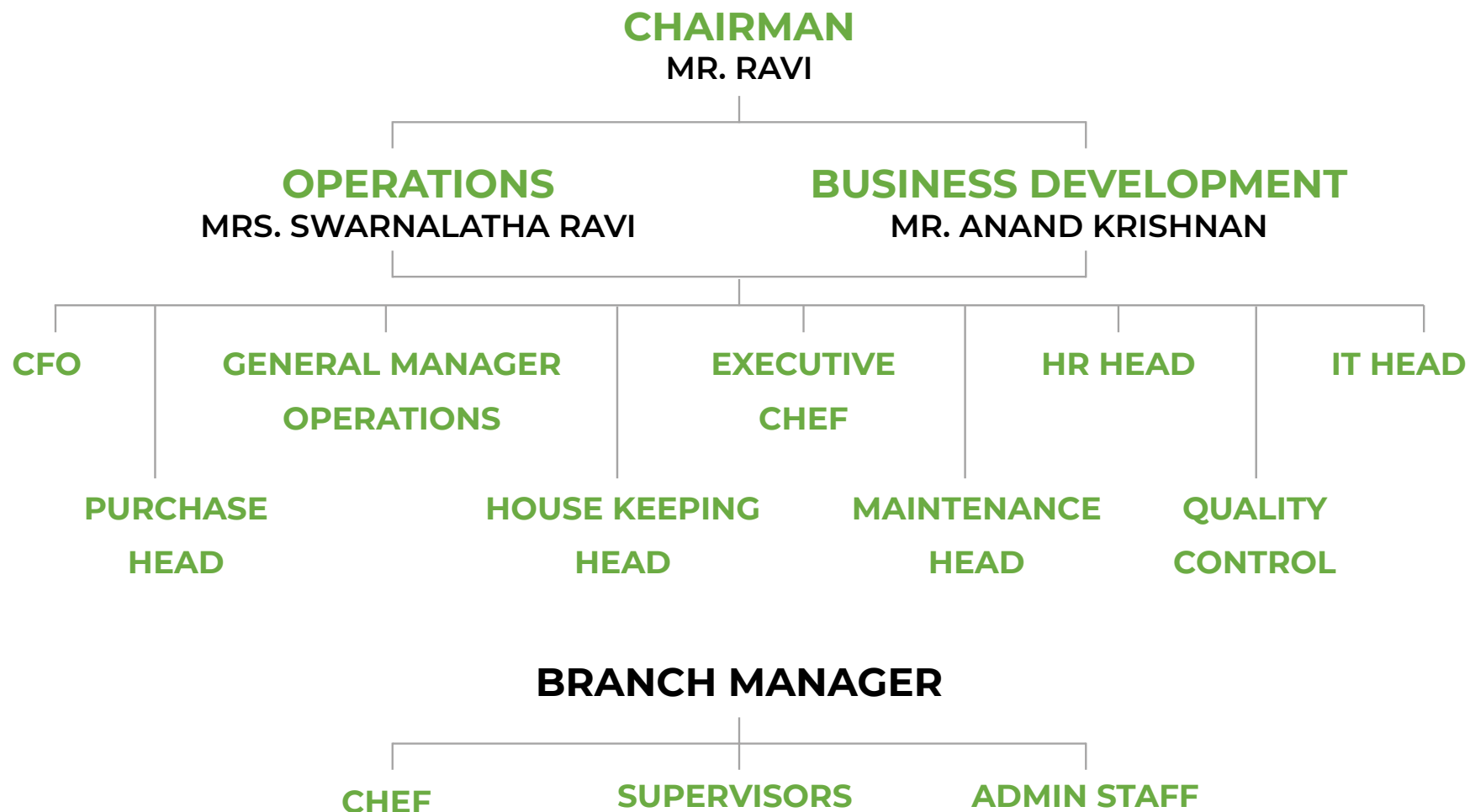
More than just a bakery, here we strike balance between favourites and innovation. The official home to Chennai's most premium ice cream and perfectly blended coffee made in close collaboration with some of the best Curers, roasters and coffee estate owners across India. Starring a wide range of traditional European desserts, brownies, cakes and savouries at Cones and Brews, we focus on freshness and craftsmanship which gives each product it's own identity, feel and taste.



# MISSION STATEMENT

*“Our Mission is to become a customer’s favorite place to dine. We are passionate about creating a superior dining experience, which promises to deliver the authentic Indian food with great hospitality in an inviting atmosphere to our customers. We are dedicated to prepare nutritional and well prepared food, using finest quality ingredients served by our culinary professionals at a fair price, which will allow us to contribute to the society that we serve. We take pride in making our organization being a great place to work, to being a strong & positive presence in the community.”*

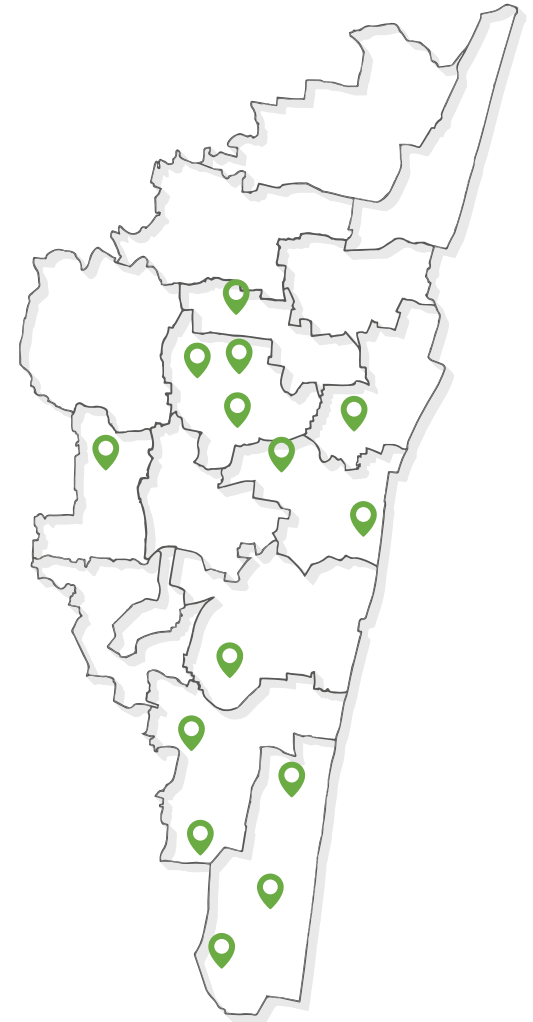
# OUR MANAGEMENT

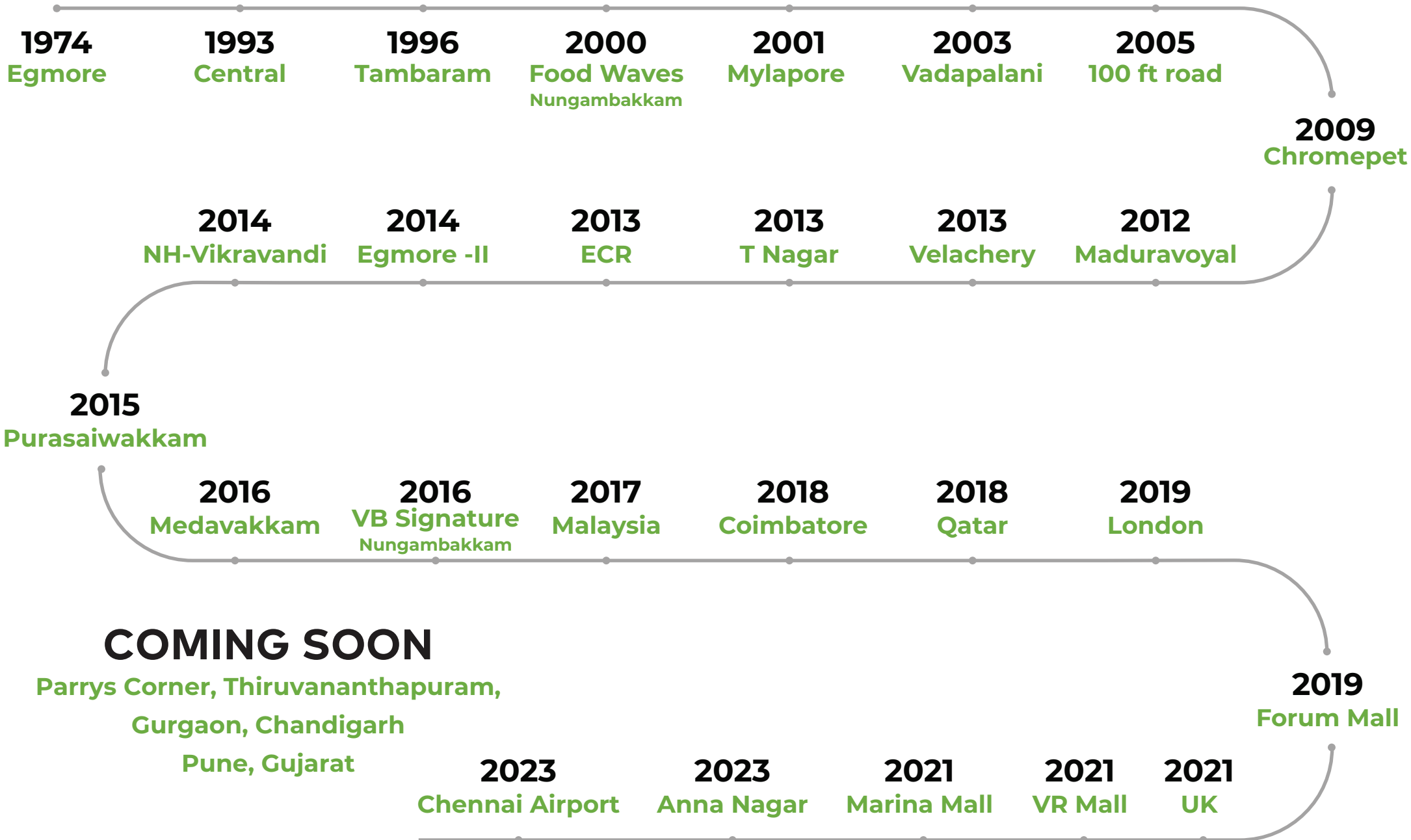


# DOMESTIC BRANCHES

We have emerged as a stronger contender in the market space by opening 4 branches every year to stay competitive.

- 100 Ft Road
- ECR - Neelankarai
- Forum mall Vadpalani
- Arcot Road - Vadapalani
- Phoenix Mall - Velachery
- Egmore
- Mylapore
- Chrompet
- Medavakkam
- Maduravayol
- Nungambakkam
- Marina Mall
- VR Mall
- Tambaram
- Vikravandi





# INTERNATIONAL BRANCHES

We are already in

- Malaysia
- Qatar
- UK



# WHAT WE OFFER?

With over 300 dishes on the menu, we cover South Indian, North Indian and Chinese Cuisine. We also have various food combo offers which are a true value for money. We also have a party hall attached to most of our branches so customers could cherish all occasions.

We offer more than 150 sweet varieties and can undertake orders for both corporate or non-corporate events with great quality and relatively fair pricing.

# WHAT WE OFFER?

We also have a banquet division that is fully customisable according to the taste and comfort of the customers to meet their requirements.

Our outdoor catering division works 24x7 meeting the requirements of corporates by covering breakfast, lunch and dinner. We also cover any midnight food requirements as well.

Exclusive to our catering division, we offer calorie deficit food without compromising on taste for the diet conscious corporate executives.







# PRODUCTION & DISTRIBUTION

All our foods are processed in a hygienic environment which is constantly monitored by professionals who have great culinary experience, for the quality of ingredients, taste and food safety in our automated food processing facility at our central kitchen.

The food is then met to meet the quality, taste and hygiene standards, then distributed to our branches and customers in a systematic manner.

# PRODUCTION & DISTRIBUTION

To ensure the food we serve is always sustainably produced, we have a stringent audit process through out our supply chain. Our food safety and quality enhancement team reviews all our existing process and provides recommendation for scope of improvement.

Through our central kitchen concept, we have simplified the production process and guarantee product quality and hygiene.

# QUALITY INITIATIVE

We believe that customers are the valuable asset for our business and critical to our success. Hence we are committed to quality, healthy and delicious food.

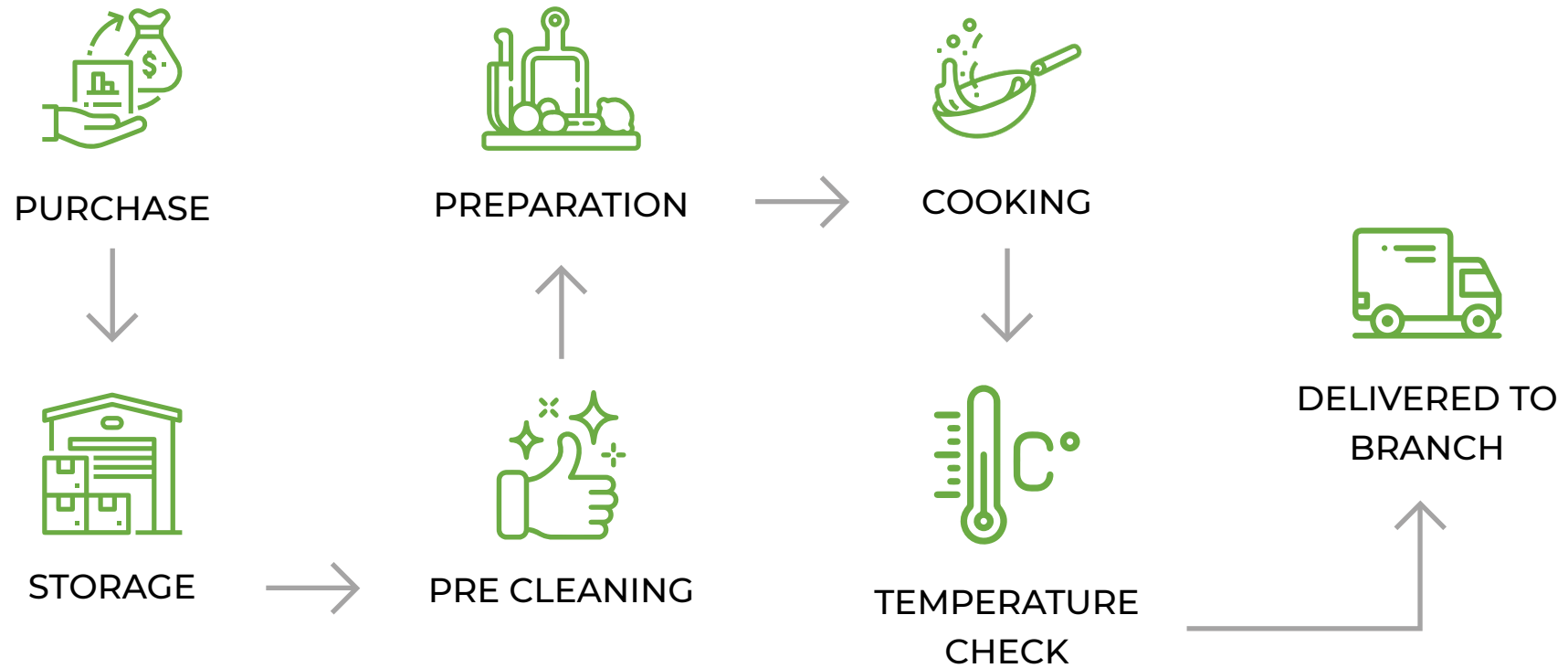


Awarded with the prestigious  
ISO 9001:2018 certification  
for our hygienic standards



Process of schematization  
of our central kitchen under  
HACCP

# QUALITY INITIATIVE



# WHAT WE OFFER?



Customisable combo &  
A la carte in accordance with  
customer's meal plan



24x7 support and hospitality



Wallet friendly hygienic food



Discount offers to employees  
of various companies covered  
under ODC



Capable of accepting orders at  
any quantum

# CORPORATE SECTOR

- HCL – Sollinganallur
- Scope – Padur
- Scope – Karapakkam
- Scope – Haddows road
- Scope – Chetpet
- Scope – Arcot road
- CTS–DLF9B&1C
- CTS – CCO
- Vels
- Accenture – OMR
- Accenture – Perungalathur
- BNP – Guindy
- Ascendas
- Verizon - OTP
- Verizon RMZ





---

**THANK YOU**