

A note from our Founder Chairman Mr Vikram Kamat

Dear Friends, Vitizens and Kamat Khandaan Members,

During these uncertain times, it's important to anchor ourselves to our loved ones.

I felt we should continue with as much normalcy as possible, while we continue to plan for changes ahead post Covid 19

In this issue we have covered things of the previous month's. And in the next issue will be sharing some amazing work being done to help and support the community at large by our Franchisees, Team members and Suppliers !!

Let's keep up the amazing spirit.

Aage Jao !

Vikram Kamat



IDLI PORIYAL Recipe of the Month

INGREDIENT:-

FOR IDLI :-

Urad Dal 100 gm ,Idli Rawa 200 gm ,Salt to taste.

FOR CHUTNEY & TADAKA:-

Fresh Coconut 2 Nos, Roasted Chana dal 25 gms, Green Chilly 5 Gms, Garlic 50 Gms, Ginger 30 Gm , Mustard seed 1 Gms, Deshi Ghee 30 Gms, Curry Leaf 5 Gms, Salt to taste, Coconut Oil, Whole red Chilly 5 Gm, Tomato 100gms, Garlic 25 Gms, Hing a pinch.

Take Good Quality of Urad Dal wash Twice and Soaked 3 to 4 hours, then take a Quality of Idli Rawa wash Properly and keep aside, After Soaked Urad Dal make a Grinding till get good Softness by Mixer or stone grinder. remove the Urad Dal Batter in one bowl then mix Idli Rawa and make a smooth batter also add salt and mix again properly then keep for fermentation at least 3 hours .after get the fermenting Idli Batter put in a Idli pan and Steamed in Preheated Steamer for 15 to 20 minute. then remove the Idli from pan and keep aside.



Tomato Chutney:-

Take tomato wash and cut in to big size ,take one fry panput the oil then heat saute

tomato, garlic, curry leaves, whole red chillies, then add salt and red chilli powder then sauté till you get a good aroma, then grind properly and keep aside.

Coconut Chutneys:-

Take a fresh Grated Coconut, Roasted Chana Dal, Green Chilly, cumin seeds, Chopped Gin-ger, Salt. Mix together and Grind Properly then add Tadaka (Rai ,Curry Leaves Tadaka)

Samabar:-

Take Kamats Samabar Premix, add water as per Ratio which is mentioned on packet, then boil till it gets of good consistency. Add Ta-daka (Tomato, Curry leaves, whole Red chilly, Hing and coconut oil) and serve hot with any south Indian Dishes.

METHOD FOR IDLI PORIYAL:-

Take a frying pan, add Deshi Ghee. Heat then Tem- per it with Rai, Curry Leaves, Whole Red Chilly, Hing and Grated Coconut. Sauté till the Co-conut gets Brown, then Toast Idli on both sides and add seasoning in This Tadaka and serve hot with Samabr, Coconut and Tomato Chut-ney. Some times you can serve with molgapodi gun powder.



Parthi Krishnan – Newly Joined VITS Premium Full Service Hotels and Purple Beds

Vikram Kamat, Founder Chairman VITS hotels & Kamats Restaurant, has the vision to expand from the current 830 hotel rooms in India and overseas, to over a 1000 hotel rooms by 2025. The number of franchisees is also expected to reach 75 by 2025. Mr. Parthi Krishnan has joined the team as Vice President Business Strategy – Vits Premium Full Service Hotels and Purple Beds, in February 2020 to turn this vision to brick and mortar. He brings along his knowledge and experience of 25 years in the hospitality and education industry. He has successfully served in senior positions as COO, Saraf Corporation and Vice President, Vibhgyor before joining the VITS team. His strategic knowledge will leverage human capital to achieve organizational goals through new business strategies. An alumnus of IIM Delhi, Mr. Parthi Krishna's duties include formulating policies, managing daily operations and planning how both material and human resources are to be utilized, to serve sustainable long-term goals of The VITSKamats and broaden the horizon of hospitality.

Welcome aboard Mr. Parthi Krishnan.



Abhijit Dey – Newly Joined VITS Hotels Group

Entrusted with Operation and Sales responsibilities for VITS group hotels, Mr. Abhijit Dey, has joined the group in February 2020 as Assistant Vice President Operations. His areas of expertise include Business Development, Business Planning & Strategy, and managing Sales Channels. He began his career as Senior Captain at The Resort, K Raheja Group of Hotels, Mumbai and slowly moved to elevate his position as the Vice President and Acting CEO of Neesa Leisure Ltd (Cambay Group of Hotels). Having handled turnkey projects, he has successfully been involved with the operation of hotel properties from concept to completion. Mr. Abhijit Dey has complimented the HR team for the smooth scheduling of the induction program. Further his induction with Mr. Vikram Kamat and Mr. C.K. Shetty reiterated his new role at VITS defining the very purpose and goal. Abhijit, just as you are all geared up and excited about your new role at VITS, we are equally happy to have you join our winning team.



PVinod Kudwalkar – Newly Joined VITS Hotels Group

The Head of Sales has a primary role to outline the business's KPIs, analyze market behavior, and form data-driven strategies to improve the business. Mr. Vinod Kudwalkar joined VITS Hotels, with his expertise in targeting company business travelers.

Mr. Vinod found the 7B's of Kamats Group highly valuable and insightful. He also appreciated the learning books handed to him during his induction. He terms his induction program as 'personalized induction'.

Mr. Vinod Kudwalkar, as Head of Sales Pan-India, VITS Full Service Premium Hotels, brings with him 20 years of experience gathered in Tunga Hotels, ITC group hotels, Lemontree Hotels, Suba Hotels, and Byke Hotels. He is adept at meeting sales forecasts and works in close association with team members to lead them through a well-defined process to increase overall sales and revenue. Also, ready to build and maintain a strong customer relationship with corporates and travel agents, he aims to train a sales force par excellence. After all, every salesperson mirrors your organization. We are committed to your goals Mr. Vinod Kudwalkar and wish you success at The VITSKamats Group.

Video Induction A brainwave of the Human Resources Department



A novel idea by HR at The VITSKamats Group that is receiving positive feedback is the introduction of its Video Induction Program. The induction videos are specifically aimed at the new staff joining the organization. Vikram Kamat (Chairman and Founder), Vidhi Kamat (Director), Kurian Chandy (Director), Chandrakant Shetty (Group Director), Rahul Kotian (Vice President), and Abhishek Tulasakar (Asst. Vice President) have contributed to these videos along with other team members. The videos, give an interesting perspective of the organization voiced in the same tone, viz, 'PROGRESS'. They outline company values that are integral for a new employee joining the VITSKamats Group anywhere in India/abroad to focus and follow. In the age of YouTube, what better way than to communicate through a positive video. After all, videos are more engaging, more memorable and have a recall of 95 % over any text.

Team HR keep up the great work!

Manoj Bajpai's stopover at Vithal Kamat, Satara



When an unconventional actor picks a conventional restaurant on NH4 to dine, it has to be Kamats!

So, what was the recipient

of two National Film Awards and four Filmfare Awards, and a Padma Shri Awardee 2019, doing there? What did he eat? Aren't we curious to know?

The Vithal Kamat, Satara at NH4 after Anewadi Toll Plaza on the way to Kolhapur was a quick stopover for Manoj Bajpai and his manager on February 26, 2020.

Around noon the duo stopped for a quick bite. As they finished eating the idli vadas and sipping on chai,

they got into a quick conversation with the owner Mr. Parvez Shaikh. Manoj Bajpai, of course, enjoyed the fresh idli vada and made a particular mention about the cleanliness and hygiene of the highway restaurant. A few pictures were clicked and within 20 minutes they were back on the road again.

At any Kamats outlet, hospitality rides hand-in-hand with hygiene.

VITS Shiv Morbi - Grand Opening Soon



Foodservice is not a trend, it is a lingering taste. At VITS we think of repeat clientele even before we open any outlet. Strategic planning and our established processes ease the start-up process. The VITSKamats Group is set to open its 18th hotel at Morbi. The Morbi, Gujarat property called VITS Shiv Morbi, slated to have a grand opening in April/May 2020, is a 48 room hotel. Getting the property ready for a launch means working around the clock by different departments. The ground level force behind this property is Moaazm Mirza - Engineering Department, Arvind Prabhu - Marketing Department, and Bhakti Pange - Business Development along with many ground staff. Parthi Krishnan who has recently joined the group as VP Operations will soon be spearheading the property.

And what makes VITS Shiv Morbi unique?

Morbi, is situated in the Kathiawar peninsula of Gujarat, close to Rajkot. The name literally meaning

'City of Peacocks', is famous for its historical edifices, ceramics and clock manufacturing. This property is in close proximity to the business hub of Morbi region. It is a perfect business and pit-stop hotel. From inhouse Kamats fine-dine restaurant to conference facilities, from Wi-Fi to round-the-clock room service, it is equipped to handle every traveler's needs. One feature that particularly stands out is the 'kathiawadi cuisine live counter', the first of its kind in India. From Fafda and jalebi to khandvi and gathias, customers can savor local flavors prepared on-the-spot in their Kamats' fine-dine restaurant.

The Marketing Department is ready with their booster kit to give VITS Shiv Morbi a jump start.

One more feather in the cap, The VITSKamats Group is proud to announce the opening of VITS Shiv. Morbi soon.

Food & Research Development – Premixes Trial



ers with increasing footfalls month-on-month.

With the success of the non-vegetarian food and flavors of Wah Malvan, there is a growing demand to recreate similar restaurants in Pune, Hyderabad, Bengaluru, and beyond. This urged the management to plan long-term and standardize the flavors to establish the same taste with every order, each day, in any of the Wah Malvan upcoming outlets. So, what better way than to create Kamats own premixes?

In the last one year with a lot of R&D, Wah Malvan has finally zeroed in on 5 basic mixes - Chicken Curry Masala, Mutton Curry Masala, Fish Curry Masala, Fish Fry Masala, and Fish Rava Fry Mix. There is also Sol-kadhi and Chutney ready-to-eat. These premixes closest to authentic Malvan cuisine will be ready in April. The team led by Mr. Abhishek Tulaskar, AVP operations Kamats, had set up extremely strict testing standards to ensure a great product. The premixes available in packets of 600 grams (600 gms of premix + 1000 gms of meat + 1100 ml of water = Malvan curry) kept at ambient temperatures encourage the fastest service and authentic Malvan taste.

If you are a true gastronome you have heard of Malvan cuisine, you would know the difference between sol-curry and surmai fish-curry. The cuisine originating from a small district called Malvan in Maharashtra draws its influence from food and flavors of Konkan, Goa, and Karnataka. It predominantly uses coconut, cocum, and green chilies for flavor most of the staple fish preparations. Our 'Wah Malwan', a Vidli restaurant at Bhiwandi has been a hot favorite among custom-

The first of its kind the premixes will set a new benchmark in the Food & Beverage Department of the group.

This is only the beginning....pre-mixes for a variety of food items coming soon!

VIDLI QUARTERLY MEET

Quarterly meets are where you get to learn the way forward while simultaneously celebrating victories. At the Kamats Group, it is no different. Everyone on the Vidli team is responsible for goals – the focal point is reviewing the results of the previous quarter and to formulate new 'short-term achievable goals' to escalate business.

The Vidli team comes together in what they fondly call 'Vidli Quarterly Operations Review'. The recent Operations Review was held on March 3-4, 2020 at Hotel VITS Kalyan – Bhiwandi. The 8 participants in the Vidli Team include Area Managers, Franchise Chefs, and support departments – Finance, Logistics, Marketing and Legal. From reviewing budgets and SOP's to formulating strategies for upcoming properties, a wide range of subjects was open for discussion.

On March 3 – We discussed topics ranging from plans that worked, to areas of development, to ongoing challenges, to new objectives, to Franchise concerns and client feedback.

On March 4 – We discussed and resolved concerns related to support departments, discussed budgets and targets for the next fiscal, as well as new Research & Development for the Wah Malvan brand.

The two day all-hands meeting was hosted by Mr. Rahul Kotyan (VP Vidli Restaurants Ltd) and Mr. Abhishek Tolaskar (AVP Vidli Restaurants Ltd), along with management inputs and guidance from Mr. Vikram Kamat (Founder).

Another meet, another directive, and we are ready to face another quarter.

CSR ACTIVITIES - SWAYAM EDUCATION FOUNDATION

The VITSKamats Group strongly believes and contributes to social causes. Over the last few years, it has been supporting various NGOs. Recently at the pre-Holi bash of Swayam Education Foundation, they provided 5 food vouchers of Urban Dhaba to the NGO. Swayam Education Foundation started by Mrs. Purnima Desai in 2011, works towards the upliftment of underprivileged children. The NGO has 32 centers across India providing education to more than 12000 children. They also conduct health camps and medical camps for women and children.

This year Swayam Education Foundation celebrated a pre-Holi bash on March 8, at the Manoranjan Ground in Bhandup with 200 children - mentally challenged, visually impaired and underprivileged. The children participated in singing, dancing, and games. The best took home the food vouchers from The VITSKamats Group. The prize vouchers were given away by the celebrity guest Mr. Naitik Nagda (Garba King).

At The VITSKamats Group, we believe food not only fills stomachs but also the heart.



A telecon with Swati Tanwar - Internal Group Transfer /Promotion

When dreams find feet, they walk from Dwarka to Silvassa. Swati Tanwar, an employee at VITS Dwarka is happy to transfer to Kamats Silvassa with the aim of handling a larger property and someday to Head Housekeeping Department for VITSKamats Group. She openly proclaims, the group provides the best opportunities to youngsters who would like to start a career in hospitality. An extremely positive person, here's what we gathered from Swati in a short but interesting telecon with her -

The Job ...

Swati will be handling the operations in Silvassa with a team of 22 people. With her focus on Housekeeping she will be coordinating with the front office for VIP arrivals and long-staying guests, preparing duty rosters, handling guest complaints and staff issues, and more...

The Transfer...

Swati brings to this property her experience gathered from VITS Dwarka. Being a part of the same group, she is well versed with the corporate culture at VITSKamats Group.

A quick learner...

One day induction program was sufficient for Swati to understand her role and begin to know and befriend a whole new group of coworkers.

Time Management...

Swati believes in efficient and effective time management to allocate her regular duties, leaving time for adhoc tasks. Provided with campus accommodation and food, she is happy to devote extra hours at work when necessary.

The Leader...

Swati is stepping into a leadership role to motivate and guide her team of 22 members. She is set to form a trustworthy, hardworking, attentive and caring team. From sharing cleaning tips on housekeeping, to being polite and calmly handling a difficult situation, she will be the guiding force behind a successful Operations Department.

The 'Wow Factor' provider...

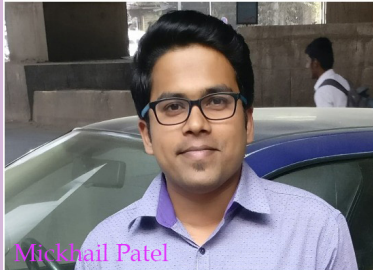
Nothing is more rewarding than one word 'WOW' from a guest who walks into a room. And, this is only possible when you contrive every small detail in the room. Swati's eye for detail and perfectionist attitude aims to deliver this 'WOW factor'.

The People's Person...

When an employee talks beyond systems and procedures and about an 'emotional connect', you know her interaction will be based upon empathy. Swati, with the emotional connect will be the perfect link between customers and management. Swati, this is more than just a transfer, make it your place in the sun. Good Luck!



The VICTORY - VITS Privilege Membership Program



Mickhail Patel



Ms. Dhvani Rajvaidya



Sambhaji Gaikwad



Soumit Biswas

VITS Privilege is a distinctive loyalty Program to approach new customers, retain the existing, increase customer spends, and foster a connection with The VITSKamats Group brand.

The program was started in July 2019. Within a short span of eight months, we have created a database of:-

- 2700 loyal customers who stayed in VITS Hotels, and got rewarded with loyalty points for their spending.
- 160 repeat customers (visited more than twice) generated a revenue of INR. 29,00,000/-

- 27 customers redeemed their accumulated points amounting to INR.40,000/-. These 27 customers have generated revenue worth of INR. 12, 00,000/-.

The numbers may be impressive for a start but not without challenges.

Initially the project idea was pitched by Mickhail Patel who had no practical working experience/knowledge about how loyalty programs work but nevertheless was determined to make it successful. That's when the Senior Management stepped in. The Management started a Weekly Review Meeting which was conducted every week in presence of Mr. Vikram Kamat (Chairman), Mr. Chandrakant Shetty (Executive Director) and Mr. Kurian Chandy (Director). Mr. Arun Jaisinghani and Mr. Mangal Singh also extended support. Mr. Soumit Biswas, Mr. Sambhaji Gaikwad and Ms. Dhvani Rajvaidya further took upon themselves to train their associates on VITS Privilege Program. The Weekly Review Meetings addressed the challenges faced and facilitated solutions with brainstorming and an exchange of ideas.

In the words of Mickhail Patel, the man behind the VITS Privilege Membership Program, 'I was an introvert, I use to get nervous in meetings, but with positive comments of the Management and their encouragement, I felt comfortable and confident and can now continue my efforts to build a broader base of privilege members. Thank you for your trust'.

The importance of Logistics and Supply chain in food industry

The food industry is an ever-evolving industry. With changing demographics, social media awareness, higher purchasing power, and the demand for qualitative dining, there is an urgent need to incorporate newer elements to meet the demands. From the option of health menus to GMO-free and the absence of artificial ingredients/additives in food, there is a heightened awareness of growing demand for 'fresh and clean food'. In order to keep up with the new food environment, the back-end food and beverage logistics and supply chain need to be extensive and effective. Organizations need to remain flexible and ready to implement changing tastes today.

The supply chain at The VITSKamats Group which includes Vidli, Vitizen, and House of

Kamats (HOK), is being managed by Mr. Mohammad Aquib Shaikh (Patel) at the head office at Marol.

The centralized supply chain handles Procurement, Sourcing, Conversion, and Logistics (Order Processing, Warehousing, Inventory Management, Inventory Control and Transportation) for the 50 number of restaurants and 14 number of hotels.

The supply chain is a management of information and material in forward direction and money in reverse direction.

The VITS Model

There are two distinct models in the supply chain management at VITSGroup viz. – MTS

and MTO

1. MTS (Make-to-Stock)

Make-To-Stock (MTS) or 'push' replenishment involves producing predetermined orders. Here, it is extremely important that the forecast in demand is as accurate as possible otherwise it could lead to shortfall/excess of the inventory. Since foodstuff, has a shelf life/ expiry date, it is important to purchase it and deliver it to the outlet based upon a perfect balance of historical data, lead time, and current demand. Mostly we assess orders for a period of one month and directly source the supplies from manufacturers so we skip the conversion part in this process. It best works for products that are consistently used and their requirement easy to determine.

Some of our items under MTS ordering include idli premix, dosa premix, medhu-vada premix, sheera premix, upma premix, sambhar premix, and ready to eat moong dal halwa etc. Mainly our Vidli and VITS supply chain work on the MTS (Make to Stock) model.

2. MTO (Make-to-Order)

MTO (Make-to-Order) is a manufacturing process in which manufacturing starts only after a customer's order is received. It could entail customized orders. Since manufacturing is pulled by demand only after receiving customer's orders, this supply chain operation is termed 'pull' type. The benefit of MTO is that it minimizes waste associated with excess inventory. It is typically used for more expensive products. For House of Kamats (HOK) supply chain we follow MTO (Make to Order). Some of our products ordered under this module are potato chips, garlic mix, and farsans including ratlami, moong dal, chana dal and mahableshwar and many more farsan varieties.

Scheduling the supply chain requires the application of both, MTS/MTO, which determines the optimum food flow processing system.

With the growing number of outlets, food supply chain management requires data-based analytics to have a lean structure.

Our 7R's to supply food products entail to provide:-

- The Right product
- In the Right Quantity
- In the Right Condition
- At the Right place
- In the Right Time
- To the Right Person
- At the Right Price

The food businesses are witnessing progress in terms of,

- Including same day delivery options
- Use of analytics platforms
- Warehouse management systems
- Continuous Research & Development in the distributions networks
- The use of digitization in procurement and supply eg. Online order placements, instead of the old fashioned printed Purchase Order Forms

When the "Best Employee of The Year – 2019", is handling a department you can be sure it is managed responsibly and reliably. His contributions are in line with the overall mis-

sion, goals, values, and strategic plan of the Company. The success of the department becomes the differentiator that contributes to the overall reduction of costs and maximization of profits.

With his favorite slogan 'KAL KARE SO AAJ, AAJ KARE SO ABHI' we are certain Aquib will continue to endeavor for the greater good of the Company and its growing prosperity.

Congratulations Aquib - Employee of the Year 2019



WOMEN'S DAY CELEBRATIONS AT THE VITSKAMATS GROUP

She Can, She Will!

You can either draw lines or let a woman remain on the other side or you can empower her to cross those lines to achieve success. At Kamat's, we chose the latter. Women are our strength and Women's Day Celebration was only a small way to express gratitude. The six power women at the Mumbai Head Office from Asha Gurav (Accounts), Bhakti Pange (Business Development), Manisha Kunchikorve (MIS), Sheela Yadav (Revenue), Trupti Shetty (Reservation) and S Nanda Saigaonkar Maushi (Support System) decided to watch the latest Bollywood social drama on women called 'Thappad' and then head out for a multi-cuisine lunch at Fable.



March 2020

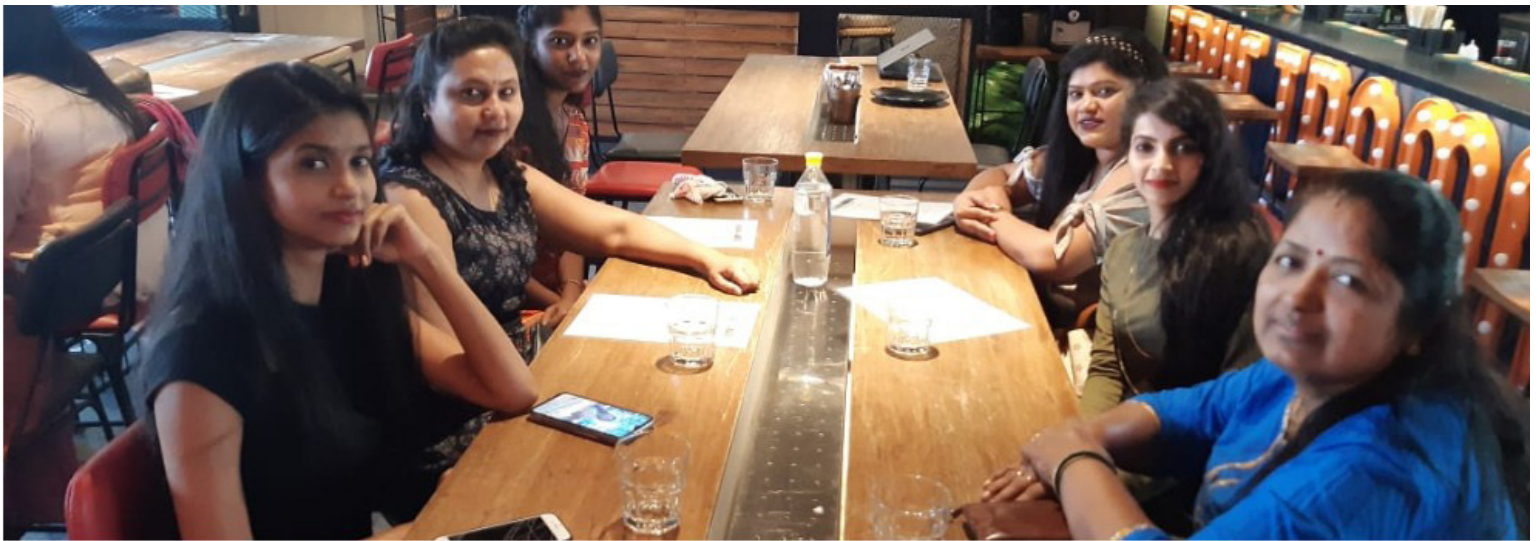
VISIT US : vitshotel.com / kamatsindia.com / houseofkamats.co.in / purplebedsindia.com

Their shared experience was beyond the movie and the lunch - it was a day to remember overflowing with laughter, light-hearted mirth, women bonding and everything in-between...

In Nanda Maushi's words, 'I am thrilled to be invited out. I hardly attend any occasions but with this group I thoroughly enjoy myself. Last year, I was out with them and this year again.' Sure this was Nanda maushi's



second Women's Day outing but a first at Italian cuisine. She tried a bite of every dish - Italian pizza, Jalapeno cheese poppers, bruschettas, risotto, and pasta. What a difference from her simple home-cooked Maharashtra meal. She will savor the taste of food and friendship. On the other side, on Monday, March 9, 2020, VITS Sharanam Thane, celebrated Women's Day in a unique manner. A team of 13 women from F&B Services, Front Office, F&B Production, and HR along with trainees and the kitchen utility members gathered over lunch at their in-house restaurant 'Pepper Fry'. They enjoyed a meal of Continental and Tandoori



fare followed by cake cutting. What was unique was the discussion and the pledge that they took on the occasion. The 13 women have pledged to voice and fight any violence/crime/abuse to them or other women in their family or friends. They pledged not to be a silent victim nor suffer alone. Though the organisation offer them a safe working environment, the women

felt privileged to talk about this issue so openly - 'Safe environment

for steady progress'.

Kudos to The VITSkamats Group for empowering women!