

# The CEO Magazine

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A Magazine for Business Leaders & Decision Makers

# 25

MOST TRUSTED

# FOOD PROCESSING

COMPANIES IN  
INDIA 2019

**RAMANAIDU**  
SURYADEVARA  
CEO

# Biryanis and more

**ONE OF THE FASTEST GROWING  
RESTAURANT CHAIN IN INDIA**

Rs. 149/-



RAMANAIDU  
SURYADEVARA  
CEO



# Biryanis and more

CATERING AN EXCEPTIONALLY EXOTIC  
BLEND OF AUTHENTIC  
**INDIAN AND MEXICAN  
CUISINES**

Pooja Kundoo • The CEO Magazine

**A** largely popular and widely selective Indian cuisine has taken shelter in the global scenario gaining attraction of the citizens residing chiefly in the United States of America and also around the world. When the choice of delectable food is boiled down to aromatic and flavourful food, there is nothing that beats the Indian cuisine, especially 'Biryanis'. The nature of expertise demanded to create the fine taste of this culinary art is exquisite and the result of a palatable plate of a rice marvel vouches for it. And attaining the highest regards in quality satisfaction and service is 'Biryanis and More', a concept crafted for Indian customers living abroad seeking Indian, American, Mexican or fusion food.

Started under the hegemony of Mr. Ramanaidu Surya Devara (Surya), Biryanis and More have several chains of restaurants under their umbrella in the United States. Headquartered in Vijayawada, the millennial city of India, 'Biryanis and More' is geared up to serve the ever-increasing epicurean, gastronomic populace of India with its locations in Vijayawada, HYDERABAD: Gachibowli, Chandanagar, Ameerpet, Hitech City, Manikonda, Guntur, Tenali, BANGLORE: Jayanagar, Koramangala, Kakinada, Bhimavaram, Rajahmundry, Vishakapatnam, Vizag, Malagiri, Vizianagaram and is all set to expand to the corners of India. The company today boasts of an annual turnover of over Rs. 300 crores and provides a livelihood to over 2000 people under the competent leadership of Mr. Surya.

## THE MAN WHO POUNDED THE FINER SPICE

“MR. RAMANAIDU SURYADEVARA, CEO OF BIRYANIS AND MORE COMES WITH RICH EXPERIENCE AND HAS ROARED SUCCESS IN ALL HIS EARLY ENDEAVOURS. HE WAS THE CO-FOUNDER OF BAWARCHI BIRYANI'S IN THE USA WITH MORE THAN 40 OUTLETS UNDER HIS SUPERVISION. THE INSPIRATION TO CREATE THIS INNOVATION IN INDIA WAS DERIVED FROM THE EXPERIENCE HE ACHIEVED OVER TIME. HE HAS HELPED 'BIRYANIS AND MORE' SPREAD ITS WINGS ACROSS THE GLOBE EXPANDING ITS WINGS TO DUBAI (OPENING BY AUG 2019), USA, CANADA, AUSTRALIA & SINGAPORE.

”

In a conversation with The CEO Magazine, Mr. Ramanaidu shared his thoughts over the industry, his journey, growth, prospects and more,

### TCM: What different are you offering to the food processing industry i.e. already not there?

**Ramanaidu:** In today's multicultural society there is a need to create exotic dishes that cater to different communities and their traditions. We have introduced fusion dishes—a blend of exotic Indian and Mexican cuisines



which are an instant success. 'Biryani's and More' aspires to serve the growing needs of the vibrant city with a special blend of authentic and unique foods.

### TCM: What trends are you following currently to keep up with the market?

**Ramanaidu:** There is a tech explosion and the majority of the guests are tech-savvy, our restaurant has to make sure that our offerings are up to date and user-friendly. The app culture and online orders are on a surge and a large chunk of business is dealt through social media promotion. Moreover, the customers are a lot more conscious of health and hygiene and expect transparency from our end.

### TCM: Has the food processing industry transformed over the years?

**Ramanaidu:** The food processing industry has transformed a lot over the years. The millennial (age 18-34) are becoming the largest consumer market with increased purchase power. The growth of the IT industry is closely related to this change and even tier 3 cities are transforming towards the age

of food deliveries. This generation has voiced increased interest in healthy food and is conscious of the nutritional content of the food they consume. Thus, we have to whip in new menus that are tasty and healthy, and of course hygienic.

### TCM: Do you think this is the appropriate time to be working in this industry?

**Ramanaidu:** This is a wonderful time in the industry as the cities are bustling with activities. There is a surge in employment especially women employment and it is common for the earning members to move away to the cities, away from their homes. Thus a restaurant that can provide healthy, tasty food is bent to be a sure success. Weekend get-togethers (family/friends/corporate) are also on a rise.

### TCM: What nature of clients have you been associated with, and how successful have you been in maintaining relationships?

**Ramanaidu:** We have been associated with a cross-section of clients and their

needs ranging from Corporate, family function catering, the millennial and women get-togethers (kitty parties). Each section has its own set of preferences and we cater to their individual needs. As we keep the customer at the top we have been able to cater to their individual needs and have been successful in maintaining relationships.

### TCM: With food processing becoming a competitive market, do you ever feel a lack of relevance professionally?

**Ramanaidu:** Food processing has become a competitive market over the years, but it has also created the need to maintain standards to stay on in the market. Short cuts don't work in an industry that is closely related to the health and entertainment of the client.

### TCM: What kind of food and health measures do you follow and encourage?

**Ramanaidu:** We take the utmost care in the production, handling, storage and preparation of food. We ensure regular quality checks to provide the best hygienic food to our customers. Selective and unique cooking methods, hand-picked quality ingredients, excellent presentation, and extraordinary service are the motto of our restaurants in the USA and India.

### TCM: Do you believe in Research and Development for the growth of the company?

**Ramanaidu:** There is no industry that can process without research and development. We do have a research wing that works on enhanced methods and the use of sustainable technology for better production and service. We do a lot of research in finding out the latest trends in the food industry and are constantly involved in introducing innovative and exotic dishes to satisfy our customers and to stay ahead of the competition.

### TCM: What role does technology play in your business model?

**Ramanaidu:** With the arrival of mobile devices on the table, online table reservations, social media, and new payment methods, the various means of technology have infiltrated the food and restaurant industry like never before. The food processing industry is controlled by technology. The promotions in social media ensure wide publicity and food apps, like Swiggy and Zomato take food to the customer's doorstep. Webcam monitoring ensures quality and safety in the business. In our business that has many branches and franchises, technology helps us to monitor and receive updates instantly.

### TCM: What manner of challenges is the company facing right now?

**Ramanaidu:** Among a few challenges faced daily, one that tops the list is the dearth of skilled labour and high employee attrition rates, an issue faced by all the restaurants. Cutthroat competition, the constant need for innovation and tech-friendly methods are mandatory for any company right now.

### TCM: What do you attribute your success to?

**Ramanaidu:** I attribute my success to my entire team, my esteemed clients, my dedicated employees, and my family who have stood by me through thick and thin.

### TCM: What ethos is maintained for the employees in your company?

**Ramanaidu:** We work as a family. Talent and dedication are always appreciated and measures are taken to meet the needs of our employees. Our employees' satisfaction is as important to us as our customer's satisfaction. And at the end of the day, we don't compromise on quality.

### TCM: What is the strength of your workforce? Do youngsters find it engaging to work for a food processing company?

**Ramanaidu:** We aim to provide employment to both the privileged and underprivileged communities. We have about 2000 people working with us. In 'Biryani's and More' alone we aim to provide direct and indirect employment to over 1000 people in a year.

### TCM: What milestones and achievements are to your credit?

**Ramanaidu:** The demand for Biryani and Indian cuisine and a growing number of Indians who are dining out has made the Indian restaurant industry experience exponential growth. 'Biryani's and More' has a unique advantage through its intellectual property and online presence aim to dominate the industry. According to research by Aaron Allen & Associates, the total number of foodservice spent in India is growing at a CAGR of 4.1% out spacing the unit growth and gross sales per branded chain outlet is 140% more than independent outlets. With all these advantages 'Biryani's and More' presents a unique and wonderful opportunity to its customers.

### TCM: What role do you think the government is playing in your sector and are you looking for a change?

**Ramanaidu:** India offers the largest diversified production-based and has a grown food industry. It is the largest producer of milk, the largest producer, consumer and exporter of spices and the world's second-largest producer of food grains, fruits, and vegetables. The Indian government promotes 100% FDI under the automatic route in the Food and Processing industry in India. The government through the Ministry of Food Processing Industries (MoFPI) is making all efforts to encourage investments in the business. The



has adopted safety and food quality mechanisms like Total Quality Management (TCM) including ISO 9000, ISO 22000, Hazard Analysis and Critical Control Points (HACCP), Good Manufacturing Practices (GMP) and Good Hygiene Practices (GHP) to protect consumer health and prepare global competition. All these measures will enable the Indian food industry to compete globally.

**TCM: Looking at the current scenario in terms of the consumption of processed products how do you see this opportunity in favour of your entity?**

**Ramanaidu:** There is consumption of processed products but the need for personal/family space, relaxed ambiance and sometimes even business meets are in favour of restaurants. The

awareness of the health benefits of fresh food over processed food speaks in favour of restaurants.

**In 10 years from now, what do you believe the company would have accomplished in terms of expansion?**

**Ramanaidu:** Led by a strong management team that is amongst the finest in the industry, 'Biryani and More' are poised to grow aggressively by opening increased outlets in several cities in India and America. With an annual turnover of Rs. 6 Cr per-centre, we aim to create an annual turnover Rs. 75 Cr to Rs. 100 Cr per year in the state of Andhra Pradesh alone. Apart from fast food fine restaurants, our goal is also to expand into the areas of hospitality and travel by creating fine dining restaurants, budget and star hotels and high way rest areas in line

with the ones provided in the United States.

The F&B industry in the country realizes the potential of non-metros: rents are a lot cheaper and there is a ready clientele in youngsters who have evolved palates and sufficient disposable income. We understood the gap in the market and came up with this concept of serving 40+ varieties of Biryani, North Indian, Chinese, Mexican food in an all-day dining concept. We fill the gap in the existing market by opening the kind of restaurant which space lacks. We cater to both- mass market and niche market. Even app-based food-delivery services are drooling over the growth prospects. B&M also plans to deliver the food to the nearby villages from our tier 2 and tier 3 cities outlets so that the people staying in villages get good quality food.

We plan to open 50 restaurants in the next 4 years and ultimately 80 restaurants in 6 years. The expansion will take place in tier 2 and tier 3 cities. Seeing the scope of growth we also plan to open up more outlets there to increase customer base. Out of the 50 restaurants targeted in 4 years, 20 % of the restaurants will be self-owned and the rest will be franchise owned. Therefore, we are looking at around 300cr of revenue. For this year we are targeting 6 new restaurants - one each in Sydney, Melbourne, and Toronto apart from tier 2 and tier 3 cities in India. We want to Focus 80% on Franchising.

**TCM: What core values have you carried from when you started and kept intact?**

**Ramanaidu:** Quality is our watermark;

taste and innovation our guiding principles. There is a subtle relation between the way food is grown, selected, prepared, served, and the way it tastes. These principles have been time tested in a number of restaurants owned by Mr. Ramanaidu Suryadevara (CEO) across the USA and the same model is brought to the kitchens of 'Biryani and More' in AP and other parts of India. Cooking begins with the sourcing of food. We are working on our own farming to grow fresh leafy vegetables & few vegetables (free from pesticides) so that we can give our customers/guests healthy & good quality food.

Biryani and More not just brings to the table a delectable platter of exotic Indian and Mexican fusion food but also promises the highest standards of food hygiene. Negating the complex

food supply process they take care of providing their customers with paramount quality from packaging, storing to supplies and delivery. The brand has marked its place in the market for its core values rooting for integrity and honesty, these two being the foundation of the organization and setting them apart from the competitors.

This quintessential celebrity dish of India dish has travelled several seas, countries, and modifications and incorporated with each style of preparation coming its way, but regardless of the modifications 'Biryani and More' has managed to hold tight the authenticity and flavour of this dish. They have successfully tossed the cliché of the typical picture of the Indian restaurant and introduced the US food market to a flavour of spice induced adventure.