

Celebrating Food Service Titans at The 8th Pepsi IMAGES Food Service Awards



The 8th Pepsi IMAGES Food Service Awards, hosted by IMAGES Group, honored India's leading food service organizations for their exceptional contributions to the industry. These prestigious awards recognize outstanding achievements in business performance, marketing innovation, and retail growth. By honoring these pioneers, the awards celebrate the transformative impact of the food service sector on India's culinary landscape

By Business of Food Bureau

India's leading food service innovators and pioneers were honored at the prestigious Pepsi-IMAGES Food Service Awards (PIFSA) 2024, held during a glittering ceremony on November 28, 2024, at The Westin Powai Lake, Mumbai.

Organized under the banner of the India Food Forum, PIFSA has established itself as the most coveted accolade in the Indian food service industry. The awards celebrate remarkable achievements in business performance, marketing, retail growth, and innovation within the

dynamic food service sector.

The 8th edition of PIFSA highlighted the evolution of India's restaurant and dining culture, recognizing excellence across multiple dimensions, including menu innovation, format creativity, marketing brilliance, customer experience, and ambitious business expansions. The awards evening was a tribute to the visionaries driving India's food service industry forward, spotlighting the brands and leaders reshaping the dining landscape and redefining growth benchmarks. This year's winners exemplified the spirit of excellence,

reflecting the rapid transformation of food service formats across the country, and inspiring others to raise the bar in this ever-evolving sector.

Selection Process

The awards process started with a nationwide industry poll to identify top performers. These, along with self-nominations, were reviewed by a preliminary jury. The most promising were presented to a final jury who evaluate them based on nomination entries and LIVE presentations to an on-ground jury.



The Jury

- ▶ **Ankur Shiv Bhandari**, Managing Director, The Asbiverse Group
- ▶ **Pakhi Saxena**, Business Director- Retail CPG, Wazir Advisors
- ▶ **Yogesh Samat**, Executive Director, Grauer & Weil (India)
- ▶ **Nandini Kelkar**, Director Customer Research, Frost & Sullivan (MEASA)
- ▶ **Ashish Dhir**, Executive Vice President (Consumer and Retail), 1Lattice
- ▶ **Dr. Prabodh S Halde**, Chairman, Chamber for advancement of small and medium businesses
- ▶ **Harshita Gandhi**, Founder & Principal Advisor, Fulcrum CPG Labs
- ▶ **Sonu Shah**, Director, Customer Success Retail Vertical India, NielsenIQ
- ▶ **Sreyoshi Maitra**, Consumer Insights Lead, Kantar
- ▶ **Saloni Nangia**, President, Technopak
- ▶ **Viren Razdan**, MD, Brand-nomics
- ▶ **Smita Bhatia**, Business Consultant, Third Eyesight
- ▶ **Shardah Uniyal**, Marketing Consultant, Lifestyle/Retail/Fashion
- ▶ **Sumit K Lal**, Managing Director, Retail One Solutions and Services
- ▶ **Vasanth Kumar**, Strategic Coach, Mentor
- ▶ **Anuj Puri**, Chairman & Country Head, Anarock
- ▶ **Amit Khanna**, Partner & Leader, Front Office Transformation, PwC India
- ▶ **Ravi Wazir**, Startup Mentor, Growth Advisor, Leadership Coach, Author
- ▶ **Prateek Mishra**, Senior Director - Retail & Leisure Advisory, JLL
- ▶ **Abhinav Joshi**, Head of Research – India, Middle East and Africa, CBRE South Asia

And the award goes to...

★ IMAGES Most Admired Retailer of the Year: **Innovation**



For Menu Innovation

Karigari
By Chef Harpal Singh Sokhi

Received by: **Chef Harpal Singh Sokhi**



For Customer Experience

Wagh Bakri
Tea Lounge

Received by: **Dhaval Dave**, Area Manager and **Nikhil Dhreshwar**, Deputy Manager Training



For Technology Innovation

Wow! Eat's
One Stop App

Received by: **Dhananjay Mishra**, General Manager FMCG and **Aniket Rane**, Operations Manager Retail



For Employee Practice

abCoffee

Received by: **Rohit Tiwari**, President of Operations and **Saddam Shaikh**, Area Manager

Presented by: **Pranshu Sahni**, Away From Home Channel Head, PepsiCo. India and **Neha Vazirani**, Associate Director Brand Lipton & Key Accounts - Global & Strategic Alliances, PepsiCo.

Nominees: Conscious Mitthaiwalla: Menu Innovation | Dutchman Port: Menu Innovation | Haldiram's Ultimate Loyalty Experience | Haldiram's: Customer Service | Play 'N' Learn - Rockstar Cafe: Menu Innovation | Social Eatia: Customer Experience | Social Eatia: Work as Family Unit | The Belgian Waffle Co: Customer Experience | Tibb's Frankie: Menu Innovation

★ IMAGES Most Admired Retailer of the Year: **Market Expansion**

KFC The Belgian Waffle Co.

Devyani International

Received by: **Tina James**, Assistant General Manager and **Ankit Taneja**, Regional Manager
 Presented by: **Nikhil Behl**, CEO - Food & Fashion Business, IMAGES Group

Received by: **Ankit Patel**, CEO; **Vrushali Parab**, Head of Marketing; **Hardik Desai**, Head of Business Development

Presented by: **Pranshu Sahni**, Away From Home Channel Head, PepsiCo. India and **Neha Vazirani**, Associate Director Brand Lipton & Key Accounts - Global & Strategic Alliances, PepsiCo.

Nominees: abCoffee | Chalu - Aapna Desi Chinese | The Indian Momo Company | The Beer Cafe | Wow! Kulfi



★ IMAGES Most Admired Retailer of the Year: **Speciality**

Biryani By Kilo
 India's Largest Biryani & Kebab Chain

Received by: **Sanjeev Kumar**, Regional Head West and **Murugan V**, City Head

Tru Falafel
 Niche Mediterranean Cuisine Cloud Kitchen

Received by: **Amir Majali**, CEO

Mitti Café
 For Spearheading a Social Movement

Received by: **Alina Alam**, Founder & CEO and Team

Presented by: **Chef Manjit Singh Gill**, Chairman, HoReCa Convention, India Food Forum

Nominees: Burgerama | Boss Burger | The Great Indian Kathi Roll | Cafe Delhi Heights

★ IMAGES Most Admired Retailer of the Year: **Marketing & Promotions**

McDonald's
Happy Bags - Hasta Basta
For Social Cause Campaign

Received by: *Representative of McDonald's
India - North and East*



Social
#DoosraStadium
For Celebrity Endorsement
Campaign

Received by: *Mobin Bagasrawala, Head of
Delivery*



The Belgian Waffle Co.
Hunt for the 'coolest fans'
For Digital Campaign

Received by: *Ankit Patel, CEO; Vrushali Parab,
Head of Marketing; Hardik Desai, Head of
Business Development*



Wow! Momo
Momo Magic All Year Long
For Multimedia Campaign

Received by: *Swapnil Gaikar, General Manager
and Team*



Haldiram's
Celebrating Every Occasion
For Festival Sales Campaign

Received by: *Kailash Agarwal, President -
Retail, QSR*



Conical Gaufres
7 Years of Stick Waffle Madness
For Launch Campaign

Received by: *Sameer Dave, Director*

Presented by: *Ramadass Selvaraj, Chief Operating Officer, Pathfinder Global FZCO*

Nominees: Launch of Play 'N' Learn - Rockstar Café by Soha Ali Khan | Mad Over Donuts: Design Your Own Donut with AR Filter Game | Haldiram's: Celebrating Every Occasion | Mad Over Donuts: Bond Over Bites | McDonald's: Not Serving Stereotype - Women's Day Campaign | Tibb's Frankie - The Journey of On-the-Goers and Mumbai ka OG Roll | Copper Chimney: Mitti Di Khushboo | McDonald's: Chicken Surprise | Social: Kore-Yeah | Karigari By Chef Harpal Singh Sokhi: Empowering Sisterhood | Flow with Care | The Belgian Waffle Co: National Waffle Day 2024

★ IMAGES Most Admired **Business Transformation/ Turnaround** Success Story of the Year

Wow! Momo **Chalu Aapna Desi Chinese**

Received by: **Dhananjay Mishra**, General Manager FMCG; **Aniket Rane**, Operations Manager Retail; **Swapnil Gaikar**, General Manager

Received by: **Vibhanshu Mishra**, Founder & CEO and Team

Presented by: **Lokesh Arora**, Head Marketing & Communications and **Alok Seth**, GM Sales, Goldiee Group

Nominees: **The Yellow Straw** | **McDonald's** | **Jumboking**



★ IMAGES Most Admired **Launch** of the Year

Bira 91
The Brewery Flagship Outlet, Ludhiana

Received by: **Rahul Singh**, Sr. Vice President, Pubs Vertical

Presented by: **Sanjay Arora**, General Manager, Suruchi Spices

Nominees: **Bellandur Social**, Bengaluru | **IKIGAI Cafe Delhi Heights**, Delhi | **Jumboking**, Bengaluru

★ IMAGES Most Admired **Food Court** of the Year

Vegas Mall Food Court

Received by: **Vijetha Girish**, VP, Design Development and Leasing

Presented by: **Ravi Wazir**, Startup Mentor, Growth Advisor, Leadership Coach and Restaurant Consultant

Nominees: **Twenty1 Food Court** | **Nexus Ahmedabad One Food Court** | **Amanora Mall Food Court**

★ IMAGES Most Admired **QSR Chain** of the Year

Wow! Momo For Indian Origin **McDonald's** For Foreign Origin

Received by: **Swapnil Gaikar**, General Manager Received by: **Representative of McDonald's India - North and East**

Presented by: **Ravi Wazir**, Startup Mentor, Growth Advisor, Leadership Coach and Restaurant Consultant

Nominees: **Bikaji Food Junxon | Haldiram's | Domino's | Pizza Hut | Jamie's Pizzeria | Burgill | Burger Singh | Wow! China | Jumboking | Tibb's Frankie**



★ IMAGES Most Admired **Cafe/Juice Bar** of the Year

Mad Over Donuts For Successfully Localising an Iconic Western Dessert **Tim Hortons** For 360-degree Coffeehouse Experience

Received by: **Santosh Doiphode**, Associate Vice President; **Vikita Chaudhary**, Deputy General Manager - Marketing; **Tarakanath Bhattacharya**, ED & CEO; **Biju T R**, General Manager - Operations Received by: **On behalf of Tim Hortons** by a representative of IMAGES Group

Presented by: **Devang Merchant**, Director, MARKSS Infotech Ltd.

Nominees: **Chaayos | Has Juice Bar | Cafe Coffee Day | Starbucks | Jamba Juice | Blue Tokai | Third Wave Coffee**

★ IMAGES Most Admired **Ice Cream & Dessert Parlour** of the Year

Amul Ice Cream Parlour
For Indian Origin

Received by: On behalf of **Amul Ice Cream Parlour** by a representative of IMAGES Group

Baskin-Robbins
For Foreign Origin

Received by: **Sameer Bargir**, General Manager - BD, Projects & Additional Charge of Exports; **Nirav Momaya**, Vice President - Food Services, Alternate Channels; **Arnab Choudhury**, Vice President - Franchise Operations

Presented by: **Devang Merchant**, Director, MARKSS Infotech Ltd.

Nominees: **Naturals Ice Cream | Haagen Dazs | The Belgian Waffle | Ice Cream Works | Giani's | Smoor Lounge**



★ IMAGES Excellence Award: **Single Outlet with Highest Year-on-Year Growth**

Chalu Aapna Desi Chinese

Received by: **Vibhanshu Mishra**, Founder & CEO

Presented by: **Sonu Shah**, Director, Customer Success Retail Vertical India, NielsenIQ

★ IMAGES Excellence Award: **ESG Initiatives**

Cafe Delhi Heights

For World Food Day 2024

Spreading Joy and Nutrition

Received by: **Sumit Dobhal**, Area Manager

Presented by: **Nikhil Behl**, CEO - Food & Fashion Business, IMAGES Group

★ **IMAGES Chefs Awards**

Celebrity Chef of the Year Award

Chef Damodaran

Received on behalf of **Chef Damodaran** by a representative of IMAGES Group



HoReCa Chef of the Year

Chef Jerson Monterey Jack, Director of Culinary Operations, Sodexo India



Retail Chef of the Year

Chef Yogendra Singh Negi, Associate Director - Culinary (R&D), Tata Consumer Products



Chef Owner of the Year

Chef Amninder Sandhu

Received on behalf of **Chef Amninder Sandhu** by a representative of IMAGES Group



Lifetime Achievement Award

Late Dr. Chef P. Soundararajan

Awarded posthumously and received on his behalf by **Chef Manjit Singh Gill**

Presented by: **Nikhil Behl**, CEO - Food & Fashion Business, IMAGES Group and **Chef Manjit Singh Gill**, Chairman, HoReCa Convention, India Food Forum

★ PEPSI Away From Home Awards

KFC

For Highest Beverage Incidence
In The Industry



Taco Bell

For Driving Innovation &
Partnership Sustainability Agenda
For Food Service Industry



Dominos

For Leading Beverage Growth Thru
Redefining Value Proposition



Travel Food Services

For Building New Consumer
Experiences In Travel



PVR

For Driving Innovation In Cinema
Exhibition



Pizza Hut

For Best Culinary Innovation In
Restaurants



Wow! Momo

For Street Food Launches And
Enhancing Consumer Experience



Marriott

For Completing 25 Years In India



CDH

For Elevated F&B Experience



Biryani Blues

For Redefining Breakthroughs In Biryani Category



Presented by: **Pranshu Sahni**, Away from Home Channel Head, PepsiCo. India; **Suresh Panikar**, Head of Organized Business Trade, Varun Beverages Ltd.; **Sumit Luthra**, Chief Operating Officer, West India, Varun Beverages Ltd.