



Made With Love

Introduction to Brand





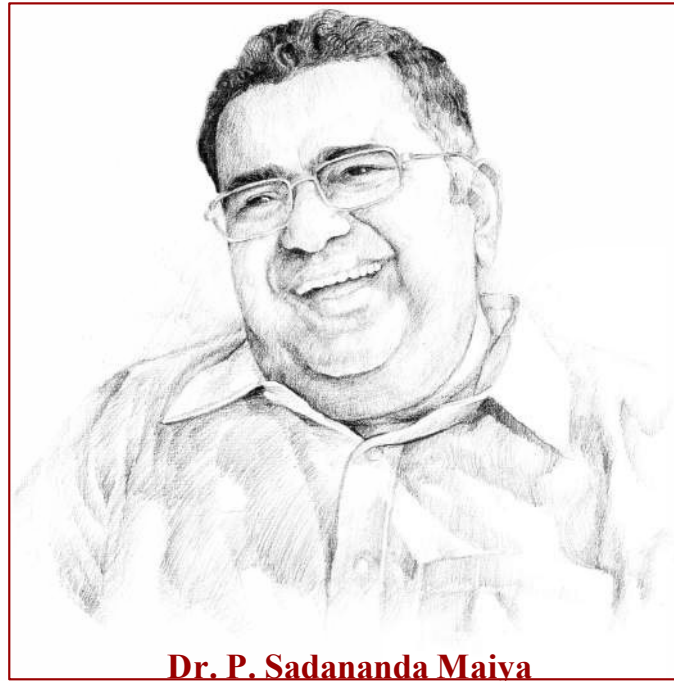
**Maiyas Family into Food,
A journey Started in 1924...**

Our culinary journey & Inventor Of RAVA IDLI



It all began with our founder father, Yajnanarayana Maiya starting a restaurant in Bangalore. He fashioned his restaurant after his tour & visit to the restaurants in Europe, high on standards and hygiene. He is also the inventor of RAVA IDLI.

Our Culinary Journey



Dr. P. Sadananda Maiya

Hailing from a reputed hotelier family of Yajnanarayana Maiya from Dakshina Kannada (Karnataka), who Established Mavalli Tiffin Rooms in Bangalore in 1924, Dr Sadananda Maiya inherited the innate ability to create food products with lasting tastes and flavour even when he was in schools and colleges.



MAIYAS JOURNEY



1976
Launch of Rava Idli Mix



1978
Launch of ready mixes for
Kharabhath, Rasam,
Sambar, Dosa etc





1983

Organised distribution in Bangalore city & around

1984

Launch of Gulab Jamun Mix



1991

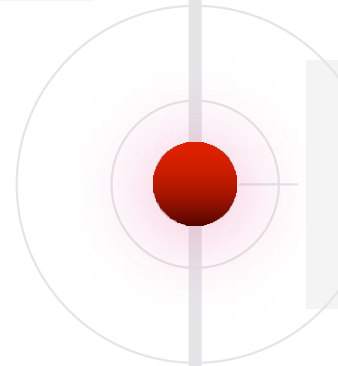
Establishment of modern manufacturing plants for ready mixes at Bommasandra, Industrial Area





1994

Launch of pickles with many variants and other products.



1996

One ton/hour automatic Vermicelli plant commissioned



1997

Commissioned printing at the location for self sufficiency.



2000

"Retort pouched" "ready to eat" food products launched based on DFRL technology.

2001

Ice cream products launched.



2002

Achieved the much coveted ISO 9001:2000/HACCP certification to Justify Mr Maiya's "Promise of Purity" to his customers.





2008

MAIYAS RESTAURANTS, was started by Mr. P. Sudarshan Maiya with the active support, encouragement and guidance from his father Dr. P. Sadananda Maiya in the year 2008 in a small building at BTM layout which now has diversified into a chain of Restaurants in Bangalore.

2010

MAIYAS BEVERAGES & FOODS PVT LTD.

The industrious nature & the culinary expertise of Dr. Maiya led to the introduction of evolved Indian heritage foods with distinctive taste & flavour and thus Maiyas Beverages & Foods was launched in 1912. The sophisticated Maiyas production unit has come up at Kaggalipura on Bangalore Kanakapura Road with strict adherence to Values, Principles and Quality control.

2014 and 2023

MAIYAS @ KIAL BLR



Number of years of experience in business

99

Years
Legacy

57

Years
Experience

15

Years Of
Brand
Presence

Maiyas Restaurants

Maiyas Restaurants is built on a unique model where the central kitchen and food factory provides semi cooked / frozed food to all stores / outlets – thus making it feasible to attain standardization in food quality and taste along with an ease to expand brand footprint

MAIN STORE
at Jayanagar,
Bengaluru

3

Outlets

2

@
High Traffic
Locations

Cuisine

Maiyas Restaurants offer South Indian specialty cuisine with multiple menu options that caters to diversified specialty of various regions of South India



Menu offering



Maiyas menu is carefully designed which includes the famous delicacies of South India along with specialty food

- Exclusive variety of **crisp dosas**
- Anytime **crispy vada** with piping **hot sambar** & Crispy Snacks
- Spicy and hot **Bisibelebath**
- Our founder's creation – **Rava Idli**
- Exclusive pure **Filter Coffee**

KIAL T2 - Departure



Located at the KIAL T2 Departure, Bengaluru in the Security Hold Area (SHA) with a space of 239 Sq.Mtrs.

Expected Pax flow is around 74.06 million from 2023 to 2031 (8 years)

Director



Dr. P Sadananda Maiya

- **Designation** : **Director**
- **Age** : **73 years**
- **Qualification** : Bachelor in Electrical Engineering. Food Technologist.
- **Experience** : Started up with a handful of food products manufacturing business entrepreneur during the 1990s under the 'MTR' brand / trademark including MTR Foods Ltd in 1996 Spearheaded MTR Foods as its Chairman & Managing Director till 2008 taking it from a revenue of Rs.19 Cr to more Rs.190 Cr. After moving away from MTR Foods in 2008, Dr. Sadananda Maiya guided his son Mr. P. Sudarshan Maiya to venture into a restaurant business & later in 2012 started with processed food business in 2012

Director



Dr. P Sadananda Maiya

Awards & Recognition

- Technology Absorption Award, Ministry of Defense, Government of India
- V Subramanyam Award, Association of Food Scientists and Technologists of India
- Honest Tax Payer Recognition, Department Of Commercial Taxes (Karnataka)
- Honorary Doctorate, Tumkur University, Tumkur
- Life Time Achievement Award, All India Food Processors Association.

Director



Mr. Sudarshan Maiya

- **Designation** : **Director**
- **Age** : **40 years**
- **Qualification** : A graduate of Engineering (CS), Business Management Executive programme at IIM, Bangalore
- **Experience** : Set up first restaurant in 2008, under the name of 'Maiyas'
Looks after sales for processed food and restaurant business

Key Management



Ms. Shruthi B N

- **Designation** : **CHIEF FINANCIAL OFFICER**
- **Age** : 39 years
- **Qualification** : Chartered Accountant
- **Experience** : Has more than 15 years of experience - worked with Big 4s and has held CFO positions with retail and FMCG companies. Comes with a varied experience in the areas of finance, taxation, costing, internal controls and audit, M&A, investor relations, etc.

Key Management



Mr. Raghupathi Bhatta K R

- **Designation** : **General Manager**
- **Age** : **63 years**
- **Qualification** : **Master graduate**
- **Experience** : **Having more than 40 years of rich experience in packaged food industries in MTR and Maiyas with technical, production and managerial expertise**

Departure Terminal - T2



Expansion Plan for Maiyas Quality - Driven Global Growth



Maiyas, recognised for its quality and unique packaged food, has gained widespread acceptance in the USA, UK, Australia, Japan, UAE, Singapore, and Europe.

To seize new opportunities, we're planning to expand into global cities utilising distribution channels and franchise models. This strategy will tap new markets while broadening our global presence.

Maximizing Revenue and Market Presence Strategy:



- In order to boost revenue and elevate the customer travel experience, the franchisee will retail Maiyas Packaged Food products. This includes a diverse range of Snacks, Savoury items, Vegetarian Ready-to-Eat options, Specialty Sweets, Canned Beverages and more.
- These products will be prominently displayed at dedicated Maiyas sales counters, enriching the overall customer journey.



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Thank You