

## NUKKADWALA BAGS AWARD FOR BEST QSR IN NORTH INDIA

Vatika Group's QSR chain Nukkadwala was adjudged the best QSR in north India by Indian Restaurant Awards 2017. The award, which was presented during a two-day event (28th-29th August) held at JW Marriott hotel New Delhi, has been given in recognition of Nukkadwala's success in offering authentic and hand-picked street foods from all the states in the country and for presenting the myriad culinary tastes of India in QSR format. Street food is always a major attraction when it comes to snacks



and spicy dishes and Nukkadwala has successfully leveraged the unique concept of street foods themed QSR by bringing the desi taste of India together under one roof. It recently launched Bihar's special cuisine 'litti chokha' as the new entry of the season. The QSR also holds a place in the *Limca Book of Records* for making the world's longest vada pav.

Says Gaurav Bhalla, Managing Director of Vatika Group, "Achieving this award fills our hearts with pride. I take this opportunity to thank all those who have been part of our journey all through. It's with their love and support that we are successfully running 10 stores across Delhi-NCR and now also aim to launch our services in London, New York and Dubai." Nukkadwala is successfully running seven outlets in Gurgaon, two in Delhi and one in Faridabad. It is soon planning to open 25 more outlets in Delhi, Noida, Greater Noida, and Bangalore by the end of 2018 with an investment of close to Rs. 100 crore.

In a short span of time, Nukkadwala has been able to establish itself as the best hangout place for students and youngsters because of its affordable range and friendly ambience. The outlets conjure up and revive memories from one's childhood. Guests are offered Phantom cigarettes, sugar candies and comic books to read as they nosh and chat, a formula that has been a runaway hit with the young crowd.