



## Indian Restaurant Congress 2017

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*The 7<sup>th</sup> Indian Restaurant Congress sees Safir Anand speak about the close relationship between safeguarding your intellectual property and inviting capital. "People no longer come to restaurants to satisfy one basic facet, which is hunger, because if they do they'll only pay a commodity price, they don't have to pay a value added price", says Safir Anand, "to maintain the business you need some level of uniqueness". Organised by Franchise India, the Indian Restaurant Congress 2017 generated tremendous interest from restaurateurs, investors and the media. The Congress is a platform for identifying trends in demand and encourages collaboration between restaurants, chefs and investors. Focus this year was on food service innovation with diners' emphasis as much on the experience as the food itself.*



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