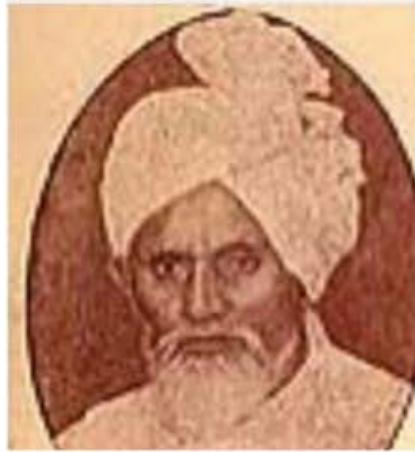




Haji Karimuddin, Founder

THE 100 YEAR LEGACY OF
KARIM'S®

Serving Royal food to the common man, since 1913



ESTD : 1913

A few words !

The very difficult fine art of cooking, tasty and nourishing food was developed & perfected under the patronage of Emperors & Empresses cooking royal food is our hereditary profession.

Our forefathers enjoyed the prestigious employment in the royal kitchen.

The end of this prestigious calling came with the end of Mughal dynasty during the last Mughal Emperor **Bahadur Shah Zafar**.

Our great grand father a chef par excellence, was the pioneer to bring the royal food to the common man. In 1913, he spread the **Shahi Dastar-Khwan** outside the walls of Royal Red Fort.

Under the shadow of Jama Masjid,

Haji Karimuddin inherited the arts and ideas to his son

Haji Nooruddin and his grand sons.

Karim is growing by the grace of "**Allah**" today the fourth generation of Royal Chef brings the choicest Mughlai delicacies.





THE 100 YEAR LEGACY OF KARIM'S, DELHI-6

*Serving Royal food to
the common man, since 1913*

From a single restaurant set up at Jama Masjid, Delhi in 1913, Karim's now boasts of Karim Hotels Pvt. Ltd. at Jama Masjid. Karim's also lists itself in New York Times, the only Indian restaurant to have done so. Their glowing references in BBC World Guide and National Geographic add to their unique status in Indian cuisine.

Karim's restaurants offer a mouth watering range of Mughlai dishes cooked by descendants of the Royal Mughal cooks, who have passed down the art from generation to generation. These dishes are authentic, mildly spiced, contain perfectly succulent pieces of meat, and boast of prices that are affordable by the common man.

The
New York
Times

goodfood
MAGAZINE

NATIONAL GEOGRAPHIC
FOODS
OF THE WORLD

MEET THE DIRECTOR OF KARIM HOTELS PVT LTD

Expanding the 100year old legacy

Mr. Zain, current director at Karim Zain Food Pvt Ltd is the fourth generation descendant in the Karim's legacy.

He along with his sons, the fifth generation of the family, have taken the royal brand Karim Zain Food Pvt Ltd on various expansion models, bringing for their patrons, the ancestral royal delicacies with a fine dining experience.

At Karims we take pride in connecting you with our royal heritage of over 100 years; a legacy forged by generations together. Right from our conventional preparations to the 21st century technological prowess, our offerings are part of a rich Mughal heritage. With impeccable standard of quality, we strive to use the finest ingredients and believe in adhering to our authentic recipes. Our products are prepared by good people who care about delivering quality in every bite.



ESTD : 1913



Mr. Zain-Ul-Abedin

DIRECTOR, KARIM HOTELS PVT LTD

4th generation descendant of Haji Karimuddin

THE INTRIGUING
STORY BEGINS



KARIM'S®



BRAND OFFERS INVESTMENT MODELS

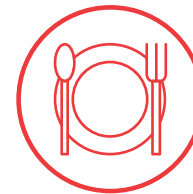
Choose from three schemes



**DINE-IN
RESTAURANT**



**QSR
SMALLER FORMAT**



**CASUAL
DINE IN**

...be part of the 100 year old legacy...

CREATING VALUE WITH KARIM'S

At Karims we deliver authentic Mughlai taste through our heavily guarded secret ancestral recipes, dating back to the Royal courts of Mughal era, which have been passed on through generations.

Currently, Karim's is a well-established hotel along with a restaurant that has customers coming from all over India to try the food. Highly recommended dishes here are their Kebabs, Tandoori burra, Mutton Qorma, Mutton Stew, Chicken Mughlai and Chicken Jahangiri.

Karim's - as seen by the world !

BBC
BBC WORLD GUIDE
2001-2002

"...recommended most entry to any Karim's... for a traditional breakfast of spicy gravy kebabs... better than the famous B. Nagar and some delicious..."

National Geographic
2001-2002

"...a buffet of properly ground meat tenderly simmering a Mughlai style... kebabs... served in a tandoor... a rich sauce... tandoori bread... all... the palate like that... fresh Mughlai cuisine... the... Karim's... to see a hotel in the... it is a..."

AKEA INC, USA

TEN AWARDS FOR BEST KABAB AND TIKKA, BEST OF DELHI

"...whether it is chicken tikka or mutton roasts served with kebabs, which are bound to melt in your mouth... you are transported back into time of the Mughal period..."

The Indian EXPRESS
FRIDAY, JANUARY 21, 1995

Flavour of History

"...route leads straight to a place called Karim's that serves the most delicious Mughlai cuisine... In 1995 Karim's got a letter from the UK Eateries Association commending them for the best Kababs and tikkas in the capital... those who are familiar with good eating just the name Karim Hotel is enough..."

SATURDAY TIMES
SATURDAY, JANUARY 21, 1995

Delhi's Best Restaurants

"Karim's bags the best Indian non five star category awards for its authentic recipes."

THE ASIAN AGE

Haji Nour Uddin hailed from a family of royal cook which served, among others, emperor Akbar. Nidhi Sharma profiles the man behind Delhi's legendary restaurants, Karim's Who passed away on 8th June, 1998.

"A chef par excellence, a man who loved food and relished it, a man who had the will and the right business acumen to make his father's dream a living reality... Haji Nour-Uddin Ahmed, the man on whom lay the onus of making the name of Old Delhi's Karim Hotels synonymous with delicious Mughlai cuisine."



FROM OLD DELHI TO HIGH STREET DINING.



WHY SHOULD YOU INVEST IN

...an iconic Mughlai Restaurant with over 100 years of legacy...

...a business venture with variable investments brackets...

...a successful venture with Great ROI...



OUR PRESENCE ACROSS INDIA

WHERE WE ARE, AND WHERE WE'D LIKE TO BE...



IN DELHI NCR
WE HAVE
OVER 20
OUTLETS

APART FROM THIS, CURRENTLY PRESENT IN:
LUDHIANA | CHANDIGARH | KANPUR
RAIPUR | LUCKNOW | ALLAHABAD



LOOKING FOR
**STRATEGIC
PARTNERS**
IN CITIES LIKE

PUNE | MUMBAI
BENGALURU | KOLKATA
CHENNAI | AND MORE...



ESTD : 1913



Thank you!