

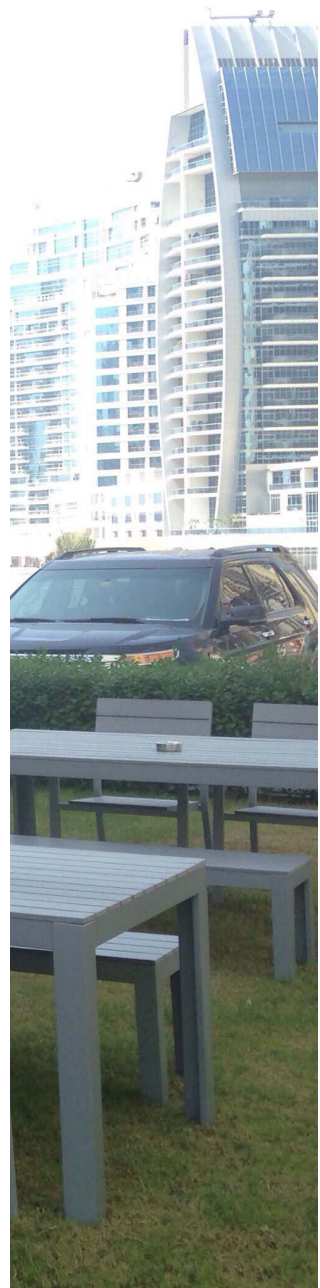


SFC Group

Eating the Healthy Way

The SFC group is as an accredited organization in the Middle East with specialized hospitality operations such as a chain of Fine-Dining Restaurants serving authentic Indian cuisines





SFC has a chain of Quick Service Restaurants, Business Class Boutique Hotels and an Industrial and Institutional Catering Division serving to the demands of the industrial, oil and gas sectors. Today, the SFC Group has spread its operations throughout the U.A.E and India with four fully functional hospitality divisions.

FFS Brands Ltd was one of the world's first organizations to recognize the independent operator's desire for an identifiable public image, quality products, with professional backup and realistic prices! Enabling them to prosper in an increasingly competitive world!

Southern Fried Chicken provides fresh foods, hearty portions, good service, fair prices and a multi-choice menu, which combines the most successful quick service restaurant products. All these add up to good value for money for customers, and generate increased brand loyalty. Coated fried chicken has been historically difficult to establish in mainland western European countries, like Germany and France, because it has previously been offered as a cheap low quality product. They worked hard to alter this concept by experimenting with recipes to create a flavor designed to excite the European palate.

The Southern Fried Chicken store itself is also characterized by quality. Their scheme designs have been applied to create clean, spacious and comfortable restaurants, and are suited to all types of premises and existing architecture. Their theme designs provide that touch of originality, which draws customers to return time and time again. And where possible they also offer a home delivery service from our stores.

CORPORATE ETHICS AND CONDUCT

This Code of Business Conduct and Ethics contains general guidelines for conducting the business of Southern Franchise Company LLC (the "Company"), consistent with the highest standards of business ethics

and is intended to qualify as a "Code of Ethics". The Company is dedicated to maintain the highest integrity and standards of ethics. They treat their employees, suppliers, shareholders and the community with honesty, dignity, fairness and respect.

SOCIAL RESPONSIBILITY

Since its foundation, SFC Group has continuously strived to help the needy and serve the society, in various ways. The company is involved in many social, charitable and humanitarian activities in U.A.E as well as in India. The group relentlessly tries to improve the social and economic welfare of the expatriate community in U.A.E.

Listed below are some of the social, educational & charitable endeavours of which Mr. K. Muraleedharan is a significant contributor:

- Chairman – Muralya Foundation
- Chairman – Care and Share International Foundation, Kochi
- Founder Chairman – Vidya International Charitable Trust
- Chief Patron – Gandhi Bhavan Charitable Trust
- Chief Patron – Ashraya Charitable Society
- Chief Patron – Snehatheeram Charitable Institution
- Chief Patron – Sree Narayana Vanitha Samithy

Southern Fried Chicken is owned by FFS Brands Group, which comprises a combination of fast food brands and ingredients as well as a large range of fast food kitchen equipment.

The Southern Fried Chicken brand is about consistency of good quality fast food that is cooked well, served to five-star hygiene standards and that tastes great.



CERTITUDES

- To attain and maintain a premium position in the hospitality industry by surpassing the expectations of the guests and by delivering superior value to the associates.

BEACON OF TOMORROW

- The brand is continuing dedication to excellence in service they are committed to achieve guest satisfaction, ensuring at the same time growth, development and welfare of our staff.
- In order to make the presence felt in all segments of the hospitality industry, they will maintain the tempo of rapid growth of their organization without compromising on their benchmarks.