



Press Release  
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## **TCI Apex Pal Hospitality Pvt. Ltd forms a JV with Singapore based restaurant chain Sakae Sushi**

**New Delhi, 3<sup>rd</sup> April 2013:** TCI Apex Pal Hospitality Pvt. Ltd, a promoter driven company of Transport Corporation of India, today announced the launch of Sakae Sushi- the renowned Singapore based restaurant chain serving Japanese and Pan Asian cuisine at the Ambience Mall, Vasant Kunj. The restaurant was inaugurated by Her Excellency Ms. Karen Tan, High Commissioner of Singapore in the presence of other eminent dignitaries from the High Commission of Brazil, Uruguay & Indonesia.

The restaurant is a joint venture between the promoters of TCI - Mr. Chander Agarwal (Executive Director, TCI) & Mrs. Chandrima Agarwal (CEO, TCI Apex Pal Hospitality Pvt. Ltd.) and Sakae Sushi, Singapore - Mr. Douglas Foo & Ms. Lilian Foo. The chain is amongst one of the most prominent and fastest-growing restaurant chains in Asia. The restaurant has pioneered the concept of having a tiered-plate pricing, incorporating built-in hot water taps for a fuss-free and efficient dining. Its elaborate and authentic Japanese menu includes signature dishes like Spicy Kimchee Seafood Kaminabe, Salmon Yuzu Shirataki, Spicy Sumiyaki Udon, Sakae Blossom, Sakana Isshi & Hotate Mentaiyaki to name a few. There is also a seasonal menu and a kids' menu, for tasty and healthy-cooked Japanese bites for tots. The Team of global chefs specialises in authentic Japanese and Pan Asian cooking.

The architectural design of the restaurant is uniquely designed in Japanese style by international designers with a Japanese poem on the ceiling of the private dining room & Japanese Tattooed Bar all customized for Sakae Sushi India giving the brand a whole new look. The ambience set by the exquisite design and scrumptious spread has been complimented by an in-house bar, a private party area with exclusive dining space.

Speaking on the occasion, Mr. Chander Agarwal, Executive Director, Transport Corporation of India Limited said, *"We are delighted to be associated with Sakae Sushi and through*

*this venture, we aim to bring together a world-class dining experience for the Indian market, offering exotic Japanese cuisines with the blend of Pan Asian flavors at reasonable prices. Guests can satiate their taste for quality cuisine with the uniquely designed menu."*

Also present at the occasion, Ms. Lilian Foo, Promoter & Vice President of Sakae Sushi said, *"Sakae Sushi is well-known throughout Asia for its premium food served in an innovative, fun and engaging setting, all at affordable prices. In addition to serving the fresh, healthy and delicious food as can be expected from our kitchen, the speed and ease in which our customers can have their food served via the conveyor belt is also signature of our business. I am extremely excited to celebrate the opening of our restaurant in India today."*

The event was concluded with a cultural evening which included a traditional Japanese Fan dance and a Bollywood dance. The restaurant will be open to food connoisseurs from April 4, 2013 onwards

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#### **About TCI Apex Pal Hospitality Pvt. Ltd:**

Sakae Sushi India is a new venture by the promoters of TCI. With a belief of serving its customers offering value for money, the group plans to open up Sakae Sushi chain of restaurants pan India in the time to come.

#### **About Sakae Sushi:**

Sakae Sushi is a trendy, quick service kaiten (conveyor belt) sushi concept that was started in Singapore in 1997. The restaurant offers diners a unique dining experience, staying true to serving fresh foods in a fun-filled environment at budget prices. Under the management of Apex-pal International Ltd., Sakae Sushi also pioneered the concept of the "Interactive Menu", tiered-plate pricing, and incorporating built-in hot water taps for a fuss-free, efficient dining. Today, Sakae Sushi is associated with food and restaurant innovation excellence. In 2003, the Sakae Sushi brand was conferred the Singapore Promising Brand award. Currently, Sakae Sushi can be found in Singapore, China, Thailand, Indonesia, Malaysia, Philippines, Japan, Vietnam and the United States, totaling over 200 outlets worldwide.

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