CHAPTER 3

HISTORY AND WORKING OF SASG HOTEL
HISTORY AND WORKING OF SREE ANNAPOORNA  
SREE GOWRISHANKAR GROUP OF HOTELS

Sree Annapoorna is the first group of hotels in Coimbatore to introduce the culinary art and flavours of traditional south Indian cuisine. Hailed as the most popular of the various Indian culinary tradition, South Indian cuisine boasts of a variety unique cooking methods and rich flavours.

The Origin and History

The founder of Sree Gowrishankar Group of Hotels, late Shri. K. Damodarasamy Naidu, a person of extraordinary cleverness, immigrated from the nearby village in 1960 to Coimbatore city, which is known as the Manchester of South India, having salubrious climatic conditions, with pure Kongu Tamil culture and housing huge textile mills and a number of small-scale engineering Industries. With an idea of starting a small business he opened a canteen in the Kennedy Theatre premises at R.S.Puram, with his brothers Shri. K.Rangaswamy, Shri. K. Ramasamy and Shri. K. Lakshmanan, for supplying snacks and coffee/ tea during the intermission to the onlookers of movie there in.

His dedication, untiring work, and sincerity in business, enabled him to take the contract of running a canteen in the ‘Central’ theatre, one of the best theatres of those days, along with his three affectionate brothers. The special Kirai Vadai and tasteful coffee supplied by the canteen attracted more number of people to enjoy the snacks and coffee rather than viewing the movie in the theatre.

In 1968, the vision of creating a second outlet under the brand “Sree Gowrishankar” was conceptualized. In the beginning they concentrated on limited
menu with coffee, tea, snacks and tiffin items. In that year they started a restaurant called SREE ANNAPOORNA & SREE GOWRISHANKAR for the supply of good vegetarian food (meals) with the co-operation and patronage of the general public. It will not be an exaggeration to mention that the blessings of the GOD, SREE ANNAPOORANI, in the opening of a new vegetarian hotel for the supply of good food, paved way to further acceleration to their hotel industry business. Subsequently they opened a vegetarian restaurant in the name of SREE GOWRISHANKAR at Gandhipuram, the present heart of the city. Step-by-step they started two more restaurants in 1974 and another two more branches in 1984-85, at the important centres within the city, apart from a central kitchen at Mettupalayam road for the preparation of food, and tiffin items by specialists in the line to enable them to provide quality foodstuff to the highest satisfaction of the customers.

In the meanwhile, a three-star hotel with lodging facilities was started and run by them efficiently and hygienically from 1983 onwards for the benefit of visiting general public / tourists for a comfortable stay and to enjoy their visit.

Health and Hygienic Cuisine

Annapoorna’s cuisine is prepared to meet the highest hygienic standards and to offer a carefully balanced diet. The dishes are prepared by highly qualified, cooks and served by the restaurant staff, always on hand, to ensure that the stay is as homely and comfortable as possible.

Annapoorna pledges to select only prime and healthy vegetarian ingredients and apply advanced, technologies to provide consumers with food, products that are
delightfully tasty, healthy, and convenient. The management continuously strives to improve and to meet the changing needs and expectations of their customers.

Annapoorna is very much concerned, about the health, fitness and nutrition of the community it serves. All of Annapoorna’s menus reflect its commitment to a healthy approach towards nutrition. Each day, they offer matchless selections, an extensive salad bar and fresh fruit. They stir-fry vegetables and offer stir-fry entrees regularly. They plan their menus to recognize and promote special nutritional awareness days. In addition, they highlight the healthy menu items for each meal served to increase awareness of nutrition-wise choices.

Today they serve some traditional favourites like North Indian and Chinese Cuisines along with chat items, desserts, sweets, and savouries. All their restaurants have an in-house confectionary store selling Indian sweets and savouries. Now Sree Annapoorna Group of hotels have 13 successful branches. They provide restaurant, sweets, outdoor catering, lodging, and hotel services with the baseline of quality and customer satisfaction.

**Diversification**

Consequent to the expertise gained by Late Shri. K. DAMODARASAMY NAIDU and three brothers in the intricacies of food production and the utilities required, they started fabrication of various types of kitchen equipments. Apart from meeting their own requirements they also undertake fabrication and supply of stainless steel equipments/utensils for the use in the Thirumala and Thirupathi Devastham Kitchens at Thirumala, which is a famous shrine of LORD
VENKATESWARA and stands number two in income among the temples in the world at large.

To commemorate the Golden Jubilee year of Indian Independence and to extend their continued service to the people, they opened, yet another branch near Government Arts College named “People’s Park” which is fully Air-conditioned, exhibiting therein the wall-mounted photo placards of those martyrs who sacrificed their lives for the independence, which attracts a number of visitors / customers.

We are quite sure that there will be no one in the city, who have not tasted the preparations of SREE ANNAPOORNA SREE GOWRISHANKAR, such as Soft Idly, Sweet Sambar, Hot Vada, Masala Dosa etc. Above everything else, the crowning glory of Annapoorna is the name and fame it has earned for its coffee. Annapoorna coffee enjoys the rare distinction of 50,000 cups of consumption per day, (the highest in Asia for a restaurant). In fact the floating population of Coimbatore takes it as a prestige issue in dinning at SREE ANNAPOORNA HOTELS.

Considering the changing trend and the expectation of the customers, the management has made numerous improvements in the preparation of new varieties of sweets and savouries and market them, duly packed most hygienically, in colourful boxes. They have also laid a policy to bring in new sweet items every year.

It may not be out of place to mention here that late Shri. K. DAMODHARASAMY NAIDU, the ex-chairman of this group is not a self-centred leader, by the very fact that he himself had opened many other hotels within the city, without any reservation whatsoever.
With his unstinted efforts, guidance and marvellous ideas, no doubt, SREE ANNAPOORNA SREE GOWRISHANKAR has raised to a greater height in serving the people to their best satisfaction.

About 5,000 customers, on an average, visit Annapoorna group of hotels per day and taste the preparations. The total turnover per day in a branch exceeds Rs. two lakhs.

**Employee Welfare**

Currently Annapoorna Group of Hotels has 3,000 employees and the management takes care of all the expenses like medical facilities, uniforms, stay, and food. Their wages / salary commensurate as per the existing market conditions with PF and ESI facilities, and bonus for Diwali (two months’ salary for those who have completed one year of service). Apart from this the management extends many employee welfare schemes like, Rs.25,000 bond for those who have served for more than 25 years, and monetary and kind assistance at the time of employee’s or their children’s marriage to meet out the expenses without much difficulty, and if the employee wishes, the management supplies food at a reasonable price during the marriage celebration.

**Corporate Social Responsibility**

The management envision an environmentally conscious community and strives to practice social responsibility in all their activities by supporting local community development projects viz. energy savings, waste management, environmental protection etc.
Shri. K. Rangasamy Naidu is the present Chairman of Annapoorna group of hotels. Under his guidance and direction Annapoorna group of hotels is touching greater heights.
BRANCH ORGANISATION STRUCTURE

GENERAL MANAGER

ASSISTANT MANAGER

KITCHEN MASTER

1. COOKS
2. HELPER

1. STORE
2. GRINDERS
3. VESSION CLEANERS
4. VEGETABLE CUTTERS

BILL CLERKS
CASHIER
HALL SUPERVISORS
KITCHEN SUPERVISORS

1. SERVORS
2. CLEANERS
3. WATER BOY
LOCATION OF BRANCHES

1. Sree Annapoorna
   Mettupalayam Road, Coimbatore
2. Sree Annapoorna Sree Gowrishankar
   Peoples Park, Coimbatore
3. Sree Annapoorna Sree Gowrishankar
   Cross Cut Road, Gandhipuram, Coimbatore
4. Sree Annapoorna Sree Gowrishankar
   Central Bus stand, Gandhipuram, Coimbatore
5. Sree Annapoorna Sree Gowrishankar
   Lakshmi Complex, Gandhipuram, Coimbatore
6. Sree Annapoorna Sree Gowrishankar
   Arts College Road, Coimbatore
7. Sree Annapoorna Sree Gowrishankar
   Ramakrishna Hospital, Coimbatore
8. Sree Annapoorna Peoples Park
   Saibaba Colony, Coimbatore.
9. Sree Annapoorna Sree Gowrishankar
   Townhall Branch, Coimbatore
10. Sree Annapoorna Sree Gowrishankar
    Raja Street Branch, Coimbatore

ADMINISTRATIVE OFFICE

Sree Annapoorna Sree Gowrishankar Group of Hotels
No : 418, Mettupalayam Road (Central Kitchen)
Coimbatore – 641 043. Tamil Nadu. India
FROM SREE ANNAPOORNA SREE GOWRISHANKAR'S KITCHEN:

When you hire a food service, you are looking for a number of important things, namely, exceptional food, honest accounting, and professional operations. At Annapoorna they provide all the three. They are the most cost-effective and honest food service organisation in the market today.

Their systems ensure that their kitchens are run professionally and in full compliance with all the guidelines for safe food preparation. Their systems also allow them to merchandise and display their daily selection.

Annapoorna has a full range of vegetarian recipes, from appetizers to desserts and they always have some blackboard specials from which to choose. Their menus which are of a balanced combination of Chinese, International and local cuisine, are changed periodically to cater for everyone’s taste. Special menus are prepared for holidays and exceptional events.
# MENU

## South Indian Starters:

1. Bajji (2) $12.00
2. Bonda (2) $12.00
3. Curd Vadai (2) $32.00
4. Sambar vadai $15.00
5. Medhu Pakoda $12.00
6. Paniyaram (5) $22.00
7. Veg. Cutlet (2) $54.00

## Continental Starters:

1. French Fries $40.00
2. Green Salad $30.00
3. Potato Wedges(Tomato/Onion/Pepper) $40.00

## North Indian Snacks:

1. Masala Papad $15.00
2. Paneer Tikka $60.00
3. Special Tikka $60.00
4. Poasred Papad $12.00
5. Samosa(1) $10.00

## Chinese Starters:

1. Chilly Gobi $50.00
2. Chilly Mushroom $60.00
3. Chilly Paneer $60.00
4. Spring Roll $55.00

## Soups:

1. Cream of Mushroom $35.00
2. Cream of Tomato Soup $35.00
3. Cream of Veg 35.00
4. Hot ‘N’ Sour Soup 35.00
5. Sweet Corn Veg Soup 35.00
6. Tomato Shorba 35.00
7. Veg Clear Soup 35.00

Annapoorna Breakfast Specialties:
1. Idly (2) 16.00
2. Vadai (1) 15.00
3. Pongal 25.00
4. Poori Masala(2) 27.00
5. Lemon Savai 23.00
6. Rava Kitachdi 23.00
7. Uppuma With Curd 28.00
8. Uppuma 23.00
9. Executive breakfast 90.00

Dosa Specialities
1. Adai Aviyal 30.00
2. Andhra Pesarattu 30.00
3. Butter Masala Roast 35.00
4. Cashew Utthappam 36.00
5. Family Roast 280.00
6. Garlic Masala Roast 36.00
7. Ghee Masala Roast 36.00
8. Ghee Onion Masala Roast 36.00
9. Ghee Rava Masala Roast 38.00
10. Ghee Rava Onion Masala Roast 40.00
11. Ghee Rava Onion Roast 36.00
12. Ghee Rava Roast 36.00
13. Ghee Roast / Uthappam 34.00
14. Mushroom Masala Roast 36.00
15. Onion Masala Roast 36.00
16. Onion Rava Roast 36.00
17. Onion Rava Masala Roast 38.00
18. Onion Roast 34.00
19. Onion Uthappam 34.00
20. Paper Masala Roast 150.00
21. Paper Roast 120.00
22. Podi Dosai 30.00
23. Potato Masala Roast 34.00
24. Ragi Dosai 32.00
25. Rava Masal Roast 36.00
26. Rava Roast 34.00
27. Roast / Uthappam 28.00
28. Set Dosa With Vada Kari 32.00
29. Soya Masala Roast 36.00
30. Three in One Roast 40.00
31. Tomato Roast / Tomato Uthappam 34.00
32. Tomato Masal Roast 36.00
33. Two in One Roast 36.00
34. Veg Masala Roast 34.00
35. Wheat Dosai 32.00
36. Vendhya Dosa 32.00

**Lunch**

1. South Indian Meals 34.00
2. Raja Bhojanam 98.00
3. Bisebelabath 30.00
4. Chappati(2) 27.00
5. Curd Rice 26.00
6. Curd Semiya 30.00
7. Lemon Rice 25.00
8. Masal Vadai(2) 12.00
9. Sambar Rice 25.00
10. South Indian Parotta 25.00
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<thead>
<tr>
<th>Item</th>
<th>Price</th>
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<tbody>
<tr>
<td>11. Tomato Rice</td>
<td>25.00</td>
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<tr>
<td>12. Veg Biryani</td>
<td>30.00</td>
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<tr>
<td><strong>South Indian Specialties</strong></td>
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</tr>
<tr>
<td>1. Appam With Coconut Milk &amp; Stew</td>
<td>30.00</td>
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<tr>
<td>2. Butter Appam With Coconut Milk &amp; Stew</td>
<td>33.00</td>
</tr>
<tr>
<td>3. Channa Battura</td>
<td>35.00</td>
</tr>
<tr>
<td>4. Chilly Idly</td>
<td>32.00</td>
</tr>
<tr>
<td>5. Chilly Parotta</td>
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<tr>
<td>6. Idiyappam With Stew</td>
<td>25.00</td>
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<tr>
<td>7. Mini Idly</td>
<td>25.00</td>
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<tr>
<td>8. Mushroom Parotta</td>
<td>45.00</td>
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<tr>
<td>9. Mushroom Briyani</td>
<td>35.00</td>
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<tr>
<td>10. Paneer Parotta</td>
<td>45.00</td>
</tr>
<tr>
<td>11. Pepper Parotta</td>
<td>45.00</td>
</tr>
<tr>
<td>12. Vegetable Parotta</td>
<td>45.00</td>
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<tr>
<td>13. Vegetable Sevai</td>
<td>30.00</td>
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<tr>
<td><strong>North Indian Breads</strong></td>
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<tr>
<td>1. Butter Naan / Kulcha / Roti</td>
<td>25.00</td>
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<tr>
<td>2. Kulcha</td>
<td>22.00</td>
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<tr>
<td>3. Naan</td>
<td>22.00</td>
</tr>
<tr>
<td>4. Roamli Roti</td>
<td>24.00</td>
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<tr>
<td>5. Roti</td>
<td>22.00</td>
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<tr>
<td>6. Tandoori Paratha</td>
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<tr>
<td><strong>North Indian Stuffed Breads</strong></td>
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<tr>
<td>1. Aloo Paratha</td>
<td>28.00</td>
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<tr>
<td>2. Cheese &amp; Garlic Naan</td>
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<tr>
<td>3. Gobi Paratha</td>
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<tr>
<td>4. Onion Kulcha</td>
<td>28.00</td>
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<tr>
<td>5. Panner / Veg. Kulcha</td>
<td>28.00</td>
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<tr>
<td>6. Pudhina Paratha</td>
<td>22.00</td>
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</tbody>
</table>
North Indian Curries

1. Aloo Dum Banarasi $55.00
2. Aloo Gobi Capsicum $55.00
3. Aloo Gobi Masala $55.00
4. Aloo Jeera $55.00
5. Aloo Mutter $55.00
6. Babycorn Hyderabadi $60.00
7. Babycorn Masala $60.00
8. Cashew Masala $60.00
9. Channa Masala $55.00
10. Dalmakhani $50.00
11. Garlic Mushroom Masala $60.00
12. Ginger Mushroom Masala $60.00
13. Gobi Ginger Masala $60.00
14. Gobi Kashmiri $60.00
15. Green Peas Masala $60.00
16. Kadai Mushroom $60.00
17. Kadai Paneer $60.00
18. Kadai Veg $55.00
19. Malai Kofta Curry $60.00
20. Masala Dal Fry / Yellow Dal $55.00
21. Methi Mutter Malai $60.00
22. Mushroom Masala $60.00
23. Mushroom Chettinadu $60.00
24. Mushroom Hyderabadi $60.00
25. Mushroom Vartha Curry $60.00
26. Navartana Khurma $60.00
27. Paneer Bhujia $60.00
28. Paneer Butter Masala $60.00
29. Paneer Chettinadu $60.00
30. Paneer Hyderabadi $60.00
31. Paneer Mutter Curry $60.00
32. Palak paneer 60.00
33. Paneer Tikka Masala 60.00
34. Paneer Vartha Curry 60.00
35. Peas / Aloo Palak 55.00
36. Shahi Paneer Khurma 60.00
37. Veg Jalfrazi 55.00
38. Veg. Chettinadu 55.00
39. Veg. Hyderabadi 55.00

**Punjab ke chawal se**

1. Peas Pulav 40.00
2. Jeera Pulav 55.00
3. Cashew / Kashmiri Pulav 50.00
4. Mushroom / Panner Pulav 40.00
5. Navarathan Pulav 45.00
6. Veg Pulav 40.00

**Dahi se**

1. Aloo Raitha 30.00
2. Cucumber Raitha 30.00
3. Pineapple Raitha 30.00
4. Mixed Veg.Raitha 30.00
5. Dahi 35.00
6. Boondhi Raitha 30.00
7. Onion Raitha 30.00

**Chinese**

1. American Chopsuey 60.00
2. Babycorn Manchurain 65.00
3. Chilly Babycorn 60.00
4. Chilli Gobi 50.00
5. Chilli Mushroom 60.00
6. Chilly Paneer 60.00
7. Gobi Manchuraian  55.00
8. Gobi Pepper Salt  55.00
9. Mixed Veg. Fried Rice/ Noodles  55.00
10. Mushroom Fried Rice  60.00
11. Mushroom Munchurian  60.00
12. Paneer Manchurian  60.00
13. Singapore Noodles  55.00
14. Soya Manchurian  55.00
15. Sree Annapoorna Veg. Fried Rice  60.00
16. Veg. Fried Rice  55.00
17. Veg Szechwan Fried Rice  55.00
18. Veg. Ball Manchurian  55.00
19. Veg. Soft Noodles  55.00
20. Veg Szechwan Noodles  55.00

**Seasonal Fresh Fruit Juices**

1. Apple  30.00
2. Muzambi  30.00
3. Orange  35.00
4. Mango  37.00
5. Pomegranate  35.00
6. Pineapple  30.00
7. Grape  30.00
8. Watermelon  30.00
9. Banana Split  55.00
10. Badam Kheer  35.00
11. Carrot halwa with Ice Cream  35.00
12. Rasamalai  25.00
13. Falooda  45.00
14. Fruit salad / Fruit Custard  30.00
15. Fruit salad with Ice-cream  35.00
16. Hot Fudge nut Sundae  35.00
17. Hot Jamun with Ice-cream  35.00
18. Hot Wheat Halwa with Ice-cream 35.00
19. Jelly With Ice-cream 40.00
20. Lychees With Ice-cream 40.00
21. Peach Melba Sundae 40.00
22. Pot Kulfi 25.00
23. Tutty Fruity 45.00
24. Stick Kulfi 15.00

**Choices of Milk Shakes with Ice-cream**

1. Vanilla Milkshake / Vanilla Ice Cream 40.00
2. Strawberry Milkshake / Strawberry Ice Cream 45.00
3. Chocolate Milk Shake / Chocolate Ice Cream 45.00
4. Pista Milk Shake / Pista Ice Cream 45.00
5. Mango Milk Shake / Mango Ice Cream 45.00
6. Vanilla Milk Shake with Ice Cream 60.00
7. Strawberry Milk Shake with Ice Cream 65.00
8. Chocolate Milk Shake with Ice Cream 65.00
9. Pista Milk Shake with Ice Cream 65.00
10. Mango Milk Shake with Ice Cream 65.00
11. Butter Scotch Milk Shake with Ice Cream 65.00

**Beverages**

1. Bournvita 22.00
2. Coffee 14.00
3. Cold Coffee with Ice-cream 40.00
4. Fresh Lime Soda 20.00
5. Fresh Lime Water 15.00
6. Fruit Punch 25.00
7. Horlicks 22.00
8. Hot Chocolate 25.00
9. Ice Lemon Tea 20.00
10. Jal Jeera 18.00
11. Lemon Tea 12.00
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<thead>
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<tr>
<td>12.</td>
<td>Mango Lassi (Alponsha)</td>
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<td>13.</td>
<td>Masala Lassi</td>
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<td>14.</td>
<td>Rose Milk</td>
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<td>15.</td>
<td>Salt Lassi</td>
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<tr>
<td>16.</td>
<td>Sweet Lassi</td>
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<td>17.</td>
<td>Tea</td>
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**Coca Cola Beverages**

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<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>1.</td>
<td>200ML Coke, Sprite, Limca, Fanta, Maaza</td>
</tr>
<tr>
<td>2.</td>
<td>300ML Coke, Sprite, Limca, Fanta, Maaza</td>
</tr>
<tr>
<td>3.</td>
<td>600 ML Coke, Sprite, Limca, Fanta, Maaza</td>
</tr>
<tr>
<td>4.</td>
<td>Coke 1.25L</td>
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<tr>
<td>5.</td>
<td>Tin Coke, Sprite, Fanta</td>
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<td>6.</td>
<td>Diet Coke Can</td>
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<td>7.</td>
<td>Maaza 250 ML</td>
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<tr>
<td>8.</td>
<td>Maaza Tetra Pack</td>
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<td>9.</td>
<td>Maaza 500 ML</td>
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<td>10.</td>
<td>Maaza 1L</td>
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<tr>
<td>11.</td>
<td>Minute Maid Pulpy Orange 400ML</td>
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<tr>
<td>12.</td>
<td>Minute Maid Pulpy Orange 1L</td>
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<tr>
<td>13.</td>
<td>Kinley Water (1L &amp; 2L)</td>
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<tr>
<td>14.</td>
<td>Kinley Water (2L)</td>
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<tr>
<td>15.</td>
<td>Kinley Soda (300 ML &amp; 500 ML)</td>
</tr>
<tr>
<td>16.</td>
<td>Kinley Soda (300 ML)</td>
</tr>
</tbody>
</table>

Today's Special ____________________________