

### Cabinet clears INR 50,000-crore boost for hospitality sector

Union Finance Minister Nirmala Sitharaman in her Budget speech this year announced that the scheme for micro, small medium enterprises (MSMEs) will be extended by one year up to March 31, 2023 and the guaranteed cover would be expanded by INR 50,000 crore to a total of INR 5 lakh crore with the focus on sectors such as



hospitality. So far, loans of about INR 3.67 lakh crore have been sanctioned under ECLGS till August 5, 2022, according to the Union finance ministry.

“The increase has been done on account of the severe disruptions caused by Covid -19 pandemic on hospitality and related enterprises,” the finance ministry said in a statement. The additional amount of INR 50,000 crore will be made applicable to enterprises in hospitality and related sectors till validity of the scheme, which is March 31, 2023, it added. “The enhancement is expected to provide

much needed relief to enterprises in these sectors by incentivizing lending institutions to provide additional credit of up to INR 50,000 crore at low cost, thereby enabling these business enterprises to meet their operational liabilities and continue their businesses,” it said.

Abhishek A Rastogi, Partner at law firm Khaitan & Co said: “The government’s decision to provide easy credit facility to the hospitality and tourism sector is timely as demand for these services are picking up and timely help will boost growth of the sector, which faced intense headwinds during the pandemic period.

### Ironhill India plans to open beer manufacturing plant by 2023 end

Ironhill India is planning to open a separate beer manufacturing plant to cater to the canned beer segment. Ironhill already has a considerable presence in the craft beer market and holds the record of being the world’s largest. The beer manufacturing unit will produce world-class quality craft beers and will be presented in cans. In a conversation with Hospitality Biz, Teja Chekuri, Managing Partner, Ironhill India elaborated on the plans by saying, “We are in the process of finalising the project site either in Bengaluru or in Goa and the recce is in process. The process of excise and other formalities are time taking so we are slowly undergoing all the



process. We are planning to treat the manufacturing unit as a separate corporate company but under the Ironhill Brand as the brand is already quite famous and has a strong presence in Bengaluru, Hyderabad, Vijayawada, Nellore, Vishakhapatnam and Rajahmundry, so this will give us impetus while launching the beer brand.”

“We have started the basic groundwork and processing of the project report and planning such as the price, sales quantity, sales strategy, estimations, consumption levels, and cost which will take around 2 months to get ready. As per my estimations, we should launch the beer brand by the end of 2023.” Chekuri informed that he is planning to infuse INR 50 cr and in the later part they might go for funding.

Chekuri added that the brand has plans to expand in South-East Asian countries such as Sri Lanka, Nepal, Malaysia, Indonesia etc.

As a firm believer in the Blue Ocean Strategy of finding new market space and creating new demand, Chekuri is always fascinated to explore and offer new categories to his patrons. In line with this thought he informed that he is planning to launch three new brands by end of this year. “Purple Potato in Hyderabad and Bengaluru – a modern Indian restaurant for which the menu will be designed by a Singapore-based Michelin Star Chef, Panjio in Bengaluru – a rooftop lounge which will be more focused on music apart from food and Asie in Hyderabad – a pan Asian cuisine restaurant,” Chekuri said.

Chekuri’s portfolio also includes various other F&B brands such as Godavari, Vaanga, and Madras Dosa Company situated in the USA, while brands such as Ironhill Café, Prost, Ishtaa, and United Telugu Kitchen India are located in the Southern Region of India.

### High Protein Bread Maker, The Health Factory Raises INR 2 crore expanded seed funding

The Health Factory raised INR 2 crore seed round funding from Venture Garage, Vikas Nahar — Founder, Happilo and other marquee angels.



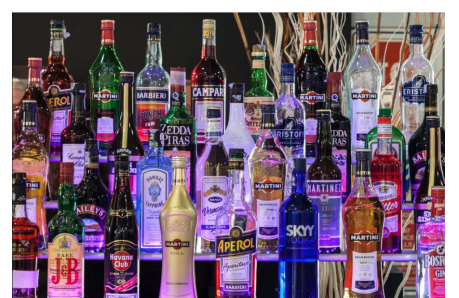
Commenting on the funding announcement, Vikas Nahar, Founder Happilo said, “The company has demonstrated excellent market fit and aligns perfectly with my vision and mission. I am thrilled to be working with Vinay to bring this brand to every home in India. What distinguishes them from other manufacturers is their focus on producing a high-quality, daily product giving them great opportunities to become a mass brand.”

Launched by Vinay Maheshwari, The Health Factory is a holistic F&B brand that combines nutrition, taste, science, and love in all its products.

“We will use the funds raised to scale and streamline our operations and manufacturing process, better our IT infrastructure, build out a talented team and ramp up our marketing efforts. We are excited to take this much-loved range of food products to other cities soon,” said- Founder Vinay Maheshwari.

### Tamil Nadu Finance Minister hints at revisiting State’s alcohol policy

Tamil Nadu Minister for Finance and Human Resources Palanivel Thiaga Rajan recently said that the State was looking at revisiting its alcohol policy, and it is in active discussion.



While speaking at the launch of the Chennai Chapter of National Restaurant Association of India (NRAI) in Chennai Thiaga Rajan emphasised the need to attract investments and create jobs so that society gets rate of economic growth, which can be delivered to the best of [government’s] ability.

He pointed out that for a metropolis such as Chennai, while ‘livability’ and less pollution are important, night life, restaurants and bars are also important. “As a State government, we need to do a little bit more. I think it is very clear to all of us that our current alcohol and distribution policy leaves a lot to be desired,” Thiaga Rajan said.