

Mega expansion plan in Flurys oven

SAMBIT SAHA

Calcutta: Flurys is whipping up an expansion plan that includes tripling the number of outlets in Calcutta and Delhi.

The tea room founded by Swiss couple Joseph and Freida Flury at 18 Park Street in 1927 has widened operations to 26 outlets in the city over the past three years.

The current owners — the Paul family of the Apeejay Surrendra Group — has planned a big splash with at least 80 outlets by 2022. Sixty of them — in four different formats — will come up in Calcutta alone by March 2021. The next stop will be Delhi, where space for a central

kitchen has been identified.

In Calcutta, a major focus area will be the airport, where the chain already has five outlets ranging from a large-format, full-service tea room to take-away kiosks. Two more outlets are on the cards.

The Flurys promise is that the rumballs will remain as gooey and sinful and the omelettes in the all-day breakfast as fluffy at all its outlets.

“We want to offer the same products and service experience at all our outlets. Hence, all the outlets will be managed directly by us,” said Vijay Dewan, the managing director of the Apeejay Surrendra Park Hotels Ltd, stressing there were no plans

to open franchise outlets.

A loyal clientele, and diversifications such as packaged branded teas and luxury chocolates have kept the cash tills ringing at Flurys at a time when some coffee/bakery chains have been hitting headwinds with consumers cutting back discretionary spends amid the economic slowdown. Café Coffee Day founder V.G. Siddhartha allegedly committed suicide last month as losses soared.

The Apeejay group is expected to invest around Rs 30-35 crore in the expansion plan. Revenue is projected to more than double from Rs 30.5 crore than it earned in the last fiscal.



Flurys on Park Street. Picture by Pradip Sanyal