

## **ASPHL's iconic Flurys opens its first tearoom in Mumbai**

Apeejay Surrendra Park Hotels' iconic bakery & confectionary brand Flurys launched its first tearoom in Mumbai near the Gateway of India, marking its 84th outlet in India. It will feature its all-time favourite signature breakfasts, including the legendary Flurys Full English Breakfast, Egg Benedict, the famous Flurys Sandwiches, Rum Balls, Heritage Coupes and Sundaes, Chocolate & Strawberry Cube Pastries, Classic & Flurys Special Cocktails, and Heritage Coffees to the city's most vibrant neighbourhood.

Since its inception in 1927 in Kolkata, Flurys has captured the hearts of many with its exceptional quality and timeless charm. This new Flurys tearoom in Mumbai has a seating capacity of about 100 covers, featuring both indoor and outdoor areas to cater to various dining preferences. Inside, the plush seating, ambient lighting, and walls adorned with Flurys memorabilia evoke a nostalgic yet contemporary ambience. The outdoor seating enables one to catch scenic views of the Arabian Sea dotted with boats and ships of all types.

Speaking at the launch, Priya Paul, Chairperson of Apeejay Surrendra Park Hotels said, "We are absolutely thrilled to announce the grand debut of Flurys' first tearoom outside Kolkata, set near the legendary Gateway of India. Known for five generations of fine confections, Flurys has been embedded in the hearts of Kolkatans and travellers to Kolkata. Our beloved brand is committed to delivering the same unparalleled quality, timeless elegance, and deep-rooted heritage that has made Flurys an icon for generations."

Vijay Dewan, Managing Director of Apeejay Surrendra Park Hotels remarked, "Mumbai is one of the most important markets for us. We saw the immense potential and decided to grow, from two kiosks in the city to the first-ever tearoom outside Kolkata. Flurys' business has grown by approximately 25% since last year and has a track record of industry-leading margins of 18%. We are planning to take Flurys to about 100 outlets by the end of H1, and then take it to 120 by the end of this financial year."