

Abirami MGM Fun World



The Vital Trading division of the MGM group that has interests in Gaming and Entertainment among other things proudly kicked off one more amazing outlet in Abirami Mega Mall – one of Chennai's sought after entertainment venues. The inauguration was held in December 2010 in the presence of a large number of dignitaries including Chairman & Managing Director, Chevalier MG Muthu and Shri Abirami Ramanathan.

The 2000 sq ft space is named Abirami MGM Fun World and is found in the second floor of the mall. It is fitted with a variety of gaming machines to ensure maximum fun experience for its visitors. Fun World is now gearing up for the upcoming summer months and they have many plans to give visitors unforgettable moments at the gaming centre. Membership cards, swipe card systems, attractive redemption gifts and more are on the cards.

MGM GAMING OUTLETS ALSO AT

- Down Under - Egmore
- Hot Chips - Velachery
- Marrybrown - Mayapal
- MGM Dizze World
- Planet Tum - Besant Nagar
- SVM Jubilee Hills - Hyderabad
- Prathima Multiplex - Karim Nagar

SERIOUS ABOUT AMUSEMENT



Managing Director, Mr. MGM Anand and Mr. Kenny Koh, Regional Head - Business Development of the Vital Trading division had recently participated in the CIAE Guangzhou Expo VII in China from March 3 - March 5, 2011. This was an international event on amusement machines, rides, simulators, coin-operated and virtual show games and the expo had 250 exhibitors and 2400 booths. The total exhibition area reached up to 48,000 sq. m., taken up not only by Chinese suppliers such as Wenhao, Game Plus, Universal Space, Mecopower, Golden Horse, Golden Dragon, but also included many international brands from



Japan, Korea, Malaysia, Spain, Australia and Taiwan, such as Sega, Namco, Taito, Cosmic, Coin Tech S.A., Zone Laser Group Co., Ltd, etc.

Visits to potential suppliers such as M/s. Teckway were also undertaken. Factory inspections help assessing possible future supply tie-ups for gaming arcade machines.



DID YOU KNOW?

Did you know that the game PAC-MAN is considered the most popular game in the history of gaming. It is an arcade game developed by Namco (Japan) and licensed for distribution in the United States by Midway in the year 1980. It is also one of the longest running video game franchises from 1990's.

A perfect Pac-Man game occurs when the player achieves the maximum possible score on the first 255 levels by eating every possible dot, power pellet, fruit and enemy without losing a single life and then scoring as many points as possible in the last level!! The first person to achieve this maximum possible score was Billy Mitchell of Hollywood, Florida who performed the feat in six hours in the year 1999.

Courtesy - Wikipedia

MGM SAFL Premium Brandy Launch

The launch of MGM Richman's No.1 Grape Brandy (premium segment) was supported by a meeting of the Tamilnadu sales force of SAFL at Haddows Club on February 5, 2011.

The gathering was addressed by the Managing Director, SAFL, Mr. AKMA, Shamsuddin who inspired the team with inputs on brand management and sales success. The brand has had a successful launch and first run in the entire state of Tamilnadu. Cheers to the team!



Sahabuddin

ALWAYS READY !!

S K Sahabuddin began working for the MG Muthu group in 1998 at the Beach Resort in Muttukadu as Commis - Indian food. He looks back and still remembers the feeling of relief and happiness that he had as he believed he had joined a good organisation - and after thirteen years he still feels the same. Dedication to his work and willingness to learn quickly took him to the position of Chef de partie in MGM Vallankanni Residency. He says that this move helped him to understand the different kind of requirements from the kitchen depending on the location and guests of the resort. It was a good training ground and it was possible for Sahabuddin to further hone his skills.

In 2009, Sahabuddin was sent to MGM Hi Way Resort in Ranipet as the kitchen-in-charge.

OUR SPACE

He was part of the crucial start-up team for this resort. Along with buffets, banquets and a-la-carte, at Ranipet he also learnt the ropes of Outdoor Catering which is altogether a different ball game. Now he is back in MGM Vallankanni Residency after its makeover and additional facilities. He is confident about meeting new challenges and is happy to give his best effort in whichever role MGM places him in.

His work ethic is to first have a happy team to work with. Good inter-personal relationship is key to achieving the targets and improving performance of the work is his motto and he sticks by it. He is grateful for the support of seniors like Chef Bosco and Ajay Kacker and thanks the MG Muthu group for giving him opportunities to grow. He is 'always ready' to do what is required of him. Good Luck to forever-ready Sahabuddin.

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CONQUER CRISIS



MD'S DICTUM

'Crisis' immediately brings to our mind natural disasters, nuclear meltdowns, technological break downs, mega accidents, organizational failures, health concerns, job-loss, data loss and so on. But according to experts any event can become

a crisis if it is experienced as sudden, intense, and unexpected with extreme emotional response. If after such an event we cannot cope of adjust and feel helpless without any control of the situation, it becomes a full blown crisis. Even losing a mobile phone without any contacts backup can become a crisis for a person in a particular situation.

Crisis can be for the individual and organization and for both at the same time. The first important factor towards handling a crisis is preparedness. How prepared are we both as individuals and organizations to face a crisis. Simple things like back-ups, access to emergency help and family/team support can alleviate a crisis. Being prepared also means sticking to plans, being disciplined, maintaining and updating records etc.

Secondly break down the crisis to smaller controllable units...panicking or trying to solve the entire problem immediately may not be possible at all, but a few things at one time will be. A good number of us face customers/guests on a day to day basis with a crisis situation - here again trying to get a complete solution immediately may not be possible but giving them smaller options till such time the total solution is reached is better than doing nothing at all.

Asking for help and getting a group of people to support you to overcome the crisis is a good idea - facing challenges alone is heroic but it is wiser to get help before the situation goes out of control.

Accepting what has happened and believing that it can be handled with proper effort and help is important. Learning from the experience and taking steps to prevent similar situations from happening again is a sign that one has come out of a crisis in the most positive manner. We may not always be able to prevent a crisis but we can surely conquer crisis.

MGM Anand

Mb Marrybrown

THE 'LEAPFROGGING' QSR



Mr. Ismail Said, the International Operations Director and Mr. Nanthakumar, AGM-Operations of Marrybrown Sdn. Bhd., Malaysia - the parent organisation of the Marrybrown Quick Service Restaurant (QSR) international franchise chain was in Chennai for a week in February. Constant assessments of markets, franchisee performances and business growth are considered critical functions at Marrybrown and Mr. Ismail was in Chennai to do the same.

"India is incredible" says Mr. Ismail who is thrilled by the vibrant economic conditions presented to the business in India. He has been to India before and the 'dramatic change' everywhere is exciting for Marrybrown. He foresees a 'leapfrogging' growth in terms of business opportunity and performance.

In the week, he has not only assessed market conditions, reviewed annual sales and marketing plans with Mr. S. Ajith,

Director but also met individual franchisees. Their enthusiasm and willingness to open more outlets has been very encouraging to his visit. He has also conducted workshops for the staff at MGM. In the workshop for managers, he used techniques such as DISC (Dominance, Influence, Steadiness, Conscientiousness) Profiling to help the team to be aware of its strengths and weaknesses. This will definitely help them get closer to their goals and targets as it triggers a process of self discovery in the workshop participants.

The visit has further strengthened the good relationship between the Parent Organisation - Marrybrown Sdn. Bhd. and the Master Franchisor - MG Muthu Group. Mr. Ismail reaffirmed the commitment towards help and support for business growth. He considers the business practices carried out here in the Marrybrown network as on par with international standards. "The challenge ahead is in the supply of trained people to the Marrybrown outlets which are all set for a tremendous growth" he added. His visit has urged the entire team here to look at the QSR business processes with the 'fresh eye' and be more aware of the 'details'. The MG Muthu group and the Marrybrown team thank Mr. Ismail Said for his support and guidance.

Counter Super Star

As part of the ongoing training and quality excellence efforts of Marrybrown, Super Star competition for a select few crew members from the entire Marrybrown network was held at Marrybrown, Nungambakkam on January 22, 2011. Theory and practical aspects were tested in the topic 'Counter' which is one of the five stations that form part of the Marrybrown restaurant service. The other stations are Burger, Dropping, Breading and Floor. The competition was organized by the Marrybrown Training department headed by Mr. Shanmugam and Mr. Sudhakar. Congratulations are in order for Ms. Bhavani of Luz who was presented with a cash award of Rs.1000/- and a certificate of merit.



New Marrybrown Outlets

Marrybrown has five more outlets taking the total count to more than 35 - three in Chennai and two in other regions. Shanti Colony outlet is company owned while the new outlets in Velachery and Navalur are franchised to Mr. Mani Shankar of Sri Sai Shankara Foods and Mr. Sanghamitra of Vaikarai Foods respectively. In Trichy, Tamilnadu the outlet is franchised to Mr. Jaikant of JVK Foods and in Cochin to the Abad Hotel Group for whom this is the second outlet in Cochin. Trichy also takes the count to two Marrybrown outlets.

We welcome the new franchisees to the Marrybrown family and thank the existing members for their continued support.



CRICKET LOVE

Marrybrown celebrates the ICC Cricket World Cup fever in style with interesting and innovative promotions. Special offers targeting customers who are as home glued to the TV telecast of matches. The Marrybrown menu along with the schedule of the world cup matches has been designed as an exclusive ready-reference door hanger (see pic). Which cricket lover would not want this? The special door hanger is distributed with all the delivery orders and not only that a special contest is also on that five lucky winners getting 32" LCD TV each . Participants have to answer a simple World Cup trivia and come up with a slogan on Marrybrown delivery. And another bonus - a Coke pet bottle is given free with every order of Rs.350/- and more!!

CHRISTMAS CARNIVAL

For Christmas, 2010 Marrybrown once again came in action with the popular X-Mas carnival for kids in the age group of 4-12 years. A host of activities were planned to keep the kids engaged and happy right through the day (10am to 3pm). The carnival was held on 24th December 2010 at the Marrybrown Shanthi Colony and the entire place were a festive and joyful look with the following competitions and activities :-

- Coloring competition
- Drawing competition
- Passing the parcel
- Cinema's Dance Show
- Chipmunk appearance
- Photo session with chipmunk
- Tattoo & face painting All the above along with food, participant certificate and return gifts with winner getting special prizes was for a very competitive entry fee of only Rs.150/- . No doubt, the event was successful and had both parents and children enjoying their day with us.

RESORTS

New Year celebration is always special at MGM Beach Resort. Years of experience and a finger right on the pulse of the visitors have enabled the team to offer the right combination of fun and food to make it a fantastic event and a superb beginning to the year 2011! This year the party was named RUMBLE'11 and the key entertainers were MC Mary Ann, DJ Bala and Fireflies dance troupe. A brilliantly lit stage with dancers encouraging everyone to shake a leg in the largest dance floor in Chennai to 20,000 watts of non-stop music. ensured enjoyment for all. A sumptuous spread, surprise gifts and attentive staff made the new year celebrations a fantastic one for more than 2000 guests. The firework display at the end was a fitting finale to the event. Congratulations to the team for the making RUMBLE'11 a grand success.

HERITAGE & ACADEMICS @ COONOOR

A very special guest, Mr. Sharyn Bir stayed at MGM Hillworth resort in the month of February 2011. He was especially thrilled to be visiting his alma mater, St. Joseph's College Coonoor, where he studied in the 1930's. During his stay in the resort, he reminisced about his college days and pointed out locations where they spotted Sambar deer and bison. Mr. Bir has since worked in important positions including Canadian High Commissioner to Austria. He was pleased with the quality of service at the resort and stated that it was one of his best holidays. We enjoyed having Mr. Bir with us too.

A Record At Vallankanni

In the month of February, MGM Vallankanni Residency resort created a record event by hosting the largest ever banquet in its premises for 1500 pax. Guests included important dignitaries as it was the wedding reception of

Mr. Steve Wolfgang, the group came to study the functioning of the Nilgiri Mountain Railway because of its unique 'rack and pinion' track system which is the only one left in operation in the world. The guests had a comfortable stay and a stunning view of the Blue Mountain train chugging along down in the valley while they sip tea. Interestingly, the Nilgiri Mountain Railway is on the UNESCO's World Heritage List.

NEWS IN PICTURES



Superstar Rajinikanth and Kamal Hasan , the biggest names of Kollywood, have visited MGM Beach Resort this year!

Republic Day 2011 @ MGM Beach Resort was celebrated with ace Film Director, K S Ravikumar

Popular actor Karthik greeted at Eastwoods resort by Mr. Benjamin, F&B Executive where he dined at the Virudhun Restaurant.

Mr. Thangavel, President of the shop owner's association in Vallankanni - the buzzing pilgrim town. Since the team at the resort put in its best and the host was extremely satisfied with all arrangements - it has paved the way others and Mr. Thangavel himself to look forward to hosting more events without the complete support of the entire team. Thank you all.



ULTIMATE PONGAL SPECIAL

MGM Dizze World thrilled its visitors right at the entrance this Pongal (2011) with the vibrant beat of the Thappu. Many guests could not help but dance with the Thappattam performers. And just inside the entrance they were also treated to a view of a 20 ft Pongal Pannai with taller sugarcane at the sides. The competing of the Pongal event by cine and TV artist Balaji of Catch-I event partners - he also roped in prominent TV/cine personalities such as comedian Pandu, Vyapuri, Lollu Manohar team and the irresistible husband wife duo, Ganesh and Arthi. The stage shows rocked with superb performances by Aired Super Singer Juniors and dance by teams from Catch I. Mimicry show by Robot Shankar and scintillating dance shows by Maanada Mayilada artists and a special 'pongal' cookery competition by Chef Dhamu made Pongal 2011 unforgettable for all our guests between 14 - 17 January.

Last but not the least, MGM Dizze World's tie up with Hienz, enabled the distribution of free gift hampers to guests during the Pongal special events. Approximately 10,000 units of Complian biscuits and Complian Muesli ready to eat breakfast were distributed. The marketing team thanks the Hienz team for this special offer that helped us to thrill our guests.

INCREASINGLY HAPPY

The continuous efforts of the MGM Dizze World's marketing team to increase the number of visiting schools to the amusement park has borne rich dividends this year. Many important schools not only from Chennai but also from other areas in Tamilnadu and even Thirupathi in Andhra Pradesh have visited the park. The concept of assigning dedicated 'guide persons' for each school has been welcomed and well appreciated by all the school authorities. Now that the schools have been impressed, MGM Dizze World is gearing up for the hot holiday season.