

# MBD Group Announces The Launch of The Chocolate Box and Lounge at MBD Neopolis Ludhiana

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Multiple awards winning food and beverage brand, The Chocolate Box and Lounge announces its foray into malls with Ludhiana's landmark shopping destination MBD Neopolis.

For over 15 years, The Chocolate Box and Lounge, often called TCB, has been operating out of five star hotels owned and operated by MBD Group and has been acclaimed as one of the most innovative brands of the MBD Group.

TCB is well known for its gastronomical innovations, unparalleled selection, fantastic traditional dishes with modern and 'playful' touches. TCB has an aggressive growth plan for the next five years which includes expanding footprint of 100 lounges across India at premium high street destinations and luxury malls in gateway cities and state capitals.

The Chocolate Box and Lounge is the ideal place to spend quality time in the company of fine foods and great conversations. This bears testimony to the fact that in the last 15 years this brand has been bestowed with multiple prestigious awards such as Times Food Guide and Nightlife awards and HT Hall of Fame. Aligned with the ever-changing consumer behavior, TCB offers signature snacks including wraps, burgers, chit chat combos, sandwiches, salads, shakes, macarons, chocolates, designer cakes and much more in an extensive menu created with freshest seasonal produce.

Heaven for a chocoholic, TCB is dedicated to bringing the ultimate chocolate experience with delicately crafted chocolates bursting with quality and the finest ingredients. Colorful range of macarons exceeds consumer expectations and creates wonderful moments. Moreover, it has an endless display of designer cakes for making that special occasion memorable.

The effectively priced delicious and healthy menu has flavour-filled salad recipes that will change your thought of salad from a diet fare to an enjoyable meal option. Health-conscious guests can also choose from nutrient-packed healthy smoothies with protein, fiber and healthy fats. With an appeal to local tastes, GOCAL sandwiches and wraps present a fantastic and versatile option like Achaari Aloo Tikki Burger, Seek kebab Sandwich in Jeera bread and so on. Perfect for a quick bite, TCB also presents Chit Chat combos especially with gur pare, namak pare and cutting chai when you're not feeling hungry.

The know-how and resourcefulness of The Chocolate Box and Lounge combined with the charm of MBD Neopolis stands out from the crowd of cafes and pastry shops that exist not only in Ludhiana but also in the entire country. This astonishingly ornate design of TCB at the Neopolis mall atrium on the ground floor is a visual delight for the eyes with a friendly vibe. Elegant counters, the alluring aroma of food, attention to detail and free Wi-Fi zone combine to bring you an indulgent experience. Another interesting offering at The Chocolate Box and Lounge will be the "Community Table", the most popular French dining seating style for an improved social experience.

"We would like to offer our gratitude for your support towards making MBD a name to reckon in offering food and beverage brands in the country. MBD is well acclaimed for its innovative food and overall experiences through fine dining and casual dining restaurants. Taking a step further, we have introduced The Chocolate Box and Lounge in this iconic mall in one of its kind format and therefore, we are excited about this unique idea of TCB offering signature items in new avatar for city's food buffs, explains Satish Bala Malhotra, Chairperson MBD Group.

"We have designed this modern and luxurious open café, The Chocolate Box and Lounge," tells Monica Malhotra Kandhari, MD of MBD Group, "given the kind of elegant and luxurious experience TCB targets to achieve, we have tried to get French decorative scheme to make its appearance modern and eclectic. Multiple luxurious elements like designer art consoles, floral motifs in carved metal and European style valances have been added for unquestionably distinctive ambience. Moreover, the bespoke lighting in carved art form enhances the overall ambience of the place. And still providing privacy with the unique metal arches, wooden flooring and generous touch of gold, all underpinned by a zesty menu making it stand out among cafes around not only in Ludhiana but also India at large."

In the words of Sonica Malhotra, JMD of MBD Group, "It's the dedication that has made TCB stand out in the bouquet of successful food and beverage brands of MBD Group for many years. This newest outlet of The Chocolate Box and Lounge in Ludhiana in MBD Neopolis is the latest iteration on international format with competitive pricing strategy. We could foresee a huge growth in such restaurant concepts and it's our first step in this direction. We are looking at fast paced expansion of TCB Lounges across high streets and luxury malls, aiming to touch 100 numbers in next 5 years pan India."

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