



**Subscribe
NOW**

Request for
Complimentary Copy

- News**
- Policy & Regulations
- Food Processing
- Beverages
- Dairy Products
- Agriculture
- Snacks & Confectionery
- Fruit & Vegetable
- Meat & Seafood
- Sugar
- Oils & Fats
- Ingredients/Flavours
- Spices
- Retail
- Bakery / Biscuits
- Poultry
- International
- Company Report
- New launches
- Nutrition
- Hotels & Hospitality
- Features**
- Edit
- Column
- Special Reports
- Interview
- Issues
- In Focus
- Analysis
- Budget
- Festival
- * F&B Projects
- Marketing**
- Brand news
- Marketing
- People
- Books
- Events
- Allied Sector**
- Technology
- Equipment
- Packaging
- Education
- Food Safety

TOP NEWS

MBD Group launches Chocolate Box & Lounge at Ludhiana's MBD Neopolis

Tuesday, 30 April, 2019, 16 : 00 PM [IST]

Our Bureau, New Delhi

The Chocolate Box and Lounge (TCB), a food and beverage brand owned by MBD Group, has forayed into malls with a new outlet at Ludhiana's MBD Neopolis.

For over 15 years, 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.

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

TCB 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.

Keeping in mind the ever-changing consumer behaviour, TCB has an extensive menu, comprising signature snacks, including wraps, burgers, chit-chat combos, sandwiches, salads, shakes, macaroons, chocolates and designer cakes, which have been the freshest seasonal produce.

A must-visit for a chocoholic, the chain is dedicated to bringing the ultimate chocolate experience with delicately-crafted chocolates made with the finest ingredients. A colourful range of macaroons 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 people's perception of salad from diet fare to an enjoyable meal option. Health-conscious guests can also choose from nutrient-packed healthy smoothies with protein, fibre and healthy fats.

With an appeal to local tastes, gocal sandwiches and wraps present a fantastic and versatile option like Achaari Aloo Tikki Burger, Seekh 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 one is not feeling hungry.

Another interesting offering at TCB 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 acclaimed for its innovative food and overall experiences through fine dining and casual dining restaurants," said Satish Bala Malhotra, chairperson, MBD Group.

"Taking a step further, we have introduced TCB in this iconic mall in one-of-its-kind format, and therefore, we are excited about this unique ideation of TCB offering signature items in new avatar for city's food buffs," he added.

"We have designed this modern and luxurious open café, TCB," said Monica Malhotra Kandhari, managing director, MBD Group.

"Given the kind of elegant and luxurious experience TCB targets to achieve, we have tried to get a 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," she added.

"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 the cafes around not only in Ludhiana, but also India at large," Kandhari said.

Sonica Malhotra, joint managing director, MBD Group, said, "It is 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's MBD Neopolis is the latest iteration on international format with competitive pricing strategy," she added.

"We could foresee a huge growth in such restaurant concepts, and it is 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 outlets pan-India in the next five years," Malhotra said.

**Stay updated with our
DAILY NEWS ALERT**

Food Beverage News e-paper

Vitafoods Europe

7-9 May 2019.
Palexpo, Geneva

India FOOD EX 2019
...and Japan 2019
30th Aug. - 1st Sept. 2019
BEC, Bangalore, India
Organized by: [www.vitafoods.com](#)

F&B Projects

Interview

"Demand for fast & fresh foods propels growth of cold chain industry"

Past News...

FORTHCOMING EVENTS

- International
- Domestic

FNB NEWS SPECIALS

- Forthcoming
- Past

Overview

Packaged wheat flour market growth 19% CAGR; may reach Rs 7500 cr: Ikon

Past News...



SUBSCRIBE NOW

CHRONICLE PHARMABIZ

Ingredients SOUTH ASIA

Recipe for Success

Recipe for Success: MasterChef's hat the most rewarding for multiple hat-wearer Bhadouria

Past News...