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**MBD Group announces the launch of The Chocolate Box and Lounge at MBD Neopolis Ludhiana**

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**LUDHIANA, 30.04.19-29<sup>th</sup> April 2019:** 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 ideation of TCB offering signature items in new avatar for city's food buffs, explains Mrs. Satish Bala Malhotra, Chairperson MBD Group.

"We have designed this modern and luxurious open café, The Chocolate Box and Lounge," tells Ms. 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 Ms. 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."

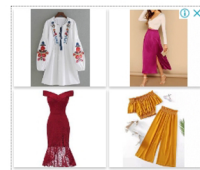
**About MBD GROUP**  
One of the leading education companies in India with over six decades of experience, since 1956, MBD Group-guided by the futuristic vision of their Founder, Shri Ashok Kumar Malhotra has diversified into various industries including E-Learning, Stationery, M-Learning, Skill Development, Capacity Building Programmes, Eco-Friendly Notebooks, Paper Manufacturing, ICT Infrastructure, Hospitality, Real Estate, Mall Development and Management. The Group has presence in various countries including the UK, Middle East, South Africa and Sri Lanka.

**About MBD HOSPITALITY**  
Having more than 18 years of experience in Hospitality sector, all the hotels managed by MBD Group have won numerous awards in various categories, be it for the best hotel or the best rated restaurants.

The winner of World Luxury Award Radisson BLU MBD Hotel Noida, has redefined luxury and comfort by exceeding the expectations of those looking to indulge themselves in an effortless, regal and opulent stay experience. Ranked as Asia Pacific's Best Performing Franchised Hotel of Carlson Rezidor Hotel Group with the highest guest scores, the hotel is perfectly located in Sector 18 for access to entertainment and shopping options.

Radisson BLU Hotel MBD Ludhiana is the second venture of the MBD Group is the first 5 star deluxe hotel in the region. The hotel exudes seclusion, luxury and comfort and stands apart for its wonderfully detailed MBD Privé Collection with stylish interiors. Its largest banqueting space and award-winning dining concepts and have evolved to deliver one of the finest experiences.

MBD Steigenberger promises hospitality made in Germany and delivered in India. With over 55 captivating locations around the globe, Deutsche Hospitality-the largest German chain of hotels and resorts-stands for elegance and impeccable hospitality. This JV presents German precision tailor-made for Indian guests while ensuring outstanding global standards and a luxurious environment aims to open at least 20 hotels in India over the next 15 years. The flagship hotel under the JV-Zephyr is an MBD Steigenberger Hotel located in the heart of Whitefield, Bengaluru.



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