

Batter-Made



Saravana Bhavan: Fool-proof recipe

ADOSA IS A DOSA. Is a dosa, right? Never. Not just because you could easily find more than a dozen varieties of dosa at any decent South Indian eatery. Also because a lot of skill goes into making that paper

roast—it's like the McDonald's fries. It's that belief which has made Saravana Bhavan a 24-outlet (five of them in Dubai, Singapore and the US) hotel chain, with more than a hundred thousand customers walking in every day. Now, the Chennai-headquartered chain, which makes 370 different dishes, has come to the heart of Delhi. Founded by P. "Annachi" Rajagopal, a grocer-turned-hotelier, Sarvana is a no-nonsense experience. The food is superb, the service prompt, and the damage reasonable. Does the formula work? Well, consider that Annachi opened his first joint only in 1981, and today it could be raking in at least Rs 100 crore a year (one lakh customers a day multiplied by an average ticket size of Rs 30).