



EXECUTIVE MEMBER



Tofozzul Miah

Bayleaf
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Installing an advanced EPOS system has enabled Tofozzul Miah's Bayleaf to boost sales and cut labour costs during peak times. A staunch believer in IT, Tofozzul has been leveraging sophisticated EPOS solutions since 2001 and has since collected over 12,000 customer data points. This rich database fuels a three-pronged remarketing strategy—via SMS, Email, and Direct Post—that safeguards profits against the soaring fees of third-party online companies. "This system not only streamlines operations during busy periods, but it also empowers our waitstaff to manage more tables," Tofozzul explains.

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A visionary entrepreneur, Tofozzul is the founder of both the award-winning Bayleaf brand and Carplanet Trading Ltd, with establishments in Watford and Barnet. His early ventures in the labour-intensive world—from the rug trade and Sunday markets to launching his first Indian restaurant in South East London at the age of 17—shaped his understanding of every business facet. Despite an initial setback, he honed his craft with invaluable experience in a Punjabi-owned restaurant, eventually partnering in a struggling North London restaurant and transforming it into a profitable venture.

Recognising an untapped market, he boldly ventured into food delivery in the 1990s with Bayleaf Takeaway on Whetstone High Road—a move that garnered multiple awards and accolades. In 2013, seizing the gap in fine dining Indian cuisine, he opened Bayleaf Restaurant, where a dedicated focus on both culinary excellence and impeccable presentation has cemented its success.

Parallel to his restaurant triumphs, Tofozzul's foray into the automotive world commenced as a home-based hobby in 2006. Impressed by early returns, he expanded first to a forecourt of 20 vehicles, and then to a car showroom in 2009. This evolution led him to establish Hiltop Motors—a premier German car dealership—and today he serves as the Chairman of Carplanet, a car supermarket with over 1,500 vehicles, operated alongside his 3 sons. Beyond business, Tofozzul is deeply involved in local charities

and voluntary work, currently serving as President of BBKA, Vice Chair of Historical Bangladesh Centre, and founder-trustee of the Bangladeshi Welfare Society of Barnet.

Tofozzul's journey is a testament to his relentless drive and passion for innovation. His ability to identify and capitalise on emerging trends has not only propelled his business forward but has also set new standards in the industry. The Bayleaf brand, known for its exquisite flavours and exceptional service, has become synonymous with quality and sophistication.

Beyond his entrepreneurship pursuits, Tofozzul is committed to giving back to the community. He actively supports local charities and initiatives, believing that success is measured not just by profits but by the positive impact one can have on others. His story is an inspiring example of how vision, perseverance and a heart for service can transform challenges into opportunities and dreams into reality.

As Tofozzul continues to innovate and expand his ventures, there's no doubt that his influence will be felt for years to come, inspiring the next generation of entrepreneurs to dream big and work hard to achieve their goals.