

## Jamal Uddin Mokoddus

The Garden of India Harlow CM18 6PA Jamal Uddin's career in the restaurant industry started shortly after his arrival in the UK, twoand-a-half years to be exact. He opened his first restaurant 43 years ago in the Town of Harlow, Essex, which he now calls home. At that time there were not many Indian restaurants. So he wanted to be one of the first few around the country. He has always had the entrepreneurial mentality from a young age, that never goes away. He thought by being the first person to introduce curry to Harlow he would be able to dictate the market price and be able to capitalise on it.

Jamal Uddin's Unique Selling Proposition (USP) is himself, his personality. He is the brand, he has built his businesses around his name being synonymous with premium quality. For all the restaurants he has at the moment that is the fundamental USP.

- The Vojan Ongar is the flagship (220 covers).
- The Raj Epping is a traditional and cosy in spirit, yet contemporary in design and food.
- The Raj Lodge Old Harlow is the eldest in his group of companies at the moment yet contemporary and modern in design.
- The Garden of India Harlow is the one that attracts everyone for the quirky menu. Also has the most modern, sophisticated interior out of the group.
- Sanuk High Ongar is a Thai restaurant in a grade 2 listed building he opened in 2006.
  - He has a hotel in Royston.
  - He also has a restaurant in Hillingdon.
  - His Cash & Carry M18 in Harlow is now as spacious as 12,500 square feet, which serves locally, in surrounding areas and the wider restaurant community around the country.

Jamal Uddin has a secondary school fully funded by him in his birth place in Bangladesh established in 2000. He is the founding director and current chairman of Adventure World Sylhet. He is also the founding director of Homeland Life Insurance Bangladesh.

The favourite part of his businesses is the opportunity to turn nothing into something. Charity has become a habit of Jamal Uddin. He supported many families who are in destitute condition. Being inspired by Jamal Uddin, many are doing big things in their fields. Also he is grateful to the Almighty that he is able to show his sons the way and install the entrepreneurial skills needed for them to succeed. Through them he can keep his desire alive for the family empire to grow. Jamal is truly blessed to be in the position. The property portfolio is growing, the businesses are growing and his sons are both involved in the family empire.

Jamal Uddin's next move will be growing the Cash & Carry further to be able to serve more clients. He also intends to start some new different types of cuisines. He has already done business with Italian as well as Thai food in the past. Now he is looking to do modern European.

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