



## **Kamal Rob, Amrish Jijode and Mofazzul Hussain**

**Khau Galli**  
Royton OL2 6AB



Kamal Rob is from a marketing background. He's been a very successful entrepreneur with a clear vision of success. The youngest member of a Bangladeshi family, he grew up watching his brothers work in the hospitality industry. He has always been interested in cooking. In the past, his family owned several restaurants and takeaways, where he gained a lot of knowledge over the years.

Ambrish Joijode (AJ) is from a family with a long business history in India. He has a clear business ethos. He always had a passion for food, having been born and raised in Mumbai where street food has always been a mainstay in all walks of life.

Mofazzul Hussain was in the wedding management industry. He has been passionate about opening a restaurant since he realised at 16 that there would be no wedding without food. He has worked in restaurants part-time and really loved it. When his friend Kamal approached him about investing in Khau Galli, he didn't hesitate knowing it was a great idea from the start.

They opened their restaurant, Khau Galli, in 2019, just before the pandemic, faced the challenges of lockdowns and restrictions, and still managed to be successful. The favourite part of their business is to see a satisfied smile on their customers after they relish Khau Galli's food. They're really excited for that moment. Traditional recipes sourced from AJ's mother in Mumbai are as authentic as can be with adaptations from their local customers' tastes. The idea is to make the customer feel the closest to the street food available on the streets of Mumbai. Green Lamb Chops is an ideal example of their signature dish, thanks to AJ's mother in India who is the inventor of this dish.

"Work environment should be enjoyable all the time," says Kamal Rob. "We provide fair wages with general tips for all employees. We have a system in place where employees receive performance bonuses, like rewarding a Yearly Star Performer and a Star Waiter/Waitress each month. We have a policy that all of our evening shift staff must sit and eat together at the end of each shift, which gives them time to bond," he added.

They use any technology that automates and makes the business self-running. Everything is

well structured with the right technology to save time and money while providing peace of mind. Their restaurant has its own server that helps them control most of the technology they use, and it's part of a plan to expand their business and manage all of their future sites. Cloud based phone, EPOS and online ordering solutions, waiter paging device, smartwatches, smart alarm system, cameras and password-controlled access for the restaurant make their life a lot easier.

"When it comes to marketing," says Kamal, "the best decision you can make is to give it to someone with a solid track record. Do not try to do everything yourself, especially if you are not an expert in this field. It's teamwork – my marketing is run by the same company as my EPOS and I treat it as an extension of my team. Choosing the cheapest option is not always the best, pay them what they want as long as they can give you results. I am doing very well in business, and I can improve even more by working with the best agency. Every business is different, and your marketing strategy needs to be tailored to your business based on various factors such as size, location, customers, and demographics."

#### KEYS TO SUCCESS:

- Simple menu is, unique to our customers.
- Putting a systemised structure in place.
- Innovation - They introduced outdoor VIP Pods private and an exceptional dining experience.
- Their marketing is something that they focus on a lot and they like to think out of the box.
- Charity - Another key part of success has been their contribution towards the NHS and keyworkers. They gave out over 10,000 free meals during pandemic. They supported school kids during pandemic over the school holidays, upliftment of the community, customer satisfaction.

Kamal's next move will be to expand out to different cities and build a brand that is recognised in the hospitality industry at home and abroad. Their own Khau Galli Soup Kitchen is set to launch soon and will focus on reducing carbon footprints.