



SRI KRISHNA SWEETS

SERVING SWEET HAPPINESS

Good food gives happiness to people; it not only fills their stomach but also contents their hearts. Sri Krishna Sweets, a popular Indian sweet manufacturer and its restaurants division SKB and Sri Krishna Food Products have been serving people with delicious food over the years

Sri N K Mahadeva Iyer ventured into business in the year 1948 when there were a few restaurants selling sweets. Hotel is usually considered as a business; sweets are a section in it and Mysurpa is a part of it. But Sri. Murali's father did not visualise it in that perspective. He saw it as a person in the crowd, like a customer. He wished to make a change in Mysorepak and made it into a melting magic Mysurpa.

Sri M Murali assisted his father in business, later gained experience and started operations in Chennai in the year 1996. When he told his father that he wanted to launch the business in Chennai his father was the first to support his initiative and asked him 'to be clean'.

How many meanings that the word 'Clean' convey? Even today cleanliness is the watchword at every outlet of Sri Krishna Sweets. It is cleanliness not only in the outlets but even in the character of every employee of Sri Krishna Sweets confirms Sri. M. Murali.

He came with a motivation to Chennai believing that his father is always there

with him. Sri Krishna Sweets was started in Pondy Bazaar with 5 stoves and 15 employees keeping in mind best quality.

Sri. M. Murali realised that customers have to be served with pure love and affection. Beginning with the guard at the entrance welcoming the customers with a bright smile followed by sales representative personally taking care of customer needs with warmth to help them in their purchases and guiding them till they leave the premises.

Sri M. Murali wanted to change people's perception towards sweets as a product – generally when people are happy they share sweets to celebrate it and when a person is happy he wishes his near and dear to be with him to share his happiness. However, he did not want his customers to view his sweets as a product but to realise it as a personality.

Sri M Murali studied, researched and then prepared sweets, beginning with the taste of each and every product, its uses and goodness to health keeping in mind the customer satisfaction. With the availability of only 4 or 5 varieties of sweets in those days, he changed the concept to more than

50 varieties of sweets in his outlets.

Witnessing a customer's struggle to travel after purchasing the sweets from the outlet, he made his daughter accountable for quality packaging in different colours. Chennai is multicultural and Sri Krishna Sweets had to overcome challenges to face it. It was achieved by introducing collection of sweets from different states across India and special packages according to the occasion were also prepared.

SERVING THE SOCIETY

Sri. Murali's father Sri. Mahadevan told him that he owes his achievement to the society and asked him about the way in which he would give it back. Thereafter, Sri. M. Murali started serving the society under the banner 'Naal Thorum Nalathu Seivom' (Doing One Good Deed Every Day) in the year 2006. Today it has been growing into a profuse movement. Motivational Talk, Satsangs, Tree Planting, Water Restoration are part of the program.

Doing good deed every day was started in 1996 by Sri Krishna Sweets & has crossed the milestone of conducting more than 11000 programs till date and is going well.