



Maintaining professional standards

London Lux sits down with business mogul **Rashpal Nandhray** to find out how he has turned Satkeer Catering into the multiple award-winning organisation it is today.

By Daniel Moore

SATKEER
CATERING
... a taste of distinction

Business boss Rashpal Nandhray is a successful entrepreneur and proud owner of Satkeer Catering – One of the UK’s top Indian wedding and events caterers, located in East London.

Only five years into service, the organisation has already picked up multiple accolades for its prestige food, attention to detail and five star customer service going above and beyond the call of duty to ensure their clients’ experience is an enjoyable and memorable one. Some of Rashpal’s notable achievements include winning Most Popular Catering Service for the Wedding Industry Experts Awards 2016, as well as claiming trophies for Outstanding Service in 2016 and 2017 respectively. In addition to this, the caterer made it to the top 10 in London for the British Asian Wedding Awards 2017 competing with the best of the best in the industry.

The quick rise to success comes down to Rashpal’s drive and ambition, coupled with his extensive experience in co-ordinating functions for businesses of all shapes and

sizes, from small firms to large corporate organisations. In fact, his expertise in customer service and events management spans well over 20 years. “I started in the entertainment industry back in 1991 setting up an entertainment company with my friends called, ‘LSD Roadshow’”, Rashpal recalled, “Around this time when I was 16, I continued organising events and eventually progressed into the club scene. The more I got used to the events side, the more I enjoyed it.”

“The company just grew throughout the years. Around the millennium, we expanded and went into event management and planning, so our clients would come to us and we would organise things like venue theming and decor, cakes and limos to be delivered to their venues. This is when we started dealing and working alongside more caterers in the industry and where I learnt a lot from them on how to manage more events on a professional level.”

During this time, the businessman was keen to restore ‘quality’ back into a field he felt was dropping, primarily

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Satkeer Catering’s professional waiting team



Satkeer Catering Head Chef, Jay Chohan



Rashpal Nandhray – CEO and founder with hostesses Louisa Zarina Khan & Jaqueline Mota



Rashpal Nandhray with founding partner Polly Nandhray

on behalf of some of the larger players. Speaking about his earlier findings, he said, “I wasn’t happy with how some of the bigger companies were going. They were dealing with more production food attempting to do around 1500 – 1600 covers a day for three or four functions,” he added, “Bespoke menus, excellent food and attention to detail, that’s what the client wants and what they’re paying for, but this is what I found the industry wasn’t providing to them at the time.”

To reinstate this work ethic, Satkeer Catering was built on its core values of, ‘Quality, Innovation, Professionalism and Customer Satisfaction’, which has propelled it into the spotlight and shaped the business into the thriving establishment it is today. However, the company name signifies the main driving force and what the business is ultimately about, family. Rashpal elaborated, “The name came about from the birth of my nephew Satinder and my son Harkeerat.

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I’m hoping one day they will eventually take over the business,” he continued, “We decided to combine their names together because if the name was made up, it wouldn’t mean as much to us. Satkeer Catering has such a powerful meaning to us because we’re a family business. This is what motivates us to maintain a high level of standard. It’s our future, my nephew and son”, adding that his wife, sister and niece also work alongside the entrepreneur, adding that personal touch to the business.

To ensure high standards are upheld, the entrepreneur employs the best chefs whom assist with sourcing the finest A-listed ingredients to deliver exquisite Indian Punjabi, Chinese and English cuisine to clients and their guests. Together

with the owner’s professional bank of Event Managers, bar staff, hostesses and waitresses, clients can be rest assured they are in professional hands from beginning to end, whether their event is a sit down meal, buffet or silver spoon theme. “Once you sign the contract

and pay the deposit, we are all yours for that day. You're guaranteed my whole team will be on hand to ensure your event is orchestrated to perfection," Rashpal added.

The customer's journey begins with a food tasting from a variety of freshly prepared vegetarian and non-vegetarian traditional Indian dishes. Whether it's hosting for 100 or 500+ guests, the caterer has an eclectic range of bespoke packages to accommodate all budgets but more importantly, exceed expectations each and every time. Clients can also discuss catering options with the mogul's event organisers about any dietary requirements they may have and how they would like the food presented on the day.

Providing further insight, Rashpal said, "We've expanded in such a way that we've gone into the British market. A lot of British couples are turning to Indian food and they come to us with a preset menu of what they got when they went to a restaurant. They want Onion Bhajis, Samosas and Chicken Tikka Masala, but



once we've done a food tasting with them, the whole menu changes" adding that customers will not only walk out with their traditional English dishes, but will leave with some traditional Punjabi dishes they may have not otherwise selected.

To remain fresh and competitive, new canapés and dishes are often added to the menu, but are rigorously tried and tested first before receiving the green flag. One of the latest additions to the menu includes Achari

Chicken, Achari Lamb and Achari Paneer, which Rashpal describes as a 'unique twist', that have proven to become popular dishes based on customer feedback.

"We're always experimenting with new dishes to add to our menus," Rashpal replied, "We've introduced those to the market and they're becoming quite popular, which are quite different to the Chicken Masala, by giving it a bit of a twist. We're trying to stay ahead of the competition and always want to make sure that everything we produce is a quality product."

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Satkeer catering has broken into the corporate companies in recent years attracting many firms who are keen to sink their teeth into its delicious Punjabi cuisine. July 2017 saw the caterer take to the royal streets of Mayfair for the renowned Anna Mazzotta exhibition, where it served up mouth-watering Punjabi dishes and canapés that went down a treat amongst the famous caricature artist and her exclusive guests.

Aside from art exhibitions, the organisation has



acquired many clients in the film and music industry by making regular trips to production studios across the country to ensure staff and actors are fed properly behind the scenes. Another notable event for Rashpal was hosting a wedding event for the owner of 15-piece band 'Down for the Count,' that even has the group's inner circle requesting his services.

Although food plays a fundamental role in the business, it is not the bread and butter of it; in fact,

Satkeer Catering provides a number of other services to make sure all the client's requirements are met. Wedding cars, DJ and magicians are a few of many within the itinerary, along with, dancers, singers and mixologists. "We can basically put your whole event together", Rashpal remarked. "We can even get a horse and carriage together for you. We also do Photobooth Hire and customers can now take advantage of our new in-house bakery, launched in January 2017."

In 2018, the caterer will launch a canapé concept based around the principles of a three-course meal for everyone to enjoy. Explaining the reasons behind the initiative, Rashpal said, "At the corporate events we do, we want people to come there, enjoy the event and at the same time, enjoy the food. The three-course canapé concept will start with a selection of vegetarian and non-vegetarian starters served for around 30 minutes, followed by your main course, which will be a selection of vegetarian and non-vegetarian curries

and rice dishes served with a small bitesize naan bread. The experience will end with a selection of desserts. The idea is for your guests to stay at the event and enjoy the experience."

For those interested in making an enquiry or booking can do so by heading over to Satkeer Caterings website (satkeercatering.com) where they can browse the company's delicacies while checking out a broad selection of venues and affiliates for that special day. Alternatively, customers can get in touch by phoning 07958 941034 or e-mail info@satkeercatering.com to get the ball rolling.

As Rashpal looks into another busy year ahead, he will make certain that his professional team uphold the company's core principles engrained into the business since day one while continuing to bring more innovative dishes to the table with a unique twist on classic Indian cuisine.

