

EPSRR, Axton Capital Sign MoU to Expand F&B Concepts in Sri Lanka and Oman

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EPSRR Holdings Private Limited has signed a Memorandum of Understanding (MoU) with UK-based Axton Capital to develop and expand food and beverage (F&B) concepts in Sri Lanka and the Sultanate of Oman.

Under the agreement, the companies will collaborate through J M Robertson & Company Limited (JMR), a subsidiary of Axton, to establish and scale F&B concepts across the two markets. JMR, which traces its history to 1845 and is among the oldest coffee trading companies in the Indian subcontinent, operates cafes under the Department of Coffee brand in Sri Lanka and Oman.

The partnership will initially focus on Colombo and Muscat, with the companies planning to evaluate further opportunities across Sri Lanka, Oman and other selected international markets as the collaboration develops.

EPSRR has previously invested in and developed Club Sulaimani Food & Beverages LLP, which operates the Club Sulaimani and CS Signature brands in India. The company is also developing EPSRR Le Bistro for international markets.

Commenting on the MoU, Riyas Kalliyath, Chairman, EPSRR and Club Sulaimani, said, "EPSRR today has taken the first major step to launch a series of outlets internationally, starting with Oman followed by Sri Lanka and other GCC, European and American markets. We are looking to grow as an international brand offering multi-cuisine delicacies, serving patrons across continents. Our association with Axton is our first internationally, which we look to grow rapidly."

Anand R. Iyer, Chief Executive Officer, EPSRR & Club Sulaimani and Vice Chairman, EPSRR, said, "We are delighted to have signed two major MOUs for Sri Lanka and our first GCC outlet at Oman today. This is our first major step out of India and our strategy is to get our footprints to major markets internationally. I am excited to welcome Axton Group to participate in this growth journey."

Malith Perera, Director, Axton and J M Robertson said the partnership would benefit from JMR's established operations and local market knowledge in Sri Lanka and Oman.

"With roots going back to 1845 and more than 180 years in the trade, J M Robertson has deep operating experience across Sri Lanka and Oman, including our own Department of Coffee cafes in both markets. That gives EPSRR a genuine running start rather than a standing one," Perera said.

The collaboration marks EPSRR's first major international expansion and is expected to provide a platform for the company to take its F&B concepts into additional markets over the longer term.