



RESTOFAIR
eff'n'bee
INDIA

Press Release

Grigny (France), September 19, 2025

Dubai (UAE), September 19, 2025

Bangalore (Inde), September 19, 2025

ECF Group continues its international expansion and opens up to franchising on the Indian subcontinent. This strategic initiative will enable the Restofair brand to be developed in partnership with Eff'n'Bee, India's leading distributor to hotel and restaurant operators. The partnership will leverage Eff'n'Bee's established local footprint, which includes six showrooms across India, while also taking advantage of Restofair's extensive supply chain network spanning the Middle East, Africa, and now India.

The inaugural showroom in Bangalore is scheduled to be rebranded under the Restofair brand by October 2025, with five additional locations in New Delhi, Mumbai, Hyderabad, Chennai, and Kochi set to follow in subsequent months. Furthermore, two new openings will enhance the franchise's local footprint as it strives to establish itself as the premier supplier of equipment for professionals in India's hotel and restaurant sector.

The Indian market presents significant growth opportunities and is poised to become one of the world's foremost markets in the coming decades. This growth is particularly driven by the swift expansion of both domestic and international hotel chains.

Through this major initiative, ECF Group has reinforced Restofair's standing as a key player in the hotel and restaurant industry across the Middle East, Africa, and India (MEA) region. Restofair International's presence in this area began in 2004 with the launch of the first Restofair-Rak store in Dubai, followed by an opening in Morocco the same year. The brand subsequently expanded into additional markets primarily via franchise agreements, including Oman, the Maldives, the Seychelles, and Kuwait. More recently, the brand's entry into Saudi Arabia with its inaugural Riyadh store at the end of 2023 has further elevated its international profile.

Similar to other franchised territories, Restofair India is the outcome of a collaboration between a well-established local company and the ECF Group, which will draw on its portfolio of international and proprietary brands, as well as the strength and efficiency of its logistics network. The Restofair franchise network is overseen by ECF Middle East, headquartered in Dubai under the leadership of Yann Dhalluin.

For its expansion into India, ECF has partnered with Eff'n'Bee, a company founded in 2011 in Bangalore by the Singhvi family, who also have business interests in printing, precision manufacturing, and distribution. Leveraging an exclusive partnership with RAK Porcelain and a network spanning the country's main hotel development regions—including six showrooms with two more under construction—Eff'n'Bee has established itself as a leading distributor in India's highly fragmented market. ECF Group values this collaboration with the Singhvi family and the strong partnership already in place.

The development of Restofair in the Middle East, Africa, and India is part of the ECF Group's profound evolution, supported since 2023 by its majority shareholder PAI Partners, a preeminent European Private Equity fund.

Christophe ALAUX, ECF Group CEO:

« India is a natural frontier for ECF Group, offering immense growth potential and ambitious development plans and presence for major hotel chains that are our clients elsewhere in the world and will complement those of our long-standing Indian partner Eff'n'Bee. »

Yann DHALLUIN, ECF Middle East CEO, to precise:

« This exciting collaboration brings together Restofair's expertise in Operating Supplies and Equipment (OS&E) with Eff'n'Bee's deep market knowledge and commitment to quality, delivering a complete one-stop solution for hotels and restaurants across India. Our shared goal is to provide a seamless, comprehensive offer to equip



hospitality establishments with top-of-the-line products that meet the highest standards. Together, Restofair and Eff'n'Bee are committed to supporting INDIA's vibrant hospitality industry. »

Karan SINGHVI, Eff'n'Bee Managing Director, to conclude:

« For Eff n Bee, collaborating with ECF is more than a business partnership — it's about bringing global scale and best practices to the Indian market. We're excited to work together to support the evolving needs of hospitality market in India »

ECF Group at a glance

Alongside the professionals of Hospitality & Care for 145 years

- **ECF Group** is a specialized international distribution group, a *reference partner for the Hospitality & Care* business lines since the creation of Maison Chomette in Paris in 1880. For 145 years, the group has been developing its own brands and trademarks for professionals in the hotel, restaurant, tourism, food and beverage industry, public authorities and the health and social sector.
- **ECF Group** is a “collective” in permanent development, led by entrepreneurs-managers serving all professionals in the sector.

€820m
Turnover

Our service offers

- **The largest range of products on the market:** ECF Group is able to meet all the needs of equipment or supply, whether in table art, utensils and kitchen equipment, large equipment, furniture, textile, hygiene products, consumable or take-away.
- **Omnichannel solutions:** ECF Group’s teams together form a “collective” committed to nurturing the experience of its customers, who can reach us at all contact points: itinerant sales representatives, stores, e-commerce sites, call centers and emails.
- **A reactive supply chain:** composed of 40 logistics sites worldwide, the strength of ECF Group and the responsiveness of its supply chain are able to respond to all requests in real time, 7 days a week, to act and serve our customers with real proximity.

250 000
Customers

Our Values

- **Performance:** Guarantee impeccable quality of service and profitable growth for the group, its subsidiaries and all its customers.
- **Professionalism:** To remain the partner of reference and trust of the clients who only federate the best specialists in each field and share a commitment of every moment.
- **Proximity:** To encourage listening, while guaranteeing unrivalled customer support, mixing width and depth of the product offer, high level of service and omnichannel.

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Countries

Our network

- **Three regional hubs:** thanks to its international network structured in three major regions Europe (Grigny – France), the Middle East (Dubai – United Arab Emirates) and Asia-Pacific (Brisbane – Australia), ECF Group is able to provide a rapid and over-efficient solution measures all its clients, including major accounts around the world.
- **Strong local brands:** ECF Group develops and integrates local brands with a strong reputation, giving them the financial, human and logistical means essential to their success.

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Brands

Our Responsible Commitments

- **Reduce** our ecological footprint and promote environmental protection.
- **Offer** environmentally responsible offers.
- **Develop** respectful, inclusive and equitable relationships.

2 500
Employees