



## Oiyaa Announces Strategic Partnership with Kingfisher to Drive Innovation in the Curry Industry

Oiyaa is pleased to announce a strategic partnership with Kingfisher, marking a significant step forward in supporting the curry industry and enhancing the hospitality sector. This collaboration is dedicated to introducing innovative solutions to curry houses nationwide, leveraging Oiyaa's advanced technology to help these cherished establishments thrive.

In recent years, the curry industry has faced various challenges, leading to the closure of many beloved restaurants. Oiyaa and Kingfisher are committed to addressing these challenges by combining Oiyaa's technological expertise with Kingfisher's respected brand. The partnership aims to strengthen the curry industry, attract customers, and ensure long-term success for these vital businesses.

"We are excited to collaborate with Kingfisher," said Neeta Dhorajiwala, CEO of Oiyaa. "Our goal is to support the curry industry by helping restaurants navigate a competitive landscape with the latest technology. With Kingfisher's partnership, we are confident that we can drive meaningful growth and continue to celebrate the tradition of curry across the nation."

Kingfisher, a brand synonymous with quality and heritage, shares Oiyaa's commitment to a thriving curry industry. Through this collaboration, both companies will work closely with curry houses to implement technology solutions that enhance customer experiences, streamline operations, and boost overall business performance. This partnership is focused on creating a positive impact, benefiting both the restaurants and the communities they serve.

### KINGFISHER STATEMENT

Andy Sunnuks, Senior Brand Manager of Kingfisher. "Here at Kingfisher, we view ourselves very much as a partner of the British Curry Industry and not just simply a supplier. Utilising Oiyaa's innovative consumer loyalty programme is an exciting step in our commitment to supporting our beloved curry houses and driving people into restaurants."

This partnership arrives at a pivotal moment as the hospitality sector continues to recover from the global pandemic. Oiyaa and Kingfisher are dedicated to providing the necessary tools and resources to help curry houses adapt, thrive, and continue delighting customers with their exceptional culinary offerings.

