



## **PRESS RELEASE**

### **IDS AUTOMATES HARD ROCK CAFÉ INDIA HARD ROCK CAFÉ INDIA CHOOSES FORTUNE R&B FOR ITS OPERATIONS**

**India, May 2008:** IDS Softwares Pvt. Ltd (IDS), global leader in providing integrated IT solutions for the hospitality sector, announced its tie-up with Hard Rock Café, India. The popular chain has chosen Fortune R&B from IDS to manage its chain of restaurants in the country. IDS now automates Hard Rock Café - Bangalore, Delhi, Hyderabad, Mumbai & Pune.

IDS' Fortune R&B Solution is an integrated IT tool which empowers users with increasing efficiency right from the taking of orders to handling financial accounting. The modules include Point of Sale, Materials Management, Food & Beverage costing, and Accounts Receivables.

"We are pleased to be associated with Hard Rock Café. The Fortune R&B solution will help enhance the already established efficiency and professionalism of the Hard Rock Café chain. The solution's efficiency here in India will enable us to aim for the global chain of over 140 outlets," said **Mr Rajesh P Yadav, General Manager, Sales**, IDS Softwares Pvt Ltd.

#### **ABOUT HARD ROCK CAFÉ - INDIA:**

Hard Rock Café made its entry into the Indian markets with Mumbai in January 2006 followed by Bangalore in December 2007. At present, this cafe-music chain is present in three more Indian cities – Delhi, Pune and Hyderabad – and is looking at making a presence in Kolkata and Chennai soon.

Hard Rock Cafe had identified India as a high-potential market. Retail industry sources in the food-entertainment space had rightly predicted Hard Rock Cafe's prospects in India to be healthy, considering that it's positioning and ambience would be completely different from existing food-entertainment players in the country.

#### **ABOUT IDS SOFTWARES PVT LTD**

IDS Softwares Pvt. Ltd. is a global leader in providing integrated IT solutions for the Hospitality industry. The company, for over twenty years, has been designing, developing, marketing and maintaining a comprehensive range of information management systems enabling businesses of varied sizes, including hotels, restaurants, clubs and resorts. With Regional Sales and Support offices spread across the globe, the company has more than 1300 clients in over 20 countries.

IDS markets its hospitality software product under the umbrella brand 'Fortune Suite of integrated solutions.' The products address multiple aspects of the industry such as, Property

Management Products, Restaurant Management Products, Web based Products (Central Reservation Systems) and Business & Service Enhancement Products. The company's Global R&D Center at Bangalore, India, offers support to its customers 24x7x365. IDS Softwares' clients include Best Western, Club Mahindra Holidays, Dubai Concorde, ETA Star group - Middle East, Fortune Park Group, Holiday Inn Hotels & Resorts, Ramada Worldwide, Ramee Group of Hotels, Royal Orchid Hotels, Sarovar Group, The Ffort Radisson, Trans Asia Colombo etc.

Website: [www.idsfortune.com](http://www.idsfortune.com)