



**N.B.C.C. 2018**



**AURO**  
UNIVERSITY

Integral & Transformational Learning



## **ABOUT AURO University - School of Hospitality Management**

School of Hospitality Management is a premium school focused on creating, through value education, a generation of high achieving leaders for the most happening hospitality industry. The school continuously endeavors to disseminate knowledge and skill through education and training to scholars, while also raising the bar higher to acquire and generate new knowledge through research.



## ABOUT NBCC' 2018

In the first edition of N.B.C.C. held in 2015, there were 16 teams from 8 states across India which participated in this competition. Total number of participants and faculty members were 100. Christ University, Bengaluru emerged as the winners in the first edition of National Budding Chef Competition. In January 2016, AURO University organized the second edition of N.B.C.C. having 20 teams participating across India in this three day mega

competition. Total Number of participants and faculty members were 130. Culinary Academy of India, Hyderabad emerged as the winners in the second edition of National Budding Chef Competition 2016. The third edition of NBCC 2017 was won by Culinary Academy of India, Hyderabad.

This challenging competition is designed to attract national level participation involving senior and junior chefs from India

competing on an internationally modelled platform. The prime objective of the N.B.C.C. is to establish a professional platform, where culinary professionals across India could display their individual and combined skills, creative talent and learn, share, experience, partner and network in a purely business like and competitive environment.



## Eminent personalities at AURO University

### N.B.C.C. 2017



**Chef Aditya Bal**  
Chief Guest Speaker



**Chef Shatanu Gupte**  
Eminent Guest

This high profile competition is widely patronised by leading Culinary Experts, Food Bloggers, Academicians and Chef Trainers from industry and academia both.

### N.B.C.C. 2016



**Chef Saransh Goila**  
Chief Guest Speaker



**Chef David Caninze**  
Eminent Guest

### N.B.C.C. 2015



**Chef Manjit Singh Gill**  
Chief Guest Speaker



## ABOUT EVENTS

The event is for three days with six eliminating competitions and the winner will be given the title of N.B.C.C.'18. Winner and runner up will be awarded with cash prizes. More than 150 students across different hospitality institutions all around India are expected to participate, with an in - house audience of around 900+ students.





## **N.B.C.C.'18 INVESTMENT OPTIONS**

The National Budding Chef Competition, 2018 presents an excellent opportunity for upcoming brands and also reputed F.M.C.G. companies who wish to establish their products or brands in Surat market. In the past editions, NBCC has successfully collaborated with leading brands such as Sumul, Monin, Sosyo, Sahiba Creations, Freshco, S. K. Masala, Taj Gateway Hotels, Kailash Sweets and Snacks and many more. The event attracts mega coverage from leading national and domestic media partners such as Hospitality Biz, Gujarat Guardian, Sandesh, etc. The promoters or organizers of this event are keen on tying up with firms who have a long term vision to create world class products for their customers and thereby encourage new breed of chef's, who will bring in new ideas and innovation in modern cooking.



<b>PLATINUM</b>	<b>DIAMOND</b>	<b>GOLD</b>	<b>SILVER</b>
₹ 3,00,000	₹ 2,00,000	₹ 1,00,000	₹ 50,000

\*\*In addition to the above quotes, we would also pursue exclusive tie-ups and corporate sponsorships for this event.

## **PLATINUM - ₹ 3,00,000**

- Logo presence in  
(a) Brochure (b) Banners (c) “Title Sponsor” of one competition (d) Event magazine (e) Stall
- Banner presence in “welcome and function area”
- Event Photograph with logo to be published in monthly AURO newsletter
- Company /Product information to be provided in the brochure.
- Name of the company to be rendered along with event title.
- Stall / kiosk to be provided in-house during the event.

## **DIAMOND - ₹ 2,00,000**

- Logo presence in  
(a) Brochure (b) Banners (c) “Title Sponsor” of one competition (d) Event magazine
- Banner presence in “welcome and function area”
- Event Photograph with logo to be published in monthly AURO newsletter
- Company /Product information to be provided in the brochure.
- Name of the company to be rendered along with event title.

## **GOLD - ₹ 1,00,000**

- Logo presence in  
(a) Event magazine (b) Company Standee
- Banner presence in “Function area” during a particular event.
- Event Photograph with logo to be published in monthly AURO newsletter
- Name of the company to be rendered along with event title.
- Company Standee to be provided during the whole event

## **SILVER - ₹ 50,000**

- Logo presence in  
(a) Brochure (b) Banner (c) Event magazine
- Event Photograph with logo to be published in monthly AURO newsletter
- Name of the company to be mentioned in the event banner and the event magazine.
- Company name to be specified in our marketing brochure.