

Press Release

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Maidoindia is celebrating 4 years of bringing Japan closer to India

Maidoindia, the company which is into the business of 'bringing Japan closer' to India is all set to shift gears and move swifter than ever before, as they complete four years of promoting Japan this September.

Maidoindia started operations in September 2007 with Washoku, a Japanese food festival at the Institute of Hotel Management, Mumbai to give Indians a taste of Japan. The event's huge success encouraged them to enter the Guinness Book of World Records for the 'world's largest Sushi mosaic' in 2008. Slowly restaurants started adding Japanese cuisine to their menus and gourmet stores started introducing Japanese food to their product range. They then went on to do Washoku 2,3 and 4 in the year that followed and also organized several sushi contests in the country.

On the cultural side, Indian photographer, Shantanu Das visited Japan in 2008 and later brought Japan to life in Mumbai through his photo exhibitions in 2009. Also leading fashion designer, Narendra Kumar was so inspired by Japanese fashion during his visit to Japan with maidoindia in 2010 that he created and showcased 'The Samurai Warrior' collection at the Van Heusen Men's Fashion Week in Delhi in August 2010 in Delhi. maidoindia has invited Indian artists, designers and journalists to get a taste of '*the land of the rising sun*' and has also been assisting Japan Tourism to actively promote Japan as a tourist destination for the Indian traveler.

This love story is indeed a happy one and well reciprocated as well. In 2009, maidoindia decided to give the Japanese a different taste of India when they took Mumbai street food to Japanese homes and organized several *pani-puri tasting* sessions in Tokyo. They are also hiring Japanese interns every year in their company to give the younger generation of Japan a feel of India and the Indian business culture.

Besides this, maidoindia now has a 'design' division called White Spark Designs in Mumbai which uses Japanese concepts through their young team of Indian designers who were trained in Japan.

"Over the last four years, Japan has definitely come closer to India, thanks to all our customers, partners and team members but this is just the beginning of a longer journey" says Harry Cheng, the founder and director of maidoindia who shuttles between Mumbai, Tokyo and Singapore to promote Japan and India wherever he travels.

As Japan was struck by the triple tragedy earlier this year - the Earthquake, Tsunami and Nuclear Radiation Emissions, maidoindia remained hopeful and reacted just like a Japanese would, by being calm and hopeful. In fact maidoindia launched the country's first take-away Japanese food store - Sushi and more in May 2011 which offers authentic, fresh, healthy & affordable Japanese food. Located in South Mumbai the store has got a very positive response and they are already looking at opening the second store in the suburbs earlier next year.

“Initially we were thinking if Japanese food will be accepted at a time where the whole world is looking at Japan with a doubt but we were so confident about Japanese standards, quality and food safety that it brushed aside all our doubts” says Anuj Jodhani, the director of maidoindia.

maidoindia is also planning to launch several 'Cool Japan' shops on behalf of Ministry of Trade and Industry (METI), Japan which has initiated the 'Cool Japan' project. These antenna shops will offer Japanese food, games, toys, anime products and much more to the Indian customers. The Cool Japan shops will be setup at outlets like Food Hall (Palladium) and other locations for 3 months. This will be followed by an exciting 4 day street festival at the Courtyard in High Street Phoenix in March 2012, which is hoped to be one of the key events to highlight the 60 years of diplomatic relations between India and Japan.