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MEGA FOOD PARK

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PRESENTS



# Chase Your Dreams. COOK YOUR WAY TO Glory

BE THE NEXT CULINARY CHAMPION!



[www.worldofhospitality.in](http://www.worldofhospitality.in)

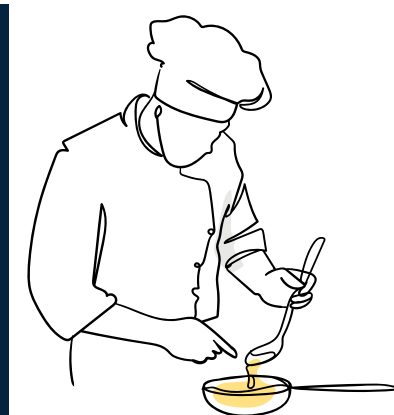
12 13 14 JUNE 2025 | Palace Grounds, Bengaluru

POWERED BY



WORLD OF  
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BUSINESS EVENTS FOR  
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# The Ultimate Culinary Showdown in India

World of Hospitality is proud to present the Incredible Chef Challenge 2025, the most prestigious culinary competition in India. Organized in association with the Southern India Chef Association (SICA). This event is a celebration of culinary excellence. Professional chefs from across India will showcase their masterful skills, aiming for recognition in culinary art, food preparation, and presentation.

This annual event is not just a competition; it's an opportunity to reshape the food landscape through innovation, creativity, and the pursuit of excellence.





INCREDIBLE CHEF CHALLENGE | 12-13-14 JUNE, 2025



## A distinguished national platform

### COMPETITION CATEGORY

#### A. INDIVIDUAL DISPLAY COMPETITION

##### ◆Professional Competition:

Open to any Chef from a restaurant, hotel, confectionery/ catering organization/catering institute.

##### ◆Inter College Competition:

Entries are invited from Hotel Management Institutes to participate in the above event.

#### B. LIVE COOKING

##### ◆Professional Competition:

Open to any Chef from a restaurant, hotel, confectionery/catering organization/catering institute

##### ◆Inter College Competition:

Entries are invited from Hotel Management Institutes to participate in the above event.

### JUDGING CRITERIA:



**Recognition of culinary tradition** by introducing best in global cuisine



**Presentation skills** while ensuring the most delectable of tastes



**Ability to understand technology** as an asset and not a replacement of culinary techniques



**Champions who use** new ingredients and dishes to influence an entire industry



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## Why Attend?

**Incredible Talent:** Witness India's finest chefs as they compete to create extraordinary dishes. With a panel of esteemed judges, you'll see culinary excellence and creativity in action, offering you a front-row seat to the future of food.

**Expand Your Network:** Engage with key players in the food and hospitality industry. This event is a prime opportunity to connect with chefs, restaurateurs, suppliers, and innovators. Whether you're looking to build partnerships or gain insights, the networking possibilities are immense..

**Explore New Trends:** Explore cutting-edge culinary techniques, innovative ingredients, and the latest kitchen technology. From sustainable practices to avant-garde presentations, you'll gain fresh ideas that can elevate your own culinary projects or business.



*I absolutely like the idea of Incredible Chef Challenge. It is very important to get the students and fraternity together. This is a fantastic space and opportunity together. The environment is lovely and energetic. I wish them all the best.* **Ranveer Brar, Celebrity Chef**



*World of Hospitality is a great exhibition, the best part that I witnessed was the Incredible Chef Challenge. With a set of fresh talent participating, their skills rise onto the next level. Great to witness it.*

**Harpal Singh Sokhi, Celebrity Chef**





300

Competing Chefs



100

Top Jury Chefs



200

Executive Chefs



5,000

F&B Professionals

## Judged by Who's Who of the Culinary World

The Incredible Chef Challenge 2025 brings together an esteemed panel of celebrity chefs, industry pioneers to judge the competition. Compete under the watchful gaze of the best in the business and earn the recognition that could transform your career. This is your moment to impress the legends!

### What's more

#### Master Classes by Celebrity Chefs

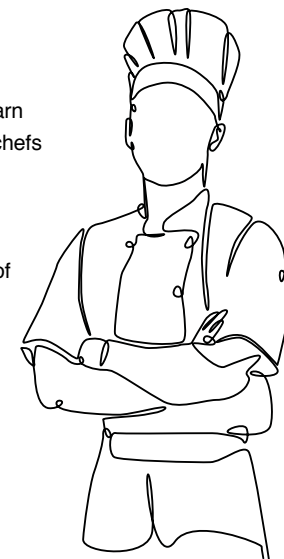
Gain insights from the masters of the culinary world. Learn new techniques, trends, and tips directly from celebrity chefs who are setting new benchmarks in the industry.

#### Chef Round Table Conferences

Engage in thought-provoking discussions on the future of culinary arts. Join leading chefs and industry experts as they share their vision, challenges, and innovations in the field.

#### Award Ceremony

Celebrate excellence in culinary arts. Witness the crowning of the Incredible Chef 2025 and other category winners, with awards presented by our distinguished panel of judges.



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## Industry Speaks



Competitions are those pedestals that we need to strive for, always. Achieving growth can only be realised once we test the waters of excellence. Want to test yourself? World of Hospitality Incredible Chef Challenge Bengaluru 2024 opens its doors. Just deep dive!

**Dr. CHEF DAMODARAN. K**  
President - SICA, Celebrity Chef



It's a great platform where industry comes together to showcase latest products, exchange knowledge through interactive seminars, competitions, and networking, I have great hopes from such exhibitions and WOHXpo will change the industry for sure.

**CHEF KASIVISWANATHAN MUTHURAMAN**  
SICA- Vice President, Karnataka Chapter



South India Chefs Association (SICA) and World of Hospitality (WOH) are coming together again to offer a platform for chefs to creatively express themselves through the incredible Chef Challenge. My best wishes and kudos to the organising team.

**CHEF VIJAYA BASKARAN**  
General Secretary, Indian Federation of Culinary Association Chef 01am Food Ingredients (ofi)



Perfection is a tight rope. Can you walk on it? Here's an opportunity to culinary professionals to showcase their perfection on a plate. Register for Incredible Chef Challenge 2024 Bengaluru to be held during the World of Hospitality expo. Stay tuned for more details..

**CHEF SHEETHARAM PRASAAD**  
General Secretary - SICA, Corp Exe Chef - GRT Hotels



Delighted to know that Incredible Chef challenge will be held in Bengaluru...what an opportunity for budding chefs! Eager to witness the creative activities at the World of Hospitality expo

**CHEF DHARMENDER LAMBA**  
Executive Chef, Oberoi Hotels & Resorts  
President, Telangana Chefs Association



Cook a storm of creativity at Incredible Chef Challenge 2025 Bengaluru! World of Hospitality expo is all set to host this incredible culinary challenge. Be a part of it to meet F&B stalwarts.

**CHEF JUGESH ARORA**  
Director, Chef's Table Studio, Honorary president South India Chefs Association





## Opportunities available

Presenting Partner

Cutlery Partner

Main Ingredient Partner

Tableware Partner

Spice Partner

Cookware Partner

Cooking Oil Partner

Dairy Partner

Beverage Partner

Uniform Partner

Equipment Partner

and many more

## Why Should Brands & Sponsors Join?

**Unparalleled Brand Visibility**  
– Showcase your brand to an elite culinary audience.

**Connect with Decision Makers** – Meet top chefs, hospitality leaders & influencers

**Product Integration** – Get your products used in live competitions

**Extensive Media Coverage** – Featured digital & print platforms







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## About us

Incredible Fairs and Media Pvt. Ltd. (IFMPL) is a venture founded by a team of extremely passionate tradeshow professionals, each having over 25 years of rich experience in organising and managing large format B2B exhibition. The company focusses on the Food and Hospitality sector with a new invigorating thought to propel the F&B and hospitality businesses in India, is showcasing the industry's progression through Incredible World of Hospitality News, a monthly magazine, WOH Webinar (by deliberating progressive subjects) and World of Hospitality Expo in Bengaluru, Mumbai and Goa; It brings forth the trending industry players to highlight technology facets that will push the boundaries of the Food and Hospitality sector.



## ICC Past Glimpses





FOR ENQUIRIES ON EXHIBITION OR SALES PROMOTION  
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The competition is open only for trade professionals and students of hospitality and hotel management courses, above 18 years of age. Rights of admission reserved with Incredible Fairs and Media Pvt Ltd.

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