



PRESS RELEASE: THURSDAY 15th MARCH, 2007

**RESTAURANT INDUSTRY IN UK WELCOMES NEW TECHNOLOGIES
AS BANGLADESH CELEBRATES 36 YEARS OF INDEPENDENCE**

Purple I Technologies has announced that it is to celebrate **Bangladeshi Independence Day** at **Anakana Restaurant, City Road, London** on **Monday March 26th at 7.30pm** with the launch of an exciting new software product focusing principally on the needs of the restaurant industry in the UK, of which Bangladeshis have been one of the leading pioneers. The event which will be held in partnership with **Channel S** will feature keynote speeches from Chairman **Mahee Ferdhaus Jalil**, the **Rt Honourable Baroness Uddin** as well as an array of high profile figures such as TV Presenter **Tasmin Lucia Khan** (*Channel 5; Zee TV*), classical/folk singer **Lucy Rahman**, emerging new talent singer **Reshmin Chowdhury** (*The Mahabharata; The Namesake*) and dignitaries within the Bangladeshi community. The evening will celebrate thirty-six years of independence by reflecting on the successful development of the Bangladeshi restaurateur; explore new technologies and software solutions such as the **Purple-I EPOS** (Electronic Point Of Sale) system that can make restaurants more resourceful and up-to-date, as well as commemorate the rich cultural and artistic heritage of the country with an exclusive Bangladeshi dance performance.

During the 1970s, growing numbers of Bangladeshi immigrants began to move to the UK and soon began to find work within the Restaurant industry. Running and working within restaurants soon became an essential part of the economic and social infrastructure of the Bangladeshi community in the UK. They quickly developed "curry" into a national institution and developed dishes which are now part of the British mainstream. Today, the Indian restaurant industry has become a billion pound industry with over 80% of restaurants in the UK being owned and managed by Bangladeshis from Sylhet. Inspired by **Mohammed Yunus**, Founder of the Grameen Bank in Bangladesh, who was recently awarded the Nobel Peace Prize, the evening's celebrations will focus on ideas that will encourage progress, initiate new visions and take a look at innovative IT technologies.

Md. Abdul Haque, Founder & Managing Director of Purple I Technologies says:

“Since Independence, the Restaurant has become a historic part of the Bangladeshi immigrant story. However many ‘curry houses’ have transformed their images of flock wall paper and old wall hangings into stylish and sophisticated outlets that have become appealing to a broad range of customers. As a Bangladeshi run company, Purple I Technologies celebrates the evolution of these restaurants and recognises their need to also embrace cutting-edge technologies in order to progress in a highly competitive market. Our EPOS system has been specifically developed with the Bangladeshi restaurant in mind. It allows the restaurant owner to do away with old cash registers and endless order forms and work in a more cost-effective and efficient way with the future of their restaurant in mind.”

For Press Tickets to attend the Launch Party please call Mohammed Jahangir at Purple I Technologies on 0845 3881971 or for more information on the EPOS system please visit the website www.pit.uk.com

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MEDIA CONTACT:

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NOTES TO EDITOR:

- Purple I Technologies provides low cost solutions which are affordable and cost effective and provides clients with a high level of service, expertise and support –“Innovation at your fingertips”. www.pit.uk.com
- Channel S targets the Sylheti population and was founded in December 2004. Available on Sky Channel 814, it has become the premier international Bangladeshi television channel- “Working for the Community”. www.chsuk.tv
- Anakana is a stylish venue in the heart of the city where guests can enjoy authentic, sumptuous cuisine in an upbeat and vibrant environment. Anakana, 1 Oliver’s Yard, City Road, London, EC1Y 1HQ.t: 08452625262. www.anakana.net
- All details are correct at time of going to press; performance details may change.