



GLITERRATI NYE PARTY

MYZ-UNO, the gastronomical brew pub, hosted a New Year party at its outlet in Siripuram. Owners, Rasagna Rao Dharmana and Bharath Kamma, graced the occasion. Adarsh Chilukuri hosted the event. Nearly 600 revellers attended the grand bash and had a gala time grooving till wee hours to the mesmerising beats of DJ Swarup Varma. Special attraction was the Electronica Act by Sumanth on the percussion and AI Shilal on the violin. The guests were treated to a lavish spread & freshly brewed Belgium wheat beer.



MYZ-UNO IS NOW BREWING

Myz-Uno, a gastronomical brew pub located at VIP Central Building, finally threw open its doors. Nearly 400 revellers attended the grand launch party hosted by owners Bharath Kamma and his wife Rasagna Rao. HRD Minister Ganta Srinivasa Rao and Dr.Satyanand of Satyanand Acting Institute graced the event. The crowd burnt the dance floor and swayed to the killer beats of DJ Swarup Varma and DJ Aaditya. They were treated to a sumptuous spread and served four different flavours of freshly brewed beer.



**BOTTOMS UP
BEER
LOVERS**



The onset of the scorching heat has only one advantage: we can get together to relish ales, lagers, stouts and malts gushing into large mugs, overflowing with these chilled intoxicating liquid featured in amber, blond, brown, cream and dark colours, topped with a thick, creamy foam. But boring ol' bottled beer is no way to celebrate. No, we want the hand-crafted, flavoured brews and you can get that at **Myz-Uno!** Sprawled over a spacious 9000 sq.ft. and located on the 4th floor of VIP Central Building, Siripuram, this outlet brews fresh beer using the finest and chemical-free ingredients to give guests an unforgettable experience.

Owner Bharath Kamma and Rasagna R.Dharmana says, "Myz is derived from maize which is the main ingredient of beer and Uno means No.1 in Spanish. Hence, the name Myz-Uno!" Myz-Uno boasts of hip interiors, highlighted by their pristine brewing equipment shining

dead-centre. From couple to semi-private to three large private dining rooms – there is a seating to match every mood. And, for each of these moods, there are special aromatic beers, Belgium wheat, Pale Ale, Stout, Saison and Lager, waiting for you. There is never a moment of monotony here, as their flavours are constantly evolving and rotating, so each time you go back there is a new choice waiting for you. Check out their eclectic, spacious dance floor with their pulsating DJ Swarop Varma.

She adds, "We have the largest bar counter in the state with a seating capacity for 35 connoisseurs. We have collaborated with United Kitchens of India to offer you cuisines from Tamil Nadu, Rajasthan, Andhra Pradesh, Telangana, West Bengal and Punjab. We even serve Tangra and Continental Cuisine. Our must try gourmet delicacies include *Kodi Pakodi*, *Royyala Pulao*, *Kosha Mangsho* along with *Luchi*, *Murgh Angaar*, Chicken and Pickle Pizza. A couple can dine and chug for approximately Rs.1,400."

Future Plans, "We will have popular DJs from across the country twice a month, besides mesmerizing live band performances on the weekends."

Go forth, all ye beer lovers, and beat the heat in style.



Timings: 11:30am to 11:30pm
Contact: 0891-2733888, 9121148397



Say Cheers

Myz-Uno, gastronomical brew pub, held a grand Nucleya pre-party bash. DJ Prashant Amir wooed the guests, spinning some killer and high-octane beats. It was a packed venue with nearly 300 revellers in attendance. Yet, the hip crowd moved around leisurely, relishing lavish delicacies, sipping beers, and having a jolly good time. Owners Bharath and Rasagna said, "The event was a great success, thanks to the overwhelming response. We plan to conduct more events that enthrall the audience."





RASAGNA BREWS JOY

By V. Sarada

EXCERPTS

Reminiscences

My father Mr.Dharmana Rama Rao is a retired bank manger. Mother Mrs.Padma Praveena, though qualified, chose to be a home-maker. As the only child, I monopolize their lives and attention. After schooling in Gayathri Vidya Parishad, Srikakulam, I came to GITAM University for engineering and later went to pursue my MBA in UCM. I started a Smart City and Strategy consulting firm Vossoa along with my husband in Madrid and started its subsidiary in India, naming it Motherland Infra P.Ltd. I also entered brewery/hospitality industry at home.

To burn the stress and restore my energy levels, I practise the Spanish Baile – *Flamenco* and participate in community events. On the spiritual front, I am passionate about astrology as it is a combination of Astro-Physics and Planetary Mathematics.

The new brew

I am a passionate traveler and visited more than 40 countries to understand varied cultures, business dynamics and livelihoods. My take away included the prerequisites of Smart City. There is a particular stress on the 'family dining' culture in Europe. People find it convenient to meet their kith and kin at brew pubs, which cater to all ages. Bringing it to India, I invested in a Bangalore-based microbrewery, which gave me an insight of metro markets. Family dining contributes significantly to the city on the move. Following my roots, I set up a microbrewery in Vizag.

Hiccups

Before executing any project, I go for an

What has a girl from Srikakulam in common with one of the world's richest trade tycoons Amancioortega? Yes, the alma mater, Universidad Complutense de Madrid (UCM). She is the first Indian to get an MBA degree from this Spanish University, whose portals many stalwarts walked. Everything about her appears to be unique, starting from her name. "The credit goes to my mother. Rasagna (Joyful) is picked from *Lalitha Sahasranamam*," says the happy looking Rasgna as she settles down for a tete-tete at her talk-of-the town brewery MYZ-UNO.



Shoot by Dhana Vijay

exhaustive planning. I did face hurdles in terms of finalising the place, paper work, bureaucratic permits, import of equipment. One must be resolute to introduce a new concept in our evolving society.

Brewery in Vizag a dichotomy?

Certainly not. I call the city *Barcelona of India* as it is endowed with multi-cultural denizens, beach life and tourism and is comparable to any metro. Initially, there was a mixed response. Now the project is up and running, they say, "The city was waiting for a place like this and MYZ-UNO has nailed it".

Women entrepreneur- advantages & disadvantages

Women entrepreneurship begins from home. Every mother, who sends out responsible children, is an entrepreneur. The number of women entrepreneurs is growing in the new favourable ecosystem. Moreover, we have a competitive advantage over men as we possess emotional intelligence. We can build a women-safe corporate and work-life balance culture. Our women are stepping out to establish their credentials. This empowerment also leads to successful families. Having said that, I admit that Family, Finances and Faith are the major barriers. Cross them & we are invincible.

Independence

It is about grabbing & not giving. Anyone with confidence, ethics and courage can grab power and survive effectively. Our mythology revolves around the power of woman. Yet, till recently, women were treated like support-rendering machines at home. Thanks to education & change in people's mindset, women are leaving their footprints in all fields - be it space science or NGO or IT industry.

Problems peculiar to women

They are country-specific. Here any woman who enters the hospitality sector is given free advices- "Don't. You can't manage." It takes a lot more for a woman to turn a deaf ear to these spirit-dampening remarks. Well, I overcome them as I draw a clear line between my personal and professional environments.

Time management

Inspired by my husband, I follow a triple 8 rule (8-8-8). Out of 24 hours, 8 hours are for sound sleep, 8 hours for professional activities and the rest 8 are strictly for personal life. Any project

planning includes 10% deviation as we strive to live perfectly in an imperfect world. So one must be ready for that.

Measures against injustice

To fight injustice, women should be independent in thought and logical in living. Generally, a woman's life revolves around parents, siblings, husband and children. Especially, mothers have all their focus on their children. It demolishes the 'You' in 'You'. We should be nice in personal and wise in professional fronts. Women should be given equal opportunities in education and employment and mothers should be empowered.



FAMILY DINING CONTRIBUTES SIGNIFICANTLY TO THE CITY ON THE MOVE.

Financial freedom

It holds good only in a capitalistic society and makes woman a money-minting machine. It can never empower women. Self-confidence, talent, capability to convince, rational thinking and finance are the key pillars to gain independence.

Memorable moments

My wedding in personal life. Professionally, the launch of my first firm-Vossoa, that too when I was barely 23 years old.

Gratifying moments

The day I was awarded MBA by the Spanish University. It was remarkable for two reasons. One - I could finish the entire course in Spanish with merit. Two - got it from the oldest university.

Tips to aspiring entrepreneurs

Look for opportunities, not ideas. Ideas may be important but opportunity builds the empire.



CSR activities

- At international level:** Incubation in India and Spain is specially focused on women empowerment in the digital arena. So we sponsor trade ideas from women across the globe until the solution enters the market. We mentor the future entrepreneurs to deliver innovative and sustainable solutions for the challenging world.
- At local level:** Our company has taken up comprehensive activities providing electricity (Installation of Renewable Energy plants), education and sanitation. Gopalapenta, our ancestors' village, has renewable energy programmes- a comprehensive hybrid energy unit to generate power to ensure 24x7 supply for the few houses in the village. We work with women, building awareness and strengthening the women empowerment programmes.

Future plans

We are in the process of franchising "MYZ-UNO" brand in other cities of AP. The AP government has chosen us as the finalists for an innovative application. This mega project can be a major breakthrough. There are a few more plans and projects in the pipeline.

AWARDS AND REWARDS

- Cities Summit London 14: LLGA Awards finalist: Using technology to enhance commerce.
- Madrid Smart Lab Program (Innovators under 35) Winners for Improving information access and quality of life for citizens.
- Best Technology Entrepreneur at the Smart Cities Awards 2015 by the Spanish Socinfo Foundation.
- Smart City App SCAH-FIWARE Competition 2015 finalists (just 18 apps worldwide were selected).
- Seal of Excellence (for women entrepreneur) by the European Commission for its success as an innovative project 2016.
- Finalists for an innovative application for the Happy Cities Summit-2018-Amaravathi



OFF THE CUFF

If not an entrepreneur...

No other option

You in 3 words

Confident, passionate and prudent

Inspiration

Angela Merkel

Role models-

Oprah Winfrey, Indira Nooyi, Indira Gandhi

Definition of success

Perform to deliver astounding results

To relax

Travel to nomadic places

The best compliment you got

You make the impossible to be possible with your smile- my husband (laughs)

Hobbies

Travel, debates & dance

Regret

Could not establish the firm at 21.

Health regimen

Intake and exhaust within limits.

Spots of holiday

Vienna & Bolivia

One thing you like to change about yourself

Balance of focus and thought diversification are needed.

HER THOUGHTS

WOMEN NEED TO BE MORE CONFIDENT
HAVE AN OPTIMISTIC MINDSET
WE NEED TO THINK GLOBALLY



BHARATH ANE NENU

Bharath Kamma holds an Engineering degree from BITS-Pilani, MBA degree from IE Business School, Madrid and yet another MBA (Leadership) degree from Harvard. Ambidextrous as he is, he can balance work & personal schedules. The architect of Rasgna's business world, he plays the role of "Director-Technology and Operations" for various businesses, besides Vossoa, Motherland & Myz-Uno.

Full of honest praise for his wife, he says, "My mom chose her and gave me the best gift of my life. Our families knew each other for years. Yet, it all happened in no-time. We did exchange thoughts before we tied the knot and then it is all like a fairy tale. She remains positive in every situation. This most admirable trait of her keeps me rejuvenated.

At work

Disputes are inevitable in professional life. But the discussions don't go beyond our office walls. During the tiff, it is like having your best (personally) and worst (professionally) attitude. Being management professionals and engineers, we look for data driven results rather than subjective analysis. We don't bring emotions into our professional life."

Myz-Uno has been the talk of the town, for its range of scrumptious cuisines from across the country, wooden interiors that remind you of a Belgium pub, their in-house DJ spinning some killer beats, courteous and ever-friendly staff and yes, of course, the thirst- quencher beers, brewed with natural ingredients. The best part is the draft is free of chemicals or preservatives. This perfect daytime beer joint fluidly morphs into a cool evening party place. So, when are you heading to this paradise for beer lovers? After all, who doesn't prefer an icy cold beer after a long hard day.



OWNERS BHARAT KAMMA & RASAGNA R.DHARMANA'S SAY ON



Must-Try Dishes

Murgaa Angara

There are only a few who would not swear by this distinctive dish. Every bite is an explosion of a warm, smoky mouth feel of a perfect roast.



USP

Where else can you find a fine-dining seating, dance floor & private dining rooms under one roof? We have an extensive range of cuisines from 7 states.

New Year/1st Anniversary Celebrations

We are in for a stunning makeover of the place with quirky graffiti, paintings, etc. The theme is a complete surprise. For the event, we will include the terrace space too for expected more than 650 revellers. Added attractions: four DJs, live bands, VIP table booking, unlimited cocktails and mocktails, lavish buffet spread, private dining rooms, five flavours of beer and other privileges.

Future Plans

We are inviting many guest DJs and surprise live band performances to enthral guests. We are spreading our wings to Pondicherry, Vijayawada and Hyderabad.

Calouti Kebab

This crowd-pleaser dish (finely minced lamb with array of fragrant spices), is hard to resist. It is filling but not heavy and makes for a delicious supper.



Spicy Cilantro Fish

We can bet you have never gorged on fish with a twist like this. Yes, cilantro adds that much-needed freshness to it.



Anyone who loves beers will swear by the joy a chilled pint brings after a long hard day. But there is something magical about a freshly brewed beer. The taste is unique and the fact that it is straight from the tap and into your tilted mug gives it a distinct flavour that no bottled beer can ever hope to match. Want to give it a try? Well, Guntur folks can rejoice as the first microbrewery in town, **Myz-Uno The Brew Pub**, has opened its doors at Yogesh Grand, Brindavan Gardens. Why Guntur? Owners Rasagna Dharmana & Bharath Kamma say, "Guntur, the pivot of the APCRDA region, is considered to be the most flourishing city with immense potential to grow. We also realised that the city was in dire need of an uber-cool facility to provide a chilled out spot"

Spread over 7500 sq.ft., the brewery is segregated into two floors to cater to families and youngsters separately. The 160-seat brew pub has been set up with the Belgium



BREWING UP A STORM

theme (Myz-Uno's standard theme) where walls are peppered with vibrant graffiti and an interesting painting (Myz-Uno's last supper dining) is portrayed using cotton gunny bags. Moreover, the furniture chosen complements the fine-dining and brewery theme with mid-century modern interiors featuring reclaimed materials like masonry brick, flooring from old boxcars and wood snow fencing. It serves an array of North Indian, Continental, Chinese, South Indian and Tandoori delicacies, besides a few of their signature dishes, that go well with the beers. You cannot miss out on *Myz-Uno Vegetarian Khazana*, *Sabzi Zafrani Biryani*, *Bhatti ka Murg*, *Guntur Kaaram Kodi* and

Pottlam Biryani. Apart from this, the beer served are addictive/chemical-free, unfiltered, unpasteurised and dispensed from four 300 litre gleaming tanks. We recommend you try their Belgian Wheat and Mango Wheat beer. A couple can dine for anywhere between Rs.1,200 and Rs.1,400 (including beer).

USP? They assert, "Like we said, we provide separate spaces for both family and youth. This not only facilitates more walk-ins but also helps shed the initial inhibitions to visit the 'only' brewery in town."

Customer response? "We have received an overwhelming response from across the city. Word of mouth is spreading fast as we witness nearly 200 walk-ins on weekdays and 300+ on weekends." So beer-lovers, hop on in as they will soon host renowned DJs and enthrall you with surprise live performances.



Timings: 12:00noon to 11:30pm | Contact: 7993065555 

NUMERO UNO BASH



Myz-Uno held a grand party *UNO Party* at its spacious brewery. Praveen Simhadri of R-Crew Entertainments organised it. Nearly 650 revellers, dressed in their best, attended the bash. The Mardi Gras theme was the main attraction. DJs Aman, Nawaz and Rithika had everyone on the dance floor as they spun mesmerizing tracks. The guests were in for a treat as they were served delicious Oriental dishes, special drinks and five variants of beer. Owners Rasagna Dharmana & Bharath Kamma said, "We received an overwhelming response from everyone who attended the event."

