

Questionnaire A – Applicant Cover Information and Procedures for Liquor License

The Novi City Council will consider whether an applicant's proposal for a liquor license is reasonable when measured against the information contained within this completed application. Please answer each question thoroughly. All answers should be typed or printed legibly and neatly in black ink. If the space provided is insufficient for a complete answer, use additional sheets of paper, following the same format used in the questionnaire and attach to that part of the application. Failure to provide all required information or attachments could result in delay or denial of liquor license. All liquor license applications are subject to final approval by the Novi City Council. Please refer to Novi Alcoholic Liquor Ordinance, Articles I-II.

1(a). Name, address and phone number of applicant:

Jayaksha LLC

1(b). Name, address and phone number of business:

Amruth Royal Cuisine

30750 Beck Rd

Novi MI 48377

+1 (248) 662-6630

NOTE: If the applicant is a partnership, you must include the name and address of each partner and attach a copy of the partnership agreement. If the applicant is a privately held corporation, you must include the name and address of each corporate officer, member of the board of directors and/or stockholders. Attach a copy of the articles of incorporation.

2. Type of liquor license applying for (circle all those that apply):

☒ Class C ☐ Resort ☐ Tavern ☐ Club ☐ Hotel A B ☒ Quota ☐ Transfer ☐ Microbrewery/Brewpub

Theme of Proposed Business:

Authentic Indian Dining Experience featuring traditional and contemporary Indian cuisine with a focus on high-quality ingredients, vibrant flavors, and a warm, welcoming atmosphere. Our menu includes a variety of classic Indian dishes, tandoori specialties, and regional delicacies, paired with a carefully selected assortment of alcoholic beverages to complement the dining experience.

3. Street address and legal description of the property where liquor license is to be located:

30750 Beck Road Novi MI 48377

Questionnaire B – Administrative Background Information for Liquor License

The Novi City Council will consider whether an applicant's proposal for a liquor license is reasonable when measured against the information contained within this completed application. Please answer each question thoroughly. All answers should be typed or printed legibly and neatly in black ink. If the space provided is insufficient for a complete answer, use additional sheets of paper, following the same format used in the questionnaire and attach to that part of the application. Failure to provide all required information or attachments could result in delay or denial of liquor license. All liquor license applications are subject to final approval by the Novi City Council.

1. What is the applicant's management experience in the alcohol/liquor business?

~~While I do not have direct experience managing an alcohol/liquor business, I have extensive experience in restaurant management and operations. I understand the importance of responsible alcohol service, compliance with state and local liquor laws, and ensuring a safe and enjoyable dining experience for customers. I will ensure that all staff members are properly trained in alcohol service through a state-approved program such as TIPS (Training for Intervention Procedures) or ServSafe Alcohol to maintain compliance with liquor laws and best practices.~~

2. What is the applicant's general business management experience?

~~As a restaurant owner, I have developed skills in business operations, financial planning, staff management, and customer service. I oversee day-to-day activities, including vendor relations, inventory management, budgeting, and ensuring compliance with local health and safety regulations. My focus is on creating a welcoming dining experience, maintaining high food quality standards, and managing a well-trained team to provide excellent customer service. Additionally, I am committed to implementing effective marketing strategies to attract and retain customers while ensuring the restaurant operates efficiently and profitably.~~

3. What is the applicant's general business reputation?

~~I am committed to building a strong reputation in the Novi community by operating a high-quality, customer-focused restaurant. My business philosophy prioritizes excellent service, authentic and high-quality cuisine, and strict compliance with all local and state regulations. I am dedicated to maintaining a responsible and well-managed establishment that contributes positively to the local economy. Additionally, I strive to build strong relationships with customers, vendors, and the community to establish trust and long-term success.~~

4. What is the applicant's financial status and ability to build and/or operate the proposed facility on which the proposed liquor license is to be located?

~~JAYAKSHA LLC has secured sufficient capital to build and operate AMRUTH Royal Cuisine at 30750 Beck Road, Novi, MI 48377. The LLC's members, USHA MADHU KONDURU and SHALINI SRIRANGAM, have invested in the business, ensuring financial stability for lease expenses, renovations, inventory, and operations. The restaurant is expected to generate steady revenue, and all necessary permits, insurance, and staffing costs have been accounted for. The applicants are committed to responsible alcohol service and full compliance with liquor laws.~~

5. What are the applicant's past criminal convictions involving moral turpitude, violence or alcoholic liquors?

~~No such convictions~~

6. Does the applicant use alcoholic beverages to excess?

~~By offering a unique dining experience with alcoholic beverage service, the business would attract additional foot traffic and increase local patronage, benefiting nearby businesses and enhancing the overall appeal of the area. Furthermore, the restaurant would create job opportunities, contributing to local employment and generating additional tax revenue. The presence of a well-managed establishment could also enhance the area's~~

7. What is the effect that the issuance of a license would have upon the economic development of the surrounding area?

By offering a unique dining experience with alcoholic beverage service, the business would attract additional foot traffic and increase local patronage, benefiting nearby businesses and enhancing the overall appeal of the area. Furthermore, the restaurant would create job opportunities, contributing to local employment and generating additional tax revenue. The presence of a well-managed establishment could also enhance the area's reputation, encouraging further development and investment in the surrounding community.

8. What effect would the issuance of a license have on the health, welfare and safety of the general public?

The business is committed to promoting responsible alcohol consumption through well-trained staff, age verification protocols, and adherence to all local, state, and federal regulations. In addition, the restaurant will implement policies to prevent over-serving and underage drinking. By operating in a safe and controlled environment, we aim to provide a space where patrons can enjoy a meal and social experience without compromising public safety. The presence of a well-regulated establishment also helps foster a safe and welcoming atmosphere in the surrounding community, contributing to a reduction in disorderly conduct or other safety concerns.

9. Has the applicant received responses from the Police Department, Building Department and/or Fire Department with regard to the proposed facility?

The applicant is currently in the process of obtaining responses from the Police Department, Building Department, and Fire Department regarding the proposed facility. We are committed to addressing any requirements or recommendations provided by these departments to ensure full compliance with all safety and zoning regulations.

10. What is the public need or convenience for issuance of a liquor license for this facility at the proposed location?

The issuance of a liquor license for this facility will meet the growing demand for a unique dining experience in the area. The proposed restaurant will offer Indian cuisine, which is not widely available nearby, and providing alcoholic beverages will enhance the overall dining experience for our customers. This will attract more visitors to the area and contribute to the local economy. The liquor license will help make the restaurant a more appealing and competitive option for those looking for a place to dine and socialize.

11. What is the uniqueness of the proposed facility when contrasted against other existing or proposed facilities and the compatibility of the proposed facility to surrounding architecture and land use?

The proposed restaurant will offer a unique dining experience by specializing in Indian cuisine, which is not commonly available in the area. This will provide local residents and visitors with a new and diverse option for dining. Restaurant will create a welcoming atmosphere with a modern yet culturally relevant design, reflecting the Indian culture while maintaining contemporary feel. The facility will blend seamlessly with the surrounding architecture, respecting the character of the neighborhood while contributing to the area's overall appeal. The proposed use is compatible with the commercial nature of the location and will enhance the local dining scene without disrupting the surrounding land use.

12. Does the facility to which the proposed liquor license is to be issued comply with the applicable building, plumbing, electrical and fire prevention codes and zoning statutes and ordinances applicable to the City of Novi? Has applicant received information from the appropriate departments?

The applicant is in the process of obtaining confirmation from the relevant departments, including the Building Department, Fire Department, and other local authorities. We are working to ensure that the facility complies with all applicable building, plumbing, electrical, fire prevention codes, and zoning statutes for the City of Novi.

13. What effect will the facility to which the proposed liquor license is to be issued have upon vehicular and pedestrian traffic in the area?

The proposed facility is expected to have a positive and manageable impact on both vehicular and pedestrian traffic in the area. The restaurant is designed to attract a reasonable number of customers, and ample parking is available to accommodate patrons. We anticipate that the location's existing traffic infrastructure can easily handle the increased flow of vehicles, and the restaurant's proximity to main roads makes access convenient. Pedestrian traffic will also benefit from the safe, accessible design of the facility, with clear walkways and proximity to other local businesses. We are committed to minimizing any potential congestion by encouraging responsible parking and ensuring the smooth flow of traffic.

14. What is the proximity of the proposed business facility to other similarly situated licensed liquor facilities?

The proposed business facility is located at a reasonable distance from other licensed liquor facilities in the area. There are no similarly situated licensed liquor establishments immediately adjacent to or within close proximity of the proposed location, ensuring that the facility will serve an underserved area and provide a unique option for the community.

15. What is the proximity of the proposed facility to complimentary uses such as office and commercial development?

The proposed facility is located in close proximity to several complementary uses, including office spaces, commercial developments, and other retail establishments. This makes it a convenient destination for both local professionals and shoppers. The location benefits from high foot traffic and is strategically positioned to serve a diverse range of customers, contributing to the overall vitality of the area. The combination of dining and commercial uses in the vicinity ensures that the facility will complement, rather than compete with, existing businesses.

16. What effect would the proposed facility have upon the surrounding neighborhood and/or business establishments, including impacts upon residential areas, church and school districts?

The proposed facility will have a positive impact on the surrounding neighborhood and businesses by offering a new dining option that isn't currently available in the area. It is located in a commercial zone, so it won't affect nearby residential areas, churches, or schools. We will follow all noise and operating hour regulations to ensure a peaceful environment. Overall, the restaurant will contribute to the local economy and support nearby businesses.

17. What proposed or actual commitments are being made by the applicant to establish permanency in the community?

The applicant is committed to establishing a permanent presence in the community by creating a long-term, sustainable business. We have signed a lease for the commercial space, invested in renovating and maintaining the facility to high standards, and plan to hire locally, creating job opportunities for residents. Additionally, the restaurant will focus on building strong relationships with local suppliers and businesses, supporting the area's economy. We are dedicated to providing a consistent, high-quality dining experience for years to come, ensuring the restaurant becomes a valued part of the community.

18. What utilities are available to serve the facility?

The facility has access to all necessary utilities, including water, electricity, natural gas, and sewer services. These utilities are provided by the City of Novi and are fully capable of supporting the restaurant's operations.

19. What other factors should the Novi City Council consider?

In addition to the factors already discussed, the Novi City Council should consider the potential for increased local employment opportunities, the positive economic impact of attracting more customers to the area, and the restaurant's commitment to maintaining a safe, responsible, and well-regulated environment. The applicant is dedicated to being a good neighbor and supporting the community through local sourcing, creating a welcoming atmosphere, and contributing to the area's overall growth and vitality.



Receipt: 14257
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06/16/25

The sum of: \$1,630.00

JAYAKSHA, LLC
DBA AMRUTH ROYAL CUISINE
24508 BASHIAN DR
NOVI MI 48375

LIQUOR				1,630.00
Total				1,630.00
TENDERED:		CREDIT CARD	1d1bc95f-b5dd-4e60-b051-089	1,630.00
		Credit Card Fee	1d1bc95f-b5dd-4e60-b051-089	48.90

Signed: _____