



**CITY OF NOVI CITY COUNCIL**  
**SEPTEMBER 8, 2025**

**SUBJECT:** Consideration of a request from Jayaksha LLC (DBA: Amruth Royal Cuisine) for a new Class C quota license to be located at 30750 Beck Rd, Novi, MI 48377 and Agreement on the Prohibition on Profiteering by Class C Liquor License Holders.

**SUBMITTING DEPARTMENT:** City Clerk

**KEY HIGHLIGHTS:**

- Amruth Royal is a new restaurant opening in the Beck Village Plaza.
- The restaurant will offer a unique dining experience in Indian cuisine.
- The City has 3 available quota liquor licenses and has received 3 applications for quota licenses. These are the last 3 quota licenses available to the City until after the 2030 census is completed.

**BACKGROUND INFORMATION:**

The City currently has three new Class C quota liquor licenses available. Chapter 3 of the City code contains the review criteria for considering a new license. Section 3-13 establishes the city's general licensing policy, which considers whether the facility:

- a) Will provide a service, product, or function that is not presently available within the city or that would be unique to the city or to an identifiable area within the city.
- b) Is of a character that will foster or generate economic development or growth within the city, or an identifiable area of the city, in a manner consistent with the city's policies.
- c) Represents an added financial investment on the part of a long-term business or resident with recognized ties to the city and the local community.

In addition, Section 3-15 (g) establishes specific criteria, evaluating the application with regard to:

**The applicant** (subsection [g][1]), such as:

- The applicant's management experience in the alcohol/liquor business

**The facility** (subsection [g][2]), such as:

- compliance with building, zoning, and other code requirements
- effects on traffic
- effects on surrounding businesses and neighborhood
- proximity of the proposed business facility to other similarly situated licensed liquor facilities

**Benefits to the community** (subsection [g][3])

- effects upon the economic development of the city
- effects on the health, welfare and safety of the general public
- whether the applicant has demonstrated a public need or convenience for the issuance of the liquor license for the business facility at the location proposed, taking into consideration, among other things:
  1. total number of licenses for similar establishments and/or operations in the city; and
  2. proximity of the establishment to other licensed liquor establishments
- The uniqueness of the facility contrasted with other existing or proposed facilities
- The permanence of the proposed facility in the community.

Section 3-17 of the City Code allows for an agreement on the prohibition on profiteering by Class C liquor license holders. Under the terms of the agreement, the City Council shall not approve the transfer of a Class C liquor license within three (3) years of the date of the original issuance of the license. A draft agreement is included in this packet.

Amruth Royal Cuisine offers authentic Indian dining experience featuring traditional and contemporary Indian cuisine with a focus on high-quality ingredients, vibrant flavors, and a warm, welcoming atmosphere. Their 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.

The Police Department has no objection to the request. Approval from the Fire Department and Community Development are conditional, pending compliance with City regulations.

**RECOMMENDED ACTION:** Consideration of a request from Jayaksha LLC (DBA: Amruth Royal Cuisine) for a new Class C quota license to be located at 30750 Beck Rd, Novi, MI 48377 and Agreement on the Prohibition on Profiteering by Class C Liquor License Holders. By renovating the vacant suite, Amruth Royal Cuisine will complement the area and provide residents with a dining option which will foster or generate economic development or growth within the city, or an identifiable area of the city, in a manner consistent with the city's policies. The applicant appears to qualify for a license under the City's ordinance.