

From the 9th Hole to Cinema Dine-in: How Sapaad Is Rethinking What “Ordering” Even Means

Indian-origin FoodTech platform Sapaad unveils “any-side commerce” — seat-side, table-side, curb-side — turning any venue into a connected point of sale, proven at major UAE golf tournaments and now extending to cinemas, events, and beyond, with an embedded payments layer opening a second revenue stream alongside SaaS

[CITY, Country], [Month Day, Year] — Sapaad, the Indian-origin cloud POS and restaurant management platform serving customers across 40+ countries, today unveiled an “any-side commerce” framework — table-side, seat-side, curb-side, and beyond — that turns any venue into a connected point of sale. Positioned as a venue commerce platform, Sapaad brings fast, unified food and beverage service to any place guests gather, from golf tournaments and cinemas to restaurants and large-scale events.

The framework has already been proven at some of the region’s most high-profile hospitality environments, powering food and beverage operations at major UAE golf tournaments including the DP World Tour, Hero Dubai Desert Classic, and Abu Dhabi HSBC Championship — events held at world-renowned venues such as Jumeirah Golf Estates and Emirates Golf Club that position the UAE as a premier global golf destination.

One platform, two revenue engines

For Sapaad, the framework is more than an operational upgrade — it is a growth strategy. As an established FoodTech platform now layering embedded payment processing across its merchant network, Sapaad is building a second, volume-linked revenue stream alongside its core SaaS subscriptions — earning on the transactions it processes in addition to recurring software fees, so revenue scales with its customers’ sales. Both payment aggregators and acquirers value the unique position Sapaad holds at the point of sale.

“Golf championships and restaurants look nothing alike on the surface, but operationally it’s the same problem — a lot of guests, a fixed window of time, and zero tolerance for a slow order,” said **Vishnu Vardhan Madabhushi, Founder & CEO at Sapaad**. “We stopped thinking about this as restaurant ordering and started thinking about it as any-

side commerce — wherever the guest is, that's the point of sale. Once you build a venue commerce platform around that idea, the same framework travels: to a stadium, a cinema, a concert, a food festival. And because every order feeds straight into our live inventory tracking, real-time analytics, and embedded payments, we're not just helping venues serve faster — we're building a second revenue stream on top of the volume that flows through the platform."

How the framework works

At the center of the framework is **Sapaad Go**, a compact mini POS that lets staff take and process orders anywhere on a handheld device, without being tied to a fixed till. Sapaad Go is built for speed — orders fire the instant they're entered — and is integrated across chip & PIN, SoftPOS, and payment gateways, so however a guest chooses to pay, it works. Combined with Sapaad's native POS, Kitchen Display System (KDS), and QR ordering, it gives operators one connected system to run service across sprawling, high-volume venues.

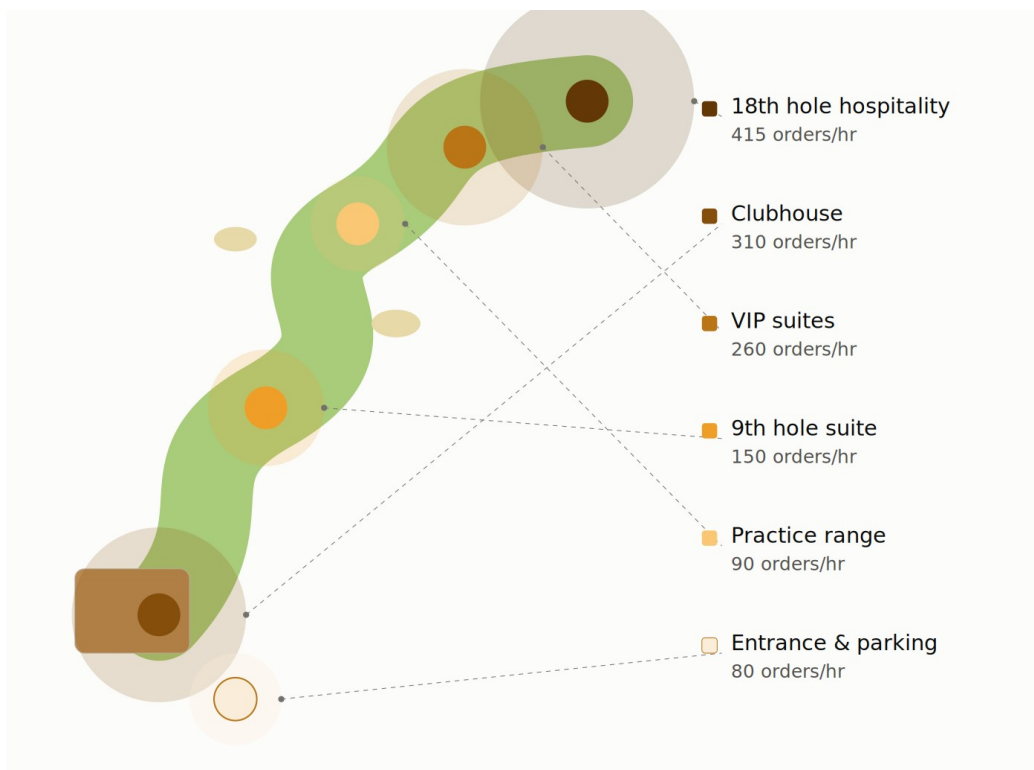
At golf tournaments, Sapaad Go equips roaming staff moving between hospitality suites, food trucks, and pop-up outlets across the course, while the native POS and KDS keep every fixed outlet and kitchen in sync. In premium dine-in cinemas, the experience is as simple as "order from your recliner": a guest scans the Sapaad OneQR code at their seat, browses the menu, and orders — routed by seat number so food and drinks arrive at the right recliner without the guest leaving their seat or missing a moment of the film.

Scan · Order · Enjoy

Sample Quote ""Sapaad is reimagining how guests interact with food and beverage services," said XXX. "Their platform combines operational excellence with a seamless digital experience, making it well suited for high-footfall hospitality and entertainment destinations."

Turning every order into intelligence

Every order across every "side" — handheld, QR, or fixed terminal — feeds into Sapaad's live inventory tracking and real-time business intelligence, all within a single venue commerce platform. The BI layer generates live heat maps showing exactly where the highest volume of orders is being booked and served across a venue, so operators can redirect staff and stock to where demand is highest, in real time, before a bottleneck forms.



Illustrative example: darker, larger zones indicate higher order volume booked and served in real time — from the 18th hole hospitality suite down to the entrance and parking area.

One framework, many venues

Sapaad's ordering framework is designed to adapt across business types and event formats, including:

- Sporting tournaments and championship hospitality
- Concerts and live events
- Food festivals and pop-up dining
- Cinemas and entertainment venues
- Multi-outlet restaurants, cafes, and food courts
- Hotels, resorts, and poolside service

What the platform does

- **Sapaad Go (mini POS)** — A handheld, portable POS that lets roaming staff take and process orders anywhere on-site, integrated with chip & PIN, SoftPOS, and payment gateways.
- **Native POS** — Runs consistently across every fixed outlet — clubhouse, concession stand, or restaurant floor — from one system.
- **Kitchen Display System** — Routes every order, from every device, to the correct kitchen or bar station in real time, even during peak-hour spikes.

- **QR ordering (Sapaad OneQR)** — Lets guests order and pay directly from their own phone, routed by table or seat.
- **Embedded payments** — Processes transactions across chip & PIN, SoftPOS, and gateways, adding a volume-linked revenue stream alongside SaaS.
- **Live inventory & real-time BI** — Every order updates stock and sales data instantly, with live heat maps directing staff and stock to where demand is highest.

Sapaad Go is available now across Sapaad’s customer base and can be deployed for single locations or rolled out across multi-outlet groups and large event venues from one central dashboard.

Restaurants, event organizers, and venue operators can request a demo at [www.sapaad.com].

About Sapaad

Founded in 2012, Sapaad is an Indian-origin cloud POS and venue commerce platform serving customers across more than 40 countries, with teams spanning India, Singapore, the UAE, Saudi Arabia, the US, and the UK. Built around an “any-side commerce” model that turns any venue into a connected point of sale, the platform combines POS, mini POS, kitchen display, QR ordering, embedded payments, inventory, delivery and rider management, CRM and loyalty, and real-time analytics in one system — helping restaurants, cafes, and large-scale hospitality operators run efficient service across dine-in, take-away, delivery, and large event environments.

About Wasl Group

Wasl is one of the largest real estate development and management companies in the UAE, established by the Dubai Real Estate Corporation (DREC) to oversee and grow its real estate portfolio. Its holdings span over 50,000 residential and commercial properties, 32+ hotels and hotel apartments, 5,500 land plots, four freehold master developments, and six golf clubs. Through its subsidiaries — wasl properties, wasl hospitality, and Dubai Golf — Wasl operates across real estate, leisure, hospitality, and business sectors, including Emirates Golf Club, longtime host of the Hero Dubai Desert Classic.

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