# Mumbai Kitchen owner sparks backlash with violent threats over fake reviews



The owner of Mumbai Kitchen, an Indian restaurant in Tiverton, Devon, has found himself at the centre of a public outcry following his controversial responses to negative online reviews. Maruf Ahmed, frustrated by what he perceives as a spate of maliciously misleading criticisms, has reacted with comments that have garnered significant backlash. His response included a shocking statement wishing harm upon critics, claiming that they would "die in a car accident" if they continued posting what he calls “fake reviews.”

This heated exchange began when a series of one-star Google reviews surfaced, harshly critiquing the quality of food and service at Mumbai Kitchen. One review lamented meals described as "smelly," while another accused the management of rudeness, stating they would never return. Ahmed, feeling these reviews originated from individuals with ulterior motives—perhaps rivals or disgruntled patrons—waived his frustration in a desperate retort. Speaking about the matter, he stated: "This has been happening for a year… some were from accounts that had just been created."

Social media users have responded fervently, labelling his comments as unprofessional and discrediting his ability to handle criticism. One user remarked that an owner with a professional ethos would not resort to such inflammatory language. Despite the negative attention, Ahmed remains resolute, underscoring the support from loyal customers who have come to his restaurant for years without complaint. "Our regulars have been so supportive," he explained, asserting that many have affirmatively shared their positive dining experiences during this tumultuous period.

The phenomenon of fake reviews is not isolated to Mumbai Kitchen. A broader issue within the hospitality sector has been highlighted through various incidents across the UK. For instance, the owners of other establishments have reported being targeted by fake reviewers, with some alleging that former employees have retaliated by posting disparaging reviews in revenge. This malicious trend extends to occurrences where small chains faced blackmail threats, ultimately leading them to report these actions to authorities such as Google and Action Fraud.

A recent survey by the British Hospitality Association reveals that an alarming 85% of hospitality businesses have encountered incidents of fake and malicious online reviews. This issue has escalated, with 20% of businesses indicating a rise in such behaviour over the past two years, and half reporting blackmail attempts demanding payments in exchange for not posting negative reviews. These statistics illustrate the pressing need for restaurant owners to navigate the complexities of online reputations, often hampered by deceitful practices.

In the case of Mumbai Kitchen, the emotional and professional turmoil generated by the negative reviews sits against a backdrop of significant challenges facing the restaurant industry. Notably, Mumbai Kitchen received a concerning food hygiene rating of one, suggesting that improvements in food safety and handling practices are urgently warranted. Such a rating reinforces the complexity of public perception in the restaurant business—where service quality, food safety, and online reviews can make or break a local establishment.

In a bid to mitigate future fallout, Ahmed hopes that voicing his frustrations will lead to a change in behaviour from the reviewers. He contends that perhaps those posting disparaging comments might reconsider if they attribute their misfortunes to bad luck or karma stemming from their negativity. Nevertheless, with the industry grappling with false reviews, restaurant owners are increasingly faced with the challenge of balancing engagement with critical feedback while safeguarding their reputations.

As the restaurant approaches its first anniversary in Taunton, Ahmed remains committed to both his culinary aspirations and the integrity of his establishment, regardless of the digital noise surrounding it. With supporters advocating for him on social media, Mumbai Kitchen exemplifies both a microcosm of the restaurant industry’s challenges and the resilience found in strong community ties.

### Reference Map

* Paragraph 1: [[1]](https://www.dailymail.co.uk/news/article-14732813/Takeaway-boss-plagued-fake-reviews.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
* Paragraph 2: [[1]](https://www.dailymail.co.uk/news/article-14732813/Takeaway-boss-plagued-fake-reviews.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
* Paragraph 3: [[1]](https://www.dailymail.co.uk/news/article-14732813/Takeaway-boss-plagued-fake-reviews.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
* Paragraph 4: [[1]](https://www.dailymail.co.uk/news/article-14732813/Takeaway-boss-plagued-fake-reviews.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
* Paragraph 5: [[3]](https://patch.com/rhode-island/bristol-warren/wing-n-it-owner-says-fired-employees-are-posting-fake-reviews), [[4]](https://www.bbc.com/news/articles/c51ypp5dxe5o), [[7]](https://www.finedininglovers.com/article/shock-survey-reveals-extent-fake-restaurant-reviews)
* Paragraph 6: [[4]](https://www.bbc.com/news/articles/c51ypp5dxe5o), [[7]](https://www.finedininglovers.com/article/shock-survey-reveals-extent-fake-restaurant-reviews)
* Paragraph 7: [[5]](https://www.foodhygieneratings.org.uk/mumbai-kitchen-1588138)
* Paragraph 8: [[5]](https://www.foodhygieneratings.org.uk/mumbai-kitchen-1588138), [[1]](https://www.dailymail.co.uk/news/article-14732813/Takeaway-boss-plagued-fake-reviews.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.dailymail.co.uk/news/article-14732813/Takeaway-boss-plagued-fake-reviews.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.walesonline.co.uk/whats-on/food-drink-news/popular-indian-restaurant-given-food-26536281> - Mumbai Indian Kitchen in Mumbles, Wales, received a food hygiene rating of one, indicating major improvements needed. This rating was given just months after reopening following a fire. The inspection highlighted significant issues in food handling and safety management. The restaurant had previously faced similar low ratings in 2018-2020. The owners are working on addressing the concerns to improve their standards. ([walesonline.co.uk](https://www.walesonline.co.uk/whats-on/food-drink-news/popular-indian-restaurant-given-food-26536281?utm_source=openai))
3. <https://patch.com/rhode-island/bristol-warren/wing-n-it-owner-says-fired-employees-are-posting-fake-reviews> - Charles Frizado, owner of Wing-N-It in Bristol, Rhode Island, alleged that two former employees, whom he had recently fired for theft, retaliated by posting fake negative reviews on Yelp. Frizado responded by inviting customers to inspect his kitchen personally and reported the issue to Yelp and the police. He emphasized the importance of transparency and customer trust in the restaurant industry. ([patch.com](https://patch.com/rhode-island/bristol-warren/wing-n-it-owner-says-fired-employees-are-posting-fake-reviews?utm_source=openai))
4. <https://www.bbc.com/news/articles/c51ypp5dxe5o> - A small chain of independent restaurants in the UK faced blackmail threats from criminals who demanded payment to prevent the posting of fake one-star reviews online. The owners initially ignored the demands, but the criminals proceeded to post damaging reviews, leading the businesses to report the issue to Google, Action Fraud, and TripAdvisor. This incident highlights the challenges restaurants face with online reputation management and the impact of fake reviews. ([bbc.co.uk](https://www.bbc.co.uk/news/articles/c51ypp5dxe5o?utm_source=openai))
5. <https://www.foodhygieneratings.org.uk/mumbai-kitchen-1588138> - Mumbai Kitchen in Tiverton, Devon, received a food hygiene rating of one, indicating major improvements are necessary. The inspection, conducted on January 5, 2023, highlighted significant concerns in food hygiene and safety management. The restaurant is located at 46-48 Bampton Street, Tiverton, EX16 6AH. The owners are expected to address the issues to improve their hygiene standards. ([foodhygieneratings.org.uk](https://www.foodhygieneratings.org.uk/mumbai-kitchen-1588138?utm_source=openai))
6. <https://www.bbc.com/news/articles/c51ypp5dxe5o> - A small chain of independent restaurants in the UK faced blackmail threats from criminals who demanded payment to prevent the posting of fake one-star reviews online. The owners initially ignored the demands, but the criminals proceeded to post damaging reviews, leading the businesses to report the issue to Google, Action Fraud, and TripAdvisor. This incident highlights the challenges restaurants face with online reputation management and the impact of fake reviews. ([bbc.co.uk](https://www.bbc.co.uk/news/articles/c51ypp5dxe5o?utm_source=openai))
7. <https://www.finedininglovers.com/article/shock-survey-reveals-extent-fake-restaurant-reviews> - A survey by the British Hospitality Association revealed that up to 85% of hospitality businesses have been targeted by fake and malicious online reviews. The survey also found that 20% of these reviews have increased over the past two years, with half of the businesses reporting attempts of blackmail through negative reviews in exchange for refunds. The findings highlight the growing issue of fake reviews affecting the restaurant industry. ([finedininglovers.com](https://www.finedininglovers.com/article/shock-survey-reveals-extent-fake-restaurant-reviews?utm_source=openai))