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Title : 60 years in Paradise

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Location :

Article Date : 09/26/2013

60 years in Paradise

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Paradise Hotel which is synonymous to the city had its origins in a small canteen. It started as a café in a cinema theatre called Paradise in Secunderabad in 1953. Managed by Ahamed Ali Hussain, the restaurant started bloomed as a small 100 seater place serving typical Hyderabadí cuisine from the early sixties. The café also used to sell bakery items and it became a one stop food shop to the residents of the vicinity. Paradise rose to fame under Ali Hemati, who took the helm of affairs in 1978. He set about renovating the restaurant to suit the changing social trends and the evolving food habits of the denizens.

In 1983, an air-conditioned multi cuisine restaurant called Paradise Persis and the highly popular Paradise Takeaway came up. In 1987, the Paradise theatre and consequently the canteen closed down, but the café and restaurant continued to operate. In 1996, Paradise underwent a major restructuring; it expanded both vertically and horizontally. In 2006, the entire operations were computerised and technology upgradations have been continuously happening since then. In 2009, Paradise opened a large takeaway shop at Masab Tank X Roads. In 2010, Paradise expanded its restaurant and takeaway chain with the opening of its centres at Hitec City, Kukatpally and NTR Gardens.

Paradise Restaurant today is undoubtedly every Hyderabadí's favourite place, as it serves possibly

the best Hyderabadí biryani in the country. It has become a landmark of the city and is considered as a must-visit place by tourists across the world.

Today it is not uncommon to find travellers and dignitaries visiting Hyderabad, sneaking in a few packets of Paradise biryani into their luggage. Paradise boasts of clientele like Rahul Gandhi, Sania Mirza, Indian cricket players, film actors, celebrities visiting heads of states and many more. The flavour, taste and aroma of Paradise biryani is controlled by a centralised kitchen, where seasoned chefs cook deliciously. Ali Hemati, Chairman and MD, said, "Our hotel has completed 60 years and I turned 60 this year. It's a coincidence and it will be a sweet remembrance for us. Our

success mantra is maintaining the quality, quantity, delicious biryani and other eatables with courteous and efficient service in a pleasant environment to the customer to add to his delight. We have more than 1000 staff force work who are dedicated. Customer service is our motto and we believe that the customer is our God.

Today we have grown to this status as the result of our customer satisfaction, talk and good will, for which we are ever grateful to them."

He, said, that they have plans to open a few more branches at Dil-sukhnagar, AS Rao Nagar and Gachibowli and are also looking forward to open a centre at Bengaluru, the first of its kind and a new venture since inception.



Paradise Hotel at Secunderabad, (inset) Ali Hemati