

PRESS RELEASE

Paradise is now @ VIP Road, Visakhapatnam

**The legendary Biryani brand from Hyderabad,
formally opens its first outlet in Visakhapatnam today**

Vizag,23rd August,2016

Paradise, one of Hyderabad's most enduring brands, which has earned global fame for its Biryani and has become a landmark in Hyderabad, has opened its first restaurant in Visakhapatnam at VIP Towers, VIP Road yesterday night. The Restaurant is spread over two floors and seats 200 people at a given time. A full-fledged Takeaway on the Ground floor complements the Restaurant. The Restaurant is beautifully designed with tasteful interiors and a state-of-the-art kitchen. Paradise is now set to serve the best authentic Hyderabadi Biryani to the food-loving people of Visakhapatnam.

Paradise has become such an integral part of Hyderabad's culinary culture and history that a visit to Hyderabad is said to be incomplete without a visit to Paradise. Over the past few months, thousands of Bengalureans and Chennaites too have enjoyed the signature Paradise experience and given their thumbs-up. Now it is Visakhapatnam's turn to endorse the Paradise brand.

In fact the world's favourite people too enjoy the world's favourite Biryani. Paradise boasts of clientele that includes celebrities from every walk of life including politicians, cricketers, and heads of States, film stars and many more. An array of dignitaries including Sachin Tendulkar, Aamir Khan, Sania Mirza, Rajamouli besides Rahul Gandhi and Chef Sanjeev Kapoor are amongst the host of celebrities who have enjoyed the famed Hyderabadi cuisine at Paradise.

The Vizag outlet offers a wide choice of dishes at reasonable prices and will be a boon to the people both in the neighbourhood as well as the surrounding areas who can either choose to eat in the ambience created by the exquisite décor or take away the gourmet delights to their homes or offices to savour them at their convenience.

Mr. A. Hemati, Chairman of Paradise says, "Our goal is to serve Good food, offer great service and provide happy moments to all our guests .Our philosophy has always been to be generous with our guests and provide complete Value for money."

Seasoned chefs prepare the Biryani and other dishes in the same traditional and authentic style that have become legendary from the days of the Nizams. The recipe has been passed down from generations and the Paradise team ensures that every single ingredient used is of the finest quality.

Mr Gautam Gupta, CEO of Paradise says, “We have been successful in retaining the distinct aroma and taste because of the commitment of our Chefs and the considerable efforts that go into maintaining consistency across all our locations every single day”.

Paradise is gearing itself up to expand its footprint across the country and the world in the years to come.