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## THE HINDU BusinessLine

### Paradise biryani embarks on expansion plan

V. Rishi Kumar



Panner Kebab

*To double outlets by setting up hubs in Bengaluru and Chennai*

Hyderabad, August 19:

Authentic Hyderabadi biryani and kebabs are set to go places with the destination biryani hub of Paradise on a major expansion mode.

The Biryani chain, which took pride in maintaining a low profile with its visitors serving as its brand ambassadors over the decades, is set to increase the number of outlets from 9 now to 20 by March 2016 with its hubs coming up in Bengaluru and Chennai.

Sameer Bhasin, Chief Operating Officer of Paradise, the 62-year old chain, explained how it is set to go places with its signature biryani. "The market out there is huge but this is the first year where we are embarking on such a big expansion. This would effectively double the number of outlets and take it up to 20 by March 2016," he said.

Set up as small eating joint in 1953, it has emerged as a destination biryani hub over the years. Tourists, visitors to the city and locals often end up at the restaurant, to savour their favourite biryani. It is not surprising to see some of the celebrities landing up at the place, including likes of Rahul Gandhi, Sachin Tendulkar, Aamir Khan to name a few.

Run as a proprietary concern and with Ali Hemmati as Chairman, has seen the entry of Sameera Capital as a venture partner turning it into a fully professional chain now. "Work on the upcoming restaurants is at advanced stage with the first one to be added in Hyderabad taking the number to 10 followed by outlets in Bengaluru and Chennai," he said

The popularity of the restaurant chain is such that visitors, particularly NRIs and those who have experienced the place before, feel their trip to Hyderabad is not complete without a visit to Paradise. Some even visit the place to savour local tea and biscuits served in the restaurant.

A number of visitors too have the food gift wrapped to take it to other locations on flight within the country and some to their loved ones back home overseas.

"We are not just Biryani hub. People know that. Many of them come to savour a wide range of kebabs and some Chinese items also served to meet the diverse requirements of a discerning visitor. Therefore, we have come out with Mazedar Kebab Festival, where more than 25 varieties of kebabs, both vegetarian and non-vegetarian would thrill the grill lovers," he explained.

expanding, Bengaluru and Chennai would be first to enjoy these preparations.