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bangalore this fortnight

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GUIDE TO BANGALORE

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Jan Second Issue 2016



explocity
26
YEARS!

AND COUNTING...

January Weather

AVG. HIGH 28°C/82°F

AVG. LOW 17°C/62°F

Max. Humidity:

Day:72% Night:92%



THEATRE



Midsummer
Night's
Dream
Ranga
Shankara,
Jan 19

COMEDY



Pajama Fest
2016
MLR
Convention
Centre
Jan 29

NIGHTLIFE



Unplugged
Sundays feat.
Strangers
Hard Rock
Cafe,
Jan 24

KOLKATA

HYDERABAD

CHENNAI

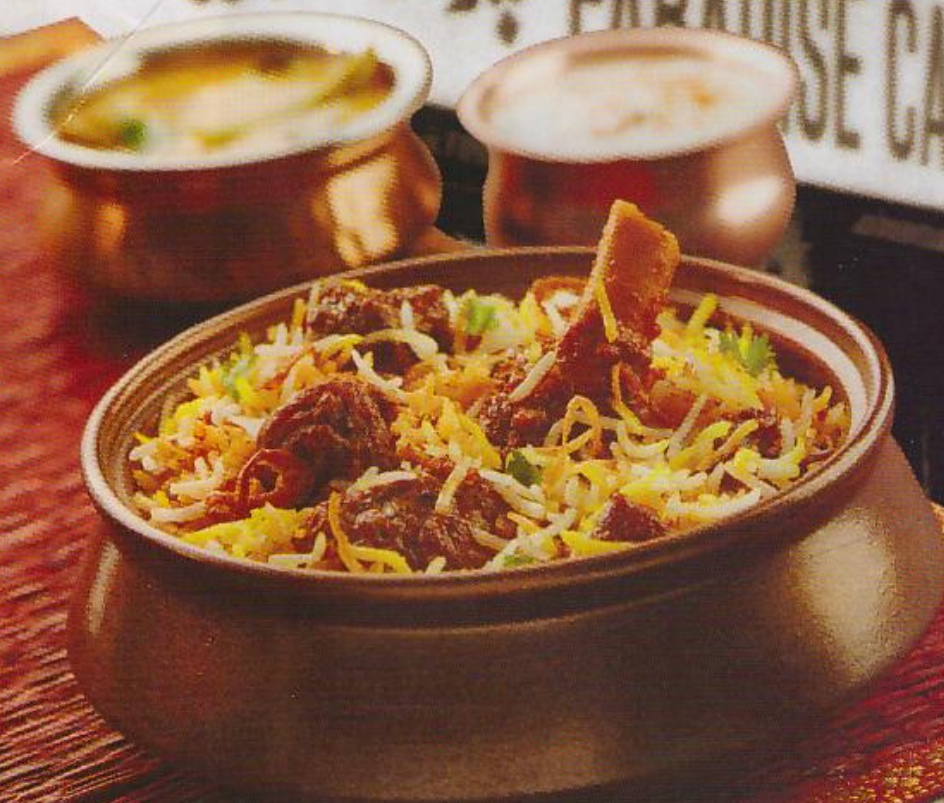
DELHI

MUMBAI

BANGALORE

NEW DELHI

Paradise Promises Authentic Hyderabadi Biryani to Bangaloreans



PARADISE
A LEGEND SINCE 1953

PARADISE PROMISES AUTHENTIC HYDERABADI BIRYANI TO BANGALOREANS

Even after all these years the brand is true to its roots!



Paradise theatre in 1953

The Paradise brand has its origins in a small canteen and café in a theatre called Paradise in Secunderabad in the 1953. The small 100 seater restaurant started

servicing typical Hyderabadi cuisine like Biryani from the early sixties. The café also used to sell food products to the people as a one stop food store.



Ali Hemati
Chairman

“Paradise "For over 63 years now, we have been delighting our guests with splendid Biryanis. I am confident that the forays we are making into Bengaluru and other cities will result in many more people falling in love with Paradise Biryani. ”

Today Paradise Restaurant is the most important place to visit when in Hyderabad, except maybe the Charminar. Their first steps outside Hyderabad have been towards Bengaluru and the response has been phenomenal so far.

“We are so thankful to Bangaloreans for the love and support they have given us,” says Manu Sankar, the market manager at Paradise as we sit in the Koramangala outlet sipping some exceptionally good tea. “This is our special Irani Chai, “Manu explains.” The tea is brewed for a very long time, till it becomes half in quantity. That’s what gives it such richness.”

But we’re not here to talk about the tea. Paradise Biryani is as

Kalmi Kebab



“As a Chef the biggest challenge is to ensure that we live up to our slogan - The World's Favourite Biryani at every one of our outlets. We ensure this by using high quality premium ingredients, employing well trained and experienced Chefs and the latest kitchen technologies. All of which results in a happy and satisfied customer.”

Vijay Bakshi
Corporate Chef

authentic as it gets, for Hyderabadi style biryani, and is filled with hearty deliciousness. The Biryani has three layers of meat, fragrant saffron rice and spices. The spice mix for the biryani at Paradise is a heavily guarded secret and it has been that way since decades. Not even the chefs in Bengaluru know the recipe. The restaurant specialises in slow cooking of the dum style.

Chicken Biryani



Paradise, Indiranagar



Kebab platter

Some other signature dishes are the Nihari Paya (slow cooked lamb curry), Khubani ka Meetha (dessert made of apricots) and Double Ka Meetha (dessert made of bread pudding). The restaurant is also known for its succulent kebabs.

Why did they choose Bengaluru as the first city to launch their brand outside of Hyderabad? “Bengaluru has the most cosmopolitan crowd in the country and Biryani is a much loved dish here. Hence, Bengaluru was our first choice.” And the reception has been great, even though there is some strong competition. All Bangaloreans have their favourite biryani joints, but the inimitable Paradise legacy is definitely helping the brand propel themselves. The grand vision for Paradise is to be among the top 20 brands in India by 2020.

Paradise Biryani outlets are in Koramangala, Indiranagar, Frazer Town and BEL Road.

Also coming up are branches in JP Nagar, Whitefield and Electronic City.

Paradise Food Court
1st Main, 80 feet Main Road, Opp. Puma Showroom, Near Maharaja Signal, Koramangala 4th Block

Paradise Food Court
484, Signature Square, CMH Road, Indiranagar

Paradise Food Court
No. 83, Rose Mahal, Mosque Road, Pulikeshi Nagar, Frazer Town

Paradise Food Court
Near BEL Circle & Ramaiah Institute of Management, New BEL Road

Paradise Koramangala

