



## **Hyderabad's Biryani brand Paradise enters Bengaluru, eyes pan-India foray**

Wednesday, January 28, 2015 08:00 IST

Our Bureau, Bengaluru

Paradise, one of Hyderabad's most enduring brands, which has earned global fame for its Biryani and has become a landmark in Hyderabad, will now open its first restaurant outside Hyderabad at Indira Nagar in Bengaluru. Plans are underway to open more outlets not just in Bengaluru but other cities in the country.

The maiden Bengaluru outlet is a 140-seat restaurant and will replicate authentic Hyderabadi Biryani in the city.

In Hyderabad, the outlet has become an integral part of the city's culinary culture and 60-year-old history that a visit here would be incomplete without savouring Paradise Biryani. The restaurant has a clientele that includes celebrities like politicians, cricketers, heads of states, and film stars, according to the food service major.

"We are confident that this restaurant will achieve the same iconic status in Bengaluru as they will serve the legendary and authentic Hyderabadi cuisine to the discerning food connoisseurs. There would be over 75 dishes at reasonable prices. In addition to Biryanis, Paradise would also serve Chinese, Indian and Continental cuisine," said Ali Hemmati, chairman & managing director, Paradise.

Highlighting future plans, he stated, "We have drawn up an ambitious growth strategy to take our high quality Hyderabadi Biryani and other gourmet delights to many more cities in India and over time, become a national and international restaurant chain. The effort is to be among the top 10 restaurant brands in India by 2020 and we shall take several initiatives to expand the brand franchise into newer growth areas like catering, flight kitchen, home deliveries."

The flavour, taste and aroma of Paradise Biryani is monitored by the centralised kitchen where seasoned chefs prepare the Biryani and other dishes in the traditional and authentic style of the Nizams.

"We have been successful in retaining that distinct aroma and taste because of the magic of our chefs. Most of them have been with us for a very long time and our association dates back to several decades," explained Dr Kazim Hemmati, director, Paradise.

<http://www.fnbnews.com/article/detnews.asp?articleid=36669&sectionid=1>