

Paradise Food Court to sell biryani online

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Hyderabad, Aug 19: Paradise Food Court, one of Hyderabad's iconic brands famous for Hyderabadi dum biryani, is planning to go online. Paradise, backed by India focused PE firm Samara Capital, is putting together a pan-India expansion of its food courts. An international foray is on the anvil too.

"Since food is a perishable item, we are working on the supply chain management and delivery issues," Sameer Bhasin, COO, told *FE*.

The Paradise restaurant had begun as a modest cafe in 1953. Founded by Ali Hemmati, the company is seeing a CAGR of 35% and is said to be India's largest sit-down restaurant with a capacity for 1,500 customers. Going online would make sense as the advent of social media as a marketing tool has seen food services compa-

nies get a bigger share of the pie, Bhasin said. In fact, the food and beverage (F&B) industry is seeing social media as its core marketing channel for business growth.

The company, through its recent partnership with Samara Capital, is planning a pan-India presence besides a global venture too. "We have nine stores and we are planning to set up 22 restaurants by the end of this fiscal," he said while refusing to disclose the investment details.

"There is enough room for growth as biryani is the way for life for all food lovers," he said. Each store is expected to be located on about 20,000 sqft.

"We are a profitable company and the tie-up with Samara Capital will help us grow the brand both in domestic market and international markets," he said without disclosing the amount of funding that Samara has brought in.