

THE BANGALORE TIMES

Paradise comes to the garden city!



Paradise, outlet at CMH Road, Indiranagar - Pic 1

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**The legendary biryani brand from Hyderabad, opens its first outlet in Bengaluru today**

*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. The Paradise outlet at Bengaluru is a beautifully designed 140 cover restaurant with tasteful interiors and a state-of-the-art kitchen. It will now serve the best authentic Hyderabad Biryani in the city.

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. Foodies swear by the taste of the signature Paradise Biryani and Bengaluru will now have its first authentic Biryani restaurant.

In fact, the world's famous people too enjoy the world's best biryani. Paradise boasts of clientele that includes celebrities from every walk of life including politicians, cricketers, heads of States, film stars and many more. An array of dignitaries including Sachin Tendulkar, Aamir Khan, Rahul Dravid, Salman Khan, Chef Sanjeev Kapoor have all sampled the famed Hyderabad cuisine.

Paradise has a 60 year old history and is undoubtedly every Hyderabad's favourite restaurant. Mr. Ali Hemmati, Chairman & Managing Director of Paradise is confident that this restaurant will achieve the same iconic status in Bengaluru as they will serve the legendary and authentic Hyderabad cuisine to the discerning

food lovers of this city. In addition to the world famous Biryani, Paradise also serves delectable Chinese, Indian and Continental cuisine.

The location offers more than 75 dishes at very 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. Ali Hemmati, Chairman & Managing Director of Paradise says, “We have been operating in Hyderabad for over 60 years and our success is largely due to the quality of our dishes, excellent service and a pleasant environment to delight the customer. ‘Customer Service’ is our motto and we believe that the customer is our God.”

The flavour, taste and aroma of Paradise Biryani is controlled by the centralized kitchen where 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.

Dr. Kazim Hemmati, Director of Paradise says, “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.”

As residents of Bengaluru now take to the delights of Paradise restaurant, time is not far when, as in Hyderabad, Paradise become synonymous with the city and no visit to Bengaluru will be complete without experiencing the taste of the impeccable flavour rich Hyderabad Biryani from Paradise. In these times of mechanically turned out burgers and pizzas, Bengaluru residents will now have a place where they will get good food, great service and happy times.

Mr. Ali Hemmati adds, “We have plans to open outlets in several other locations in Bengaluru to serve food lovers of this great city. In fact, we have drawn up an ambitious growth strategy to take our high quality Hyderabad Biryani and other gourmet delights to many more cities in India and over time, become a national and international restaurant chain. Our vision 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, etc.

The Paradise chain is led by seasoned veterans who have built Paradise into a connoisseur’s delight. The Promoter team is ably led by Mr Ali Hemmati and

Dr. Kazim Hemmati who between them have over 50 man-years of experience in the food business. The Promoter team share a sense of pride and the responsibility of keeping the restaurant chain a notch higher in terms of quality of food, service and consistency and authenticity of taste. The 1000+ team is committed to carry forward the six-decade legacy of Paradise.

As Dr. Kazim Hemmati says, “The Paradise brand will always stand for Good Food, Great Service and Happy Times.”

The Paradise has received significant investment from Samara Capital last year to fuel its growth strategy as it looks to expand its footprint across the country and the world.

<http://www.thebengalurutimes.blogspot.in/search?q=paradise#!http://thebengalurutimes.blogspot.com/2015/01/paradise-comes-to-garden-city.html>