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## Paradise Biryani To Appease Bengaluru Foodies

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City's famed hotel sets up first outlet outside Hyderabad

Paradise, a brand which has earned global fame for its biryani and has become a landmark in the city, 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 also other cities in the country.

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

The outlet has become an integral part of the city's culinary culture and has a clientele that includes celebrities, 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. We 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 and managing director, Paradise.

"We have drawn up an ambitious growth strategy to take our high quality Hyderabadi biryani and other delights to many more cities in India. We shall take several initiatives to expand the brand franchise into newer growth areas like catering, flight kitchen and home deliveries," he added.

"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.

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