

**Paradise, the 'World's Favourite Biryani' introduces the exotic Zafrani Biryani Festival**

**6th February 2016, Hyderabad:** Paradise, the 64-year-old legacy brand synonymous with Hyderabadi Biryani, today announced it is hosting ***a 'Zafrani Biryani Festival'*** across all its outlets in Hyderabad, Bengaluru, Chennai and Visakhapatnam.

The Zafrani Biryani Festival is on during lunch and dinner time at all their Dine-in Restaurants and Takeaways and also through their delivery partners – Swiggy, Food Panda and Zomato.

The Zafrani Biryani thrived on a very secret ingredient and the recipe of which was held only within the confines of the royal Mughal family. A dish that was a regular in the royal kitchens and for their guests was out of reach for the then common man. As India opened up its trade to other countries, people were slowly exposed to the fact that the much-protected ingredient of the dish served at the Royal Palace was the Zafran or Saffron - a very expensive ingredient that made all the difference in creating that certain zing of a taste and flavour and aroma. Hence, the name of the dish itself was centered on the special ingredient that was used.

***Gautam Gupta, CEO, Paradise*** *said, "While much has changed in terms of people and physical infrastructure in the last 64 years, our core values have remained the same - the philosophy of Paradise to deliver quality and hygienic food at a cost that is affordable for the die-hard Biryani lover. To be able to prepare and serve the food of the royals to all our patrons at Paradise is something we are proud of and look forward to.”*

***Vijay Anand Bakshi, Corporate Chef, Paradise*** *said, “All our methods to prepare and serve the Zafrani Biryani have been planned down to the minutest of details. From the kitchen to the table, we are confident of delivering the best that we can. We have identified and sourced each of the ingredients for them to blend so as to give the best flavor and aroma. Our 'secret' ingredient, the saffron, has been sourced specially for this festival and yet we have priced our variants at very affordable pricing to ensure that each Biryani lover is able to taste our special offering."*

The Paradise 'Zafrani Biryani Festival' is an effort to present, revive and re-introduce to the die-hard Biryani lovers a rare and much loved cuisine of the Nawabs and their guests. It is no longer reserved for a select few, but to anyone who is looking to taste a delightful variety lost to the mists of time. The Zafrani Biryani is available in two variants – Chicken and Mutton.

The 'Zafrani Biryani Festival' is available in all outlets across Hyderabad *(Secunderabad, Masab Tank, Hitec City, Kukatpally, Begumpet, Kothapet, Himayat Nagar, Gachibowli, Madhapur),* Benagluru *(Indiranagar, Kormangala, New BEL Road, J.P Nagar, Electronic City, Whitefield),* Chennai and Visakhapatnam. All outlets are open from 11 am to 11 pm.

**About Paradise:**

Back in 1953, a small Canteen and Cafe functioned out of a cinema theatre called Paradise in Secunderabad. The Café continued its services even when the theatre shut down. Between 1978 and 1996, under the leadership of Mr A Hemati, the restaurant underwent an exhaustive re-structuring,renovation and modernization programme that was aimed at adapting to the changing social trends and evolving food habits of the people. The Paradise brand became synonymous with Hyderabad and Biryani and it was only in 2004 that the Management decided to expand to other cities and other localities in Hyderabad.

In fact the world’s favourite people too enjoy the world’s favourite Biryani. Paradise boasts of clientele that includes celebrities from every walk of life including politicians, cricketers, and heads of States, film stars and many more. An array of dignitaries including Sachin Tendulkar, Aamir Khan, Sania Mirza, Rajamouli besides Rahul Gandhi and Chef Sanjeev Kapoor are amongst the host of celebrities who have enjoyed the famed Hyderabadi cuisine at Paradise.

Today, the 64-year-old brand has presence in Chennai, Visakhapatnam, Bengaluru besides Hyderabad and has a total of 17 outlets across South India. Paradise is gearing itself up to expand its footprint across the country and the world in the years to come.

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