



**MJSPR**  
be seen be heard

A PR, Branding and Strategy Consulting Firm

## Silicon City News

Silicon City



### The Biggest Kebab Festival In India

**“Paradise Hot n Juicy Kebab Festival”**

**is back with bang!**

*Showcasing 25 varieties of Kebabs, some of them rare and unique. Specially developed for this prestigious festival by the Paradise team of adventurous Chefs.*

**Reputed worldwide for its magnificent Biryani, Paradise is now focusing its efforts on bringing Kebabs into the culinary mainstream.**

**Bengaluru:** Among the most popular restaurant chains in the country, Hyderabad based **PARADISE** brings its admirable and most sought after culinary extravaganza **“Paradise Hot n Juicy Kebab Festival”** into its second edition. The maiden festival organized last year was a huge success with thousands of customers enjoying the 25 plus delicacies every day. And inspired by it, it is back now with a bang with many new, most unusual and rare Kebabs. **The Kebab Festival is possibly the longest ever held Kebab Festival in India, which kicked off on 15<sup>th</sup> August and will go on till 30<sup>th</sup> September.** The Festival is simultaneously on in the 15 outlets of Paradise in Bengaluru and Hyderabad/Secunderabad.



*“The Hot n Juicy Kebab Festival offers several new Kebab varieties across Chicken/Mutton/Fish/Prawns and even in Vegetarian too. The Hot n Juicy Kebab Festival provides an opportunity to serve our customers a wide range of tender, juicy and sizzling Kebabs. Our team of Chefs have traversed the culinary world and added several new Kebab delicacies to our existing varieties”* said **Mr. Vijay Bakshi, Corporate Chef of Paradise Food Court.**



**MJS PR**  
be seen be heard

**A PR, Branding and Strategy Consulting Firm**

Some of the rare and unique kebabs to try during 45 days long festival include –



**Chicken Kebab varieties:** **Kalmi Kebab** – an all-time favourite chicken drumstick Kebab; **Chicken Tikka** - Smokey and fiery tender chicken kebab with chilly and yoghurt; **Tandoori Chicken**- The King of all Kebabs – Spiced full chicken with bone finished in a tandoor; **Reshmi Kebab** - Boneless chicken Kebabs with cashews, paste and cream cooked to perfection; **Chicken Garlic Kebab** - a creamy mild non spicy garlic flavoured Kebab; **Jaituni Tangdi Kebab** - Tender drumsticks marinated with garlic, olives and olive oil; **Murg Sheekh Kebab** - Minced chicken Kebab delicately spiced and cooked over charcoal; **Chukundri Kebab** – Chicken tenders marinated with sour free curd and minced beetroot cooked in tandoor; **Zaffrani Murg Sarfiyaa** – De-boned chicken thighs marinated with saffron, cardamom and cream cooked in tandoor and **Murgh Nimbuda** - Chicken morsels marinated with lemon zest & leaves with cardamom and cashew.



**Mutton Kebab varieties:** **Mutton Sheek Kebab**– Minced Lamb skewers cooked over open charcoal; **Mutton Sooleh** - Succulent lamb morsels scented with cloves and yoghurt, cooked in tandoor; **Mutton Pepper Tikka** - Succulent tender mutton Kebabs with a peppery flavor; **Mutton Galouti** – A classical Lucknowi minced lamb kebab flavoured with



**MJSPR**  
be seen be heard

**A PR, Branding and Strategy Consulting Firm**

saffron, cashew, brown onions rolled as patty and shallow fried in ghee; **Mutton Shahi Tikka** – Lamb boti Kebab with shahi jeera, yoghurt and cashew cooked over live coal.

**Seafood Kebabs varieties:** **Fish Tikka** - Cubes of fish marinated in flavored yoghurt and spices cooked in tandoor; **Tandoori Jhinga** - Chillies and coriander spiced Tiger prawns cooked over charcoal; **Tulsi Machhi** – Basil and ginger smeared fish chargrilled.; **Coco- Fish Fry** - coconut and peanut crusted fish deep fried; **Taawa ki Nazuk Machhi** - Ajwain and turmeric scented pan fried fish.



**Veg Kebab varieties:** **Paneer Tikka** - A cottage cheese Kebab with bell peppers and yoghurt; **Bhutte ke Kebab** - Minced corn kernels patty spiced with shahi jeera, javethri and shallow fried in ghee; **Gul Lazeez Kebab** - Mashed arbi stuffed with cheese cigars, crusted with cracklings and deep fried; **Chana and Akrut** – Ground boiled chana dal tikkis, spiced with cloves and cardamom filled with walnuts and finished on tawa and **Subz aur Moongphalli Sheekh** - Minced veggies & cashew skewered Kebabs crusted with peanuts and cooked in a moderate live charcoal.



**Mixed Festival Platter, Chicken Kebab Platter and Veg Kebabs Platter** offer a combination of the respective Kebabs.

It is the region, climate, popular local ingredient and the most of all the local taste which gives the Kebab its unique name and taste.



**MJS PR**  
be seen be heard

**A PR, Branding and Strategy Consulting Firm**

Exotic herbs like Pathar ke phool, Karan phool, Khas ki tattī, Pan Ki jad etc. are used in the making of various Garam masalas and the mix which give each Kebab a distinct flavour. Use of trendy and highly beneficial herbs like Basil and Flower Essences give a major twist to the Kebabs.

It is the marination and the cooking style which dictates the taste of the Kebab. Gentle massaging, the use of right and quality ingredients in the right proportions, controlled temperatures and proper rest to the meat, yields a great Kebab.

Known for their exotic flavors, textures and cooking processes, Kebabs have become extremely popular in India. While some Kebabs are griddle cooked, some are shallow fried, some are cooked on Dum and some Kebabs are best cooked on coal.



Explaining what a Kebab means, Mr. Vijay Bakshi said *“It means morsel of meat (originally lamb meat). Having its roots both in Asian and African cuisines, Kebab is considered to have originated in Turkey. Kebabs said to have arrived in India in 1206-1506 AD via Afghans and sophisticated by the innovative chefs of the Mughal era. The Mughals reached Indian shores and a few Afghan cooks accompanied them. And the Kebabs they cooked were simple and soft and had many takers. Many Indian versions of Kebabs emerged with distinct tastes, owing to Indian spices.”*

The response to the first festival was overwhelming, which prompted Paradise to make it an annual affair. It has become the much awaited Festival for foodies. People are eagerly looking forward to the Festival.

<http://www.siliconcitynews.com/?p=22672>