



ELEVENSES
HOSPITALITY



BRIEF INTRODUCTION

Founded by veterans in fields of hospitality, communication, and media, the Directors have been instrumental in building iconic brands, the ground up. From Masala Library by Jiggs Kalra and Farzi Café to Trèsind Studio Dubai, Terrāi, and Matahari, the team has crafted exceptional dining concepts that redefine luxury. With successful ventures like Punjab Grill, Smoke House Deli, Social, Saj Hotels, and Karma Lakelands, the Founders have consistently set new standards in strategic thinking, brand building, communication, blending innovation, culture, and memorable guest experiences.





WHY ELEVENSES

At Elevenses, we bring a combination of deep industry expertise and operational insight, paired with sharp awareness of existing gaps and emerging trends. We don't believe in the "copy-paste" approach. Instead, we curate concepts based on the specific needs of the promoters, location dynamics, and market gaps, ensuring every venture is distinct and strategically positioned.



LEADERSHIP TEAM

Zamir Khan

Founder-Director & C.E.O.

Nikhil Merchant

Co-Founder-Director & C.B.O.



INTRODUCTION COMPANY OVERVIEW

MISSION

To design immersive global destinations by merging innovative design, operational excellence, and sustainability. We redefine hospitality with bespoke strategies that celebrate the uniqueness of every location

VISION

To become the global benchmark for sustainable luxury hospitality, shaping unforgettable guest experiences and elevating design standards



CORE VALUES



We continuously push the boundaries of creativity, design, and technology to craft forward-thinking, exceptional hospitality experiences that captivate and inspire



We are committed to delivering the highest standards of quality in every project, ensuring operational precision and memorable guest experiences



We prioritise environmentally responsible practices, integrating sustainable design and operations to create destinations that harmonise with their surroundings and contribute positively to the planet



We believe in the power of partnerships, working closely with stakeholders and communities to co-create tailored strategies that elevate each unique destination

CORE VALUES



We celebrate diversity and ensure that every project reflects and honours the local culture, heritage, and spirit of its location



We are driven by a deep passion for the business of Hospitality, transforming spaces, and crafting exceptional experiences that leave a lasting impact on guests and communities



We uphold the highest ethical standards, ensuring transparency, trust, and accountability in all our interactions and decisions



We aim to create lasting, positive change by shaping destinations that inspire, foster community growth, and promote sustainable tourism, while elevating the dining landscape of the region

EXPERTISE & SERVICES

Turnkey solutions

BRANDING & MARKETING

Brand identity, Marketing channels & PR

F&B INNOVATION

Concept planning, Menu R&D, costing, photography, and beverage ideation.

DEVELOPMENT

Real estate scouting, Licensing, Interior designing, MEP & Project management

HUMAN RESOURCE MANAGEMENT

Cultural philosophy, HR Practices, Training and Hiring

OPERATIONS

FOH & BOH operations, SOPs, staff training



Zamir Khan

Founder-Director & Chief Executive Officer



True innovation isn't just about creating memorable experiences, it is about crafting a legacy, understanding the pulse of both culture and community

LEADERSHIP TEAM

- Played a pivotal role in creating global icons like Masala Library by Jiggs Kalra, Trèsiind Studio, Punjab Grill and Farzi Café.
- Former collaborations include brands like Dabur India, DLF, Bird Group and Emirates Airlines.
- Work recognised in leading publications: The New York Times, Forbes India, etc.
- Specialises in building brands from concept to execution His strong industry relationships have garnered brand recall

With over 25 years of experience, Zamir is an award-winning hotelier and restaurateur, recognised for pioneering innovative strategies in Hospitality Operations, Branding, Marketing, Sales, PR, and Corporate Communications. A thought leader in the industry, he has built & shaped iconic brands and redefined the guest experience, setting bold new standards in Indian hospitality

LEADERSHIP TEAM

Nikhil Merchant

Co-Founder-Director & Chief Beverage Officer



Food and drink are more than sustenance - they're a story waiting to be told

A culinary storyteller blending heritage and innovation to redefine global gastronomy, Nikhil is an internationally acclaimed writer, author, and gourmet consultant specialising in F&B concepts and mixology

- Known as the Nonchalant Gourmand, a leading voice in India's food and beverage scene.
- Extensive expertise in spearheading innovative beverage programs and trend-setting menu concepts.
- Contributions to global publications, offering insights into spirits, global food trends, and cultural influences.
- Hands-on experience working with world-class chefs and mixologists, blending creativity with technical precision
- Collaborated with brands like Yauatcha and Ishaara creating innovative Cocktail programs
- Among the many hats he has worn, over the years, Nikhil was also Brand Evangelist for Hennessys Cognac Portfolio (Moet & Hennessy)



MEGA TRENDS: IMPACTING INDIA FOOD & BEVERAGE INDUSTRY

Evolving Dining & Lifestyle Habits

- Increasing consumer awareness about health and wellness
- Driving demand for ready-to-eat meals, packaged foods, and on-the-go beverages

The Rise of FoodTech & E-Commerce

- The rapid growth of e-commerce platforms has expanded market reach and accessibility for food and beverage products.
- Targeted advertising and personalised recommendations are influencing consumer choices and brand loyalty.

Urbanization and Demographic Shifts

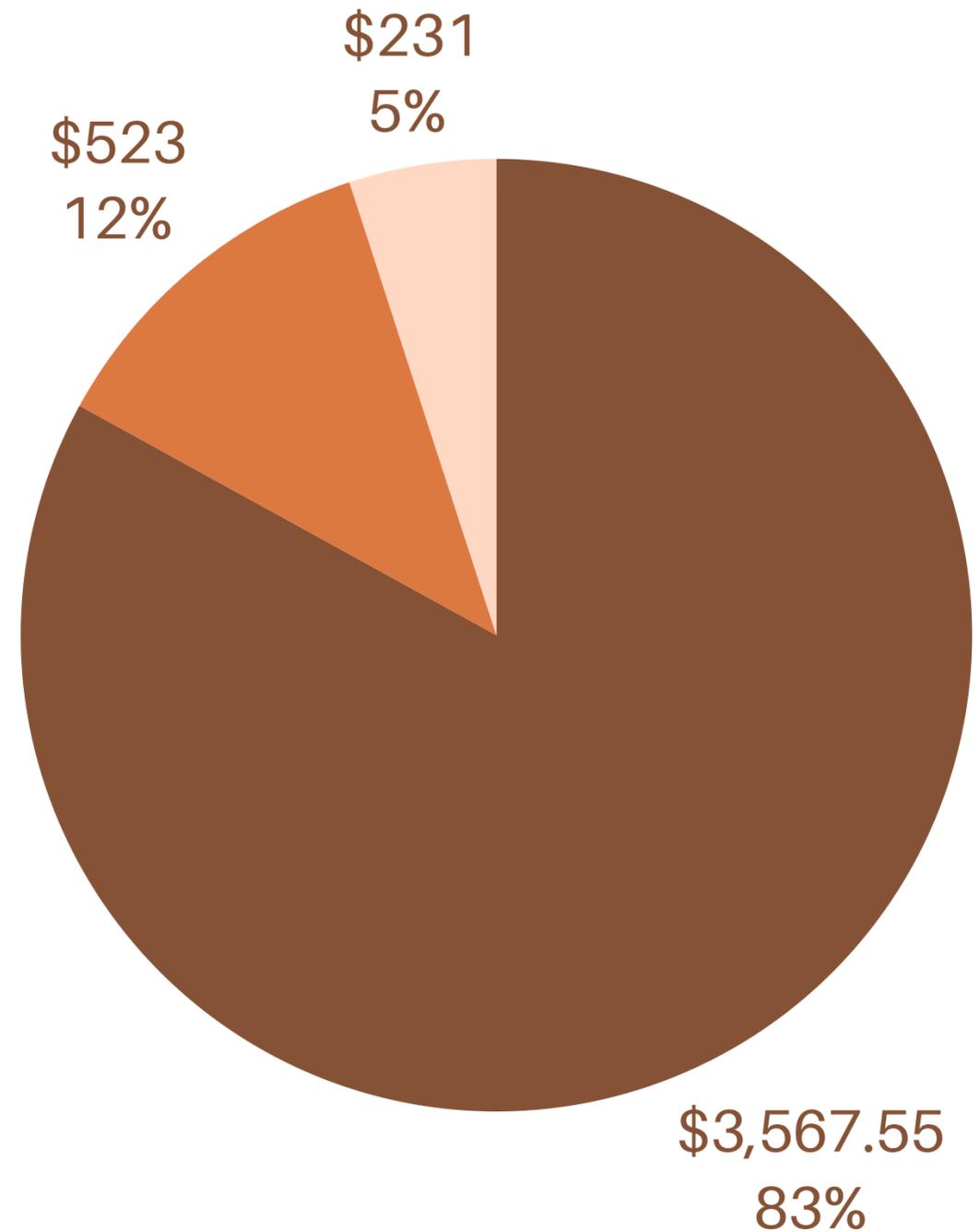
- Urbanization is creating a larger market for convenience foods and dining-out experiences.
- Shifts in demographics, including more young professionals and dual-income families, are influencing product offerings and marketing strategies.

The Green Revolution in F&B

- Consumers favouring brands that adopt sustainable sourcing, packaging, and waste reduction measures.
- Increasing regulations and consumer activism are pushing companies towards eco-friendly practices.

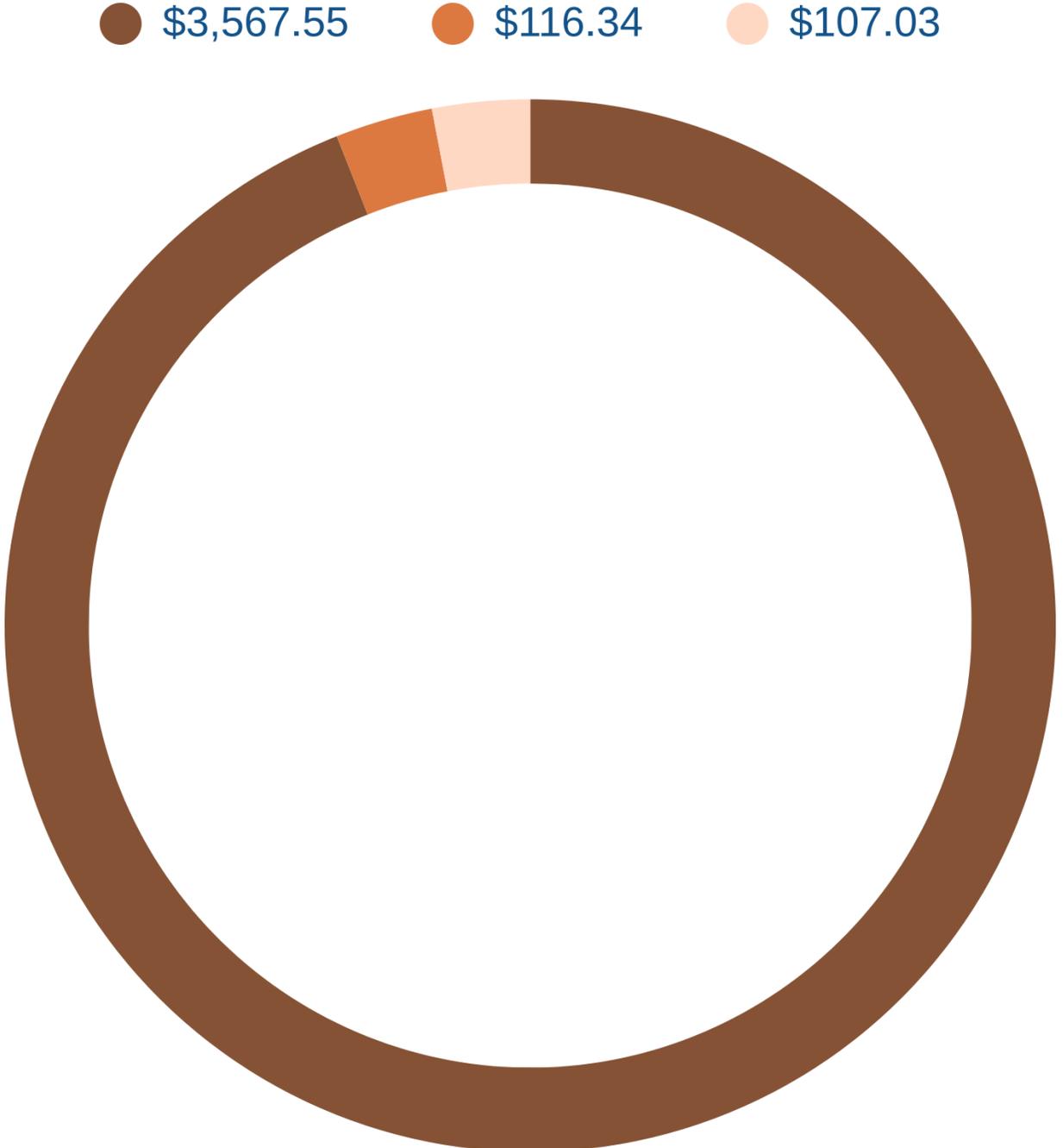
INDIA GDP VS HOSPITALITY & TOURISM

- India's GDP in 2023 was USD 3,567.55 Billion
- Hospitality & Tourism Industry contributed over USD 231 Billion to the GDP in 2023
- USD 523 Billion - expected contribution of Hospitality & Tourism Industry to the Indian GDP by 2034



Figures in USD Billion

INDIA GDP VS F&B INDUSTRY

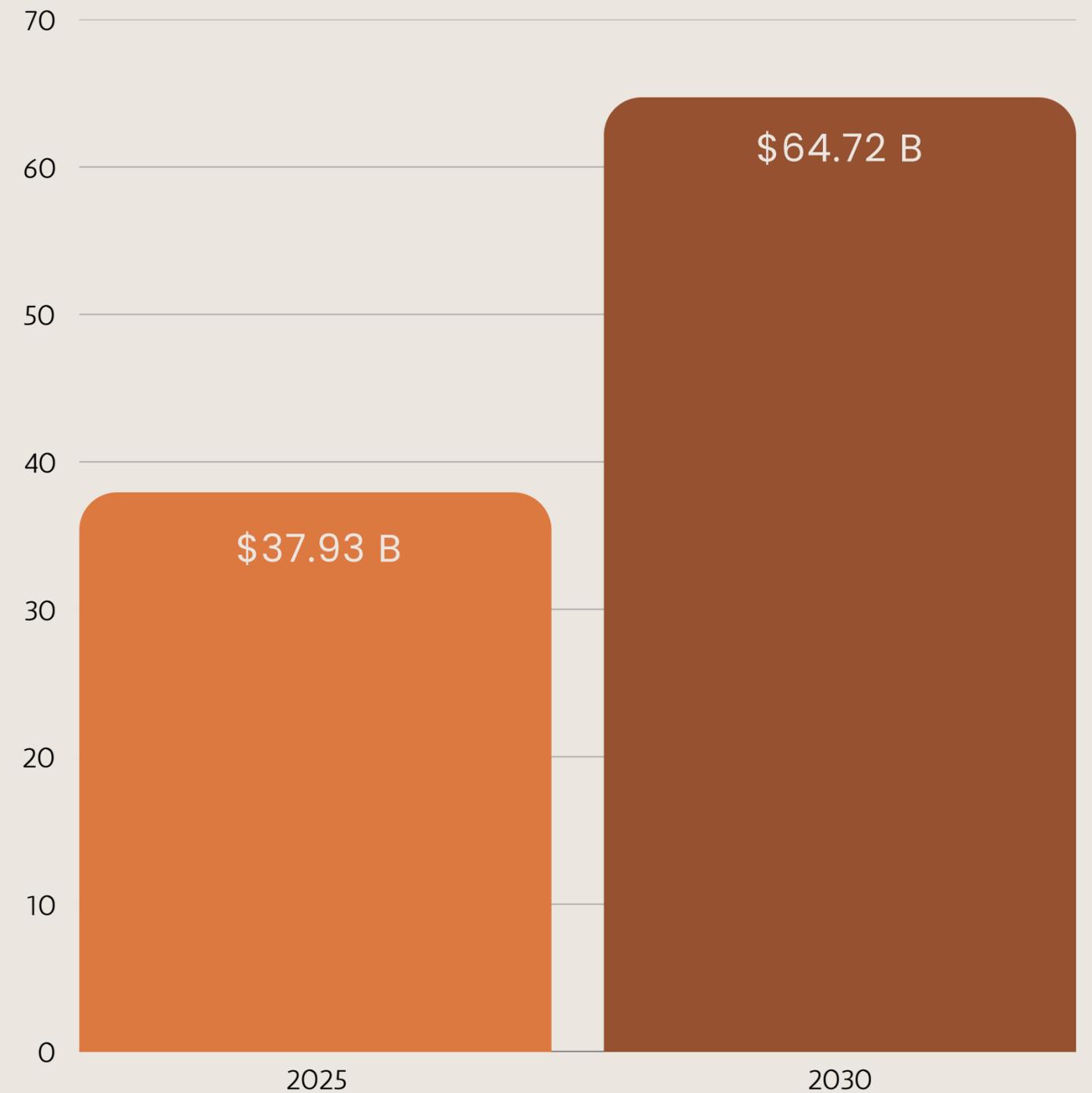


- India's GDP in 2023 was USD 3,567.55 Billion
- F&B Sector contributed over USD 107 Billion to the GDP in 2023
- USD 116 Billion - expected contribution of by 2030
- The alcohol and beverage industry contributes around 15 lakh jobs in India

Figures in USD Billion

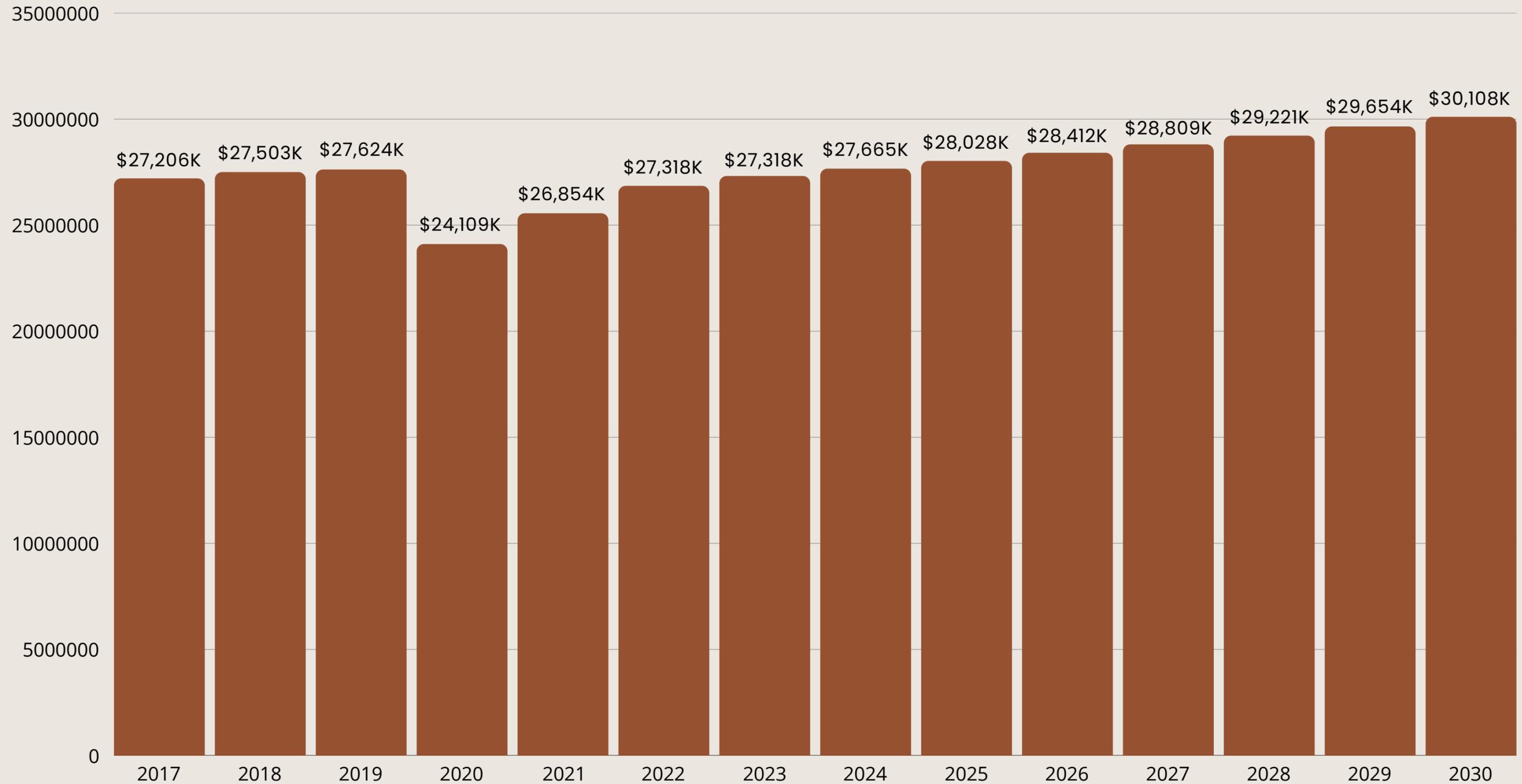
INDIA FULL SERVICE RESTAURANT MARKET

	Study Period	2017 - 2030
	Market Size (2025)	\$ 37.93 Billion
	Market Size (2030)	\$ 64.72 Billion
	Largest Share (by Cuisine - includes Indian)	Asian
	CAGR (2025 - 2030)	11.28%
	Fastest Growing Cuisine	Latin American

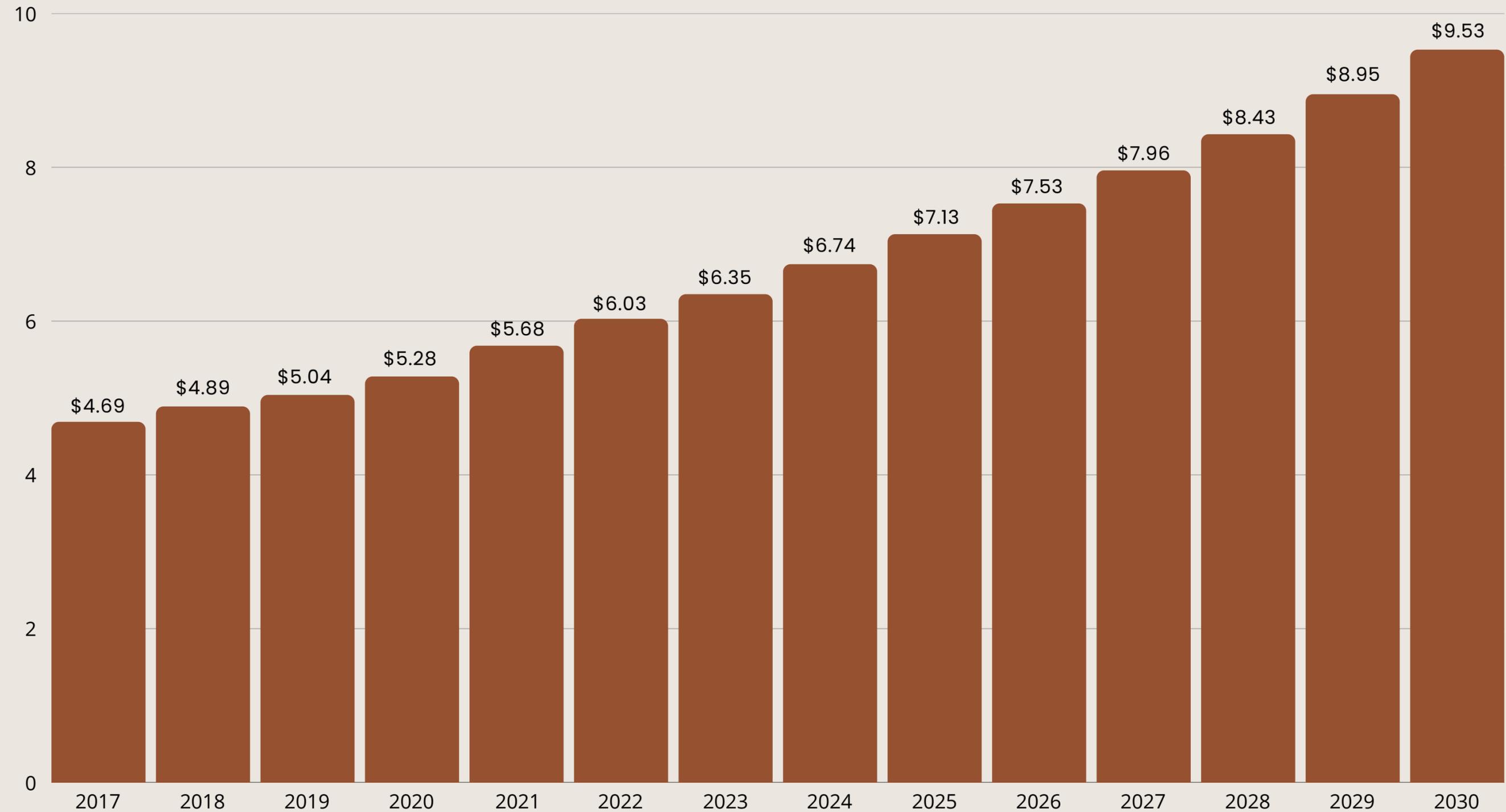


Figures in USD Billion

NUMBER OF OUTLET UNITS FULL SERVICE RESTAURANTS 2017 - 2030



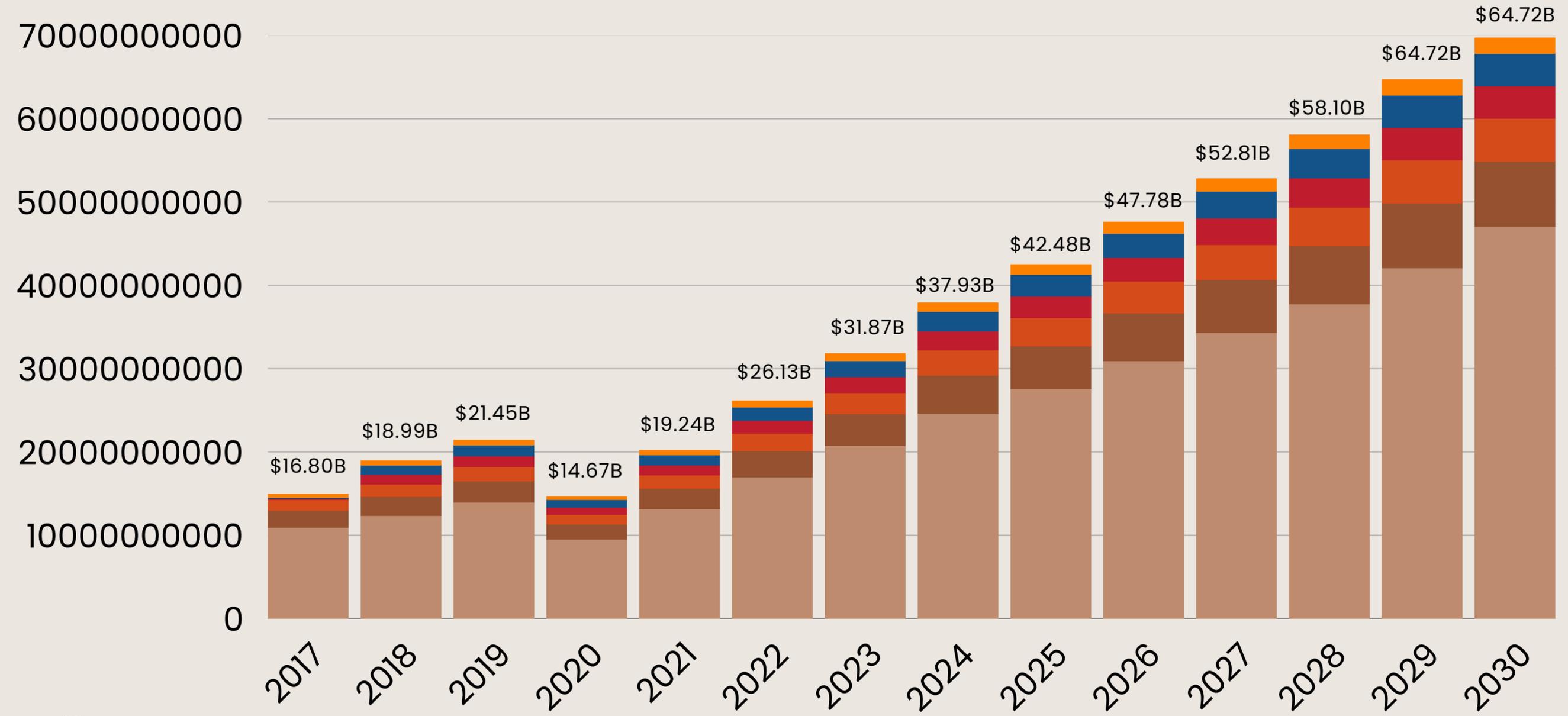
AVERAGE ORDER VALUE FULL SERVICE RESTAURANTS 2017 - 2030



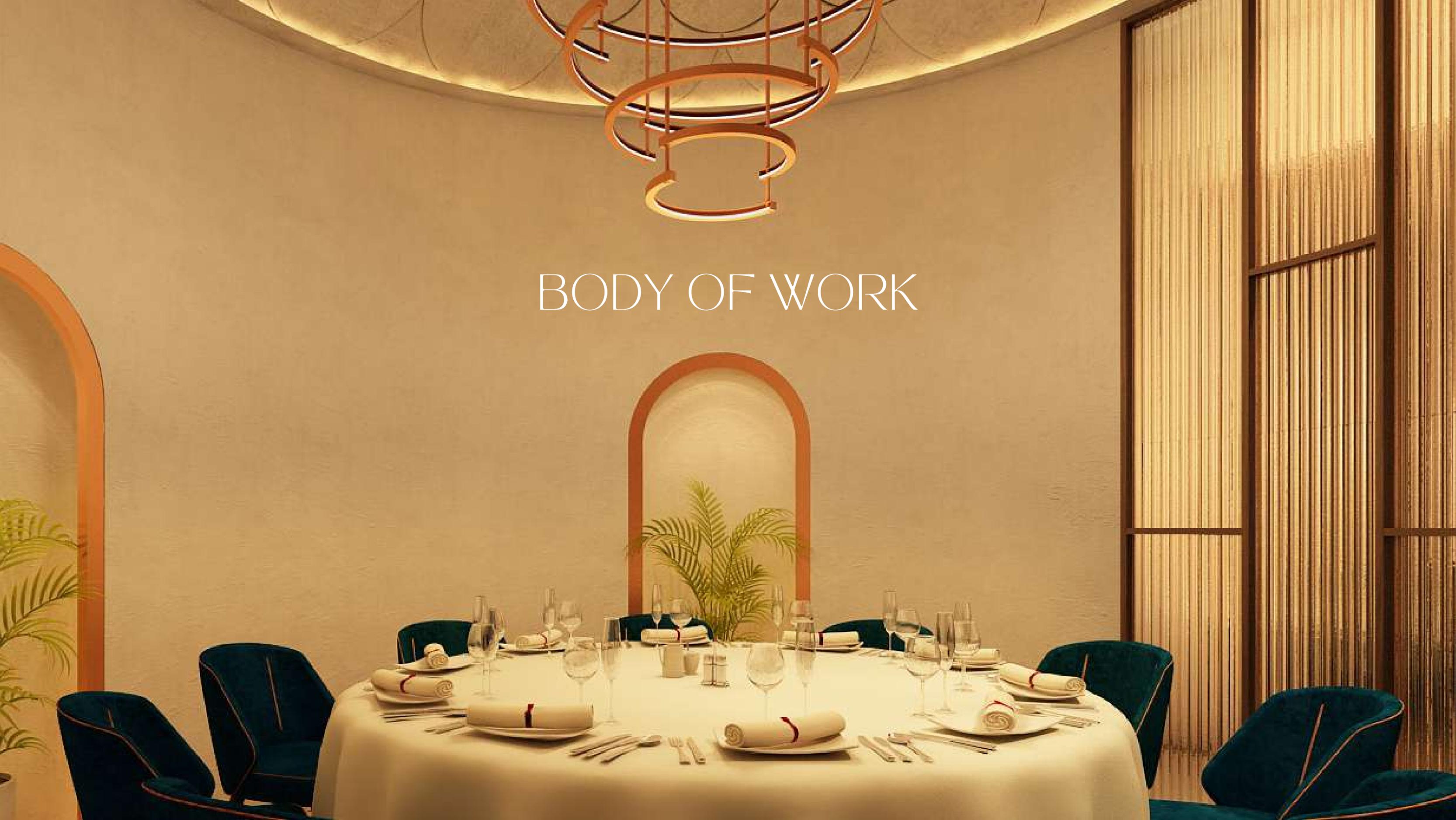
Figures in USD

VALUE OF FULL SERVICE RESTAURANTS FOODSERVICE MARKET BY CUISINE, USD, INDIA, 2017 - 2030

- Asian Inc. (India)
- European
- Other FSR Cuisines
- Middle Eastern
- North American
- Latin American



Figures in USD Billion

A round dining table is set for a meal in a restaurant. The table is covered with a white tablecloth and is surrounded by dark teal chairs. The table is set with white plates, silverware, and glasses. A rolled-up white napkin with a red band is placed on each plate. The room has a modern interior with a curved wall, a large arched window, and a decorative ceiling light fixture. The text "BODY OF WORK" is centered on the wall above the table.

BODY OF WORK

BRAND

The
SILVER
TRAIN

Scope of Work

- ❖ R&D - Global Beverage Trends
- ❖ Beverage Program - Strategy, ideation and development
- ❖ Branding & Communication
- ❖ The Silver Bar Photography & Videography
- ❖ Beverage aesthetics
- ❖ Digital Strategy
- ❖ Strategic Collaborations, Vendor Integration & Beverage Partnerships
- ❖ Menu Development & Pricing strategy



MUMBAI



94.3 Radio One
ELEVENSES
x
THE SILVER BAR

December 2025
Anuradha Joshi Medhora
Click here

Link in Bio

vikashnagroup • Follow

vikashnagroup Edited • 2 w
Welcome VARIETY to India.

It was absolutely an honor to be in the first issue. Can't wait to share it with the World.

Later went to @thesilvertrainrestaurant for the most brilliant food. I loved the theme of reinventing the royal cuisines of India. Congratulations @anuradha_medhorawhat you've achieved is iconic my INDORE KI RANI.

bindu.khanna 1 w
4 likes Reply

akshayerathi 2 w
Such an amazing evening!

20K 159 2 February

Click here

Condé Nast Traveller

Draavin Canteen

FOOD AND DRINK

9 new restaurants in India to try this month

A look at the newest restaurants and bars across Mumbai, Delhi NCR, Bengaluru and Pune

BY KARINA ACHARYA
4 October 2025

The Silver Train

Mumbai's newest arrival, The Silver Train at Phoenix Palladium, looks to India's palace kitchens for inspiration, retelling their stories through food, drink and design. At its core is the rotating Silver Thali, a seven-day sequence where dishes change daily, drawing from royal kitchens across the country: Rampur's hearty masha hi dal, Baroda's sastvik-style varan, Mewar's elegant dahi bhindi or Nagpur's apple gourd from the Bhonsle kitchens. Recipes are layered with details once common to royal tables, from freshly churned makhana to podi-spiced ghee and turmeric or peanut chutneys. Other signatures range from Bengal's chaman paturi to Jodhpuri lal maas, Bilaspur's baingan bhandije and Dogra kokar kofta, rounded off with desserts like anda ka halwa and a curious take on kalakand. The Silver Bar, helmed by Elevenses Hospitality, carries the same archival spirit. The signature Silver Bar Milk Punch, a clarified tropical blend, anchors a menu that revises sherbats, low-ABV Teatales and inventive zero-proof Drytals. The space, designed by Sunesh Menon Associates, leans into spectacle with vaulted ceilings, chandeliers, silver railway motifs and Sabyasachi wallpaper, but keeps the tone playful rather than stiff. Co-founded by Shraavan Juvvadi of Tabula Rasa and chef Anuradha Joshi Medhora of Charoli Foods, The Silver Train sets out to turn history into a multi-course experience—one where the past arrives plated, poured and retold for today.

Royal Dining Sans Stiffness: How The Silver Train In Lower Parel Offers A Delightful Taste Of History

The Silver Train restaurant in Phoenix Palladium Mumbai, helmed by Chef Anuradha Joshi Medhora, celebrates royal dining beyond the stereotypes. Read our full review below.

About The Founders Of The Silver Train

Restaurateur Shraavan Juvvadi and Chef Anuradha Joshi Medhora founded the Silver Train restaurant. Shraavan is best known for establishing Tabula Rasa, an open-air bar and restaurant in Hyderabad. As we discussed the establishment, Shraavan pointed out that most royal-centric dining options are usually limited to North Indian cuisines. In setting up The Silver Train, the founders wanted to ensure that different regions and their histories are represented on the menu. That's where Chef Anuradha especially shines. As the founder of Charoli Foods, she made a name for herself as a researcher and innovative storyteller who spotlighted lesser-known recipes and celebrated the richness of Malwa's royal culinary traditions. In co-founding The Silver Train, she has capitalised on her historical forte and expanded her canvas to include palace kitchens across the country.

Photo Credit: The Silver Train

With The Silver Train's "ek, do, char" menu, you're king of the thali

Inspired by the capricious whims of maharajas and maharanis, this choose-your-own-culinary-adventure eatery in Mumbai brings personalisation to portion sizes

BY ROHINI RAJAJI BANERJI

Celebrate Pongal The Traditional Way In Mumbai With These Authentic Thalis



The Silver Train, a restaurant that is an edible archive, is presenting The Royal Harvest Thali. This limited, period ceremonial dining experience is inspired by how India's royal court kitchens once marked the harvest season. Across regions and dynasties, these royal kitchens followed a shared discipline: grain before indulgence, dairy before excess, pepper before fire, ritual before display. The experience begins with Panakam, a ritual drink made from palm jaggery, dry ginger, and black pepper, traditionally served to mark seasonal transition and renewal. It is followed by Til-Gud Chutney, Bina White Butter Shalgam-Gajar Khatta, and Gungara Achar. The thali then unfolds into its palace mains, led by Baroda Varan, plain lentils finished with ghee in dignified restraint, alongside Ven Pongal made with new rice

THE INDIAN EXPRESS
JOURNALISM OF COURAGE

FROM MY KITCHEN

The green room

Chef Anuradha Joshi Medhora on her mother's specialty, where the green chillies are the star of the show

HARE MIRCH ka Keema

CUTS LIKE KAKHIT (Above) Hare Mirch ka Keema chef Anuradha Joshi Medhora

INGREDIENTS

- Mutton keema - 500 gm
- Cardi (white/red) - 175 gm
- Turmeric powder - 8 gm
- Ghee - 100 gm
- Onions, finely chopped - 175 gm
- Green chillies, spiced, de-seeded - 80 gm
- Cardi, whole cloves - 30 gm
- Lime juice - 5 gm
- Salt to taste
- Fresh coriander leaves, chopped - 10 gm

Optional (in additional addition)

- Whole spices: 2 green cardamom, 1 bay leaf (optional)

METHOD

- Prepare the green chutney. Roughly chop the green chillies. Smash the garlic cloves lightly, keep them aside - do not mix with the chutney. The flavour must be sharp.
- Browning and fat extraction. Heat ghee in a heavy pan. (Optional) Add whole spices and let them crackle. Add the onions and fry on medium heat until light golden.
- Add aromatics. Add the smashed garlic and sauté till fragrant. Add the green chillies and cook for 2-3 minutes until they soften but stay green.
- Add the keema. Add the mutton mince and sauté on medium-high heat. Break the mince well and cook evenly. Cook until all moisture evaporates and the fat separates.
- Add cardi & turmeric. Lower the flame. Add the whisked cardi mixed with turmeric and salt. Stir continuously for 1-2 minutes to prevent curd from splitting. Cover and cook on low flame for 12-15 minutes until the keema is tender.
- Finishing. Add lime juice for brightness. Fold in fresh coriander. Adjust salt and chili heat if needed. Rest for 5 minutes before serving.

The Gathering comes to Mumbai and the season's best harvest menus



Featuring Royal Opulence and some great Royal flavours, this new place has recently launched a cocktail program that celebrates India's royal heritage through its drinks.

the_nomadfoodie and 5 others Original audio

the_nomadfoodie 9 w
The Silver Train isn't just serving dinner; it's serving history!

We went to try their new cocktail program, which is less about mixology and more about celebrating India's forgotten beverage heritage.

Did you know the global superstar PUNCH has its roots right here, inspired by our traditional Sharbat? I was completely sold on their classic Milk Punch (served from a very handsome crystal decanter) and the nuanced, perfectly balanced Sharbats, no sickly sweet stuff here, promise!

My top pick? The Jadi Booti Negroni with its earthy vetiver (Khus) notes. It was pure liquid elegance.

47 10 13 December 2025

Add a comment...

FOOD CULTURE EVENTS VIDEOS

This New Restaurant Serves Royal Indian Flavours With A Wink

The Silver Train in Mumbai pays homage to India's palace kitchens, with curiosity, craft, and just the right amount of whimsy

BY SUPRIYA MITTAL NOVEMBER 12, 2025



RENTAL

BRAND

TERRAI

World's Best New Restaurants



Scope of Work

- ❖ Strategic Planning & road-map
- ❖ Branding
- ❖ Marketing
- ❖ Community partnerships & engagement
- ❖ Public Relations & Communication
- ❖ KOL engagement



HYDERABAD



Terrāi opens its doors to showcase Telangana's culinary heritage

BW Online Bureau | Nov 04, 2024

Terrāi # Telangana's culinary heritage # F&B
Culinary story

Founded by Rohit Kasuganti and Anisha Deevakonda, Terrāi draws inspiration from Telangana's diverse historical influences, including the opulent Nizam culture



BUSINESS
Terrāi opens its doors to showcase Telangana's culinary heritage

Terrāi, a new dining establishment in Telangana, aims to highlight the region's rich culinary traditions and cultural legacy. Founded by Rohit Kasuganti and Anisha Deevakonda, Terrāi draws inspiration from Telangana's diverse historical influences, including the opulent Nizam culture.

The restaurant, spanning 12,000 sq ft and accommodating 250 guests, features four uniquely designed dining halls that reflect local craftsmanship, with decor elements like terracotta walls and Dokra art.

Hyderabad

TERRĀI



This new restaurant draws inspiration from the history and terrain of Telangana and the amalgamation of Deccan, Telugu and Nizami cultures. The 12,000 sqft. restaurant can seat 250 guests across four distinct spaces, featuring terracotta walls, Dokra art, repurposed doors and original pieces of artwork—seamlessly coming together in a space designed by Sona Reddy Studio. The menu lists fare such as Terrai mutton curry, Karim Nagar spiced chicken wings and saffron cheesecake. The cocktails are worth trying too.

Address: Terrāi, Ground Floor, Gate #7, Sattva Knowledge Park, Silpa Gram Craft Village, HiTECH CITY

Weekend food plan: Telangana cuisine and Himalayan flavours

Terrāi brings Telangana's cuisine to Hyderabad, a pop-up by Prateek Sadhu in Kolkata, and other food events to enjoy this weekend

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Terrāi's curry leaf paneer with avocado salsa.

Himalayan flavours in Kolkata

On November 8-9, 2024, JW Marriott Kolkata hosts Chef Prateek Sadhu for a two-day culinary event. Savour a nine-course dinner from 7:00 pm to 10:30 pm, showcasing Himalayan-forward cuisine inspired by the acclaimed restaurant, NAAR. Expect dishes blending ancient traditions and modern techniques, reflecting the diversity of the mountain regions. Indulge in flavours inspired by the Himalayas, with each dish showcasing Sadhu's expertise in using local ingredients and techniques. The meal will feature a range of options, including vegetarian dishes.

Reviving Telangana's Culinary Heritage

Sunday, 24 November 2024 | Sharmila Chand



From terrain to table, Terrai presents the evolution of Telangana Cuisine, says SHARMILA CHAND

Terrai attributes its inception to the terrain and rich historical culture and culinary legacy of the State of Telangana. Situated in the southern-central part of the Indian peninsula on the high Deccan Plateau, cuisine of Telangana is influenced by the region's rich history of Deccan and Telugu culture. Nizam culture is a blend of opulent traditions, art, and cuisine that reflects the historical grandeur and diverse heritage of Telangana.

Founded by the visionary restaurateur, Rohit Kasuganti and the creative powerhouse, Anisha Deevakonda, Terrai derives its name from terrain defining the topography of the young-historical State. Reinventing traditional cuisine, propagating the culture and community is the ethos of this new restaurant, Terrai.

The Vision

The objective of Terrai is simple - it aims to propagate the deeply rooted culinary culture of the State, becoming synonymous with it. Terrai is a glorious homage to the rich heritage, culture and culinary prowess of Telangana. At Terrai, every dish serves as a resplendent tribute to the land, celebrating local women farmers and tribal chefs who utilise time-honoured techniques and ingredients.

Rohit Kasuganti, Founder and CEO, TSK Food Works, says, "Telangana food has been overshadowed by the popularity of its neighbouring cousin. Taking immense pride in our roots, our thought and vision behind Terrai is to simply showcase the tradition and history behind the food from our State, designed for the modern diner. We want Terrai to lead a revolution, of sorts and to propagate Telangana cuisine to the World and enlighten our colleagues and guests to the rich legacy that it represents."

MEDIA BLITZ

BRAND



Scope of Work

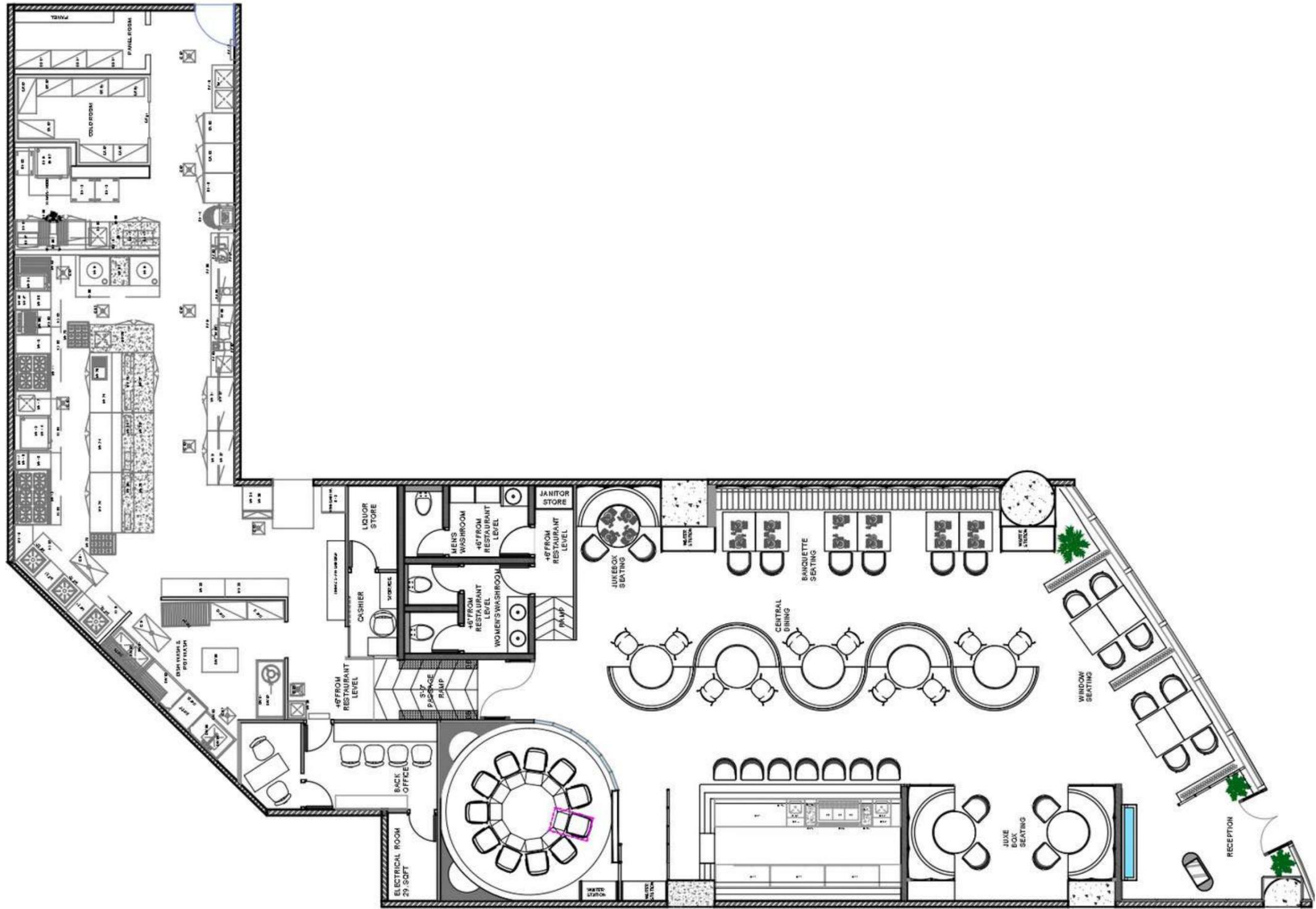
- ❖ Location scouting & finalisation
- ❖ MEP Partnership
- ❖ Interior designing
- ❖ Lighting design
- ❖ Sound design
- ❖ Project management
- ❖ Material management
- ❖ Licensing
- ❖ HR, Staffing, Training & SOPs
- ❖ Tech backend
- ❖ Menu Planning
- ❖ Photography
- ❖ Brand identity
- ❖ Marketing & Communication







FLOOR PLAN: DESIGNED



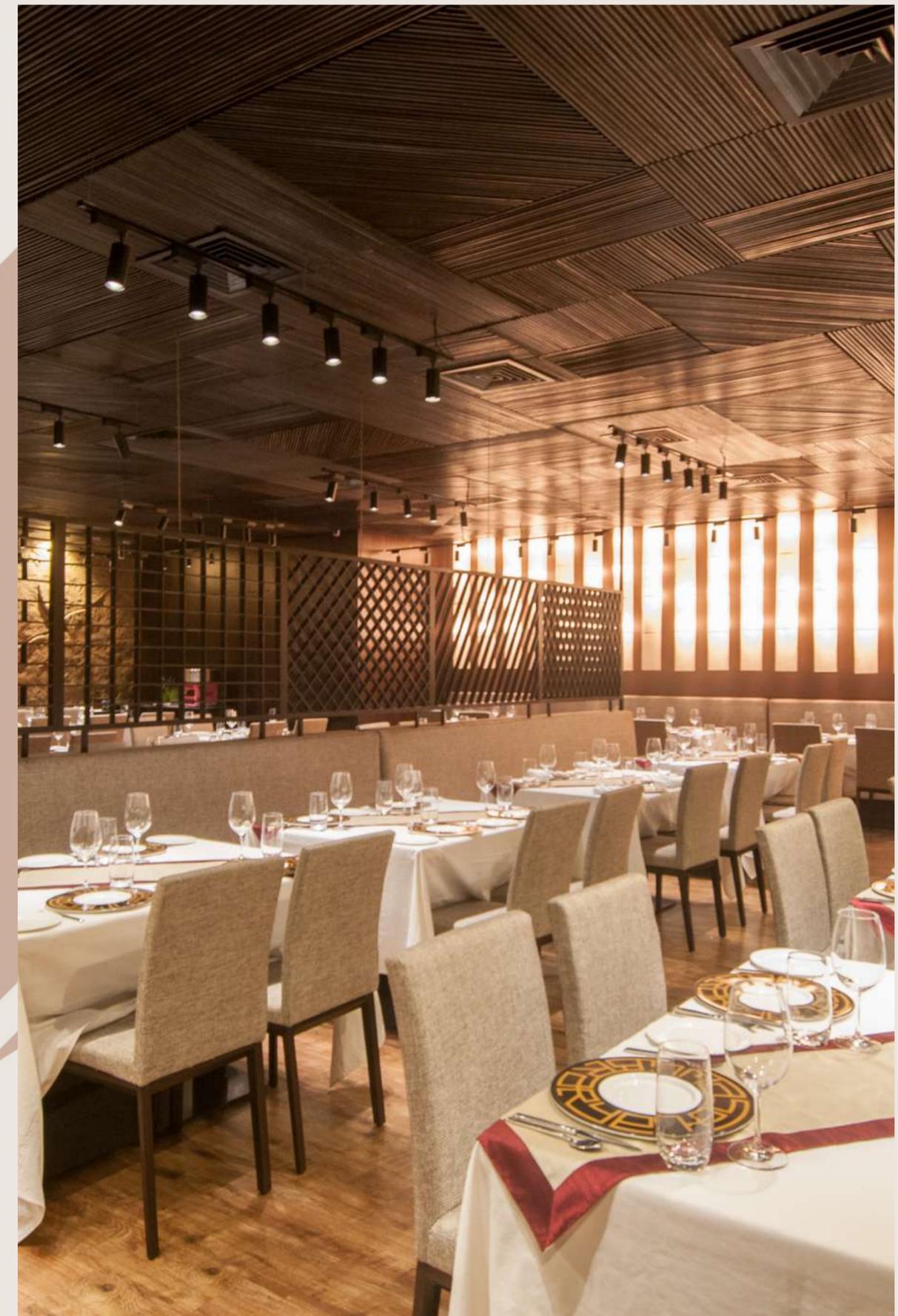
BRAND



MASALA LIBRARY
BY JIGGS KALRA

Scope of Work

- ❖ Brand identity
- ❖ Licensing
- ❖ HR, Staffing, Training & SOPs
- ❖ Marketing & Communication
- ❖ Customer Service
- ❖ Menu Planning
- ❖ Photography
- ❖ Branding
- ❖ FOH Operations



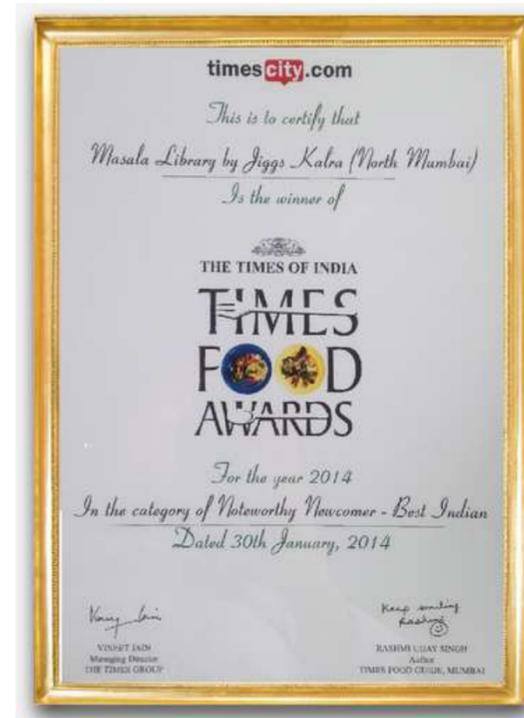
MUMBAI



NEW DELHI



AWARDS



BRAND



Scope of Work

- ❖ Brand identity
- ❖ Licensing
- ❖ HR, Staffing, Training & SOPs
- ❖ Marketing & Communication
- ❖ Customer Service
- ❖ Menu Planning
- ❖ Photography
- ❖ Branding
- ❖ FOH Operations



DELHI NCR



DUBAI



Farzified

Or what happened to us after a visit to the newly opened Farzi café in Gurgaon

SHANTANU DAVID

MOLECULAR gastronomy with bold, unrestrained flavours as opposed to the vague, ephemeral foams and airs that one normally associates with the cooking style? Priced so competitively so as to gladden an Olympiocoach's heart? Pigs will fly first, right? At Farzi café, they do!

We will dispense with elaborating on the décor and concentrate on the food. Suffice to say, the restaurant with its interior walls resembling garden hedges, French-inspired illustrations, quintessential art, live stage area and high-tech ambient music showbit takes us to a "modern Indian tapas bar and bistro" uberiously.

The menu is an arresting read, as much for its contents as its presentation (each item is hand-written and accompanied with illustrations, another personalised touch to a restaurant in which everything from the cutlery is customised and the soda carbonated in-house). It wanders across the country, stopping by both home and highway to ensure a constantly evolving menu that documents pan-Indian food.

Our lesson begins with an amuse bouche of a shot of Mishli Doi with reverse spherification. These little spheres of mishli doi, served on chilled steaming plates explode in your mouth with a promise of things to come.

Things such as the Dal Chawal Arancini served with rolled-up pupard on a bed of onion chutney in an entirely Sicilian presentation but a flavour that is recognisably Indian comfort food.



stayed at El Bulli but as soon as you take that first bite you're immediately transported to a crisp morning at a roadside dhaba, your mouth full of *arsona da saag, makkhi da rotava chacha*.

Remember we said pigs fly here? The imported Belgian pork, finished with a Kashmiri rishka reduction, melts into a delicious mélange of flavours and textures once safely docked on our mouths. *Chark* white chocolate

(Above) Phirni Oxide; the interiors of Farzi Café

favourite burger snack. Topped off with a generous dollop of foie gras (at least until stocks last, following the recent ban on the luxury commodity, after which there will be either caviar or shaved scallops) and drenched in truffle oil, the dish has the decadence to match rare tenderloin made of the finest beef. The Chicken Tikka Masala is served in a two-tiered miniature red telephone booth with Cornish naans as fitting tribute to its British origins, with a flavour that is unabashedly desi, more lip-smacking than Mughlai from your favourite takeaway.

For dessert, there is the *RoohTaza Crème Brulee* which takes you right back to childhood. Or you might have the Phirni Oxide, which comes complete with a table-side ritual involving liquid nitrogen, hammers, rabbit, baasha and a whole lot of smoke but again tastes like the measurement has



the art of a bite

Amuse-bouche in Indian restaurant today. What here's different is in America in the 1980s, many chefs who had turned their backs into canvases of their culinary brilliance!

18 | NOVEMBER 2014



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18 | NOVEMBER 2014

decade

It's a new renaissance in Indian cuisine, one that is not just about the food but also about the way it is presented. The chefs are no longer just cooks but artists, creating a visual feast for the eyes as well as the palate. The use of molecular gastronomy and other modern techniques has allowed them to push the boundaries of what is possible in Indian cooking. The result is a cuisine that is both innovative and deeply rooted in tradition.

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Indian restaurants go international

Indian restaurants are no longer just a local phenomenon. They are now going international, with many chefs opening up shop in other countries. This is a testament to the growing popularity of Indian cuisine around the world. Chefs are bringing their own unique twists and interpretations to traditional Indian dishes, making them more appealing to a global audience. The result is a fusion of cultures that is both delicious and innovative.

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INDIAN CUISINE GOES HAUTE

Antoine Lewis discovers the many joys of fine dining with a 'Modern Indian' palate. The chefs are no longer just cooks but artists, creating a visual feast for the eyes as well as the palate. The use of molecular gastronomy and other modern techniques has allowed them to push the boundaries of what is possible in Indian cooking. The result is a cuisine that is both innovative and deeply rooted in tradition.

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A BIT OF MAGIC

At Farzi Café, what you see is not what you get! Anindita Ghosh comes away enchanted with the out-of-the-ordinary fare at this new eatery.

Now you no longer need to kill your urge to eat sweet things. With *Gaia Lite Sweets*, a natural low-calorie sugar substitute—you can have your cake and eat it too! Without Aspartame, it is safe for diabetics and weight watchers and has no side-effects or after-taste. *Gaia Lite Sweets* tablets and sachets are priced at 170 and 185 respectively and are available at all leading pharmacies and general stores across Delhi, NCR, Punjab, Haryana, Rajasthan, Uttaranchal & Gujarat.

Pork ribs, Kashmiri rista reduction

- 200 g pork ribs
- 50g desi ghee
- 50g red chili powder
- 200 ml pork stock
- 50g fried garlic
- 5 gm green cardamom
- 2.5 gm cumin
- 2 gbay mas
- 5 g gram masala

Cut ribs into single pieces and cook it in stock for 2.5 hours at 180 degrees centigrade. Drain the grease in a heavy bottom pan. Add whole spices, and garlic paste. Cook for 5 minutes. Add red chili powder and cook for two minutes. Add stock and simmer for the curry till reduced to half. Add the saucing with onion sauce and garam masala. Top the cooked ribs in the reduced curried serve hot.

Among the most interesting things I tried, some stood out just for presentation but also for taste and texture. For instance, the Phirni Makkhi is served with truffle oil and served with a slice of seared foie gras as an accompaniment. The Cheeni Ka Paratha comes with duck liver Maska was another dish that will remember for the wonderful flavours, the sweetness of the crispy paratha and sharp salt of the maska. The duck sausage with plum chutney was an example of how cool and international Indian food can be. One of the most delicious dishes I tried was offered was the Pork ribs with Kashmiri rista reduction. For dessert, the Farzi Q cheese cake, milk custard with chocolate pearls was interesting, while the Naah-orange and kaffir lime air was pure elegance. We rounded off the meal with Farzi Paan—a mouth-pain gujya created with spun sugar.

Price Point: Meal for two ₹1,500 + taxes (with alcohol)

The fun starts right from the time you pop an ephemeral bubble of mishli doi into your mouth.

Farzi Café—Modern Indian Bistro

Location: Ground Floor, Cyber Hub, Cyber City, Gurgaon

Ambience: The interiors of the restaurant are a bit of a disappointment. The disco floor does not complement the young, fun food that the bistro serves.

What we loved: At Farzi Café, Chef Himanshu Saini, manages to make Indian food hip with the help of a little molecular gastronomy. The presentation and variety of "lazzi" magic: The fun starts right from the time you pop an ephemeral bubble of Mishli Doi into your mouth and feel the flavours of Panach Phoron burst in your mouth. And after you are done eating an inverted mini kachori served with crisp onion salad and a Bombay Bhel Version 2.0, you know what you are in for.

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AWARDS



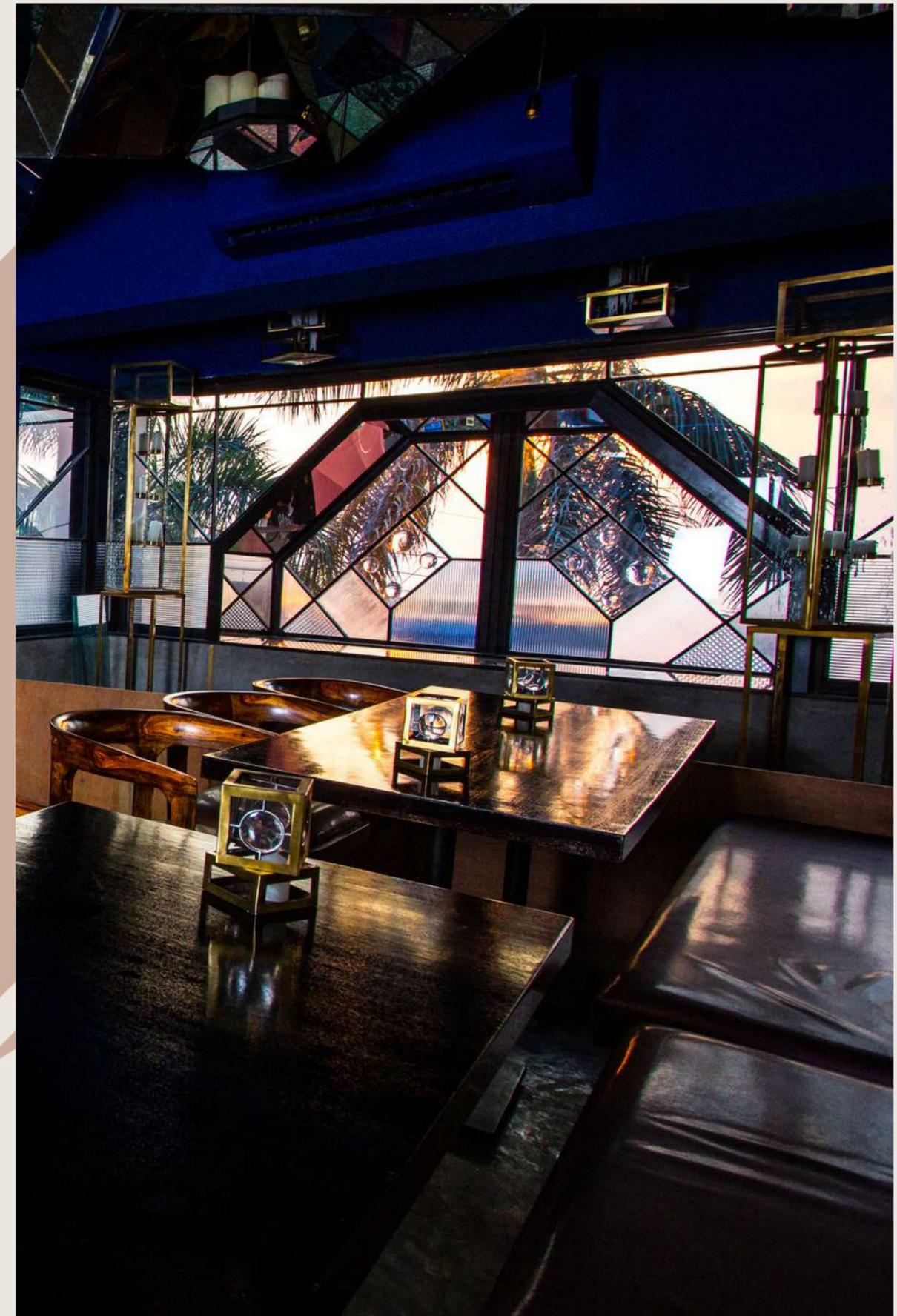
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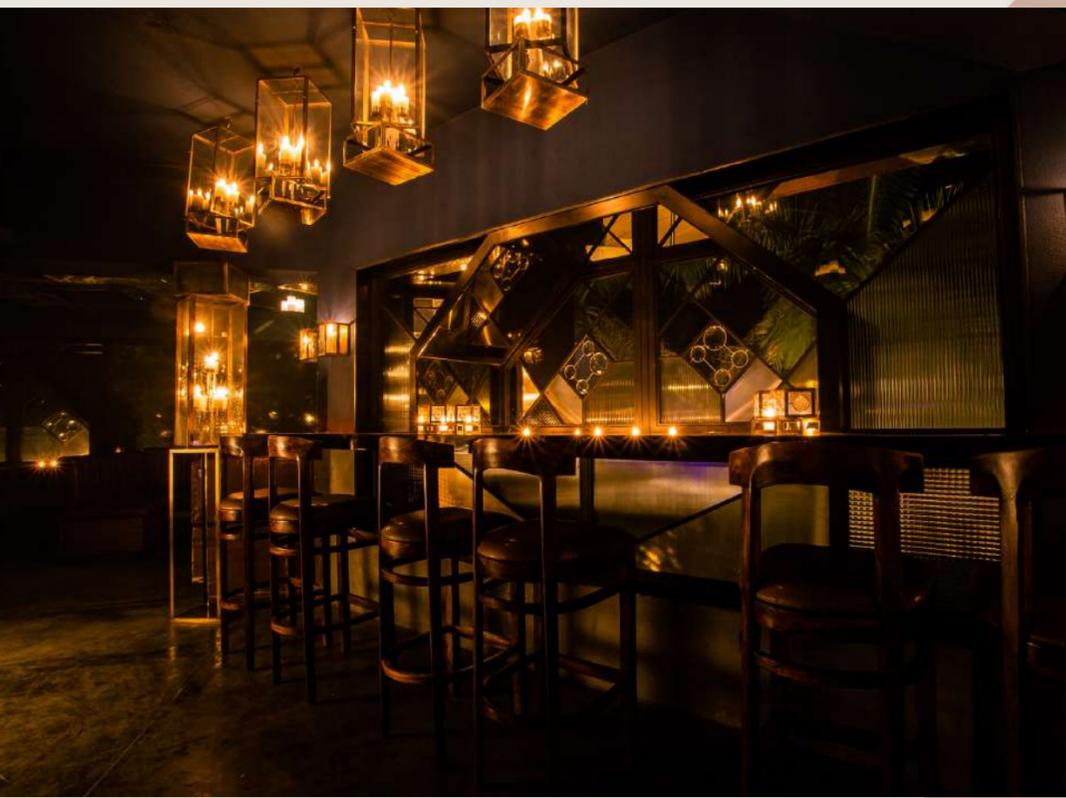
MASALABAR

Scope of Work

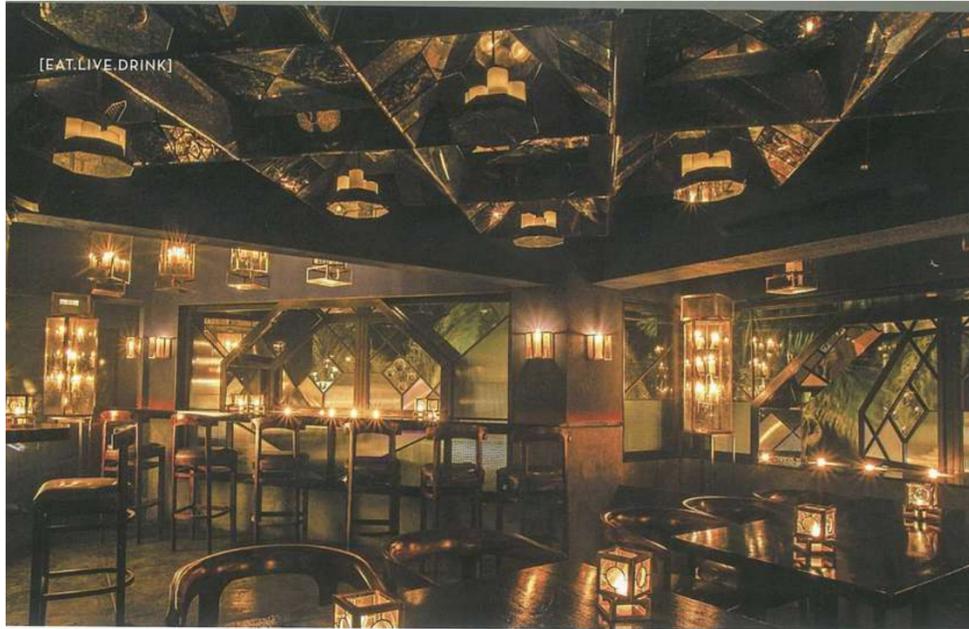
- ❖ Brand identity
- ❖ Licensing
- ❖ HR, Staffing, Training & SOPs
- ❖ Marketing & Communication
- ❖ Customer Service
- ❖ Menu Planning
- ❖ Photography
- ❖ Branding
- ❖ FOH Operations



MUMBAI



MEDIA BLITZ



MasalaBar Mumbai

MasalaBar, Zorawar Kalra's new offering in Mumbai, recreates a laboratory experience. The candle-lit-only space uses locally sourced all-organic beeswax candles as it whips up 'craft cocktails'. 'The stuff that we use to make our cocktails is straight out of a lab. It's a science lab and a bar. Every cocktail comes with food that matches it,' says Kalra, explaining the concept of cool new lab-kitchen. Each cocktail has a story to tell, and comes with a docket that tells you what the team was thinking when they created the drink. Reminiscent of all things Indian, the cocktail lab conjures *Bollywood Bhang*—a vodka spiked with the accompanied by a smoking pipe with fresh basil leaves—along with *Great Hornby's Cloud*, a whisky-based cocktail spiced with smoked cinnamon. The skull and cannon ball glasses surely add an innovative touch. *Malabar Point* features vodka ar apple chamomile reduction finished with a thyme foam and a gin-based *Mumbai Matinee* adds playful fruity flavors. A 12-item style menu means only small bites that brings together *Carbon Bhaaji* and *Carbon Pao*, crisp calamari rings with *Ponzu Chutney* and *Ghee Roast Scallops* with beet mash and vadi grits. With a menu that beautifully marries drinks with the food, Zorawar Kalra makes sure that his first bar is not one that you can easily forget. So if you're done with the usual drinks at a friendly neighbourhood watering hole, here's your go-to place this summer.

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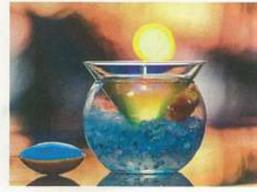


28 APRIL 2016 HAPPY FLYING!

New Launch: Science Lab – MasalaBar, in Mumbai

Offering a 270 degree view of the Arabian Sea, MasalaBar is situated at Carter Road in Bandra. It showcases mixological evolution through its handcrafted signature beverages and a scientific laboratory operation, featuring bleeding edge, post-modern techniques creating a bar experience unlike any before. Offering a breathtaking view, MasalaBar, is possibly the only concept in its genre, with interiors purely illuminated with candles during evening hours, thereby offering a first-of-its-kind, intimate experience to its patrons. From the signature list of cocktails, seeming straight out of a science lab, come mind-blowing and absolutely tantalizing experiments like *Sunset @ Carter*; An Evening

at Chowpati, a refreshing vodka based lab-cocktail; *Filter 'Kaafi' Uska* - a striking cocktail mixing unimagined flavours and Bollywood Bhang. Complementing the elaborate drinks menu to precision is the progressive, Tapas style food menu incorporating dishes such as carbon bhaji, carbon pao. Also part of the innovating food menu are dishes such as channa tempura chaat salad, tandoori bun tikka, litti chokha 'profiterolls' and the 12 hours cooked goan pork ribs.



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AN ART AUCTION: Buy from works of KG Subramanyan, Amrita Sher-Gil, MF Husain, Jamil Naqsh and Eqbal Mehdi. TILL March 22, 8 pm LOG ON TO www.astaguru.com



The well-stocked, high-tech bar



Litti Chokha Profiteroles



Chunky Mutton Boti, Galouti Burger. PICS/NIMESH DAVE

Masala high on Carter Road

A night out gets a whole new meaning at Bandra's newest hotspot where a bar doubles up as a science lab and drinks are infused amidst much drama



MASALABAR	
food	INNOVATIVE
service	EFFICIENT
ambiance	COSY

KRUTIKA BEHRAWALA
krutika.behrawala@mid-day.com

AS CANDLE-lit interiors cast a warm glow on the blue walls of the newly-opened MasalaBar, we settled into the high chairs by magnifying glass-fitted windows overlooking the Carter Road promenade, long past the sunset. A peek into the bar menu (with illustrations explaining the cocktail compositions a la Chemistry journal) and we knew that Zorawar Kalra meant business when he touted his latest outing as a 'high octane lab'. Here, absinthe foams act as palate cleansers, chamomile herb reductions are inhaled alongside the drink and cocktails appear in tray gardens. The effect: A regular night out transformed into an enjoyable sensory experience. The laboratory here, of course, was the bar with high-tech (and eco-friendly) with high-tech (and eco-friendly) apparatus that could gurgle any ingredient into flavoured water. We soaked in the cool, part-romantic, part-sci-fi setting with progressive tracks (a bit too loud) blaring in the background.

Craving another bar bite, we ordered Tawa Tik-A-Tin (₹175) fries. The crispy, homemade fries, layered with soya bhurji, tasted yum. We munched on them in between sips of Filter Kaafi Uska (₹700), served in a tray garden. The cinnamon vapour-soaked glass helped infuse the spice in the bitter-sweet coffee-vodka concoction.

Slider stories
Egged on by a competitively priced food menu, we focused on our next target: Chunky Mutton Boti, Galouti Burger (₹385). A bite into the sponge-soft buns (two sliders per plate) and we were greeted with a burst of flavours oozing from the succulent meat patty. The crispy wafers pierced through a stick (we're

still wondering how they pulled it off) on the side added to the crunch. Other must-tries include the 12 Hour Cooked Goan Pork Ribs, braised with vinegar-flavoured masala, the risotto phirni with aamras, the lip-smacking vodka-thyme Malabar Point cocktail and of course, *Sunset At Carter's*, a whisky-rosemary drink layered with rich almond foam that managed to soak in a whiff of the beautiful promenade, even post midnight.

with a spout. On the side: a sweetened chickpea skewer. With milky consistency, the potent chickpea fizz coursed down our throats smoothly. From the eats, featuring small plates, sliders and desserts (read: carbon pao, carbon bhaji, black buns deriving colour from squid ink and risotto phirni), we picked Litti Chokha Profiteroles (₹285), a quirky take on the Bihar snack, the bite-sized profiteroles, stuffed with aloo-subergine-sour cream mash and topped with a spicy chutney, were polished off in minutes.



TIME 5 pm to 1 am AT Level 1, Gagangiri Apartments, Carter Road, Bandra (W). CALL 67701793

MasalaBar didn't know we were there, the guide reviews anonymously and pays for its meals. Follow middayonline on Instagram for more photographs

TRIED AND TESTED FOOD REVIEW

IN THE MOOD FOR MASALA

If you want to snack on some culinary delights with a mesmerizing sunset on the side, Jagruti Verma tells you why you should grab a seat at MasalaBar's outdoor space

Walking up the narrow staircase to reach their dining and bar area, we were hoping to get some relief from the summer heat outside. However, the sun was not really in the mood to leave us alone for at least an hour more. But, the drawback was soon made up for with a refreshing Berry Cooler (₹300) which was accompanied by two sweet cherries on top. While I was busy draining my glass down to the last drop, my dining companion was refreshing her glass of Filter 'Kaafi' Uska (₹200) — their signature filter coffee cocktail with a twist of burnt anise. We were told about how each of their signature cocktails represented Mumbai in some way or the other, and how each had a story behind it.

Next, we were served a Channa Tempura Chaat (₹245), which turned out to be a cracker snack that you should order to complement your drinks. The Chikoo 35 Lollipop (₹250) sounded bland, but was another surprise — it's not just fried, but also tossed in some incredibly tasty butter-garlic-pepper glass gravy and later beautifully garnished, making it a visual treat as well. However, the highlight of our evening was their Khaari Naan Khaari Biscotta (₹350), an Indian version of bruschetta with three layers sandwiched together with soft, melted cheese. This one is a must-have for all cheese-lovers! After the cheesy delight we had the opportunity to indulge in two seafood dishes — Lip Galamari Rings (₹250) and Ghee Roast Scallops (₹300). I must mention how by now, the sun had finally decided to set, leaving our patience with a beautiful view of the sea. While the sunset is the perfect snack to munch on while enjoying an animated conversation with your dining companions, the scallops were not easy to scoop up and needed a heavier hand with the cutlery. My dining companion was soon lost in



MasalaBar offers a beautiful view of the Carter Road in Bandra

were black, not a particularly appetizing colour. But, when the flavours kicked in with our first bite, we immediately understood that infamous quote — never judge a book by its cover indeed! The secret to its colour, as with most black burgers of course, is squid ink. They also have a vegetarian version when they are choco-choco. Just when we were beginning to feel full, another refreshing cocktail, Heaven on Earth (₹300), a cool watermelon drink, came our way.

It's safe to say that the most dish we were served is the perfect way for a vegetarian to experience the flavour of chicken — their BBQ Pulled Kebab Burger (₹300 for two small burgers). They were delighted with a rich taste of jackfruit, accompanied by a stack of crispy baked potato chips. By this time, we were pretty full, but, who can say no to dessert, especially when it comes in the form of lollipops on a beautiful white treat. Make sure you don't miss out on the Bailey's Lollipop (₹350) when you visit.

Their cocktail zone resembles a chemistry lab, and their interiors are only lit by candles. After a quick visit, it was time to (quite reluctantly) head out, which is when the sunset glitch in the great experience came in — the dark ambience lends very little light to the stairs, leading to the exit. Be especially careful if you've had a few drinks! However, whether you're here for the drinks, the food or the sunset, MasalaBar wins as one of the better spaces to have opened up in Bandra this year.

Writing: Level 1, Gagangiri Apartments, Carter Road, Bandra (W)
Reservations: 67701793
Booked for more: ₹5,000 (with alcohol)
Alcohol served: Yes (part of over ₹500 onwards)
Contact: 6451903258 / 67701793



The interiors at MasalaBar are lit up by candles, giving it a romantic vibe and making it the perfect place for a date

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AN EXHIBITION: View photos of dance performances captured by contemporary photo artist Harshad Kamble. TIME 11 am to 7 pm At Jehangir Art Gallery, Kala Ghoda, CALL 22843989



Zorawar Kalra at Masala Library in SIC. PICS/SAYED SAHANE ARORA

A dash of masala

Restaurateur Zorawar Kalra speaks about his new bar in Bandra, and other smoking-hot plans



DHARA VORA
dhara@mid-day.com

EACH time, restaurateur Zorawar Kalra plans to open a new space in the city, it is difficult to skip the buzz around it. The point of discussion here is MasalaBar, Kalra's first bar project in India that is scheduled to open in a month on Bandra's Carter Road. Dressed in a grey suit, he meets us at his popular Mumbai Matinee bar, Masala Library to talk shops. Well, almost. At the onset, he isn't ready to reveal all to our first question about the much-hyped bar. 'I want to lobby for copyright in the food industry, adding that the biggest restaurants are rehashing ideas of existing successful restaurants.'

I want to lobby for copyright in the food industry
— Zorawar Kalra

Finally he blinks. 'Aayz Basrai has resigned the bar that will have a 270-degree panoramic view of the Arabian Sea,' he shares. It will be a candle-lit-only bar that will use all-organic, beevax, locally sourced candles. 'The stuff that we will be using to make our cocktails will be straight out of a lab. It's a science lab and bar. Every cocktail will come with food that matches it,' shares Kalra. He cites the example of rotary coasters that don't wobble, you use to infuse their in-house vodka — a process that will require three hours to prepare a single bottle. A centrifugal machine will offer drinks such as a clear Bloody Mary. All the equipment here is MasalaBar, Kalra's first bar project in India that is scheduled to open in a month on Bandra's Carter Road. Dressed in a grey suit, he meets us at his popular Mumbai Matinee bar, Masala Library to talk shops. Well, almost. At the onset, he isn't ready to reveal all to our first question about the much-hyped bar. 'I want to lobby for copyright in the food industry, adding that the biggest restaurants are rehashing ideas of existing successful restaurants.'

The keyword is post-molecular — most of the cocktails won't use any chemicals, but just techniques. We will be introducing this new term for our cocktails as the techniques will be fairly advanced. Japanese style menu will mean only small bites. Each cocktail will be a story. I will give a docket with each cocktail, which will tell you what we were thinking when we created the cocktail; it will be hand-drawn. There will be 12 signature cocktails, which will be an experience for your five senses. Everyday,

the restaurant will open with a sundowner. The website will mention the time when the bar would open, reveals an excited Kalra. The menu will be a celebration of local cuisine — good enough to make you nostalgic. Most ingredients have been sourced within eight miles. Chefs will step out and forage ingredients to place on a dish. 'Think crazy stuff with South Indian food, and popcorn too; he teases our mind that's curious already. Other elements will include customised ice cubes, soapstone ice rollers that don't wobble, you use to infuse their in-house vodka — a process that will require three hours to prepare a single bottle. A centrifugal machine will offer drinks such as a clear Bloody Mary. All the equipment here is MasalaBar, Kalra's first bar project in India that is scheduled to open in a month on Bandra's Carter Road. Dressed in a grey suit, he meets us at his popular Mumbai Matinee bar, Masala Library to talk shops. Well, almost. At the onset, he isn't ready to reveal all to our first question about the much-hyped bar. 'I want to lobby for copyright in the food industry, adding that the biggest restaurants are rehashing ideas of existing successful restaurants.'



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new openings

Kalra will be all guns blazing in 2016 with plans to open 15 new restaurants. Farzi Café will open in Kamala Mills (and Dubai); there's a new restaurant in Colaba white Pa Pa Va will see another outlet. A project that he is most excited about is Mithai — a modern Indian mithai shop that will offer often packed khameeri rotis and tathans.

Regional hero
Kalra is a champion of Indian food and ingredients, and believes that it will stay strong and long. 'Nobody was looking at regional food. Indian food was uncool. Today, Farzi Café is a place where you will go with your family, corporate lunches and even dates. Chefs dropped by my restaurants on multiple occasions, and in two months time, you notice a copy cat version of the restaurant,' he divulges.

the guide recommends

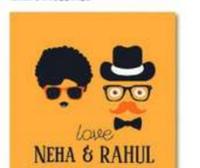


Krutika Behrawala

Personal quirk

All us old-fashioned but we believe in the power of handwritten notes and personalised cards. So, like most of us, we were drawn to the Facebook page of I Quirk You, a two-month old brand, launched by Mumbai-based illustrator Priyaa Parekh. It offers personalised stationery including envelopes, thank you notes (₹650 for a set of 12), invites, diaries and notebooks (₹300 to ₹500) and will soon add calendars and gift tags to its list. We loved the chic designs and cool typography that goes beyond Comic Sans. Next month, wouldn't a personalised Valentine's Day note from here also make your partner's day?

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