



Grand Launch by Master Chef- Sanjeev Kapoor

The Yellow Chilli- Udaipur, 20th July, 2015- 08:00 pm onwards.

Marking our first presence in the state of Rajasthan, The Yellow Chilli comes to Udaipur. Located on the 2nd floor of Saheli Marg, near UIT (Urban Improvement Trust) circle, this 96 cover restaurant also has an impressive banquet space that accommodates up to 75 guests at a time. Foodies of Udaipur, get ready for a delightful culinary journey with The Yellow Chilli- Udaipur!

With **Master Chef- Sanjeev Kapoor** and the **franchise owner** of TYC- Udaipur- **Udoy Chatterjee, Akhlaq Ahmed** and **Siddharth Dashora**, we welcome all the respected media persons to this beautiful evening.

The Yellow Chilli menu reflects Sanjeev Kapoor's culinary excellence and is drawn from the North-West Frontier area with exotic picks from the Mughal era and specific regions of Punjab. It includes some of his signature dishes like Peru Pyala (Guava juice, lemon juice with a hint of mint syrup), Lalla Mussa Dal (Black lentil in signature style), Shaam Savera (Spinach koftas filled with creamed cottage cheese and served floating on a velvety tomato butter gravy), Zannat-E-Numa (For the potato lover - an exotic stuffed version in green spinach gravy), Gulab e Gulkand (Soft condensed milk balls stuffed with candy rose petals- New avatar of traditional gulab jamun) and many more. Yes, you can taste them too!

-Attending Guests-

Master Chef Sanjeev Kapoor

With

Franchise Owners

Udoy Chatterjee

Akhlaq Ahmed

Siddharth Dashora

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About Sanjeev Kapoor-

Master Chef- Sanjeev Kapoor is the most celebrated face of Indian cuisine today. Award winning Chef extraordinaire, TV show host, runs a successful TV Channel 'FoodFood', author of bestselling cookbooks, restaurateur and winner of several culinary awards.

About Sanjeev Kapoor Restaurant Private Limited (SKRPL)-

Headed by **Rajeev Matta- Chief Executive Officer (CEO) of SKRPL** and making waves in the restaurant industry in India and abroad, The Yellow Chilli chain is a part of SKRPL that manages various restaurant brands of Sanjeev Kapoor. With 54 operational outlets under different brands, SKRPL is carrying forward the dreams of Master Chef- Sanjeev Kapoor of providing delicious food at affordable prices in every corner and nook of the country.

About the Franchise-

ASPIUR is an amalgamation of five close friends and families who established Agronic Farms Pvt Ltd in 2014. The company which primarily focuses on promoting food and beverage (F&B) outlets in the City of Lakes- Udaipur already owns F&B franchise outlets like Kathi Junction and The Chocolate Room. The members of the group are quite experienced and well-educated professionals who saw Master Chef's- The Yellow Chilli as a rare opportunity to provide people of Udaipur with Sanjeev Kapoor's delicious and signature creations.