



Master Chef Sanjeev Kapoor unveils his restaurant – The Yellow Chilli in Gorakhpur

Gorakhpur, June 11, 2014: Gorakhpur celebrated with Masterchef Sanjeev Kapoor who brings the ‘The Yellow Chilli’ to the enterprising people of Gorakhpur

First launched in 2001, with restaurants spread across India and outside its shores too, **The Yellow Chilli** chain has been serving its patrons with excellent and innovative Indian cuisine. Apart from the food (which lives its definition of - Redefining Indian Food) the common thread that binds all the restaurants is that the ambience everywhere is contemporary and chic with exquisite elements. Beautiful furnishings in muted tones, soft music, combined with an exquisite use of glassware and cutlery seamlessly set the tone for a refined casual dining experience. To top it all the service is on par with the best across the world. These restaurants are designed to cater to the myriad tastes of its discerning guests.

The latest *avatar* of **The Yellow Chilli** was presented to the people of Gorakhpur at a glittering function in the evening. The spacious restaurant comprising of 86 covers has a lovely Mocktail bar as well.

SKRPL (SK Restaurants Pvt. Ltd.) headed by Rajeev Matta, which manages the The Yellow Chilli chain and Sanjeev Kapoor’s other restaurant brands, is making waves in the restaurant industry in India and abroad. They have already opened 38 outlets and would be adding substantial numbers in the coming months with many of them signed up in recent past. SKRPL is carrying forward the dreams of Masterchef Sanjeev Kapoor by bringing tasty food at affordable prices.

Franchisee owner Mr.Gaurav Jaswal s/o Dr.Ashish Jaswal, has done his BHM from IACT Hyderabad. On this occasion, Mr. Gaurav Jaswal said, “It’s great to be part of the family of ‘The Yellow Chilli’ by Master Chef Sanjeev Kapoor. It was my dream & ambition to bring this brand to the city of Gorakhpur; I am so happy fulfilling this obligation today.”

As a grand finale, the festivities culminated into a magnificent dinner with the Master Chef, a befitting end to an eventful evening. Offerings from the outlet were at its best display.

At the launch of his Gorakhpur outlet, **Chef Sanjeev Kapoor said**, “I am delighted to be in Gorakhpur to launch **The Yellow Chilli** concept. I am thrilled to start my restaurant here. We always do a lot of research on menu and dishes to deliver exactly what our patrons want. Our food has always been created without using colours or preservatives, using the traditional art of *tandoor*, slow cooking to create mouth-watering delicacies that appeal to all.

The restaurant is open for lunch and dinner. They cater to home deliveries too. It will be a preferred restaurant destination in times to come.