



Jammu, December 26, 2014: Master Chef Sanjeev Kapoor unveiled his restaurant – The Yellow Chilli, in Jammu

We all know that Jammu is not only known for its geographical beauty but is also considered a foodie haven. People of Jammu love to eat out and Sanjeev Kapoor gives them yet another reason to celebrate their love for food with the grand opening of The Yellow Chilli on 26th December, 2014. The Yellow Chilli is a chain of restaurants which specializes in delectable Indian food with a difference, the cuisine is drawn from North-West Frontier area with exotic picks from the Mughal era and specific regions of Punjab.

The menu bears Sanjeev Kapoor's stamp of culinary excellence with quite a few 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); Puran Singh da Tariwala Murgh (Chicken gravy- from a dhaba on the famous Delhi Ambala Road); Gulab e Gulkand (Soft condensed milk balls stuffed with candy rose petals- new avatar of traditional gulab jamun) and many more.

First launched in 2001, with restaurants spread across India and outside its shores too, **The Yellow Chilli** is not only known for the best of Indian cuisine but also for its impeccable presentation in an ambience that is unmatched. It's known for its state-of-the-art kitchens and highest standards in service is another hallmark of this chain.

The Yellow Chilli's opening in Jammu was a glittering affair. The spacious restaurant comprising of 100 covers has a beautiful mocktail bar that is a talking point amongst other attractions.

The Yellow Chilli chain is a part of SKRPL (SK Restaurants Pvt. Ltd.) which manages The Yellow Chilli chain and other restaurant brands of Sanjeev Kapoor. It is headed by Rajeev Matta and is making waves in the restaurant industry in India and abroad. They have already opened 48 outlets of different brands and will be adding to the numbers substantially in the coming months with many of them signed up in recent past. SKRPL is carrying forward the dreams of Masterchef Sanjeev Kapoor of providing delicious food at affordable prices.

Speaking on the occasion, owners of The Yellow Chilli Restaurant, Jammu, Varun Mahendru and Aman Gupta said:

“Though we are qualified engineers, our core interest area has always the F&B industry. It is this interest that goaded us to start The Yellow Chilli restaurant in Jammu, it was not only much needed in Jammu, but the brand value of Sanjeev Kapoor who is associated with good food only added to our interest in this project.”

At the launch of his Jammu outlet, **Chef Sanjeev Kapoor said**, “This is our first venture in the beautiful city of Jammu and we hope we can give all the patrons a fabulous food eating experience at The Yellow Chilli. It has been a delightful experience interacting with the people of Jammu and we are hoping to live up to their expectations.”

The restaurant is open for lunch and dinner.

Address: First Floor, Shiva Complex, Marble Market, Kunjwani Bypass National Highway, Jammu- 180012