

## **Master Chef Sanjeev Kapoor unveils his ‘twin’ restaurants – The Yellow Chilli and Stir Crazy in Thane**

**Thane, December 10, 2013: Thane celebrated with Masterchef Sanjeev Kapoor who brings the ‘The Yellow Chilli’ and an innovative new Chinese Oriental dining experience ‘Stir Crazy’ to the enterprising people of Thane at the buzzing Viviana Mall.**

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 Thane at the Viviana Mall at a glittering function in the evening. The spacious restaurant comprising of 110 covers is on the second floor of the mall, facing the main road. To top the offering is the open terrace seating which people of Mumbai and Thane love.

ICPL (Indian Cookery 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 30 outlets and would be adding substantial numbers in the coming months with many of them signed up in recent past. ICPL is carrying forward the dreams of Masterchef Sanjeev Kapoor by bringing tasty food at affordable prices to the masses.

To celebrate this milestone, **Master Chef Sanjeev Kapoor** unveiled a new brand ‘**Stir Crazy**’ which has opened alongside ‘The Yellow Chilli.’ This a new year gift to the people of India from Masterchef to cater to the need of a great all day dining oriental restaurant. Stir Crazy has been conceptualized into reality by Mr Rohit Narang who has years of experience in the Hospitality World through Ambassador and Mars Group which has given us iconic brands such as All Stir Fry, Eat Around the Corner, Pizza by the Bay, etc. **Stir Crazy** is about food, family and fun. The star of the restaurant is a concept called ‘Marketplace.’ Guests at the marketplace choose their very own fresh ingredients, mains and homemade sauces, hand them over to the specialized WOK chef who then creates the dish right in front of the guests giving them their own signature. What makes this fantastic concept even more appealing is that its ‘unlimited.’ So guests can keep returning to creating as many dishes as they like. In addition Stir Crazy also gives you a selection a-la-carte menu serving the best of oriental dishes in a very smart ambience. It’s a new and welcome experience, open for scrutiny of food lovers.

And as a grand finale, the festivities culminated into a magnificent dinner with the Master Chef, a befitting end to an eventful day. Offerings from both outlets were at their best display.

At the launch of his twin projects, **Chef Sanjeev Kapoor said**, “I am delighted to be in Thane to launch **The Yellow Chilli** and **Stir Crazy** concepts. Thane has been always in my radar for opening my outlets and I am thrilled to start my new concept 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 and now, for Stir Crazy, fast wok cooking and state of the art steamed products to create mouth-watering delicacies that appeal to all. Even a 6 year old has his own menu.”

Both the restaurants are open from 12 Noon till 11 PM. They have a well-equipped bar and would cater to home deliveries too. It will not only fulfil the needs of tired shoppers of the mall or cinegoers but also will be a preferred restaurant destination in times to come.