

Hashtag

INDIA

January 2023

8

INDIA'S TOP FOOD
ENTREPRENEURS
CHANGING
THE WAY
WE DINE

2nd Anniversary
Special!

FIX
THAT

HANGOVER

WEDDING
TRENDS 2023
Shantanu &
Nikhil



REVIEWS
TRAVEL
FASHION
& MORE

ELECTRIC
CARS
TO WATCH
OUT FOR

READ
NOW



TRAILBLAZERS
ABHISHEK CHANDA

The King of Originality

Ayushmann Khurrana



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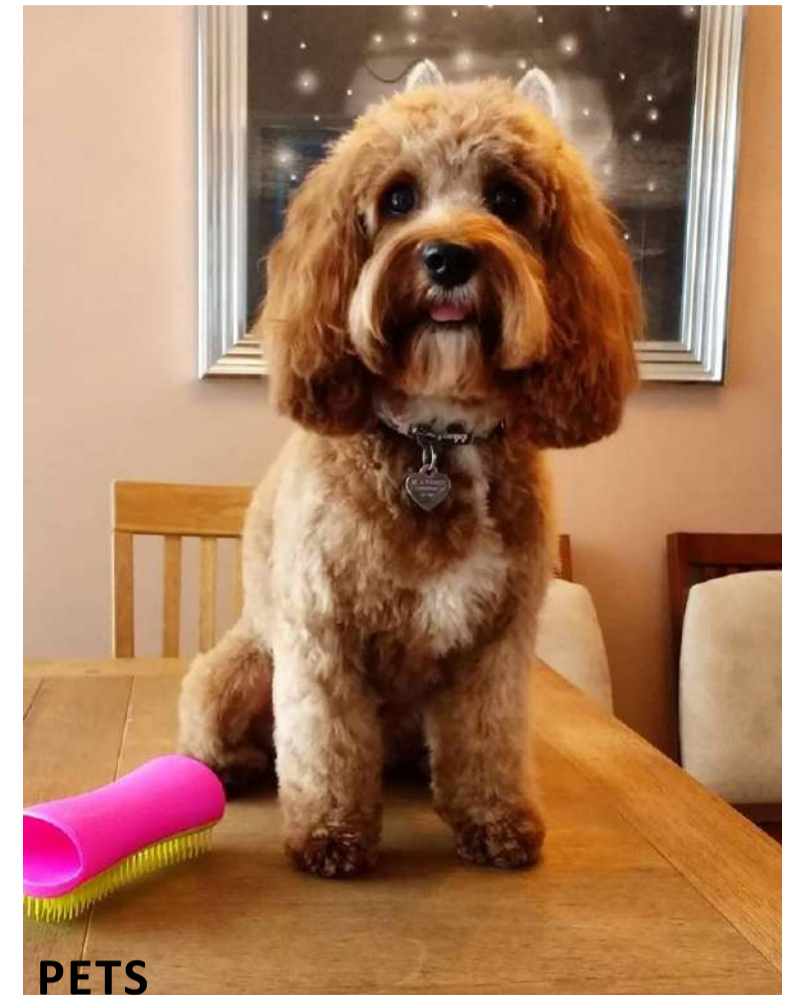
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From the
EEDITOR

**And just like
that, we turn two!**

“

We have hit yet another milestone: Hashtag turns two years old this month! It has been a delightful run, and I would like to thank all those who have stuck with us through this wonderful journey.

When I started Hashtag Magazine two years ago, it started as a passion. There was no business plan, there was no budget, and there weren't even any expectations. But today, when I look at the response the magazine has received, it has filled me with more than I ever thought possible.

From chasing interviews, shoots, sets, and action to scouting for the best recommendations, Hashtag has managed to deliver the best of everything—from glam covers to insightful stories on health, travel, wellness, and all things lifestyle. If you know it's trending, then it's surely on Hashtag!

Time, they say, is the best judge and teacher, so today, having withstood the test of time, I would like to take this opportunity to thank every member of my team –Editorial, Marketing, Photography and Design, without whom this would not have been possible. I would also like to thank our advertisers for their undeterred support.

Nothing brings people together like good food, and to celebrate our anniversary issue, we put together a special story on the top food entrepreneurs in the country. We have captured energetic and dynamic entrepreneurs who are revolutionising the food industry from Goa to Delhi, Bangalore to Mumbai.

Enjoy our anniversary issue and let us know what you think.

24 issues down and many more to go!

Wishing you a warm, happy and safe 2023!

”

Sinduri Vuppala



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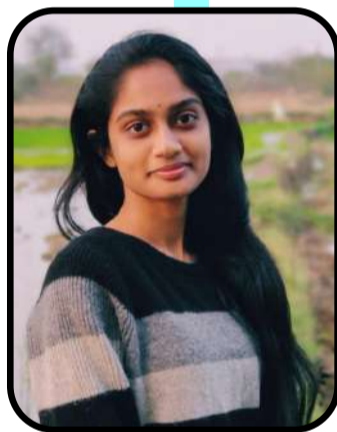


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**THE
HAPPINESS
CO**





**DELICIOUS
AND
CRUNCHY**



UPCOMING EVENTS

JANUARY 2023

Petex India 2023, Hyderabad

The 5th edition of PETEX India is organized by HITEX in association with Hyderabad Canine Club. It is India's largest event for the pet care industry. Many amazing shows are conducted by HyCan '23 International Championship Dog Show, the International Cat show by Indian Cat Federation, Pet grooming show. Pet enthusiasts from across the country will attend the event. Book your ticket, and attend this event with your pets.

Date: 27th Jan- 29th Jan 2023.

Ticket Price: Rs 150/- Onwards.

Venue: HITEX Exhibition Centre, Hyderabad.

27
Jan 2023



Sid Sriram- Live in Chennai.

Sid Sriram is a superstar singer who is known for his amazing voice and songs. He has sung numerous chartbusters for many music composers. Now it is time for you to get mesmerized by his magical voice. Sid Sriram will be performing live in Chennai, and there will be non-stop performances by various artists.

Date: 7th January 2023 at 7 PM.

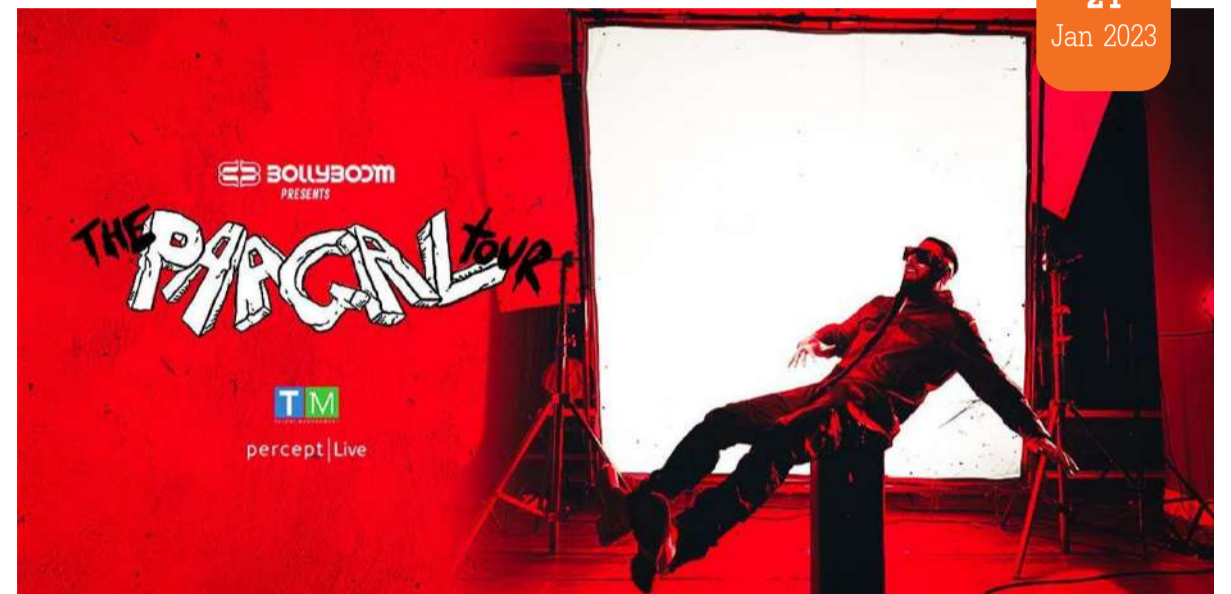
Ticket Price: Rs 1500/- Onwards.

Venue: Nehru Indoor Stadium, Chennai.

07
Jan 2023



Badshah Paagal India Tour



21
Jan 2023

Badshah is one of the most popular rap artists in India who has sung many record-breaking songs. He will be kick-starting his first Paagal India tour this year and will be performing in eight cities across the country. There will be continuous performances of Badshah along with other artists. Book your tickets now, and make this event a memorable experience for you.

Date: 21st January 2023.

Ticket Price: Rs 999/- Onwards.

Venue: Ahmedabad

Auto Expo- The Motor Show 2023



13-18
Jan 2023

Auto Expo is one of the largest automobile exhibitions in the country. The event attracts the participation of 30 countries from across the world. There will be exhibitions of new and upcoming vehicles like two-wheelers, EUV & SUV cars, Commercial vehicles, concept vehicles, and Tyre and tube manufacturers. Many institutions, universities, financial institutions, and auto insurance companies will also take part in this fantastic exhibition.

Date: 13th Jan-18th Jan 2023.

Venue: India Expo Mart, Greater Noida.

Price: Rs 350/- onwards.

To get your events featured mail us at contact@hashtagmagazine.in

What does the future hold for you? Akashit Kapoor, Astrologer and Numerologist gives you an overview of what lies ahead....

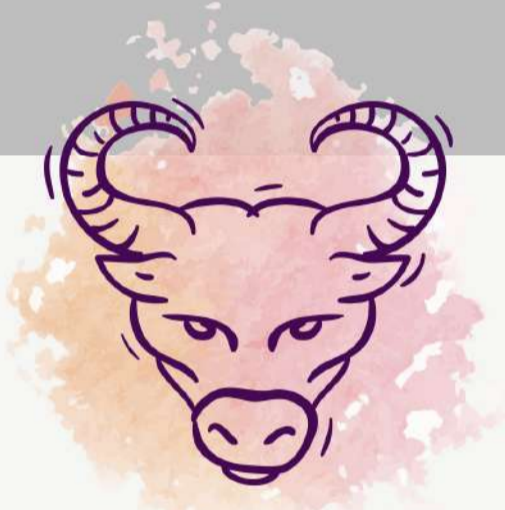
Horoscope for

2023



Aries

You will be full of ambition and enthusiasm. This is a time to take risks, make changes, and focus on the things that make you passionate. The key to success this year will be to stay flexible and open to the endless possibilities that will come your way. With a little discipline and the right attitude, Aries can achieve everything they set their mind to this year. Don't be afraid to take risks and explore the unknown. Aries will have the opportunity to grow and discover new paths in 2023. It is a wonderful year to start something new, such as a business or a relationship.



Taurus

2023 is set to be an exciting year for Taurus, as there are a number of changes and new opportunities on the horizon. This year, Taurus will find themselves in the spotlight, with new opportunities to lead and create change. Taurus will have a chance to take control of their destiny, and should take the initiative to make the most of the opportunities that come their way. This is also a year for investing in relationships and developing meaningful connections, as well as focusing on self-improvement and growth. There's so much potential for Taurus to make the most of this year, so take the initiative and seize the moment!



Gemini

2023 is a special year for those born under the sign of Gemini, as it marks the start of a new 12-year cycle. During this year, Geminis will be encouraged to seek out new experiences, express their true individuality, and explore the direction their life is taking. Gemini natives will be particularly inspired to learn new things, connect with people from different backgrounds, and grow their knowledge. Travel, networking, and intellectual pursuits will all be favoured this year, and Geminis should take advantage of any opportunities that come their way.



Cancer

For the year 2023, Cancer sun signs should focus on two main areas: emotional resilience and financial stability. On the emotional side, it's important to be aware of the changes in mood that come with the shifts in the season and the lunar cycle. With a little bit of mindfulness, Cancers can remain in touch with their feelings and be better prepared to handle anything that comes their way. On the financial side, Cancers should focus on building their savings, developing their investment knowledge, and finding ways to diversify their income streams. With a little bit of planning and discipline, Cancers can ensure that they have the resources to take advantage of any opportunities that come their way.



Leo

Leo's Goals for 2023 are all about progress and growth. Leo wants to truly find their place in the world and establish their domain. Focus on expanding their knowledge base and honing their skills. This will mean taking on new challenges, developing better strategies, and taking risks. Leo also wants to focus on improving their relationships with others, both in terms of personal and professional connections. They will be working hard to develop meaningful connections and strengthen existing ones. Leo wants to grow in all areas of their life, and they are determined to make 2023 their best year yet.



Virgo

As the year 2023 approaches, Virgos are likely to have an even greater focus on their career path. Virgos are known for their diligence and hard work, but in 2023 they will be able to take this one step further. This could manifest in the form of new job opportunities, a promotion, or even a completely new career. As such, Virgos should take the time to think about their long-term goals and the steps they need to take to reach them. With their natural focus and determination, Virgos will be able to make great strides in their career this year.



Libra

2023 will be an exciting year for Libras, symbolized by the scales, this year will bring a sense of balance and harmony as well as the potential to bring a positive change. This is a great time to focus on relationships, both personal and professional, and work on building strong foundations. It is also a good time to focus on health and practice self-care. The energy of 2023 is one of growth and finding balance, and this is a great time for the Libra sun sign to work on those goals.



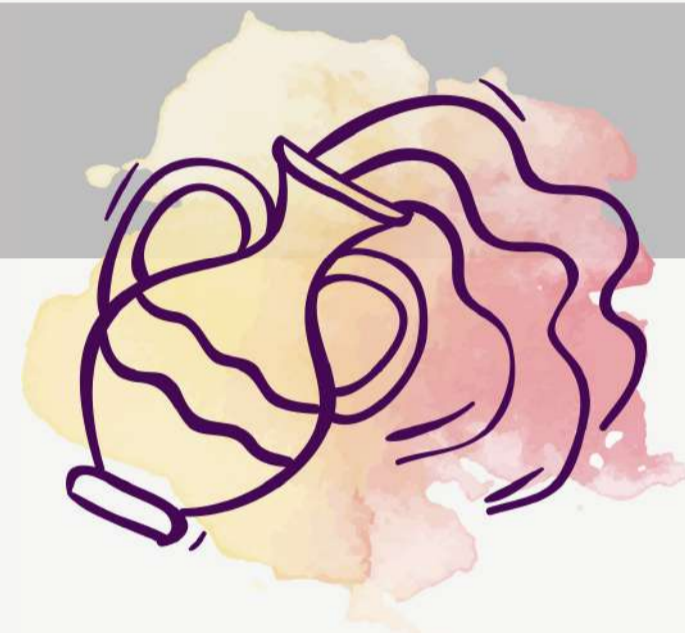
Capricorn

You will have a special feeling of stability, security and focus. Areas of focus for this year include becoming more aware of your limitations, taking time for yourself and setting realistic goals. This year, focus on achieving balance and harmony within your life. Set realistic goals that challenge but don't overwhelm you. Prioritize self-care, and make sure you are taking care of your physical and mental your well-being. Spend some time alone to reconnect with yourself and become aware of your limitations.



Scorpio

This zodiac sign is known for its magnetic energy, intense emotions, and natural intuition. Scorpios can often be highly successful in both their personal and professional lives. While the year 2023 may bring challenges, it also promises opportunities for growth and development. With the right tools and mindset, Scorpios can make the most of their year 2023 and build upon the success of years past.



Aquarius

You will be driven by progressive energy and a desire to make the world a better place. You are creative and have a strong sense of justice, always looking for ways to improve your communities. With their strong analytical skills and open-mindedness, Aquarians are well-suited to problem-solving and finding innovative solutions. On the flip side, Aquarians can also be too idealistic at times, getting distracted from their goals by their strong visions. They may also be too independent and detached, making it hard for them to connect with others and build meaningful relationships.



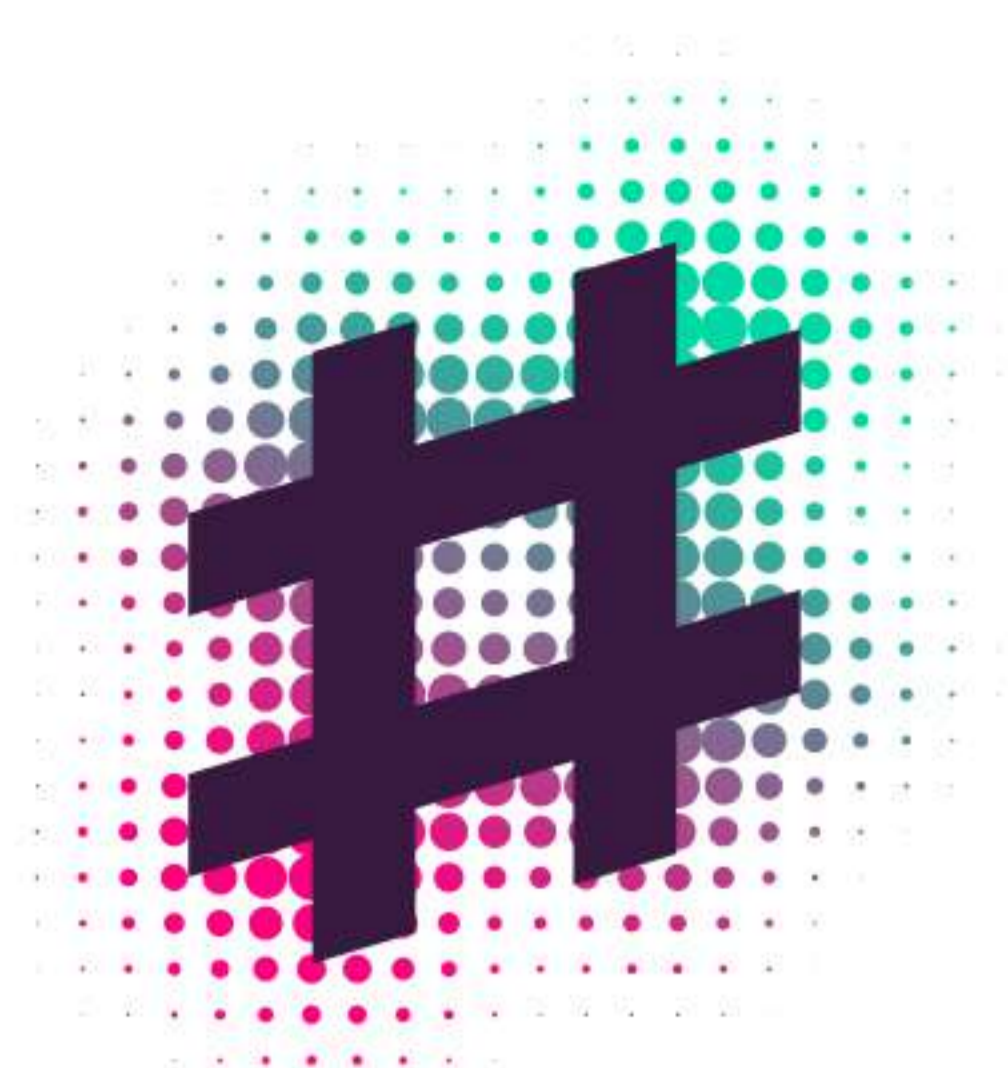
Sagittarius

2023 is going to be an exciting year for Sagittarius. You will be able to fully express your creative side, as your creative energy is at its peak. You will have the opportunity to explore new ideas and have the courage to try something new. Your communication skills will be sharper than ever, so you'll be able to effectively express yourself and your ideas. Your hard work will be rewarded, and you'll be able to reach your goals if you stay focused and determined. Be prepared for some surprises along the way, as your life will be filled with plenty of surprises. With a strong sense of purpose and a positive attitude, you'll be able to take advantage of all the wonderful opportunities that await you in 2023!



Pisces

You may have to face a few challenging obstacles. The first will be the need to be more assertive and confident in the face of adversity. Pisceans often shy away from difficult conversations, which can be detrimental in the face of a challenging situation. The second challenge will be balancing their own needs with those of others. Pisces love to help others, but they can become too consumed by it and neglect their own well-being. It's important to remember that taking care of oneself is just as important as taking care of others.



h a s h t a g

TRENDING NOW

BEING DIFFERENT, BEING UNIQUE!

Ayushmann Khurrana

Having completed 10 years in the industry, **Ayushmann Khurrana** has managed to become a brand of his own. He has done what no other actor would have ever dared to. Beginning with *Vicky Donor*, where he plays a sperm donor to playing a gay character in *Shubh Mangal Zyada Saavdhan* to highlighting transgender sensitivity in *Chandigarh Kare Aashiqui*, every movie he has done so far has been a unique social entertainer, while also being the biggest conversational starter in the country.

In conversation with **Sinduri Vuppala**, he talks about his decade-long journey, his choice of films and how it's the small pleasures that give him the biggest high...



You have completed a little over a decade in the film industry and how, from being a VJ, television host to debuting in the industry with *Vicky Donor* to continuing to enthrall audiences with movies like *Doctor G*, tell us how you look back at your journey...

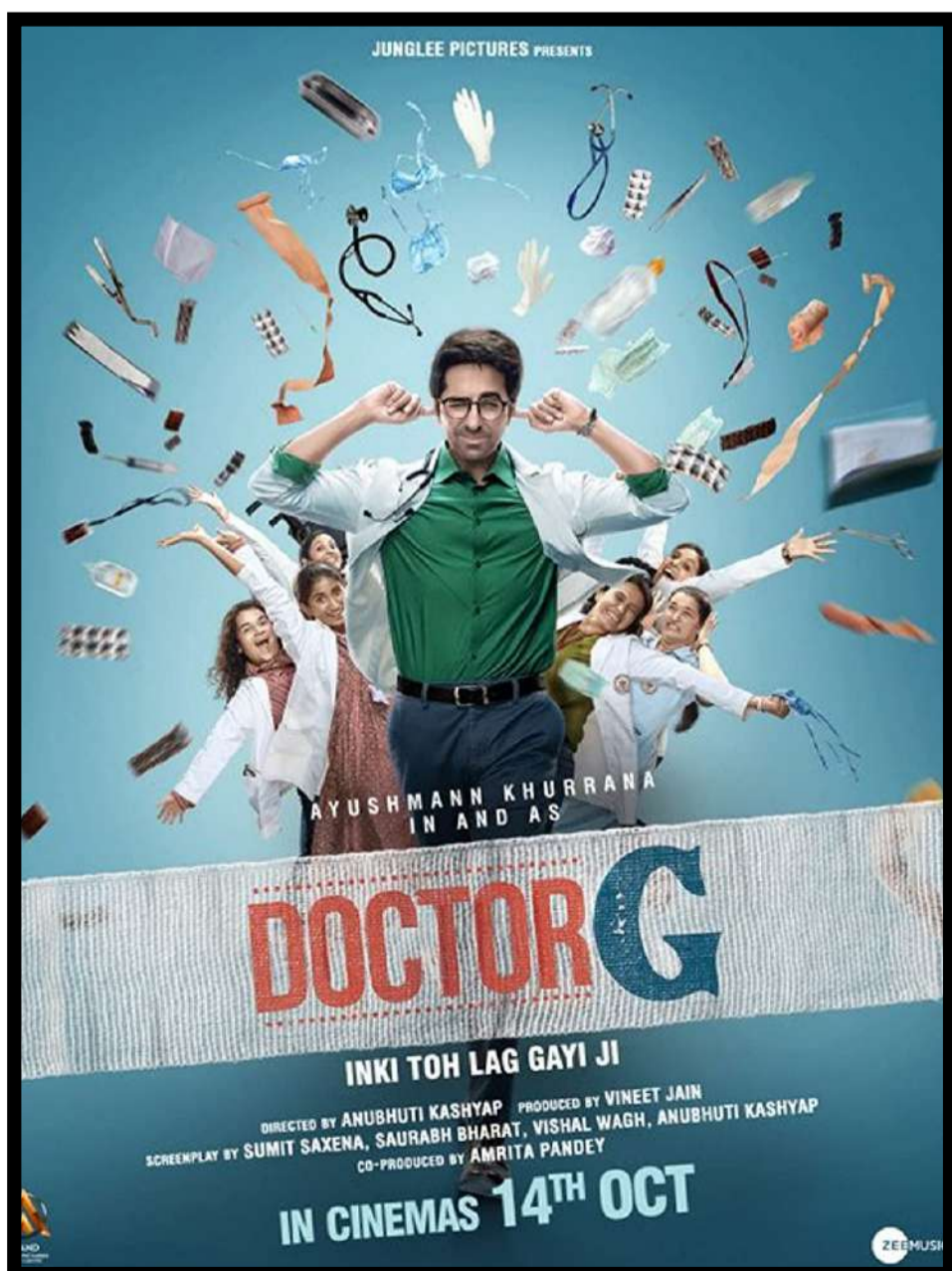
Yeah, the journey has been great, from *Vicky Donor* to movies like *Doctor G* and *An Action Hero*, and it has been very fruitful. The universe has been really kind and has given me what I had aspired for, maybe more, much more than that. And it's something which I'm really cherishing and the journey is still going on. There's no destination as such and the process that entices me more in the journey is the process of filming of you know, looking out for novel, unique scripts, and meeting new directors, working with different humans, and living life. It's the sum total of everything.

In an industry where fates change every Friday, you have managed to slay it in the industry with your choice of unique content. You have not only carved a niche for yourself and created a brand for yourself. Just your name is enough to take audiences to the theaters, nobody cares to know much about the rest. How do you pick and choose your cinemas?

I have a set of criteria's, like it should be the first attempt, the subject should be unique, it has to be the first attempt in Hindi cinema and should be progressive. It should be somewhere in the middle of the road, like it should have all the elements of an out of out-of-the-box idea coupled with the reach of the subject. And I want to give entertaining unique content and these are things which drive my journey and how I pick and choose cinema. I think it's the excitement I get while reading or taking a narration, and when I meet a particular director – it's just the vibe, it's just an intuition, I have this gut feeling which I go ahead with. Doesn't matter whether it's a first-time or a seasoned director.



PCredit - Kunal Gupta



**THE BIGGEST
STATEMENT IS
THROUGH YOUR ART.**



In a recent interview you mentioned how you moved to Mumbai with your cook and even shared a room with him, do you think kind of humble beginning helps you pick movies that become the biggest conversation starters in the country and also promote and trigger societal change...

Fortunately, I could afford a cook when I had moved to Mumbai because I was doing pretty well on radio. So, God has been kind.

I still believe that it was not a very extremely humble beginning since I was getting great opportunities on my way to Mumbai. Be it radio, television, theatre, everything. Though people may call it a struggle, for me I would call it a journey.

And it's still a journey. I was in street theatre and radio, both of which are local mediums. You need to know the city and the people well, and you are somehow close to the society and the kind of conversations/subjects you want to bring in as an opinion leader. So, I guess, I still try to live that life whether talking to the person who sells tea outside Yash raj Studios in Mumbai or my local driver. Wherever I shoot across the nation, I just make sure that I know about their lives, about their likes and dislikes, and it just gives me a wholesome perspective.

It is amazing how your movies tackle topics like erectile dysfunction, balding, the caste system, gay weddings, and transgender inclusivity with highly entertaining dialogue and screenplay, how involved in the script process, are you? Can we safely say the movies you do are a reflection of your own mindset?

Yes, you can say that they are. If you have to tackle these issues, then you need to tackle them with engaging content and it has to be entertaining at the same time. The screenplay has to be tight and though I'm not part of the scripting process, I definitely give feedback on different drafts and most of the times they are incorporated. I also believe the script should be like brevity is the king. And I also believe in cinema for change, like if you're an artist and you stand for something, you should just do that via your art rather than just tweeting or via social media. The biggest statement is through your art.

**MY RELENTLESS PURSUANCE
TOWARDS FINDING UNIQUE SCRIPTS
MAKES ME DIFFERENT.**

Are you spiritual? How do you balance work and family?

Yes, I am spiritual, but it's still difficult to maintain the balance between my professional and personal life. But spirituality gives me a certain grounding and gives me a sense of contentment because when you are in this race, you have to tread the middle path of being contended and ambitious at the same time. So, spirituality or your belief system gives you that grounding.

What gives Ayushmann the biggest high?

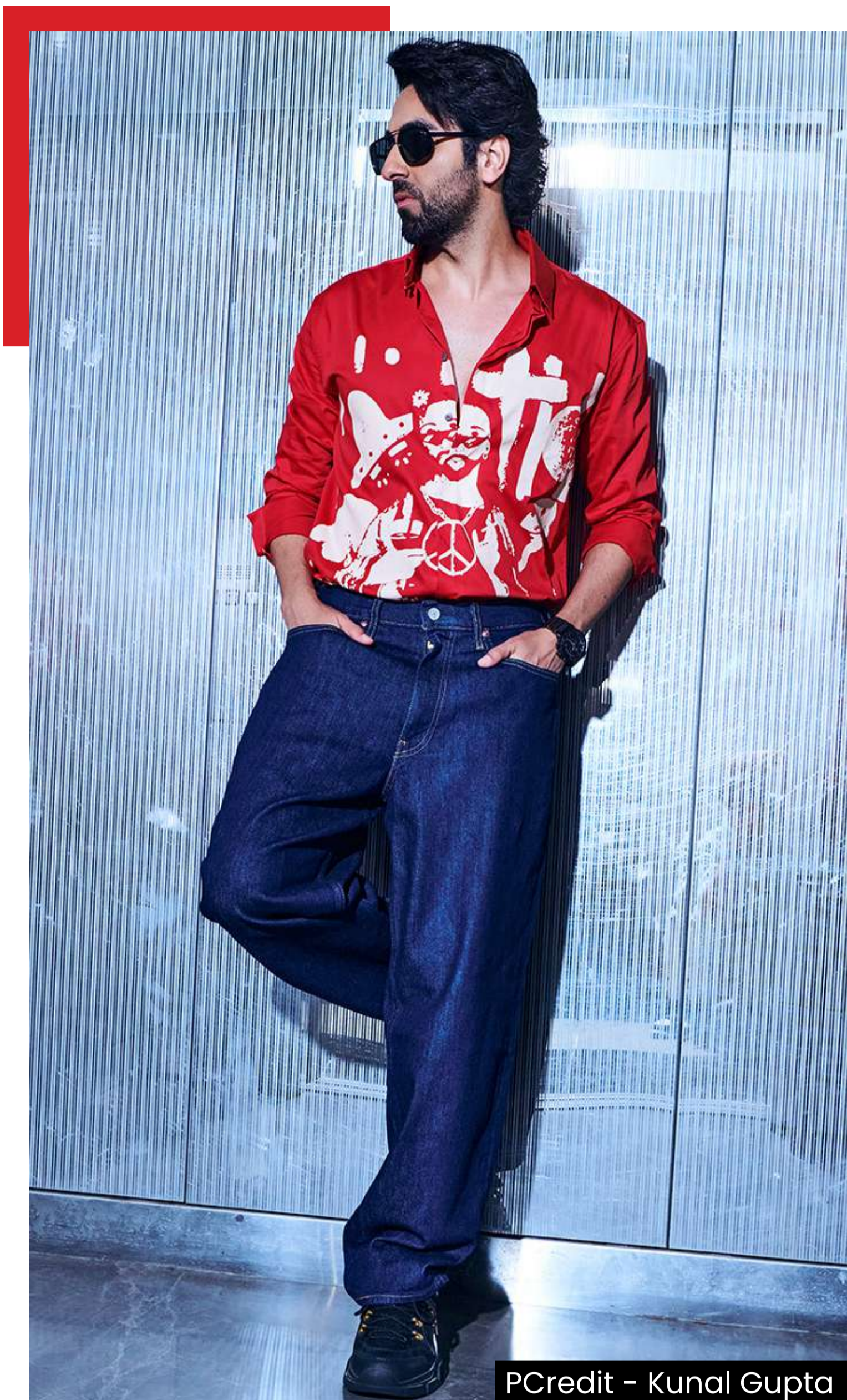
You must think that probably giving a 100 crore film or attaining a certain benchmark at the box office gives me the biggest high. But I feel it's the smaller things like nailing a particular scene or you know, singing a good song or connecting with the audience when I'm performing a gig on stage. These are the things that give me the biggest high which is creatively satisfying. That moment gives you the high.

Do you go to bed a happy man?

I go to bed a content and happy man, I take my sleep very seriously. So, I need to be happy, contented sound and cosy before going to bed.

Your take on Anil Kapoor who quipped that - perhaps Ayushmann should do a 'seedha' film when everyone expects him to go off the beaten path, as even that would surprise his fans.

Ohh, my take on *seedha* films. I don't know. It doesn't excite me. I don't know what to do. I would love to do commercial films with something unique in it. If there's no uniqueness or no out-of-the-box stuff in that particular script, it doesn't excite me. And it won't be a surprise if I do a *seedha* film, I think because nobody wants to see a *seedha* film. In fact, the films that have worked this year, they are not really *seedha*. I think, now *seedha* films will find it tough. That's what I believe in, like what we've seen *Dhrishyam 2*, *Bhool Bhulaiya 2*, *Gangubai*, *Kantara* and *RRR*, none of these films are *seedha*. I guess they are all very unique in their own way.



PCredit - Kunal Gupta



IF THERE'S NO UNIQUENESS OR NO OUT-OF-THE-BOX STUFF IN THAT PARTICULAR SCRIPT, IT DOESN'T EXCITE ME. AND IT WON'T BE A SURPRISE IF I DO A SEEDHA FILM.



What's next for Ayushmann? Is there any genre that you would love to explore?

I would love to explore action again and also, horror comedy, which may happen later this year.

Your recent movie *An Action Hero* received so much love, as it was an absolutely different genre. Tell us more about that and what other projects are in the pipeline?

Right now, I'm just excited about *Dream Girl 2* which will be releasing in July. It's an out and out commercial, comedy, crazy film and I think, this sequel, takes the first one to the next level, it's really exciting. Apart from that, I would be exploring horror comedy.

Quick Take:

Your personal favorite movie (from your own films)?

Andhadhun and *Article 15*

A recent movie you watched and would have loved to have been a part of?

Sita Ramam. I would love to do a classic love story which has all the elements of nostalgia.

Your three favorite contemporaries (actor/actress)

Ranbir Kapoor, Ranveer Singh, Alia Bhatt

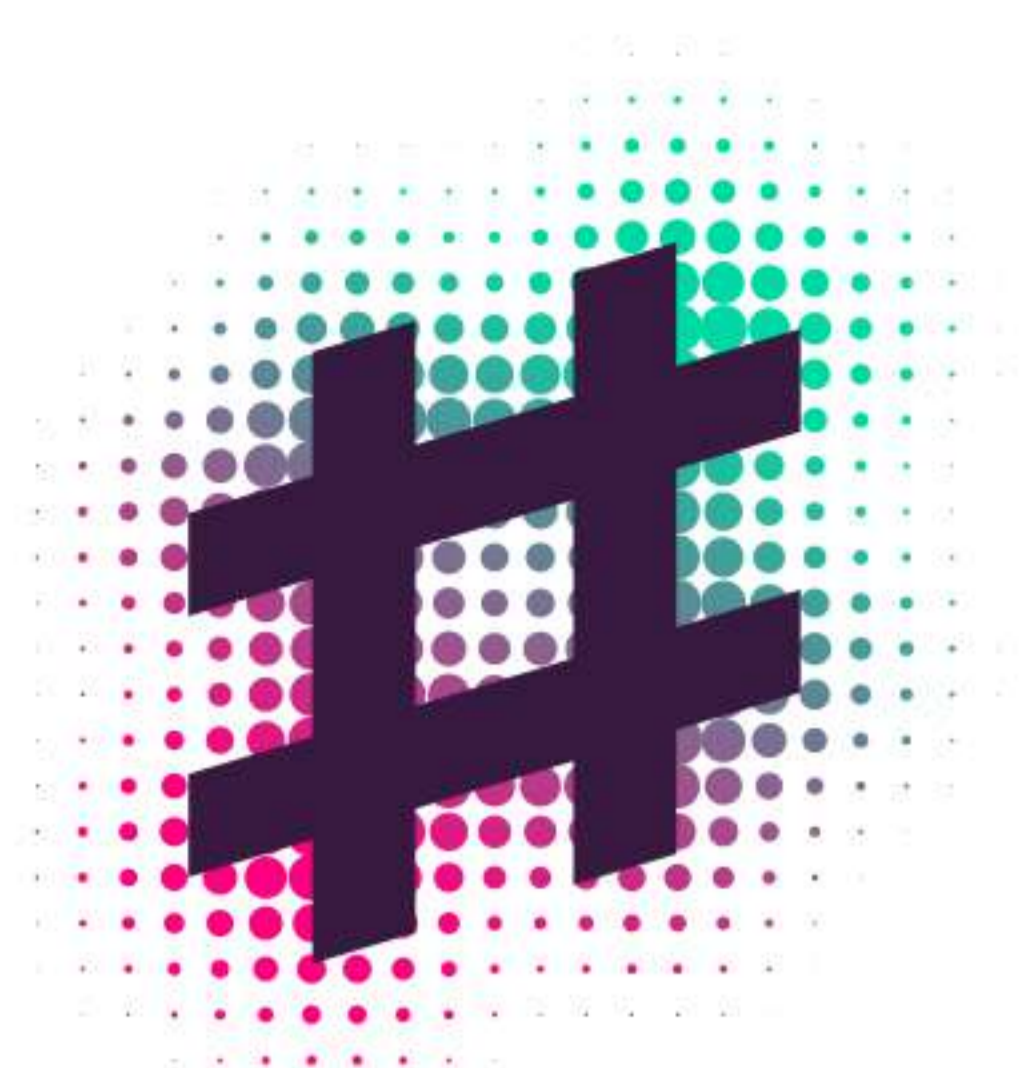
If given two wishes, what would you wish for?

- Corona never comes back!
- More happiness and less toxicity on social media.

What makes Ayushmann different from the rest?

My voice as an artiste. The films and subjects that I stand for.





h a s h t a g

TRAILBLAZERS

CARRYING FORWARD THE LEGACY...

Abhishek Chanda



“I believe in working hard,” says **Abhishek Chanda**, Director at Capsgold Private Limited, Kalasha Fine Jewels and Vasavi Group. A fourth-generation entrepreneur, he is not only carrying his family legacy forward but is also introducing new technology and changes in the structure and work atmosphere.

Having launched Kalasha Jewels the first-of-its-kind designer jewellery store in 2016, which currently has a turnover of over 250 crores, the 34-year-old has proved that success happens to those who are determined and focused. In an exclusive with **Hashtag**, he talks about his journey and growth...

An alumnus of St Patrick's school and pursuing his engineering soon after, he recalls having a happy and carefree childhood where he went to the family store in summer vacations out of sheer curiosity.

Having gone to pursue his MBA from Cardiff University in the UK, he says that he was always sure that he wanted to come back to Hyderabad. “I didn't want to be trapped in the hustle and bustle of London life, so I chose Cardiff which was a very laidback place. Though I learnt a lot in my time there, having grown up in a joint family. I missed that energy and came back to Hyderabad.”

Those who dare to dream are the only ones to succeed. This age-old adage holds true for the fourth-generation entrepreneur from Hyderabad, Abhishek Chanda. With a family seeped into the business of precious metals since 1901, over the journey of a century and more, they are looked on as pioneers in the field of bullion trading and jewellery via their family firm Caps Gold Pvt. Ltd.

The 34-year-old entrepreneur recalls his childhood with a lot of nostalgia and passion saying that it was during those days that he learnt the tricks of the trade. “I come from a joint family of over 50 people. In my school years, we had a store at General Bazar in Secunderabad where I understood the trading of gold and silver. I thank God for giving me encouraging parents who supported me in whatever I did.”



CREATING A CULTURE OF CHANGE

In 2011, when Abhishek came back, he realized that there were a lot of gaps to be plugged in. The family firm was in a transition state from a family-run business to a corporate entity. For example, accounts were still manual and not online. To drive a technology-related change was one of Abhishek's first priorities.

"To enable a business to run digitally is very important and I think making that change enabled us to grow," shares the entrepreneur and adds, "People laughed at me as they thought a gold business did not need such kind of infrastructure, but I wanted to make it professional and run a business which is system-oriented."

Caps Gold Pvt. Ltd. is one of the top three bullion dealers in the country and had a lot of people come in from all corners of south India. To streamline the process Abhishek started three branches in Vijayawada, Bengaluru and Coimbatore. He recalls with a smile, "My family used to take care of business in Hyderabad and there was a healthy competition as to who will bring in more business." Further to this, he spearheaded the concept of going digital and launched the company's website called ecapsgold.com, an online commerce platform where customers can buy gold and silver coins online.

"To enable a business to run digitally is very important and I think making that change enabled us to grow."



In 2017, Abhishek started the designer jewellery boutique Kalasha Fine Jewels, which was a one-of-its-kind store. Even while he got married, he realized that most people opted to go to Bengaluru, Jaipur and Mumbai for buying wedding jewellery (he did the same) and understood that there was a gap in the market, and he intended Kalasha to bridge that gap.

He shares, "When I got married, I went all around the city and found that there was a lot of similarity in design. That was not what a woman would want to wear on the most special day of her life. We crafted designer jewellery so that people did not have to travel to other cities. There was a lot of hard work that went into building the store, and it was gratifying to see the response."

The store was a big success and in its first year of operations, it won multiple awards for ambience, and interiors, Abhishek never looked back post the launch. The turnover of the store also went up from 70 crores to 200 crores. The entrepreneur adds, "Kalasha means divine, and this is a place which focuses on unique and wearable jewellery. In our country, gold is the only commodity which gives a return of 18 to 24 percent per year and the purchases are driven by sentiment as people buy gold for every stage of life from birth to weddings. It also is a natural hedge against the vagaries of life."

"Kalasha means divine, and this is a place which focuses on unique and wearable jewellery."



MARCHING AHEAD

The USP of the store remains the wearability and design as well as its appropriate prices. While expensive jewellery is usually worn on special occasions, Kalasha offers the option of wearing jewellery for work or day-to-day activities. With seventy percent of the design team sitting out of Mumbai, it enables the store to stay ahead of the curve when it comes to design.

Another innovation brought about by Abhishek is that having noticed a large number of clients from abroad, he started shipping jewellery abroad which has brought in much recognition for the brand.



It's not all work and no play for the entrepreneur. While work does keep him busy he reaches home by 7 each day to spend time with family. He adds, "Covid was a relief as I finally got to spend time with my family. I usually spend my weekends at my farmhouse in Shamirpet as it is an ideal way to relax. Apart from that, I travel 4-5 times a year which is also something that re-energizes me."

The entrepreneur doesn't believe in getting pressurized at work. "I work with my father and uncles, so we divide the work and even when someone is travelling, the systems we set up enable us to not worry about work." Going from strength to strength, the world is the oyster for this dynamic entrepreneur.

"I work with my father and uncles, so we divide the work and even when someone is travelling, the systems we set up enable us to not worry about work."

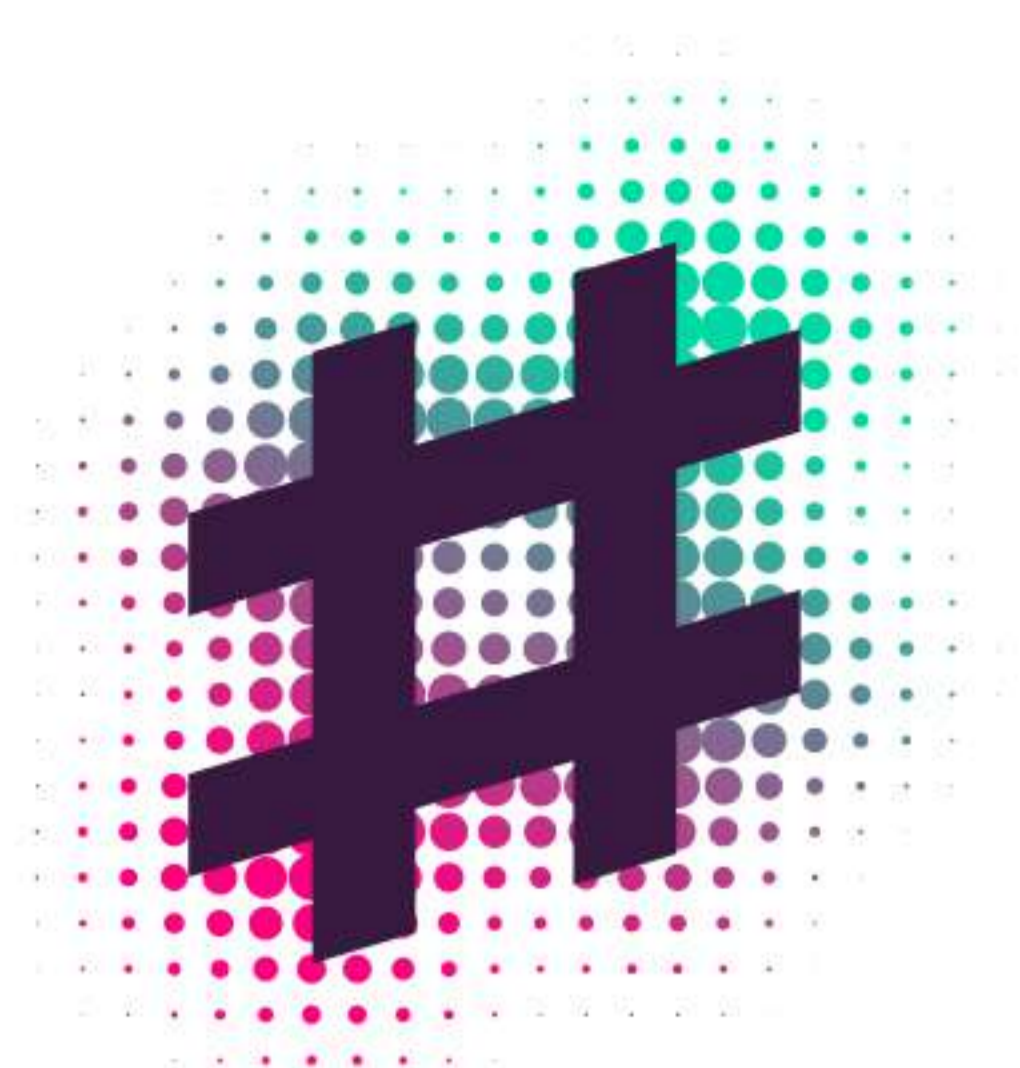
QUICK TAKES

Role model: My Grandfather, Chanda Parameshwar Rao who was dynamic and a go-getter businessman. He used to make decisions in an instant that solved any issue he faced.

Business Mantra: An Entrepreneur should always work smart. It is important and pays off well.

The scariest thing that you have ever done: Sky diving and Bungee jumping in New Zealand

Future plans: Starting a franchise in the next five years.



h a s h t a g

FOOD INC'



Haute Cuisine

Maestros

Nothing brings people together like good food... **Hashtag Magazine** discovers energetic and dynamic entrepreneurs who are revolutionizing the food industry by storm. From Delhi to Hyderabad, from Bangalore to Amritsar we have discovered young minds that are transforming the country's fine dining industry. While one brings authentic Telugu cuisine under one roof, another has the largest selection of tequila paired with spicy Mexican cuisine.

Another thing all our foodpreneurs have in common is visible growth. From expanding rapidly within one city to going pan India here are some of the thriving food entrepreneurs who are shining in the food industry...

Text: Surabhi Goel, Nivi Shrivastava, Bindu Gopal Rao, Cantu Dadlaney



NEEHAR BISABATHINI & SNEH PODDAR HYDERABAD

Founders of Churrolto

USP: With three stores in Hyderabad- Film Nagar, Hitech city, and Banjara Hills, the founders plan to launch 12 additional stores in Chennai, Bengaluru, Mumbai, and Goa. In the next five years, they want to be able to open 900 stores in India along with international outlets in Dubai, Singapore and London.



Neehar Bisabathini , Founder of Churrolto

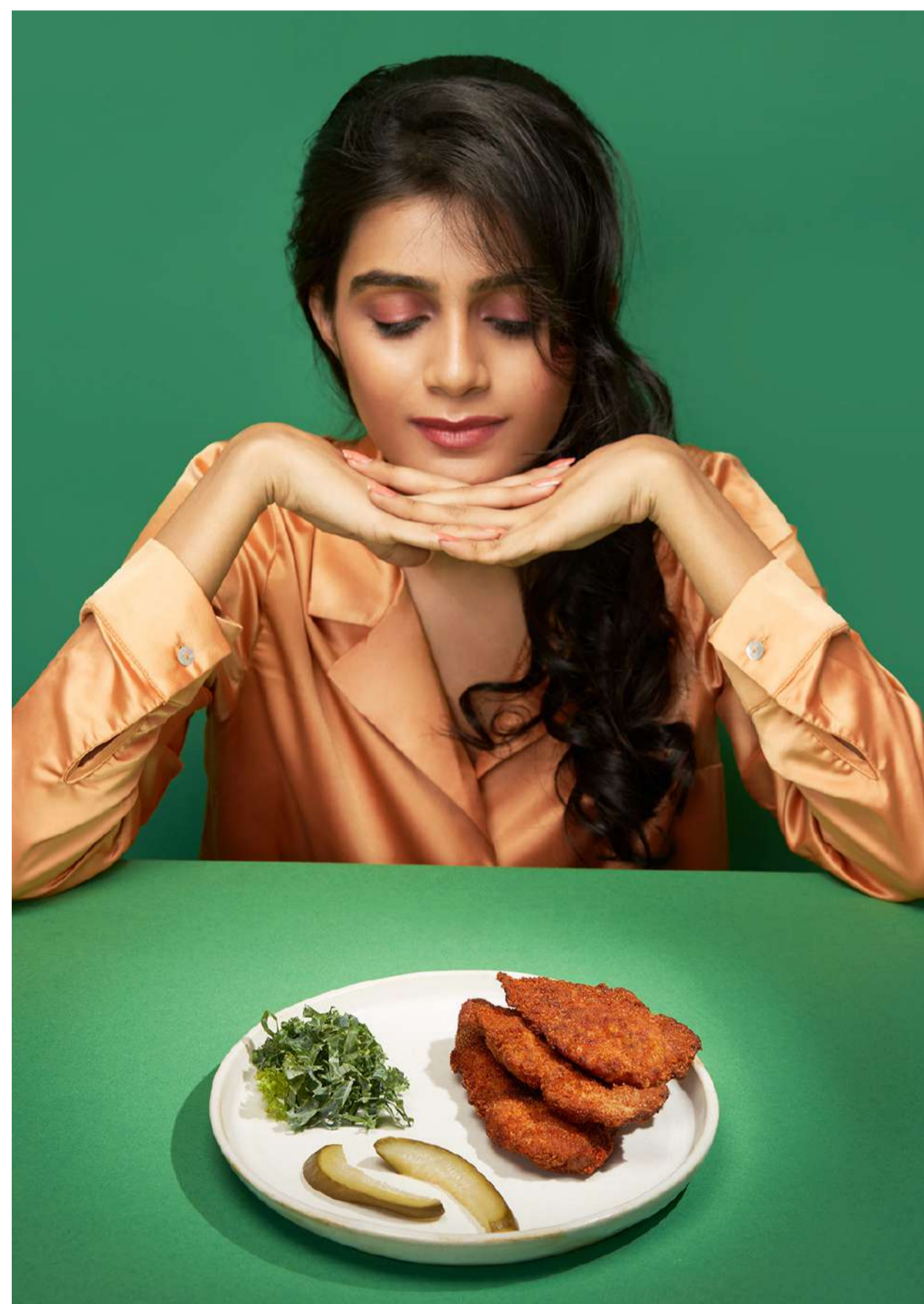


Sneh Poddar , Founder of Churrolto

Neehar Bisabathini, a Hyderabad-based entrepreneur, remembers when he first started selling his desserts on the street in 2015. The idea of this cafe came when he was 19 years old. "We used to sell desserts on the street, in front of many schools and colleges," remembers Neehar, who, after six months of serving, had gotten the courage to start his store with his partner, Sneh Poddar, with the mission of serving everyone with something savoury, sweet and a seat.

The duo opened their first tiny store in Madhapur, Hyderabad, in 2016. Neehar believed that Churrolto would be standing next to Krispy Kreme and Dunkin' Donuts one day. Today he runs three cafes serving the best of the desserts, coffees, and global cuisine at his bistro.

The journey of expansion began when this tiny store was in an uproar in no time, with people waiting in lines for their turn to grab a table.



It was a sign of growth, but they were sad that people were standing in queues outside the store. "The whole experience was heart-wrenching, soon we opened a new store that was ten times larger than the previous one and guess what, that was fully occupied as well," share the duo.

Soon, Churrolto was the talk of the town. There was waiting and standing at all their outlets. "It was at that moment that we realised we had a stellar concept underhand and we decided to expand and showcase our craft, culture, and creativity to the world."



The duo soon got to work, and after a lot of research and study, they realised that all successful big brands like McDonald's, and Starbucks, had one thing in common - a centralized kitchen. Neehar and Sneha spent all their earnings from the past five years and launched Churrolto Central- one of the biggest centralized kitchens in India.

Churrolto Central is built across 35,000 sq. ft. and supplies 35 different kitchens in India. From the world's first combination of AI-powered fully automated cooking to German-based machines to ensure maximized efficiency and highly consistent results in food preparation, the kitchen is fully equipped. "We know that making our customers wait is a crime. The significant competitive advantage we have here is that you do not have to sacrifice quality for speed, which is why we offer a 5-star and good-looking plate of food at the speed of fast food service. We are also health conscious. We're constantly working to eliminate sugars and use alternatives. We also know that whenever we serve you food, your health lies in our hands. Technology is also a big part of our journey, and we're always looking for ways to use it to improve our products and services. We sometimes invite our customers to visit our kitchen in Hitech city to have a look at the marvellous technology and also meet our skilful chefs for a wonderful experience."



"Our menu and technology is our USP. We believe that whatever you find in Churrolto should not be found anywhere else in the world." Talking about future plans, the duo sum up, "With three stores in Hyderabad- Film Nagar, Hitech city, and Banjara Hills, we plan to launch 12 additional stores in Chennai, Bengaluru, Mumbai, and Goa. In the next five years, we want to be able to open 900 stores in India along with international outlets in Dubai, Singapore and London."

Quick takes-

Which is your favourite cuisine to cook and dine?

Always Indian cuisine, as it is more flavourful, aromatic, rich, and diverse in variety and taste. Besides, I'm always surrounded by international cuisine, so I prefer homemade food and *dal chawal*!

A chef you wish to meet?

I would love to meet Gordon Ramsay and Cedric Grolet. Purely speaking business with Gordon Ramsay and a little madness with Cedric Grolet (best pastry chef in the world).

What is the one thing that you cannot miss?

I want all my clients to be satisfied with my Churrolto delicacies and I have unhappy customers. I have the gift to truly feel a customer's pain and cannot send them unhappy. I would do anything to get them back.

Which non-professional activities give you energy and satisfaction?

I love technology, so you can say I'm a part-time developer. I also never miss a day in the gym, it is like meditation to me. One of my mentors in the gym calls me 'A *halwaa*i with six-pack abs.' (laughs).



TEJA CHEKURI, BANGALORE

Managing Partner, Ironhill India

USP: Vision boarding with a clear focus and discipline. He has several restaurants in the US, including Godavari, Vaanga, 1947, and Madras Dosa Co., amongst others. Ironhill India is a chain of microbreweries that has gone from strength to strength, with outlets in Vijayawada, Rajahmundry, Hyderabad, Bengaluru, and Nellore, with the Bengaluru outlet being the largest microbrewery in the world.

For someone who has always been a thorough foodie who loved trying out new cuisines, Teja Chekuri, Managing Partner, Ironhill India however never saw himself delving into the Food and Beverage (F&B) industry as an entrepreneur. For someone who studied engineering, his first tryst with F&B came in the US where he saw the demand for Indian cuisine, while also experiencing the craft beer culture. "This was a eureka moment for me, and that led to the launch of my Indian restaurant chain, Godavari in the US along with a standalone microbrewery, Prost and a craft brewery chain, Ironhill in India. And when you align effort with your passion, you are set onto the path of success."

Though he has several restaurants in the US, Godavari, Vaanga, 1947, and Madras Dosa Co., amongst others, two forays have been career-defining. "The first one is the launch of Prost in India in 2012, and the other one is the launch of Ironhill's first outlet, Ironhill, Vizag in 2016. While the former established craft beer in India, the latter gave it a larger barrel to brew in." Since then, they have grown leaps and bounds, with a new and elevated Prost being relaunched in Hyderabad in 2021, and Ironhill reaching six units.



Teja Chekuri, Managing Partner, Ironhill India

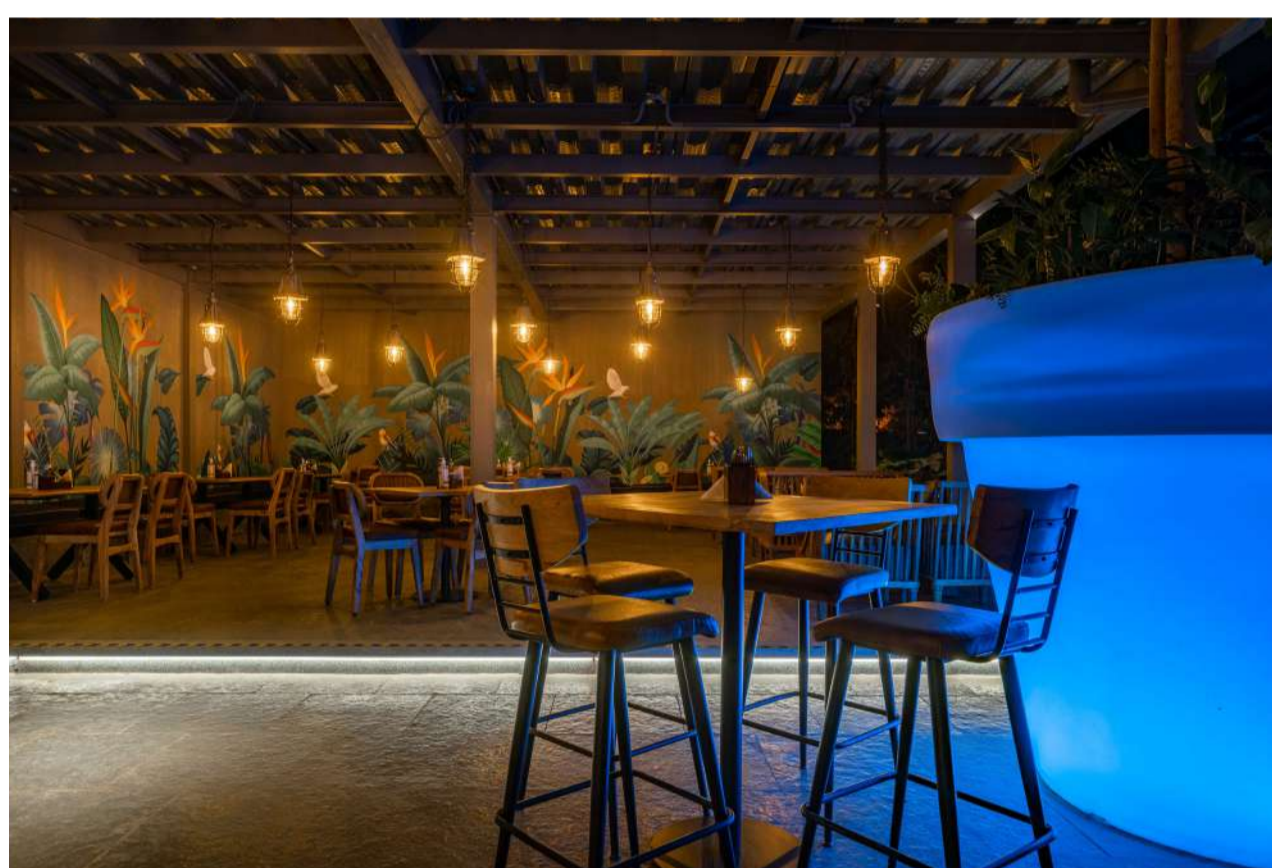
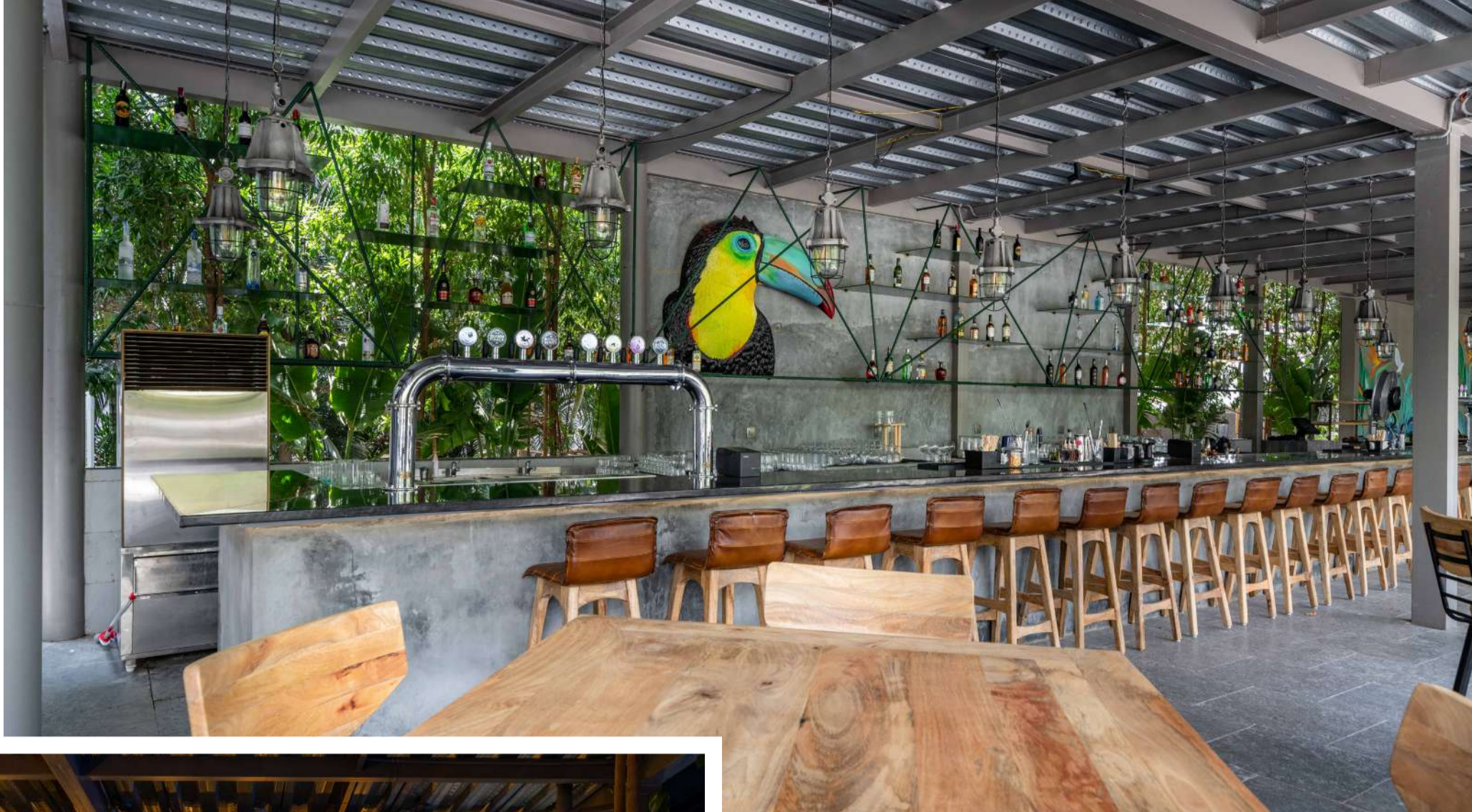
He believes that in India, F&B always had great scope, but previously the focus was on eating in-house with dining out reserved mostly for weekends and occasions. "However, over the last decade or so, barring the pandemic era, there has been an increase in disposable incomes, awareness, and a general exuberance from the youth towards embracing the dine-out culture and we have seen that translate into business, with a plethora of options cropping up." This coupled with the advent of restaurant discovery platforms has given a boost to the industry with more people now choosing to adopt the dining-out lifestyle. A lot of credit is also given to the introduction of the Indian audience to global media and the travel industry which has introduced the Indian foodie to various cuisines and cultures encouraging them to experiment.

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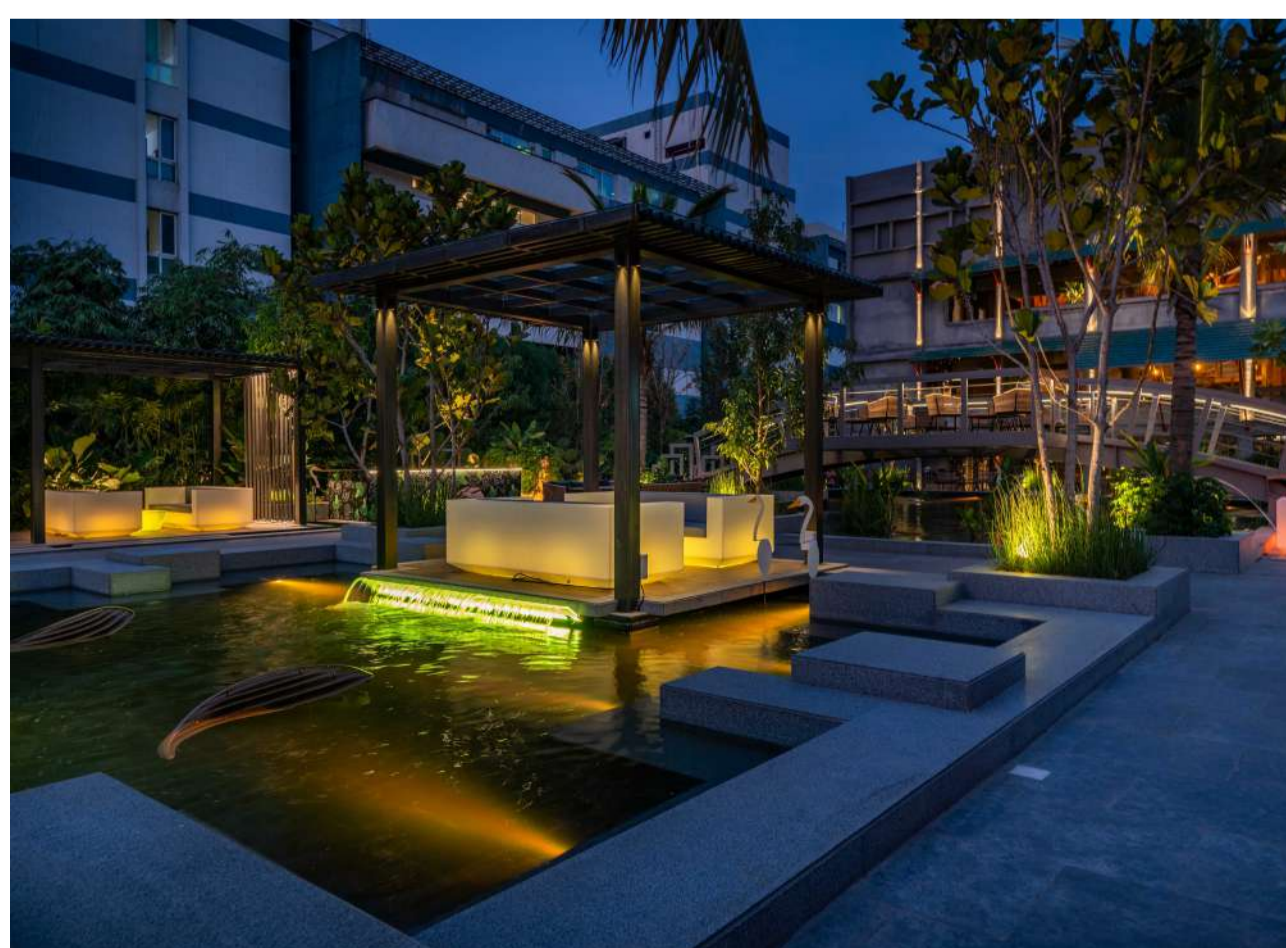
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Ironhill India is a chain of microbreweries that has gone from strength to strength, with outlets in Vijayawada, Rajahmundry, Hyderabad, Bengaluru, and Nellore, with the Bengaluru one being the largest microbrewery in the world. Ironhill was imagined to be a magnificent venue with a majestic ambience, delicious food, innovative craft beers, cocktails, and value-added events to keep the guests enthralled the moment they step in through our doors. And it has lived up to its reputation from the day of its launch. "Our uniqueness comes from the fact that we are not a one-trick pony. We have innovative craft beers and cocktails, amazing food, courteous service, and value-added events in a spellbinding ambience. While the leadership is responsible for setting a vision, I credit the team across the kitchen, service, and housekeeping staff for making this work every day. Their dedication to the vision is exemplary. Our vision is to unite the nation through craft (including craft beer), and we aim to take the brand pan-India in the coming years."



While the hospitality industry is an already established one and needs no introduction, it is important to innovate and keep things fresh is his mantra to stay relevant. "The core offering food and beverages is what people come in for and that must hit the mark every time. To keep things engaging and fresh we look at scheduling novel events, innovative beers on tap, and a season's special food menu regularly. I believe in the coming year, the F&B business will become very data-driven and consumer-centric with a high degree of personalization, which will open avenues for merchandising and new possibilities. We are at the cusp of a craft beer boom in India and the future looks extremely promising." Looking ahead, he plans to take the brand pan India over the next few years and aims to have at least 30 outlets by 2027. "The intention is to become a brand that is synonymous with the craft beer lifestyle, so stay tuned to us, as we undertake the journey to unite the nation through craft."

Quick takes-

An ingredient you love working with?

Barley malt. The precursor to a beer of course!

Favourite cuisine?

I enjoy Indian cuisine, with a generous dose of cuisines from around the world. I also enjoy fusion food from time to time.

A must-have ingredient on your shelf?

Again, Barley malt and hops!

Your favourite kind of beer?

I enjoy a crisp, clean, low-hop lager.

The best pairing of food and beer/wine?

Any kind of spicy food with a lager goes well. At Ironhill, our Koli chips go extremely well with our lager, and it is one of my favourites currently.

SAHIL ADWALPALKAR, GOA

**Founder: SinQ, Soho, Sake, Shiori, Soi/
Managing Director of SinQ hospitality group.**

USP: SinQ group's founder, Sahil Adwalkar, is a visionary hotelier from Goa who has kept pace with the changing times for food, lifestyle, and hospitality. Sahil started with a dream to give people an eclectic experience of the Goan culture. Today, 15 venue bars are spreading their wings across the beaches of Goa. While each venue is distinct and fresh, they have only one mission in common – to take entertainment to a whole new level. SinQ, Sake, Soi, Soro (Assagaon), Shiori, and Soho are just a few places where you can find Sahil's innovative vision coming to life.

and focusing on events and nightlife. Other ventures are Soho, a bar and restaurant in Panaji serving a multi-cuisine menu and hosting weekly DJ nights. Sake is a Japanese and Cantonese restaurant in Assagao. Shiori is a Yakitori bar in Siolim.



My entrepreneurial spirit led me to start SinQ, a nightclub that has now evolved into so much more than just a single venue.



With his newest venture, Satiwa Gin a delicious London dry gin that is perfect for any occasion. Made with Goan hemp, this gin is sure to put a smile on your face. Whether you're having a night in with friends or enjoying a sunny day at the beach, Satiwa Gin is the perfect drink and comes with the tagline "The Happy High Gin."



Sahil Adwalpalkar, Founder: SinQ

Sahil Adwalpalkar is the owner of SinQ, Goa, who aspires to create a lifestyle brand that can become a great selling point for the upcoming generation. While working with his father, who owns the family business, he gained experience in all aspects of being a small business owner. His design skills helped him create an iconic club that became one of Goa's most preferred nightspots.

Sahil shares, "My entrepreneurial spirit led me to start SinQ, a nightclub that has now evolved into so much more than just a single venue." Currently, the group is building one of the country's largest and most successful hospitality brands. "The SinQ brand has also helped us establish two more brands, Soi and Soro, which are doing very well in their respective fields. Soi is a restaurant serving Goan cuisine in Dona Paula and Candolim. Soro is a pub in Assagao serving multi-cuisine





While everyone told him that Goa was not ready for SinQ, Sahil Adwalpalkar remained steadfast in his belief that business should be done more creatively by connecting with people. A successful businessman like Sahil Adwalpalkar knows that success requires making one's mark without leaving any stains behind.

The SinQ group always goes beyond, exceeding expectations every time. They're able to grow and retain their guest population because they believe that a brand should never be prideful about its service. This is a dynamic industry with new players entering the market regularly, so it's essential to provide the same level of service for every guest from start to finish. Sahil is in talks with many franchisee companies to expand the SinQ Group in India and globally.



Quick takes-

Which is your favourite dining place, and what is the must-have item there?

My favourite dining place is Yautcha in Mumbai, famous for modern Cantonese cuisine.

Which is your favourite cuisine to cook and dine in?

Definitely Goan Cuisine. Though I do not cook, I love Goan food.

Who is your favourite chef you wish to meet?

I would love to meet Gordon Ramsay- a starred chef from Britain.

What is the one thing that you cannot miss?

I cannot miss watching and playing a good cricket match.

Which non-professional activities give you energy and satisfaction?

I am a big sports buff. I am passionate about playing cricket in my club. Cricket gives me energy and self-satisfaction to work the whole day.



PANKAJ GUPTA, MUMBAI

*Founder, Oye Kake – A tryst with Amritsar
Kulchas and TAFTOON Indigenously North
Indian Cuisine*

USP: From kulchas made from the waters of Beas river to a variety of gastronomic dishes from across the entire stretch of Northern India; Afghanistan and Pakistan to Bengal, the chef enjoys continued patronage. With three outlets across the commercial capital he has many expansion plans.

An alumnus of KJ Somaiya Institute of Management Studies and Research, Pankaj Gupta chose the path less taken by a majority of management graduates. His humble beginnings of living in a chawl in Varanasi exposed him to a multitude of food varieties.

Unique in its offerings, Taftoon is the brainchild of the very inspirational Founder, Pankaj Gupta who came into the limelight with his all-vegetarian restaurant, Oye Kake in 2011. A Varanasi native, Pankaj is the first connoisseur in the Gupta family tree to delve into the world of epicurean delights and his experiments with food that ranges from Kabul to Chittagong, right across the Grand Trunk Road.



Influenced by his mom's cooking, he made many attempts to dish out a good meal, but to no avail. A childhood memory he recalls is that of making abortive attempts to fix some eggs to no avail as it only ended with egg batter all over him. Call it egg *bhurji*, if you may. However, that phase of life gave him an insight into how togetherness mushrooms by bonding over food. The wide-ranging culinary delights he relished then, set his heart on becoming a restaurateur at a very early age.



Pankaj Gupta, Founder of TAFTOON Indigenously

A management degree very naturally landed him an offer as a financial analyst with a reputed bank. That was not to last for before he knew it, he had abandoned it. It just was not up his aisle. A trip to Amritsar in 2010 found him indulging in sheer Amritsari food and he set his eyes on starting a restaurant in Mumbai. At 26 years, he established an all-vegetarian restaurant, Oye Kake in 2011 amidst the well-known commercial Fort area of Mumbai. An experienced Amritsar chef and authentic ingredients, Oye Kake was soon patronized by one and all. People flocked in when they heard of *Kulchas* being kneaded with the holy waters of the Beas River!

“

Influenced by his mom's cooking, he made many attempts to dish out a good meal, but to no avail.

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At Oye Kake, e.g., Thursdays are a delight for the underprivileged. Piping hot and fresh food is served (a full thali) to those for whom food is manna from the heavens. You can also be a part of this by contributing in your way if you so choose to.

In 2017 he launched, Taftoon because he wanted everyone to experience the real, innate flavours of North Indian dining which he terms as 'simply exotic.'

The distinct flavours drew patrons like bees to honey and the secret behind this, was Pankaj's expensive assets, viz., his Master chefs. Their know-how of what goes into making everything perfectly delicious has made this journey to date, successful.

Extremely cautious about the elements of quality and service at his outlets, Pankaj ensures every meal is created to perfection. According to him "At the end of the day, people come to enjoy a good meal. You have to ensure they leave satiated in body, mind and spirit." Pankaj Gupta makes no bones about being an authority in his trade. "I can roll out the perfect and ultimate pasta with finesse."

With a staff strength of more than 300, he manages his stress levels by indulging in sports. When abroad, he attends a 7-day course on any and every new variety of culinary he would like to adapt. He stands tall with his motto of service that entails perfection and everything being created from the heart.

While the man does not refrain from admitting that it has been a bitter-sweet journey, he has established three outlets at vantage points across the commercial capital and you can expect a lot more from this passionate gourmand. Taftoon has carved a niche for itself in the commercial hub of the Bandra-Kurla complex and is now present also in Powai.

Quick takes-

An ingredient you love working with

Cumin

A favourite with your patrons

Punjabi Pakoda Kadhi and Sarson ka Saag

Your Amritsari *Kulchas* are best downed with?

Lassi

Two indispensable ingredients in your menu?-

Hing (Asafetida) and *Jeera* (Cumin)

Your personal poison

Whiskey Sour



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NOAH BARNES, DELHI

Founder of Miss Margarita

USP: The first restaurant in Delhi to enter a non-Tex-Mex Mexican space to introduce customers to a new-age Tequila bar with an emphasis on unique, innovative, and fresh flavours. Miss Margarita has been a success and now the chef plans to launch the next venture in North Goa, Vagator early next year and expand to newer locations like Mumbai in the next couple of years.



Noah Barnes, Founder of Miss Margarita

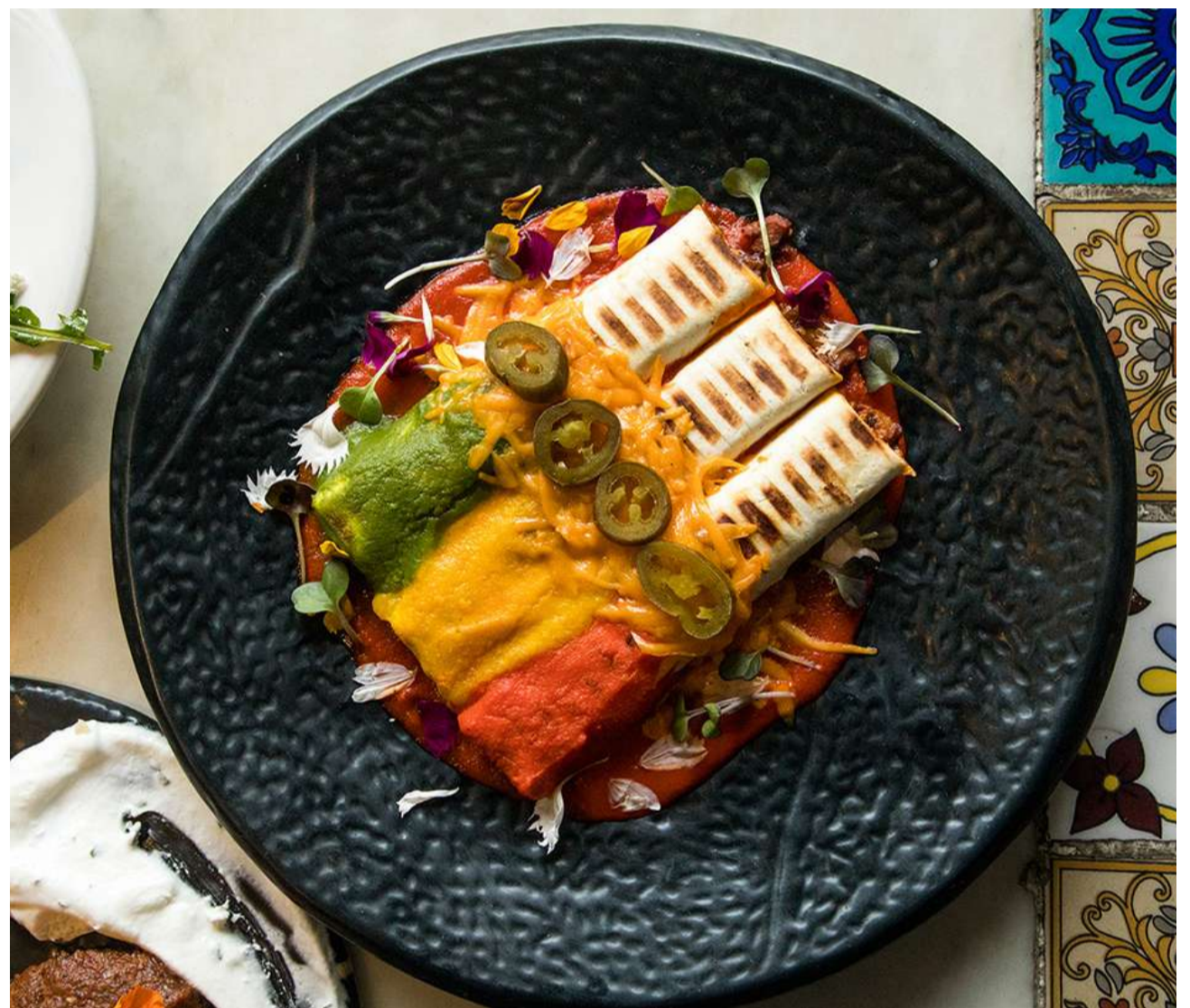
Chef and food entrepreneur Noah Barnes is one of the youngest and undeniably finest chefs in the Indian food business. A suburban Bombay boy, Barnes is known for the signature touch that he brings to the table. Thanks to his Anglo-Indian grandmother's British-influenced cooking, his love for English-style cooking shines through in his dishes. Noah has introduced a piece of Mexico in the capital with his latest venture- Miss Margarita by Arriba.

From Mumbai to Delhi, Chef Noah's culinary journey is an inspiring tale for aspiring food entrepreneurs. He tells us, "When I was in IHM Mumbai back in 2009, that is when it all started. My initial instinct was not towards culinary; rather I was inclined towards art. However, later on, I combined my creativity with my love for food, and later it dawned upon me that food became a medium of my expression. Always intrigued with painting and art, I started viewing my food creations as that of an

artist. That artist in me became more prominent when I challenged myself to take up culinary as a full-time profession. Moreover, I have had the opportunity to be a part of an extensive team in the food and beverage industry and have had great success with brands such as Arriba, Hungry Monkey, Tabula Rasa, Big Fat Sandwich, and Wok Me. All these experiences that I have shared over the years, helped in shaping and curating Miss Margarita."



All these experiences that I have shared over the years, helped in shaping and curating Miss Margarita.





When Noah was 22 years old, he was fortunate enough to be one of the youngest first Indian chefs to qualify for and represent the nation in the Hans Bueschkens Junior Chef Challenge Asia semi-finals in Hong Kong. He had been training in world cuisines and he was able to secure a bronze medal at the Bocuse d'Or, a biennial chef championship known as the culinary equivalent of the Olympics.

His motivation to do better every day comes from his kitchen and he informs, "My journey so far has been to keep a straightforward approach to creating new and exceptional dishes. I like using traditional and authentic techniques while adhering to the European style of cooking. This is where I try and deliver something unique with my style of modern cooking."

To be successful at a such young age is no ordinary feat, and speaking about his mantra in the food business, he mentions, "With each experience, I have had the chance to experiment and learn more. Every cuisine is different and being able to adapt and create dishes according to the market and customers is key. The success mantra for every restaurateur should be to inculcate a sense of authenticity in terms of flavour so the consumer would be able to relate and be appreciative towards your style of the palate while also giving them something unique and unconventional. At

Miss Margarita, although a non-Tex-Mex venture, we have strived to preserve the authenticity of Mexican flavours while largely focusing on incorporating newer techniques that our customers would appreciate."

Miss Margarita has been a huge success for the talented chef, and he now plans to launch the next venture in the heart of North Goa, Vagator early next year. With Miss Margarita expanding, he also hopes to take this venture to newer locations like Mumbai in the next couple of years.

Quick takes-

An ingredient you love working with?

Mexican chillies like Habanero, Guajillo, Chipotle, and Pasilla provide a tantalising flavour palate to the consumer, which is why I love experimenting with new spices and condiments.

A cuisine you are obsessed with and why?

I think this goes without saying, it is Mexican! Growing up in Bombay, I was always fascinated with the Northern Indian style of cooking. Delicacies such as rajma and naan always excited me, and the spices used in them are extremely similar to those used in Mexican food. When I tried making them, I realised many similarities to Mexican cuisine.

A must have on your kitchen shelf (could be a spice/machine/anything food related)?

I have a huge selection of spices and I experiment a lot with condiments and spice mixtures. I play with these textures and they allow me to get something inspiring to my restaurant kitchen.

A food combination that's not very popular but you love on your plate?

Vada-paav is a favourite for almost everyone. However, if you like experimenting, I strongly recommend - Chorizo Paav. The fried potatoes and masala along with meat, goes very well with a well-buttered paav or bun.

According to you, what's the secret to good food?

Anything you create whole-heartedly while keeping the flavour intact and true to its origin, will help you bring in the best in your cooking!

KIRAN DHILLON, AMRITSAR

Founder of Rang Punjab

USP: Rang Punjab in Amritsar is the brainchild of Kiran and Gurpreet which serves authentic food from Punjab. A foodie's delight, the core philosophy of the restaurant revolves around good ingredients that are derived from cultivation, apiculture, poultry, dairy, fisheries and sustainable cuisine. It is also the only restaurant in Punjab where one entire shift is run only by women to promote empowerment along with delicious meals.

A farmer's daughter and food entrepreneur from Amritsar (Punjab), the co-founder of Rang Punjab is Kiran Dhillon, learnt early in her life that the finest cooking depends on the freshest ingredients – a lesson she learnt right in her backyard. Her journey as a foodie began at her father's farm in a village in the Faridkot district. She is passionate about ensuring that the journey from plate to the palate for each guest is a memorable one.

Born and raised in Punjab, Kiran comes from an agricultural family and had the privilege of growing up amidst honest food. She mentions, "I went on to study fashion, bagged an MBA in luxury brand management from Paris, worked in the fashion industry for almost two decades and lived across major metro cities and travelled half the world for work. After spending years away from Punjab and especially while living in Paris, the longing for my homeland started pulling me back. I met Chef Gurupreet while curating a very successful event called 'Rangla Punjab' for LBF, and realised our shared love for food and Punjabi culture. We started working on a very



Kiran Dhillon, Founder of Rang Punjab



Rang Punjab - a farmer's restaurant and sweet shop, which made news all over for its unique taste and presentation.



niche agri-tourism-based project, a farm resort with a luxury cottage, which is underway. While doing that, an opportunity arose in this marvellous British-era building, right next to the Golden Temple and we conceptualised Rang Punjab - a farmer's restaurant and sweet shop, which made news all over for its unique taste and presentation."



Rang Punjab, a true Punjabi restaurant with a rustic rural menu- recipes drawn from local farmer's households, nostalgic old/modern mix aesthetics with the capacity of 350 people, indoor-outdoor seating and a separate party hall. Sharing her work mantra, Kiran says, "We keep it simple and real. As a child, our dinner was decided based on what was growing on the farm, so for me, food is all about right and fresh produce. We cook in desi ghee, avoiding all refined oils etc., and serve it fresh,

which brings out the nostalgia in most people who taste it, as most of us grew up eating the same freshness, but it has become a rarity now. Secondly, what keeps me growing is working with the community. I spent more than 15 years away from Punjab and gained knowledge and experience. It was the time when I had started craving to do something through which I could give back to society. Our restaurant, Rang Punjab, gave me a platform for the same. We are running two initiatives: Friends of Farmers, through which we are helping local farmers by buying the produce directly from them and also helping them grow what can be consumed in the restaurant. This way we are building the community together. And second is, 'Daughters of Farmers,' under this initiative we give employment to many local women and young girls. It's not easy for girls to work in this part of the world. So, we create a safe and progressive platform for them to work and be independent. We encourage them, hire them, train them and give them a safe environment to flourish.



It's about enthralling all your five senses: touch, hear, sight, smell and taste, which one can feel the moment they enter the restaurant.



Talking about the new ventures and upcoming plans for the restaurant, Kiran tells us, "Yes, our next upcoming project is a farm resort. An agri-tourism based project, which is spread across 6 acres of land, facing a beautiful canal, in an enchanting farm setting and contains 16 luxury cottages, a fork at farm restaurant, horse stables and many other farm activities. It's a green project, keeping the sustainability angle in mind, reducing carbon footprints. A major chunk of the land is used for various kinds of traditional to new-age farming techniques and the best part is that everything growing there, including hedges, is edible. So, imagine waking up in a cottage with all the modern amenities and surrounded by lush green farms and luxury in rustic settings. It's a very exciting project, very close to my heart and is due to open in August 2023."

Quick takes-

An ingredient you love working with?

Anything I can pluck straight from the farm.

A cuisine you are obsessed with and why?

French cuisine because I lived in Paris, and even North Indian because I am a true Punjabi.

A must-have on your kitchen shelf (could be a spice/machine/anything food related)?

Vintage cocktail glasses.

A food combination that's not very popular but you love on your plate?

Banana slit with salt in it or chai with salt and sugar.

According to you, what's the secret to good food?

I feel it's all about an experience that will hook all your five senses: touch, hearing, sight, smell and taste.

AMITH JUVVADI RAVI RAJU NAGARAJU YADAGIRI SUNDEEP KISHAN HYDERABAD

Founders of Vivaha Bhojanambu

USP: Vivaha Bhojanambu, is the first state-wide mega cuisine restaurant showcasing authentic Telugu cuisine from all over the state! With three restaurants in Hyderabad, one in Anantapur, and another in Tirupati, they will soon be expanding to Chennai, Vizag and Vijayawada by March 2023. They will also be going international this April with their upcoming outlet in Dubai.



Amith Juvvadi, Ravi Raju Nagaraju, Yadagiri, Sundeep Kishan, Founders of Vivaha Bhojanambu

Vivaha Bhojanambu is the sum total of four individuals. Amit a passionate foodie, Chef Yadagiri, a celebrated chef with creative ideas; Raviraju Nagaraju with over 25 years of experience in the food industry and finally actor Sandeep Kishan who came up with the idea of launching an authentic restaurant. The result was - Vivaha Bhojanambu, a culminated effort to bring together the authentic cuisines from all three Telugu regions under one roof.

The foursome launched their first authentic Telugu cuisine restaurant in 2016 at Jubilee Hills and ever since, there has been no looking back. In 2017, they launched two more outlets in Parklane and Sainikpuri. Enter 2022 and they continue to grow with more outlets in different locations of Hyderabad while expanding pan-India with outlets in Anantapur and Tirupati. By the end of 2023, they will be expanding to other cities like Chennai, Vizag and Vijayawada and also plan to go international with their upcoming outlet in Dubai. The team also started a catering business and offer catering for small and large gatherings.

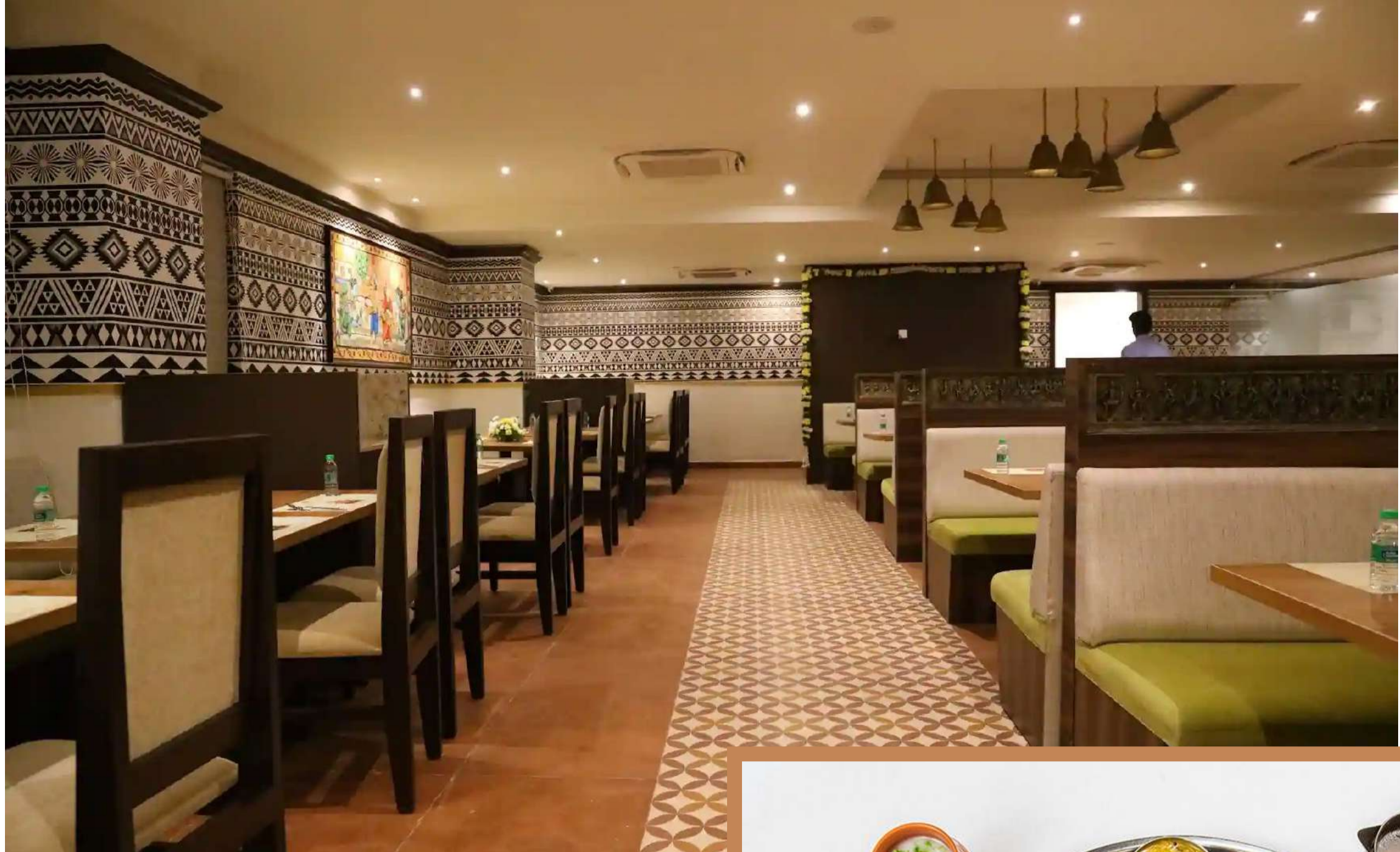
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Vivaha Bhojanambu is well-loved by all our customers. We ensure the food is prepared to maintain the highest quality and presentation.

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“Vivaha Bhojanambu is well-loved by all our customers. We ensure the food is prepared to maintain the highest quality and presentation. I hold my team in very high regard. It has been eight years since our launch and my partner; Chef Yadagiri has managed to come up with a new dish almost every week. He is always experimenting and perfecting new ingredients and flavours. It may be hard to believe but he is a pure vegetarian who can simply judge the flavours and masalas by taking a whiff of the food,” laughs Amit.





Vivaha Bhojanambu enjoyed continued patronage and repeat customers. Apart from a wide range of authentic dishes like the Golconda *Kodi*, Bamboo chicken, the best seller here is the mouth-watering non-vegetarian *Raju Gari Bhojanam Thali*, which is a king-size meal that will leave you stuffed but wanting more. This non-veg thali contains five different varieties of non-vegetarian curries including chicken fry, fish curry, spicy mutton curry, dry prawns, and egg curry. What makes this *thali* so special is that they don't use any adulterated animal fats or chemical substances like Ajinomoto and Dalda, which enhances the taste of the dishes.

Vivah Bhojnambu is a one-of-a-kind restaurant in Telangana that combines Telugu cuisine with the regional styles of food from other parts of the Telugu states. The restaurant has a team of 10-15 chefs who travel each year to different regions and villages across the state to get trained in regional cooking. "We also organise cooking competitions annually where we have contestants who come and participate from small regional towns and villages. We use their recipes and come up with new dishes and menus making sure the experience is as authentic and accurate as it can get."



Quick takes-

Which is your favourite dining place, and what is the must-have item there?

It is a bit nostalgic, but about 30 years ago, when I was in class 10, my dad took me to this place called Indu mess or Indu deluxe, near the assembly. I loved having the veg *thali* with chicken curry there.

Which is your favourite cuisine to cook and dine?

My wife and my friends say I am a good cook, I cook Indian Telugu food, and I love all the cuisine, not just one.

What is the one thing that you cannot miss?

My *thali*. I make it a point to eat my *thali* at least once daily.

Which non-professional activities give you energy and satisfaction?

I am into fitness, but I also like spending time with my kids and pets on the farm. I like my alone time too, without being disturbed.

ANIL KABLY NOORESHA KABLY NEALE MURRAY MATAN SCHABRACQ & OWEN RONCON *MUMBAI*

*Founders - The Bagel Shop and Izumi
(Bombay & Goa)*

USP: *Have introduced International cuisine to India, a wide assortment of delectable, gluten-free, freshly baked Bagel sandwiches made of Multi-grain and whole-wheat flours at the bagel shop and Japanese cuisine at Izumi.*

“All good things come in small packages” and that best describes The Bagel Shop of Bandra in Bombay. If you thought rundown bungalows are history, The Bagel Shop is an exception to that. A casual walk along the Pali-Mala road, by friends Anil Kably and Matan Schabracq, paved the way for what is today Mumbai’s hotspot, The Bagel Shop. Established in 2006, they spotted the premises and on the spur of the moment decided it would serve as the ideal spot for their new venture, a Bagel outlet.

While Amsterdam-based, Matan had studied hotel management abroad and had worked in several countries around the globe, Anil Kably, an alumnus of the Sir J.J. School of Arts, had earlier been a garment exporter and F&B was alien to him. However, they both nurtured a passion for hospitality, which resulted in Bombay’s first-ever, pet-friendly Bagel eatery.



Anil Kably, Nooresha Kably, Neale Murray, Matan Schabracq and Owen Roncon, *Founders of The Bagel Shop and Izumi (Bombay & Goa)*



Quality food and quality service are the secrets to any food business, and we take pride in that.



Though the concept of Bagels was new, the two friends took the big leap for a dearth of an all-day dining café that would serve satiating sandwiches to be downed with smoothies and delicious coffee. Bagels, according to Anil, were an interesting option, easy stuff and not too challenging. Their option had its roots in Matan’s grandma’s recipe, something he carried in his heart. As simple as that, moreover, the investments were not too taxing.

Truly one of its kind, the Bagel Shop, now also famous for its East Indian menu is an indelible landmark in Bandra and its Bagels are ‘par excellence.’ According to Anil, “Quality food and quality service are the secrets to any food business, and we take pride in that.”



Looking ahead, they are keen to walk a different path, and branch out, “There is going to be a mushrooming of wide-ranging cuisine across new restaurants in the years ahead. The landscape is changing for sure.”



In 2018, Anil along with his wife Nooresha Kably, Neale Murray and Owen Roncon started Izumi, a Japanese outlet in Mumbai. A timely foray into this international cuisine as Mumbai at that time had only Wasabi at the Taj and Kofuku. Izumi is synonymous with Nooresha Kably, the chef at Izumi who deep-dived into Japanese cuisine only when she turned 40. From running a delivery kitchen with Sushi expert, Chef Tika, in Bandra, her inner calling was to enhance her skills in this far-east culinary. Thus, started her trips to Japan which entailed taking up a professional course in not only Sushi but elements of Washoku, a fine aesthetic medley of simple seasonings and fresh ingredients. She learnt the art of Japanese knives and all the different skills that make Japanese food so enigmatic. Her intermittent trips to Japan included mastering Ramen in Yokohama, working at a Japanese restaurant and returning to India to set up Izumi in 2018.

“There was no stand-alone Japanese restaurant, and we took the plunge on the strength of Noreesha Kably who is highly accomplished in Japanese culinary. Most of our kitchen offerings stay true to this oriental and healthy food, which Japan is revered for, and we refrain from fusion. We changed how people perceived Japanese food. We kind of made it sexy, and adventurous. We pioneered the concept of absolutely world-class Japanese food at almost half the price that was offered by Wasabi. You can say, we spiced up the scene in this space.”

Early this year, in mid-March, the four partners launched Izumi in Goa. The menu is similar to that of Bombay. While Anil looks after the business aspects, the two other partners have their respective responsibilities.

Quick takes-

An ingredient you love working with?

Maple syrup. It offers a tinge of sweetness to the Bagels.

Favourite cuisine?

I flirt with all kinds of global cuisines, though an all-time favourite is the Aztec Avocado Bagel sandwich.

A must-have ingredient on your shelf?

Maple syrup for sure, fresh veggies, eggs and cheese!

A smoothie you relish?

The Berry oatmeal smoothie bowl for sure

Your take on distinct international cuisine in India?

The scene has changed. People want to experience new flavours which according to me is the ‘hero’ and good service paves the path to success. You become a natural winner if you get this right.

ASHISH DABREO, BANGALORE

Co-founder of Maverick & Farmer

USP: *Maverick and Farmer currently have two cafes in Bengaluru and one in Goa. Making coffee imaginative and interesting, they have created many firsts in the coffee space with products like the world's first Cold-Smoked coffee, ale-fermented coffee, the clarified cappuccino and more.*



Ashish Dabreo, Co-founder of Maverick & Farmer

For someone who has been an entrepreneur all his life, all of Dabreo's ventures have had a strong foundation and connect to creativity. "This was true with the advertising agency I co-founded, the brand design consultancy, my career in professional theatre, and now exceptionally true with our coffee and food business. Frankly, though I have had a passionate interest in the culinary arts, for as long as I can remember, although getting into it as a business was not the first choice. It was more out of compulsion, because we believed (and rightly so) that India is not yet ready for a coffee-only offering at a coffee shop. One must complement it with fresh, wholesome, and exciting food."

In 2012 he started his first coffee brand - The Flying Squirrel and opened the first cafe in 2016. In 2018 he exited this brand and created his next coffee brand 'Maverick & Farmer' with a focus on a lot more free-handed creative expression and this reflects in his coffee and food offers. While the QSR format is always an easy choice for a consumer and an exciting proposition for multiplication and expansion for a business owner, he believes the sweet spot lies in arriving at a balance between keeping an operation easy to execute (read - central kitchen) while at the same time keeping the last mile preparation fresh and wholesome. "Over the years I see diners preferring 'indie' smaller operation brands especially when the promise is quality over convenience than the bigger chains."



Over the years I see diners preferring 'indie' smaller operation brands especially when the promise is quality over convenience than the bigger chains.



Creativity and being Maverick is at the centre of all that he and his team does. "While we have created many firsts in the coffee space with products like the world's first Cold-Smoked coffee, and ale-fermented coffee, the clarified cappuccino, our food offering too is as imaginative and unique. Our skillet breakfasts, our unique all-day bowls, and our exciting vegan and keto offerings are all some of our best sellers. Our 100% in-house (cured and 8-hours smoked) pastrami sandwiches are widely popular, and we have had customers call and book them sometimes from other cities when they know they are getting into Bengaluru later in the day."



To be relevant, he says that the idea of freshness and wholesomeness is a permanent and always relevant bestseller. "All my innovation when it comes to food stems from that. Sustainability plays a big role in this equation because the more locally sourced and seasonal your produce is, the fresher and more wholesome your final offering will be. Once you have this in place, staying relevant is always easy, it just takes a constantly creative mindset." The idea of 'eat well, drink well, live well' is what he sees diners veering towards. "Seeking out restaurants and cafes that not just serve great tasting and beautifully plated food, but also produce this with quality ingredients is in."

Looking ahead he says while expansion is on the cards it will not be done recklessly. "As long as we can still create, innovate and make things exciting for our customers while bearing the responsibility of keeping it clean and healthy."

Quick takes-

An ingredient you love working with?

The citrus fruit family. I love the aromatics that different citrus fruits provide, the sweetness of the fruit itself, the tanginess, the flavourful bitterness of the zest, the texture of this pulp, the multitude of flavours that these wonderful fruits provide.

Favourite cuisine?

Thai food is a favourite, but to be honest I cannot really claim to be completely partial to one cuisine. I love all kinds of food and especially those that appeal to all senses - taste, smell, sight, touch, and sound. Most of the food I create will engage all these senses.

A must-have ingredient on your shelf?

Dried birds' eye chillies from Coorg.

Your favourite kind of coffee?

Most kinds of naturally processed coffee, fruity and dense.

Food faux pas to avoid?

Reheating/microwaving brewed coffee and steaming biryani to reheat it.



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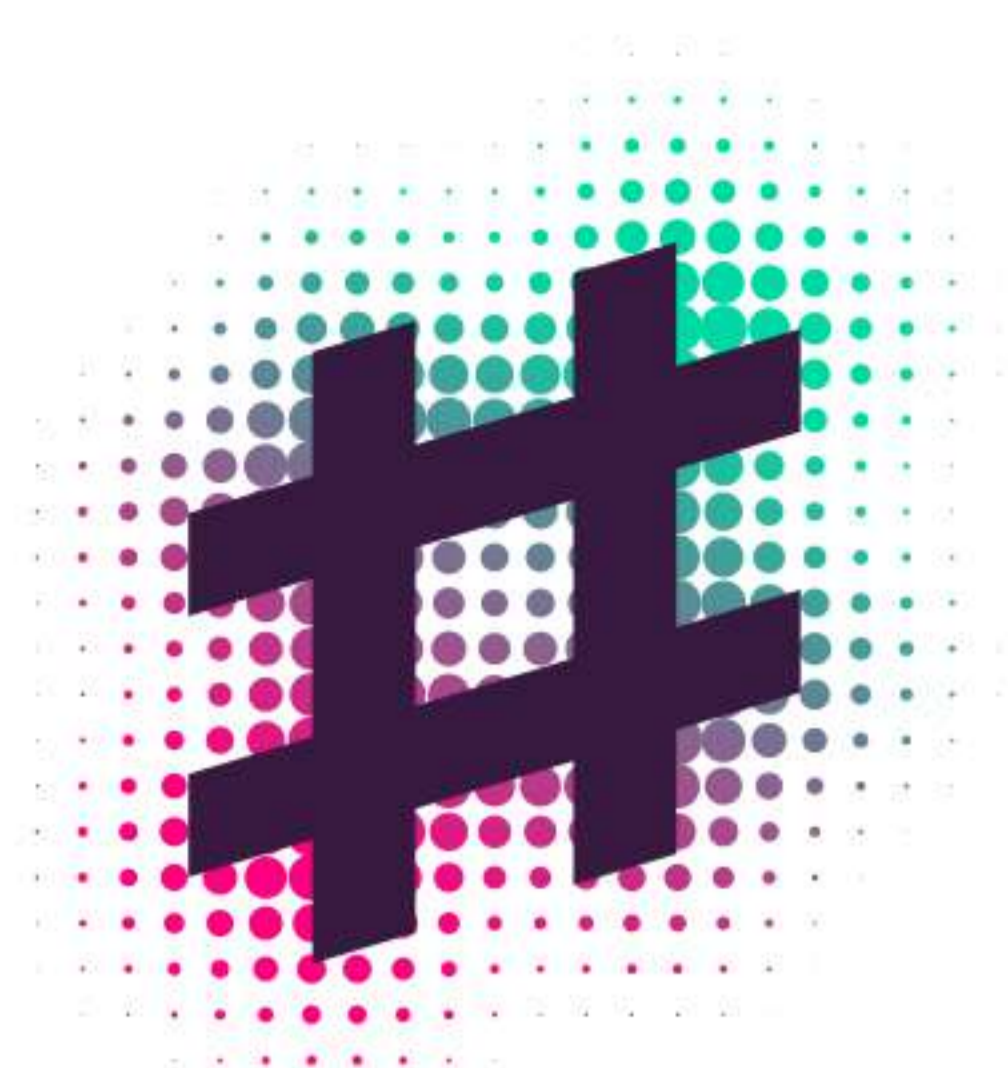


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h a s h t a g

FOR A CAUSE



Paw-sitivity Rescue

An image consultant by profession Rahul and his family are guardian angels for stray animals who are tortured, hungry or ill on the streets. Every day he and his family go out and feeds over 200-300 strays in Mumbai.

Rahul Sharma, the founder and driving force behind Farishtey, an NGO for animal care gets candid about his work and journey in an interview with Surabhi Goel.

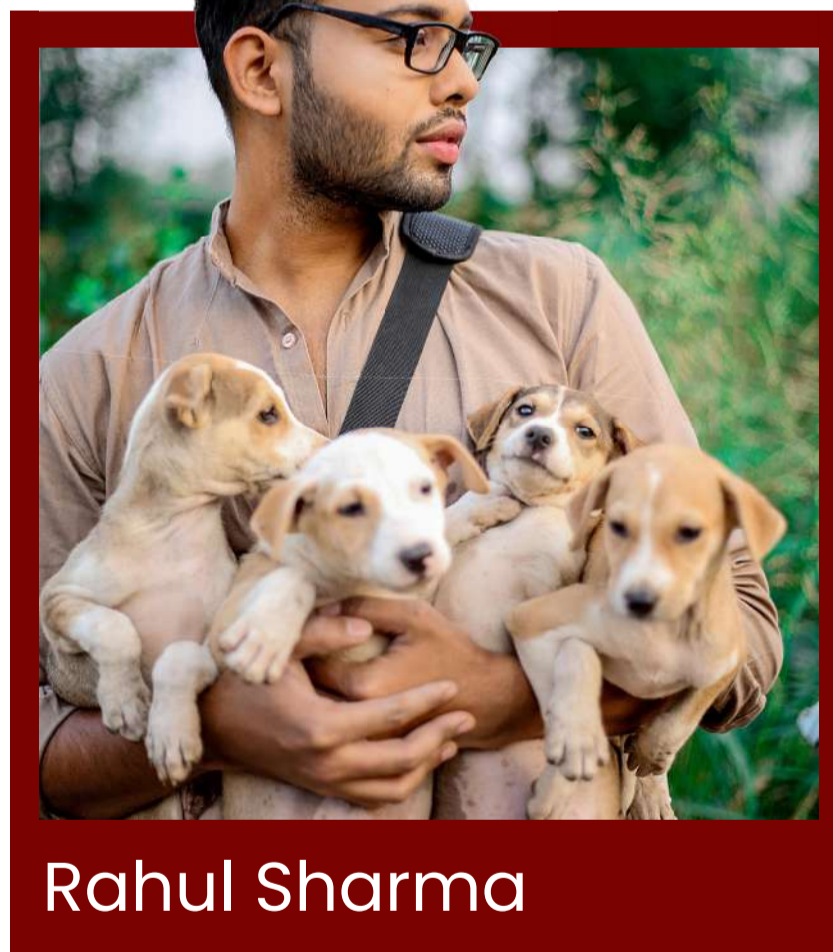
1. Being a consultant and a veteran photographer, what sparked your interest in Farishtey?

One day I came across a puppy on the street who met with an accident. I brought him to my home and got him treated by a vet. I felt that they were a part of society and deserved to live. That was what piqued my interest and I started to care for these dogs. It all started with three to four dogs under my house. Now we are a family of 300. It fascinated me to a level that even my whole family is into Farishtey now.

2. What is the procedure for rescuing and feeding the animals?

Homeless animals struggle and often go hungry or get into accidents in search of food or shelter. So, to make their lives a little easier we provide food to them and tend to the injured by providing them with free ambulance services with spot treatment regularly. If needed send them to foster houses for treatment with all the expenditure paid by Farishtey. Once the animal is recovered, we send them back to its original place.

My mum cooks 10 kgs of rice in the morning. We collect the bucket full of



Rahul Sharma

leftover food from the colony that is placed outside people's houses. Mix all that leftover food with the milk brought by us and feed them to the animals. From 8 in the morning to late in the night she takes 30 to 40 kgs of food with multiple trips on a two-wheeler within a radius of 3-4 kms. Be it a storm, or COVID restrictions, she stood like a mountain without missing a day to help these animals.

Being a fashion photographer, I tend to meet many celebrities. I research whether they are animal lovers and then I ask them to record a video with them to post on social media. It helps in connecting more people and NGOs to aid our vision. My sister and I look after the funding of Farishtey without any monetary help from the government.

3. What was people's reaction to helping the stray animals? Was there any opposition from people or certain communities?

The eight-year journey was not easy as helping strays was not accepted and we faced a lot of opposition and demotivation from society. However, we continued to feed our passion by centering on it. My mum who carries 20 kgs of food on the two-wheeler daily within 3-4 km of our house was once stalked by street people. She was abused, persecuted, and attacked also. This all has become a part of our life. Even people complained about us feeding the stray animals and dirtying the place. Rahul on an angrier note said, "People neglect the trash or garbage near their houses, but feeding homeless animals makes the place dirty."



“People complained when we started taking care of strays, they neglect the trash or garbage near their houses, but feeding homeless animals makes the place dirty.”

4. How has it affected you in your daily life?

Out of 24 hours, I give 3-4 hours for Farishtey as I record daily for social media. Through social media, I teach people how to take care of animals and spread my contact details so that people can get connected wherever they come across an injured animal. Every day I get 10-15 calls about a cat, cow, or dog being injured. If that area is out of my reach I try to connect with the nearest NGO. I never leave them unattended. For nine years, our full family has not been on vacation after Farishtey was born.

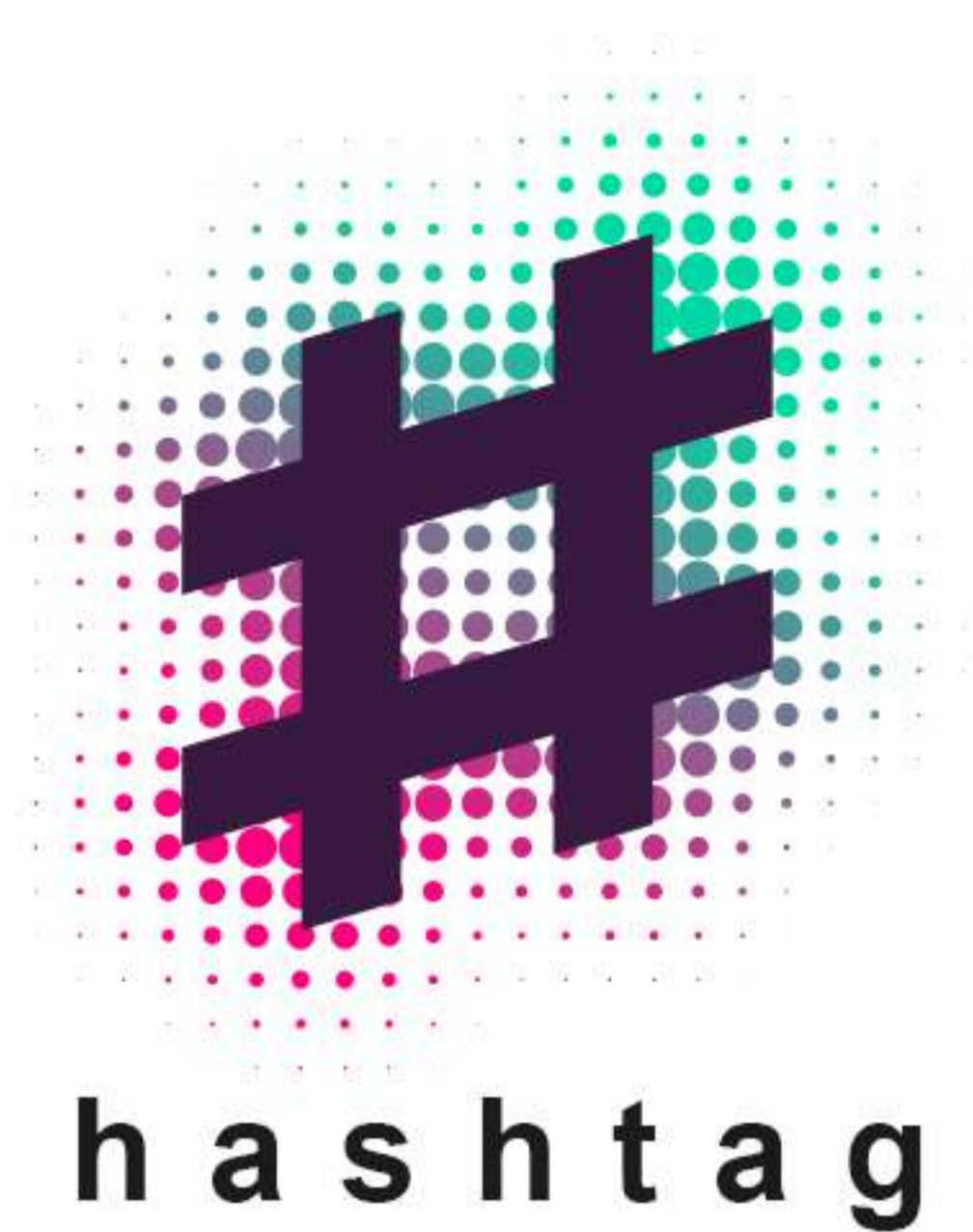
5. What are your plans to expand and grow Farishtey?

I am planning to build a shelter home for these animals where they can grow in a safer environment. I am thinking of buying a sanctuary or a piece of land for these creatures so that they are saved from the cruelty of human beings. They are beaten, butchered, and thrown acid on. Whenever I find an injured animal, I feel like keeping them to myself forever. To help them, we are starting an Ambulance service to provide timely treatment for animals in pain. Also, we are hoping to open a veterinary clinic to treat and vaccinate them regularly. Also, to run an awareness centre for kids to teach them about the importance of animals in society.

6. Who has been your inspiration for this ethical cause?

My mum is the sole motivator of Farishtey. What I admire in her is her enthusiasm for unconditional love and help for these animals. I rarely hear from her about being tired or complaining about something.





DUSK TO DAWN



HANGOVER

tips and recipes for the **'AFTER PARTY'**

Partying seems inevitable to some people and delightful to many more with Christmas and New Year's just around the corner. Check out some of the greatest hangover remedies and recipes to make the celebration and occasion unforgettable and avoid having regrets about 'The Next Day.'

DETOX CUBES

It's a tough one, but keeping food down in your stomach after drinking is the hardest aspect of the hangover. We now offer The Detox cubes as a supplement, if not a replacement, to help you rid yourself of the worst aspect of partying.



Simply enjoy swirling them in your mouth or dump them in your hangover drinks to get the best of both.

- 1. Lemon-based:** Squeeze half a lemon in a glass of water and mix grated ginger, honey, salt to taste, cucumber, mint leaves and orange pulp with the lemon juice and freeze the mixture in an ice tray.
- 2. Coconut-based:** In the recipe above, replace water with coconut water and repeat the same steps to get coconut water-based detox cubes.
- 3. Watermelon-based:** In the watermelon juice, add half a lemon, salt, orange and mint leaves and leave it to freeze in an ice tray.



SMOOTHIES

Avocados, bananas and berries are the go-to foods for replacing all the lost minerals in your body due to your big drinking adventure the previous night. The most fun and effortless way to consume them without upsetting your stomach is to take them in as smoothies. Who doesn't love smoothies?

Get yourself a glass of milk for bananas and water for the other ingredients. Blend them with honey and with other contents like ginger, lemon and mint for the water-based recipe. Cool it and your hangover cure is ready within minutes.

In addition to being relaxing, this helps your liver detox after the exhausting drinking spree the night before.

SOLID FOOD: FOR VEGETARIANS

1. Oatmeal or Porridge:

The best hangover remedy you can eat is oatmeal, a carbohydrate-rich cereal that is also easy on the stomach. Release your body from the droop and exhaustion of the hangover by allowing glucose to enter your bloodstream steadily.



2. Wholegrain Toast with honey:

Abundant with sodium, potassium, and fructose and also easy to digest, toast splattered or dipped in honey is the go-to food for the hungover vegetarians out there.



SOLID FOOD: FOR NON-VEGETARIANS

1. Chicken Noodle Soup:

A healthy food that effectively functions as both diminishes lethargy and is good for flu and cold is chicken noodle soup & chicken broth. While replenishing the body's hydration, the soup or broth also soothes the after-effects of a ravishing party.



2. Salmon:

Protein and Vitamin B-replenishing salmon dishes are the next in line for one of the best hangover food recipes. This also helps soothe inflammation that might have been caused due to the adventure the previous night.



Hangover Tips:

1. Always keep your body hydrated. Drink water or other fluids like coconut water etc.
2. Stay away from caffeine.

3. Eat bananas if anything else remains non-consumable.
4. Take rest.
5. Eat at regular intervals.



RETAIL THERAPY

PRODUCTS REVIEW

What's in your shopping cart this month? Hashtag gives you a few picks to try out this season!

1



Makeup Eraser
Price: Rs 1,850

Made with millions of tiny hair-like fibres that work like suction for all makeup, these makeup erasers are almost like magic. With just the help of water, you can clear all kinds of makeup including foundation, waterproof mascara, lipstick and more. Reusable and machine washable, you can use these wipes for 3 to 5 years. Ultra-soft, non-drying these wipes are a great way to eliminate wet wipes and go sustainable. Free from chemicals and parabens these wipes are hypoallergenic and dermat-approved.

2



Protouch- Pro Lips Lip Plumper Device
Price: Rs 3,199

No more fillers or injections, now you can ditch those expensive and invasive procedures

and simply opt for Protouch Pro Lips, a lip-plumper device that is an innovative, safe and effective way to get those desired and plumper lips in 90 seconds. With a three-control mode design, the device uses gentle vacuum technology at a carefully regulated pressure to enhance blood flow into the capillaries of your lips that helps reduce fine lines and drooping angles giving your lips 3X fuller-looking lips. This product also comes with Protouch lip plumping drops that help you archive those pouty & plumper-looking lips an instant boost of hydration!

3



Nutrizeo's "Clam the Chums" dissolvable oral strips
Price: Rs 699 onwards

Nutrizeo India's first-of-its-kind women's nourishment company launched three different sets of Oral Strips: Nail the Nausea, Prep The Pregnancy and Clam the Chums. While the former addresses morning sickness and nausea during pregnancy, Prep the Pregnancy contains minerals like Folic Acid and Vitamins prescribed for fertility during pre-conception and pregnancy. Finally, Calm The Chums – has Chasteberry along with ingredients that provide relief from period pains, cramps, mood irritability, and PMS relief. These goods aim to alleviate the various difficulties that women encounter throughout their lives. These oral strips come in a wide variety of flavours like cranberry, orange, and zesty lemon with ginger, which is natural and safe to consume.

4



Upsilon – Premium Perfume for Men
Price: Rs 1,599

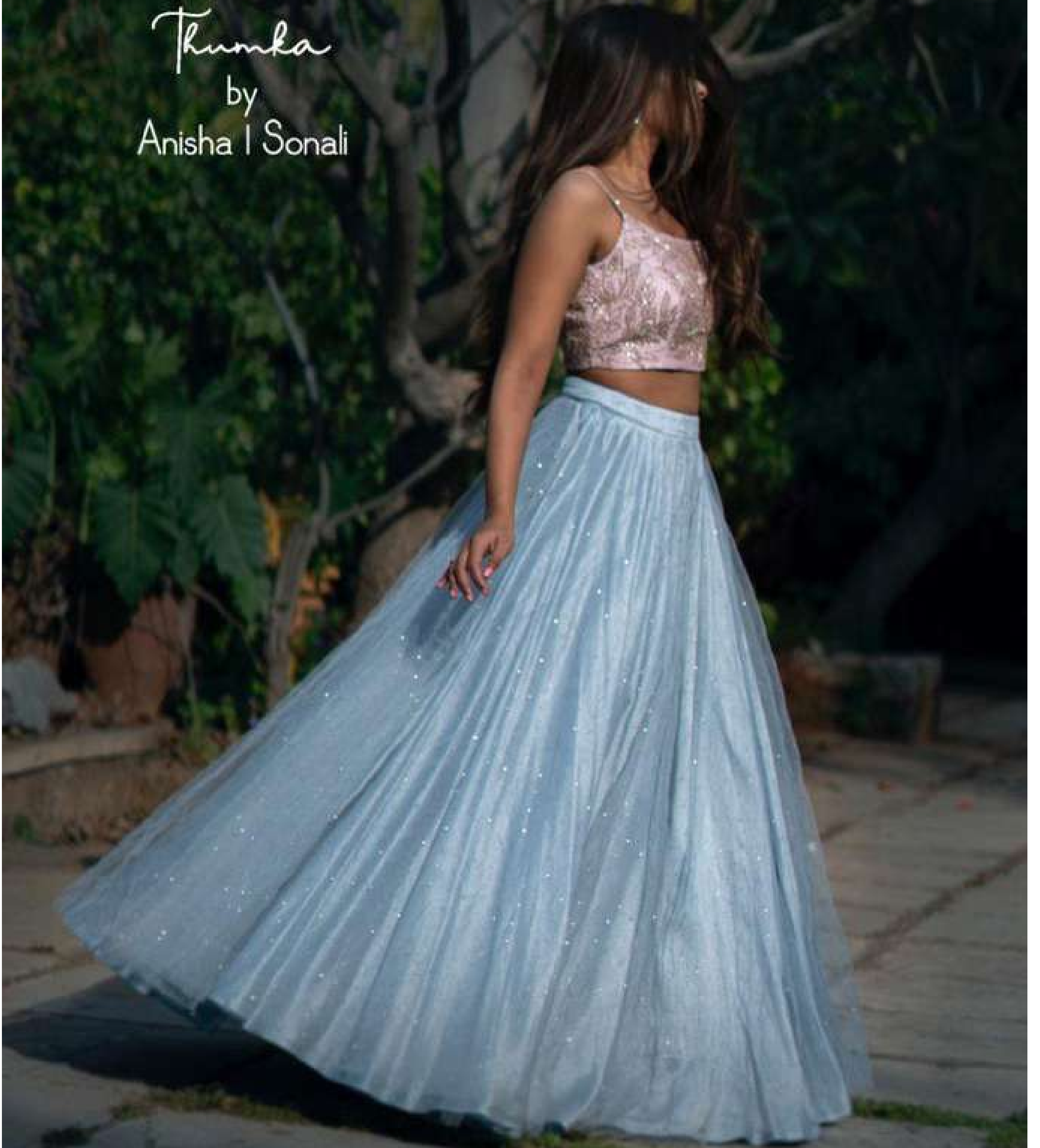
Available for men in three exotic fragrances for different occasions.

Fragrance being one such lifestyle need is dominated by international players. Due to this, there remains a fair gap between longevity, desired fragrance, and most importantly, the price in the Indian market. Upsilon, a Made-in-India perfume brand, was just introduced to meet these demands. Upsilon is more than just a bottle of perfume; it is a statement made with the highest level of delicacy in the production of fragrances. The company debuted three high-end scents for men: Wild Blue, Golden Sand, and Shooting Star. These scents have each been chosen specifically for casual occasions, athletic wear, and evening wear. They are currently available on Upsilon's official website and e-commerce platforms including Amazon and Flipkart.

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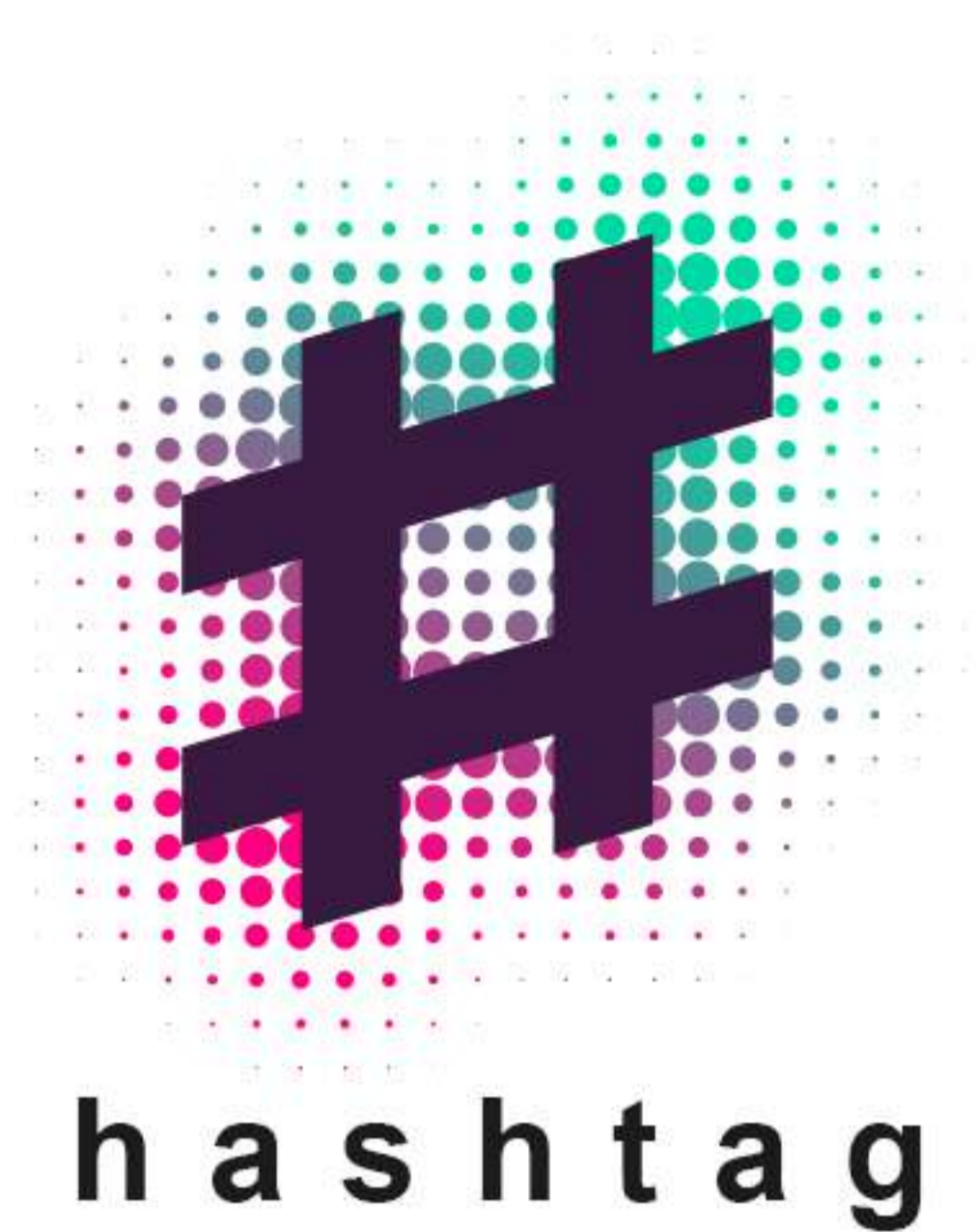


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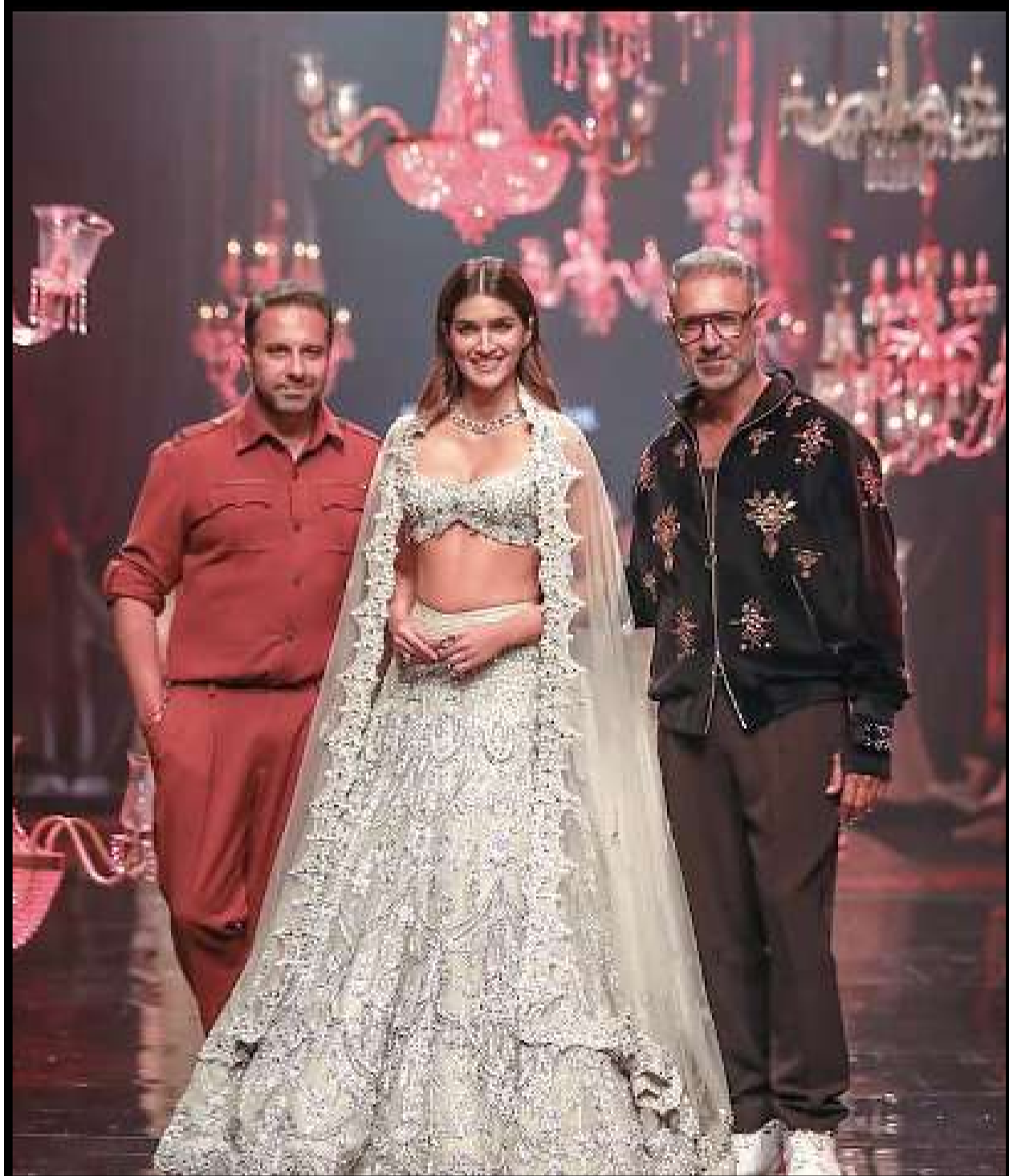
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FASHION FORWARD

WEDDING TRENDS THAT ARE IN—AND OUT FOR 2023

Wedding season is around the corner and couples are scouting for that perfect out... What's in and what's out this season? What should the bride and groom be looking at? Designers **Shantanu** and **Nikhil** in conversation with **Sinduri Vuppala** give us a glimpse of the latest trends on the horizon and talk about their two-decade journey in the fashion world.



You have completed over 20 years in the industry, how would you describe your journey so far?

Over the last few years, we have restlessly toiled around the idea of a new world, a world more progressive and inclusive, a world without any biases and boundaries. In this past decade on our journey, we have paved the way to reach a newer and bigger audience, making us more accessible, and thereby fulfilling our dream to see our brand on every global Indian. With the phenomena of the corporatization of fashion, it has given a free rein to designers to explore more and reach out to their audience in multiple ways.

We experienced intense emotions in 2020 when Maison Shantanu Nikhil marked 20 years as a brand. In addition, as the world recoiled to a new definition of normal, we brought in the 20th year with a new chapter in our journey - S&N by Shantanu Nikhil, a celebratory narrative where Indian heritage is enlivened by millennial spunk. By launching the Bridge-to-Luxury brand, we show our commitment to serving our customers better than ever.



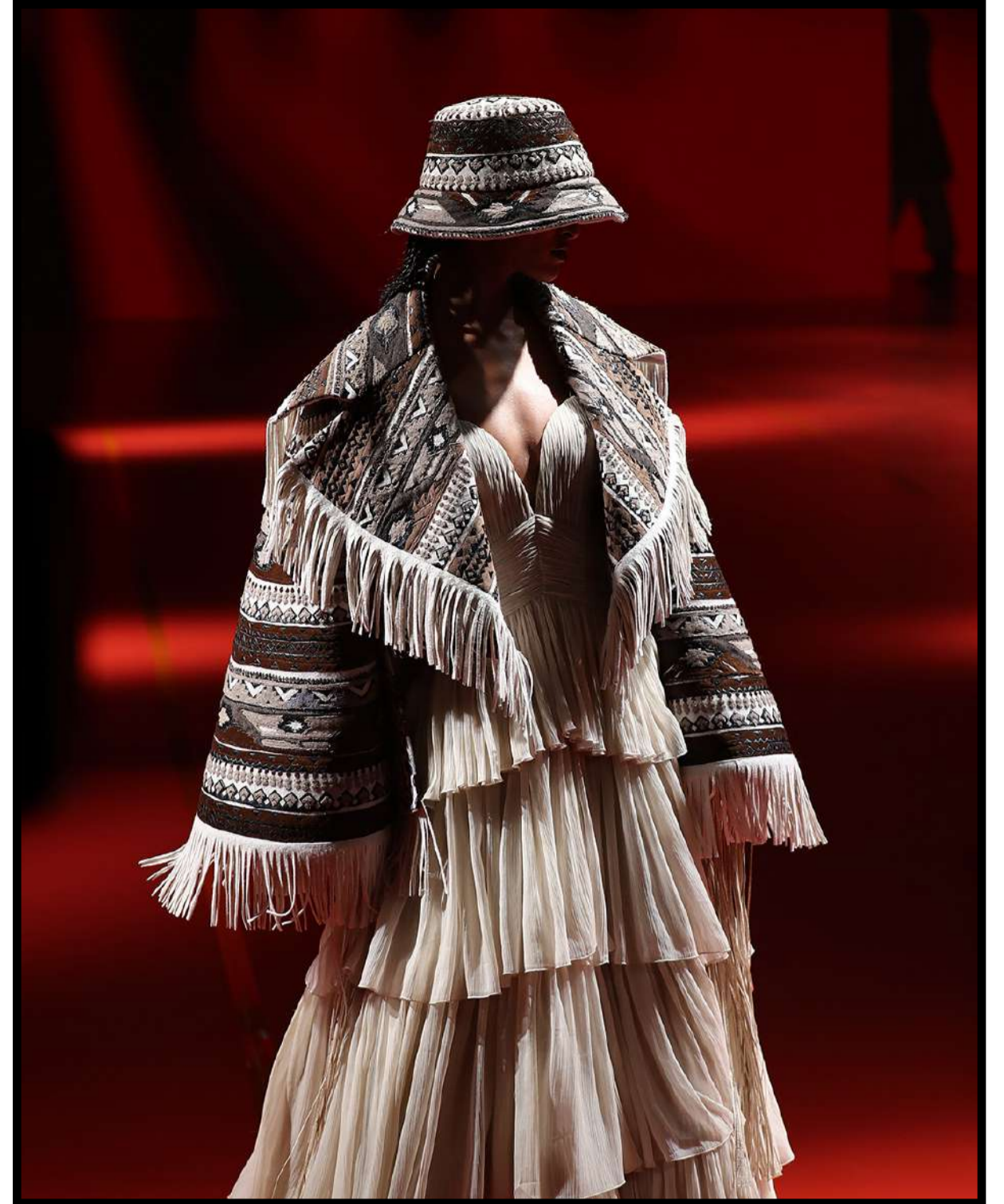
Your recent collection 'Nomad' was all about streetwear fashion, what collection are you currently working on and what's next?

2022 was a big year for us where we experimented with our own wide range of aesthetics. In March, we showcased *Nomad*, which was our anti-trend take on street couture. In October, we showcased *Capella*, which was a revisit to a Shantanu Nikhil bride and depicted the opulence an S&N bride holds. This season we are working towards an elaborate range, which stems from *Capella* aesthetics with inspiration from European architecture.



How do you manage to keep reinventing yourselves as a brand and as designers?

The deep-rooted emotion of being 'Anti-trend' within our brand gives us a sense of elasticity to continuously reinvent. Being trend-centric is market-driven, but our view is that being anti-trend is about pushing the market. We believe that disruption and innovation are the only two pillars that we as a brand stand on- from revolutionizing the millennial ceremonial wardrobe and to now carving out a new repertoire- S&N by Shantanu & Nikhil; we continue to put constant effort to stay ahead of ourselves and showcase brand resiliency.



“Millennial grooms aren't afraid to take risks”

What are the common mistakes people make while picking their wedding outfits?

People need to cater to their own likes and dislikes without letting the trends with Wedding outfit stay forever, and they should be something they can value throughout.

What is a definite no-no and must-have in a bridal wardrobe this season?

Every bride must have a decadent gown, which can be worn on numerous occasions with slight styling tweaks. Men should delve more into signature *Bandhgala* and *kurta*, and the accessories around them.

What are the three bridal trends to watch out for this 2023?

Opulence with Immaculate embroideries and rich fabrics, all decadence and rich hues of teals, blues and emeralds with deep metallic

What are the top trends for the grooms this season?

Today's grooms are daring in their choices as they move away from the obvious darker colours associated with men's clothing and toward pastel colours that were traditionally associated with women. Layered & transformative ensembles that go from a regal look to a more relaxed one are popular grooms wear. For instance, styling the Sherwani with a *dupatta* and a *Kamar-bandh* over an embellished drape *kurta* for the wedding processions and later switching to just the *kurta* for an eased-out after-party is something that grooms are looking at right now. Men aren't far behind in donning jewels underneath their ensemble these days, and we feel like the trend is here to stay. The choice of opulent gems and brooches worn by millennial grooms reflects their willingness to take chances.

Important tips to plan an entire wedding trousseau?

The bridal trousseau is such a sentimental item that, when used again, evokes so many memories. It should be filled with pieces that you can go back to and relive your memories in. Remember the importance of classics and pay close attention to the details. The classics you purchase today will become family heirlooms in the future.

Rapid fire-

The perfect outfit/ style for a pre-wedding ceremony?

Fitted gowns for women and draped sherwani for men.

The popular colours this season?

European pastels with metallic tonality.

Fabrics and materials that are trending?

Ranbir Kapoor, Ranveer Singh, Alia Bhatt Innovations in woollen and silk blends especially for menswear. Huge upsurge in the Indian loom industry considering the technology we have now.

Finally, how to pick the right jewellery to complete the ensemble?

Compliment the tonality of the ensemble with jewellery.

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HEALTH & WELLNESS

Are you
getting
enough
Vitamin D?

Do you know what causes low vitamin D and how to prevent a lack of this essential nutrient? Nutritionist Sakshi Singh, lists seven reasons why your Vitamin D levels are low.

7 REASONS WHY YOUR VITAMIN D LEVELS ARE LOW

In addition to many other health problems, low vitamin D levels may raise the risk of osteoporosis, fractures, loss of bone density, and rickets. Numerous scientists are looking at the relationship between vitamin D and autoimmune disorders like multiple sclerosis and diseases including diabetes, high blood pressure, and cancer. Low vitamin D levels can be caused by a variety of factors, including inadequate sunlight exposure, old age, and chronic kidney disease

The reference range for Vitamin D deficiency varies, but many consider 20 ng/mL to be deficient. Many studies, however, suggest that a more optimal level is around 60 mg/mL. Low levels of vitamin D can be caused by a variety of things, including inadequate sun exposure, advanced age, and chronic renal illness. Vitamin D deficiency has become more prevalent recently. It is less readily available in foods, and people do not get enough sunlight. Sunlight exposure in the early morning, before 8 am, aids in the production of vitamin D. Unfortunately, people don't have much sun exposure because of their busy schedules. Some patients have chronic renal disease, which prevents the body from producing the active form of vitamin D. Increased consumption of vitamin D-rich meals each day helps control vitamin D levels. Keep in mind that most meals do not provide enough vitamin D on their own to meet daily recommendations. To ensure that vitamin D is absorbed into the bone tissue, adequate physical activity is necessary. When we are not exposed to sunlight, our bodies are unable to produce enough vitamin D3.

A sulphur shortage could also result from avoiding foods like broccoli, eggs, nuts, seeds, and legumes, which are sources of the mineral. When your skin is exposed to sunlight, your body produces cholesterol. It's also found in some foods, such as fatty fish and fortified dairy products, but getting enough from diet alone is difficult.



The recommended daily intake (RDI) is typically 400-800 IU, but many experts believe you should get even more. Vitamin D deficiency is widespread. It is estimated that approximately 1 billion people around the world have low levels of the vitamin in their blood.



Signs of Vitamin D deficiency:-

There are many symptoms of vitamin D deficiency, and many of them overlap with symptoms of other major diseases. Only a proper blood test or a few other important tests, such as a calcium and phosphate level test, can help your doctor determine vitamin D deficiency. Furthermore, there are several symptoms of this deficiency, which are as follows:



- **Aching Muscles:-** It is one of the most significant signs because vitamin D aids in the absorption of calcium, and calcium aids in the maintenance of bone strength. This, in turn, affects the strength, flexibility, and mobility of your bones. As a result, bones may become achy and weak.
- **Binge Eating:-** People today are addicted to new patterns, lifestyle changes, and technological advancements. Binge eating frequently leads to impaired tendencies and may cause the lack of Vitamin D or any other nutrient.
- **Painful Bones:-** Because of its relationship with calcium and phosphate, vitamin D helps maintain bone strength, as previously discussed. The bones may weaken, causing pain, cracking noises, problems bending, standing, or doing any activity, or affecting how your joints work.
- **Fatigue:-** Vitamin D is essential for cell metabolism, meaning its deficiency can make you sleep for long and tired for no reason. It can also make it difficult for you to carry out your daily activities.
- **Low moods:-** Vitamin D is important for brain health and neurotransmitter production, and deficiency has been linked to depression, anxiety, dementia, and other cognitive disorders.



- **Heart Problems:-** A lack of vitamin D has been linked to an increased risk of heart and cardiovascular diseases such as high blood pressure and stroke.
- **Reduced cognitive function:-** Vitamin D has neuroprotective properties, and is involved in nerve function preservation, and a lack of it has been linked to cognitive diseases such as dementia.
- **Depression:-** A depressed mood could also indicate a vitamin D deficiency. Researchers have linked vitamin D deficiency to depression, particularly in older adults, in review studies. In one study, 65% of observational studies discovered a link between low blood levels and depression. However, the researchers who reviewed the studies noted that vitamin D dosages in controlled studies were frequently very low.



7 Common Risk factors of Vitamin D deficiency -

- Having dark skin.
- Being elderly.
- Being overweight or obese.
- Not eating much fish or dairy.
- Always using sunscreen when going out.
- Staying indoors.
- People who live close to the equator and receive a lot of sunlight have a lower risk of vitamin D deficiency because their skin produces enough vitamin D to meet bodily needs.



The bottom line:-

Fixing your deficiency is simple and can have significant health benefits. Vitamin D deficiency is extremely common, and the majority of people are unaware of it. This is because the symptoms are frequently subtle and non-specific, making it difficult to determine whether they are caused by low vitamin D levels or something else. If you suspect you have a deficiency, consult with your doctor and have your blood levels checked. Fortunately, vitamin D deficiency is usually simple to correct. Increase your sun exposure, eat more vitamin-D-rich foods like fatty fish or fortified dairy products, or take a vitamin D supplement.



VIBRANT 

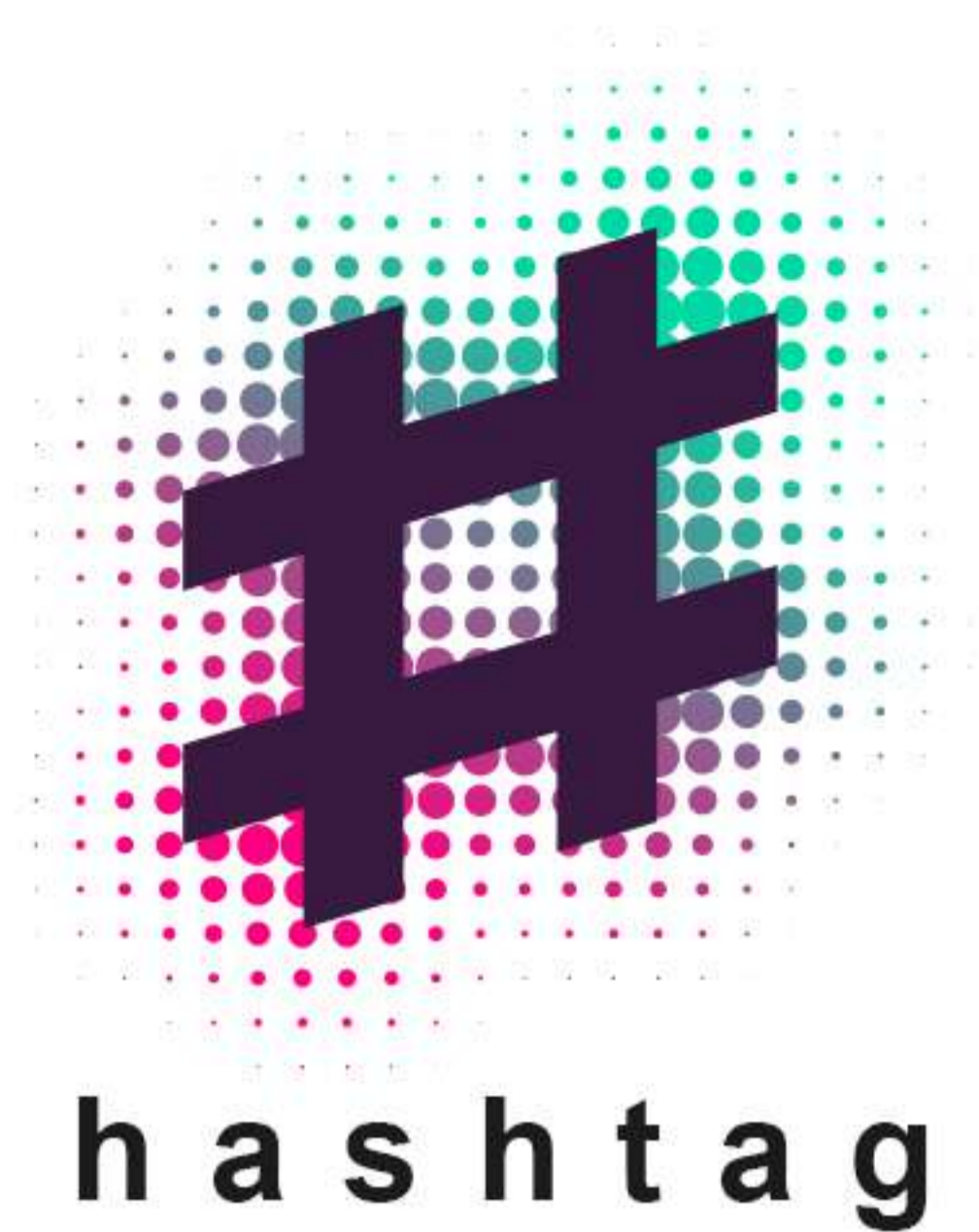


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AUTO & TECH

Upcoming

ELECTRIC VEHICLES IN 2023

2023 will be a great year for Indian automobile companies because people are showing interest in electric vehicles. With hikes in fuel prices and government-given subsidies towards EVs, automobile companies have lined up a new series of upcoming new electric vehicles that will be launched in 2023-2024. These are some of the most popular electric vehicles and their features



1) *Tata Tiago EV*

Tata Tiago EV is one of the most affordable cars in the country. It is the third electric vehicle from Tata Motors. The new car comes with an electric hatch with two options are 19.2kWh battery with a range of 250 kms and a 24kWh battery with a range of 315 kms on a single charge. Tata Tiago EV can pick up speed from 0-60kmph in just 5.1 seconds.



Expected Price: **Rs 8.5 lakhs- 11.79 lakhs.**
Expected launch date: **January 2023.**



Expected Price: **Rs 9-13 lakhs.**
Expected launch date: **January 2023.**

3) *Citroen C3 EV*

Citroen C3 EV is an amazing EV car and it will come under the brand's c-cubed program. The car will be designed on Citroen's CMP platform. The new car will include a 50kWh battery pack that delivers 350 km on a full charge. Citroen C3 EV features are quite similar to petrol-powered C3. It will come with a digital instrument cluster, a 10.2-inch touchscreen system, wireless Apple car play, and Android Auto connectivity.



Expected Price: **Rs 60 lakhs.**
Expected launch date: **January 2023.**

4) *Skoda ENYAQ IV EV*

Skoda company is all set to launch its first electric SUV named ENYAQ IV in 2023. The new car is spacious with a comfortable interior, and beautiful exterior design. The battery capacity of this upcoming vehicle is 55Kwh with a range of 420 kms on a single charge. The car can pick up the speed from 0-100 kmph in just 6.9 seconds. The car comes with a larger touchscreen system with wireless Apple Car Play and Android Auto, and wireless charging.

2) *Mahindra XUV 400*

Mahindra & Mahindra's upcoming car XUV400 is set to be launched in 2023. The new EV car comes with a battery pack paired with an electric motor. The claimed range of the Mahindra XUV 400 is 456 kms on a single charge and it supports up to 50kw fast charging. The car will be available in three variants that are Base, EP, and EL.



Expected Price: **Rs 14-16 lakhs.**
Expected launch date: **19th January 2023**

5) Hyundai KONA Electric

Hyundai KONA Electric is the upgraded variation of the on-road Kona electric car. It is a flexible all-electric SUV that provides higher acceleration of 0-100 km/per hour in just 9.7 seconds. It is available with the Automatic transmission, and it comes with a five-seater and has 10-way power adjustable driver's seat. The battery capacity of 39.2kWh and the approximate time for full charging is 6 hours 10 mins.



Expected Price: **Rs 23-24 lakhs.**
Expected launch date: **January 2023.**



Expected Price: **Rs 10-15 lakhs.**
Expected launch date: **March 2023.**

7) MG Air EV

The British Automaker company MG has announced its two-door compact car. The new car will be showcased at the upcoming 2023 Auto Expo. The tiny SUV car is just 2.9 meters long with a battery capacity of 20-25kWh. The car offers a range of 100-200 kms on a full charge with a max power of 40bhp.

6) Volkswagen ID.4 GT

The German-based company Volkswagen is planning to launch its first electric SUV Car that is Volkswagen ID4 GT in India. The new car will be based on MEB architecture and comes with two variants that are 52kWh with a 346 kms range and 77kWh with a 517 kms range. The fast charging speeds of up to 125kW can add a 320 km range in just 30 minutes.



Expected Price: **Rs 50-60 lakhs.**
Expected launch date: **June 2023.**



Expected Price: **Rs 45-55 lakhs.**
Expected launch date: **March 2023**

8) Ioniq 5

Hyundai India will showcase its upcoming EV car that is Ioniq 5 at the 2023 Auto Expo. The car has a distinctive design with rapid fast charging capability. The Hyundai Ioniq 5 picks up the speed from 0 to 60 kmph in just 5.2 seconds. The car comes with a standard 57kWh battery with an estimated range of 220 miles, a 77.4kWh battery with a range of 266 miles with dual motors, and 303 miles with a single motor.



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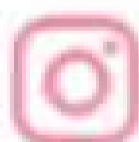



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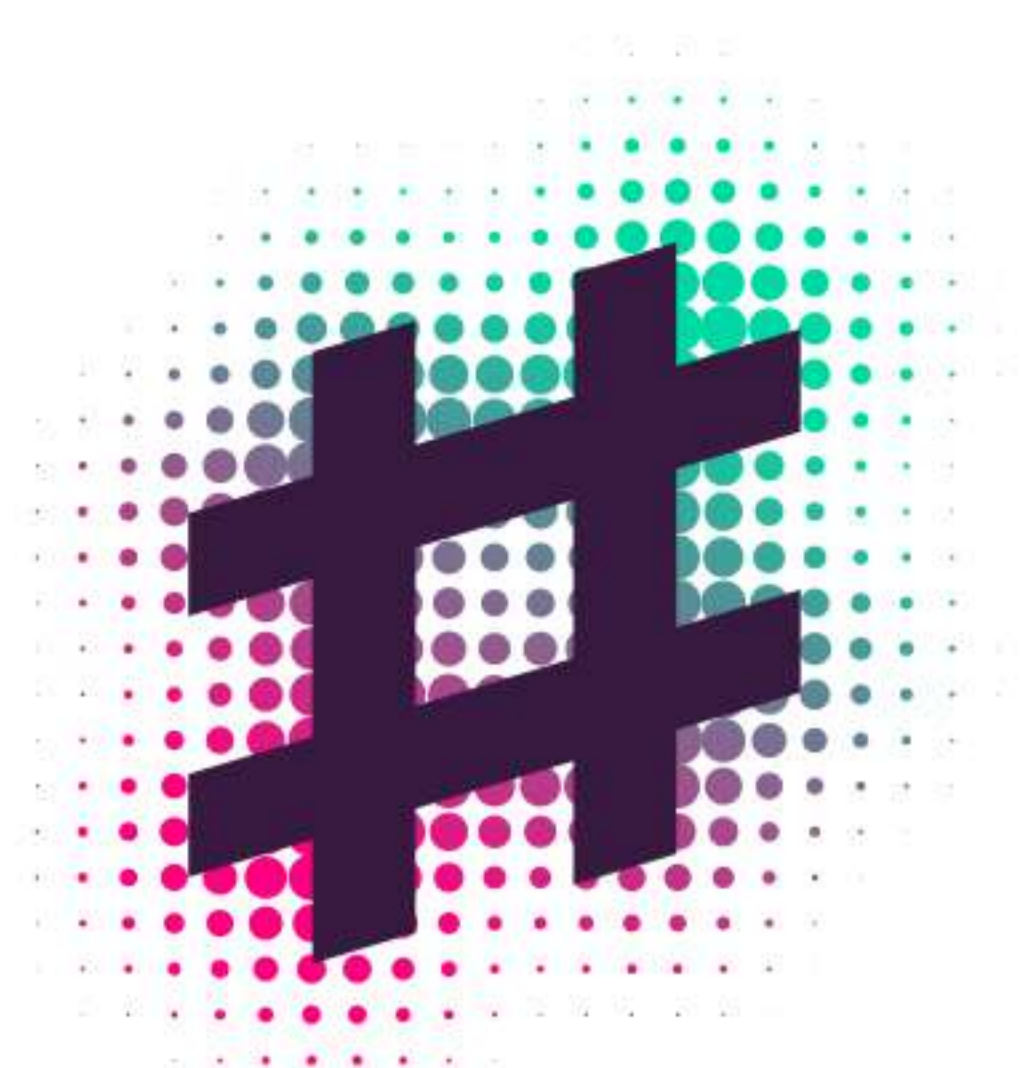
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h a s h t a g



PETS



BEST GROOMING TOOLS

Dogs can be naughty sometimes, they spend some extra time playing outside, and then show up covered in dirt and mud all over their body. It is not always possible to take your dog to a grooming station. That is why as a dog owner, you should know the basics of dog grooming. If you are a beginner, grooming may look challenging. By dedicating some time and a little effort you can take care of your dog's grooming needs with ease. Grooming regularly helps to maintain a healthy, happy, and clean pet.

1) Grooming Brush

A grooming brush is one of the most essential tools. It helps you to brush hair, and get rid of tangles and mats. The tool also promotes hair growth and makes your dog's hair look nice, shiny, and well-groomed. That is why choosing the right brush is very important because every dog has a different type of fur coat.



2) Wipes

Bathing your dog every time they get dirty can be a lot of work and effort. That is why dog wipes are important to keep them neat and clean. Wipes allow you to keep your dog clean without giving them a full-fledged bath. They are gentle, and effective and allow you to clean your dog instantly.

3) Shampoo

Regular bathing and shampoo are essential to keep your dog healthy and neat. Choose a shampoo for dogs that is made of natural ingredients. Sometimes, the owners think that they can use human shampoos on dogs.

It is not safe to use human shampoos on your dogs because it makes your dog vulnerable to parasites, and viruses, and makes their skin feel dry which can lead to repeated scratching. That is why always buy dog shampoos that are helpful to remove lice and make your dog's coat glossy and tough.





4) Nail Clippers

One of the important aspects of dog grooming is nail cutting. Long nails can hurt others and sometimes leads to infections as well. Another possibility is that if the long nails break it can cause your dog serious pain. By having nail clippers at home, you can trim your dog's nails easily and make your dog look neater.

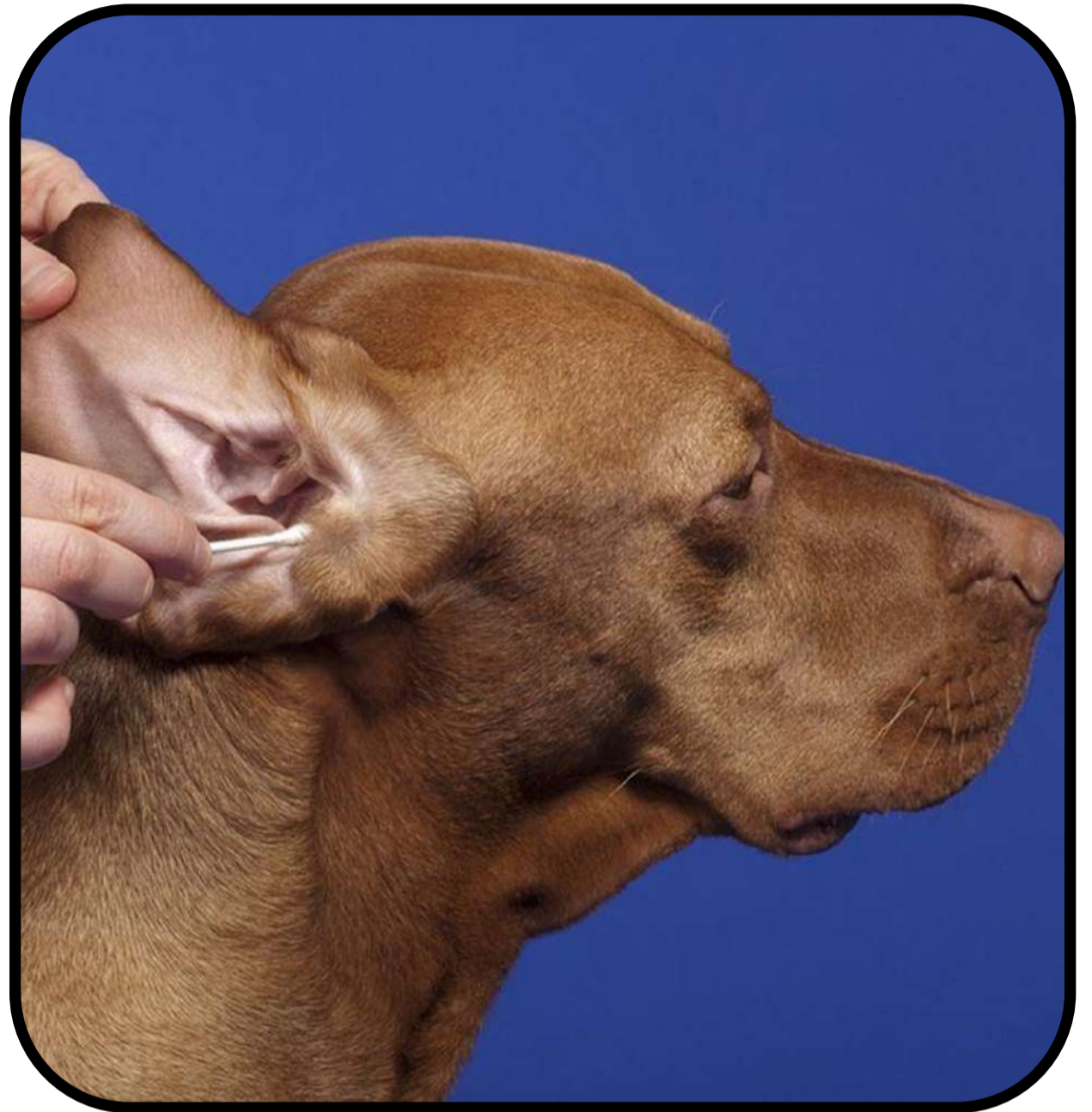


5) Hair clipper set

Hair clippers are suitable for dogs that don't shed a lot. It is one of the best dog grooming tools to have at home. Dogs with thick, double coats like Huskies, and Pomeranians don't need regular clippings. But other dogs like Poodles and Shih Tzus need to have regular haircuts to keep them tidy and reduce tangled hair. The hair clippers set comes with a cordless clipper and different blade sizes along with a comb and scissors for trimming sensitive areas.

6) Ear Cleaners

One of the important grooming to keep in mind is to clean your dog's ears regularly. An ear cleaner solution for dogs helps you to clean out the wax, and dirt from your dog's ears. Sometimes dogs might get irritated when you are cleaning their ears. To make it work, soak a cotton ball with the solution and gently move into the ear, and then move it around. Introducing this method will not irritate your dog and you can keep their ears clean.



7) Toothpaste and toothbrush

Just like humans, dogs also need good oral hygiene. Sometimes owners ignore the oral hygiene of dogs. If you ignore the dental health of your dog, it can cause a lot of problems. To maintain good dental health, frequent brushings should be done. You can purchase toothbrushes and toothpaste that are specially made for dogs. Brushing your dog's teeth once a week prevents bad breath, pain, and periodontal disease.



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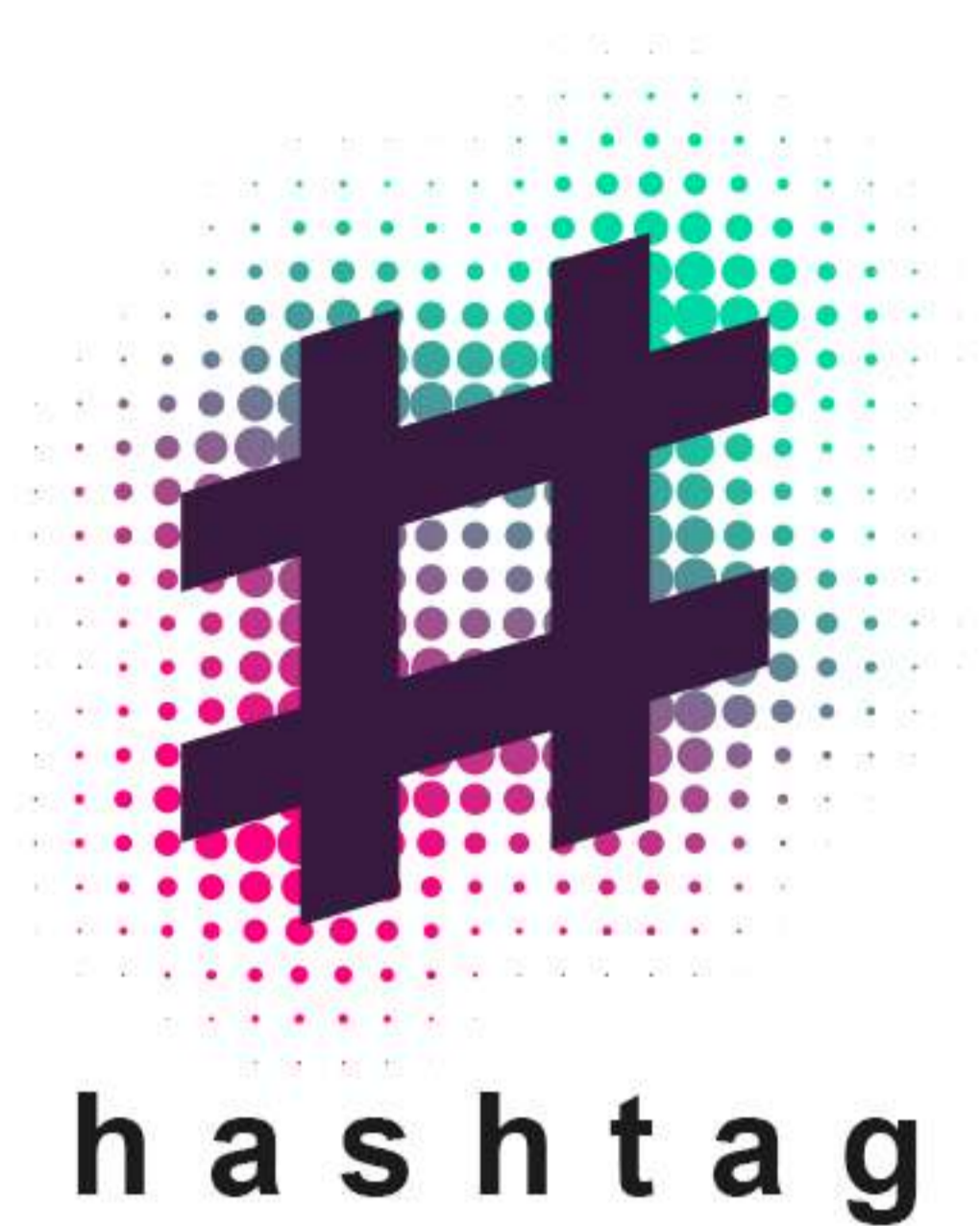


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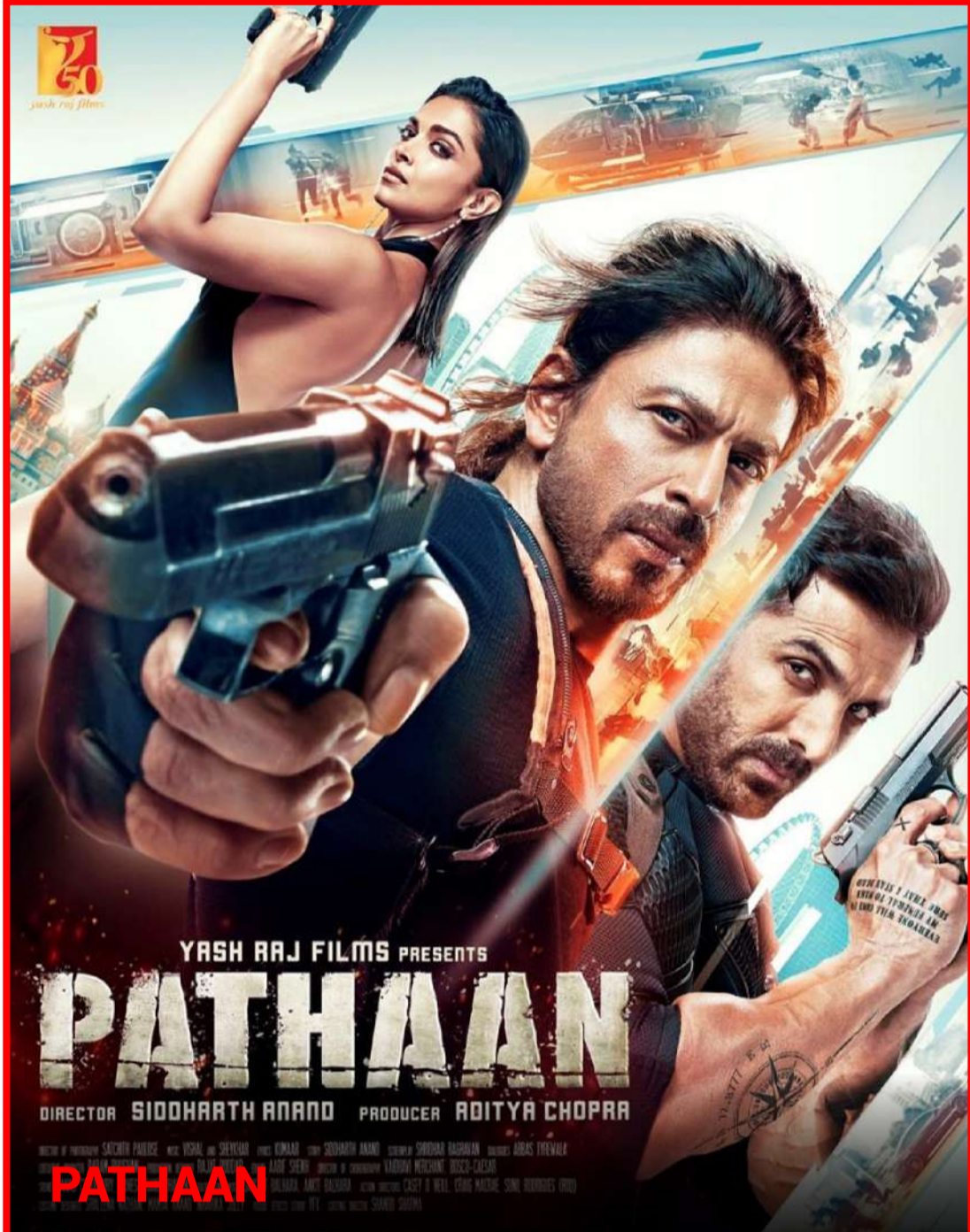


STREAMING NOW



MOST ANTICIPATED MOVIES OF 2023

Many actors and directors are set to make some great movies in 2023. From spy thrillers and horror sequels to superhero movies, the next year is going to be packed with amazing movies. Here is a list of the most anticipated movies.



The new year is going to start with a big-budget movie *Pathaan*, an upcoming Pan India action thriller movie directed by Siddarth Anand. This is the fourth instalment in the Yash Raj Films Spy Universe. *Pathaan* will mark Shah Rukh Khan's return to the big screen after four years. Salman Khan and Hrithik Roshan are confirmed to make a cameo appearance in the movie.

Cast: Shah Rukh Khan, Deepika Padukone, John Abraham, Ashutosh Rana...

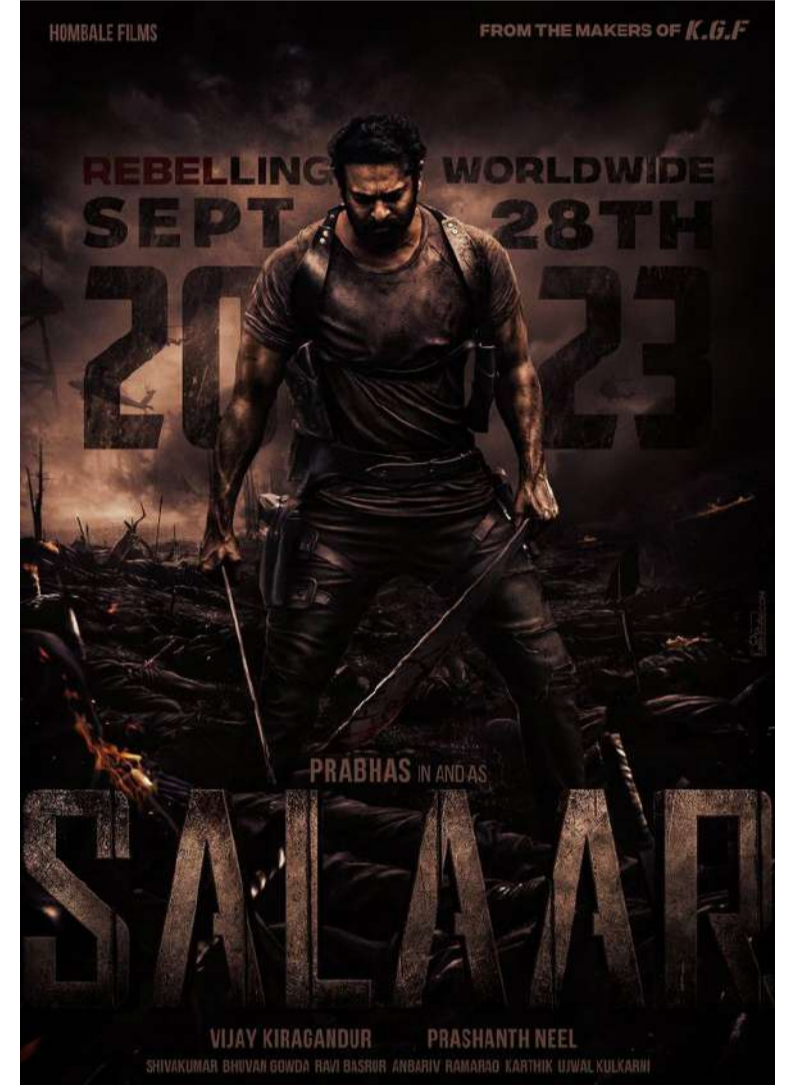
Release date: 25th January 2023

Salaar

One of the highly anticipated movies of 2023 is *Salaar*. It is an upcoming action-drama movie directed by the K.G.F fame Prashanth Neel. There will be two parts in *Salaar*, and 90% of the shooting has been completed. This is the first movie in India that is using Dark Centric Theme technology. In this movie, Prabhas will be seen playing the dual role of the father and the son.

Cast: Prabhas, Shruthi Hassan, Prithviraj Sukumaran, Jagapathi Babu.

Release date: 28th September 2023.



Guardians Of The Galaxy: Volume 3

James Gunn who is known for his action-comedy movies will be directing the third part of the *Guardians of the Galaxy* series. In this movie, the guardians will be facing a major threat and the movie will also explore the pasts of the main characters.

Cast: Chris Pratt, Dave Bautista, Zoe Saldana, Vin Diesel..

Release date: May 5th, 2023 (expected)



Ant-Man and the Wasp: Quantumania

Phase four of the Marvel movies ended with *Black Panther: Wakanda Forever*. The new phase will begin the *Quantumania*. The movie will bring the return of Paul Rudd and others reprising the role from the previous movies.

Cast: Paul Rudd, Jonathan Majors, Evangeline Lilly...

Release date: February 17th, 2023

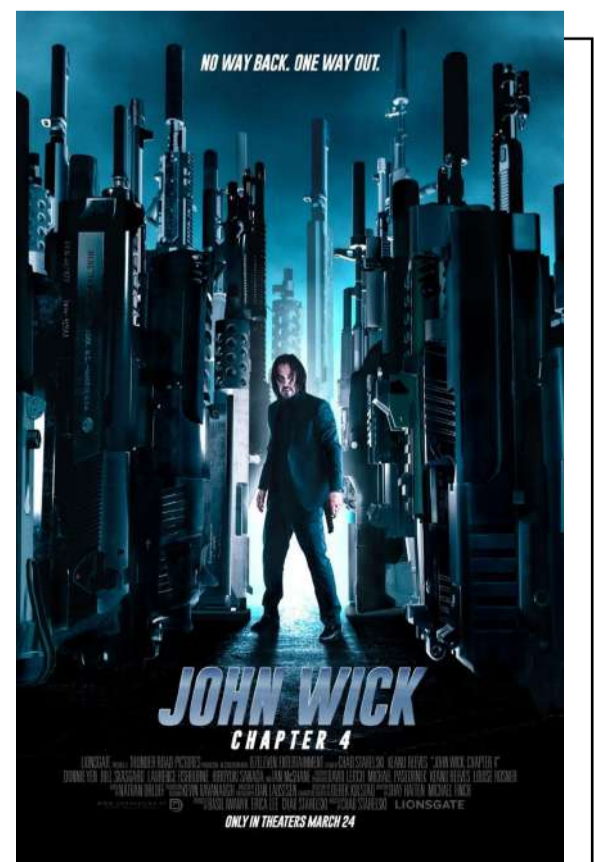


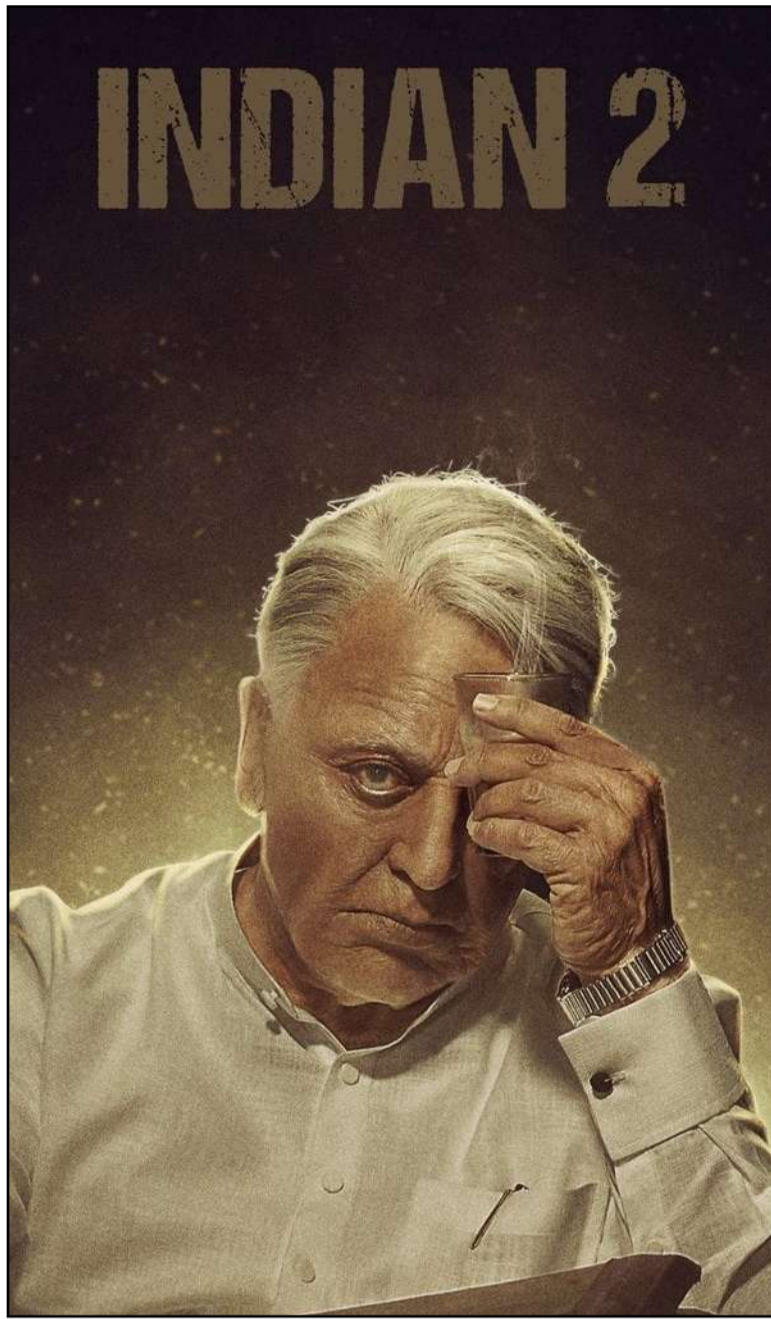
John Wick: Chapter 4

Chad Stahelski's fourth movie in the *John Wick* franchise is set to release next year. The movie will bring back Keanu Reeves, Ian McShane, and Laurence Fishburne back to the franchise. The film will be picked up from where *John Wick 3: Parabellum* left off.

Cast: Keanu Reeves, Donnie Yen, Bill Skarsgard...

Release date: March 24th, 2023(expected)





Indian 2

Director Shankar has decided to make a sequel to the 1996 blockbuster movie Indian, which was the story about an aged man who goes on a killing spree to end the corruption system. The majority of the shooting has been completed, and it is likely to release early in 2023. Kamal Hassan will be playing the lead role of Senapathy.

Cast: Kamal Hassan, Kajal Agarwal, Rakul Preet Singh..

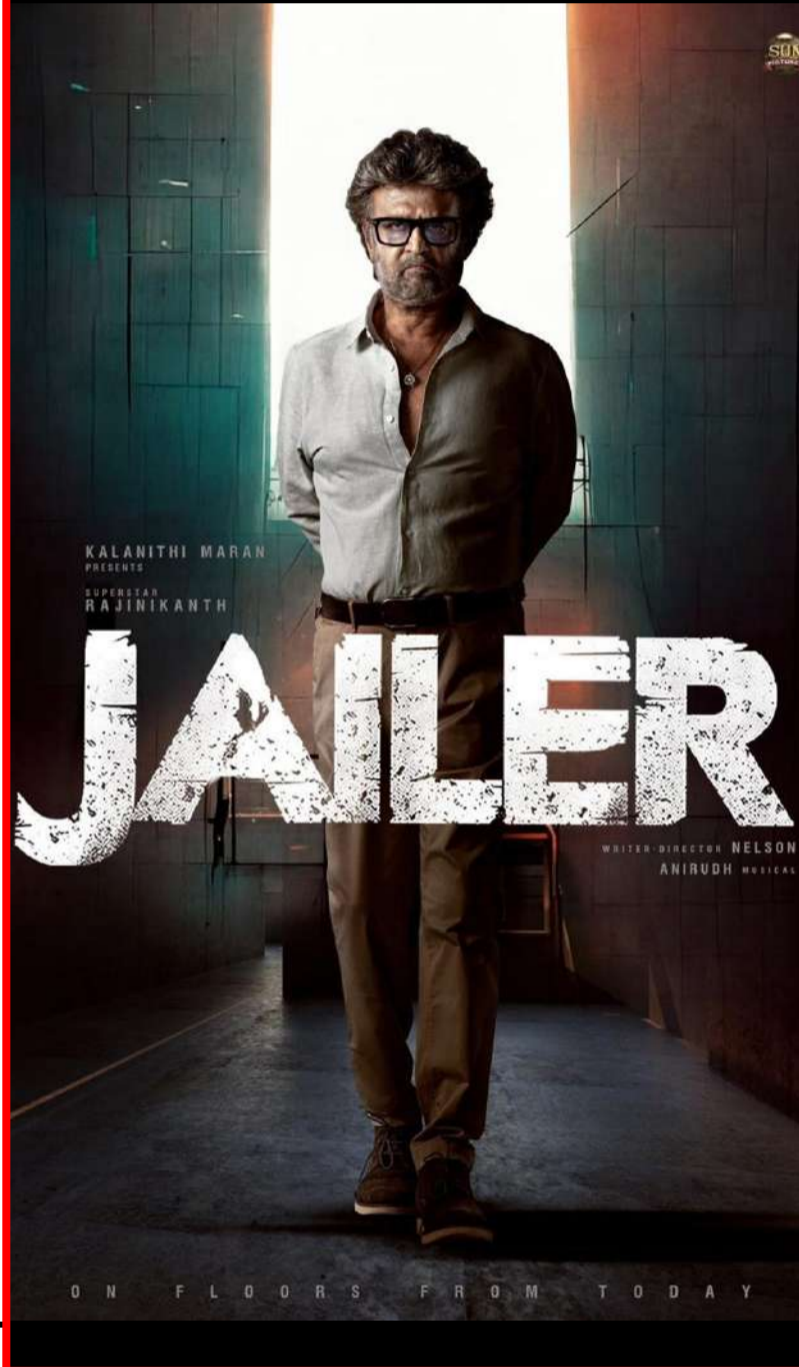
Release date: Dussehra or Diwali 2023.

Jailer

Jailer, starring superstar Rajnikanth will mark the return of the 71-year-old superstar on the silver screen after *Annaatthe*. The movie is directed by Nelson Dilipkumar, and the director recently revealed that Rajnikanth is going to have jaw-dropping action sequences in the movie that will be a treat to the fans.

Cast: Rajnikanth, Ramya Krishnan, Yogi Babu...

Release date: Later half of 2023



Oppenheimer

Christopher Nolan's reputation for making mind-bending movies like *Interstellar*, *Inception*, and *Tenet* is coming up with an adaptation of a biography on the atomic bomb inventor Robert Oppenheimer. One of the most eagerly awaited movies of 2023 is this one.

Cast: Cillian Murphy, Emily Blunt, Matt Damon...

Release date: July 23rd, 2023.

Hari Hara Veera Mallu

Powerstar Pawan Kalyan's first Pan Indian project *Hari Hara Veera Mallu* is likely to be released in early 2023. The movie is directed by Krish Jagarlamudi and will be depicting the life of legendary outlaw Veera Mallu.

Cast: Pawan Kalyan, Nidhi Agerwal, Arjun Rampal...

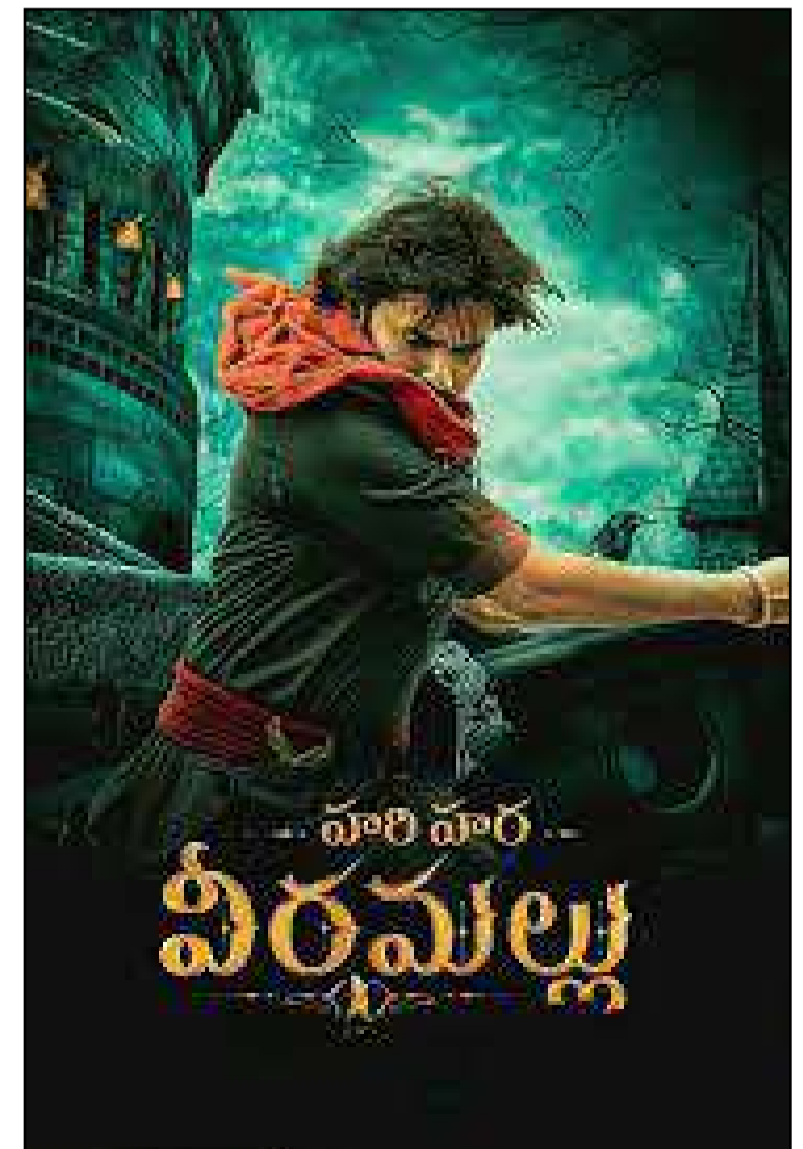
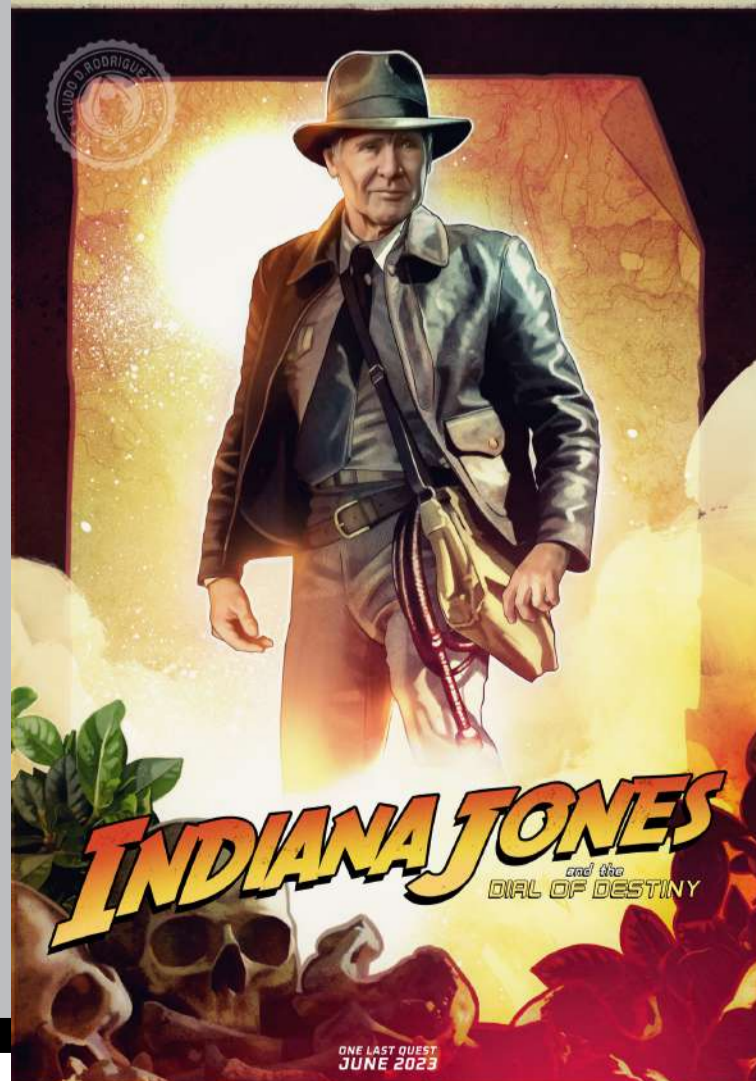
Release date: 30th March 2023.

Indiana Jones and the Dial of Destiny

The fifth instalment of the Indiana Jones franchise will be the first movie that will not be directed by Steven Spielberg. Harrison Ford, the 80-year-old actor will be returning to his iconic role as Indy for one last time. James Mangold is directing this movie, and this movie could be the last appearance of Indy on the big screen.

Cast: Harrison Ford, Mads Mikkelsen.....

Release date: 30th June 2023



Bold and Beautiful

KATRINA KAIF

In an exclusive with Lipika Varma, Katrina Kaif answered a volley of queries on the personal and professional front. This being her first interaction after marriage she humbly answered all our queries about her recently married life which she finds blissful as well.

How has life changed for you after marriage?

Yes, after marriage there have been certain changes which I have noticed. Firstly, Vicky has brought a lot of peace and stability to my life. More than anything, as a person he is fun-loving and full of *masti*, he is a person who lives life simply. I think I am a person who thinks a lot, I can easily take stress. Two opposites they say complete the picture, and it has been that way for us.

You are imbibing the Indian culture like fasting on *Karva Chauth*, and your fans loved it and you looked so beautiful.

It's very important to us, to Vicky, and to our fans. These traditions make everyone happy, including my mother-in-law and the family, while also keeping the family together. These festive days bring us together. We should respect festive occasions, celebrate with the family and make time for all festivals.

Do you discuss projects with Vicky before signing them?

We discuss everything, but it's not like he takes my permission or I take it. Professionally, we are two different individuals. We have respect for each other's professions. I believe I respect him for his work, and his choices and I think he respects who I am in my career. I have been here longer than him, but we see different things in different ways. All our discussions are very interesting and healthy for us. Simply because of the way he thinks I don't think in that direction. Sometimes you don't discuss with a person to get an answer but to share.



"Over the years in life during different times, you will have different priorities, especially as a woman."





How was it working with Vijay Sethupathi?

He is a phenomenal talent and working with him was great. He brings in a lot of ease. You can't see what he is doing and he does it effortlessly. It's a film both of us are very passionate about. Shri Ram Raghavan has always been one of my favourite director, he was on the top of my bucket list of directors. I feel very blessed to work with him.

Which movie is your favourite?

Uri and *Manmaarziya*, both these films were good. I honestly think he is a phenomenal talent, everyone feels that way.

Will we ever see Vicky and Katrina sharing the same screen space?

I always tell Vicky, *main aap ke saath kabhi kam nahi karungi*. I was reading a scene for *Merry Christmas* and I was a little stressed, should I read the lines of your co-star and keep the script on the side? I was like, oh God, if it's so I will never work with you! I prepare a lot, whereas his level of performance is ease and spontaneity, which I admire.

After marriage do you look at your priorities differently?

It's not like priorities change after getting married. Over the years in life during different times, you will have different priorities, especially as a woman. At different times you would be focusing on different things. Right now, *kyunki abhi abhi toh shaadi hui hai na*, we got married and went to work. He was shooting in Indore, so he left. I was shooting with director Sriram Raghvan for the film, *Merry Christmas* with Vijay Sethupathi. Parting immediately after marriage was tough for me. In my head, I was on my honeymoon, and wanted to spend time living together. That was the only thing we had thought of taking one month off.

Has the criteria for choosing films changed after marriage?

The criteria to choose the roles for me has nothing to do with being married. I have often asked myself, yes something has changed. I am not the same person as I was, when I worked on *Bharath*. We change as humans and as an artist, it's very important to allow that change to come into your work. Imagine if I try to repeat something, I don't believe it will be true to the audiences. I am doing a little bit of self-exploration and thinking, I don't have the answers yet, I am just observing and spend time thinking about what I should do in the future. Director Raghvan's film is an intense thriller film. But these are big-screen films, such films take a lot from you.

Is it a pan-India film?

Well, it's a Hindi and Tamil film, so you can imagine the challenges that I had. Although Tamil is not my language, but all the lines are said by me, and the full scene is performed by me.



"The criteria to choose the roles for me has nothing to do with being married."

What kind of film genre can we see both working in? Will it be romantic, comedy or thriller?

If we work together it has to be two very intriguing characters. It has to be dynamic.

Marriages are made in heaven? Do you agree Vicky and your marriage came about differently and unusually?

[Laughs] Yes, it happened unusually. We all wish that we should receive blessings and good wishes from our elders at the time of our marriage. And we received that, what more can we expect? It was solemnized with the wishes of the almighty God.



Do you have a good bond with your mother-in-law? Do you understand Punjabi?

Yes, we share a great bonding. I understand 80% of Punjabi. Akshay [Kumar] speaks Punjabi so working with him I learned Punjabi a lot. Also, we listen to Punjabi songs. Vicky's family speaks mostly in Punjabi which I understand mostly. However, sometimes I don't understand some words.

Your pictures shared on social media show the love and support for the family and the couple. Can you elaborate on what you feel?

The love and support which you can also see in the pictures we post are special and feels good for both of us. That means a lot to both of us and the family. Needless to state, we felt it during our marriage. It was a tough call. We decided to get married in the middle of the pandemic. We were again in the debate as many couples wanted to postpone their marriage. But Vicky actually, was the one to opine none of us knows what the future holds for us. God willing, everything will be done positively and will be favourable to all of us. We would have loved to have more friends, but at that time a huge gathering wasn't allowed. It was wonderful as our families felt the importance of coming together.

“We change as humans and as an artist, it's very important to allow that change to come into your work.”



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