

NEWZHUNTERS

Traditional Indian Anytime Snack Is All Set For an Italian Makeover!

Posted on **February 4, 2020** by **Sai Jatin**

NET QUANTITY: 300 g

Sumeru[®]

Desi comfort with an Italian Twist

Baked Paratha Lasagne

Veg

Layered, shredded Paratha with savoury mixed veg kheema topped with molten cheese

BAKED NOT FRIED

MICROWAVE FRIENDLY

Curated by **MANOJ PADMANABAN**
Gastronomer | Superchef | Curator

Suggested serving - for illustrative purpose only. Colour and appearance of the original product may vary from the image.



Sumeru, the leader in frozen parathas, in collaboration with the maverick chef, Manoj Padmanaban of Big Bandha, launches the Baked Paratha Lasagne

Bangalore, XX February 2020: Think of your favourite comfort food, the anytime-anywhere-anyplace-any season food that you naturally gravitate to. Bet on it, it's the paratha at least 7-8 times out of 10. The ubiquitous North Indian parathas or parotta as they refer to it in South India is a popular flatbread made of flour. The paratha is stuffed with vegetables and usually served with yoghurt and pickles or mint chutney. In South India, the parotta is a slightly different take on the North Indian variety but equally popular and go-to comfort food and mostly consumed with curry. The paratha or parotta's versatility lends itself to a perfect breakfast, lunch or snack, and dinner dish.

But the paratha or the parotta does require some effort and time to cook. With the rush-rush of work, school, working parents, students living in hostels, or young executives living in PG digs, the whole "what to cook for breakfast" or "what to pack for children's lunch box?" is stressful and a chore. Moreover, our palates are also seeking something new, exciting, different yet tasty and going beyond the traditional, to counter the sense of ennui. If this take on the traditional comfort food could actually be a meal-in-a-jiffy then it's a sure-shot winner!

Innovation Foods Limited, with its flagship Sumeru brand, India's leading food expert and frozen foods brand, is ready to serve your comfort food, but with a twist. Bringing the perfect balance between convenience, taste, pricing, nutrition and innovation is the Baked Paratha Lasagne, the creation of Manoj Padmanaban, the maverick chef and founder of this unique food brand Big Bandha, known for his exotic gastronomic pairings that have delighted the palates of food cognoscenti unfailingly.

Baked Paratha Lasagne is the perfect blend of desi comfort with an Italian twist. This is the first time that Big Bandha's fearless innovation to traditional recipes is coming together with Sumeru, a brand that is unafraid to explore new categories, bringing taste and convenience together. This delightfully different and innovative creation is made up of Shredded Paratha layered with rich chicken gravy topped with the gooey goodness of molten cheese. The vegetarian option has vegetarian keema replacing the chicken. At Rs. 149/- for the vegetarian and Rs.175/- for the non-vegetarian options, this 300 gms of mouthwatering goodness is here to elevate your breakfast, lunch, snack or dinner choices; coming as it does with a microwavable tray, all you need to do is just pop it in the microwave for 4-5 mins and heavenly baked paratha lasagne is ready to eat, whatever the occasion. Manoj Padmanaban, the creator of the Baked Paratha Lasagne says, "It's a comfort food with a twist. It goes well with your hunger. So if you're looking to satisfy your food cravings with the best parotta and curry in town but you love your lasagne too, Big Bandha and Sumeru have you covered with our unique #bakedparathalasnagne."

Given that the Ready-to-Eat (RTE) industry in India is projected to grow at a CAGR of 16% and reach \$647 million by 2023, this delicious new RTE anytime meals launched by Sumeru in collaboration with Big Bandha, is set to disrupt the Indian RTE breakfast market. Sumeru's advanced IQF (Individual Quick Frozen) technology locks in the nutrients and freshness of the ingredients and offers taste, convenience, and healthy nutrition in an affordable pack.

"At Sumeru, we are constantly thinking of creating new categories and sub-categories in foods by combining innovation and technology by ensuring great taste, nutrition and keeping affordable pricing and convenience as the core. Baked Paratha Lasagne is one more uniquely innovative product which is a perfect balance between international formats with Indian taste profiles" remarked Mithun Appaiah, CEO of Innovative Foods Limited.

Sumeru's Baked Paratha Lasagne is available in all Super Markets across top metro cities and available online at Big Backet

Indian food processing industry since 1989. IFL manufactures and markets various types of ready-to-eat vegetarian and non-vegetarian frozen food products. Sumeru also supplies its products to leading foodservice companies in India. Sumeru retails its multi-category product portfolio across the country with its presence in all major general trade, and modern trade counters, with a pan India presence which covers all tiers of cities and towns. Sumeru also exports its products to USA, UAE, Middle East, Australia where there is a large Indian ethnic population. Their manufacturing units are located at Chittoor, AP and Cochin, Kerala.

For more information, please log on to <http://www.sumeru.net/> (<http://www.sumeru.net/>)

About Manoj Padmanabhan: Manoj Padmanabhan a Chennai based maverick chef is known for churning out original recipes and conjuring up visual drama on the plate. A self-confessed foodie, Manoj's cooking skills were noticed outside his home when this gourmand started his food brand, Big Bandha in 2017. As the name resonates, his dishes are known to challenge your perception of visuals, textures and flavours. At Big Bandha innovation respects tradition and tradition does not fear innovation.

A number crunching businessman otherwise, when this chef is behind a kitchen counter he is all mystery and mischief as his creations often have elements stuffed with surprise.

Published by Sai Jatin

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