




Thursday, February 27, 2020

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## TOP NEWS

### Sumeru, Big Bandha's Padmanaban team up to launch Baked Paratha Lasagne

Friday, 07 February, 2020, 12 : 00 PM [IST]

#### Our Bureau, Bengaluru

Innovation Foods Limited, whose flagship brand, Sumeru, is a leading frozen food brand, has teamed up with Manoj Padmanaban, chef and founder, Big Bandha, to launch Baked Paratha Lasagne, 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.

The non-vegetarian version 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.

Priced at Rs. 149 for the vegetarian variant and Rs 175 for the non-vegetarian variant, this 300g snack makes for an all-day snack, coming as it does with a microwavable tray. All one needs to do is just pop it in the microwave for 4-5 minutes.

Padmanaban stated, "It is a comfort food with a twist. It goes well with your hunger. So if you are 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 (compound annual growth rate) of 16 per cent 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," stated Mithun Appaiah, chief executive officer, Innovative Foods Limited.

Sumeru's Baked Paratha Lasagne is available in all supermarkets across top metro cities and online at Big Basket.

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