

Vol 01 | Issue 04 | 01 November 2021  
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# HUES OF LIFE



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# HUES OF LIFE

Volume 1 - Issue 4 - November 2021

Editor & Publisher: Nijith Raj  
Executive Director: Sajitha Beegum  
Chief Editor: Viswanath V.  
Editorial Assistant: Maneesh T.M.  
Art Director: Kiran Mohan  
Photographer: Abhijith B.  
Correspondent: Ferzeen Banu  
Manager- Marketing: Vishnu U.



Enquires: [mail@huesoflife.online](mailto:mail@huesoflife.online)  
+91 62 388 91 885

## editor's Desk

*Dear Readers,*

Flipping through this issue, readers are gonna have a tasty and yummy reading experience as it focuses on food. "Eat to live" is an adequate need of the hour, still moderate level of experiencing the vast cuisines offered makes life happier. Always beware of what you eat.

A glimpse of Thiru-kochi cuisines, well known across the globe for its rich and spicy flavours and eateries of South and Central Kerala are prime offerings in this edition. Need for a healthy diet in today's world especially for the young generation is to be taken seriously and opting one such healthy lifestyle is advisable.

Having a knowledge about food and the way it made it to your plate must cease us from wasting it and is indeed a matter to be taken into consideration. Let's all try not to miss any opportunity to grace the hungry.

The festival of light is also regarded as festival of sweets in North and South. The variety of sweets offered is plenty to lure our taste buds but unfortunately comes with loads of calories.

Bon appétit..

Happy reading  
Nijith Raj  
Editor & CEO  
[editor@huesoflife.online](mailto:editor@huesoflife.online)  
[www.huesoflife.online](http://www.huesoflife.online)



Printed by Nijith Raj, Published by Nijith Raj on behalf of M/S Fefe Intelligent Business Solutions and Printed at S B Press Private Limited, College Lane, Statue Thiruvananthapuram, Kerala, PIN 695001 and published from 24/606, "JAYANI", Valiyakunnu, Kizhuvaram PO, Kizhuvaram-Koonthalloor Road, Thiruvananthapuram Kerala, PIN 695104. Editor- Nijith Raj.

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Responsible for selection of news under the PRB Act

Volume 1 Issue 4 of Monthly Magazine "HUES OF LIFE" printed on the 1st day of November 2021. No of Pages - 44 Price - INR 100

RNI REFERENCE NO 1358516 | TITLE CODE KERENG02661



Costume Designer  
@smruthysimon

Assistant Designer  
@lalithababu

Styling  
@amareeshsajeevan

Makeup @soumya Gosh  
@butterfly\_makeover11421

Location  
@Parayil tharavad Thrissur

DOP  
@Abhishek c jayaprakash

Photography  
@Babitha baby

Assistant photography  
@Pranav prasad

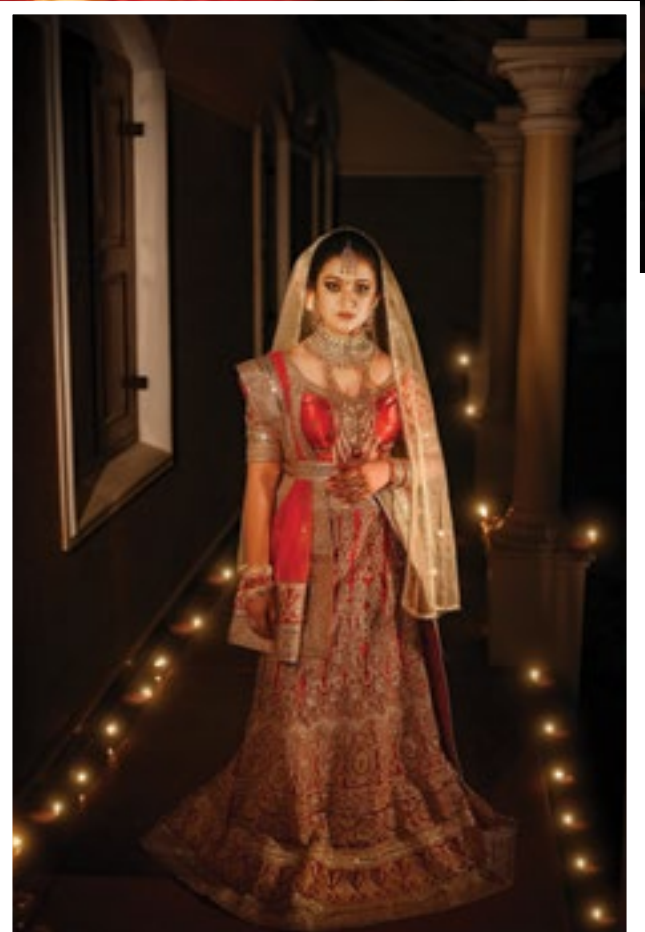
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@Krishnaraj

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@Sravana\_tn, Dr. Aiswarya k, Gayathri c ramesh

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# HEALTHY DIET FOR HEALTHY LIVING

FERZEEN BANU



“

*To keep us alive is our body's mission. This can be done by supplying our body the nutrients it needs, so as to feel great every day and live healthy. Eating a healthy diet makes a big impact on peoples' lives.*

”

**D**ietary habits change over time, being influenced by many economic and social factors that interact in a mingled manner to shape individual nourishment patterns. Income, food prices (affecting availability and affordability of healthy foods), individual preferences and beliefs are some of the factors. Opting for healthy food choices have not only physical but also mental health benefits and of course have an impact in the wellbeing of an individual.

To keep us alive is our body's mission. This can be done by supplying our body the nutrients it needs, so as to feel great every day and live healthy. Eating a healthy diet makes a big impact on peoples' lives. One way to go healthy is to eat foods in moderation which include saturated fats that become solid at room temperature and also sodium, added sugars, red meats, carbonated drinks and processed cheeses.

The basic things and classes of nutrients the body needs are as follows:-

Carbohydrates – People have been left confused with the idea that 'carbs are bad' and their importance for our health. Not all carbs are the same. It's the type, quality and quantity of carbohydrates in our diet that plays the role. Carbohydrates are 1 of 3 macronutrients found in food & fat and proteins are probably others. Sugar, starch and fiber are 3 types of carbohydrates. Sugars that are added to food or drinks, biscuits, chocolate, fizzy drinks are all free sugar. Free sugars should not make up more than 5% of the energy we get from food and drink each day. Sugary foods such as sweets, cakes, chocolates, etc. are always to be cut down. Stating an example of a can of cola which have as much as 9 cubes of sugar which is more than recommended daily limit for adults would be understandable. Milk, fruits and veggies contain naturally occurring sugar, which we do not need to cut down. So opting a sliced banana or fruit spread on a toast instead of high sugar jam or chocolate spread is much better. Dry fruits and berries are all good options.

Starchy foods such as rice, cereals, and grains provide slow and steady release



of energy throughout the day. Whole grain foods are made with minimally processed whole grains. The less processed the grains, the much better. Good sources of fiber include bread, fruits and vegetables, pulses etc. Beans like black beans, chickpeas and kidney beans make a humble superfood loaded with protein and fiber. Undigested fiber helps other food and waste products to move through the gut. Fiber can keep our bowel healthy and helps to feel full. Wholegrain starchy foods eaten with their skin on is a good choice for losing weight. Some fibers also help to reduce the amount of cholesterol in our blood. Rice and grains give us energy, are low in fat and good value for money. Cooked rice and grains left standing at room temperature, produce toxins and make us sick and often leads to diarrhea. Reheating food will not get rid of these toxins. It is therefore best to serve rice and grains as soon as they have been cooked. When starchy foods like potatoes and bread are cooked for long periods at high temperature such as when baking, frying, grilling, a chemical called acrylamide is created which in fact can even cause cancer. Eating plenty of fiber can help us lower risk of heart disease, stroke, type 2 diabetes and

bowel cancer. Most prepacked food have a nutrition label on the side or back of the packaging which often gives us a guide about the dietary fiber it contains.

Carbohydrates are in fact our body's first source of energy. Secondly the types of fat we eat matters the most. Choosing foods with healthy unsaturated fats (such as fish, nuts, seed, healthy oils from plants) should be done regularly and avoid foods high in saturated fats and unhealthy trans-fat. Our body needs some fat from food to help absorb vitamins and minerals, build cell membranes, etc. Good fats and bad fats are present along with saturated fat that fall somewhere in the middle. The only thing that makes one fat different from another is the shape and length of the carbon chain and number of hydrogen atoms connected to carbon atoms. Keeping in mind, trans-fat as the worst type of dietary fat, it's a byproduct of hydrogenation which is used to turn healthy oils to solids and preventing the formation of rancid. Trans-fats are now banned in US and many other countries as food makers learned new ways to use partially-hydrogenated vegetable oils. Foods rich in trans-fat can cause increased LDL cholesterol



in our bloodstream, and also create inflammation, leading to heart disease, stroke and other chronic conditions. It is always good to replace saturated fat with polyunsaturated fats like vegetable oils to reduce the risk of heart diseases.

As per studies dating back to 1960's conducted in seven countries, Greece and other part of Mediterranean region enjoyed low rate of heart disease despite a high-fat diet. The main fat in their diet, was indeed olive oil, which contains monounsaturated fat, and was not the animal fat common in countries with higher rates of heart disease. This finding produced a surge of interest in olive oil and the 'Mediterranean diet', regarded as a healthy choice today. Consuming fatty fish such as salmon, mackerel and sardines produce good source of omega-3 fatty acid which may help prevent stroke, lower blood pressure and also prevent lethal heart rhythms from rising.

Fruits and vegetables are also to be considered important part of our daily diet since they prove to be naturally good and contain vitamins and minerals.

It's always said –

### **A serve of vegetables can be**

- One cup of green leafy or raw salad vegetables
- Half-a-cup of cooked green or orange vegetables (broccoli, beans, spinach, carrots or pumpkin)
- Cooked, canned beans, lentils preferably with no added salt

### **A serve of fruit is**

- About one medium piece of an apple, banana, orange or pear
- Two small pieces of kiwi fruits, apricots or plums
- One cup canned or diced fruit with no added sugar.

### **Or occasionally,**

- Half cup of fruit juice with no added sugar
- 30g dried fruit (for example 4 dried apricot halves, 1.5 tablespoons of golden raisins)

Regular eating of dried fruits is not recommended as its high in kilojoules, can stick to the teeth and can cause tooth decay. Similarly, fruit juices also to be taken occasionally, as it can cause dental erosion in case of increased intake. It's always important to remember fruit juices does not contain same amount of nutrients as fresh fruit. It contains a lot of added sugars which are not necessarily good for your health.

Fruits and veggies provide us with vitamin A, C, E, magnesium, zinc, phosphorous and folic acid. They are also low in fat and sugar. High intake of fruits and veggies can help us to reduce obesity and maintain a healthy weight. Potatoes and French fries don't count as vegetables because of their negative impact on blood sugar. Nowadays, people seem to face a lot of overeating issues, which many do, thinking they can afford to do so. In fact, people are forgetting that the above class of people could save a great more food than they can save by missing one meal per week and at the same time they could improve their health. A heavy meal at night, the

so called dinner is the fashion with many and often taken shortly before retiring. It seems to be unnecessary and could be forgone, not only once a week but daily without loss of strength. Three to five hours are needed to digest the food. While sleeping, this food not being required to give energy for work, is in many cases converted into excess fat, giving rise to overweight. The evening meal should be light, taken 3-4 hours before sleeping. This indeed prevents overeating, conserves energy and also reduces the cost of food. Things which may be very good when only done from time to time, tend to become very harmful when done too often and too much.

A drink of water and a serve of fruit is always natural and health procuring. As we all know drinking water does more than just quench our thirst. Nearly all our body's major systems depend on water to stay hydrate, function and survive. Thereby making water an essential part of our diet. We lose water everyday through our breath, perspiration, urine and bowel movements which is why it is important to continue taking water throughout the day in order to make our body function at its best. Water being main component of saliva, is essential for breaking down solid food and keep our mouth healthy. Not having enough water can cause dehydration since water is imperative to so many bodily functions.

According to the National Academies of Sciences, general water intake that meet most people's needs are -

- About 15.5 cups of water each day for men
- About 11.5 cups daily for women

People tend to take 20% of their daily water intake from food. The rest is depended on drinking water and water-based beverages. Drinking fluids doesn't take alcohol into consideration as people often consume it almost in all cold climates. Alcohol is not necessary in any way to anybody. Its regular use, even in small quantities, tends to cause mischief in many ways to various organs of the



body affecting the liver, weakening the mental power and lessens the general energy of the body. Therefore, consumption of alcohol, even if it's a fluid type is complete negative aspect if we take healthy diet into consideration. However, it is not good to risk our health just to satisfy our taste buds.

Protein is also a critical part of the processes that fuel our energy and carry oxygen throughout our body in our blood. Antibodies made by proteins also helps in fighting off infections and illness, helping to keep cells healthy and create new ones. Fish, poultry, lean beef or pork, eggs are high quality sources of protein. As we stated before, it is important to be mindful of the amount of intake in diet. Anything in excess is harmful. Limit the amount of protein that we get from processed meats. High amounts of proteins and fats while limiting carbs seem to work primarily only in short-term for some weight loss programs. People won't stick with a type of eating plan over a long period of time. Focusing just on protein and fat can also lead to unhealthy side effects such as fatigue, dizziness, headaches, constipation and so on.

Junk foods just give the satisfaction of feeling full and nothing else. Moreover,

we may also get digestive problems along with irregularity of blood sugar levels. On the other hand, healthy food contains right amount of nutrients which enhances our immunity system. In short, foods that are at a cost to health - which are hard to pay - may seem more tempting and appealing. Whereas a healthy diet helps us to maintain strength and vigor. Furthermore, healthy food is very delicious as opposed to popular thinking. Exercise alone does not do anything for anyone who want to maintain a healthy lifestyle. So, a heart-healthy diet improves the overall health. Striving for a longer and healthier life brings out the best in everyone.

Promotion of a healthy food environment including food system that promote a diversified, balanced and healthy diet is equally important. The above could be supported by establishing standards to foster healthy dietary practices through ensuring the availability of healthy, nutritious, safe and affordable foods in pre-schools, other public work places, institutions, etc.

A promising perspective can lead to happiness and benefit the general life satisfaction, across a broad range of life spans.



# HEALTHY FOODS & SPICES FROM ARAMANA

**T**he interconnection between Industry and Agriculture is established by the food processing sector, which has a major impact on the development of the country. It is estimated that over the next decade food production in our country would double and there will be a corresponding growth in demand for value-added food products. This corroborates the huge growth potential of food processing sector. This in turn would be beneficial to the economy, increase the yields in agriculture, improve productivity, and of course increase job opportunities. Country-wide these changes would influence the standard of living of millions of people.

Located in Thiruvananthapuram, Kerala is Aramana Foods & Spices Private Limited – an independent food processing and packaging company. Within a short period of time, they have turned out to be one of the fast growing food business groups in the state. The company’s brand ‘Fresh & Delish’ manufactures and distributes top quality Indian food products. Latest technology is utilized to hygienically manufacture food products using best grade ingredients. Half-cooked Chapati, Ready-to-cook Poori,

cooked Kerala Parotta, and Dosa/Idli Batter are the products available under this brand.

During the peak of pandemic situation, two cousins had the idea of starting a food manufacturing firm. This led to the formation of Aramana. The vast experience of these two – Subrahmanion Potty (people management/technical lead in IT sector for 15 years) and Harisankar S. (10 years in the marketing field for educational sector) – comes into play as they take the role of Managing Director & Operations head and Director & Marketing Head respectively in this organization. As they began their operations with 4 staff and a delivery boy in July 2020, ‘half-cooked chapathi’ was the only product. The quality of this product led to increased demand surpassing the production capacity. The two entrepreneurs had to open up a new factory with additional facilities and boost the production. By July 2021 the company moved to a new factory with most modern facilities including automated machines. Currently Aramana employs 20 homemakers and has 4 different products including raw spices, spice powders and mixes, oil and cereals. Doing their bit towards women empowerment, they recruited only women employees as

company production staff and provided the required training for operating machines.

The core aim was to provide healthy food products to customers. Their conviction to corporate social responsibility has led them to spread awareness about nutrients in good quality products. The company shares a deep commitment towards the society and by offering wholesome, fairly priced, quality food products, Aramana enables its customers to lead a healthy and safe life.

To provide quality food products and offer solutions for conscious healthy living is a big task – the team at Aramana, ensures they stick to this modus operandi. They maintain warm relations with their customers, analyse the requirements of the customers, and introduce hygienic, healthy and natural products. More products that are tasty and healthy are in the pipeline, which would include pickles, snacks, tea and coffee powders and masala powders. Exporting their brand of products is also in consideration.

Aramana shows the way to make products keeping the health and lifestyle of customers in mind.



#EatFreshTasteDelish





**Chopstix**  
Thai-Chinese Restaurant

A unit of Asian Culinary

## Trend setting Among Restaurants

**C**hopstix – the restaurant chain which started its journey in 2010 with a single outlet at Palarivattom – has become a go-to restaurant for foodies in Kochi. It is the fruition of entrepreneur Santosh Das’s passionate dream to set new food trends in Kerala. His 20+ years of experience in India and abroad and of course his enthusiasm and foresight of the hospitality industry, has led to the tremendous success of Chopstix.

Chopstix has a fun and vibrant atmosphere catering to a wide spectrum of customers. Well-themed interior with efficient service personnel gives the customers a wonderful dining

experience. The casual, yet warm and welcoming atmosphere makes it a great venue to dine-out. The unique experience and the authentic cuisine makes the customers want to return again and again to experience them.

The menu at Chopstix includes authentic Chinese and Thai cuisine. Rave reviews for the food include for the appetizers such as Thai Spring Roll, Dragon Prawns, Saibo Squid, and Tom Yum Soup; dishes like Cantonese-styled Steam Prawns, King Prawns Basil or Garlic & Pepper, Thai Roasted Chicken, Roasted Lamb Mushroom Oyster, Roasted Chilly Tenderloin, etc.; the types of noodles and chopsueys. The variety in menu allows the customer to choose and taste the delicacies as they desire. Natural ingredients sourced from across the country and overseas are used to prepare the dishes and sauces are made in-house to ensure the taste and consistency. The executive chef Mr. Bomzone and team creatively use diverse ingredients and flavors to create innovative signature dishes Burmese, Chinese, Indonesian, Japanese, Korean, Malaysian, and Thailand cuisines.

When Chopstix started over a decade ago, it was a single 36-seater restaurant

in Palarivattom catering to locally-based customers. From then on, the customer base grew exponentially that they opened up three more branches across Kochi with the clientele including business people, tourists, seniors, and the young ones. Apart from the steady customer base, travelers to Kochi now make an experience at Chopstix a part of their visit. Chopstix has become the ideal place to conduct a business lunch or celebrate an occasion with near and dear. The ambience and selection of cuisine available makes it fit to facilitate any form of get-togethers. The steadfast dedication of the Chopstix team gives the customers a noteworthy experience every time. The team including the experienced chefs are passionate to provide the customers the same as the restaurant and its branches grow.

Chopstix’s journey continues, as it opens its fifth Pan-Asian food outlet in Kakkanad, Kochi. The trendsetting with scrumptious food, innovative cuisines and appealing setting is bound to continue.



- 📍 Kochi
- 📍 Palarivattom, Kakkanad
- 📍 Tripunithura, South Panampilly
- 🌐 [www.chopstixkochi.com](http://www.chopstixkochi.com)

# TAJ MAHAL BIRYANI



**F**rom Thalassery Biryani to Hyderabadi Biryani, each region has its own flavour of biryani that showcases its own food culture. Most other dishes do lag far behind when compared to biryani, which has been the most ordered food in India for the last five or six years. The new biryani arrived in Kochi during the lockdown, Taj Mahal Biryani is luring the taste buds of Kochi.

Ajin Mathew, the owner of A-la-carte Caterers wanted to expose the huge potential of his highly appreciated and visionary product named Taj Mahal Biryani. Though the catering industry was dimming due to the pandemic and lockdown followed, the hard work and commitment of A-la-carte innovated the brand Taj Mahal Biryani.

As the brand team had an idea of flourishing more, Ajin identified Mr. Rimmy, who spend most of the years in North India, and had cloud kitchen in Chennai. Rimmy's potential and his remarkable experience paved his way to teaming up with the brand as the state business head of Taj Mahal Biryani. The catering kitchen of the Taj Mahal Biryani was first opened on April 25, 2020, in Thiruvaniyoor. Later the new venture was shifted to Kadavanthara.

Taj Mahal being a world wonder from India, the success story of creating a new biryani by incorporating the benefits of different biryanis from all over India and incorporating the unique flavors of Kerala hence proved to be another wonder among the biryanis. Only the long basmati rice procured

directly from the foot hills of himalayas is used & sweet date lime pickle that is indispensable in Malabar biryani is served along. Although the dum process of Hyderabadi flavor is on, the It bears no resemblance to the Hyderabadi biryani.

The chicken biryani is called Murge-e-Biryani and the mutton biryani is called Zaika-e-Ghost. Fish Biryani known as Fish-e-Dal Biryani with a blend of delicious special gravy & dal and pickle are served with it. Beef Biryani, Lucknow Biryani, and Kolkata Biryani are coming soon. Currently, chicken, mutton, egg, fish, and vegetable biryani are in high demand. When it was realized that there were no innovations or experiments in vegetable biryani anywhere in Kerala, a new vegetable biryani was born the,



 KOCHI  
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Nawabi Veg-e-Biryani. An egg lookalike, made of paneer & unsweetened khoa, along with vegetables is an attraction herewith a huge fan following.

Utmost care is taken to serve hot and flavourful biryanis to their customers. Once prepared, it is packed and kept in a hot bag, and delivered to the right place within an hour. Biryani orders are taken in batches & the biryani is prepared, scheduled, and packed immediately. Taj Mahal biryani rides itself in using the freshest and handpicked ingredients, and serves best food in town with on time delivery.

Rimmy makes it clear that the brand has no plans to enter into another category right now as the focus is on the biryani itself. The plus point of Taj Mahal Biryani

is that it has its own delivery system and website without having to deal with outside food delivery systems. From the first day of the project, there are many reasons why they stand firm in this decision without compromise. Under the brand name Taj Mahal Biryani, customer feedback can be accurately determined in any situation by deciding not to depend on anyone else for every step from making each biryani to getting it into the hands of the customer. When combined with any other food delivery system, it can be difficult to accurately understand a customer's true opinions and suggestions. Hence, the customers can directly be asked how they experienced the quality of the biryani. This puts Taj Mahal Biryani far above the industry standard in terms of customer

satisfaction and retention ratio. He adds that plan for franchise business model of Taj Mahal biryani, be soon introduced.

Taj Mahal Biryani is recording a gradual but definite growth. There are customers who think that Taj Mahal Biryani can be bought for a big family function, for a nuclear family, or for eating alone. Taj Mahal Biryani successfully reached the premium category in a short time. Biryani from The Taj Mahal biryani is different from the biryani we usually experience. Not just biryani lovers, but all food lovers should taste this variety at least once. The team has the strong belief that no dishes can replace the love for biryani from the heart of an Indian.



## KETHEL'S FRIED CHICKEN – A LEGACY OF TASTE @ RAHMANIYA

**E**ven a single tasty dish could determine the success story of a venture in the food industry. What started as the sale of a single delicacy along with tea in the 1940s, has now grown in to a chain of restaurants by the name of Rahmaniya Hotels with Kethel's Chicken as its signature dish. Over half a century ago, Muhammed Abdul Khader who was fondly called 'Kettle Sahib' started selling snack items with tea at the Putharikandam grounds. One of the snack items was the 'fried chicken.' As the demand for this unique dish grew, a food joint was set up in the busy business sector of Chalai market. This further increased the popularity and Kethel Sahib run the outlet with his own quirk of serving more to those who ate more and scolding those who wasted less. At a time when chicken dishes were rare, 'Kethel's Fried Chicken' became a focus point for the foodies in the capital city.

The brand 'Kethel's Chicken' is about to achieve the diamond jubilee mark. Yet, the preparation and the serving process from the years of Kethel Sahib is maintained. Currently run by the younger generation, the group has eight outlets across the state that include one restaurant each in Chalai, Attakulangara, and Pattom Plammoodu, one in Kollam, and two each in Kochi and Kozhikode. The restaurant in Pattom has grown into a multi-cuisine dine-out. Kethel Sahib's son Maheen carries forward the legacy of taste at these restaurants with the same skill and dedication.

Kethel's chicken served with ghee rice and/or chappathi accompanied by lime juice and pickle keeps the customers happy and returning back time and again. Halal method is followed for cooking the chicken dish. Care is taken to procure only young delicate chickens raised with natural feeds. Chicken pieces are lightly fried and mixed with natural

spices and then deep fried to achieve the desired taste. Other chicken items such as chicken liver fry are also served nowadays as per customers' desire.

Many prominent people have mentioned in their later years about the taste of Kethel's Chicken and fondly remember Kethel Sahib. As people of the capital city who moved to other places they took the memories of this restaurant and the tasteful chicken variety with them. Eventually this led to demand for opening up of branches/franchises across India and overseas – by now eight outlets have been set up. The particular blend of Kerala spices is maintained the same for over half a century. Retaining the authenticity of preparation methods and maintaining taste quotient has the older generation happy. The younger generation finds the dish to be yummy and suiting their taste, so as to give patronage to Kethel's Chicken.



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# VALIYAKADAYIL CROSSING A CENTURY IN RESTAURANT BUSINESS

**B**eing in the restaurant business for over 101 years – it's a herculean task for a venture to stay in business and continue to grow in this fast-changing world. We are talking about Valiyakadayil Restaurant,

located in Peroorkada, Trivandrum. Muhammad Kunju, a native of Aluva, was the man who started this restaurant in the then Thiruvithamkoor. When Muhammad reached Peroorkada, he decided to put his expertise in cooking delicious food

and started Valiyakadayil. He got married and became a resident of Peroorkada. Muhammad had six daughters and four sons (Abdul Rahuman, Abdul Kareem, Jalaludeen, Shamsudeen). Shafi, the grandson of Muhammad currently runs the business in the same path as his grandfather did. Shafi is the son of Jalaluddin, the third of Muhammad's sons.

In the past, food items were transported from Alappuzha to Vallakkadavu, and from there to Chalai and later to various places like Peringamala, Nedumangad and Chenkottai via Peroorkada. The establishment of Valiyakadayil was a humble one, but it became undoubtedly an important part for the locals in Peroorkada and surroundings. For the long distance travelers, it became their stopover for good food and enjoy





the delicacies offered. At that time, meat dishes were available only in a few places. This new restaurant started experimenting with the mutton dishes that were not so easily available back then. The most special dish of the day was Rice Orotti and Mutton Curry, which received patronage from far and wide.

The orotti has an aroma similar to roasted rice flour. After cooking the flour, the chef puts coconut in it and cooks again for a long time on low heat. Even the soft flour alone was good enough to eat. Orotti cooked in a clay pot had a special taste then. The paramount taste of Valiyakadayil's dishes spread by word-of-mouth publicity and as days passed, more travelers started reaching the shop. The goods-loaded bullock carts made a stopover at Valiyakadayil to try the cuisine by the famous food center and these riders even made a song about Mammad Potty – as Muhammad was fondly called – and the dishes at Valiyakadayil. They used to sing this while going uphill through the hilly terrain at that time. The tasty cuisine at Valiyakadayil became the theme of ballads. The client base at this restaurant steadily grew.

If in the past it was possible to make only four orottis at a time, it would

not be practical in today's fast-moving world. The advent of modern cooking appliances has made it easier to produce large numbers in a short timeframe. The quality of the orotti and other delicacies at Valiyakadayil remains unaffected. The powders used in cooking are natural, without any extracts or artificial additives. As time went by, new items were added to the menu as the restaurant grew. A new restaurant named Valiyakadayil was also opened by Muhammad's grandson.

From 2011, the restaurant has been running at the current location. It was Shafi – third generation of the Valiyakadayil family – who introduced Arabic, North Indian and South Indian dishes in the restaurant. Mutton and beef items are available as in Shafi's father's times. The demand for beef dishes has had an increase over time and a variety of beef dishes were introduced to suit the customer's preference. The non-vegetarian items include chicken and fish specialties. Vegetarian choices too are made available at this restaurant now.

Even today, Valiyakadayil remains a prominent stopover for travelers passing through Peroorkada, especially tourists towards Ponmudi. The tasty

cuisine and efficient service brings this restaurant continued patronage. The preparation of meat dishes starts quite early due to demand. People on their way to work, opt for take-away service. To support them, the restaurant begins their operation very early in the morning. Shafi supported by his family has planned to further modernize and introduce new delicacies by 2022 at Valiyakadayil.

Valiyakadayil's being able to maintain the goodwill for over a century in the restaurant business is solely due to continued provision of good food and good service.

📍 Peroorkada,  
Thiruvananthapuram





# KIDS' HEALTHY 'N LUSTY FUTURE DEPENDS ON A NUTRITIOUS DIET

**FERZEEN BANU**

**A** child's wholesome eating plate always provides a visual steering, helping to educate and stimulate children to eat well and keep on track. Kids are the ones who tend to drain their energy by widespread physical activities. Consumption of a proper amount of nutrients is inevitable in the growth stage of kids. For a parent, providing nutrients rich food like proteins, veggies, fruits, dairy, grains, etc. to the children is very significant.

A kid's diet should be free from added sugar and trans-fat which are harmful calories. Need for around 1000-1400 kcal in their daily life is a point to remember. The required calories increase as years pass by. Providing a colorful and flavorful meal will make their diet healthy and balanced. It's always better to feed kids vegetables instead of ice cream. Kids always don't eat what we want

them to. Figuring out what to prepare to nourish their tiny bodies is stressful. They need nourishing foods - healthy fats for their brains, vitamins and minerals, calcium for their bones and more.

Read on for tips from the experts. Some of the top healthy food measures for kids are as follows

- Limiting added sugar like brown sugar, corn syrup, and honey and moving on to naturally occurring sugars such as those in fruits and milk is significant. Aim to avoid drinks with added sugars such as soda, and energy drinks.
- Saturated fats coming from animal sources of food such as poultry, red meat and full fat dairy products are to be limited. Instead can be replaced with vegetable and nut oils which provide vitamin E and essential fatty acids. Olives, seafood, and avocado contains healthier fats.

● Consuming eggs instead of pastries, fried foods and processed food for breakfast would give them some grams of protein, vitamin D, vitamin B12, iron, omega-3 fatty acids which assist in brain development.

● Snacking on fruits and vegetables, yogurt instead of chips and cookies to be encouraged in order to reduce sodium and sugar consumption. Fresh Berries make an excellent snack for kids.

● Allowing children to follow their natural appetite is important.

● Children need to learn to enjoy cooking as they'll be more likely to try the food.

● Home is where we can make the most impact on what our children are eating. Involving them in food shopping and preparation is equally important. Encourage the kids to make an effort to have family dinner together to help them generally consume healthier diet.

Different types of grains should be given in order to avoid nutrient deficiency in kids. Milk and pure juices can increase their efficiency. Dry fruits can be given based on growth and activity level of the kids to provide them rich source of energy. A healthy and nourished diet is essential food for a child's good health in order to protect them against many chronic non-communicable diseases and further determines future body growth. Children should also aim for at least one hour of physical activity per day. As they don't need any fancy equipment or gym, choose unstructured activities for children such as playing tug of war, and so on. It's always important to remember our job as a parent is to offer a variety of foods, and get the children to eat it. Also, be a healthy eating role model as kids are watching. Compelling kids to eat foods makes mealtime stressful for them as well as for us. So no pressure on the child to eat and no

pressure on us to force feed.

It's also substantial to address weight problems in children by setting a synchronized plan of physical activity and healthy nutrition, thereby allowing your kid to grow into their ideal weight.

Keeping our children safe from GMOs and pesticides is equally important. GMOs are genetically modified organisms engineered to make food crops resistant to herbicides. Since kids' brains and bodies are still developing, eating organic produce also play a crucial role in order to reduce toxicity levels in kids.

Switching to healthy diet can have a profound effect not only on your child's health, but also help to stabilize their moods, sharpen their minds, emotional wellbeing, etc. The sooner you introduce a nutritious choice into a child's diet, the easier they'll be able to develop a healthy 'n lusty future.



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# PATHIRAKOZHI RESTAURANT – DERIVING HAPPINESS WITH QUALITY FOOD & SERVICE



**Displayed prominently at Pathirakozhi restaurant is**

“We love night trips and fooding as we believe it’s the perfect time to explore new places and flavors. Every place is hundred times more beautiful when we visit in the night. When we go for a night trip/ride there should be something delicious to make the night complete. So for those who love wandering in nights and to enjoy mouthwatering food there should be a place and that’s us.... PATHIRAKOZHI, It’s not just a name it’s our Dream.”

## Jimmy & Geethu

**T**his sets the tone for Pathirakozhi Restaurant, developed by Jimmy & Geethu from their passion/love for food. Knowing each other from school days, they found their

passion for food were similar. Meeting each other during their school days, their relationship became stronger realizing their shared interest in flavors. The most frequent question among them was like “What you would like to have”. Even before their marriage they spent time together exploring new places and tastes and they finally decided to be ‘food mates’ forever. Jimmy’s profession was civil and he was working in that field for nearly 3-4 years. Later his passion for food made him to kick start a few food-related ventures and Geethu was working as a senior software engineer at that time. The happy food experiences that they enjoyed together led to them dream of a lovely place for food where they could gift everyone the same magical feel good time. Two years after their marriage their dream-come-true moment came and they officially launched Pathirakozhi in 2018.

For naming the restaurant, they wanted it to be unique and go with their theme - the restaurant timing was till late night (2:00 am) and as specialized in chicken BBQ dishes and they named it ‘Pathirakozhi’. They wanted to maintain uniqueness in the experience provided at Pathirakozhi and thus their caption is ‘The unique BBQ Kitchen’.

Menu @ Pathirakozhi include

Chicken Alfaham/BBQ - They bring about a fusion of nadan flavors with the spices in each dish and varieties such as sweet, normal, creamy to spiciest BBQ are offered.

The signature dish is Kalimannil Chutta Kozhi – which is a full chicken marinated in nadan masalas for 5-6 hours wrapped in vazha ela and then covered with mud and slow cooked in their special firewood furnace for 2-3 hours. Since it’s a time taking process pre-

booking is preferred. Chicken and Beef Shawarma is also available.

Jimmy and Geethu says, they want the customers to feel happy not only with the food but also with the experience they get from the warmth of service at this restaurant. They believe this would encourage customer revisits and recommend Pathirakozhi to their friends and family. The duo takes an empathetic view and believes their customers too would consider food as an element of happiness and satisfaction. They hold on steadfast to the belief of ‘Customer satisfaction is the first priority and customers are the lifeline to a venture’. This is what lead them to strive to make Pathirakozhi restaurant every customer’s favorite place to eat and spent time.

The restaurant Pathirakozhi’s vision is to serve happiness to their customers through unique, quality dishes, prompt and extraordinary restaurant experiences while working toward the greater good for their employees. Customer reviews and appreciation is shared with the team and taken as a yardstick to move forward. They have quite a large customer base who has continued to support them from the initial days. The service and the food quality is the reason that encourages them to make revisits.

Food trials and experiments are conducted at Pathirakozhi with flavors to try out new dishes. They introduce new dishes to their customers and collect feedback for improvisation if required. Even though both of them doesn’t have a restaurant business background, they have successfully managed to keep up the standards and systemize the process to minimize consistency issues. Their goal is to expand the business with multiple outlets to extend the success story to other locations/places as well. Not to be mistaken by other shops with similar names, currently Pathirakozhi Restaurant has a single outlet at Eloor Road, North Kalamassery.





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# BE ENVIRONMENT CONSCIOUS & GRAB A MILKSHAKE @ KUPPI

**T**he enterprising couple from Thiruvananthapuram, Alan Deepu and his wife Deepthi, began 'Kuppi' after facing the floods of 2018. They realized the impact of plastic waste on nature and wanted to attend to that while beginning a business venture. Their vision and ideas resulted in setting up of Kuppi – the smoothie and juice bar. Reflecting their environment-conscious concept is the name as well as the use of bottles which can be recycled.

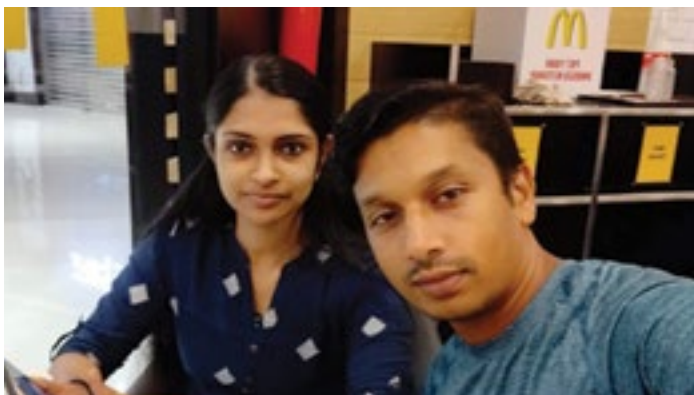
The venture was given a simple name 'Kuppi', a name that resonates with old world charm as well as unique in 'this era'. Instead of becoming a franchisee of leading brands, Kuppi chose to operate

on its own in Thiruvananthapuram. Realizing the threat posed by plastic to the planet, the entrepreneurs rejected plastic in every sense from the beginning. Being the environment-conscious business, they only use paper straw instead of its plastic counterparts. The nostalgia of old-fashioned milk bottles was brought back through Kuppi. Interestingly, milk shakes are served in a variety of flavors including Kiwi, Cucumber, Oreo, Mint, and Banoffee. These airtight bottles, which come in sizes of 300 ml and 500 ml, are reusable stuff. Designs and bottle prints are based on each seasonal theme – that makes it a collector's

item too.

Top quality flavors and syrups are sourced from leading suppliers. Milkshakes at Kuppi are made with pure milk cream, as available in foreign countries without using just water, sugar, or ice cubes. Though Kuppi offers a wide range of milk shakes Charcoal, Irish coffee, Cocopea, Popcorn caramel & Frappees are among the most in demand.

Kuppi introduced in their outlet the famous brand Klassic Momos in 2019 to serve Tibetan Momos. With this fresh idea customers were served fifteen different dips, such as Jamaican jerk, Mexican white cheese, etc. Care is taken to ensure significant dips are served to the customers. Kuppi is the only choice in the city for those who want to indulge in delicious Momos with a variety of milkshakes. Having a bottle of milkshake from Kuppi makes you a true spokesperson for environmental protection. Visit Kuppi, select the flavor you fancy, enjoy the milkshakes at Kuppi or take it home.



© Law College Jn., Thiruvananthapuram

# THE FUTURE OF ORDERING FOOD ONLINE



## OrderStack™

**P**eople are increasingly turning to the internet to order their favourite food. Studies show that post the pandemic wave, people have become a bit reluctant to dine out and prefer ordering food online and having it in the comfort of their homes. Following the COVID-19 wave and subsequent lockdowns, it has been observed that typical restaurant footfall has decreased by 25-30%. However, this has benefitted the online food ordering apps a lot. Their daily order volumes have skyrocketed, and their revenues have increased multi-fold. Customers are particularly pleased as these apps offer significant discounts and savings on their orders, and they don't even have to move out of their homes to get tasty food. But what about the restaurants?

A restaurant makes every effort to prepare tasty and high-quality food, and ordering apps merely serve as a platform for customers to order. They do, however, charge exorbitant commissions ranging from 15 to 45 percent on each order from the restaurant, in addition to the delivery fees collected from the customers. Furthermore, restaurants have no control over their menus, pricing, or offers or discounts on their food. Many of them have been forced to raise their prices or reduce their quantities to cover the losses caused by online orders, which has raised many eyebrows.

To recoup a 30% commission charged by an online aggregator, restaurants would need to raise their menu prices by at least 42.85%. Which means, for an item worth ₹350, the online price should be at least ₹500/- plus the delivery and packing charges. This obviously does not look good for the customers in the long run, and therefore, many of them have already started placing orders directly via phone, WhatsApp, or other social media channels.

This has been the case in almost every part of the world, and it is here that direct ordering systems like Orderstack shine. Orderstack offers a white-labelled, fully digital online ordering system that enables restaurants to accept orders directly from their phones, WhatsApp, social media pages, and websites. It also allows restaurants to receive payments directly to their bank accounts, bypassing the need for aggregators to manage their orders and their commissions.

Orderstack is a pay-as-you-use system, and the restaurants are charged only for the orders they receive through the platform. There is no app required to place or receive orders, and restaurants can choose to deliver the food themselves or through one of our partners. Above all, they get to keep their customer data and use it for marketing via our marketing module,

which provides advanced analytics and insights.

In the Indian context, there is a duopoly of two major food aggregators operating across the country. Despite having a nationwide presence and more than a 100% increase in revenue, both companies are reporting approximately 60% losses on their balance sheets. This implies that they will not reduce their commissions in any way.

These apps have outgrown their desirable size, and as a result, their operational costs are higher. They will have to keep their commissions high to stay in the market and ultimately, the restaurants would have to take the blow. Acknowledging this reality, many restaurants in major cities have already adopted the direct ordering model as an additional channel for receiving online orders. However, it does not indicate that direct ordering systems will totally replace the current aggregator platforms. But they will coexist, allowing restaurants to reduce their dependence on aggregators and save significantly on commissions.

Technology is evidently playing a huge role in getting back the restaurants ready after COVID. Orderstack aspires to be the go-to technology partner for businesses looking to expand their online presence and their customer base. In addition to the direct ordering platform, we offer a variety of services to assist with this, including a QR-based digital dine-in menu, online table reservations, online brand management and digital services, and website management. We already have a presence in Canada and the United States and are actively expanding in the Middle East and India.

If you'd like to learn more about our products and services and speak with one of our representatives, please visit <https://in.orderstack.io> and fill out a sign-up form, or call/WhatsApp +91 92880 22540.

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Sandeep Krishnan A.S  
Co-Founder  
Orderstack



# MAGICAL MOTHERLY TOUCH @ CHEF'S STOP

Everyone loves the food prepared by their mother. For many there is no substitute for mother's food. Chef's Stop is a venture toying this line of thinking.

Typical Kerala's delicacies blended with International cuisines that is experienced and learned from different parts of the world by Chef V. Shine is served at Chef's Stop – The Temple of Foody's. Being a foodie to the core, Shine badly missed his mother's delicacies. That is when he decided to build a legacy around her memory. Bringing mothers from the neighborhood, Shine and his wife Brinda went on to create Geetha's Soul Kitchen, his flagship enterprise and holding the group of Chef Stop and several other restaurants. Concept of Chef Stop's recipes are inspired from the traditional

cooking of his mother Geetha.

The tagline 'The Temple of Foody's' along with 'Mathruthwathinte ruchikootu' goes much beyond their recipes – the preparations are done by mothers from his very own hometown with a dose



of love! Shine personally takes care in growing his own ingredients and using home grown veggies as far as possible. What was originally created to enjoy the flavor of his mother's food has become the heartthrob destination in Kollam for

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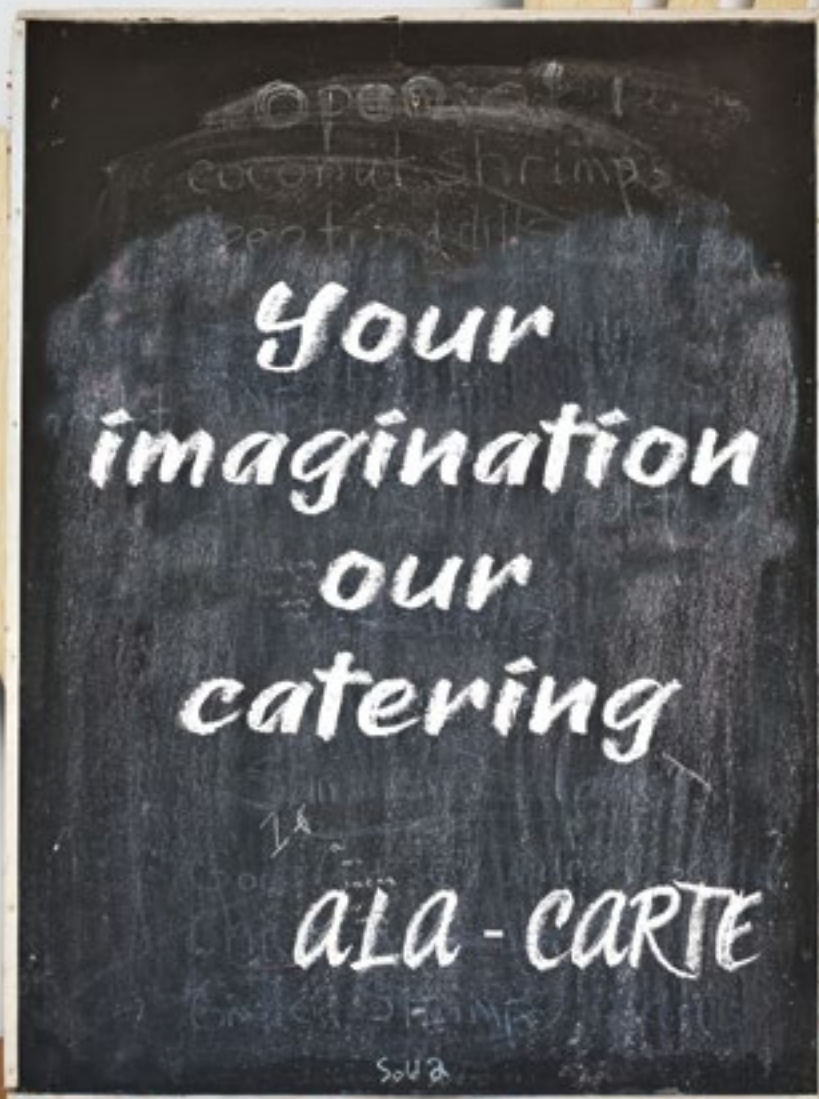
foodies – both local and International. The restaurant takes a dive into the traditional cooking techniques of Keralian cuisines in India. It believes that 'Food is Medicine' and 'Eat food as medicine, otherwise you'll have to eat Medicines as Food'. It is the most potent tool that we have to help prevent chronic diseases. Eating the right food is the single biggest thing one can do to prevent heart diseases, type 2 diabetes, cancer, digestive problems and all other autoimmune diseases. Here at Chef's Stop it is about real cooking by following your heart than following recipes. The magical motherly touch in the preparation will make you fall in love with the delicacies at Chef's Stop. The unique setting and ambience adds to the magic. Chef's Stop is a Junction where 'Great souls meet to dine'.

#chefstopkollam @nalan\_shine



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## TASTY TALE @ TASTY WORLD

**T**o serve as a preface, Tasty World Bakery and Food Court established at Alapuzha provides great taste in every bite. Alapuzha being the Venice of the East is truly one of the food paradises in every sense which literally defines this particular place for cherishing their own spices and types of preparations. The cuisine of Alapuzha is extremely exotic and relishing which deeply roots the past tradition in the lives of people. To celebrate the rich culture and melange of aromas, Tasty World Bakery and Food Court serves the meal with utter care and precision, making each dish speak for themselves rather than relying on mounds of coloured frosting to attract the customers.

Settled inside the S mart hypermarket at Vellakinar junction, Alapuzha, Tasty World Bakery and Food court is a successful venture volunteered and led by four soul pals. The venture with its launch offered a broad range of delicacies and rose to popularity in a short span since their inception.

The entrepreneurship of the above venture is bisected by Lalu, Biju Kumar, Pramod Bhaskaran Pillai, and Prasad, addressed to Kollam. For Pramod Kumar who worked overseas, cooking symbolizes the whiff of breathing fresh air. He entered the world of cuisines at the age of 17, turning his home into a culinary laboratory. He later worked in Dubai and Saudi Arabia for about 5-10 years. It was when various types of world class foreign dishes including the Kerala's renowned Travancore Sadya was enriched into the catering sector. Biju Kumar and Lalu focus on accomplishing customer interests whereas Prasad takes up the incharge of bakery segment.

Progressed in Trivandrum Nidhi Porotta also known as Treasure Porotta was introduced in Alapuzha through Tasty World. The dish is crafted like an amazing treasure hunt that excites the foodies palette. It's a special and unique preparation in which surprise items are hidden and people can dig into for finding more treasures and eat in abundance. It consists of two quail eggs, one chicken egg and five porottas stuffed in a clay pot to give it a traditional touch, chicken mappas is served on the top two layers of porottas followed by chicken Kerala chilli and chicken fry pieces stacked in between. It's garnished by

French fries, nuts and raisins on top and finally served with mayonnaise and salad. Customers can carry the clay pot along with them. Nidhi porotta seems to be a highly recommended dish nowadays as its demands keeps growing.

Chatti biriyani or pot biriyani is another dish prepared by introducing different array of flavours. The fact that this biriyani is cooked in a steaming pot, gives it a decent taste and aroma. Kizhi biriyani is another dish which contains enough rice to fulfill your hunger. The wrapping of kizhi biriyani in plantain leaf makes it flavourful and nostalgic. Plantain leaves are said to contain some characteristic agents that prevents lifestyle diseases as well. There by Tasty World insists to serve such dishes on plantain leaves.

The restaurant soon will be introducing more dishes for their customers. Top on the list is pazhampori beef roll. Pazhampori and beef is stuffed into a roti and cooked. Dum porotta comes the next consisting five porotta, chicken fry, beef fry and a portion of vegetables inside. Another dish is fish nidhi parotta which undoubtedly contains fish and stackings similar to kizhi parotta along with a little spicy gravy. Chappathi chicken nilgiri combo, beef kuruma, chappathi pallappam combo and beef fry were offered in bulk before nidhi parotta became more demanded. Special chicken, beef and mutton are also prepared at Tasty World. Mutton biryanis are only prepared according to the arriving orders. People have become more crazy and craved for our fried chicken dishes which indeed increased our fan club. Natural Curry powders and cuisines are the things we are tamed to cope with and never opted for preservatives, artificial flavorings, Ajinomoto etc.

Various types of pickles are freshly prepared for the customers without the inclusion of any preservatives. The delicious pickles prepared from fruits (dates, grapes), vegetables are never stored in refrigerator for later purpose. Keeping more than Fifty recipes in existence, now we are also going to introduce Kuttanad dishes in the near future. Keeping in mind that innovation is the back bone of any business and also the principle of generating revenue through good food, Tasty World always tends to set themselves apart from the crowd.



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# TASTE OF KUTTANAD - AN EXCERPT FROM CHEF SOJU PHILIP'S 'RECIPES ON RIPPLES'

**T**o travel itself is joy. To travel and experience the cuisines in those places is much more alluring. And winning the 'International Gourmand World Cookbook Award', in the 'Local Food' category for writing about them – it's like having the cake and eating it too. That's what Chef Soju Philip has achieved. Traveling across the Kuttanad region of Kerala, he details the natural factors, the food habits, a variety of locally-produced vegetables, mindsets of people, culinary preferences, and about a hundred recipes of amazing dishes from the region. 'Hues of Life'

*"Everything you see around is just natural, organic, simple and ordinary for the people here. But for any traveler or anyone who comes from outside of these backwater villages, it's superb, soothing, marvelous and mysterious. Every bit of nature, life and livelihood, the feast and flavors, all are unique and a learning experience. It's a mixture of shapes, colors, actions and visuals that you cannot afford to miss it"*

**-Recipes on Ripples**

**(A Chef's travelogue cookery book about Kuttanad)**



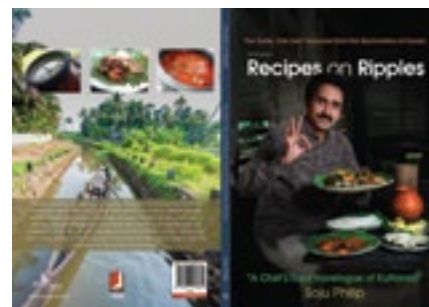
brings you an excerpt to get a glimpse of Chef Soju Philip's writing and of course a few mouth-watering recipes in 'Recipes on Ripples'.

## Kuttanad- A paradise for eyes and palate

This is about Kuttanad, the Rice bowl of Kerala, and the water-bound region at Alleppey district. An expedition to this beautiful land was my long cherished dream. Even though I am from the neighboring district, I haven't had a chance to explore this region. Tales and legends brought me here long before I could make it. The resonating festive songs, famous snake boat races and its jubilating roars and farmers folklores had enchanted my childhood days. The mysterious taste of Kallu shaap specials, the phenomenal tastes of ducks and Karimeen of Kuttanad had tempted my taste buds long before I became a Chef.

I believe in time, and I graciously wait with patience always. As it arrives I took off. Seven villages of Kuttanad were in my bucket list, starting from Thakazhi, to Chambakkulam, Nedumudi, Kainakari, Mankombu, Pulinkunnu and Kavalam. Travelling through MC road to Thiruvalla and turn to Edathua and there on to Thakazhi, that was my route plan. After crossing the bridge at Edathua and entering into the roads of Thakazhi, my eyes were excited by the view awaits. The green carpet on both side of the tar road was swaying by wind, the palm-fringed canals and countless streams were harmonizing with the road, narrow pedestrian bridges across the canals, string of ducks in the water, flocks of birds fly off in the air, and tempting blackboard of Toddy shop with day's catch, the visuals were amazing.

The cuisine of Kuttanad revolves around fresh catch from river and backwaters. Predominantly an agrarian



community, Kuttanad possesses some of the finest organic cuisine in the state. Rice is staple as elsewhere in Kerala along with many side dishes. Coconut and coconut products were used extensively in the cooking. Wide variety of tubers and vegetables were grown in the region and it has always had a major role in shaping the menu. Basically and majority with the Syrian Christian community, Kuttanad celebrates its non-vegetarian dishes which are strongly influenced by backwaters. Fish and shell fish varieties, duck, beef, etc. were favorite to the region. As Kuttanad is the place you can relish one of the best duck meat and Pearlsport fish. Seasonal vegetables like breadfruit, yam, colocasia, tapioca, drumstick, spinach, cashew, etc. were used as vegetarian options. If Kerala is God's own country, then Kuttanad will be the paradise in that, sure. Even though keeping in mind the problems facing by them like repeating floods, drinking water shortage, several ecological issues, wrong execution of Kuttanad package and its aftereffects, the people of Kuttanad were courageous enough to live with the nature. The taste and tales which I gathered through the extensive interaction with the local village men and the delicacies which were offered to me underlined the statement that this is natural and unique and it gave me inspiration to compile it as a treasured book named Recipes on Ripples – an effort which took almost seven years from perception to completion.



## Shaap style Njandu Fry

(Toddy shop style crab fry)

Crab	500 gms
Shallots	100 gms
Ginger	1 piece
Garlic	1 pod
Kashmiri chilli powder	2 tsp
Turmeric	1/2 tsp
Coriander powder	1 tsp
Garam masala powder	1/2 tsp
Black pepper powder	1/2 tsp
Curry leaves	1 sprig
Green chilli	2 nos
Coconut oil	50 ml
Salt	To taste
Lemon juice	1 tsp

### Method-

Roast chilli powder, coriander powder, turmeric, and garam masala lightly. Grind along with shallots, ginger and garlic. Clean the crab and keep aside. Heat coconut oil, fry curry leaves, green chilli and ground masala. Add the crab and salt with little water. Simmer in low flame till the crab is cooked. Add pepper powder and fry the crab in low flame till the gravy is coated with crab. Remove from fire and serve with rice.



## Tharavu pirattiyathu

Duck	1 kg
Shallots	100 gms
Onion	100 gms
Tomatoes	125 gms
Ginger	1 pc
Garlic	1 pod
Green chilli	5 nos
Garam masala powder	1 tbsp
Turmeric powder	1/2 tsp
Black pepper powder	1 tbsp
Coriander powder	1½ tbsp.
Curry leaves	1 sprig
Mustard	1 tsp
Vinegar	2 tbsp
Coconut oil	50 ml
Salt	To taste

### Method-

Clean, cut and wash the duck with little vinegar. Drain and keep aside. Peel and slice onions, shallots, chop ginger, garlic and tomatoes. Mix duck with vinegar, salt and turmeric and keep aside. Heat oil, stir fry the duck and remove. Splutter mustard, curry leaves in same oil. Saute onions and shallots till golden brown, add ginger, garlic and sliced green chilli. Add turmeric, coriander and garam masala. Add duck pieces and chopped tomatoes, saute well. Add pepper powder and salt, add little water and simmer till the meat is done. Cook further in slow flame till all gravy is reduced and coated with the pieces. Remove from fire and serve hot.

*The recipes were taken from the book 'Recipes on Ripples' by Chef Soju Philip*

# A LOOK AT CUISINE IN THIRU-KOCHI SEGMENT

SUKANYA NAVIN

**K**erala, also known as God's own Country worldwide is also famous for its cuisine. Kerala Cuisines are tasty as well as healthy in its own form. With an assortment of fresh ingredients, the food in God's Own Country is a bliss. A visit to Kerala during the festival seasons such as Onam/Vishu gives one an opportunity to enjoy the great culture and also the most awesome cuisine the South has to offer. From the very common dish like Idli and Dosa to the interesting ones like Fish Molee and Naadan Beef Fry, there is something delightful to try every day and around every street corner. We take a look at some of the best street foods of South Kerala in the Thiru-Kochi segment comprising of Thiruvananthapuram, Kollam, Pathanamthitta, Alappuzha, Kottayam, Idukki, and Kochi. While some of the items are common for all districts, the combinations could differ and some dishes are unique to particular areas.

The capital city of Kerala – Thiruvananthapuram – has its own



variant of food habits. There are a variety of combinations and cuisines in the place. Puttu and Kadala (black gram) curry, Appam with Fish curry and beef fry, Idiyappam with Egg Curry, Idli, Ghee Roast, and Sambar, Kerala Prawn Curry, Fish Molee, Naadan Beef and Porotta. A must-try traditional dessert is Paal Payasam with Boli. Thiruvananthapuram cuisine tends to use coconut as an ingredient in many dishes. Varutha Kozhi (chicken curry), a Kerala forte, is another sample of the way coconut is used in Kerala food. Though made with flavors and ingredients common to many South Indian dishes, this one uses grated coconut that makes a thick and tasty gravy with a unique and rich texture. Have this gravy with Porottas or Appams and enjoy this truly wonderful delicacy. Slightly spicy and full of aromatic spices, Varutha Kozhi can be found very commonly near shopping market areas, and office areas with kiosks catering chiefly to the everyday working crowd looking for a home style cooked meal at lunch break.

Kollam is a significant maritime and port city. Fishing has a known place in the economy of the district. That's why seafood cuisine are famous in this place. Neendakara and Sakthikulangara in the outskirts of the city have fisheries. Apart from seafood cuisines the other famous item from this area is Cashew nuts. Appam, Stew, Fish Molee, Chilli Garlic Prawns and Fish in shredded coconut – in all these mentioned dishes, cashew nut plays a vital role; the essence of cashew adds to the taste. Bakeries in





Kollam have a variety of snack available like Ghee Cake and it is a must try when you are here.

In the district of Pathanamthitta, the pilgrimage center of Sabarimala is located; as a main transportation hub to Sabarimala, the town is branded as the 'Pilgrim Capital of Kerala'. As it is a pilgrim centre, the dishes is also as vegan as the place is known for. Pathanamthitta is famous for its Chena Erissery. While the other parts of Kerala has it as a rare dish, the preparation and serving at occasions makes it Pathanamthitta's specialty. Here, Chena Erissery is a must serve for Onasadya. Chena erissery is a vital dish of the jovial lunch. It is prepared with yam, cow peas (vanpayaru) and grated coconut. A significant addition to Pathanamthitta's cuisine is the Aranmula Valla Sadya – an occasion that attracts visitors from far and wide. This feast of vegetarian food including more than 60 dishes is prepared in a traditional Kerala style.

Alappuzha does not lack in anything to serve best flavors of seafood items and biryani dishes. You will directly fall in love with the flavors of the wonderful Biryani at this place. The historic relation with West Asia and the Middle Age to



this coastal town, reflects on the taste and flavors of Biryani in Alappuzha. This is one of the most common and renowned dishes among the natives, tourists and visitors. The different flavors and choices of this dish are worth trying. This dish is loaded with the spice factor and thus brings mouth-watering taste to the dish. Most of the tourists like trying this dish for its appealing taste. It could make one nice dish for the lunchtime meal or can be accompanied in any of the day's meal. The fish curry of Kerala and particularly Alappuzha cannot be matched with any other dish available here. It is suggested to taste the fish curry when you are in Alappuzha as you will not find similar taste of it anywhere else. Many restaurants serve it in traditional earthen pots, enhancing the taste of the dish further. This element gives the visitors a more appealing satisfaction.

Amongst the different varieties of delicious food items available in Alappuzha, Ilaneer and Kallu makes one of the best beverages. It is made with two ingredients namely coconut water and toddy and both are stimulating and refreshing to be made into a beverage. Idiyappam, Semiya payasam, Kanji and Payar, Karimeen Pollichathu, Banana Chips are some of the other varieties of famous cuisines of Alappuzha.

If you ask anyone from Kottayam 'what is their favorite dish from back home', they will happily say 'Appam and Karimeen Mappas!' Appam is something that appears to be a revolution in the food world. Appam is a pancake made of rice with a soft and thick center and a crispy thin outside. No matter what you eat along with it, appam will enhance that dish's taste value. Nevertheless, it is frequently served with a southern style Karimeen Mappas. Pearlspot (Karimeen) is a big delicacy in Kottayam. Karimeen is very commonly prepared in 2-3 ways in



Kottayam such as Mappas, Pollichathu, and Paalu Curry. Fresh Karimeen caught from the Vembanad backwaters is the secret behind the taste. Kappa (Tapioca) is cooked to form a soft texture. Kappa with Meen Curry is one item that would delight any non-vegan foodie. The spicy red fish curry with tamarind and coconut and Kappa is a chief blend in Kottayam cuisine.

One of the most attractive district of Kerala is Idukki. Idukki's Munnar is a tourist attraction place and the enchanting retreat of Munnar invites visitors from around the world to witness its exotic wildlife and relax in its pleasant climate. It is said that one of the most irresistible part of the district's appeal has been and is its absolutely scrumptious food. Of course, the delicious magic of South Indian dishes



like dosas and idlis is no secret to the tourists. Nevertheless, most people do not know is that Idukki has a thriving street food culture that gets mixed to life when the sun goes down. Served on a banana leaf, Idukki's kind of chicken fry is blended with a tasty portion of onions, garlic, chilies, coriander, and vinegar. As you can perhaps tell, this dish will rapidly fire up your taste buds and leave you for wanting more. Idukki has its own tale with regard to the meat dish Idiyirachi. Settlers of yesteryears to this hilly terrain had begun preserving dried and marinated meat pieces for longer duration. Again it is an extended process to prepare these meat pieces. Once done, it is ready to be converted in to – Idiyirachi – a dish with various spicy ingredients. Unakku Kappa (dried tapioca) and Idiyirachi is a combination that could be tried out when you



visit. Nellikka Sarbath – a beverage with gooseberry syrup, crushed fresh chilli, lemon juice, soda, etc. – makes a remarkable support for digestion.

The city of Ernakulam has for a long time had an influx of people from all over Kerala. This has led to the adoption and adaption of cuisines from the other parts of the State. Of course, the classical Sadhya is widely available. Seafood items too are available in plenty as the district too has a nice coastal belt. Nowadays, Western and Arab cuisines have also entered the market and that delicacies are also a must try. Burger joints, Mandi joint and biriyani joints have opened up with variety of options and there are health-oriented options available as well. But nothing can replace when it comes to our naadan food.

Several dishes or items are commonly found across the State. Some would have slight tweaking in combinations or preparation methods according to local interests. These would include vegetarian and non-vegetarian items.

Sadhya, the traditional authentic

Kerala meal, is served with boiled rice, vegetable curries, savories, side dishes, pickle and desserts – the number of dishes and desserts change according to occasion and preference – in a fresh banana leaf. The most popular festival in Kerala is Onam and is imperfect without this traditional meal. Achar, puli inji, pappadam, kayyavarathathu, moru and parippu (lentil and ghee paste). Koottan(side dish) changes in preparation and flavor. Rasam is a tangy deviation, influencing the English ‘Mulligatawny Soup’, with a blend of pepper corns and chili powder, boiled and mixed in tamarind juice. Pulissery/ Moru Curry is nothing but buttermilk with some distinctive flavors added to it and blended well with turmeric powder and green chili paste. Whereas Moru is salted buttermilk served with different toppings of sliced ginger and chopped green chillies with crushed curry leaves in it. Avial is a popular side dish which is a combination of several vegetables like raw banana, potato, drumstick, pumpkin etc. and served with coconut sauce. A lot of options in Payasam are available, made out of multiple

combinations of wheat, rice, vermicelli, fruits, jaggery, starch bases and coconut milk. Do not forget to give the authentic Kerala Sadhya a try next time you visit Kerala. The sadhya preparation is quite elaborate and it is a commonly-served cuisine for weddings and other occasions in Kerala, of course with slight modifications particular to each local area.

Kethel’s Chicken is also one more delicacy where your senses will be stimulated with its flavor – With a heritage of over 60 years, it’s now available in Kollam, Kochi and Kozhikode



too. Ela Ada is one of the snack varieties which represent the best and authentic flavors of South India. This dish contains of everything that you would look in a South Indian dish. Rice, coconut, jaggery, etc. are the main requirements to make this which improves the dish and bring out the best flavors to this dish. You can try this dish either for breakfast or can even try this as a mid-time snack. The contents and filling of this dish can be changed according to your fondness. Banana Chips is one of the most popular varieties of snacks. Banana chips are nothing but deep-fried sliced bananas topped with honey or sugar to make a sweet variety of the dish or served with salt and spices to have a spicy style. From Puttu and Kadala curry to Appams with Stew, the complete diversity of Kerala's food will make it difficult for you to choose the menu. While you're

here, enjoy as many as you can, try it out, experience the flavors and taste. Idiyappam, also known as noolappam, is made of rice flour, salt, and water. As usual as that sounds, it is really the pairing of this toothsome item with different kinds of curries such as egg or chicken that is accountable for its magical taste. Another charm of Kerala's cuisine, Puttu is a steamed rice cake made with scrapped coconut. It is served alongside Kadala (black gram) curry, which is cooked with black chickpeas and filled with flavorful herbs and spices. Appam is a variety of pancake made out of fermented rice batter which is soft in the middle with crispy edges. This is often consumed with mutton or chicken stew and it remains garnished with coconut sauce and curry leaves. Appam with Vegetable/Chicken Stew might be the most soothing dish you have ever

had in your life. Branded by a soft, thick center and paper-thin edges, Appams are like rice pancakes that you can have an unlimited amount. Combination will be with a vegetable or chicken stew and discover the right meaning of gourmet ecstasy. If you like seafood, you will love the modest yet enjoyable meal with traditional prawn curry strewn with spices, dipped in a plentiful amount of coconut milk and jaggery, and bettered off with some curry leaves.

Kerala has had West Asian, Arabic and Jewish influences in its cuisine. However, the State has maintained its connection to the traditional Kerala cuisine. Modern methods and combinations have been brought in by expats. Kerala cuisine retains its traditional form and continues across the State and spread across the globe.

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# GREEN LEAF'S RESTAURANT'S MOTTO - HEALTH IS WEALTH



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Two branches – Green Leaf's Restaurant located near Toyota showroom, on MC Road at Manippuzhaa and Opposite Seematti on KK Road – easily meet

the requirements as an impeccable highway food spot with the amenities they provide and the food they serve. Lunch and dinner hours are the best time to visit this restaurant and is open from 6:30 am to 10 pm on all days of the week. Konchu Roast, Koothal Roast, Thali Meals, Chicken Kolhapuri, Karimeen cuisine and Chatti Curries (served in earthen vessels and covered with banana leaves) are some of their much-in-demand dishes. Very reasonably priced too for a luxury restaurant. Chapattis at this restaurant are made with Sharbati Wheat Atta, and the taste is unique. Green Leaf's ensure hygienic cooking and serving as well as maintain a simple and elegant ambience. The mission and vision of the restaurant is 'Health is wealth.' The restaurant has ample parking space and the food served is yummy and tasty. If you are looking for a good family restaurant, then your search

ends at Green Leaf's. The interiors of the premises are well maintained.

The owners of this restaurant Biju and his wife Anila are friendly and courteous and they share the ingredients used in the cuisine to the curious customers. The ingredients used are dried and powdered in-house at their own mill and that is another highlight of the restaurant. The owners travel far and wide to source the best quality spices from various plantations. Once the products are collected, it is dried in the drier with UV sheet at their restaurant mill itself and thus ensures the quality of dishes is not compromised. UV sheets have a humidity control system, which dries up the whole spices mix perfectly so that the powdered masalas are perfect. Every dish prepared by the experienced kitchen team is tasty and with the right amount of ingredients.

The restaurant has an open kitchen that enables the customers to take a look into the kitchen and experience how they operate the kitchen (from cleaning the veggies to cooking the dishes). Fresh oil is used for cooking and food items are prepared only after taking the order.

As business blooms, Biju and Anila plans to open a restaurant exclusively for females – allowing them to enjoy some me-time or catch up with their friends and other female family members. So Kottayam females..... get ready to spend some me-time with healthy and delicious cuisines. Enjoy traditional dishes prepared in hygienic conditions at Green Leaf's restaurants in Kottayam.

## EXERCISE YOUR TASTE BUDS AT '12 TO 12 BARBEQUE' RESTAURANT

Green Leaf's  
RESTAURANT

Craving for BBQ dishes – your quest will end at '12 to 12 Barbeque' restaurant in Kottayam. Apart from the yummy barbecue dishes you will get Asian and Indian items as well.

With a vision and mission of 'No compromise on food quality' and as per the owner's words, they are not running it as a business setup but following their passion for food and serving it with love. Their major

attraction of menu is their fusion food. The menu will pique your curiosity and would be a pleasant treat when the food is served. The specialty dishes of the premises are – as the name of the restaurant suggests – barbeque or BBQ in general. The BBQs are super juicy and cooked at just right perfection. The next on the menu are Burnt Fried Rice with Chicken, Mexican Beef with

Shimla Rice, and Arabic Grill with Garlic Rice. Spicy marinated grilled whole crab is served for the item Mr. Crab with Rice and Dal Palak. Those who are looking for beef dishes can try Beef Ribs – the slow-cooked beef ribs in BBQ sauce; it is served with potato garlic mash and herbed buttered vegetables. A significant factor for this restaurant being successful is the consistency in taste. For this, a huge credit goes to the team – the team has been the same for more than 12 years in the restaurant. During the demonetization phase, Mr. Naji Ismail (the owner of '12 to 12 Barbeque') supported the needy by providing free food – a notable gesture during the difficult times.

Located expediently at Shashtri Road in Kottayam, this place is hard to miss. The restaurant has a steady customer base, and they remain so due to the quality food and efficient service. The eco-friendly setting soothes the customer and gives an enjoyable eat-out. The variety of dishes served at '12 to 12 Barbeque' restaurant keeps the taste buds of customers well exercised.

# KARIMPUMKALA - A RESTAURANT TO EXPERIENCE NAADAN FUSION FOODS



**K**arimpumkala Restaurant at Pallom in the Land of Letters (Kottayam) is the right destination for anyone who likes to have authentic Kerala naadan fusion foods. The restaurant started way back in 1958 as a classic toddy shop. The Karimpumkala family renovated the place into a family restaurant in 2000 and turned it into a family restaurant. This prestigious restaurant is located in a scenic area on the Changanassery -Kottayam route.

The dishes which they serve are really authentic and the recipes of the marination are handed over to the current

generation by their ancestors. The mission of the restaurant is to 'Serve food in the Naadan and Traditional way as it could be.' The vision of the restaurant is to 'serve good quality food without any compromise on the taste.' The signature dishes of the place are varieties of Karimeen (Pearl Spot Fish) Pollichathu, Karimeen Varuthathu, Karimeen Mappas and Karimeen Roast. Karimeen Pollichathu was first introduced by the owner's great grandmother. They still follow the same heritage which she has used. That's why there is a traditional and authentic taste and feel to it. The must-try items on their menu are Kaayal Konchu (backwater prawns), Chemmeen roast, Vaala curry, Varaal dishes, Manjakoore, Kingfish curry & fry. Kakka and Njandu sourced from the shores of Alappuzha and the home-made mango pickle from the Karimpumkala family adds to an avid foodie's delight. Naadan breakfast items include Puttu, Appam and Dosa. Exotic and rare dishes are made on customer's demand. Tasty and healthy food is ensured with spices prepared from the family kitchen of Karimpumkala.

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# WEAVING MAGICAL DESIGNS IN THE WORLD OF FASHION

**A** fashion designer who accurately foresees the key trends can instantly create wonders everywhere in a fashion destination. Vivek P. Sethu, a young gem in the fashion world undoubtedly has his own perceptions to make the possible path more creative. Hailing from a middle-class farming family, Vivek had an inherent passion for soil and a yearning for farming. Besides agriculture, he showed a keen interest in the world of fashion as well as designing. He came to Vazhani in Thrissur, after spending the early years of his life at his maternal home in Palakkad. After college, he decided to venture into the modern world of prevailing fashion which was also his longstanding dream in addition to farming. Being a person who goes head-on after his dreams, he left for Bengaluru to study Fashion and Apparel designing at T John College.

This was where his artistic abilities came into the picture. Deccan Herald Fashion show, Psy Fashion show, and Gadhy Fashion show saw the emergence of this new daring fashion designer into the show biz. He received the first prize for fashion design in Defile De Mode 2K18 Blaze which was held in his college in 2018, He also received first prize in Umang 2K18 which was conducted by Dayananda Sagar

College of Arts and Science in Bengaluru. His abilities and confidence rose higher when he received the Best Designer award before passing out from the fashion institute in 2018.

Vivek's journey after his college has been a roller coaster ride. He came back to Thrissur to conduct a world record show called Kerala International Fashion Fest on in August of 2018. This world record program was held at Vimala College in Thrissur in which he made sure over a hundred pan-Indian models participated. The Kerala International Fashion Fest saw 225 new fashion designers who designed clothes for these renowned models thus resulting in instant exposure for these new designers. The show was a huge achievement and a life-changing moment for Vivek as a Fashion designer and this was the first time such an event was conducted by a budding fashion designer. This amazing fashion designer has also designed distinctive costumes for the television show 'Top Singer' on Flowers TV.

The grooming and training of Anjana Shajan – the First runner-up of Miss Kerala 2019 – proved to be another

feather in Vivek's cap. It was only 22 days before the show when Anjana approached him for her grooming session. From catwalk to posing, within this very short period of time, Vivek trained Anjana extremely well to the point that she became the first runner-up of Miss Kerala in 2019. He also has the credit for grooming and training Mridula Madhusudharan – the First Runner-Up of Miss Face of Malayali 2019. He was also in the jury panel for India's International Fashion Week as well as for Miss and Misses Bangalore. As the Women's trainer for Mr. NPC, Kerala's largest bodybuilding and physique championship which was held for the very first time in Kerala, he created another milestone in his career. He was the Show Director, Choreographer, and Groomer for LE'ORA 2020, the ultra-glamorous fashion show held on 21st February at Holiday Inn, Cochin. He has also groomed Mr. Thrissur, Shajeer Muhammad. At present, he is working as a trainer in Dream Zone, a designing institute in Thrissur. He designs costumes for short movies and also designed attires for the Thrissur Pooram Kudamatam this year. Further, he is also planning to conduct an international fashion program with transgenders as his models, thus, yet again breaking the shackles of the society. He has proved his compassionate and humanitarian side time and again by giving free coaching to students and assisting them to build their careers and gain a foothold in the highly competitive world of fashion. Vivek has conducted over 30 shows, designed over a thousand clothes, choreographed for over fifteen eminent personalities, and has given training for Misses India, as well as



Miss Kerala. This is what you call a full-fledged Fashion Guru or Fashion Tycoon.

Vivek also has a trendy online boutique, VIVIHA. He has made the glorious day of wedding of many brides truly memorable by providing wedding dresses of their dreams in affordable prices. He sponsored free bridal gowns for financially-backward brides. He had designed a gown with a hundred-meter fabric for a lucky bride in Wayanad with the ethereal theme "Cloud." What has reshaped and revamped traditional Indian outfits has been Vivek's creative vision which has soared to great heights while staying rooted in all the inherent glamor and tradition that India has to offer in the realm of fashion.

Vivek combines the magic of the past, present, and future, to make stylish designs and that has gained him space among contemporary Indian designers. What gives his designs a twist is his unique blend of colors and fabrics. Fusion of different patchwork designs on vibrant colors is his trademark. This year, the photo shoot of Krishna and Radha at Kumbhakonam on the occasion of Sri Krishna Jayanti went viral – Costume designer and stylist of the project was Vivek. His success story is morale booster for other less fortunate but talented youth. The young fashion enthusiast is busy weaving magical designs, proving that through hard work and determination anyone can realize their ambitions and make their dreams come true.

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