

Publication	Date	Page No	Edition
The Economic Times – Panache	17-Jul-2014	02	Mumbai

## FINE DINING ON A FAST TRACK

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### GATI

#### Best for: Authentic Haleem

You know this place is serious about its haleem when it has pre-bookings from June 25. Gati Ltd, a courier company, has partnered with Haleem pros Pista House to make Hyderabad haleem available across India. The haleem is prepared through the night, packed and airlifted for delivery from Pista House, Hyderabad, to different cities. The haleem is made with pure meat and ghee along with traditional spices, wheat and dry fruits. It is priced at ₹650 per kg. Log on to: [www.gaticonnect.com](http://www.gaticonnect.com)



### NEEL

#### Best for: Paya Shorba

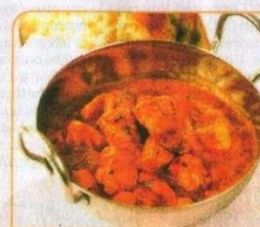
Chef Mukhtar Qureshi has created a menu full of traditional Ramadan fare like haleem, nihari, kababs, paya shorba and malpua. While all the dishes have stayed true to authentic flavours, Neel has added their own spin with modern presentations. Our pick at the restaurant is the haleem and lamb menu. Available till July 29. Neel at Tote on the Turf, Gate No 5 & 6, Mahalaxmi Race Course; Phone: 022 6157 7777; Neel, ground floor, Crystal Paradise, off Veera Desai Road, Andheri (W); Phone: 022 2674 9999/ 88 Masala Zone/Desai Road, Andheri (W); Phone: 022 2674 9999/ 88

### SOUK

#### Best for: Baklava

For the entire month, Souk at the Taj Mahal Palace will serve hard-to-get treats of the season. What you get is a more Middle Eastern Iftar fare — a selection of hot and cold mezzes such as fattoush, hummus and moutabel — to name a few. Main course includes Bamia Bil Lahm and Kabse Bil Dijaj. The best part of the menu is the dessert — platters of baklava, fresh fruit and sweet dates. Price: ₹1,295 (plus tax) per person and ₹1,495 (plus tax) per person served between 7:30 pm to 8:30 pm.

Souk, Taj Mahal Hotel, P J Ramchandani Marg, Apollo Bunder; Phone: 022 66653366



### PALATE CULINARY STUDIO

#### Best for: Home Cuisine

Chef Rakhee Vaswani, owner, Palate Culinary Studio has crafted a Pakistani delicacy class which includes learning how to make Ramadan favourites such as Chicken kadai, Haryali rice, Bohri chicken curry and haleem. Having learnt how to make these from celebrated chefs in Dubai, the Rakhee says, "This is one of my favourite classes as it has so much culture associated with it." The class is priced at ₹3,000 plus taxes.

### MASALA ZONE

#### Best for: Nihari

The Ramadan special at Masala Zone doubles up as monsoon treats. Dishes to look out for are nihari gosht and mutton seekh kebabs. Says Amit Singh, Co-owner, Masala Zone, "We ensure that these are prepared using age-old methods."

Masala Zone in Dadar, Shivaji Park and Bandra Reclamation (opposite Lilavati Hospital); Phone: 022 26452031 (Bandra) and 022 24463628 (Dadar)



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# Ramzan delicacies from out of the box

A look at the places in Chennai that offer Iftar kits



MOUTH-WATERING FARE Haleem PHOTO: NAGARA GOPAL

DHRUV GANGADHARAN  
ARVIND

Like the Prophet Muhammed, many Muslims choose to break their fast by eating three dates. To follow it up with a hearty meal, the city's restaurants are providing a cornucopia of Iftar dishes. Here are some of the places in Chennai that offer a varied spread.

**Charminar Restaurant** in Gopalapuram offers Hyderabad haleem, kheema samosa, Irani chai, Karachi biscuits, kebabs and biryani. If you're looking for a place to pray, they also offer a prayer hall and an Iftar party hall. For details, call 28111007.

Hyderabad-based **Pista House's** speciality haleem is available at your doorstep. Pista House has once again tied up with Gati Couriers to supply haleem to different locations in the country anytime between 8.30 p.m. and 11.30 p.m. Available from Rs. 451 onwards. For details, visit [gaticonnect.com](http://gaticonnect.com)

**Zaitoon** offers 'Iftar in a box', which includes dates, mini shawarma roll, kozi rice

with laham, mutton biryani, rava payasam in addition to haleem at Rs. 299. For details, call 42020222.

**Daawat-a-Biryani** by Nigar Sultana sells Iftar packs that have haleem, shami kabab, mini chicken rolls, and a range of other delicacies at Rs. 335. They expect a call one day in advance. For details, call 9840318668.

**Fisherman's Fare** Iftar spread is one of the most talked-about in town. From haleem (a chicken version is available as well) to kheema ki lukhmi, khubani ka meetha and biryani, of course. It's approximately priced at Rs.300 per head. For details, call 28194840.

**Copper Kitchen's** Iftar spread is value for money. Choose from dates, fruits, juice, kheema samosa, kotthu parota and haleem priced at Rs. 275. For details, call 24760804.

From samosas to laham mandi, and even chicken macaroni, **Palmshore's** Iftar spread sounds rather promising. It's complete with Hyderabad haleem and

Qubani ka meetha, all at Rs. 280. For details, call 42102244

**Seashell's** Iftar kit of dates, mutton biryani, snacks, grilled chicken and haleem comes at a moderate price of Rs. 150 plus tax. For details, call 9025814223.

The legendary **Buhari** restaurant offers Haleem, egg parothas, kanji and samosas for free. For details, call 64577172.

**Spoonbill** presents an Iftar platter for the entire month of Ramadan. Break your fast with dates, choice of fresh fruit juice, mutton samosa, egg bhajji, aloo bread pakora and masala chana for Rs. 180, inclusive of tax. It's also available for takeaway and home delivery. For details, call 42064442.

If you're looking at something a little more indulgent, check out the Khau Galli food festival at **Sheraton Park and Towers** that features live cooking stations, authentic Arabic dishes, sweets and traditional beverages. It's priced at Rs. 1350 plus taxes. For details, call 24994101.

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## Fast food of the Nizams

Every day during Ramzan, Hyderabad-based Pista House sells hundreds of kilos of haleem and exports this 16th-century delicacy across continents

It is tam in Hyderabad's old city. Crowds throng the markets around Charminar, shopping for clothes and knick knacks, tucking into biryanis and kebabs. Amidst the gaiety of the holy month of Ramzan, the aroma of pure ghee and spices wafts through the Nayaab function hall. Inside, a group of men briskly stir the contents of huge, gleaming copper cauldrons. The mix of pounded wheat, mutton, spices, dry fruits, rose petals and lentils cooks over the blazing *tnil* firewood for 12 hours. By dinnertime the next day, this, the Hyderabad ambrosia or *haleem*, is ladled out at tables across India.

Pista House, a 17-year-old eatery in Charminar, rents the Nayaab hall every year to prepare haleem — a dish that originated in the kitchens of emperor Akbar in the 16th century, now prepared only during Ramzan and special occasions, such as weddings. In the holy month, Pista House sells hundreds of kilos of haleem and exports it every day. Currently, it has 32,000 orders from the US, UK, Germany and Australia, among others. As the eatery's kitchen is not large enough to handle the huge order, the action spills over into Nayaab hall.

Proprietor MA Majeed took a bank loan of ₹20 lakh to set up Pista House in 1997 as the income from his family's clothing business was insufficient. "In those days, clothes would sell mainly during Diwali and Ramzan. Then too, vendors from neighbouring cities arrived here, eating in to our market. I didn't see a future in that business," he says.

At first, Majeed made and sold biscuits and confectionery, but there was a crisis within

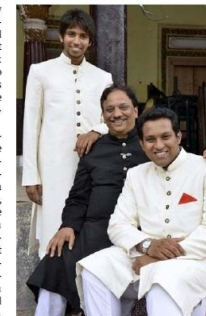
three months. Banks wanted their money back. Majeed sold his house, his share in ancestral property and everything else he could muster to repay the debt. Meanwhile, sales at Pista House plummeted, forcing him to think of ways to improve revenues. He decided to add new items to his shelf. Among them was the now famous haleem. "Then, few people knew of haleem. It was prepared in select restaurants in the city."

The earliest mention of haleem is in *Atin-i-Akbari*, a treatise on the administration of the Mughal empire, by Akbar's minister Abul Fazal. Said to have been introduced to the Hyderabad State by the Arab diaspora during the rule of the Nizams, the use of local spices made the Hyderabad haleem unique, even earning it the Geographical Indication status (GI) in 2010, a first for a non-vegetarian dish in India. Under the GI status, only haleem cooked on *tnil* firewood in copper vessels, using standard ingredients and tested in a lab, can be called Hyderabad haleem.

The stew is continuously worked with a wooden mallet (*ghotni*), which results in a sticky-smooth consistency.

Today, a plate of Pista House haleem costs ₹130 as opposed to ₹18 in 1997. Word spread and demand spiralled. Not only did diners eat at the outlet but they also asked for takeaways. "They got boxes from home as we didn't have packing facilities then," he says.

Within two years, orders poured in from other cities. Majeed started selling through outlets in nearby cities, districts and states, beginning with Karnataka. The then prime minister AB Vajpayee tasted the haleem at an event



and became a patron. Members of BJP's local unit regularly dispatched it to him in Delhi. That got Majeed thinking. He tied up with India Post in 2002. "We went national. Sales increased manifold for us and India Post earned ₹20 lakh a month," he says. The honeymoon lasted five years, until the postal department began to courier dishes like *biryani* by other players. "The focus on haleem diminished. We ended the partnership in 2007."

In 2012, logistics firm Gati entered the picture, and today it guarantees same-day delivery. After the haleem is packed by Majeed's team, by noon the consignment is airlifted for delivery to Delhi NCR, Pune, Mumbai, Bangalore, Chennai, Hyderabad, Coimbatore and Visakhapatnam. Between 1pm and 3pm, it's despatched by flight to ensure it reaches the destination airport by 6pm. Meanwhile, local units of Gati gear up for delivery. By 7:30pm, the haleem leaves the airport and arrives at the nearest distribution centre in each city. Last-mile delivery begins at 8pm and is completed by 10pm. "We don't take orders after 8:30am for same-day delivery to ensure freshness," says Majeed, who charges ₹45/kg for delivery within Hyderabad, and up to ₹50 elsewhere.

"Pure ghee acts as a natural preservative. And we insist on consuming it the same day," he says. Exports are a different matter though. Haleem boiled at 90°C and sealed in an airtight container has a shelf life of 18 months.

A majority of Majeed's customers are Hindus. "We get to eat haleem on many occasions like marriages and birthdays. But for Hindus, Ramzan is the only time they get to relish it." To cash in on the demand, 2,000-odd students of law, commerce and engineering set up temporary Pista House outlets across Hyderabad. They put up banners and reheat the haleem in a microwave to earn a share of the profits.

Despite the success, Majeed is yet to find a partner for national operations. "We need to figure out how to expand," he says. Until his plans are firm, Gati will ensure that Ramzan and haleem arrive together at a tinda's doorstep.

**Taste of success**  
Columns of cooking vessels rise in front of Pista House in Hyderabad's old city. G. MAJEED, 3rd owner MA Majeed with his SCOTTS NEWSPAPER



RASHMI PRATAP



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Eenadu	01-Jul-2014	09	Hyderabad

### హైదరాబాద్ హాల్‌మ్ దేశవ్యాప్త పంపిణీ: గతి

ఈనాడు, హైదరాబాద్: రంజాన్ వేళ హైదరాబాద్ హాల్‌మ్‌ను దేశవ్యాప్తంగా పంపిణీ చేయటానికి అగ్రశ్రేణి సరకు రవాణా సంస్థ అయిన గతి లిమిటెడ్ సన్నద్ధమవుతోంది. దీని కోసం పిస్తా హౌస్‌తో ఒప్పందం కుదుర్చుకుంది. తద్వారా దేశం మొత్తం మీద ఎంపిక చేసిన నగరాల్లో హైదరాబాద్ హాల్‌మ్‌ను పంపిణీ చేయనున్నట్లు గతి ఇక్కడ వెల్లడించింది. ఇటువంటి సదుపాయాన్ని అందిస్తున్న తొలి సంస్థ తమచేసిన పేర్కొంది. గతేడాది కేమ్ వెబ్‌సైట్ ద్వారా హాల్‌మ్ బుకింగ్స్‌ను జూన్ 25న ప్రారంభించామని, ఈ నెల మొదటి వారం నుంచి డెలివరీ మొదలవుతుందని వెల్లడించింది. హైదరాబాద్ పిస్తాలో ఒక కిలో, 5 కిలోలు, 10 కిలోల కంటే ఎక్కువలో ప్యాక్ చేసిన హాల్‌మ్‌ను ఆయా నగరాలకు విమాన సర్వీసుల ద్వారా చేరవేస్తారు.

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Vaaritha	03-Jul-2014	II	Hyderabad

## పిస్తావశాస్తో గతికనెక్ట్ ఒప్పందం

**హైదరాబాద్, జూలై 2:** రంజాన్ మాసంలో తమ వెబ్సైట్ ద్వారా ముస్లింలు ఆత్మంతగా కోరుకునే హాలీంసు భారత్‌లోని ఎంపికచేసిన నగరాల్లో గతి రవాణా డెలివరీ ఇస్తోంది. ఇందుకోసం పిస్తావశాస్తో గతి కనెక్ట్ ఒప్పందం చేసుకుంది. దేశంలో హాలీంసు తమ సంస్థలద్వారా మొట్టమొదటిసారి డెలివరీ ఇస్తోంది. అంతే కాకుండా భారత్‌లోనే తమ సంస్థ మొట్టమొదటిదని ప్రకటించారు. పిస్తావశాస్ ఎన్నో ఏళ్లుగా హాలీంసు తయారుచేస్తూ హైదరాబాద్ పరిమళాలను జోడించి హాలీంసు ప్రత్యేకత తెచ్చింది. ప్రస్తుతం దేశంలోని ఢిల్లీ, ఎన్‌సిఆర్, పూనే, ముంబై, బెంగళూరు, చెన్నై హైదరాబాద్‌లలో ప్రతిరోజూ పంపిణీచేస్తున్నట్లు గతి కనెక్ట్ ప్రకటించింది. ఒక కిలో హాలీం పొందేందుకు 651 రూపాయలు, హైదరాబాద్ నుంచి ఎవరైనా ఆర్డర్ చేస్తే కిలోకు 451రూపాయలు వసూలు చేస్తున్నట్లు తెలిసింది. కెజి ప్యాక్‌లతోపాటు ఐదు కిలోలు, పదికిలోలు ప్యాక్ లలో కూడా ఆర్డర్లు చేయవచ్చని గతి కనెక్ట్ ప్రకటించింది. ఆర్డర్లు తమ వెబ్సైట్ గతికనెక్ట్ డాటాకామ్‌లో లాగిన్ అయి చేయవచ్చని సంస్థ వెల్లడించింది. హాలీంకోసం ప్రీ బుకింగ్స్ గతనెల 25వ తేదీ నుంచే ప్రారంభించింది.



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Navbharat	05-Jul-2014	07	Mumbai

## रमजान में हैदराबादी हलीम की आपूर्ति करेगी गति

मुंबई, व्या.प्र. हैदराबाद एक्सप्रेस वितरण और आपूर्ति श्रृंखला के क्षेत्र की प्रमुख कंपनी गति लिमिटेड ने भारत के चुनिंदा शहरों में हैदराबादी हलीम उपलब्ध कराने के लिये जीआई प्रमाणित हलीम विशेषज्ञ पिस्ता हाउस के साथ भागीदारी की है. हलीम की अग्रिम बुकिंग शुरू है और डिलीवरी की शुरुआत जुलाई के पहले सप्ताह में होगी.

गति की एक ही दिन में डिलीवरी की प्रतिबद्धता के अनुसार पिस्ता हाउस द्वारा हलीम की पैकिंग की जाती है जिससे रात में उपयोग किये जाने तक हलीम ताजे बने रहे और उसका जायका बरकरार रहे. सुप्रसिद्ध पिस्ता हाउस ने हैदराबादी जायके से लैस अपने विशेष हलीम से अपनी एक अलग पहचान स्थापित की है. यह सेवा फ़्लिहाल दिल्ली एनसीआर, पुणे, मुंबई, बंगलौर, चेन्नई और हैदराबाद में हफ्ते में दो बार उपलब्ध है.



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### गतिकनेक्ट देगा हैदराबादी हलीम

► मुंबई। एक्सप्रेस वितरण और आपूर्ति शृंखला में कार्यरत गति लिमिटेड ने हिंदुस्थान के चुनिंदा शहरों में हैदराबादी हलीम उपलब्ध कराने के लिए हलीम विशेषज्ञ पिस्ता हाउस के साथ भागीदारी की है। हलीम की अग्रिम बुकिंग २५ जून से शुरू हो चुकी है अब डिलीवरी की शुरुआत की गई है। हलीम की तैयारी अलसुबह तक चलती रहती है। तैयार होने के बाद इसे कंटेनर में पैक कर दिया जाता है। उसे हैदराबाद पिस्ता हाउस से विभिन्न शहरों के लिए भेज दिया जाता है। गति की एक ही दिन में डिलीवरी की प्रतिबद्धता के अनुसार पिस्ता हाउस द्वारा हलीम की पैकिंग की जाती है। जिससे रात में उपयोग किए जाने तक हलीम ताजा बना रहता है और उसका जायका बरकरार रहता है। यह सेवा फिलहाल दिल्ली एनसीआर, पुणे, मुंबई, बंगलुरु, चेन्नई और हैदराबाद क्षेत्रों में प्रतिदिन और कोयंबटूर और विशाखापट्टनम में हफ्ते में दो बार उपलब्ध है।