



WHO'S UP FOR A 'BIRYANI TRAIL' IN SOUTH INDIA?

Road trip planning platform ScoutMyTrip is helping biryani connoisseurs find their kind through their 10-day foodventure called the Great Indian Food Trip

Express Features

ScoutMyTrip, a Mumbai-based road trip planning platform, kicked off the Great Indian Food Trip (GIFT) in Hyderabad on Saturday.

The 10-day Biryani Trail campaign, in association with Milton, is part of the Great Indian Food Trip, a initiative by ScoutMyTrip to rediscover the lost treasures of Indian cuisines in the busiest cities of India.

The food tour started then proceeds to Bengaluru, Chennai, Coimbatore and wrap us at Kozhikode in Kerala. Part of this entertaining trip are passionate travellers like Deepak Ananth (CEO, ScoutMyTrip), Shrikanth Bhamidi, an avid traveler from Hyderabad, blogger Saumya Rai (RoadtoTaste) and Himanshu Sehgal (MyYellowPlate), who would indulge in the city based Biryani-Meet-ups. The team would conduct food-tasting sessions, analyse ingredients and draw comparitives amongst each version. Further each Biryani type would be carried in Milton casseroles and the taste of top *biryani*s of South India would be discovered unanimously.

Speaking about the idea of the Great Indian Food Trip, Deepak Ananth, CEO, ScoutMyTrip said, "The birth of Great Indian Food Trip was a logical

step towards the fact that food is and will always be an essential component of travel exploration. Our numerous community members have often told us how they travel just to try out a new restaurant or cuisine and we thought its time to bring back this essential element through the *biryani*s, one of the most

authentic and richly prepared cuisine in India. The South Indian *biryani* trail is the first edition of the Great Indian Food Trip. However, we plan to travel across the country soon, not just for biryanis but for many other legacy foods that India offers" added Ananth.

Himanshu Sehgal, who is famous for trying out food in his 'yellow plate' and is part of this Biryani Trail said, "I am excited about the Great Indian Food Trip as it combines the best of two worlds; food and travel. I am looking forward to trying out assorted styles of biryanis on my Yellow Plate and the beautiful sceneries of South Indian destinations to go with it."

ScoutMyTrip also has an interesting observation. That 60 percent of all vacations in India are road trips. And that *biryani*, which is believed to have originated in Persia and brought to India by the Mughals, is served across India today in variations. South India, where the staple food is rice, boasts of some of the most popular *biryani*s such as Hyderabad, Kalyani, Guntur, Ambur, Chettinad, Dindigul, Rawther, Thelassary, Bhatkali and Mangalorean. Through this food trip, the travellers and foodies will taste these and other local varieties to find the most delicious *biryani* of them all.

