

## **Third Avartana opens at ITC Maratha, Mumbai**

ITC Hotels has unveiled the third dining establishment of its groundbreaking Avartana brand, known for reinventing Southern Indian cuisine, at ITC Maratha in Mumbai. Following its success at ITC Grand Chola in the south and ITC Royal Bengal in the east, Avartana extends its legacy to the western region, gracing Mumbai's culinary scene. Acknowledged at Asia's 50 Best Restaurants 2023, Avartana continues to captivate the culinary landscape.

Anil Chadha, Chief Executive of ITC Hotels, expresses enthusiasm, stating, "We are delighted to open the 3rd Avartana at ITC Maratha, Mumbai. Just seven years young, Brand Avartana has carved a niche for itself, demonstrating the strength and prowess of Indian ingredients and culinary techniques to the world. We endeavor to share the reimagined renditions of Avartana with diners across various cities, crafting moments that resonate long after the dining experience. At Avartana, magical flavors meet twenty-first-century global technology, reinventing haute cuisine fine dining into an evolved art."

ITC Hotels' culinary expertise pays tribute to the diversity of flavors and a commitment to delivering unmatched gastronomic experiences, setting standards for culinary excellence. Avartana, a jewel in its crown, stands as a distinguished icon, striking a harmonious balance between tradition and innovation, showcasing a one-of-a-kind culinary experience that highlights Southern Indian culinary mosaics.

Rooted in the well-researched traditions and progressive renditions of peninsular Southern Indian cuisine, Avartana celebrates a confluence of diverse aromas, seamlessly blending local ingredients with modern interpretations.

Pronounced as 'Avartan', the Sanskrit word signifies rhythm, mysticism, and magic. Much like the restaurant's name, Avartana's dishes are expressions of magical art, featuring unique concepts in modernist iterations and progressive renditions while remaining firmly rooted in the traditional flavors and ingredients of subcontinental India.

Diners can choose from an array of options, including the seven-course Maya with its glorious mysticism, the nine-course Bela showcasing masterful works of art, the eleven-course chef's curation Jiaa promising to warm the soul, the thirteen-course Anika exquisitely curated with grace, and the thirteen-course Tara offering iconic presentations from the coast.