

## **IHCL introduces Loya at Taj Mahal Palace, Mumbai**

Following the success of its signature Indian restaurant at Taj Palace, New Delhi, and Taj West End, Bengaluru, Indian Hotels Company (IHCL), India's largest hospitality company, today announces the opening of the third outpost of Loya at its flagship Taj Mahal Palace, Mumbai. This addition to Taj's gastronomic portfolio celebrates the rich and diverse culinary traditions of North India.

### **A Legacy of Culinary Excellence**

Ritesh Sharma, General Manager, Taj Mahal Palace, Mumbai, shared, "The Taj Mahal Palace, Mumbai, with its century-old legacy, has long been an iconic destination recognised for leading and pioneering innovative dining concepts. The addition of Loya brings an extraordinary celebration of Northern India to our repertoire. As regional Indian cuisines gain wider appreciation, Loya will offer our guests a chance to explore the rich epicurean heritage in a setting that reflects its timeless charm."

### **A Culinary Journey Across the North**

Loya's culinary journey traverses the Himalayan foothills, Punjab's fertile plains, and the snow-capped peaks of Kashmir. Inspired by the five elements and the vibrant culture of the region, the restaurant offers a nostalgic dining experience, enriched by spirited folk music and expertly crafted dishes.

Loya in Mumbai will offer some of its all-time favourites such as the Gosht Ki Lazeez Pasliyan, Sepu Wadi, Dal Jakhiya, and Kulfi Pops, along with an exquisite selection of new dishes like Loya Chaat, inspired by the celebrated chaat culture of Mumbai. The restaurant showcases time-honoured cooking techniques of dhungaar, dum, baghaar, sigdi, and sil-batta.

## **Innovative Mixology Inspired by Tradition**

The bar's signature cocktail menu, titled Panjj (five), continues the theme with drinks motivated by experimentation and authenticity, complementing the food.

## **A Design That Echoes Heritage**

Recreating a North Indian caravanserai, Loya's design blends tradition with artistry. From the distinctive sandstone masonry featuring arches and alcoves to intricately carved geometric motifs, every element reflects a storied past. Accompanied by a specially curated music album by the renowned Shreyas Patkar, Loya brings unique experiences like Loya Qissa (eclectic storytelling) and the vibrant Loya Bazaar, curated brunches inspired by historic marketplaces, to immerse guests in the region's rich delicacies.

## **A Multisensory Expedition Awaits**

Loya at the Taj Mahal Palace, Mumbai, promises a multisensory expedition, melding the nostalgia of India's rich past with the vibrancy of the present.