

PROMOTIONAL



# A Substantiate of Moghul Cuisine

Biryani By Kilo is India's fastest growing premium food chain that offers authentic Nizami-style cuisine including biryanis, kebabs, phirni, and a lot more. They deliver dum-cooked biryani with love using fresh ingredients and at your doorstep. Their biryani is made by their Khansamas, carefully using selective ingredients and seal traditionally before giving Dum to retain all its flavors. Team Expresso has had the opportunity to sit down and talk with the founders of BKK, Mr. Vishal Jindal. Here's what Vishal has to say about 'Biryani by Kilo'...



**KILO**

*Fulhar, Dippa, Tandoori, Tiki, Eggplant  
Authentic Layered Dum Biryani*

1. **Fulhar** - A traditional Nizami-style biryani with layers of rice, meat, and vegetables, cooked in a pot.

2. **Dippa** - A biryani with a thick, creamy sauce and a layer of fried onions on top.

3. **Tandoori** - A biryani with a spicy, tangy sauce and a layer of fried onions on top.

4. **Tiki** - A biryani with a spicy, tangy sauce and a layer of fried onions on top.

5. **Eggplant** - A biryani with a spicy, tangy sauce and a layer of fried onions on top.

Don't forget to try our other dishes like Biryani, Kebabs, Phirni, and more. Visit us at [www.biryani.com](http://www.biryani.com)

**Expresso:** Being a food entrepreneur what kind of food you like most?

**Vishal Jindal:** Anything & everything which is authentically made

**Expresso:** What is the one word that you will use to describe your journey?

**Vishal Jindal:** Challenging yet very satisfying

**Expresso:** What sets you apart from your competitors?

**Vishal Jindal:** Biryani by Kilo is probably the only biryani chain that Dum cooks fresh biryani in handis for every individual order following the age old Khansama style – Delivering Biryanis to customers in the same handi in which it was Dum cooked.

**Expresso:** In the current scenario, what challenges do you face and what steps have you taken to overcome the challenges?

**Vishal Jindal:** In the current scenario, BBK has taken extra measures and precautions like sanitising its kitchen every hour, screening its employees by taking their temperature every day and communicating in transparent manner with employees & customers. All BBK safety measures are listed on its website under safety standards tab. Therefore BBK business is back to 100%+ pre covid levels due to our commitment to freshness, hygiene & safety along with consistent quality & taste.

**Expresso:** Any word of advice for upcoming food startups?

**Vishal Jindal:** Try to create a difference either by product or service. People do accept New Ideas/innovations if done with lot of passion.



Delivery: 01-9555-212-212  
Order Online at: [www.biryaniykilo.com](http://www.biryaniykilo.com)



**Expresso: What inspired you to come up with Biryani by Kilo?**

**Vishal Jindal:** Biryani has always been one of the preferred foods for many in India but all the existing biryani brands cook biryani in bulk & just reheat it before sending it to customers. That's where Biryani by Kilo (BBK) stands apart. We came up with a whole new experience by delivering biryani at home in an earthen pot. BBK's USP is to make fresh Handi Biryani for every individual order and deliver the same to customers in which Biryani is Dum cooked. It not only ensure safety & hygiene but also freshness & great flavors besides being eco-friendly. These Handis/earthenware pots can also be reused for cooking food or putting plants.

**Expresso: What were the challenges which you faced while starting your venture?**

**Vishal Jindal:** Entrepreneurship is generally hard but deeply fulfilling. F&B is operationally challenging and delivering fresh biryani in earthen pots within 30 mins time in today's age of instant gratification has not been easy. Now BBK is an accepted & loved brand for biryanis & is famous for its commitment to freshness, quality & great taste. Keeping different stakeholders happy and scaling across India has been challenging but hugely satisfying. Both founders are deeply committed to BBK becoming the biggest F&B chain from India.

**Expresso: Why Biryani? What's your business philosophy?**

**Vishal Jindal:** Biryani is one of the most preferred meals across all regions of India due to its delicious taste, right & balanced combination of protein (meats & vegetables) and Carbohydrates (Rice). We wanted to spread the love for Biryani with the different types like Hyderabadi, Lucknowi, and Kolkatta. To embrace its past heritage & emotional connect, versatility & vast variations like Kathal, Paneer, chicken, and mutton Biryanis and being delivery friendly is our business philosophy.

**Expresso: What are your future plans for the brand?**

**Vishal Jindal:** BBK plans to outstretch 150+ outlets pan India in the next 3-4 years and expand to many international destinations too. Besides, they have planned to achieve Rs 500crs+ annual revenues & a healthy bottom line in the next 4 years. Its professional & passionate management and razor-sharp focus on the biryani category should be the biggest biryani chain pan India & worldwide.

**Expresso: How do you check the quality of your ingredients?**

**Vishal Jindal:** To ensure freshness and quality, BBK uses the expensive two-year naturally aged Premium Basmati rice and an array of carefully handpicked spices from Kerala that have the most authentic flavors. BBK uses the most high-quality ingredients, authentic recipes, stringent processes & quality control to deliver fresh, hygienic, & authentic delicious Biryanis.



LARGEST CITY OF *Northeast*  
GETS LARGER IN TASTE

As **Biryani by Kilo** now

**Launched in  
Guwahati**



**Biryani by Kilo** follows **WHO** Guidelines for Safety & Hygiene

Please visit Safety-Standards tab on BBK Website to see all the safety/hygiene measures

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