

# Maaza's new campaign on mango indulgence



Coca-Cola India has unveiled a new campaign for Maaza. The new campaign positions Maaza as the most indulgent Mango Drink during the me-time amidst the daily grind of life. The campaign will run across all platforms including TV, radio, digital, retail, and print. Maaza has roped in three Bollywood actresses - Kajal Rao Hydari, Diana Penty and Rakul Preet Singh as Brand ambassadors. The new TV commercial features a fresh and peppy track composed by Oscar-winning music maestro A. R. Rahman and the three young women rejoicing their 'Me Time'. The film opens with the three actresses in three separate spaces - a house, a green room and a supermarket, opening the bottle of Maaza and taking a sip. As they drink Maaza, they slip into a spontaneous, free and casual groove. With the music playing in the background, each of them begins to dance effortlessly, clearly enjoying and innocently indulging in the taste of Maaza. Srideep Kesavan, Director Marketing - Juices, Coca-Cola India & South West Asia said "Maaza brings the most authentic Alphonso mango experience and our new campaign aims to extend this experience further to modern young women, who get consumed in the daily humdrum of life and have these moments of indulgence during their daily 'Me Time'. We want them to celebrate their 'Me Time' with the Smooth, Thick Mango experience of Maaza."

# Holiday Inn's cake-mixing ceremony



Holiday Inn Kolkata Airport welcomed the season by hosting the traditional Cake Mixing ceremony to bring alive the rich tradition. A group of senior citizens from Godhuli Senior Citizens Home and fellow members of popular Bengali band Cactus were present to mark the occasion. Suman Chakraborty, Director F&B and his culinary team made arrangements to make this a fun filled and interactive event for all. The ceremony began with the mixing of various delicious ingredients like nuts, raisins, almonds, figs, prunes spices and more. Then various fruit juices and flavoured syrups were poured atop. "The traditional Cake mixing ceremony marks the beginning of the festive season. It is considered to bring in good luck, joy and happy tidings. We are happy to celebrate this occasion with our colleagues and guests at the hotel. said Jaived Dutta, General Manager, Holiday Inn Kolkata Airport.

# Kolkata born Chef wins National Award



A chef with roots in Kolkata who owns and runs a popular Indo Chinese Restaurant in Harrow, United Kingdom is flying high after winning a national award in UK for his unique culinary skills for popularising Best Indo-Chinese cuisine. Chef Steven Lee who is the head chef and patron at Hakkaland, an Indo-Chinese Restaurant, located at

364-366 Station Road, Harrow, HA1 2DE, was voted as one of the best chefs in the UK. The Curry Life Magazine Awards was held in early October at the Royal Lancaster Hotel, Central London.

unique experience, with excellent food, service and ambience. Steven Lee's persistence, dedication and culinary skills paid off with his restaurant winning many accolades, namely, "Best Indo Chinese Restaurant in London 2018" at the TMP Business Awards, the "2018 Runner Up" at the Timeout Love Awards London. Hakkaland has also been

awarded the prestigious "2018 Certificate of Excellence" by Tripadvisor and this is just another feather to his cap. Amit Kadam who manages the Hakkaland, said: "We're all delighted for Chef Steven. He is a fantastic chef and produces consistently good food. It was great evening for everyone and the award will take pride of place in the restaurant."

# Cake mixing ceremony at Bon Appetit



Like every year, this year also Chef Rahul Arora embraced the age old tradition of Cake Mixing Ceremony. The event took place at Bon Appetit, Salt Lake. The ceremony witnessed an interesting array of dry fruits consisting of Cashews, Raisins, Walnuts, Almonds, Prunes, Dates, Tutti Frutti, Blackcurrant, Cranberry, Amosotto, Murabba, Figs, Glace Cherry (Candied Fruits), Orange peels and Ginger, with spices like cinnamon sticks, cloves, nutmeg and mace. Arora said, "A traditional homely cake mixing ceremony is very different from the one's we see at various events. A cake represents warmth and every family has their own secrets, some change ratio of alcohol, some change the dry fruits. My cake is inspired by the few Christmas celebrations I have been fortunate enough to see and experience in Goa homes."

# HUGO BOSS launches fall/Winter 2018 collection

HUGO BOSS, the luxury menswear brand recently announced the launch of its fall/Winter 2018 collection at the Quest Mall. The Store located on the ground floor of the mall featured a new, sleek design concept, complementing the brand's new fall/winter apparel and accessories collection. Many popular Tolly faces like Paro Mitra, Darshana Banik, Sanjana Banerjee, Shaheb Bhattacherjee and Anindya Chatterjee were spotted on the day of launch. Fall/Winter 2018 collection displayed a mix and match styles of different decades to create their own aesthetic. From Cozy knitwear and chic coat to voluminous scarves, HUGO made a fashion statement this season. "The collection was very young and fresh. Focus on excellent cuts and fabrics are great. Much needed for young entrepreneur and professionals in the city" - Adhiraj Thirani Director at Mama Mia Foods Pvt. Ltd. "I had an amazing experience at the boss next gen event. The new collection is very edgy and bold. It's one of my favourite brands and it's such a delight to witness the collection launch" - Gaurav Dugar (from PS Group)



# L'Oréal presents Hairdressing Awards 2018-19

L'Oréal Professionnel has created an exclusive platform in India to recognize hairdressers for their art and creative talent at a national level - the Indian Hairdressing Awards. This competition has been designed to handpick the best of hairdressing talent across 4 categories. The competition includes 4 regional rounds and a national finale. Binaifer Pardiwalla - General Manager, L'Oréal Professionnel India shared that the brand, in its continued efforts to partner the industry into the future, will bring in digital

innovations to the market. "This edition of the Indian Hairdressing Awards is significant, as it coincides with the 20 year anniversary of L'Oréal Professionnel in India. In this new era, where being 'digital savvy' has become a way of life, it has become necessary for salons & hairdressers to evolve at a rapid pace. With this in mind, we will bring to our partners the revolutionary StyleMyHair App - with augmented reality, developed especially for use in-salon only. This will put more power into the hands of the hairdressers, aiding increased consumer engagement."

# Taking care of baby skin in winters

Regular oil massages before bath significantly reduce skin dryness and improve skin softness. It is advisable to bathe baby once in two days with lukewarm water. If the water is too hot, it can hurt the top protective layer of the skin. Bathing baby for long can also strip the moisture of the skin. Hence, reducing bath time during winters is recommended. Moisturizing the baby's skin post bath also enhances the skin's wellness by locking in the moisture, which keeps the skin hydrated. A baby cream with the goodness of Country Mallow (Bala) and Licorice (Yashitmadhura) will condition and protect your baby's skin, especially chapped cheeks, 'crawler's knee', tender nose, and rubbed elbows.

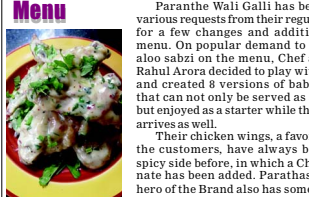
# 'Kitchen, Khanna & Konversations'



Quaker India has today launched an exciting new web-series with Michelin Starred Chef Vikas Khanna. The new show, titled 'Kitchen, Khanna & Konversations', will have

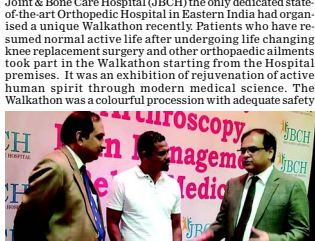
and Dolly Singh. The show focuses on how our favourite recipes can be made nutritious by adding Quaker Oats, while featuring interesting banter between Chef Vikas Khanna and the young stars. Nushrat said, "Cooking with Vikas has been an exciting experience. I have not had anyone teach me cooking like he did. I hate pumpkin in my self and never thought pumpkin soup could be made as tasty as it turned out and healthy too with Quaker Oats. I regularly have Quaker oats, especially when I have long shoot days and even late nights, as it gives me the sustained energy to keep me going." Khanna said, "Breakfast is an important part of the day. It decides how my day will shape-up. Shooting with Nushrat, Vishnuu, Kusha and Dolly was truly fun. It was interesting to know that the young generation is conscious of their health, but they are uncertain of ways to adopt nutrition in their rushed lives." Nobel Dinwaria, Associate Director - Marketing (Quaker), PepsiCo India, added: "Oats are extremely versatile and can easily become a part of any meal of the day. We constantly receive insights from our young consumers as to how they want to eat healthier and yet don't want to compromise on taste."

# Paranthe Wali Galli: New Menu



Paranthe Wali Galli is a name every food lover is aware of by now. This 42 seater Parantha Joint, situated in the by-lanes of Sarat Bose Road, has been treating the foodies with an impressive menu, featuring a range of dishes which embraces the never heard before combinations. Paranthe Wali Galli has been getting various requests from their regular visitors for a few changes and additions to the menu. On popular demand to have some more sabzi on the menu, Chef and owner Rahul Arora decided to play with potatoes and created 8 versions of baby potatoes that can not only be served as a side dish but enjoyed as a starter while the Parantha arrives as well. Their chicken wings, a favorite among the customers, have always been on the spicy side before, in which a Cheesy alternate has been added. Parathas, the main hero of the Brand also has some new additions. A chicken keema paratha has been added to the menu, with a Soya variant for vegetarians. Also for people who don't like too much cheese, the all-new dhania pyazat cheese paratha will be a perfect balance. But one can never give a miss to Paranthe Wali Galli's Lassis and desserts. Two interesting lassi flavors-Salted Caramel and Blueberry have been added, both of which taste unique and go really well with the Cheese based parathas. Besides the lassis, some shikanji has also been added to the menu for people who do not like dairy products and need something to sip on with their parathas. Without desserts, a meal can never be complete. Thus, to fill the void for Indian flavored desserts, two desserts - Mithidana Sundae and Bajre ka Hawa have also been introduced. "A good menu needs to be balanced", says Rahul Arora. "Overall a menu always needs to evolve to meet the needs of the forever evolving market."

# Walkathon 18- celebration of active life



Joint & Bone Care Hospital (JBCH) the only dedicated state-of-the-art Orthopedic Hospital in Eastern India had organized a unique Walkathon recently. Patients who have resumed normal active life after undergoing life changing knee replacement surgery and other orthopaedic ailments took part in the Walkathon starting from the Hospital premises. It was an exhibition of rejuvenation of active human spirit through modern medical science. The Walkathon was a colourful procession with adequate safety and emergency backup. The Board of Directors of JBCH present during the Walkathon and Seminar included Dr. Joydeep Banerjee Chowdhury, Dr. Saswati Banerjee Chowdhury, Mr. Somnath Banerjee Chowdhury and Mrs. Chaitali Das. The interactive function was attended by a host of dignitaries, including the revered Swamiji of Ramkrishna Mission, Tulsi Sinharoy (Councillor, Bidhanagar Municipal Corporation), Priha Sarkar (Commissioner, Bidhanagar Municipal Corporation), Jose Ramirez Barreto (famous footballer) and others. JBCH is situated in Salt Lake, close to City Centre and adjacent to Bidhanagar Government Hospital. It is an ultra-modern Orthopedic Hospital which provides treatment in all the sub specialities of Orthopaedics like Joint replacement, Trauma Care, Spine, Pain Management, Maxillofacial surgery, Rheumatology, Sports Injury, Physiotherapy & Rehabilitation, etc.

## QUIZ Contest

CGQ039

**WHAT IS A TOURACO?**

A TOURING COMPANY?

**Yesterday's Answer:** Dessert wine.

**Name:** S Travani, Haddo; Ankur Das, Junglighat; Shaziah, Junglighat.

We will publish your name, correct answer in this space. SMS the answers alongwith your name, address, correct answers to the following mobile number: 8334826380