

Cocktails and Curry at a 'Little India' Favorite

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Chicago, IL April 13th, 2009 – A long-time staple of the culturally infused street known to locals as 'Little India,' the newly renovated Viceroy of India restaurant [viceroyofindia.com] revitalizes the strip. Bordering 'Little India,' which stretches from the corner of Devon and Western to Devon and California; is a mishmash of cultures jam packed with restaurants, and retail establishments that include Indian, Pakistani, Croatian, and Israeli to name just a few. In recent times, the strip has seen a decline in visitors with its parking problems. Businesses worried about their bottom line, and kept expenses to a minimum. Some establishments even shut their doors. Despite the troubled times, Viceroy of India, a two decade old family owned restaurant underwent major renovations.

Considering the economic slump that is affecting many restaurants; Viceroy of India has taken a big risk, and is enjoying an upsurge of customers. The impressive new facility, an expanded menu featuring over 100 delectable Indian dishes, and an inviting drink list featuring unique cocktails such as the Kamasutra, and Mango Mojito will have you craving for more. Dr. Sachin Jain, the second generation restaurateur to lead the newest upgrades said, "Devon Avenue is rich in history for Indian Americans, and it was important that someone did something to bring back customers. Our answer to the parking problem has been to offer valet parking services on the weekends, and local churches have even stepped in to offer their parking lot to visitors. We have also started delivery service within a five mile radius. This has already become a big hit with customers wanting to stay in and relax."

With Indian food growing in popularity, and diners calling for something new, and exciting from the standard fare; Viceroy of India has answered the call by introducing the Balti method of cooking with new entrees on their menu. Dishes like Chicken Balti, and Ghost (Lamb) Balti are sautéed, marinated, then cooked in wine along with an assortment of fresh vegetables flavored with just the right amount of spices. Paired with rice or Naan, the Balti concept is totally different from anything found on Devon Avenue or beyond. Mrs. Sashi Jain, the woman entrepreneur behind Viceroy of India's grand success said that this trend could be attributed to "our promise, and long history of serving fine, authentic Indian dishes, and the overall Indian experience on Devon Avenue. Not only can you enjoy a flavorful Indian meal, but play dress up with Indian clothes, adorn yourself with glittery jewels, and sample Indian music. It's the whole experience of 'Little India' that keeps people coming time, and again." Next time you are craving cocktails and curry, stop in to visit the new Viceroy of India restaurant.

With two convenient locations in Chicago and Lombard, Viceroy of India opened its doors in 1986. For additional information, contact Kruti Purohit or visit www.viceroyofindia.com.

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