



Aangan Press Release: August 28, 2009

IPS Group announces new venture: Aangan - a new “Indian Courtyard” restaurant experience

The IPS Group of restaurants in Manhattan, which currently operates Minar, a well-established Indian restaurant and catering company and the popular Indian fine dining experience Baluchi’s with locations all around the city, has hit another home-run, this time with its first casual elegant restaurant, Aangan.

Aangan, meaning courtyard in India or a courtyard style of dining encompasses all popular Indian dishes. The atmosphere at Aangan is of casual elegance. Aangan, a prominent feature of the Upper West Side, is conveniently located at the corner of 103rd and Broadway, across from the 1 train. This new creation from the owners of the famous Baluchi’s of Manhattan, unfolds a true courtyard dining experience. For Upper West Side residents and those that travel to this area, Aangan is a real treat.

“A great food and dining experience! Not your usual fare, dishes are something to talk about, quality and consistency in cooking and great presentation” - Inder Pal Singh, Owner, IPS Group

At the onset of arrival to Aangan, the elegant ambience is apparent from the frosted glass exterior leading into the high-ceilinged space to the authentic Indian wall coverings and chandelier. The restaurant offers 34 comfortable seats, as well as open-air dining.

A full-service Indian restaurant, each table is complete with beige table-cloth, white cloth napkins, fine silverware and beautiful flower arrangements. Each table has multiple waiter service where drinks are never empty, empty plates never sit for more than a minute and dishes are served on authentic Thali platters and other Indian tableware like Karahi and Handi.

Leading the creation of the secretly flavored, such as Saffron Shrimp, Murgh Aangan, Murgh Xacutti, Lamb Nilgiri and Lamb Pakku, is a team of culinary experts, who bring to Aangan customers over 30 years of experience in the art of Indian cooking.

Unique to Aangan is the real “Thali” lunch platter. The Thali is a copper metal platter containing a real Indian balanced meal of vegetables, lentils, raita, salad, rice, naan, chutney, pickles, papad and a sweet dish. The Aangan Thali (platter) comes in three choices, vegetarian, non-vegetarian and seafood.

The Thali platter is the perfect tasting menu that allows the guest to taste some of the delicacies of Aangan at a reasonable price. It’s an ideal option for the afternoon when nobody is looking for a big meal. Starting at \$9.95; the “Thali” lunch platter is a great value.

Ala carte menu items featuring regional specialties are also available. Lunch is offered from 12:00pm-3:00pm Monday through Sunday.

A full Indian culinary experience can easily be found at Aangan. The menu delivers many signature items as well as the best in quality of traditional Indian dishes. A sample of signature items at Aangan includes



the Aangan Platter, an exotic sampler consisting of Malai Kebab, Salmon Tikka, Seekh Kebab & Mint Chicken; Masala Pao , Mashed vegetables served on pao bread, Bombay's favorite; Tandoori Lobster, Lobster tail with tandoori masala cooked in a clay oven; and Murgh Xacutti , Goan chicken curry cooked with coconut and aromatic spices, served with mint rice. More signature items can be reviewed at www.aangan.com/menu.htm.

The dinner menu of main course options is so varied; you would have to come back several times just to get started. Tandoori dishes of chicken, seafood, lamb and goat are specially seasoned for impressive taste. The Aangan methods of slow-cooking and marination are apparent in the tenderness of the meats and fishes. Each sauce is unique and rich in taste so that sharing is never boring. Try the Lamb made with deep chilies and nutmeg or the Lobster in a spicy tomato sauce. Of course, no real Indian dinner is complete without servings of naan, yellow Indian rice or traditional rice. At Aangan, everything is fresh and wonderfully tasty.

For those Upper West Side residents that choose to order in, the Aangan take-out deal cannot be beat. The deal gives you one appetizer and one good-sized portion entrée as well as rice, naan and raita all for \$14.95. Both non-vegetarian and vegetarian items are available.

Finally, in the same vein of the other IPS properties, Aangan will offer catering for weddings and other special occasions. Information on Aangan catering can be found at www.aangan.com/catering.htm.

Aangan is an authentic Indian Courtyard restaurant of casual elegance for Upper West Side residents. Aangan offers a wide selection of vegetarian, non-vegetarian and seafood dishes. Quality food, generous portions, moderate pricing is Aangan. The Aangan Thali "platter" lunch specials and unbeatable takeout deals make Aangan a clear winner in the Best of Indian category. Open every day including weekend brunch specials.

Aangan Restaurant / 2701 Broadway (@ 103rd Street) / New York, NY

Open 7 days a week, brunch, lunch, dinner and delivery.

Phone 212.280.4100 fax 212.280.4110 For Info about catering call 212.967.0400

info@aangan.com, www.aangan.com

Media Contact / Jasmine Sandler, Agent-cy 212-209-3975, jsandler@agent-cy.com

All branding elements and logo design created and developed by VAND'ZINE, a boutique branding and marketing firm. www.vandzine.com

Food photography courtesy: Ray, photo-graphics@nyc.rr.com