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delhi deli

Hassan Khan spices-it-up with the latest in hi-tech take-aways

Delhi Deli - a new pan-Indian takeaway and delivery service founded by entrepreneur Hassan Khan has recently opened in Battersea Rise, London. Slick, stylish and rather swish, it ushers in a new era of Indian home-deliveries with a brand of cooking that has nothing to do with formula pastes and ready-blended spices. London based Project Orange, a group of architects and interior designers headed by Christopher Ash and James Soane has considerable experience in working on hotel, restaurant and office projects and have created the eye-catching zinc-styled frontage at Delhi Deli. Graphic Design Company, Studio Myerscough, has also played a pivotal role in this joint venture and take credit for Delhi Deli's distinctive branding and packaging materials.

The kitchen, staffed by chefs who have previously worked with London's Chutney Mary, Tamarind and Delhi's Maurya Sheraton hotel, dip into pan-Indian styles of cooking. The menu includes South Indian seafood dishes, Bombay street snacks, North Indian curries, thalis and tiffins. Flavours are typified by home-style haandi dishes, light tawa stir-fries and traditional tandoori favourites from clay ovens. Each dish is freshly prepared to order and can be collected from the shop or delivered to customers if they are in the Battersea area of London. Hussain is already rewing up the in-house fleet of scooters and has hopes to spread Delhi Deli's catchment area to Fulham and West Hampstead within the next couple of months.

All food is cooked on-site in the display kitchen where customers watch suppers being prepared while sipping complimentary glasses of lassi or steamy masala tea. Hassain comments that Delhi Deli's stand alone kitchen lends itself to quality dishes and has for this reason opted against a central production unit. The shop also stocks spice blends, teas and coffees, savoury snacks and exotic confectionery. After sampling the Jaipuri bindi dusted with tart spice and the moreish ajwain prawns save some room to check out their cardamom and nutmeg ices for pud.

