



Press Release

Discover India's Rich Culinary Tapestry With "28States 28Plates"

**- The Book With 150 Vegetarian Recipes Across 28 States of India,
Published By Starmark-**

Kolkata, 6th November, 2023: India's culinary diversity is a treasure trove waiting to be explored, **Sarika Gupta's** debut cookbook **28States 28Plates** was launched today at **Starmark** by **Shri R S Goenka, Co-Founder & Joint Chairman, Emami Group**. The book, published by **Starmark**, is all set to take you on an incredible gastronomic journey through the country's hidden vegetarian gems. The cookbook showcases a kaleidoscope of flavors, traditions and cultures from every corner of India, making it a culinary masterpiece. **Mr Gautam Jatia, CEO, Starmark** was also present for the occasion. Food enthusiast & influencer, **Ms Luna Chatterjee** moderated a fascinating session with the author after the launch that trajected through Author's culinary journey as she visited multiple places in India.

"28States 28Plates" is a visual delight that features vibrant, captivating pictures of the food items that will transport you to the heart of India. Within its pages, you will discover unique and authentic recipes that capture the essence of each state; from the vibrant street food of Delhi to the aromatic delicacies of Kerala, from the hearty meals of Uttar Pradesh to the spicy dishes of Rajasthan.

This book is a celebration of India's rich culinary tapestry, where every dish has a story to tell. Author Sarika Gupta, a passionate food enthusiast and travel aficionado, embarked on a journey across India to unearth these amazing recipes. Having lived in different cities across India, she has a deep appreciation for the country's cultural diversity and culinary traditions. This book has been meticulously compiled, from concept to the selection of recipes, numerous trials, and content compilation. Each recipe in "28States 28Plates" is a labor of love designed to transport readers to the heart of India, one state, one plate, one recipe at a time.

The book interestingly captures many lesser-known Indian vegetarian dishes showcasing the country 's rich culinary legacy of vegetarianism and exploratory catalogue of Indian cuisine which goes beyond the limited concepts of Chole-Bhature or Idli Dosa. We do believe readers will love to keep this book in their collection and realize how vegetarian food is beneficial not only to their health but also in protecting the ecological balance" said **Mr RS Goenka, Co-founder & Joint Chairman, Emami Group**.

"Readers can explore known, unknown, and lesser-known vegetarian recipes from all 28 states and some Union Territories of India, including those rarely found in popular cookbooks. One can delve into the rich history and cultural significance of each dish with anecdotes and stories that bring the recipes to life. Whether you are a seasoned cook or a beginner, the detailed instructions and the illustrated photographs will make the cooking process easy and enjoyable", said **Sarika Gupta, Author**.

Most of the ingredients required for the recipes are easily available at most homes and grocery stores, ensuring that readers can enjoy the flavors of India without hassle. Many recipes feature step-by-step pictures and tutorial videos for others are available on the website. "28States 28Plates", which priced at **Rs 1500/-**, includes a variety of recipes suitable for vegans and those with gluten sensitivities, making it an inclusive culinary experience. There are also recipes that can be made without onions and garlic, naturally catering to **#NoOnionNoGarlic** preferences.



“As much as we love eating, we also enhance our culinary knowledge and Sarika Gupta’s cookbook, “28States 28Plates” makes an exciting

enjoy reading interesting cookbooks to try out preparing new dishes. Ms

and interesting read as she has handpicked these vegetarian recipes across 28 states of India which provides the food connoisseurs a wide option to choose from. We decided to publish this book through the publishing wing of Starmark as we feel this book has immense potential to attract the food lover”, said **Mr Gautam Jatia, CEO, Starmark.**

Readers can now embark on this exciting culinary journey and experience the rich tapestry of India's vegetarian cuisine, courtesy "28States 28Plates", available across physical and online stores.

About Starmark

Set-up in 1999, Starmark is owned by Eastern India’s leading business house, The Emami Group. Initially promoted in collaboration with Landmark, Starmark became an Emami Group company when it was merged with Emami Frank Ross Ltd, a group company of Emami, in 2007. Starmark believes in weaving that magic into the life of each customer who steps into the warm and inviting ambience of our reader-friendly stores. With the help of the latest retail management software, trained customer-friendly personnel at each outlet, reader-friendly ambience, ample seating arrangement and an easy-to-navigate store layout, Starmark offers a unique browsing pleasure to each visitor. With the flagship store in South City Mall, Kolkata, Starmark has 4 more outlets in the city at Quest Mall, Mani Square Mall, City Centre I & City Centre II.

For Further Information:

Sreeraj Mitra / Abhishek Ghosh / Sreya Saha / Liza Thomas
Sagittarius.Inc

Ph: 9007307884 / 9903227841 / 8697719341 / 8777490098