

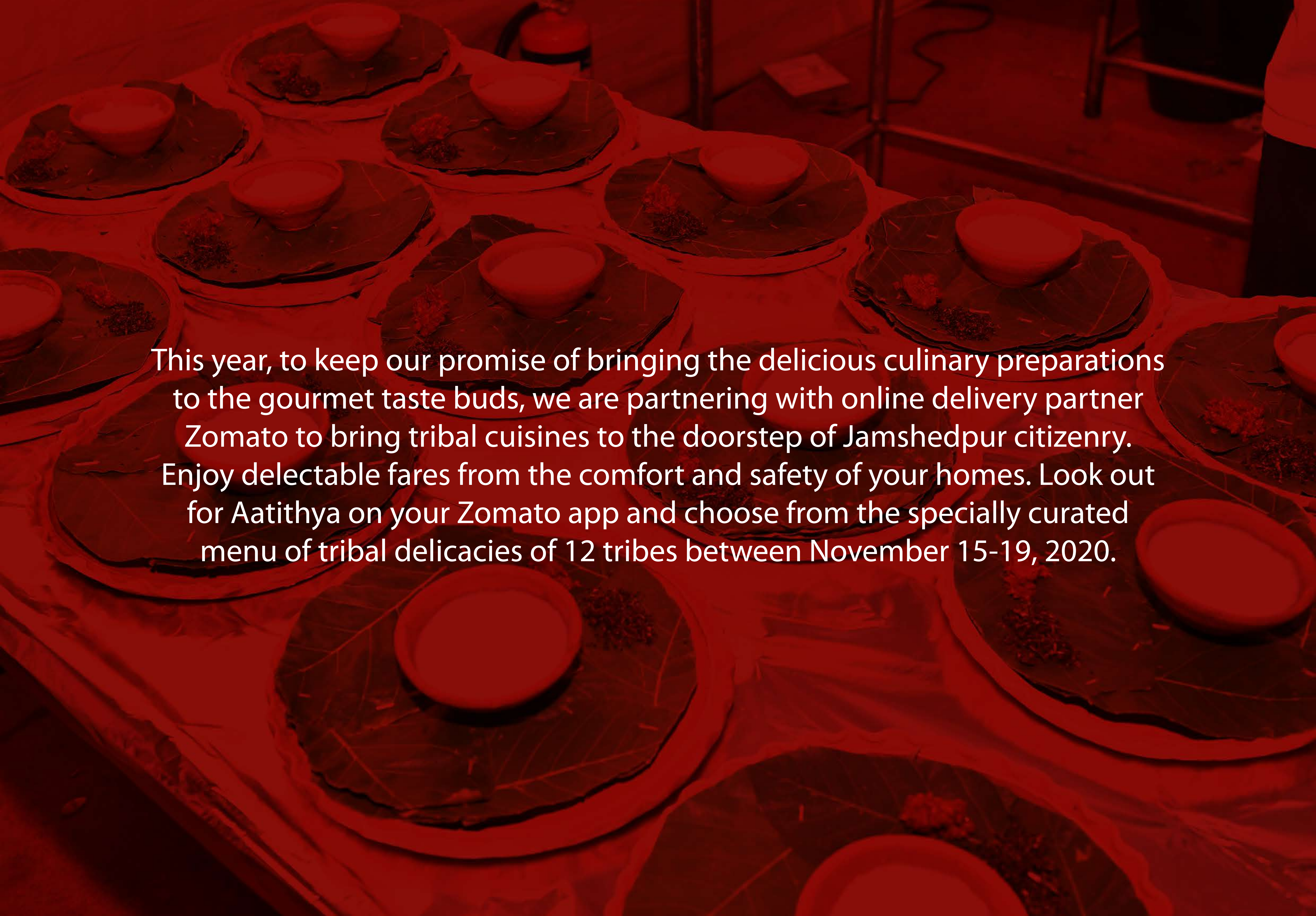


AATITHYA

Bringing together the cultural, nutritional and commercial significance of the culinary heritage of the tribes.

Aatithya was conceptualized in 2017 in partnership with Indian Hotels Company Limited to explore the confluence of culinary heritage of the tribes and a fine-dining experience. At the Aatithya counters during the main conclave every year at Jamshedpur, home cooks prepare and offer delectable tribal flavours from across India. Last year, regional food festivals were also organised at Taj Guwahati and Taj Madikeri as part of an extended engagement with the home-cooks beyond the main conclave.

Kalyan Karmakar, an eminent food blogger had visited Samvaad 2019 and has shared his experience here: <https://www.youtube.com/watch?v=Qfg5IC5ZRzs>



This year, to keep our promise of bringing the delicious culinary preparations to the gourmet taste buds, we are partnering with online delivery partner Zomato to bring tribal cuisines to the doorstep of Jamshedpur citizenry. Enjoy delectable fares from the comfort and safety of your homes. Look out for Aatithya on your Zomato app and choose from the specially curated menu of tribal delicacies of 12 tribes between November 15-19, 2020.