



SOME PRESS EXCERPTS

The room is a temple to Bollywood... like a fairy tale, the plates keep on coming, getting faster and faster, tastier and tastier.

A. A. Gill, Sunday Times

An ideal place to party...

Fay Maschler, The Evening Standard

The perfect place for some Bollywood bling.

Night & Day Live

No one need leave here unhappy and I ate things of a quality to rival those Indian Restaurant where £ 18 just gets you a main course.

london-eating

Sitaaray is one of those rare things, a West End restaurant that keeps food standards high, prices low and still manages to maintain enough sparkle to make dinner here feel like a break from the norm.

The London Paper

This nifty new eaterie from the group that brought you Chor Bizarre and Tamarai stands head and shoulders above both. Specializing in the tandoor style of India's northwest frontier, it serves an unlimited set-price dinner menu in Brazilian churrascaria style: bringing spiced, grilled meats and fish to the table. Highlights include an extraordinary salmon tikka, as tender as butter and softly spiced. Lamb kokari has finely ground meat fired with cloves, while fist-sized garlic prawns are a must. Distinctive breads, including sweet bakarkhani bread and the rarely found sheermal parantha are well-made, though a supporting cast of dhal makhni and vegetables are surprisingly bland. What makes the venue unique is its tribute to the stars of Indian cinema from which it takes its name. Photos of vamps, villains and the industry's key players going back to the 1940s adorn the walls, while some of the finest songs accompany your meal. An original idea well-executed.

The Guardian Guide

From the same people who brought us the magnificent Tamarai, this new Indian restaurant has several twists that render it incomparably superior to your usual curry house. Firstly, as with Tamarai, the wine list has been designed by Tim Atkin, ensuring that the standard of drink is high; likewise, the delicious cocktails have been co-ordinated by the Gorgeous Group. The other highlight is, unsurprisingly, the food, which in the evening takes the form of an upmarket selection of grills and North Indian dishes a world away from the usual generic chicken tikka masala.

GQ



Sitaaray – Sexy new Indian inspired by Bollywood. The design of this amusingly over-the-top space is cinematically inspired: smouldering red walls meet gold ceilings & the space is decorated with opulent gilt frames, etched mirrors & classic posters of landmark Indian films. The menu is predominantly grill & kebab-based & offers tremendous value.

Square Meal

The concept is 'Bollywood' and boy is it full on; from the themed genre booth areas- Romance, Couples, Villains etc- to the mini flat screen tellys dotted everywhere pumping out non-stop Bollywood movies. It's all rather fun. The other thing that makes it stand out from the usual curry crowd is the food. In the evening this is based around a simple £18 a head all you can eat feast that changes menu now and then, but basically delivers a rich variety of curries and kebabs. No one need leave here unhappy and I ate things of a quality to rival those Indian restaurants where £18 just gets you a main course. The booth system means it's ideal for groups, and at the low price it's sure to attract them, so I hope the plush interior is more hard-wearing than it looks for the owner's sake if nothing else. Despite the fun interior and attitude, this is actually a serious place for Indian food with a range of dishes from the Northwest Frontier, the original home of skewered and char grilled meats.

London –eating

It promises to take Indian restaurants' popularity in Britain to new heights. Aptly named 'Sitaaray', which fuses the very best of the Indian cinema with authentic Indian cuisine, was opened by Shabana Azmi and husband Javed Akhtar in the West End's theatre heartland, Drury Lane, near Covent Garden in the presence of over 200 invitees, many being film buffs with equal passion for Indian dishes. But the real star of the evening was no doubt Sitaaray's menu and its interiors. The arched glass door is striking elegant. Sitaaray is not just one more addition to 900 odd Indian restaurants in London. It is a new milestone, with a range of Indian grills, not usually served at any Indian eateries – like bakarkhani, sheermal and kakori kebab from Avadh – and entertainment that is based on the icons of Indian films world, past and present. In fact, it celebrates 75 years of Indian cinema along with Indian arts and culture.

The Hindustan Times

Expect an abundance of appealingly smoky kebabs, steeped in yogurt-based garlicky marinades- Sitaaray is big on grills-plus vegetarian and seafood choices. Rich curries, breads, rice and buttery dal promise to fill any gaps. The service was utterly charming, and the food better than you might expect in a theme restaurant. If you like a bit of tinsel, this one's for you.

Time Out



*The “unashamedly Kitsch” Sitaaray (Meaning stars in Hindi) is a tasty authentic North Indian Grill. Retro revolving lights, photography of Indian cinematic icons by photographers Gautam Rajadhyaksha and individual booths dedicated to different film genres with screens showing memorable scenes and songs set the stage around 75 years of Hindi film. **Hip Guide***

*Sitaaray’s thrill is in its grill, especially when you are anticipating what sizzling temptation the waiter is going to bring next. Sitaaray has great food, friendly service and a fun environment - all the ingredients to make it a Bollywood hit. **Eastern Eye***

Combining the best of Bollywood’s sights and sounds, and the sumptuous smells of a traditional Indian kebab grill. Sitaaray sits on the right side of kitsch. You’ll dine on a dazzling array of delicately spiced meat and fish kebabs, inventive vegetarian versions and the best Dal in the capital. A feast for your tastebuds, Sitaaray is also a feast for the eyes.

Easy Jet

*The food is the main star, and the £18 set dinner menu means you can sample a range of authentic North Indian recipes without breaking the bank. **Visit London - City Guide***

*It’s perfect for pre-theatre and post-theatre, with a delicious three-course menu at only £12.50. **Stella - The Sunday Telegraph***

*Sitaaray provides a joyous escape from the dull city streets into an ambiance where everyone becomes part of the set, CUT! **Flair***

*Rohit Khattar grew up in Kashmir, and had a Cinema Paradiso-style childhood watching up to four films a day from the projection booth of his grandfather’s cinema. His love of Indian cinema never left him, and he has now assembled an array of memorabilia, some of which decorates the upstairs restaurant Sitaaray, which means ‘Star’ in Hindi. The majority of his collection, chronicling 75 years of Indian cinema, was recently showcased at the Venice International Film Festival and will soon be coming to London. The result is a shrine to ‘Bollywood’, although that’s not a word that most true Indian cinema enthusiasts are keen on. It is relatively rare for London restaurants to offer serious cuisine while at the same time not taking themselves too seriously and for this reason alone Sitaaray will be a success. Philippe Starck and Ian Schrager might not feel at home here, and many might argue that this is a plus point. **Theme Magazine***