GOVERNMENT COLLEGE OF ENGINEERING [IRTT]
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Electronics and Communication Engineering

NAAN MUDHALVAN

DIGITAL MARKETING

ASSIGNMENT

BRAND NAME: BIRYANI VILLA
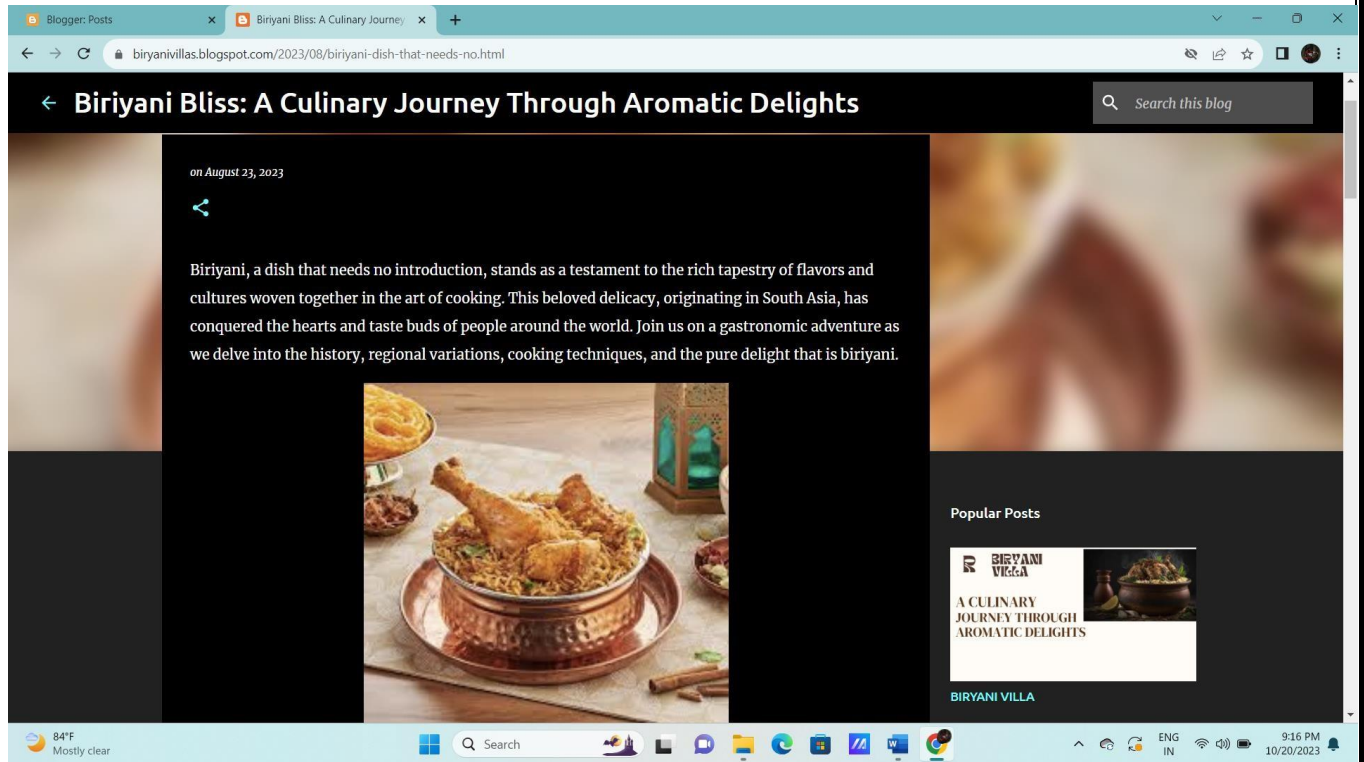
NAME: S.V.YOGESH

NM_ID:645F3909508A156922E46FBA9C13B4A6

Category : Digital Marketing

1.Create a blog or website using Blogspot and WordPress. Customize the theme design and post new article with 500 words.

LINK: https://biryanivillas.blogspot.com/2023/08/biriyani-dish-that-needs-no.html

SCREENSHOT:

1. **Biriyani: A Historical Odyssey**

   – Trace the origins of biriyani back to its roots in Persia and its subsequent journey to South Asia.

   – Explore the evolution of biriyani through various historical periods and its incorporation of local ingredients and cooking styles.

2. **Regional Diversity: Unveiling the Varieties of Biriyani**

   – Discover the diverse regional variations of biriyani, from the aromatic Awadhi biriyani to the spicy Hyderabadi biriyani, the flavorful Kolkata biriyani, and beyond.

   – Delve into the unique ingredients and techniques that distinguish each regional biriyani, showcasing the cultural influences and culinary traditions of the respective regions.

BIRYANI VILLA

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3. **The Art of Layering: Cooking Techniques Demystified**

   – Uncover the secrets of achieving the perfect biriyani, where every grain of rice is infused with flavor.

   – Explore the two main techniques of cooking biriyani: the Kacchi (raw) biriyani and Pakki (cooked) biriyani, along with step-by-step instructions for both methods.

4. **A Symphony of Flavors: Key Ingredients in Biriyani**

   – Dive into the essential components that contribute to biriyani's irresistible taste – fragrant basmati rice, tender marinated meat (or vegetables), aromatic spices, saffron, and ghee.

   – Understand the significance of each ingredient and how they come together to create a harmonious flavor profile.

5. **Beyond Meat: Vegetarian and Vegan Biriyani Delights**

– Celebrate the vegetarian and vegan versions of biriyani, highlighting innovative substitutes for meat and dairy.

– Explore the use of vegetables, tofu, jackfruit, and legumes in biriyani preparation, proving that the dish's essence can be enjoyed by all dietary preferences.

6. **Sidekicks and Accompaniments: Raitas, Salans, and More**

– Elevate your biriyani experience with a range of side dishes, including cooling raitas, spicy salans, and refreshing salads.

– Provide recipes for complementary accompaniments that enhance the overall meal.

7. **Global Fusion: Biriyani's Influence Beyond Borders**

 - Take a culinary tour of how biriyani has inspired fusion dishes around the world, from Middle Eastern Maqluba to Caribbean Pelau.

 - Showcase how different cultures have incorporated biriyani's principles into their own cuisines.

8. **Biriyani for Celebrations: Feeding a Crowd with Flavor**

 - Learn the art of scaling up biriyani preparation for large gatherings, weddings, and special occasions.

 - Get tips on planning, preparation, and presentation to ensure a memorable biriyani feast.

Conclusion:

Biriyani, a dish that encapsulates the essence of tradition, innovation, and the love of good food, is a timeless masterpiece that continues to captivate hearts globally. Whether you're savoring a classic version or embracing a modern twist, biriyani's ability to bring people together and create moments of sheer culinary delight remains unparalleled. So, embark on your own biriyani journey, and may your pot be forever fragrant and your grains always perfectly cooked.

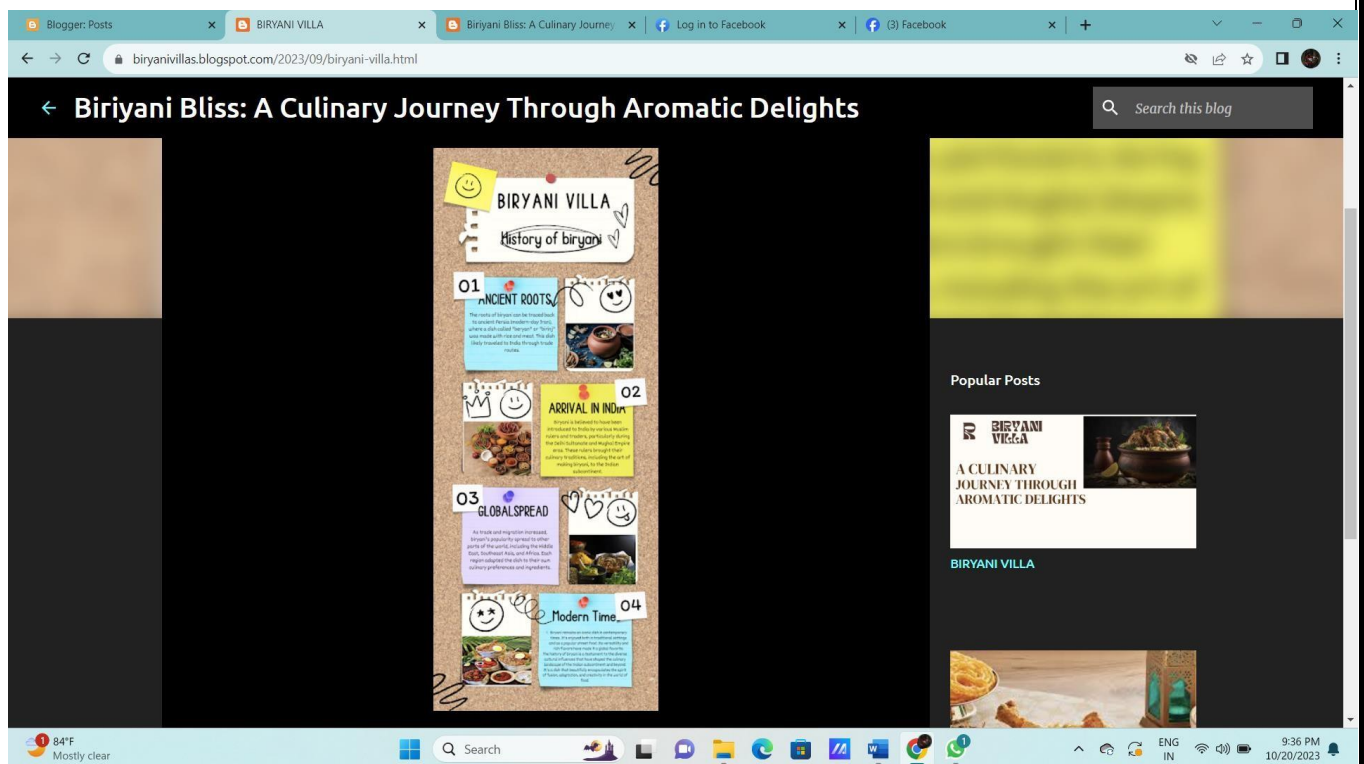**2.Create a New Facebook Business Page and post one social media poster for your brand.**

LINK: https://www.facebook.com/biryanivillachennai

SCREEN SHOT:

3.Create and design a social media advertisement poster using canva.

LINK: https://biryanivillas.blogspot.com/2023/09/biryani-villa.html

SCREENSHOT:

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4.Create email newsletter design using MailChimp or canva tool.

LINK: https://biryanivillas.blogspot.com/2023/08/biryani-villa.html

SCREENSHOT:
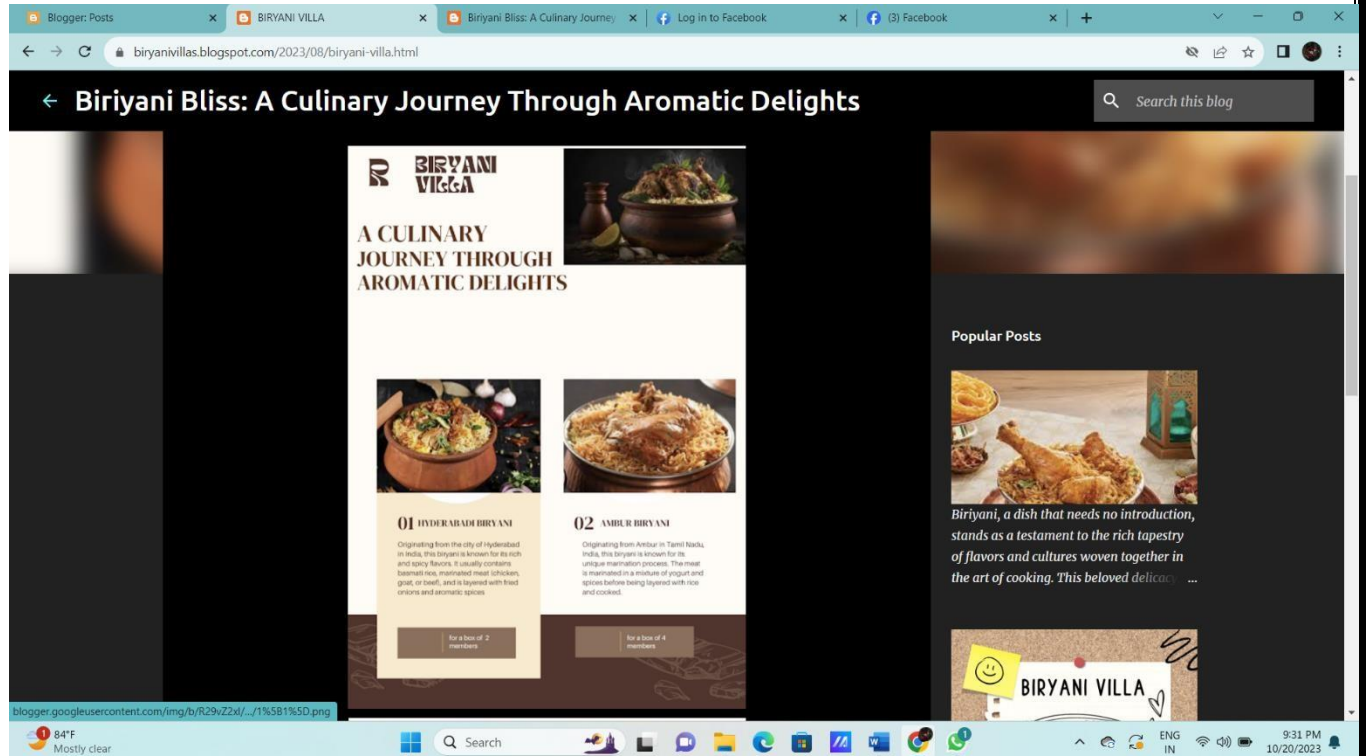
← **Biriyani Bliss: A Culinary Journey Through Aromatic Delights**

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03 DINDUGAL BIRYANI

Another Tamil Nadu specialty, Dindigul biryani is often spicier and has a distinct flavor due to the use of seeraga samba rice and a special blend of spices.

for a box of 4 peoples

04 MALABAR BIRYANI

Hailing from the Malabar region of Kerala, India, this biryani is made with a blend of spices, ghee, and coconut milk. It's known for its unique flavor and is often made with chicken or fish.

for a box of 4 peoples

Now, you can enjoy a variety of the finest biryani from around the world at our store.

Get special prices on World biryani Day.

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History of biryani

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