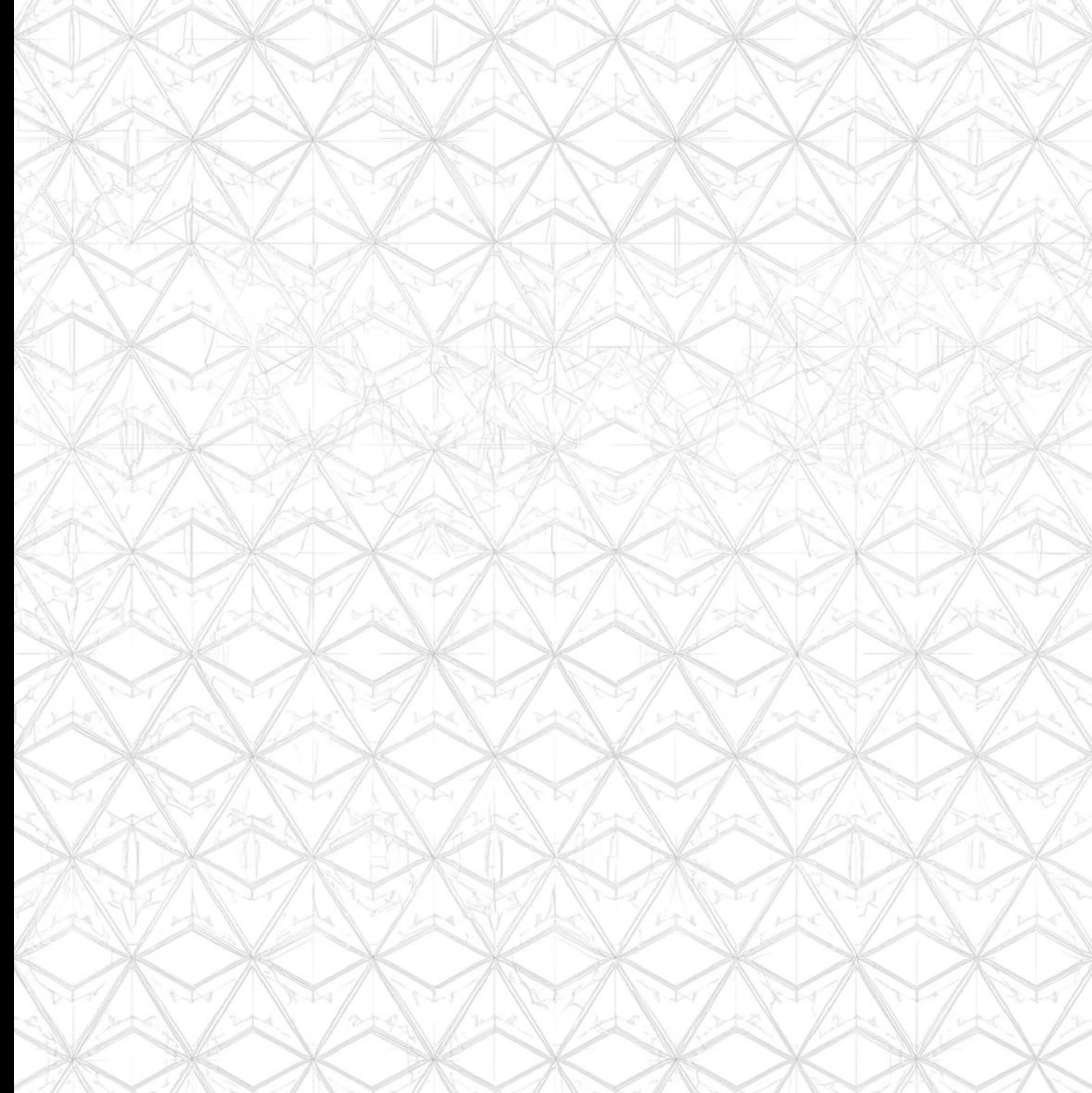




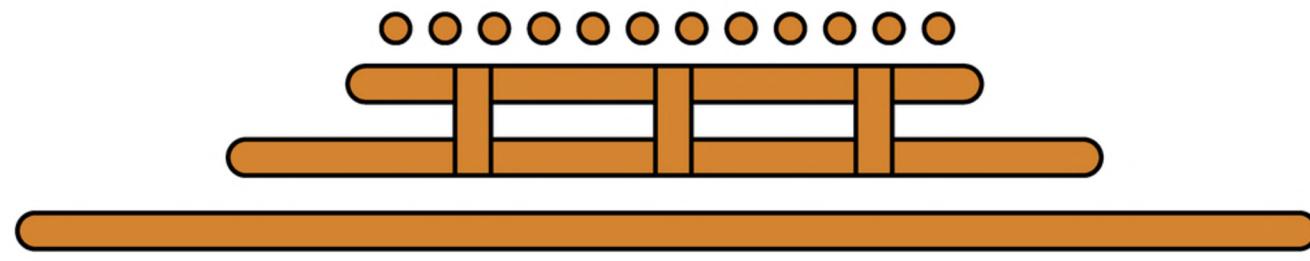
CLEAR VISION  
CALM **APPROACH**  
**BOLD** M<sup>O</sup>VES

One ecosystem. Multiple solutions. One direction.



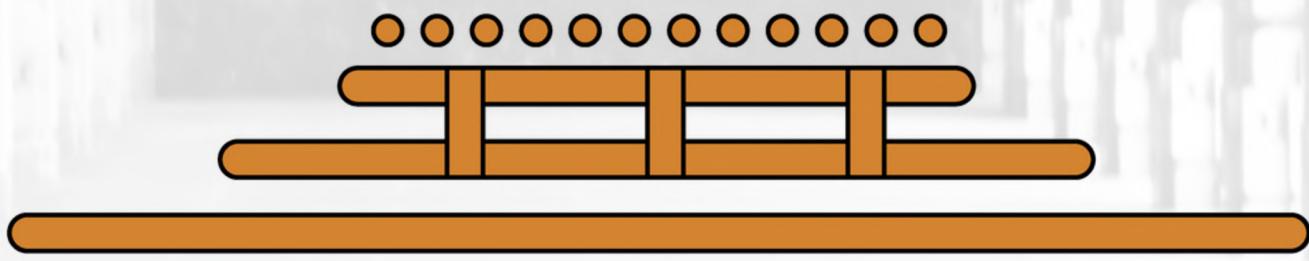


STORY



Focusing on Grandeur & Foundation At Garthapuri, the elephant represents the majesty and strength of our culinary foundation. It signifies deep-rooted knowledge and powerful, time-honored recipes. Step inside to enjoy a truly regal experience where the abundance of flavor and the nobility of service meet in every meal





The Garthapuri logo utilizes a traditional, modern design that serves as an iconic gateway to hospitality, symbolizing a grand welcome offered to every guest. Framed beneath this arch is the elephant, a universal icon of strength, wisdom, and profound abundance. This combination signifies that Garthapuri is a place of majestic quality and traditional welcome, inviting patrons into an experience where every meal is treated as an auspicious and fulfilling event.





HISTORY OF  
**GARTHAPURI**  
ANCIENT NAME OF GUNTUR



## గుంటూరు చరిత్ర

గుంటూరు యొక్క సంస్కృత మూలపేరు గర్థపురి. దీని అర్థం 'నీటి చెరువులు'. గుంటూరు ప్రాచీన చరిత్రను క్రీస్తుపూర్వం 5వ శతాబ్దింలో సాక రాజుల కాలం నుండి అన్వేషించవచ్చు. గుంటూరుకు సంబంధించిన ప్రథమ ప్రస్తావన వేంగి చాళుక్య రాజు అమృరాజ (922-929 CE) కాలంలోని ఇడెర్చు శాసనాలలో కనిపిస్తుంది. 1147 AD మరియు 1158 AD సంవత్సరాల శాసనాలలో కూడా గుంటూరు ప్రస్తావన ఉంది.

## బౌద్ధ ప్రభావం

బౌద్ధం గుంటూరుపై తన ముద్రను వేసింది. అమరావతిలో బుద్ధుడు స్వయంగా మొదటి కాలచక్ర మహాసభను నిర్వహించాడు. అప్పటి నుండి అమరావతి ప్రాంతం భారతదేశంలోని ప్రముఖ బౌద్ధ కేంద్రాలలో ఒకటిగా నిలిచింది.

## సాతవాహనులు

క్రీ.పూ. 2వ శతాబ్దిం నుండి క్రీ.శ. 3వ శతాబ్దిం వరకు సాతవాహనులు అమరావతిని తమ రాజధానిగా చేసుకున్నారు. వారి కాలంలో అమరావతిలో వాణిజ్యం విస్తారంగా అభివృద్ధి చెందింది.

## ఇతర రాజవంశాలు

గుంటూరు ప్రాంతాన్ని ఇక్కొకులు, విష్ణుకుండులు, ఆనంద గోత్రికులు, కోట వంశం, చాళుక్యులు, చోళులు, కాకతీయులు పాలించారు. 12వ శతాబ్దిలో రెడ్డి రాజులు కొండవీడులో కోట నిర్మించి దానిని తమ రాజధానిగా మార్చారు. 1180లో ప్రసిద్ధ పాల్వుడు యుద్ధం కూడా ఇక్కడే జరిగింది. రెడ్డి రాజుల పతనానంతరం అనేక రాజులు అధికారంలోకి వచ్చినా, గుంటూరు ప్రాంతంలో స్థిరమైన శక్తివంతమైన పాలకుడు లేరు.

## ముస్లింలు మరియు

### బ్రిటిష్ పాలన

1687లో బోరంగజేబు

ప్రాదరాబాద్ ప్రావిన్సును

ఆక్రమించినప్పుడు గుంటూరు ముఖుల్ సామ్రాజ్యంలో భాగమైంది.

తరువాత గుంటూరు ఈస్ట్ ఇండియా కంపెనీ ఆధీనంలోకి

వెళ్లి, 1784లో మద్రాస్

ప్రసిడెన్సీలో చేర్చబడింది.

## స్వాతంత్య ఉద్యమం

గుంటూరు స్వాతంత్య

ఉద్యమంలో ముఖ్యపాత్ర

పోషించింది.

1953లో గుంటూరు మద్రాస్

రాష్ట్రం నుండి వేరుపడి,

వీకికృత ఆంధ్రప్రదేశ్

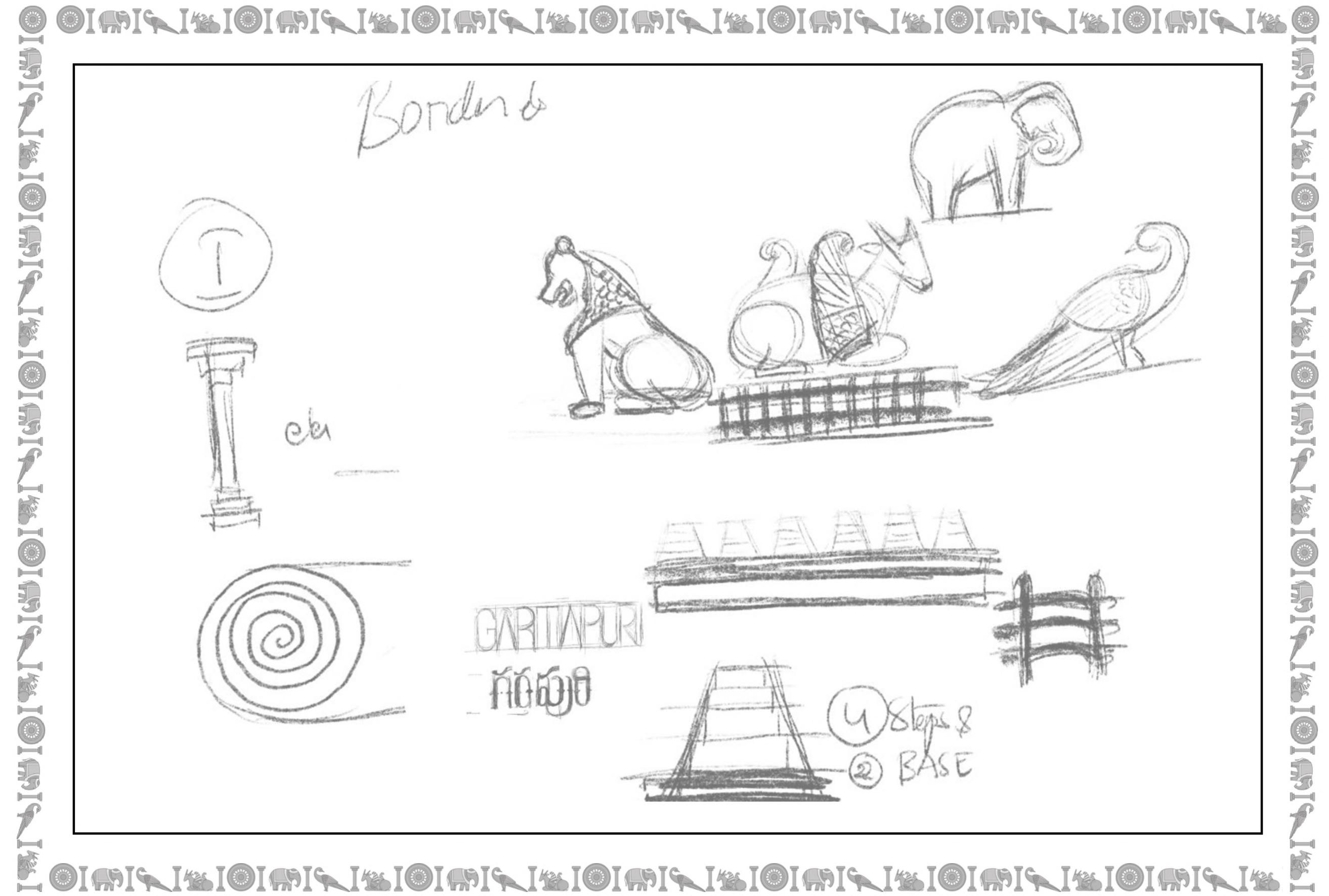
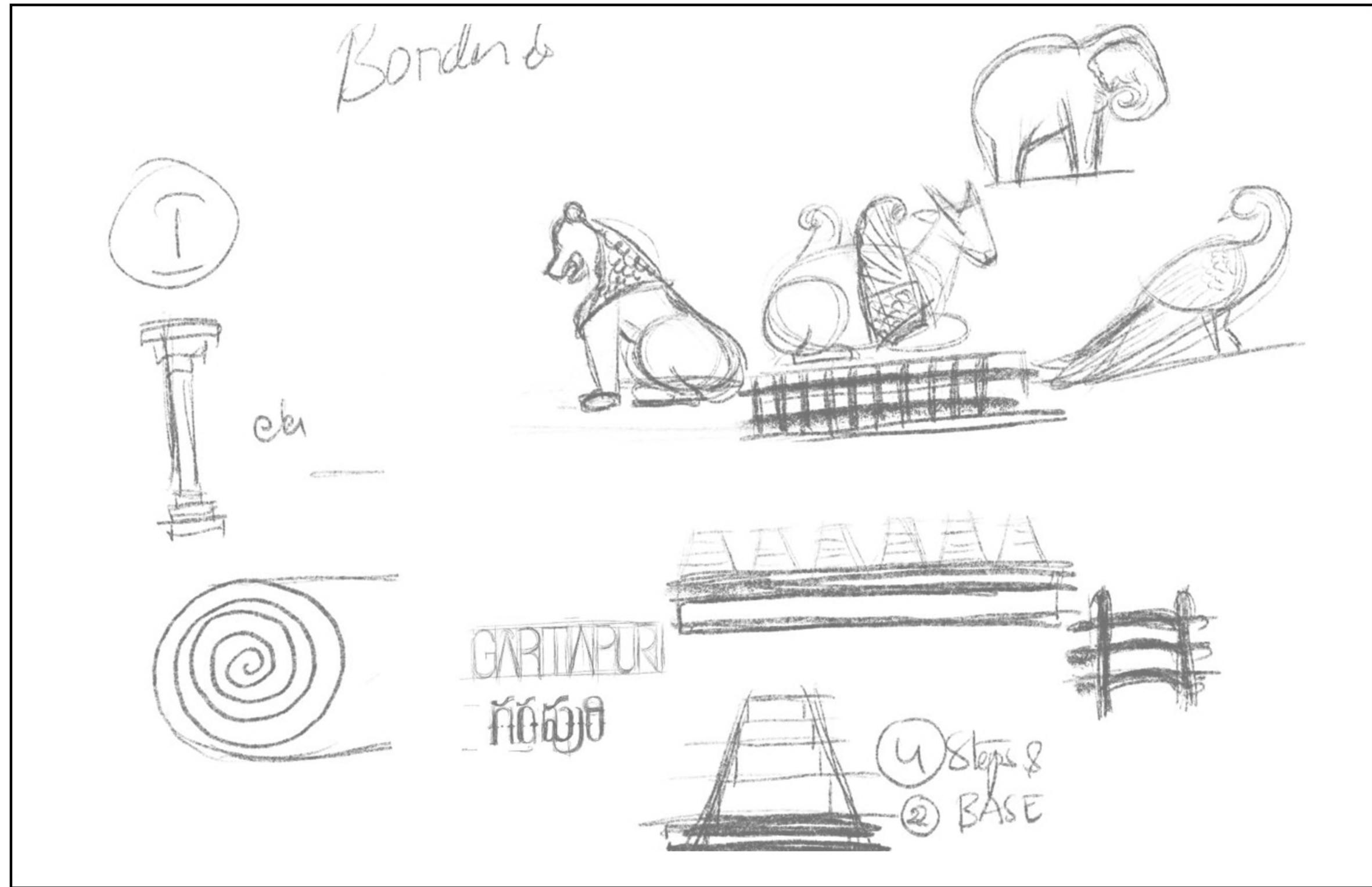
భాగమైంది.

HISTORY OF  
**GARTHAPURI**  
ANCIENT NAME OF GUNTUR

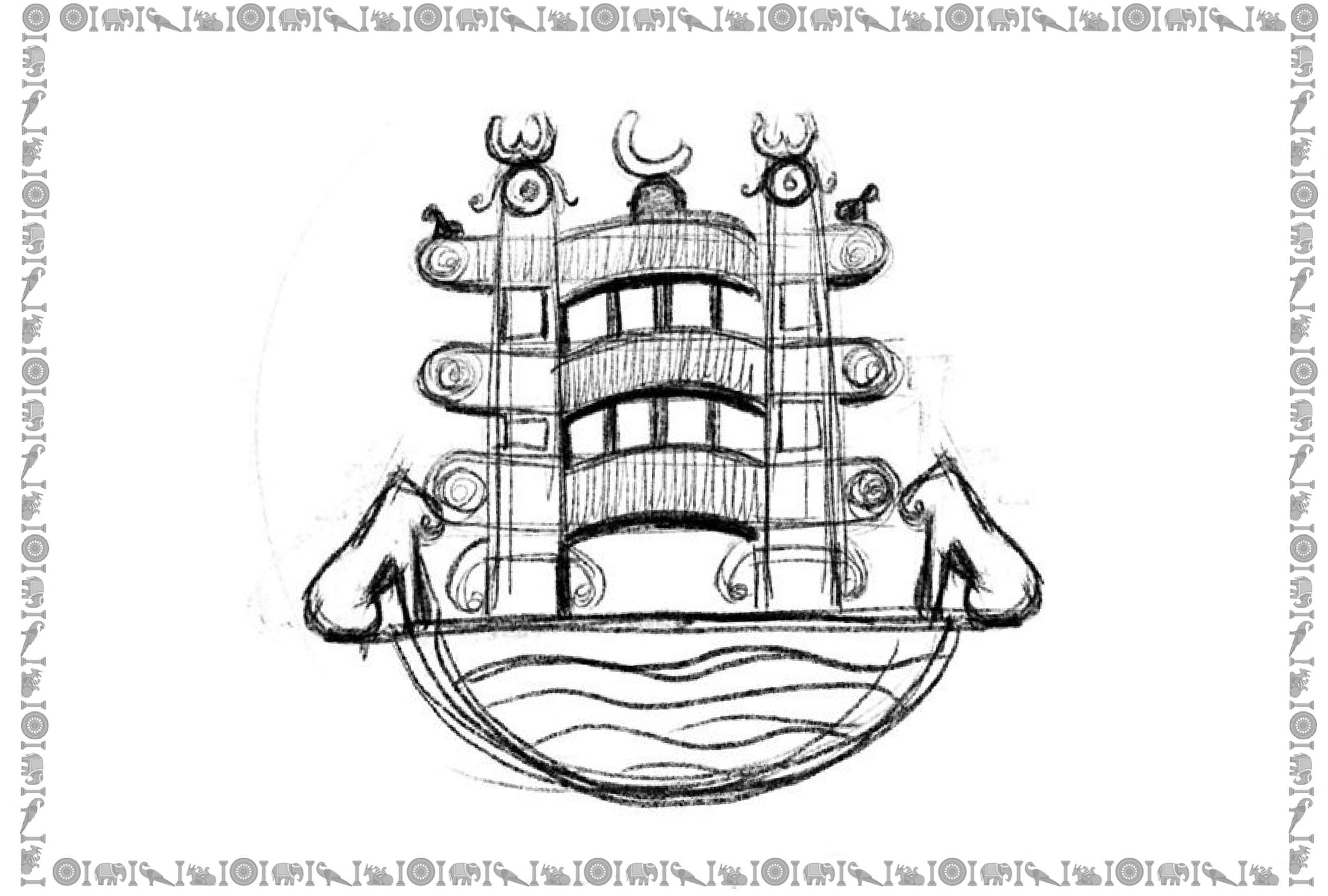




# IDEA & SKETCHES

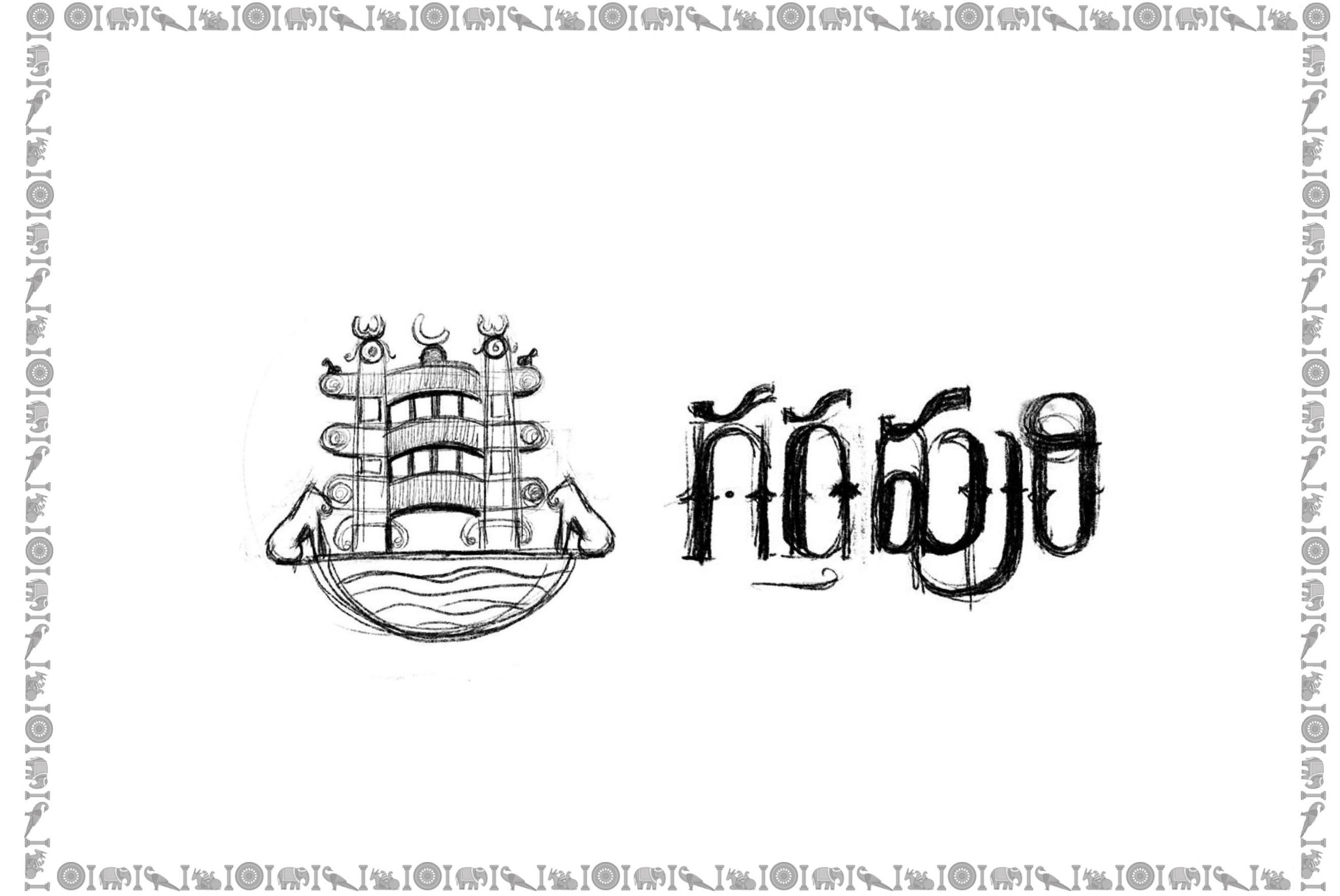


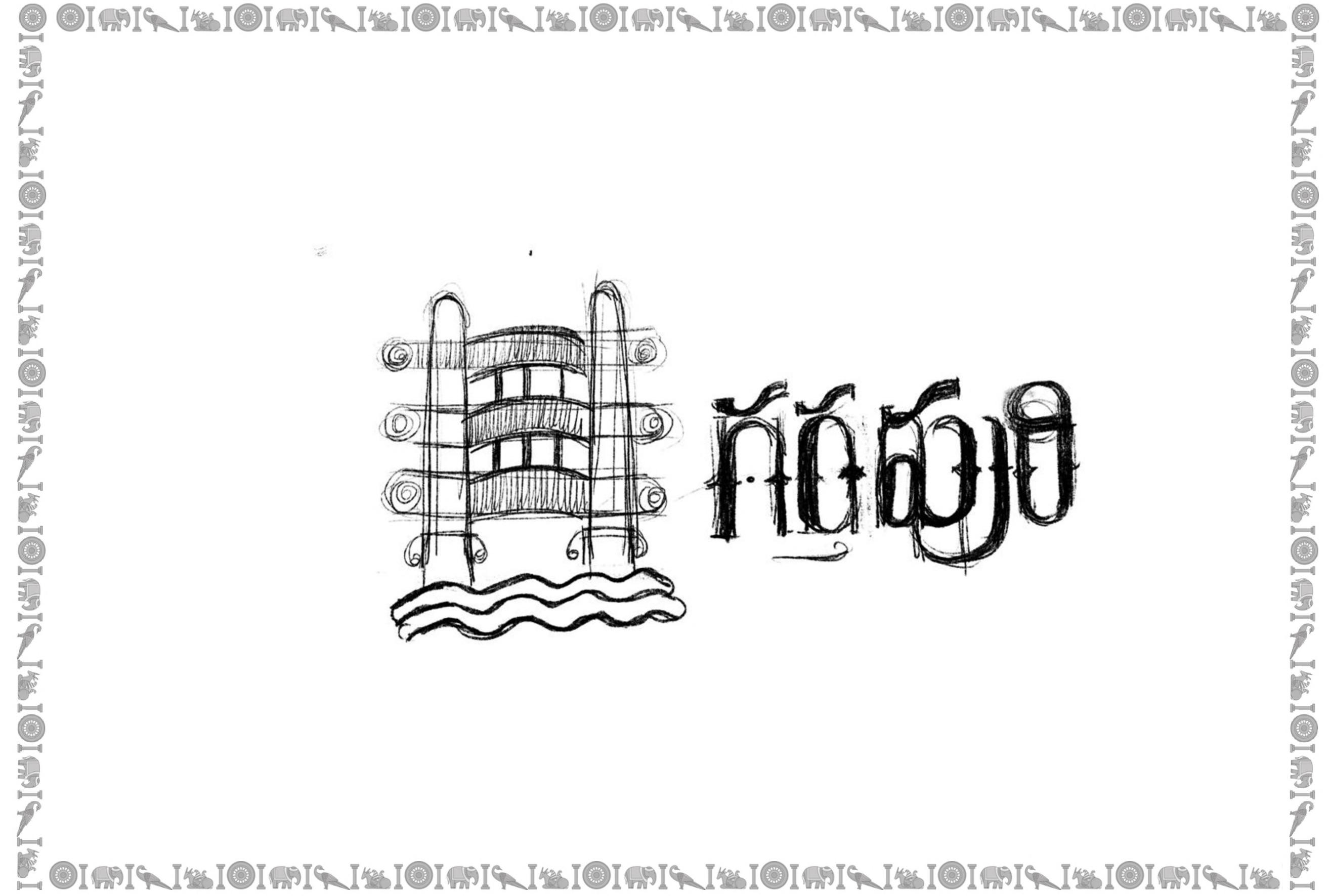






The  
Spotted  
Gudi







# DEVELOPMENT



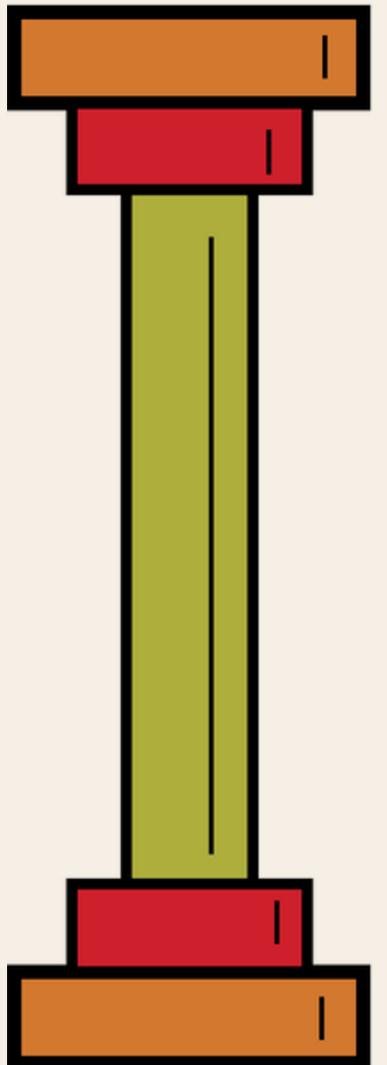
# COSMOS

This emblem is an homage to the ancient Mandala, a geometric blueprint used for spiritual and architectural alignment, representing the cosmos and the principle of perpetual harmony. Its concentric rings and radial sunburst evoke seals from the lost empires of the subcontinent, speaking to a history that stretches beyond memory. It signifies that Garthapuri is not fleeting; it is anchored in the eternal rhythms of excellence. This circular covenant assures that the profound standard of quality and the auspicious return to tradition will never cease.

# VIBRANCY

This Verdant Companion visual element connects us to the artistic and courtly traditions of historical painting, where elements of flora and charming wildlife often symbolized the sweetness of life, eloquence, and the richness of storytelling. This image represents the vibrancy, life, and exotic charm that characterized the courts and cultural centers of ancient India. It serves as a touch of lively detail, promising that the sensory experiences and moments shared at Garthapuri will be colorful, engaging, and worthy of retelling, a bright, vital thread woven into the tapestry of our history.





## PERMANENCE

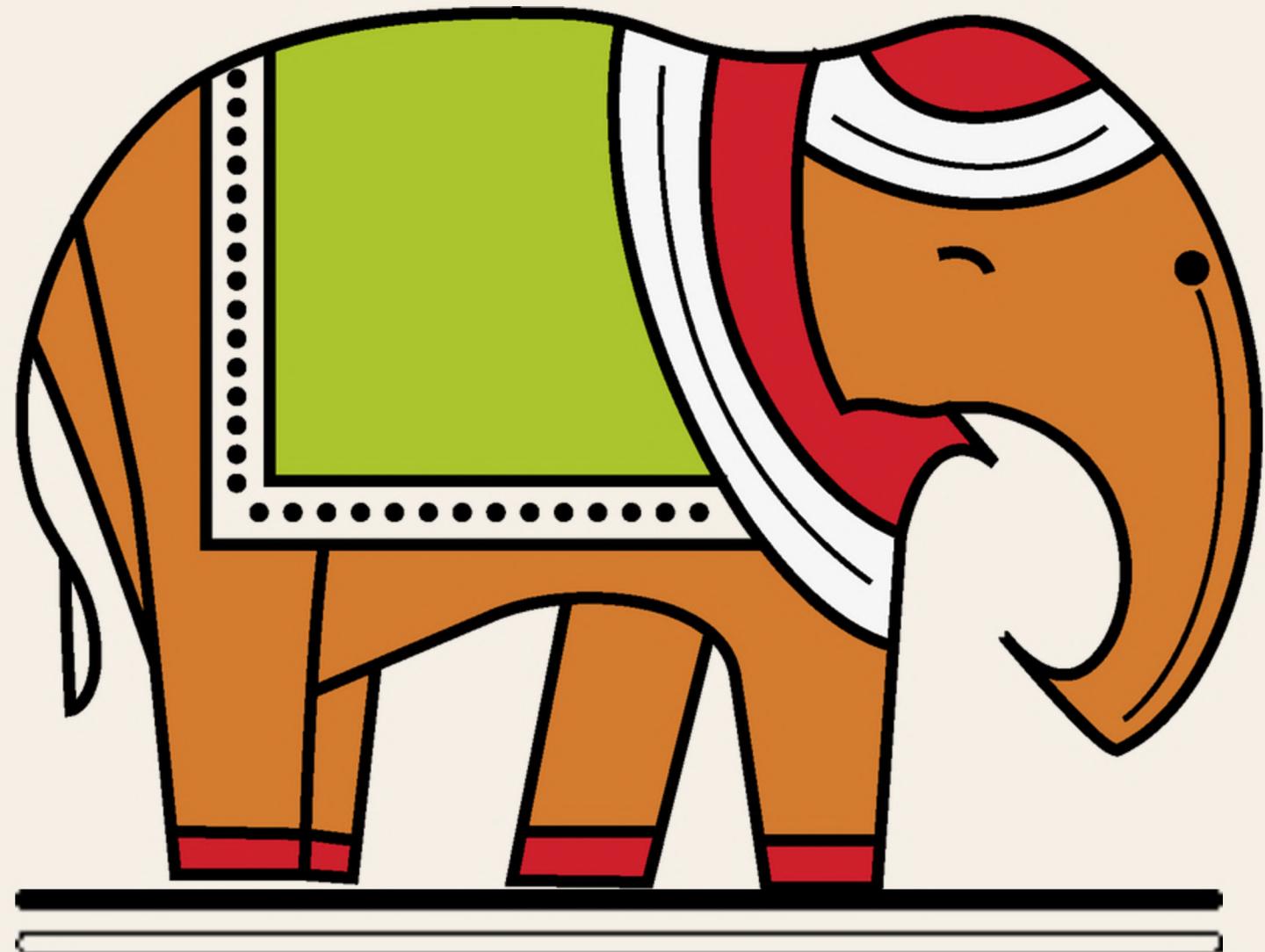
Our pillar is a tribute to the monumental structures erected by ancient royalty—specifically drawing inspiration from the pillars of Ashoka, which were inscribed with decrees of virtue and justice. The heavily detailed carvings are reminiscent of the Dravidian stone artistry found in temples that have withstood millennia. This element signifies that the brand is built not on trend, but on unshakeable moral and aesthetic solidity. It imbues Garthapuri with a sense of monumental heritage, promising a dining experience as reliable and enduring as the history etched in its stone.

The depiction of Nandi draws on the historical understanding of the bull as a prime symbol of fertility, agrarian wealth, and quiet, immense power. Reclining, the bull is in a state of meditative repose, a posture that signifies readiness without restlessness. It evokes the profound sense of calm and focused dedication found within ancient sacred spaces.



For Garthapuri,  
Nandi is the Silent  
Witness to our  
authenticity,  
guaranteeing that  
every ingredient  
and every service  
act is delivered with  
the devotion and  
unhurried quality of  
a time long past.

**ESSENCE**



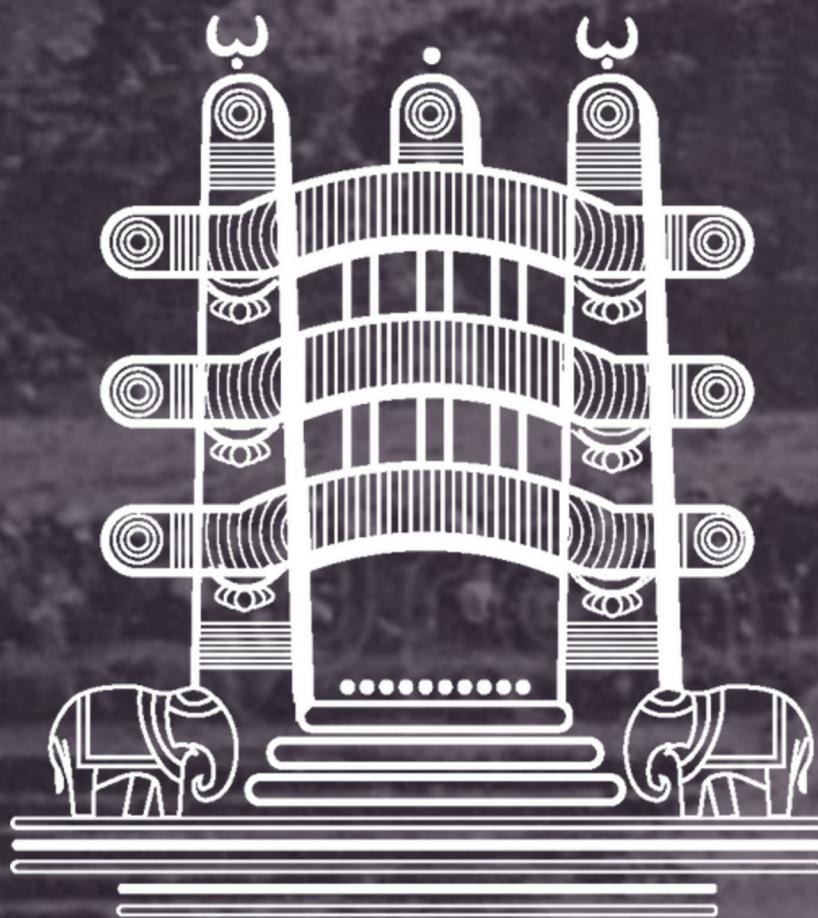
## THRESHOLD

The elephant, set beneath a highly ornamented arch, connects directly to the ancient Gajalakshmi tradition—where elephants symbolize the rain, clouds, and power that bring wealth to the Goddess of Fortune. The arch is a definitive Torana, marking the transition from the mundane street to the auspicious interior. This visual acts as a historical demarcation, stating that when one steps into Garthapuri, they are entering a space where blessings are conferred and abundance is served. The Graced Sentinel is your vintage assurance of majesty, prosperity, and an unparalleled traditional welcome.

# ZENITH

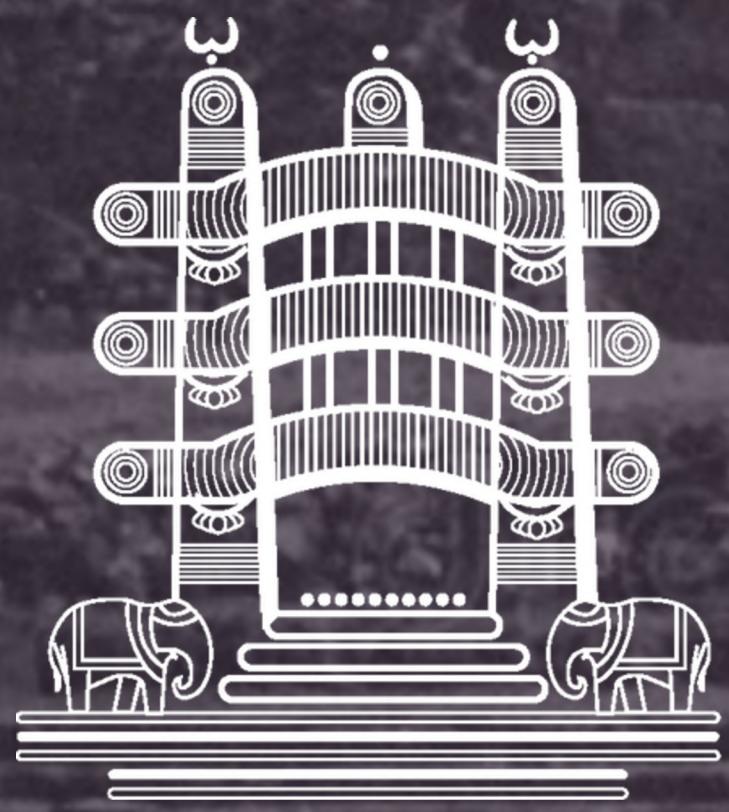
Represents a system built on perfect structural integrity, where every detail orbits a central standard of excellence. It is anchored by a foundation of verifiable truth and authentic, enduring quality, signifying a promise of reliability and permanence. This standard is continuously upheld by a dedicated guardian force, ensuring the unwavering integrity of every tradition and service commitment. The core experience is defined by a concentrated vitality and essence, capturing the most vibrant and memorable aspects of flavor and atmosphere. Together, these forces generate powerful forward momentum, marking the space as a highly auspicious destination for success and prosperity.





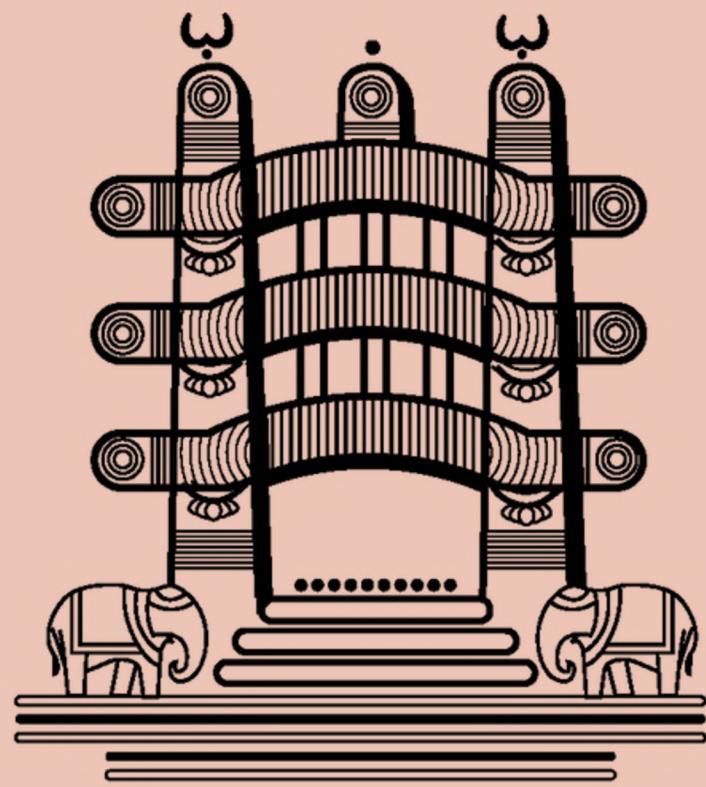
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THE SPICE LAND OF INDIA



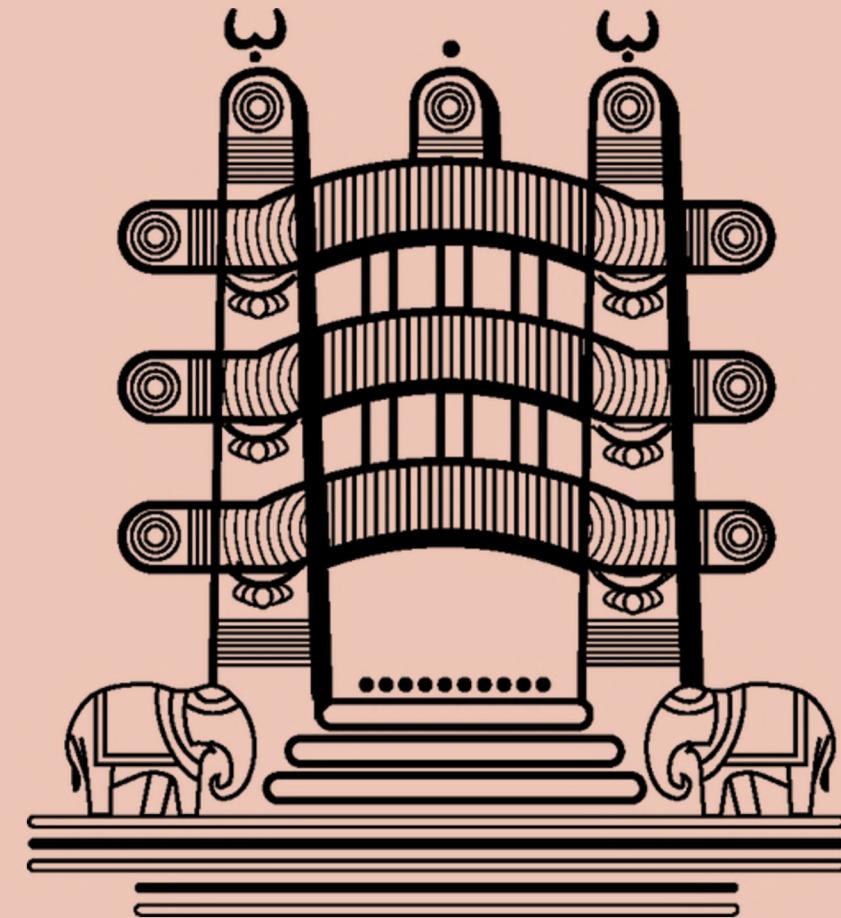
# GARTHAPURI

THE SPICE LAND OF INDIA



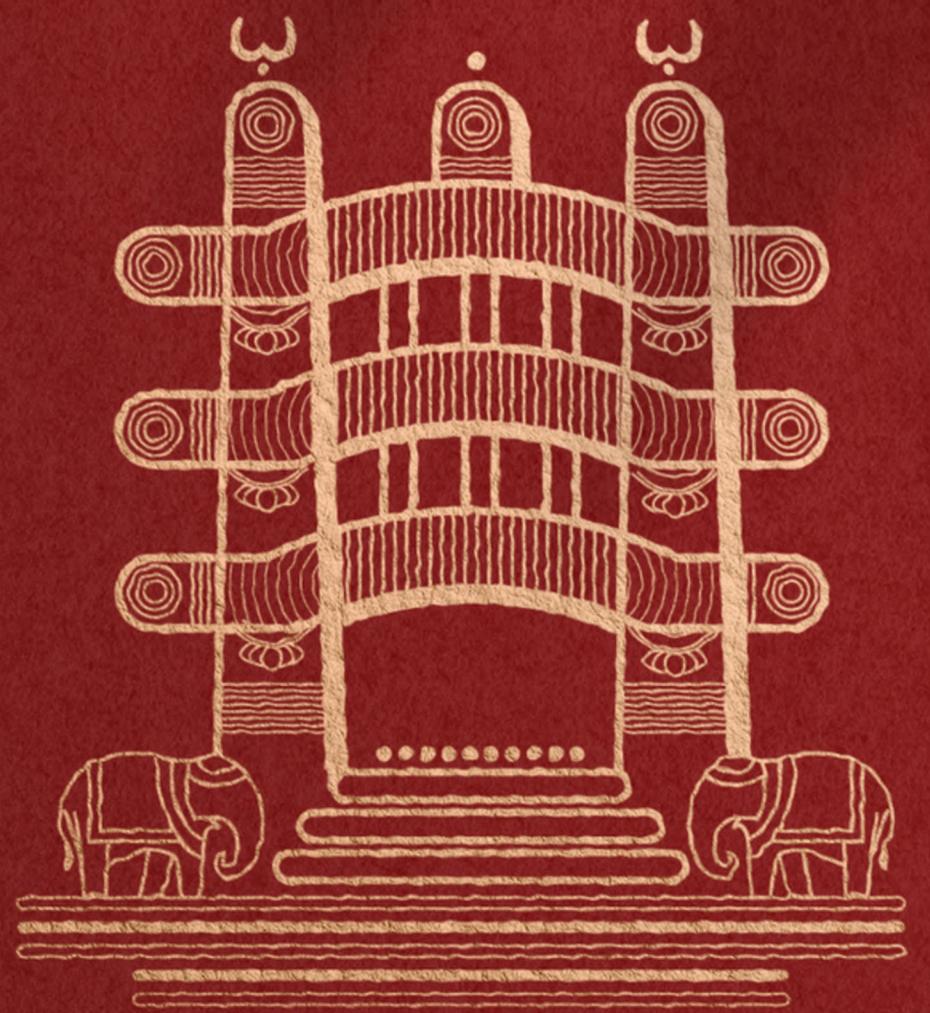
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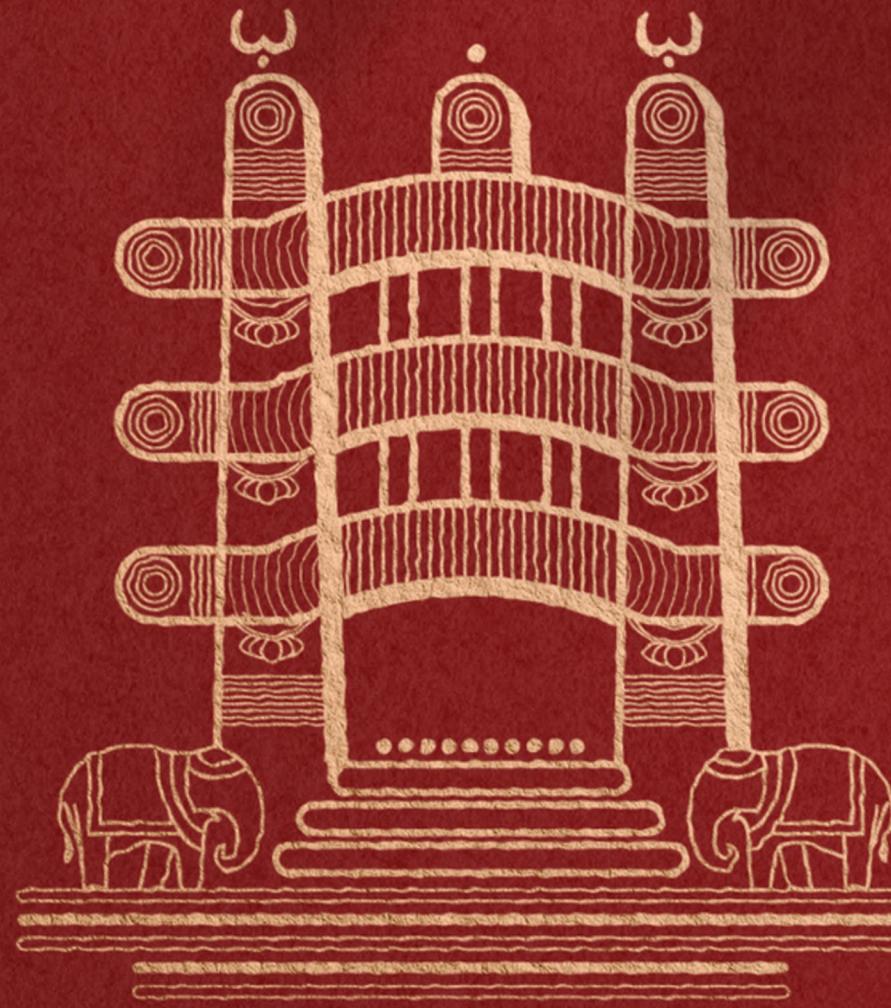
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THE SPICE LAND OF INDIA



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THE SPICE LAND OF INDIA



# GARTHAPURI

THE SPICE LAND OF INDIA



# BRANDING THEME



PRIDE OF  
ANCIENT  
SIGNIFICANCE









**GARTHAPURI**

THE SPICE LAND OF INDIA



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+91 00000 00000  
user@domain.com





**GARTHAPURI**

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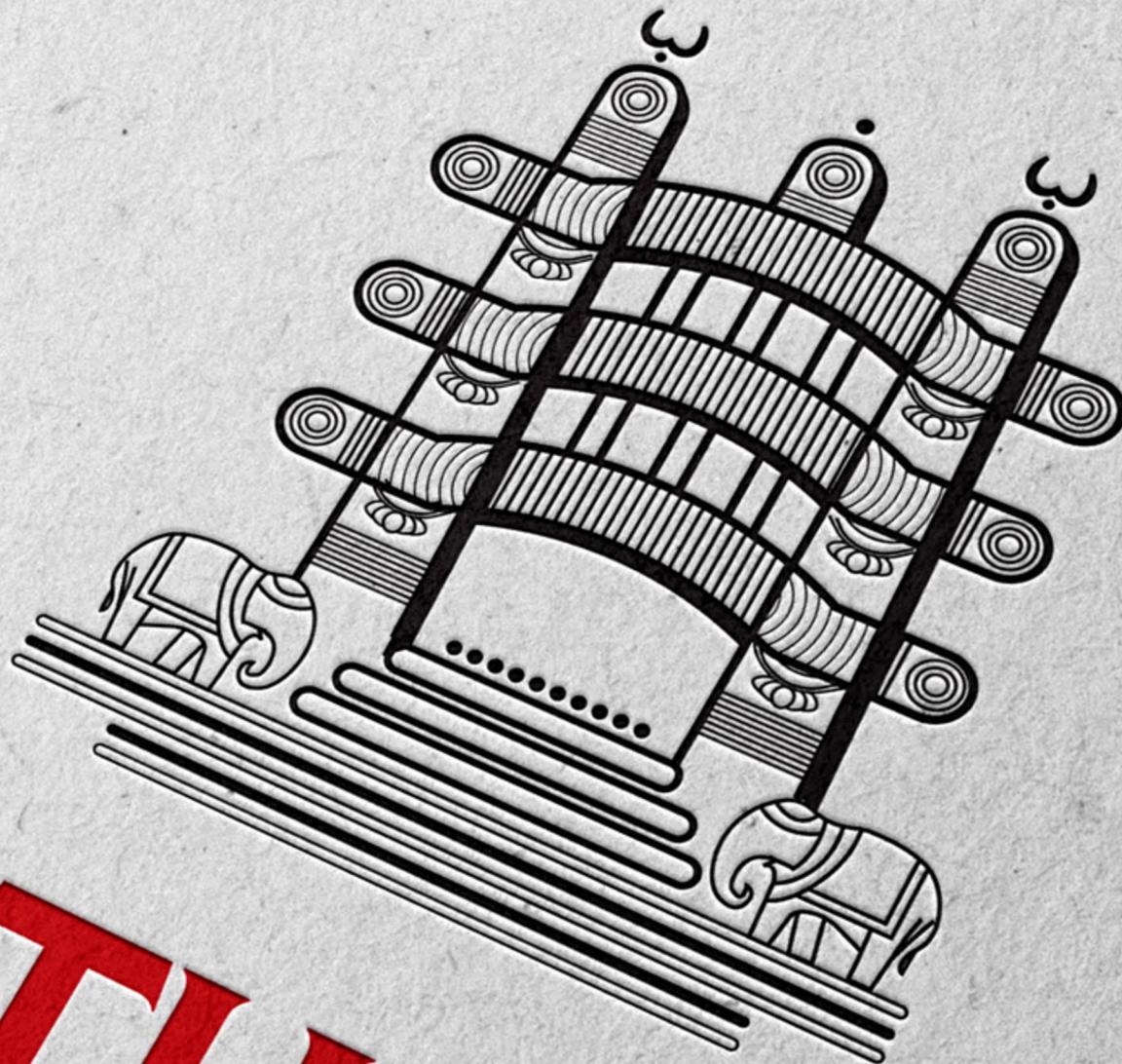


India India India India



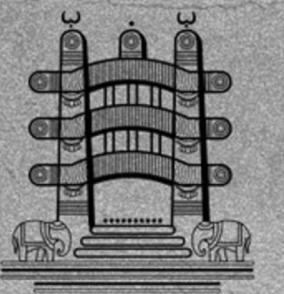
# CARTHAPURI

THE SPICE LAND OF INDIA



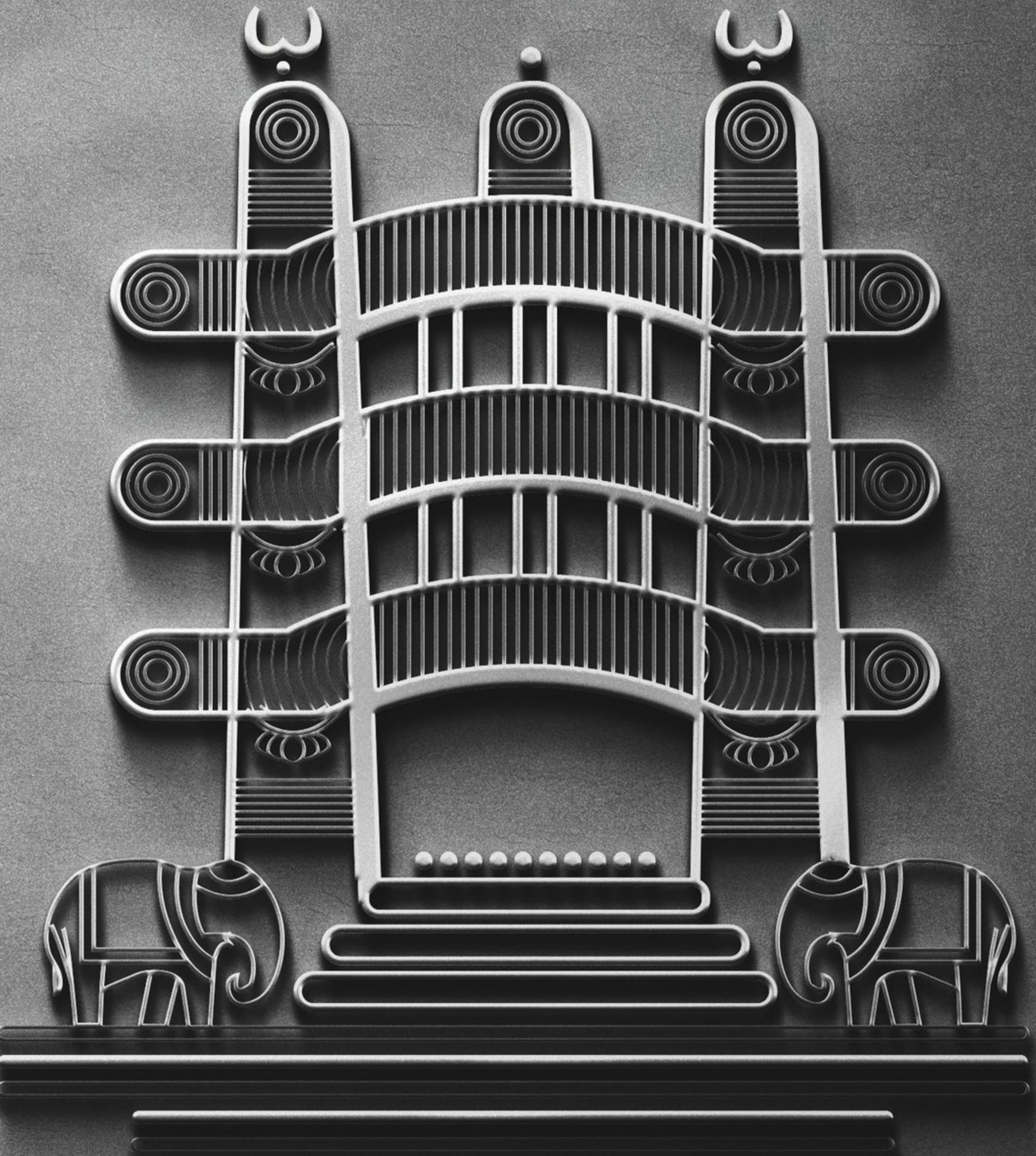


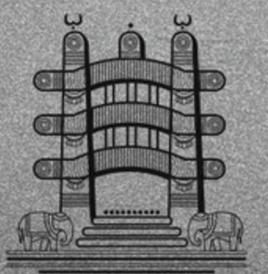
# INTERIOR STYLE



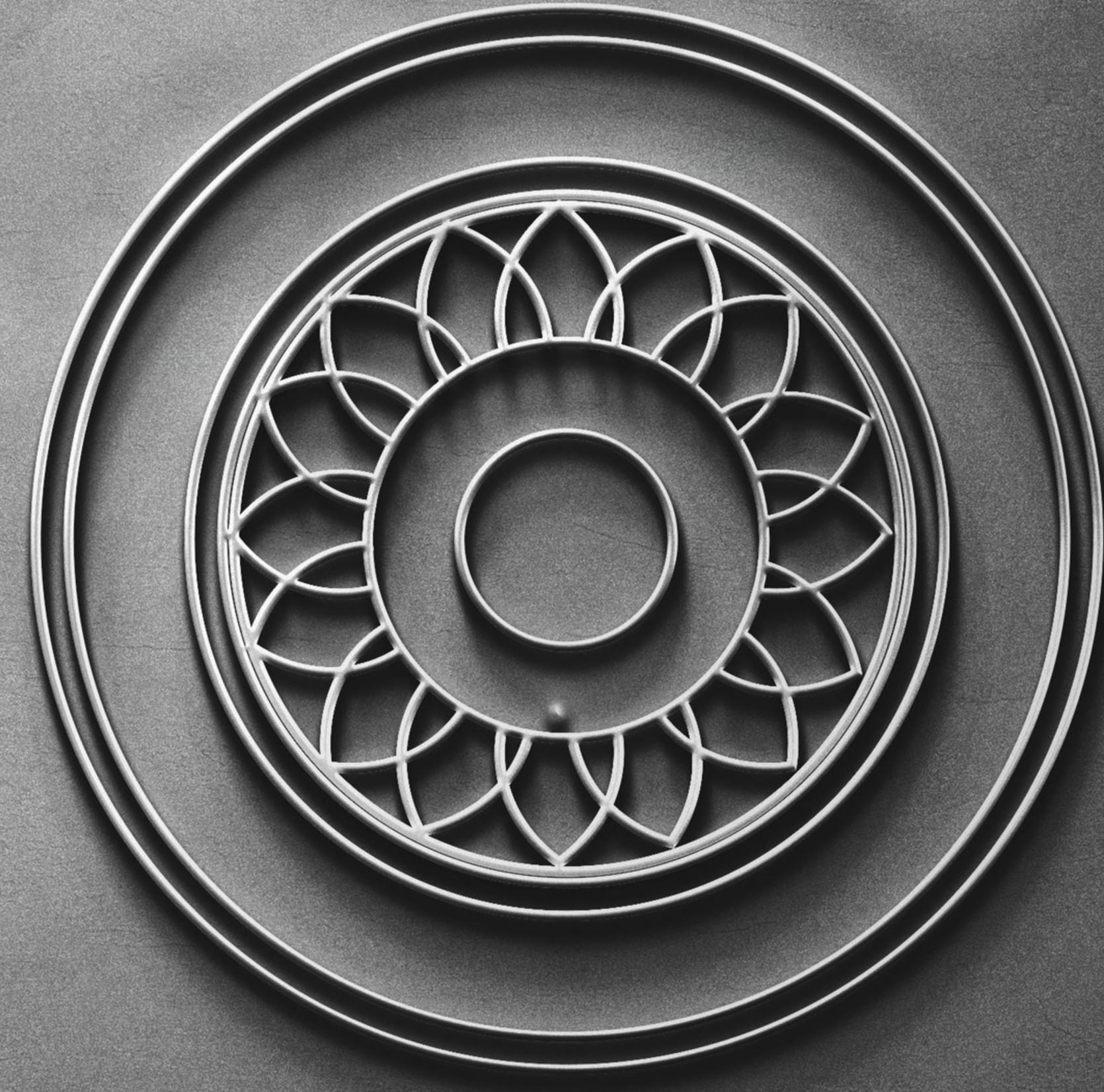
**GARTHPURI**

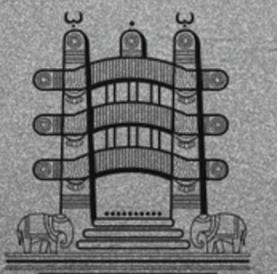
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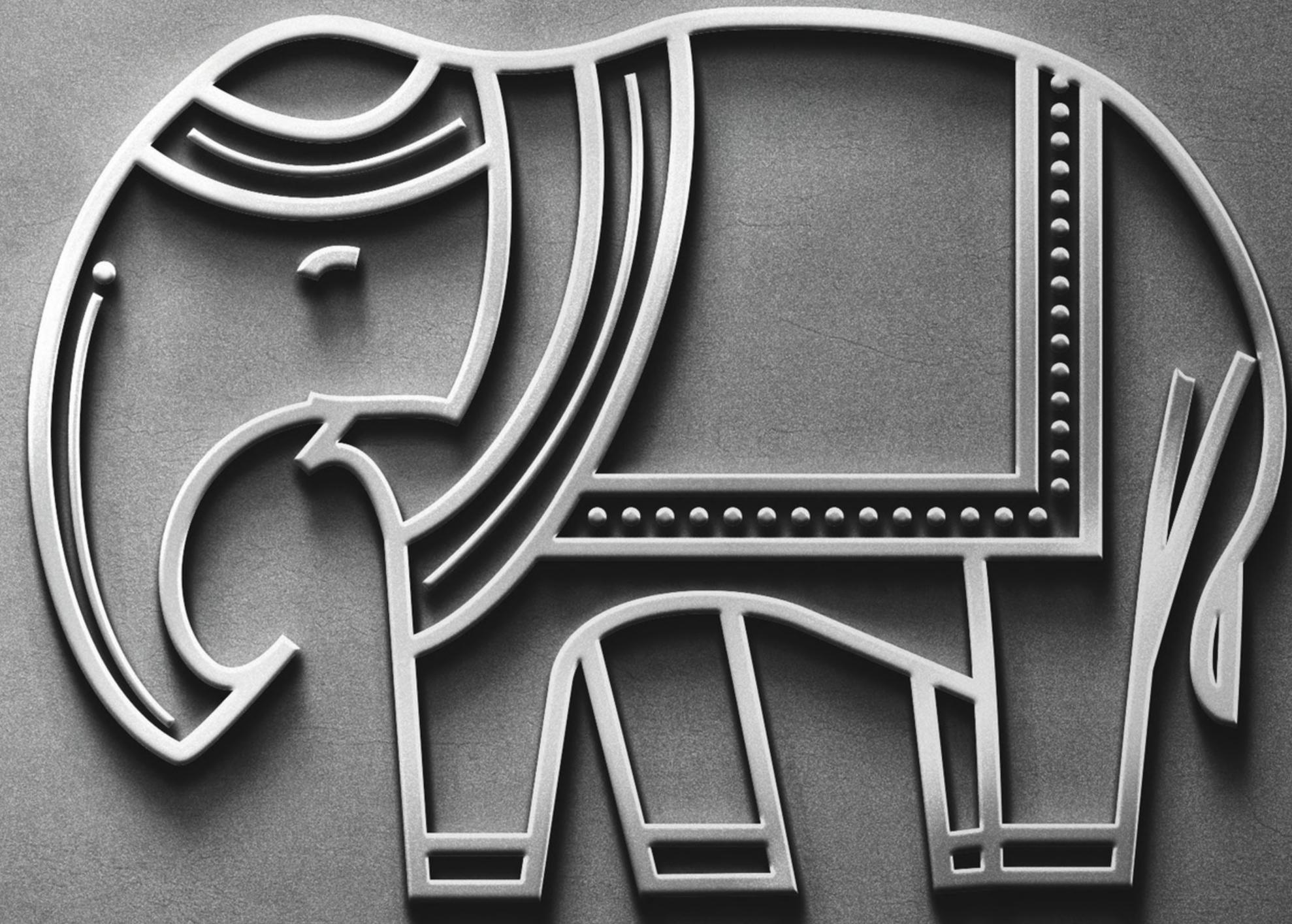


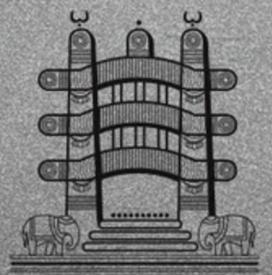
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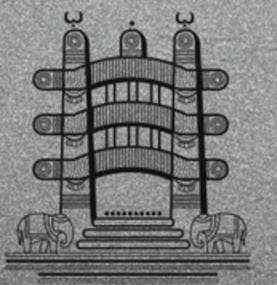
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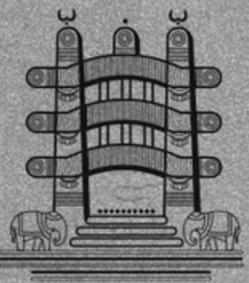
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