

GOVERNMENT COLLEGE OF ENGINEERING [IRTT]

ERODE: 638 316



Electronics and Communication Engineering

NAAN MUDHALVAN

DIGITAL MARKETING

ASSIGNMENT

BRAND NAME: MALABAR PAROTTA

NAME: K.AAZHVAAR

NM_ID: 2DE1ECA116E4F198E92 4151FDDF470C9

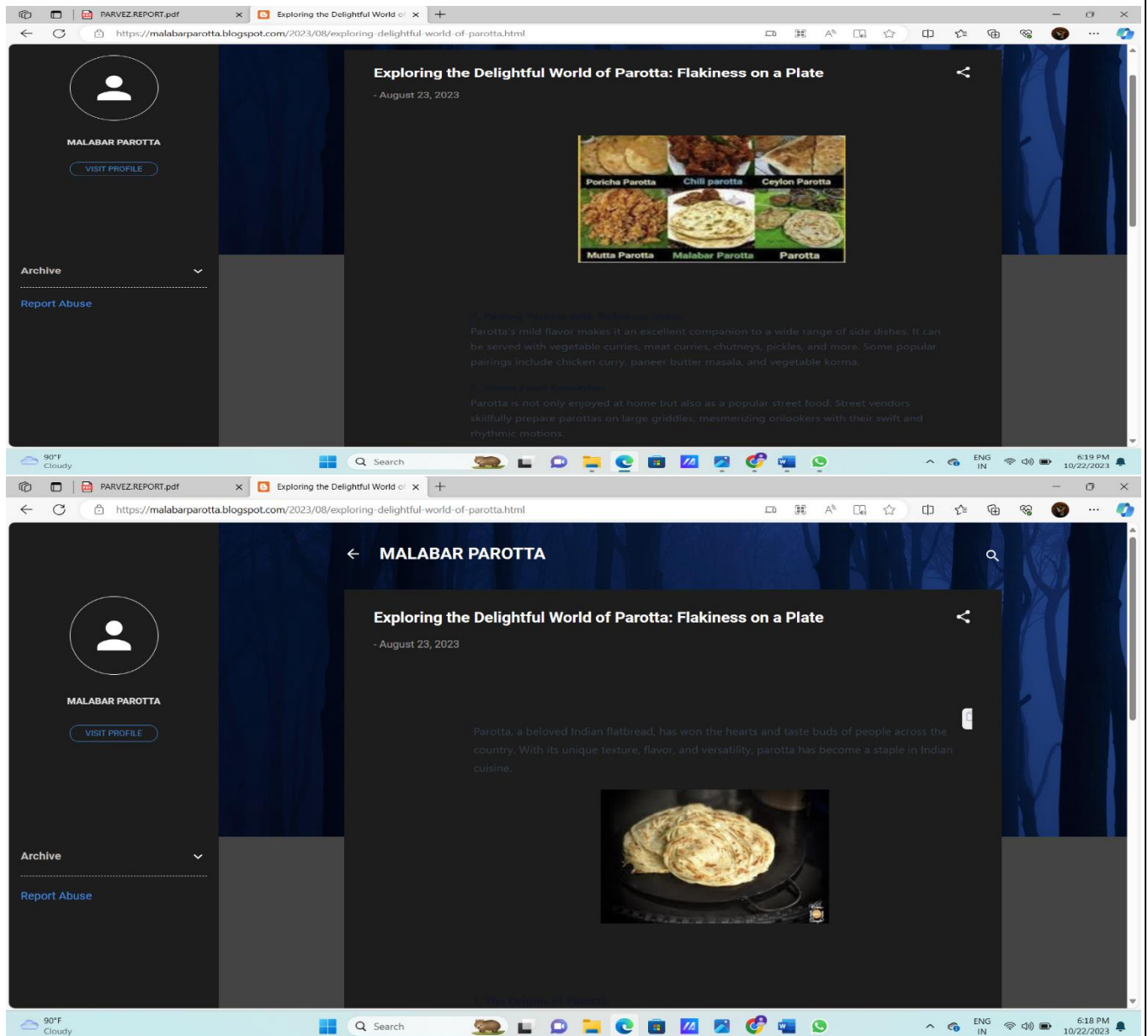
Category : Digital Marketing

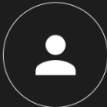
1. Create a blog or website using Blogspot and WordPress. Customize the theme design and post new article with 500 words.

Link: Blog using Blogspot :

<https://malabarparotta.blogspot.com/2023/08/exploring-delightful-world-of-parotta.html>

Screenshot:





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Exploring the Delightful World of Parotta: Flakiness on a Plate

- August 23, 2023

Creating the perfect parotta is a skill that takes time and practice. The dough is typically made from flour, water, and a touch of oil. The dough is then kneaded and allowed to rest before being shaped into thin layers through a unique folding and stretching technique. These layers are what give parotta its signature flakiness.

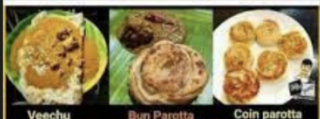
3. Varieties of Parottas

Main Parotta: The classic parotta, known for its flaky layers, is a versatile accompaniment to various curries and gravies.

Kerala Parotta: Slightly thicker than the regular parotta, Kerala parotta is also known as Malabar parotta. It's often enjoyed with a variety of side dishes.

Egg Parotta: A variation that involves adding beaten egg to the parotta dough before cooking, resulting in a rich and flavorful flatbread.

Veechu Parotta: These are smaller, bite-sized parottas that are often served as a snack or appetizer.



VeechuBun ParottaCoin parotta


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Exploring the Delightful World of Parotta: Flakiness on a Plate

- August 23, 2023

In recent years, parotta has inspired creative fusion dishes. From parotta wraps filled with kebabs to parotta pizzas topped with innovative ingredients, chefs and food enthusiasts are experimenting with this beloved flatbread.

4. Tips for the Perfect Parotta

Allow the dough to rest for optimal texture.

Use ghee or oil while cooking for that golden and crispy exterior.

Experiment with different fillings or stuffings for a unique twist.

Conclusion

Parotta is more than just a flatbread; it's a cultural delight that brings people together over a shared love for good food. Its flakiness and versatility continue to make it a cherished part of Indian cuisine, both in traditional settings and modern interpretations.

Whether enjoyed with a rich curry or relished as a street food, parotta's place on the Indian culinary stage remains unshaken. So, the next time you savor a piece of this flaky wonder, remember the rich history and artistry that goes into creating this delicious masterpiece.

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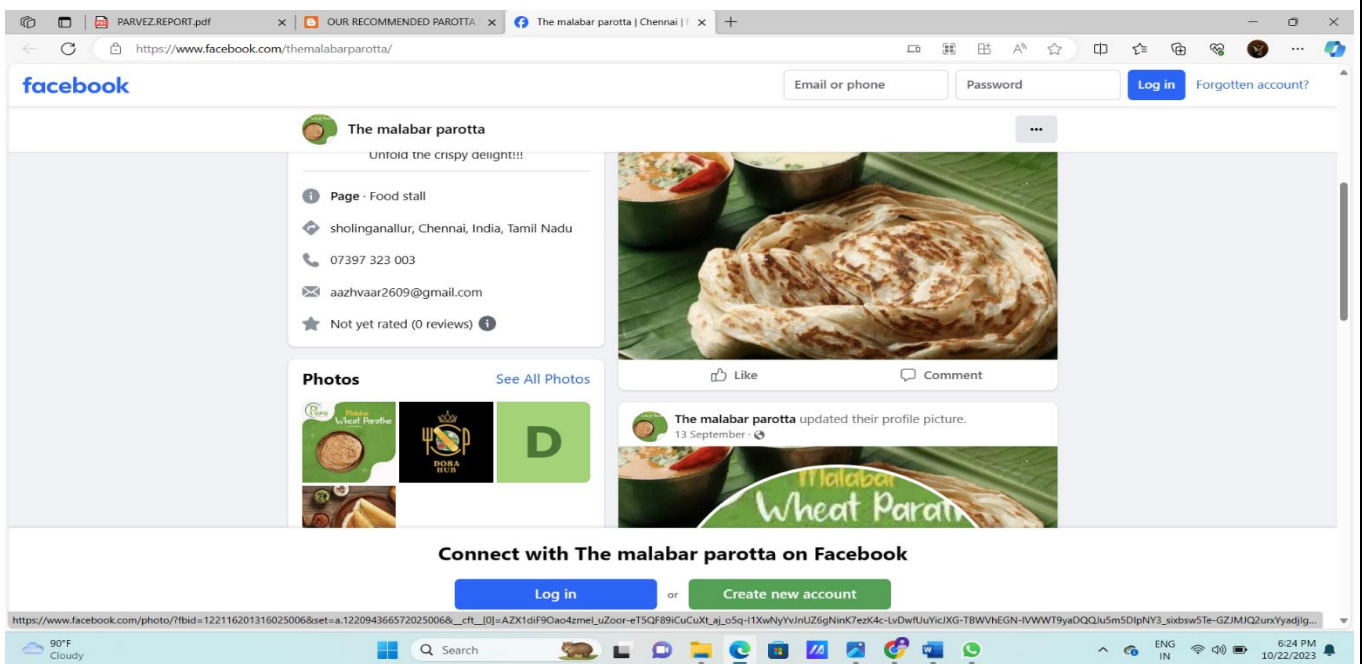
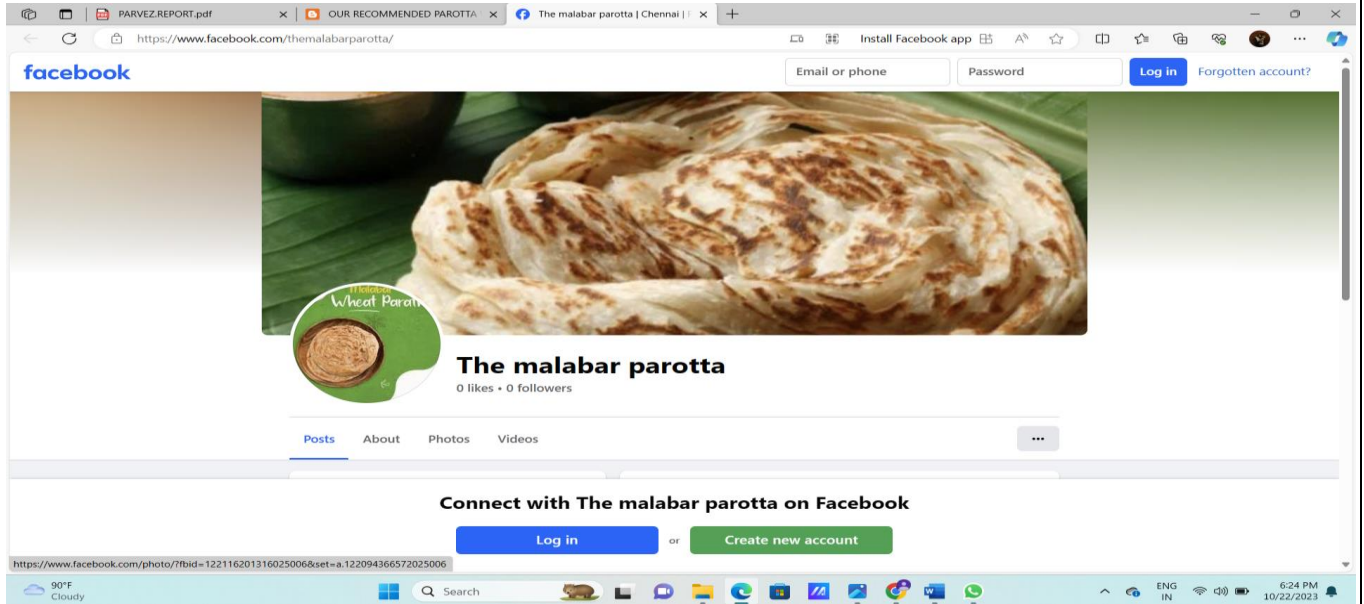
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2.Create a New Facebook Business Page and post one social media poster for your brand.

Link: Facebook business page : <https://www.facebook.com/themalabarparotta/>

Screen

shot:

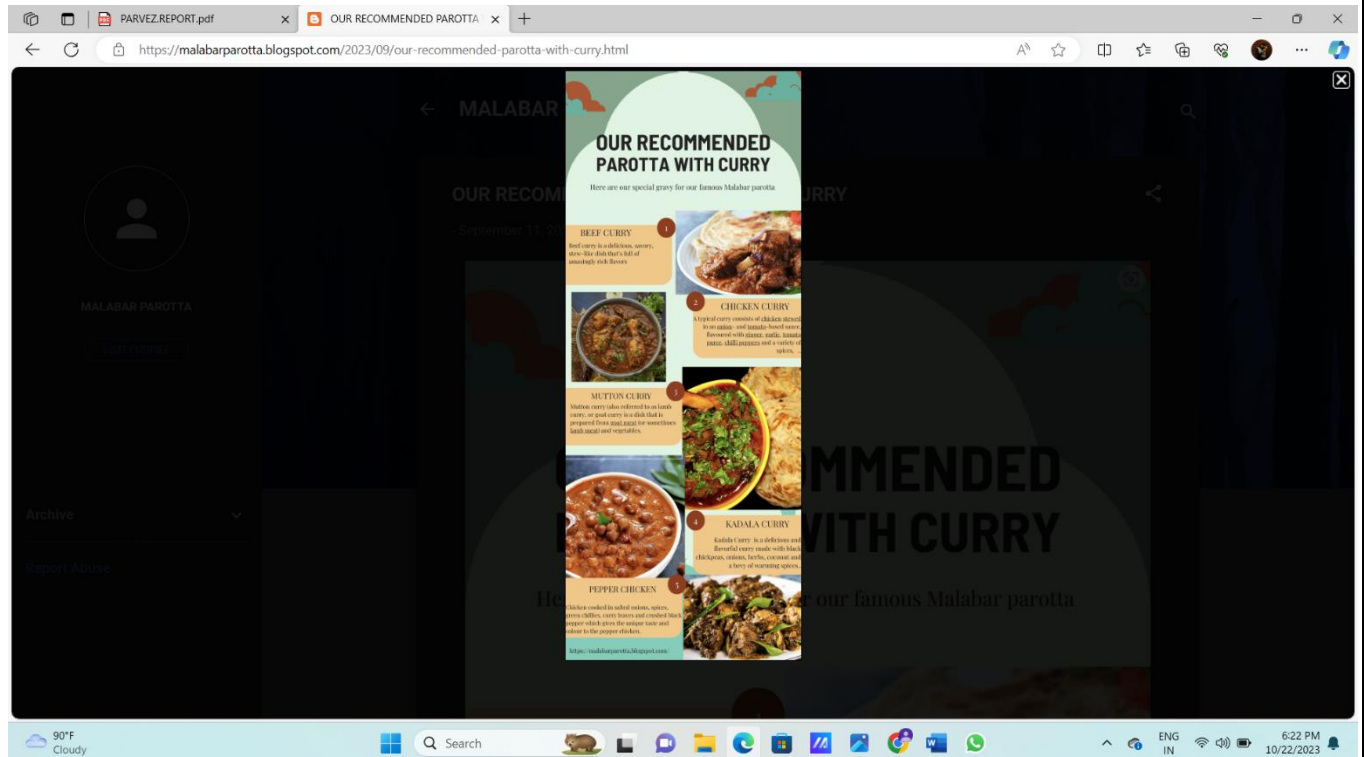


3.Create and design a social media advertisement poster using canva.

Link: Social media advertisement using:

<https://malabarparotta.blogspot.com/2023/09/our-recommended-parotta-with-curry.html>

Screenshot:

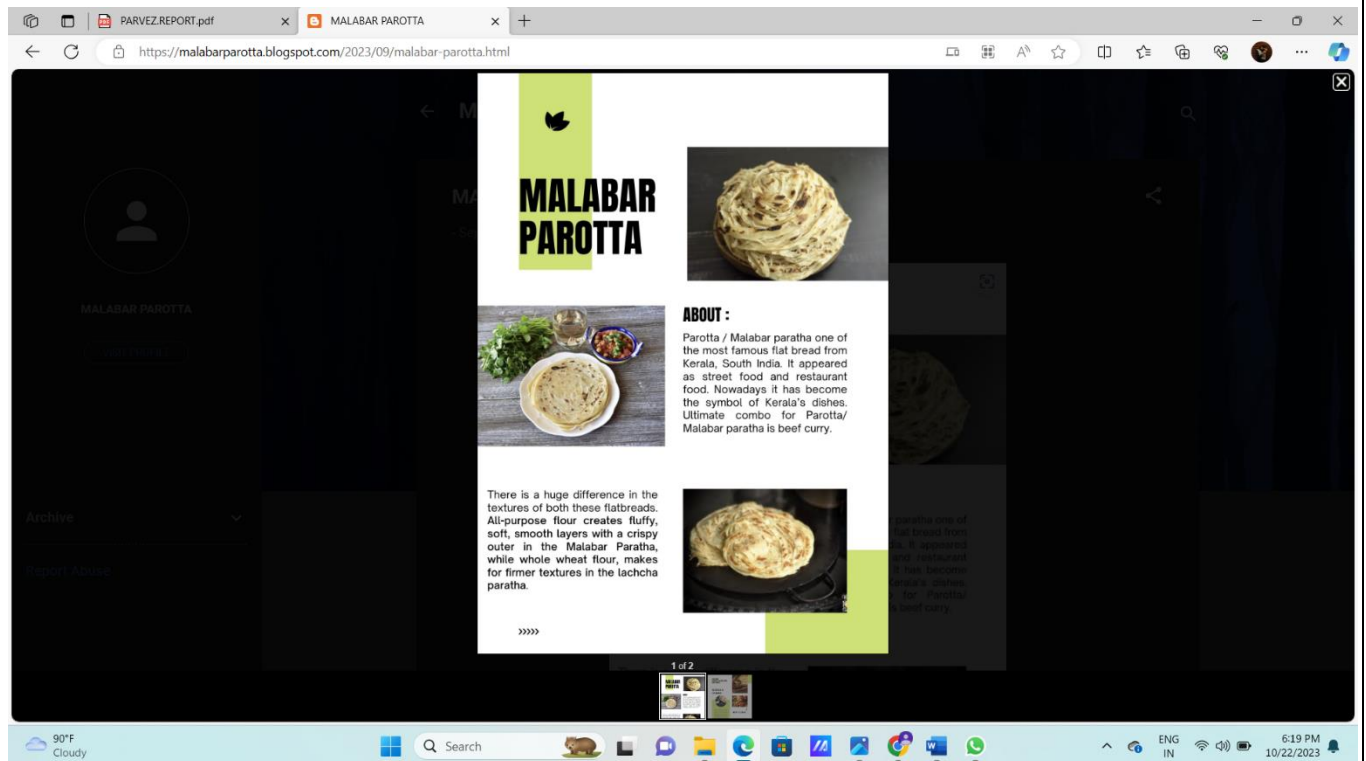


4. Create email newsletter design using MailChimp or canva tool.

Link: Email newsletter design using canva

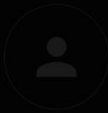
<https://malabarparotta.blogspot.com/2023/09/malabar-parotta.html>:

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pair your malabar parotta with this dishes


KADALA GURRY




Parotta & Kadala Curry

Parotta

This spicy curry from the cuisine of Kerala, is made from black chickpeas and coconut and is one of the best curries to pair your malabar parotta with. Don't confuse the kadala curry with kadalai channe or sabzi, which is a popular black chickpea dish made in the northern parts of India. There is a significant difference in the way both these curries are cooked and also in how they taste. For example, in kadala curry, grated coconut is an important ingredient, whereas, in the Punjabi kadalai channe or sabzi, it is not the case. Also the gravy of the kadala curry is more watery compared to its north-indian counterpart.





BEEF GURRY




Kerala beef fry is a dish made of beef, slow roasted in a mixture of spices, onions, curry leaves, and coconut slivers, fried in coconut oil. The dish is also popularly known in Kerala as Nasrani Beef Ullanthiyathu

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