



Chef Sanjeev Kapoor to launch KitFresh Meal Kits Customers can now conveniently cook delicious gourmet style meals at home

September 11, 2020



Bengaluru, September 11th 2020: Chef Sanjeev Kapoor announced the launch of KitFresh Meal Kits in Bengaluru on Amazon India under his newly founded venture, KSK Food. The ready to cook KitFresh Meal Kits consist of the finest ingredients put together by renowned Chef Sanjeev Kapoor to help customers recreate some of his most iconic recipes from the comfort and safety of their home.

Customers in Bengaluru can choose from a variety of scrumptious vegetarian and non-vegetarian dishes such as Dum Biryani, Burmese Khow Suey, Red Thai Curry with Rice, and Chettinad Curry with Whole-wheat Parotas. Each meal kit contains fresh ingredients in premeasured quantities that are hygienically packed in a certified state-of-art facility. Customers also receive a 1-page recipe guide that has been carefully designed with simple and specific instructions to help even non-cooks spin up delicious gourmet dishes serving two people in 30-45 minutes. Alternatively, users of Amazon Echo, Fire TV and Alexa built-in devices can ask Alexa for audio cook-along recipes, powered by Klovechef, by simply saying, for instance: "Alexa, I want to cook KitFresh Veg Dum Biryani".

KitFresh meal kits promise a hassle-free and enjoyable cooking experience by taking care of the tedious parts of the prepping process, such as cutting vegetables and searching for different ingredients, and lets customers enjoy the satisfying and rewarding parts of the cook. All the required ingredients are provided in the right portions in the meal kit, eliminating the requirement to search for different ingredients or for dealing with excess quantities or wastage.

KitFresh meal kits adheres to the highest standards of safety to ensure our customers remain safe while having a delightful cooking experience at home.

Sameer Khetarpal, Director – Category Management, Amazon India said "With KitFresh meal kits, customers can experience specially designed recipes by world renowned Chef Sanjeev Kapoor and recreate and enjoy some of his finest dishes at the comfort of their own homes. KitFresh meal kits use high quality ingredients and help customers save time and cook their favorite gourmet dishes at home."

*"We understand that in these unprecedented times, people miss their favorite dishes and seek variety in their daily meals. The KitFresh meals are especially designed to offer a gourmet food experience without having to worry about going out and searching for all the ingredients. Customers can choose from four of my all-time favorite recipes and look forward to more such delectable dishes that will offer the best of Indian and world cuisine at home. We do the prep; you be the chef", added Padma Shri awardee **Sanjeev Kapoor, renowned chef author of 150+ cookbooks and winner of several culinary awards.***

Customers can discover KitFresh Meal kits on the Amazon Fresh, or Amazon Food on Amazon.in app.

For more information contact:

Avijit	Avian WE	avijit@avianwe.com	9910068556
Divya Narayan	Amazon India	divnar@amazon.com	

About Amazon.in

The [Amazon.in](https://www.amazon.in) marketplace is operated by Amazon Seller Services Private Ltd, an affiliate of Amazon.com, Inc. (NASDAQ: AMZN). [Amazon.in](https://www.amazon.in) seeks to build the most customer-centric online destination for customers to find and discover virtually anything they want to buy online by giving them more of what they want – vast selection, low prices, fast and reliable delivery, and a trusted and convenient experience; and provide sellers with a world-class e-commerce marketplace.

For more information, visit www.amazon.in/aboutus.

For news on Amazon, follow www.twitter.com/AmazonNews_IN.

About KSK Foods

KSK Foods is brainchild of Chef Sanjeev Kapoor and K. S. Narayanan, a food industry professional with close to 3 decades of experience in the F&B Industry with HUL, McCain Foods, Pan India Foodsolutions & VKL Seasonings and Flavours. KSK foods with its immense understanding and expertise in the area of food & beverages has been created as a platform to introduce a variety of new products and concepts in the market, with KitFresh Ready to Cook meal kits in partnership with Amazon as the first of its initiatives.