

A Study on Popularity of Kebabs in Mumbai City

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Abstract: *Kebabs are part of our cuisine from hundreds of years ago. It is mainly brought in India by Mughals. It is made with meat and some seasonings. This research paper is mainly focused on the popularity of Kebabs in Mumbai. Information regarding some well-known restaurants, number of varieties of kebabs is also mentioned. The data in this research is gathered from questionnaire, magazines, various websites and articles available on Kebabs. The outcomes emphasizes that younger generation is fonder of eating kebabs as compared to senior citizens. People prefer kebab as side dish only is the second conclusion we have found. And to solve these issues there are many revolutions are taking place like kebabs which are easy to eat and digestion are introduced for aged people and fusion veg kebabs are also trending now a days to make vegetarian consumers happy too. There are few suggestions as well as points to be remembered regarding cooking process and hygiene*

Keywords: Kebab, grilled kebab, roasted kebab, tandoor kebab.

I. INTRODUCTION

Kebab is a meal made with grilled or roasted meat, fish, or vegetable pieces served on a spit or skewer. Kebabs are a variety of cooked meat meals that have Middle Eastern culinary roots. All across the world, a lot of variations are in demand. A kebab is any of a broad range of grilled meat meals that are served in various regions of Asia, the Muslim world, Indian English, and the languages of the Middle East. Certain meals, like Chinese chuan, that are ultimately derived from Middle Eastern kebab may go by distinct names in their own tongues. In North America, a kebab is often the traditional shish kebab or shashlik, which are tiny meat cubes roasted on a skewer. Outside of North America, gyros are the more popular version.

Kebabs are made of ground or chopped meat, occasionally accompanied by veggies and additional toppings according on the particular recipe. While most kebabs are cooked over a fire on a skewer, other kebab dishes, such tas kebab, are baked in an oven pan or made into a stew.

In Arabia, grilled meat known as lamb mishy or shish kebab is practically a staple meal. Real shish kebabs are made with marinated lamb pieces that are affixed to a flat, four-sided metal skewer for grilling. Although the marinating method varies, it usually involves combining spices such as tomato juice, cinnamon, wild marjoram, onion juice, olive oil, milk, and yoghurt.

In addition to being extremely hot and spicy, the kebabs had the ideal exterior crispness and interior juiciness. When you watch the vibrant kebabs being roasted in front of you, your mouth will water and you won't be able to stop until you bite into the deliciousness. In spite of their popularity, these kebabs are fairly inexpensive.

Objectives:

- To study the difference kebabs available in Mumbai city.
- To understand the popularity of kebabs in Mumbai city.

II. REVIEW OF LITERATURE

(Sangvi, 2018) The Mahabharata and the Ramayana mentions slaughtering and consumption of deer. There are references to killing and consuming deer in both the Mahabharata and the Ramayana. Furthermore, the Mahabharata's descriptions of the feasts seem endless: "countless dishes of mutton, pork, venison and other meats..." Additionally, some of the banquet fare—such as "large chunks of lamb boiled in different ways... shoulders and roasts of animals dressed in butter, meat cooked as stews, and large pieces of meat roasted on spits"—would not have seemed out of place in Europe.

Celebrated food critic and Chef Marut Sikkasay, "India being traditionally a vegetarian country was not the birthplace of kebabs. Only the territories that depended on wild game, like Rajputana have a meat eating history. No wonder the first evidence of meat, which has a remote similarity with kebab, is Soola (Maans Ka Soola) which was made with game meat, mostly wild boar or deer."

According to food historian KT Achayathe kebab may have originated either as bits of marinated game meats roasted on large, open fires either during the Vedic period (the Mahabharata apparently describes one such picnic)

Chef Shams Pervez of Made in India, MBD Radisson in Noida, who grew up in the foodie gali and kuche of old Delhi, and spent some time in Gawalmandi, the food street of Lahore, learning many types of kebabs, perceptively says, "In the end, there are just two types of kebabs - the seekh and the shami. Everything else is just a variation of the two categories."

Anuthi Vishal (2015)

"The whole point is to create a balance. But spicing apart, the kebab is also about haath ki shafquat", says **Chef Miraj Quereshi, master chef at the Great Kebab Factory**. Quereshi, from the famed family of Avadh butchers-turned-cooks now in the ranks of all five-star kitchens in India, says he uses "just 50 spices" in his own galauti kebab mix. But he places emphasis on the dexterity of the cook to get the "right kebab"; flavourful and juicy. "Everyone has their own memory of the perfect kebab and they try to add spices to create and balance flavours accordingly," says Salma Husain, pointing out that she came across a shami kebab version using fennel, an unheard of spice in any kebab. Conversely, everyone agrees that a few of these exotic spices missing from the kebabs would make virtually no difference to the final taste.

History of Kebab

The conventional wisdom holds that kebabs originated in the Middle East and were later introduced to India by friendly invaders and occupying forces. Without a doubt, West and Central Asia have a kebab tradition. Actually, the term "kebab" has Arabic and Turkish roots. While Middle Eastern kebabs come in a variety of varieties, they often have several things in common. They are prepared by chopping large chunks of beef (or chicken) and grilling them over an open flame. These meat pieces are frequently fried after being impaled on skewers (the most well-known example is the shish kebab that is now seen everywhere). Occasionally, you may come across a kebab with minced meat similar to kibbeh, which is made of ground meat combined with bulgur wheat; however, these are not representative of the Arabic kebab culture.

According to popular belief, these kebabs arrived in India during the middle Ages from the Middle East. During the reign of the Delhi Sultanate, Ibn Battuta, a traveller, discovered that kebabs were so popular in North India that they were often eaten for breakfast. Famous Moroccan explorer Ibn Battuta wrote that as early as 1200 AD, kebab was a staple of the daily diet of Indian royalty. It makes sense that it reached Indian kitchens long before the Mughals did, having been brought there by Afghan raiders and plunderers. Before the Mughals, kebabs were primarily made of marinade and rustic, chewy chunks of meat that were char-grilled in open ovens. However, under the Mughals, the dish transformed into a delectable dish that was soft and succulent and enhanced by the addition of dry fruits and aromatic spices. The kebab's origins can be found in many Asian and African culinary traditions. The definition of kebab is "to roast." Another way to refer to it is as a spice-mixed meat patty.

Kebabs are typically served with rice and salad in Asian nations, but they can also be served with bread in various forms these days. Kebabs have been able to establish a very important place in contemporary cuisines over time. It is believed that kebabs first appeared in Turkey, where soldiers would cook pieces of recently killed game slashed with swords over open field fires. The name was firstly discovered in a Turkish script of *Kyssa-i Yusuf* in 1377, which is the oldest known source where kebab is stated as a food item.

Indian Kebabs

Ancient Hindu texts, such as Mahabharata, mention a dish made of marinated game meats roasted on large, open fires. Modern-day kebabs in India trace their origin to the influence of the Mughlai cuisine in India. Some varieties of kebab in India are more or less similar to other kebab preparations along with their distinct taste, which can be credited to the use of the Indian spices. Though there certain distinct versions like Tunde ke kabab, Tikka kebab, Shami kebab, Soovar ki

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Saanth (Pork belly kebabs from Rajasthan) and Rajpooti soolah, which are native to India. Also, owing to the widespread prevalence of vegetarianism in India, there are many local, vegetarian varieties of Kebab, made from Paneer or potato.

While modern shish kebabs are traditionally made with marinated lamb, they can also be made with beef, pork, chicken, seafood, or even tofu. To ensure flavor and tenderness, the meat is usually marinated for up to a day in advance.

While meat can be cooked on its own, vegetables give your food more taste, colour, and texture. Make sure they are robust enough to withstand the grill's heat without breaking. Onion, bell pepper, zucchini, and button or mushrooms cut into chunks are good options. Select veggies that will cook in a comparable amount of time to the meat. Cherry tomatoes, for instance, could be paired with shrimp or chunks of fish, which cook quickly, but they would turn black and crumble in the same amount of time as a piece of meat.

To achieve the traditional smokiness and charred flavour of a classic kebab, cook your kebabs over high heat on a wood fire or on a charcoal grill. Additionally, you can cook the shish kebabs on a gas grill or, in a pinch, broil them in the oven. To avoid sticking, don't forget to lightly coat the grill with cooking oil before cooking the kebabs.

Kebabs in Mumbai

In a cosmopolitan city like Mumbai there's an ardent amount of varieties available in almost every category especially food and beverages. The city that never sleeps is also a big open palate of culinary giants that serves you delicacies from all over the world. Whilst some like to explore the local cuisines of the city and streets many settlers venture about town to find the best quality kebabs. Kebabs are quite the favourite appetizer amongst the youth, millennial's or basically anybody who has a longing for smoked meat in aromatic flavoured spices.

Here are some most preferred and liked juiciest and succulent Kebabs across the city: Shami kebab, Tunde Ke Kabab, Mutton Seekh Kebab, Boti kebab, Shish kebab, Galouti Kebabs, Kakori Kebabs, Mutton Burra Kebab, Veg Seekh Kabab, Hara bhara kebab, Doner kebab

Best Places for Kebabs in Mumbai

In a cosmopolitan city like Mumbai there's an ardent amount of varieties available in almost every category especially Food and Beverage. The city that never sleeps is also a big open palate of culinary giants that serve you delicacies from all over the world. Whilst some like to explore the local cuisines of the city and streets many settlers venture about town to find the best quality kebabs. Kebabs are quite the favourite appetizer amongst the youth, millennial's or basically anybody who has a longing for smoked meat in aromatic flavoured spices.

Here are our top 20 picks across the city for the juiciest and succulent kebabs that'll satisfy your heart and tummy:

Lucknowee Tunday Kebab, Andheri

Sardarji, Bandra

Café Noorani, Mumbai Central

Ustads Kebab And Chinese Center, Borivali

Sarvi, Byculla

Neel – Tote On The Turf, Mahalaxmi

Ticca Tikka, Andheri

Taftoon Bar & Kitchen, Bandra Kurla Complex

Khyber, Fort

Birista,

Jyran By Sofitel, Bandra Kurla Complex

Kebab Corner, Mahakali

Ayaz's The Kebab place,

Jamavar By The Leela

Ustaadi, Fort

Rahat Darbar

Kebab Korner By Inter Continental

Kook, Chembur

Bademiya, Colaba

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The Kitchen

Research Methodology

The topic proposes preferential study on Kebabs in Mumbai. Thus, we have framed questionnaire and got the relevant information from various articles, newsletters and magazines & completed research project related to the topic will be referred. It is very important to refer to internet for quick, latest detailed information. Thus, various websites will also be referred which helped me analyzing the past as well as current scenario.

The study included online surveys in the form of structured questionnaires which contains questions based on the research for popularity of kebab in Mumbai city

The samples selected for research are 100 local customers of the restaurants of Mumbai.

III. DATA ANALYSIS AND INTERPRETATION

1. Mutton is the most preferred variation of Kebabs followed by chicken. Veg and lamb kebabs are not very famous among people.
2. People preferred Tandoor kebab over shallow or deep fry variation along with green chutney and salad
3. Kebab is eaten as side dish along with main food. Mostly they prefer to have Kebab during late evening meal
4. Seekh kebab, Shami kebabs are more popular
5. Hara bhara kebab is most popular among vegetarian people.
4. Kebabs are liked in terms of taste, spices and presentation.

IV. CONCLUSION

From this research paper I've come to know that Kebabs are getting renowned in Mumbai too as they are in cities like Lucknow and Delhi. In fact apart from non-vegetarians vegetarians are also enjoying eating veg-kebabs and fusion kebabs. Many new kebab specialized restaurants are opening in almost every area of Mumbai which is the proof of its success and growth. New ventures are also promoting new recipes of kebabs considering the senior citizen and Jain people. Consumer friendly atmosphere, hygiene, service and presentation are one of the main factors for its success. Advertising sector is also doing pretty well to promote this ancient dish to reach every house in Mumbai.

From the above findings it's clear that kebabs are in lot in common. Even in this integrity there is a lot of diversity.

V. SUGGESTION

There should be more varieties to choose from for vegetarian people.

Special soft and light kebabs should be made keeping the aged people in mind so they can also enjoy this delicious food.

Restaurants and Dhabas need to work on their sizes of kebabs.

New venture should try making more fusion kebabs as it is trending now a days among youngsters.

More focus is needed in presentation of Kebabs because it also has impact on consumer as first impression before tasting it.

Fresh and juicy meat should be used in making of Kebabs.

The kebab price should be cheaper so that people from lower class can also eat kebabs.

Limitations-

1. Kebabs are still not preferable among people above the age of 60years due to about the food safety, hygiene practices and digestion issues.
2. Though there are some restaurants that provides delicious vegetarian Kebabs too, vegetarian people are still not fond of it and the percentage of veg kebab consumers are very less.
3. There are a wide range of restaurants and people from different tastes, thus the research and survey could not cover it all as it is a very challenging task and that is why, it can be considered as the biggest limitation of the study.
4. The survey that was conducted has covered 100 people who shared their own opinions regarding the Kebabs they eat and their preferences in Mumbai and as everyone knows opinions differ from person to person which again limits the boundaries of the research.

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