

Slurrrp's Great Indian Cookout Returns For Season 4 Across Four Indian Cities

Category: Business

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The banner features a warm orange background with floating food icons like burgers and ice cream. At the top center is the 'Slurrrp Great Indian Cookout Season 4 Across 4 Cities' logo, with 'USHA' and 'LADGAL' as co-presenters. Below the logo, the text 'Slurrrp Great Indian cookout season 4 is here' is written in a bold, red, slightly irregular font. A row of four white boxes lists the cities and dates: Mumbai (01 Nov), Kolkata (08 Nov), Bangalore (15 Nov), and Delhi (22 Nov), each with a small icon of a city landmark. To the left of a group photo of six people (three women and three men) are three bullet points: '- LIVE COOK-OFFS JUDGED BY CULINARY ICONS', '- EXCITING GIVEAWAYS AND INTERACTIVE WORKSHOPS', and '- FOOD, FUN & LEARNING FOR EVERY FOOD LOVER'. The bottom of the banner is a red bar containing the 'ASSOCIATE PARTNER' logo for 'FOODIES ONLY', the website 'slurrrp.com/gic' with a 'KNOW MORE' button, the 'STREAMING PARTNER' logo for 'OTTplay', and the 'OTTplay' logo itself.

Slurrrp Great Indian cookout season 4 is here

CITY	DATE
MUMBAI	01 Nov
KOLKATA	08 Nov
BANGALORE	15 Nov
DELHI	22 Nov

- LIVE COOK-OFFS JUDGED BY CULINARY ICONS
- EXCITING GIVEAWAYS AND INTERACTIVE WORKSHOPS
- FOOD, FUN & LEARNING FOR EVERY FOOD LOVER

ASSOCIATE PARTNER **FOODIES ONLY** slurrrp.com/gic **KNOW MORE** STREAMING PARTNER **OTTplay**

India's largest home chef community brings the '**Gully to Gourmet**' theme to life with 8 lakh+ passionate home chefs across Mumbai, Kolkata, Bengaluru, and Delhi – featuring celebrity chefs and extraordinary home cooking talent.

The banner features a warm orange background with floating food icons like burgers and ice cream. At the top center is the 'Slurrp Great Indian Cookout Season 4' logo, presented by USHA and co-presented by Aashirvaad. Below the logo, the text 'Slurrp Great Indian cookout season 4 is here' is written in a bold, red, sans-serif font. Underneath this, four white rounded rectangular boxes list the cities and dates: Mumbai (01 Nov), Kolkata (08 Nov), Bangalore (15 Nov), and Delhi (22 Nov), each accompanied by a small icon of a city landmark. A list of three bullet points follows: '- LIVE COOK-OFFS JUDGED BY CULINARY ICONS', '- EXCITING GIVEAWAYS AND INTERACTIVE WORKSHOPS', and '- FOOD, FUN & LEARNING FOR EVERY FOOD LOVER'. Below the text is a group photo of six people, including chefs and hosts. The bottom of the banner is a red bar containing logos for 'ASSOCIATE PARTNER FOODIES ONLY', the website 'slurrp.com/gic' with a 'KNOW MORE' button, and 'STREAMING PARTNER OTTplay'.

India's largest home chef community brings the 'Gully to Gourmet' theme to life with 8 lakh+ passionate home chefs across Mumbai, Kolkata, Bengaluru, and Delhi

It's back, and it's bigger than ever before! Slurrp's *Great Indian Cookout* is set to return for its highly anticipated fourth season, taking the nation's love for street food and home cooking to a whole new level. Presented by USHA and co-presented by Aashirvaad, with Foodies Only as associate partner and OTTplay as streaming partner, this year's edition will traverse four major cities between 1st and 22nd November 2025, celebrating the vibrancy of Indian culinary traditions.

Building on three successful seasons, *GIC Season 4* expands its footprint across Mumbai (1st November), Kolkata (8th November), Bangalore (15th November), and Delhi (22nd November), offering home chefs and food enthusiasts a pan-India platform to show off their culinary chops. The competition also opens up a world of potential to Slurrp's thriving community of 8 lakh home chefs, representing one of

India's largest and most passionate networks of cooking enthusiasts.

From Gully to Gourmet: Celebrating Street Food Heritage

This year's theme, 'Gully to Gourmet', pays homage to India's beloved street food culture, inviting participants to reimagine traditional street food and local favourites with their own unique creative flair. The initial phase of the competition saw participants prepare their signature dish using Aashirvaad products in the hopes of winning a spot on stage at the final city events.

Following the initial submission phase, three shortlisted participants from each city will compete on-ground, and winners will earn the extraordinary opportunity to feature in an exclusive *OTTPlay* series documenting their journey cooking alongside India's leading celebrity chefs.

"At Slurrrp, we believe that great food doesn't just come from professional kitchens – it comes from the heart of every home. Slurrrp Great Indian Cookout is a celebration of India's unsung culinary heroes – the home chefs who blend tradition, creativity, and love into every dish they make. Through this platform, we want to spotlight their stories, their innovations, and the incredible diversity that defines India's food culture"

Avinash Mudaliar, CEO & Co-founder HT Labs

A Star-Studded Chef Lineup

The fourth season boasts an impressive roster of culinary talent. **Chef Neha Deepak Shah** will grace all four cities as the *Judge-in-Chief* for GIC 2025 and is joined in each city by celebrated chefs, including **Chef Amrita Raichand** and **Chef Akanksha Saigal** in Mumbai, **Chef Doma Wang** and **Chef Shaun Kenworthy** in Kolkata, **Chef Shri Bala** and **Chef Kalyan Gopalakrishnan** in Bengaluru, and **Chef Nishant Choubey** in Delhi.

Participants and attendees can look forward to curated workshops and challenges alongside the renowned chefs, hands-on learning experiences, and expert guidance to refine their culinary skills. The events promise not only substantial prizes but also invaluable mentorship and the chance to connect with like-minded food enthusiasts from across the country.

"As Judge-in-Chief, I truly hope GIC empowers home chefs to see that their everyday, local ideas are worthy of global stages. Across all four cities, I want them to feel seen, celebrated and pushed to experiment."

Chef Neha Deepak Shah

Innovation Meets Tradition

Sharing his enthusiasm about discovering the next potential home chef-turned-celebrity cook, **Sriram Sundaresan, President of USHA**, says, *"At Usha, we believe innovation is meaningful only when it enhances the consumer's everyday experience. Our appliances go beyond convenience to infuse joy, creativity, and ease into the kitchen. The Slurrrp Great Indian Cookout is a wonderful platform to connect with our consumers, celebrate*

India's rich and diverse cuisines, and showcase how we use a consumer-first approach to blend our products and technology with tradition and togetherness."

With almost **9,000 entries**, Slurrrp's *Great Indian Cookout Season 4* continues its mission to unearth India's next culinary stars, providing a launchpad for home chefs whose passion for cooking deserves the spotlight.

About Slurrrp

We proudly introduce to you **Slurrrp**, India's leading food & beverage platform that seamlessly integrates Content, Community, and Commerce. With over 6 million engaged users, 300K+ recipes, and a thriving community of 800K+ members, Slurrrp has been recognized for Best Digital Product, Best UI/UX, and Best Website.

For more information about participation and event details, visit www.slurrrp.com/gic.

