

New luxury, lifestyle and gourmet portal 'Damnfinelife' launched in association with Dusit Devarana New Delhi

New Delhi, November 07, 2014: Damnfinelife, a luxury, gourmet and lifestyle web portal in association with Dusit Devarana New Delhi, an uber luxury urban resort today announced the formal launch of www.damnfinelife.com at the properties exclusive social bar venue 'IAH Bar'. The website run by Rinku Madan, a certified food writer from Culinary Institute of America, a certified Wine Pairist and a certified global journalist from The Harvard University will produce content focused on Luxury, Gourmet and Lifestyle with a changing mindset in today's fast paced environment.

Celebrating with the sounds from around the World at Dusit Devarana New Delhi's IAH Bar, the launch of www.damnfinelife.com was held in presence of acclaimed Indian journalist of his generation Vir Sanghvi. Also seen gracing the occasion were Ajay Singha, American Chamber of Commerce, Carlos, Commercial Attaché, Veronica, Commercial Attaché, Vinod Nair, Neena Haridas, Vishesh Chandio, Sourish Bhattacharya amongst others.

Launching with a whole lot of unique visitors across the globe, Rinku Madan on her portal brings true coverage with a different insight to facets of Luxury, Food, People, Hotels, etc for the people to associate with. The design interface of www.damnfinelife.com appeals to a modern readership as well as passionate consumers. Topics range from product and brand showcases to features, trends, personality profiles and events.

Note to the editor

Rinku Madan, an acclaimed Gourmand in India, recently completed her studies in Global Journalism at the Harvard University, Massachusetts (Grade A Honors) with the objective to pursue her writing skills in the area of Global Luxury. She had earlier studied at the French Culinary Institute in New York (an affiliate of Culinary Institute of America) to certify in the arena of Food Writing. Having worked with luminaries like Alan Richman (James Beard Foundation Award for Culinary Writing in Manhattan, New York) and Andrew Fischer (Wine Expert at Astor Center), she is amongst the very few certified food writers in India with global experience in the subject. She has also recently studied 'Sparkling wine making' with one of India's leading Winery.

Her penchant for understanding food and other finer aspects of life commenced more than a decade ago, as the Chef at The Chambers, Taj Mansingh Hotel, New Delhi (Members Only Club at the Taj Group of Hotels, India). This was followed by her stint as the Editor of 'Times Nightlife Guide', which she published for the Times of India Group, India's numero uno media house. Times Nightlife Guide till today, is the most sought after, comprehensive and respected food guide in India and 'Times Food Awards' are considered as the highest benchmark of achievement and success for any and every restaurant in India. She further honed her journalism skills' through weekly columns at The Economic Times and The Sunday Times, also leading business and general dailies in the Times Group fold and the BBC Good Food Guide. She was also a producer at the CNN International Bureau, New Delhi for a brief period.

Her love for food and related culinary aspects was inter-spersed with consulting for Luxury establishments like the CGHearth group etc, to train their chefs in seasonal menus and fusion food. Her experience of writing feature articles in food, restaurants, cuisines, luxury properties, lifestyle products etc coupled with her interactions with the very "Elite" in India provided her the push to enhance her skills and pursue "Luxury" as a focus area, not only as a writer but also a Food Stylist and Consultant in the field of Food and Beverage.

Rinku is born and brought up at New Delhi, India and completed her graduation with Honours in English at the University of Delhi. She enjoys swimming, running regularly and Yoga (including Bikram Yoga) and her soft, affable and jovial nature makes her presence felt at any occasion.

About Dusit Devarana New Delhi

Catering to the high-powered, discerning sophisticate, Dusit Devarana New Delhi is a significant niche offering that leverages Dusit Hotels and Resorts, Thailand's leading premier hotel company's rich cultural heritage and history of service excellence and Bird Group's intellectual expertise as well as network to offer an intimate, high-end sanctuary experience. The resort reflects the ultimate in luxury and refinement, providing an enriching experience through artistic touch points and a modern yet timeless aesthetic.

Sprawling over eight acres of greens and water bodies including a 102 meter pool, encompassed by over 1000 luscious trees, it's an ideal destination to rejuvenate your senses. Inspired by the 'garden in heaven' and nestled in complete solitude and serenity of nature, the Devarana Spa is the perfect pathway to ultimate luxury and relaxation.

Kiyan, the signature restaurant presents the best in world cuisine from its farm fresh produce, authenticity in taste and a picture perfect plate. The lah Bar is also not just an architectural marvel but also a beverage connoisseur's destination with a host of mixology options, boutique brewery beers and new world wines.

Dusit Devarana New Delhi is perfectly located between the historical attractions of New Delhi and corporate hub of Gurgaon, the hotel provides business and leisure travelers a luxurious urban retreat in the heart of India.

For more details please visit: www.devarana.in

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