Asha Menon Photography

Proposal for Tamarind Table

Your plates, your room, your opening

Photographs of Tamarind Table's own dishes, in its own dining room, planned for the menu, the website and Instagram.

INVESTMENT	**Two packages: ₹38,000 or ₹68,000, plus 18% GST**
NEXT STEP	**Reply with the package you'd like by 10 December.**
PREPARED FOR	Vikram Rao, Owner, Tamarind Table
PREPARED BY	Asha Menon, Asha Menon Photography
DATE	21 November 2026
STAYS OPEN	Until 10 December 2026

Why this matters now

Tamarind Table opens in Indiranagar in January, and your food will be seen before it is tasted: on the menu in a guest's hands, on your website, on Instagram. That is a good position to be in. Every one of those first pictures can be of your own dishes, plated by your own kitchen, in the room your guests will sit in.

This proposal sets out how I would photograph Tamarind Table so that the menu, the website and Instagram all open with pictures of your place and no one else's.

What I understand

- Tamarind Table is a new South Indian restaurant, opening in Indiranagar in January.
- You need photographs for three places before you open: the menu, the website and Instagram.
- Your worry, in your words: photos that look "too stock".
- You are making this decision yourself, by 10 December.

From what you described, "too stock" means pictures that could belong to any restaurant. The plan below is built the other way round: every frame starts with your kitchen, your plates and your room.

Strategic direction

The idea: photograph Tamarind Table as it really is on the day, with your kitchen's plates in your dining room, planned shot by shot for where each image will live.

1. **Your own plates.** Every dish is prepared and plated by your kitchen on the day, so each photograph shows your food, not a stand-in.
2. **Your own room.** I shoot on location in your dining room, so the tables and surfaces around each plate are Tamarind Table's.
3. **Planned for where it will live.** We agree a shot list a week before the shoot that covers the menu, the website and Instagram, so each image is made with its place in mind.

Stock photographs look like stock because they are made for nowhere in particular. These are made for one restaurant, one menu and one opening.

The package at a glance

What it is: a planned food shoot on location at Tamarind Table, with edited images for your menu, website and Instagram.

Two packages: Half day, 4 hours and 15 edited images, ₹38,000. Full day, 8 hours, 35 edited images and 5 short behind-the-scenes clips for Instagram, ₹68,000. Prices exclude 18% GST.

My recommendation: the Full day, because you need menu, website and Instagram images before you open.

How it runs: a 30-minute planning call, a shot list and mood references, the shoot, a proof gallery within 3 working days, your selection, then edited images 7 working days after you choose.

You receive: high-resolution JPEGs for print and web-sized versions, for use on your website, social media, menus and in-restaurant print for 2 years, renewable.

What I'll do

1. Planning call and shot list (both packages)

- A 30-minute planning call with you about the menu, the website and Instagram.
- A shot list built around those three places, and mood references so you can see the direction before the day.
- **You receive:** the shot list and the mood references.
- **I need from you:** your time for the call, and your sign-off on the shot list a week before the shoot.

2. The shoot (both packages)

- Half day: 4 hours on location. Full day: 8 hours on location.
- I shoot, with Ravi, my assistant, alongside me. Travel within Bengaluru is included.
- **You receive:** the shoot at Tamarind Table, worked through the agreed shot list.
- **I need from you:** the dishes prepared and plated by your kitchen on the day, and the dining room available and lit.

3. Behind-the-scenes clips (Full day)

- Short behind-the-scenes moments from the shoot, made for Instagram.
- **You receive:** 5 vertical clips, up to 20 seconds each.

4. Proof gallery and your selection (both packages)

- An online gallery of proofs, shared within 3 working days of the shoot.
- **You choose** the images you want: 15 on the Half day, 35 on the Full day.

5. Editing and delivery (both packages)

- I edit the images you chose, with one round of your retouching changes included.
- **You receive:** the edited images 7 working days after your selection, as high-resolution JPEGs for print and web-sized versions.

The shoot, the images and how they can be used

The shoot

	Half day	Full day
Time on location	4 hours	8 hours
Edited images	15	35
Behind-the-scenes clips	Not included	5 vertical clips, up to 20 seconds each, for Instagram
Where	Your dining room, Indiranagar	Your dining room, Indiranagar
On set	Asha and Ravi, with your kitchen plating	Asha and Ravi, with your kitchen plating

The images

You see every proof in an online gallery within 3 working days of the shoot, and you pick the images. I deliver them 7 working days after your selection, as high-resolution JPEGs for print and web-sized versions.

Retouching

One round of your retouching changes is included. Further changes are ₹1,500 per image.

How you can use the images

- On your website, social media, menus and in-restaurant print, for 2 years. The licence is renewable.
- Paid advertising needs an extended licence, at ₹12,000 a year.
- I keep the copyright, and I may use the images in my portfolio after Tamarind Table opens.

Travel and styling

Travel within Bengaluru is included. A food stylist is optional, at ₹9,000 a day.

Investment

Half day

₹38,000 + GST

Four hours on location at Tamarind Table.

- 30-minute planning call, shot list and mood references
- 4 hours on location, with Ravi assisting
- Online proof gallery within 3 working days
- 15 edited images, chosen by you
- High-resolution JPEGs for print, plus web-sized versions
- One round of retouching changes

Full day (recommended)

₹68,000 + GST

For menu, website and Instagram images before you open.

- Everything in the Half day, with 8 hours on location instead of 4
- 35 edited images, chosen by you
- 5 behind-the-scenes clips, vertical, up to 20 seconds each, for Instagram

Package prices exclude 18% GST.

Add when you need them

Add-on	Price
Food stylist (optional)	₹9,000 a day
Extended licence for paid advertising	₹12,000 a year
Retouching changes beyond the included round	₹1,500 per image

Payment

When	What it is for	Half day	Full day
To book your date	Half of the package	₹19,000	₹34,000
Before the final images are delivered	The other half	₹19,000	₹34,000
Total	**Excluding 18% GST**	**₹38,000**	**₹68,000**

This proposal sets out the work and the fee. Work begins once you sign my one-page booking form and pay the booking fee.

Assumptions, exclusions and changes

The plan assumes

- We agree the shot list a week before the shoot.
- Your kitchen prepares and plates the dishes on the day.
- The dining room is available and lit for the shoot.
- You choose the images from the proof gallery, and you are the one person who signs off the shot list and the selection.

Not included

- A food stylist, unless you add one at ₹9,000 a day.
- Use in paid advertising, which needs the extended licence at ₹12,000 a year.

Changes

- One round of retouching changes is included. Further changes are ₹1,500 per image.

Roadmap

1. **Plan.** A 30-minute planning call, then the shot list and mood references, agreed a week before the shoot.
2. **Shoot.** A half day or a full day on location at Tamarind Table, with dishes plated by your kitchen.
3. **Choose.** Your online proof gallery within 3 working days of the shoot; you pick the images.
4. **Deliver.** The edited images 7 working days after your selection, once the second payment is in.

The dates rest on two of your inputs: the shot list agreed a week before the shoot, and your selection from the gallery.

How the work runs, step by step

Your booking fee holds the shoot date. Everything else counts from that day.

When	What happens	What I need from you
Once you've booked	The 30-minute planning call; I prepare the shot list and mood references	Your time for the call
A week before the shoot	We agree the shot list	Your sign-off
Shoot day	4 or 8 hours on location	Dishes plated by your kitchen; the dining room available and lit
Within 3 working days	Your online proof gallery	
When you're ready	You pick your images	Your selection
7 working days after your selection	Edited images delivered	The second payment, before delivery

Why me

I photograph food and products in Bengaluru. I shoot, and Ravi, my assistant, works alongside me on set.

In 2025 I shot the new menu for Kaapi Collective, a café chain. In their words:

> "Our new menu photos sold the dishes before the waiter did."

Kaapi Collective

What I bring to Tamarind Table is a way of working: every image is planned for the place it will live, then shot in your room with your kitchen's plates.

Next step

Reply with the package you'd like by 10 December.

Then sign my one-page booking form and pay the booking fee, and your shoot date is held.