

NP Fish Company Marks 75 Years of Seafood Excellence

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NP Fish Company, a leading name in the seafood business, has completed 75 years of delivering fresh, high-quality fish from the sea to households across Maharashtra, marking a remarkable journey rooted in tradition, trust, and innovation.

The story began 75 years ago in Mumbai's Crawford Market with a simple dream nurtured by the late **Mahadev Sadoji Patil (Anna)**—to build a business that would offer people the authentic taste of fresh seafood. What started as a modest initiative gradually grew into a family legacy, carefully preserved and strengthened by successive generations.

The foundation of the business was further solidified by **Kashinath Mahadev Patil**, who established **KMP Fish Company** at Crawford Market, giving the enterprise a strong foothold in Mumbai's competitive seafood trade.

The third generation—**Ajit Kashinath Patil** and **Sunil Kashinath Patil**—ushered the business into a modern era by blending traditional values with contemporary practices. With a focus on long-term vision, structured planning, strict quality control, and advanced technology, they launched **New Patil Fish Company (NP Fish Company)** in Karad. This move marked a turning point, transforming seafood distribution and consumption patterns across Western Maharashtra.

Today, NP Fish Company is known for sourcing fresh fish daily from coastal regions, supported by state-of-the-art cold-chain management and a fleet of 20 temperature-controlled vehicles. Its emphasis on quality, transparency, and customer commitment has made it one of the most trusted seafood brands in the region.

From its base in Karad, the company has expanded rapidly and now operates **17 branches** across key locations in Pune, Satara, Sangli, and Kolhapur districts, along with a growing presence in the Mumbai–Panvel belt. This steady expansion reflects strong customer confidence, consistent market support, and investor trust.

Beyond retail, the brand has diversified successfully with ventures such as **NP Fish Family Restaurant, NP Fish Masale, NP Fish House, and Fry Counter outlets**. Collectively, these initiatives provide employment to over **300 families** and serve thousands of customers every day, ensuring a seamless quality chain from the sea to the dining plate.

Despite its scale and growth, the leadership remains grounded in its founding philosophy. The Patil brothers continue to uphold a singular mission—to make the finest seafood accessible to the common consumer without ever compromising on quality.

As NP Fish Company celebrates its 75-year milestone, it stands as a compelling example of how a tradition-led family business can evolve into a modern, trusted brand while staying true to its roots.

Selected for Maharashtra's Prestigious Awards

Recognizing their dedication and achievements, they have been selected for the prestigious “**Maharashtra Business Icon 2025 / Maharashtra Style Icon 2025 / Maharashtra Fashion Icon 2025**” awards.

This honour is being presented by **Reseal.in and India Fashion Icon Magazine**, celebrating Maharashtra’s emerging entrepreneurs and artists.

The selection marks a proud moment not only for them but also for the entire region.

Presence of Renowned Film Personalities

The grand award ceremony will be graced by celebrated film personalities:

- **Ms. Varsha Usgaonkar (Bollywood Actress)**
- **Ms. Sonalee Kulkarni (Indian Actress)**
- **Ms. Prarthana Behere (Indian Actress)**

Event Hosted Under Expert Leadership

The event is organized under the leadership of **Mr. Sudhir Kumar Pathade**, Founder & CEO of Reseal.in (Sure Me Multipurpose Pvt. Ltd.), who continues to provide a national platform for Maharashtra’s rising entrepreneurs, designers, and creative talents.

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