

Mrs. Mayura Kale's Journey : Building 'Dhara Amrut' with Values and Grit

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Vidarbha's black soil is known for its resilience—it does not yield easily, yet it nurtures strength and character. From this very land has emerged **Mrs. Mayura Amarbabu Kale**, an entrepreneur whose success story is rooted in patience, perseverance and purpose. Her journey stands as a powerful example of how values-driven entrepreneurship can create both economic growth and social impact.

Born into a family with a strong legacy of public service and progressive thought, Mayura Kale was deeply influenced by her upbringing. Her grandfather, late **Annasaheb Shinde**, former Union Minister and a key figure of India's agricultural revolution, and her father **Ashok Shinde**, a proponent of modern farming, instilled in her the importance of self-reliance and social responsibility. One belief shaped her life's direction: *when a woman becomes self-sufficient, the entire society grows stronger.*

In 2003, Mayura Kale married **Amarbabu Kale**, a dynamic leader from Vidarbha and currently a **Member of Parliament**. Despite being part of a prominent political family with a rich legacy—her father-in-law late **Dr. Shardarao Kale** served four terms as MLA and as Maharashtra's Health Minister—Mayura was determined to carve out her own independent identity.

Her entrepreneurial journey began in **2006** with the establishment of **Aadhar Udyog**. The early years were marked by experimentation, challenges and learning, but her resolve never weakened. A major turning point came in **2018**, when she launched '**Dhara Amrut**', a cold-pressed oil brand produced using the traditional wooden ghani method.

Starting with groundnut oil, 'Dhara Amrut' has steadily expanded its portfolio to include **mustard, flaxseed, coconut, sesame and almond oils**. With firsthand experience in farming, Mayura ensures careful selection of raw materials, maintaining uncompromised quality and purity. Today, the brand has earned the trust of customers across **11 districts of Vidarbha and Pune**, emerging as a symbol of authenticity and reliability.

What sets Mayura Kale apart is her strong ethical foundation. From obtaining government licenses to completing regulatory procedures, she followed every process herself, standing in queues like any ordinary citizen. This integrity and self-respect define both her leadership and her enterprise.

Her journey has also been shaped by personal loss. In **September 2025**, her brother **Siddharth**, a distinguished Supreme Court advocate, passed away suddenly. Just days before his demise, he had encouraged her to continue her work with determination, reminding her that her business was not merely commercial, but a path that enriched many lives. His words remain a source of strength and motivation for her.

Today, 'Dhara Amrut' is more than a brand—it represents purity, trust and empowerment. By creating employment opportunities, especially for women, Mayura Kale has extended her success beyond profits to meaningful social contribution.

As she continues to expand her business and introduce new products, Mayura Kale remains grounded in her values. The recognition she receives today honours not just her entrepreneurial achievements, but her resilience, ethical leadership and unwavering belief in purposeful growth. Her story stands as an inspiration for aspiring women entrepreneurs across generations.

Selected for Maharashtra's Prestigious Awards

Recognizing her dedication and achievements, she has 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 her 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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