

Milk N Mishty Basundiwala: A Sweet Success Story

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In an age where startups are driven by innovation and bold ideas, **Mr. Pravin Garandwal and Mrs. Priyanka Garandwal** from Chhatrapati Sambhajinagar have carved a unique niche in Maharashtra's food industry. At just **24 years of age**, the young entrepreneur couple has successfully launched "**Milk N Mishty Basundiwala**," the state's first exclusive outlet offering **more than 20 varieties of Basundi**, setting a new benchmark for traditional dairy desserts.

Located at **Shop No. 6B, Gate No. 1, Cannought Place, CIDCO, Chhatrapati Sambhajinagar**, the outlet has quickly become a favourite among dessert lovers for its innovation rooted in tradition.

A Strong Foundation and a Determined Beginning

Both Pravin and Priyanka Garandwal are graduates and come from supportive family backgrounds that encouraged their entrepreneurial ambitions. They started their venture in **2023**, fully aware of the challenges that accompany any new business. The early days were marked by difficulties such as limited marketing reach, high raw material costs, and a modest customer base.

Undeterred, the couple focused on consistency, quality, and customer satisfaction. By actively incorporating customer feedback and continuously refining taste and product standards, they gradually earned trust in the market. What began as a one-person operation has now grown into a **team of five employees**, reflecting steady and sustainable growth.

Innovation in a Traditional Dessert

Today, *Milk N Mishty Basundiwala* is a well-recognised name across Sambhajinagar. The brand's key strength lies in its **100% pure milk-based products** and its innovative approach to Basundi—a dessert deeply rooted in Maharashtrian culture.

The outlet offers a wide range of flavours, including:

- Kesar Pista Basundi
- Rabdi Basundi
- Chocolate Basundi
- Rose Basundi
- Dry Fruit Basundi

This concept of offering multiple Basundi flavours under one roof is a first in Maharashtra. The brand has also embraced both **online and offline delivery channels**, ensuring easy access for customers across the city.

Investment, Returns, and Business Growth

The Garandwals have invested approximately **₹15 lakh** into building the business. Today, the venture generates a **monthly revenue of ₹1.5 lakh to ₹2.5 lakh**, highlighting the success of their planning, perseverance, and commitment to quality.

Vision Beyond Profits

Looking to the future, Pravin and Priyanka Garandwal aim to develop a **franchise model** and expand *Milk N Mishty Basundiwala* across Maharashtra. Their vision extends beyond commercial success—they are keen on **creating employment opportunities for women**, engaging young entrepreneurs, and supporting aspiring startups through their business ecosystem.

Recognition and Inspiration

Mrs. Priyanka Garandwal's leadership and entrepreneurial spirit have been recognised with the **“Young Women Entrepreneur” Award**, honouring her courage, creativity, and determination.

A Sweet Success Story

Milk N Mishty Basundiwala is more than just a dessert brand—it is an inspiring success story that showcases how tradition, innovation, and social responsibility can come together. With a clear vision, ethical business practices, and a strong partnership, **Pravin and Priyanka Garandwal** are emerging as role models for India's next generation of entrepreneurs. Their journey suggests that this homegrown brand is well on its way to gaining **statewide and national recognition**.

Selected for Maharashtra's Prestigious Awards

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

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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