

A Taste of Hard Work: Kashid Bandhu Samosewale's Journey Since 1984

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Success does not always come from big investments or large resources; often, it is born from hard work, honesty, and consistent effort. One such inspiring journey is that of **Kashid Bandhu Samosewale**, a name that has become synonymous with taste and trust in Maharashtra. What began as a small home-based effort in **1984** has today grown into a widely respected food business under the leadership of **Umesh Manohar Kashid**.

A Humble Beginning Rooted in Struggle

The foundation of Kashid Bandhu Samosewale was laid in 1984 when **Mrs. Vanita Manohar Kashid** decided to make and sell samosas from home to support her family financially and ensure her children's education. With extremely limited resources, she requested a small space from senior traders at Ambedkar Chowk in Phaltan, who allowed her to stand there out of goodwill.

On the very first day, sales began with just **12 samosas**, one chair, one plate, and a small container. At that time, the elder son **Umesh Manohar Kashid** was studying while also supporting the family. Selling those 12 samosas took nearly an hour, but that modest start laid the foundation for a remarkable success story.

Gradual Growth Through Persistence

Initially, samosas were prepared at home on a small gas stove using a tiny frying pan, where only four to five samosas could be fried at a time. The family lived in a **10x12-foot rented room**, and the samosas were carried on foot to Ambedkar Chowk every day.

As customers began appreciating the taste and consistency, demand steadily increased. A chair was replaced by a table, followed by the purchase of a bicycle. Over time, the business acquired the necessary municipal food license and handcart permit. Later, a second-hand two-wheeler was purchased, making transportation of raw materials and finished products easier.

Modernisation Without Losing Tradition

With experience came improvements. Today, the business uses high-speed stoves, large frying pans, and modern machines to knead dough, roll samosas, and prepare fillings efficiently. While earlier only **5–10 samosas** could be made at a time, the capacity has now increased to **45–50 samosas per batch**.

Currently, between **5 pm and 8 pm**, nearly **1,500 to 2,000 samosas** are sold every day. Kashid Bandhu Samosewale now successfully operates **two outlets in Phaltan**, with demand continuing to grow.

From a Small Room to Significant Assets

What started from a 10×12-foot rented room has today grown into a business and residential property spanning nearly **4,000 square metres**. The Kashid family has also started a mini-market, and the younger generation is now pursuing education at reputed colleges.

The brand's biggest strength lies in its **traditional taste, uncompromising quality, and personal involvement of every family member**. This commitment is reflected in the fact that the business has maintained a clean reputation with virtually no major customer complaints over the years.

Loved Across Maharashtra

Today, customers visit Kashid Bandhu Samosewale from across Maharashtra. Many patrons even suggest opening branches in their own cities, a true testament to the brand's credibility and loyal customer base.

Vision for the Future

Umesh Manohar Kashid and the Kashid family aspire to expand their presence not only across Maharashtra but also at the national and international level. Their goal is to create more employment opportunities through their outlets and establish **Kashid Bandhu Samosewale** as a strong, enduring brand—like a banyan tree offering shade to many.

A samosa that once sold for **50 paise** is today priced at **₹18**—yet it is purchased with the same enthusiasm. That enduring demand stands as the strongest proof of their hard-earned success.

Selected for Maharashtra's Prestigious Awards

Recognizing his dedication and achievements, he 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 him, 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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