

Homemade, Honest, Heartfelt: The Rise of “???? ??? ?????”

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In an era where entrepreneurship is often associated with youth, Sadhana Sontakke has redefined success by proving that passion and determination matter more than age. She is the founder of “???? ??? ?????”, a homegrown food venture built on purity, taste, and trust—started after she turned fifty.

After fulfilling family responsibilities and seeing her children settle into their own lives, Sadhana faced a question familiar to many women at this stage of life: *What next?* Instead of slowing down, she chose to begin something meaningful—something that reflected her love for traditional flavors, cleanliness, and quality.

With no intention of rushing into scale, she began her entrepreneurial journey with **just one homemade spice**. Carefully prepared using traditional methods, that single product resonated with customers who valued authentic, home-style taste. Encouraged by positive feedback and growing trust, she gradually expanded her range.

Today, “???? ??? ?????” offers **10 to 15 varieties of homemade spices**, along with snacks, Diwali faral (festive delicacies), healthy laddoos, and other traditional food products. Every item is prepared personally by Sadhana, with uncompromising attention to hygiene, ingredient quality, and flavor consistency.

For her, this business is not merely about sales. It is about delivering **pure, honest, and homely food** to people who miss the taste of traditional kitchens. That philosophy has earned her loyal customers, many of whom place repeat orders after their first purchase—something she considers her greatest achievement.

What began as a small experiment has now grown into a **stable, year-round business**, providing both financial independence and personal fulfillment. Sadhana’s journey stands as a powerful reminder that entrepreneurship has no age limit—only a requirement for courage, confidence, and the will to begin.

Through “???? ??? ?????”, Sadhana Sontakke sends a simple yet powerful message: *With self-belief and passion, it is never too late to start—and succeed.*

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.

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 talent.

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