

Hare Krishna Mitha Pan: A Modern Take on a Traditional Indian Delight

Published on 27 Jan 2026 | By IFI Correspondent



Saurabh Ramnath Vinchu, the founder of **Devparbati Foods**, began his entrepreneurial journey in September 2018 with a farsan manufacturing business. However, despite his best efforts, the venture incurred heavy losses. Faced with uncertainty, Saurabh turned to the advice of his father: why not explore **pan (betel leaf) business**, a product deeply rooted in Indian culture?

Pan has historically held a sacred and social significance in India — from being offered during religious ceremonies to being a daily ritual in many households. Inspired by this heritage, Saurabh decided to revive the tradition in a **healthy and safe form**, free from harmful substances that had unfortunately tarnished the reputation of pan shops in modern times.

The Birth of Hare Krishna Mitha Pan

On **December 7, 2018**, Saurabh officially launched **Hare Krishna Mitha Pan**, a product designed with **Ayurvedic ingredients** and crafted to retain both authenticity and health benefits. The business model was simple yet innovative: providing a **safe, hygienic, and packaged pan** while preserving the traditional taste and experience.

Saurabh recalls, “Initially, educating people about the benefits of our pan and ensuring its freshness was challenging. But today, our entire family continues to dedicate seven leaves daily, maintaining our commitment to quality and tradition.”

A Health-Conscious Approach to a Traditional Delight

Unlike many modern pan shops, which mix harmful substances such as tobacco, gutkha, or other chemicals, **Hare Krishna Mitha Pan** focuses on health, wellness, and taste. Its benefits include:

- **Purifying blood and improving digestion**
- **Rich in antioxidants for glowing skin**
- **Acts as a natural mouth freshener**
- **Enhances appetite**
- **Reduces bad breath**
- **Boosts kidney function**

- **Soothes throat irritation and cough**
- **Prevents calcium deficiency**
- **Delicious, aromatic, and 100% safe for consumption**

Through careful ingredient selection and proper packaging, the pan combines **tradition, health, and convenience** — a rarity in the modern pan industry.

Reviving a Cultural Heritage

Saurabh's vision goes beyond business; it is about **reviving a cultural tradition responsibly**. He emphasizes that pan has always been a part of Indian rituals, ceremonies, and daily life, but its modern commercial use often strayed into unsafe territory. Devparbati Foods bridges this gap by offering a product that **honors tradition while prioritizing health**.

From a struggling farsan manufacturer to a respected entrepreneur in the pan industry, **Saurabh Ramnath Vinchu** embodies perseverance, innovation, and cultural pride. Today, **Hare Krishna Mitha Pan** stands as a **trusted brand**, bringing together centuries-old tradition, Ayurvedic wellness, and modern packaging to delight consumers across India.

With growing awareness of health-conscious alternatives and a commitment to quality, Devparbati Foods continues to expand its reach while maintaining its **core values of safety, taste, and tradition**. Saurabh's journey is a testament to the fact that **success comes to those who blend heritage with innovation, and passion with perseverance**.

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 talent.

For more style updates & exclusive fashion stories follow indiafashionicon.com