

Pooja Govind Bodke: Building a Successful Food Brand with AGGABAI MODAK KING

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Preserving traditional Maharashtrian flavours while bringing regional delicacies to modern consumers through the frozen food industry

Driven by a passion for Maharashtra's rich culinary heritage and a vision to make traditional delicacies accessible to more people, Pooja Govind Bodke has carved her own path in the entrepreneurial world. With a background in hotel management and a deep appreciation for Maharashtrian cuisine, she launched AGGABAI MODAK KING on July 1, 2021. Through the brand, she aims to bring traditional food experiences into modern lifestyles with the convenience of frozen food products.

Her entrepreneurial journey reflects an effort to bridge the gap between regional culinary traditions and the changing needs of today's consumers.

AGGABAI MODAK KING: Bringing Traditional Flavours to Modern Kitchens

Maharashtrian cuisine is known for its distinctive flavours, festive delicacies and recipes passed down through generations. Recognising the enduring appeal of these traditional foods, Pooja developed AGGABAI MODAK KING around the idea of making familiar favourites more convenient to prepare and enjoy.

The brand's product range includes traditional delicacies such as ukadiche modak, puran poli, sabudana vada, farali patties and Shegaon kachori, offered in frozen food formats.

For people balancing busy schedules and everyday responsibilities, preparing traditional dishes from scratch can sometimes be time-consuming. Frozen food products offer an alternative that can help consumers enjoy familiar flavours with greater convenience.

Through her brand, Pooja seeks to make these culinary traditions accessible to a wider audience while retaining their distinctive identity.

Turning a Culinary Passion into an Entrepreneurial Venture

Pooja's background in hotel management provided a foundation for her interest in the food industry. Her appreciation for Maharashtrian cuisine inspired her to explore a business that could combine traditional recipes with contemporary food preferences.

Launching AGGABAI MODAK KING in 2021 marked an important step in turning that vision into a business.

Building a food brand requires attention to several important factors, including product quality, consistency, packaging, customer preferences and trust. In the frozen food segment, maintaining appropriate storage, handling and food safety practices is also essential.

By focusing on traditional food products in a modern format, Pooja is working to establish a distinctive identity for her brand in Mumbai's food market.

Preserving Maharashtra's Culinary Heritage

Food is an important part of Maharashtra's cultural identity. From festive modaks to puran poli and popular savoury snacks, traditional dishes often carry memories of family gatherings, celebrations and regional customs.

AGGABAI MODAK KING draws on this culinary heritage by offering products associated with familiar Maharashtrian flavours.

The broader opportunity lies in making regional delicacies available to consumers who may not always have the time or resources to prepare them at home. Such products can also introduce traditional food experiences to younger consumers and people living away from their hometowns.

Pooja's business reflects an entrepreneurial approach to preserving culinary traditions while adapting to the needs of a changing marketplace.

Recognition and Entrepreneurial Achievements

According to the profile information provided, Pooja's entrepreneurial journey has been associated with several recognitions.

These include the **Best Frozen Food Brand in Mumbai** title under the Business Excellence Awards in 2024, along with the **Nari Shakti Samman** and **Nari Ratna Award – Best Inspirational Entrepreneur** in 2025. Her profile also mentions a YouTube Silver Play Button.

These achievements, subject to verification of their official details, reflect the recognition attributed to her work and public presence.

For entrepreneurs building businesses in the food sector, recognition can help strengthen brand visibility. However, sustained growth also depends on product quality, customer satisfaction, operational consistency and the ability to respond to market demand.

Business Growth and Future Opportunities

The information provided about AGGABAI MODAK KING estimates its annual turnover at approximately ₹35–40 lakh. This figure should be understood as a reported estimate rather than an independently verified financial result.

Looking ahead, expanding the availability of Maharashtrian delicacies across India and potentially into international markets represents an opportunity for the brand.

Such expansion can introduce regional cuisine to a broader customer base while creating new possibilities for a traditional food business. It also requires careful attention to packaging, shelf life, food regulations, distribution networks and the requirements of different markets.

With its focus on Maharashtrian food traditions and the convenience of frozen products, AGGABAI MODAK KING has a clear positioning within the broader food business landscape.

A Journey Rooted in Tradition and Innovation

Pooja Govind Bodke's journey demonstrates how a passion for regional cuisine can become the foundation of an entrepreneurial venture.

Through AGGABAI MODAK KING, she is working to connect Maharashtra's traditional food culture with contemporary consumer lifestyles. Her approach brings together culinary heritage, product convenience and the ambition to build a distinctive food brand.

As interest in convenient food options continues to create opportunities for food businesses, her journey highlights the potential of regional Indian cuisine in modern markets.

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