



# CHITALE BROTHERS

THE REAL STORY

JOY CHAUDHURI

## THE MAIN CAST OF CHARACTERS

An introduction to the brothers who wrote, and are writing, the story of the Chitales.



**Bhaskar Ganesh Chitale**  
*aka Babasaheb*  
**1897-1991**

The founder of Chitale Bandhu Mithaiwale and Chitale Dairy was a first-generation entrepreneur. He started his journey selling milk and milk products. Married to Janakibai, who played a vital role in the growth and success of the business.



**Raghunath Chitale**  
*aka Bhausaheb*  
**1920-2016**

Eldest son of BG Chitale, he was responsible for establishing the business in Pune. He diversified from milk and milk products to sweets and snacks. Married to Vijaya in 1945.



**Narsinha Chitale**  
*aka Rajabhau*  
**1932-2010**

He made Chitale Bandhu Mithaiwale a mega brand and initiated automation of production. Married to Mangala in 1955.



**Parshuram Chitale**  
*aka Nana*  
**1935-Present**

The first in the family to earn a formal degree in dairy technology. Presently the senior-most partner of the company, his professionalism and vision continues to shape Chitale Dairy. Married to Padmaja in 1959.



**Vasudev Chitale**  
**1938-2001**

He assisted his brothers in running the business in Pune, but was dogged by bad health throughout his life.



**Mukund Chitale**  
**1940-Present**

He chose to set up his own business in construction. Has built all the factories and premises of the family. His fleet of trucks supplies milk from Bhilawadi to Pune. Married to Anuradha in 1967.



**Dattatray Chitale**  
*aka Kaka*  
**1942-Present**

Kaka has been a driving force at Chitale Dairy in Bhilawadi. He continues to give direction to the company and plays a pivotal role in its operations. Married to Sunita in 1967.



**Dr Vishwanath Chitale**  
**1948-2010**

He chose to serve the community through the field of medicine. Though never a part of the business, his contribution played a major part in the family and the business' well being. Married to Uma in 1975.



**Madhav Chitale**  
**1947-Present**

The eldest in his generation, he looks after the milk distribution and operations in Pune. Married to Neelam in 1972.



**Shrikrishna Chitale**  
*aka Shri*  
**1950-Present**

The younger son of Bhausaheb looks after sourcing and operations in Pune. Married to Aarti in 1976.



**Govind Chitale**  
*aka Sanjay*  
**1962-Present**

Son of Rajabhau Chitale, he has taken his father's vision forward and expanded the business in Pune. Married to Varsha in 1987.



**Shripad Chitale**  
**1960-Present**

Shripad, the quintessential people's person, is the bridge between the company and the community. Married to Anagha in 1985.



**Vishvas Chitale**  
**1964-Present**

Vishvas has catapulted the brand from a business into a technological and social case study. Married to Anjali in 1989.



**Anant Chitale**  
**1966-Present**

Nana's youngest son is the first one to roll up his sleeves and get into the nitty-gritty of things. He has been instrumental in setting up and streamlining the operations in Bhilawadi. Married to Smita in 1991.



**Girish Chitale**  
**1972-Present**

Girish manages the marketing and distribution functions at Chitale Dairy. Married to Leena in 1997.



**Makarand Chitale**  
**1976-Present**

Kaka's younger son is the person responsible for the operations and growth of Chitale Agro. Married to Bhakti in 1999.



**Kedar Chitale**  
**1977-Present**

The first in his generation to join the business. Looks after the marketing and distribution in Pune.



**Indraneel Chitale**  
**1989-Present**

Indraneel is concentrating on directing the Chitale Bandhu Mithaiwale brand into the next phase of growth in Pune.



**Nikhil Chitale**  
**1990-Present**

Bachelors in Mechanical Engineering and Masters in Industrial Systems Engineering. Working with Ghirardelli Chocolate Company in USA.



**Pushkar Chitale**  
**1996-Present**

Studying Biotechnology at Sinhgad College of Engineering in Pune. Pushkar is also currently a part of the R&D team at the Dairy.



**Atul Chitale**  
**1992-Present**

Masters in Dairy Products Technology from Cal Poly, SLO. Working as an automation engineer at Tetra Pak USA.



**Rohan Chitale**  
**1995-Present**

Senior in Marketing at Iowa State University. Marketing and Management Associate at Bright Future Management.

1897

● Bhaskar Ganesh Chitale born.

1920

● Raghunath Bhaskar Chitale born.

1926

● Sumati, eldest daughter of Bhaskar and Janakibai, born.

1928

● Taramati born to Bhaskar and Janakibai.

1932

● Narsinha Chitale born to Bhaskar and Janakibai.

1935

● Parshuram Chitale born to Bhaskar and Janakibai.

1938

● Vasudev Chitale born to Bhaskar and Janakibai.

1939

● Bhaskar Ganesh Chitale shifts to Bhilawadi from Limbgove.

1945

● Raghunath marries Vijaya.

1946

● Yeshomati born to Bhaskar and Janakibai.  
● First pasteurising machine in Bhilawadi.

1947

● Madhav born to Raghunath and Vijaya.  
● Raghunath shifts to Pune with his wife, son and two younger brothers, and starts outlet at Sadashiv Peth.  
● Milk and milk products from Bhilawadi sold in Pune.

1948

● The dairy in Bhilawadi is burned down during riots following Gandhi's assassination.  
● Raghunath sets up 'Shivsantosh Dughdalay' to sell and distribute the milk and milk products coming from Bhilawadi.  
● Vishwanath born to Bhaskar and Janakibai.

1959

● Parshuram returns from Bangalore and marries Padmaja.

1960

● Shripad is born to Parshuram and Padmaja.

1961

● July 12, 1961 Panshet Dam bursts and Pune witnesses the worst flooding in its history.

1962

● Narsinha relocates the first Chitale Bandhu Mithaiwale shop at Kunte Chowk to a larger place at Bajirao Road.  
● Sanjay born to Narsinha and Mangala.  
● First fat measuring centrifugal machine in Bhilawadi.  
● Bridge built over Krishna river linking Bhilawadi to the mainland.

1972

● Madhav marries Neelam. Girish born to Dattatray and Sunita.

1974

● Chitales introduce the first polythene pouch packaging for milk in India.  
● First drum dryer, imported from England.  
● First milking machine for cattle, imported from East Germany.  
● New heat-regeneration pasteuriser replaces PPT pasteuriser in Bhilawadi.  
● Anand bungalow built in Pune by Narsinha. Milk centre started at Anand bungalow.

1976

● First Maharashtra bakarwadi goes on sale at Chitale Bandhu Mithaiwale.  
● Dr Vishwanath Chitale opens Chitale ENT Hospital in Pune.  
● Makarand born to Dattatray and Sunita.  
● Janakibai passes away.  
● Shrikrishna marries Arati.

1983

● Pune gets its first machine, a mixing pan.  
● Sanjay, son of Narsinha Chitale, joins the business.

1985

● Chitale Dairy is the first to offer a computerised bill for milk to farmers.  
● Shripad marries Anagha.

1986

● Vishvas Chitale joins the business.

1987

● India's first and only khoya machine commissioned in Bhilawadi.  
● Ananta, son of Parshuram Chitale, joins the business in Bhilawadi.  
● Sanjay marries Varsha.

1989

● Indraneel, born to Sanjay and Varsha.  
● Vishvas marries Anjali.

1996

● First bakarwadi machine installed in Pune.

1997

● Chitales push to expand markets outside Pune.  
● Frozen semen lab at Bhilawadi.  
● Girish marries Leena.

1998

● First satellite farms in India.  
● Cattle tagged with RFID chips.  
● Gulab jamun mix introduced.

1999

● Diagnostic laboratory and research on metabolic profiling of cattle breeds, established in Bhilawadi.  
● Chitale Bandhu Mithaiwale is the first retail store in India to be HACCP compliant.  
● Makarand marries Bhakti.

2006

● 'Cows to cloud' program launched.  
● Call centre at Bhilawadi.

2007

● Herd Health and Productivity Management Programme launched.

2008

● Genetic Mating System Programme launched.

2010

● Dr Vishwanath Chitale passes away.  
● Narsinha Chitale aka Rajabhau passes away.

2011

● Chitale cheese launched.  
● Indraneel Chitale, son of Sanjay Chitale, joins the business in Pune.

## MILESTONES

1897-1939

1940-1944

1945-1948

1950-1958

1959-1962

1963-1970

1972-1976

1977-83

1983-1989

1990-1995

1996-1999

2000-2005

2006-2011

2013-2018

1940

● Mukund Chitale born to Bhaskar and Janakibai.  
● Raghunath, Bhaskar's eldest son, joins his father in Bhilawadi.

1941

● Bhaskar Chitale's wife Janakibai shifts to Bhilawadi along with their six children.

1942

● Bhaskar Chitale buys Chitale Wada in Bhilawadi.  
● Dattatray born to Bhaskar and Janakibai.  
● Raghunath wins the GIP contract to supply 1500 pounds of butter everyday.

1944

● Indumati born to Bhaskar and Janakibai.  
● Narsinha and Parshuram shift to Bombay to stay with their eldest brother, Raghunath.

1950

● On 6 September, Raghunath shifts the shop to Kunte Chowk and adopts the name 'Chitale Bandhu Mithaiwale'.  
● Bharati born to Bhaskar and Janakibai.

1951

● Shrikrishna born to Raghunath and Vijaya.

1953

● Narsinha graduates and joins his elder brother Raghunath in the family business.

1954

● Chitale Bandhu Mithaiwale opens its second shop at Shirole building in Pune's Deccan Gymkhana.  
● Parshuram Chitale returns to Bhilawadi from Pune.

1955

● Narsinha marries Mangala.

1957

● Parshuram goes to Bangalore to study dairy technology.

1958

● Vasudev joins the business in Pune.  
● Raghunath purchases Chitale Sadan in Pune.

1963

● Electricity comes to Bhilawadi village.

1964

● Electricity comes to the dairy at Bhilawadi.  
● Vishvas born to Parshuram and Padmaja.

1966

● Ananta born to Parshuram and Padmaja.  
● Dattatray joins the business in Bhilawadi.

1967

● Madhav, eldest son of Raghunath, joins the business.  
● Mukund marries Anuradha.  
● Dattatray marries Sunita.

1968

● Dairy at Bhilawadi is modernised.

1970

● Shrikrishna joins his brother Madhav at the shop.  
● Narsinha goes to attend a dairy conference in Japan and is the first from the family to travel abroad.  
● Mukund Chitale starts his own construction business. Also starts a business to transport milk from Bhilawadi to Pune.

1977:

● Kedar born to Shrikrishna and Arati.

1978

● Pipeline is laid from the Krishna river to the dairy.  
● Chitale Bandhu Mithaiwale open their second outlet at Ferguson College Road at Deccan in Pune.

1980

● Shripad, Parshuram's son, joins the business in Bhilawadi.  
● Chitales give out first batch of high-quality subsidised buffaloes to the farmers in Bhilawadi.

1982

● In Pune, Shrikrishna Foods starts production.

1990

● Chitale Bandhu Mithaiwale becomes the first retail establishment to adopt a computerised billing system.  
● Chitales automate the production of shrikhand and the first machine-made shrikhand rolls out.  
● Ghee production and packaging is automated.

1991

● Anant marries Smita.

● Bhaskar Ganesh Chitale, the founder of the Chitale group, passes away in Pune.

1992

● Chitale Bandhu Mithaiwale shifts from Shirole building to its present location at Pune's Deccan Gymkhana.

1995

● Girish Chitale, son of Dattatray and Sunita, joins the business in Bhilawadi.

2000

● Kedar Chitale, son of Shrikrishna Chitale, joins the business.

2001

● Chitale Agro established in Bhilawadi.  
● Chitale butter launched.  
● Vasudev Chitale passes away.

2003

● Peda-making machine installed in Pune.  
● Bengali sweets introduced at Chitale Bandhu Mithaiwale.  
● Second bakarwadi production line made operational in Ranje.

2004

● Curd manufacturing is automated.

2005

● New plant at Bhilawadi inaugurated.

2013

● Production of modak pedas is automated.

2016

● Production of motichoor laddoos is automated.  
● Production of chakka is automated.  
● Chitale Bandhu Mithaiwale's new Ranje plant starts production.  
● Brahma Genetics Facility, a joint venture between Genus plc and Chitale Dairy, inaugurated.  
● Raghunath Chitale aka Bhausabeb passes away.



## PROLOGUE

THERE ARE NO shopping malls in Bhilawadi, but enterprising locals have set up smaller versions. Brightly lit stores sell everything from blue jeans to plastic cutlery under one roof. Feeding the Indian appetite for gold are more than a dozen shops watched over by CCTV cameras. Beauty parlours promising skin whitening treatment and Ayurvedic massage parlours claiming to cure your aches and pains are not short of business. In fact, nobody is. Business is good. There are five banks in this village, and even a cinema hall. Bhilawadi is a village located on the banks of the river Krishna 45km from NH4 that joins Mumbai to Chennai. It is home to 15,000 people. The black soil of this village is fertile. The South-West monsoon brings an average of 750mm of rain to this village between June and October. The drive through grape and sugarcane fields

as you approach Bhilawadi on State Highway 136 gives you a glimpse of what's behind the village's prosperity. The single-lane asphalt road is frequented by young men on motorcycles, children in school uniform, tractors hauling overloaded trailers and milk trucks.

Not too many people outside this region have heard about Bhilawadi. But across the globe, senior executives of technology companies like Dell and Rockwell Automation can talk for hours about what's going on here. The latest to join the list of visitors to Bhilawadi are the executives of an American company called Genus. It is the world's largest provider of bovine genetics and reproduction services in more than 70 countries across the globe. What are these multinational companies doing in Bhilawadi? What exactly is going on here? The story starts in 1939.



The house in Bhilawadi that was Bhaskar Chitale's first home. Today this is used by the family as a centre for their social activities in the village.



## IN SEARCH OF THE PROMISED LAND

A man with big dreams and even bigger determination finds his destiny in a small village after a 42-year-old search.

THE YEAR WAS 1939. While there were war clouds gathering over Europe, the sky over rural Satara district was clear. Apart from the smoke belching out of the coal-fed engine run by the Southern Mahratta Railway company making its way through the green countryside, there was not a cloud in the sky. One of the passengers on this meter-gauge line was a well-built 42 year old man dressed in a white dhoti<sup>1</sup> and kurta<sup>2</sup>. Bhaskar's face was weather beaten and his hands were strong, shaped by years of toil and work.

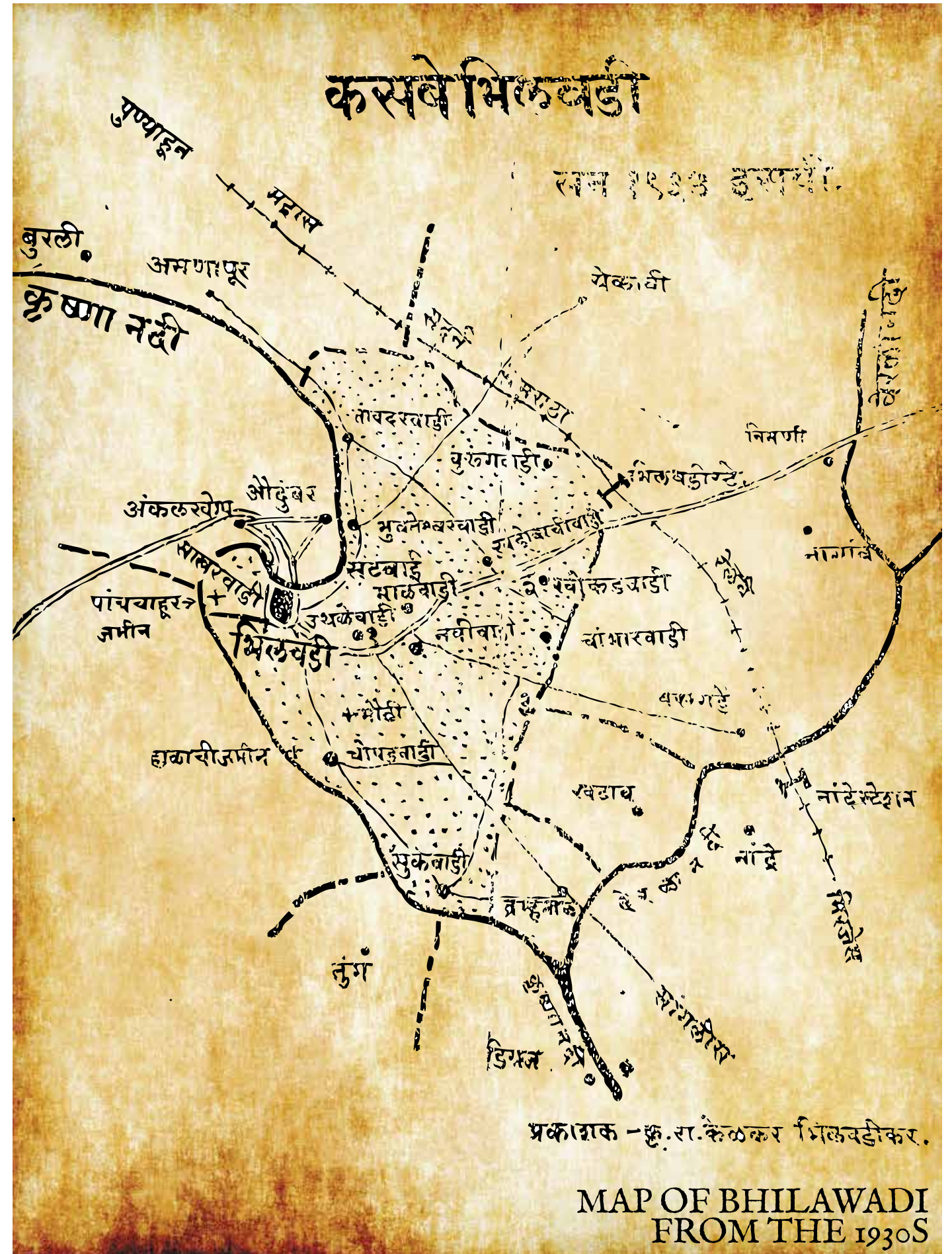
Bhaskar came from a family of landlords and money-lenders. His father had died when Bhaskar was just 14. The young boy, who was studying at Satara in the seventh standard, had to give up his studies and return home to his village in Limbgove, about 20km from Satara town. The only support of his widowed mother, young Bhaskar had to roll up his sleeves and join the indentured labourers at the farm. Working in the field had helped him develop a deep insight and understanding of agriculture.

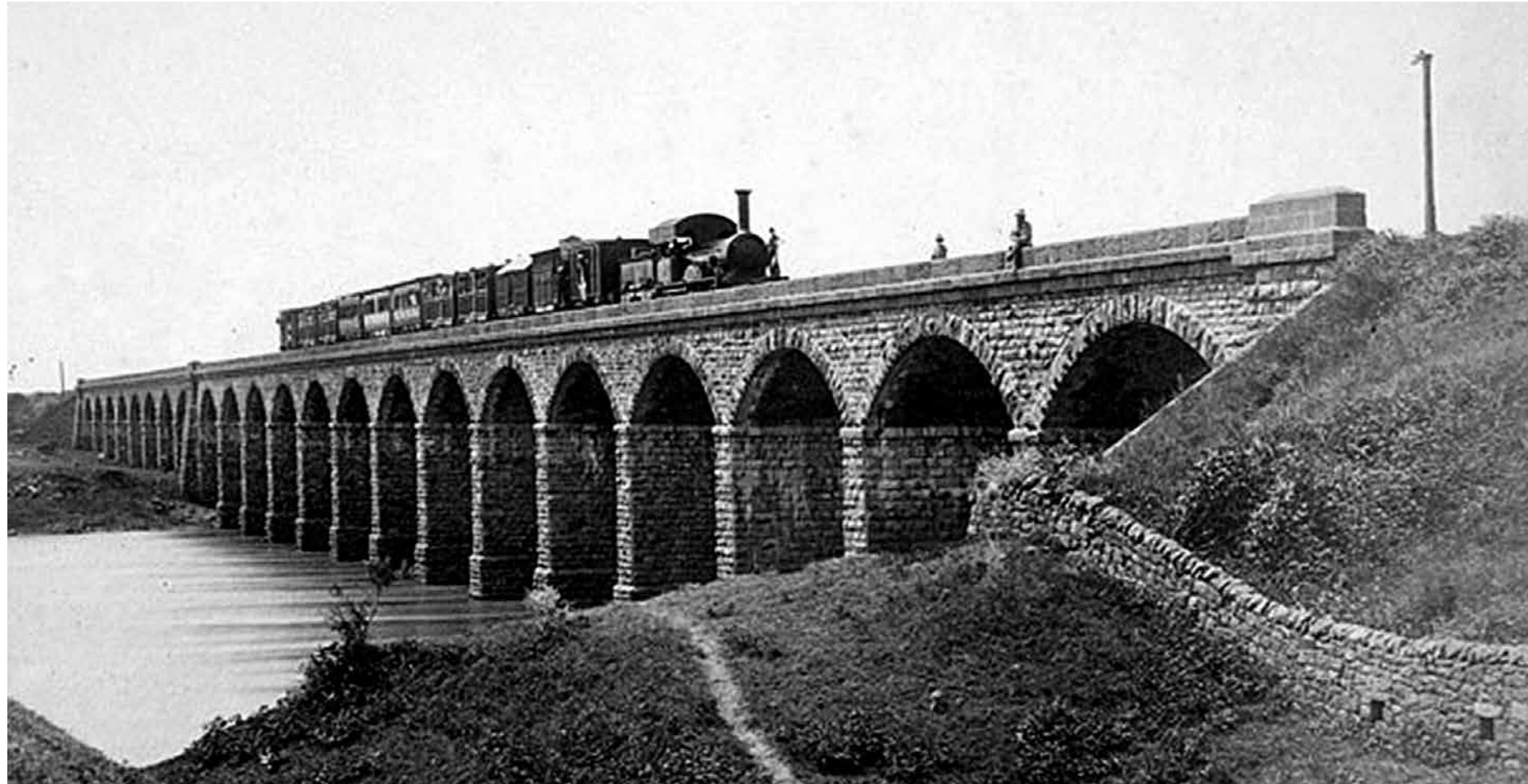
Today, Bhaskar's eyes were clouded with worry as he looked distractedly at the fields rolling past the barred window. He was not thinking about the rise of Hitler in Germany that was threatening to pull the world into the midst of a war. Or about Gandhi who was protesting the autocracy of the British rulers by going on a fast in Bombay. He had far more important things to think about. Specially about the future of his seven children. He had worked hard all his life. In spite of the long hours in the sun, farming was not a profitable business. He grew staple

pulses of the region like moong<sup>3</sup>, toor<sup>4</sup> and jawar<sup>5</sup>, but there was not much money in it. He had experimented with crops like onion and garlic, but they were not eaten for six months of the year due to religious beliefs. Brinjals were not eaten in chaturmas<sup>6</sup>, which was when they grew. He had even tried his hand at growing grapes at the advice of the British Collector who would come to ride his horse on the riverbank. But grapes were 'foreign', and didn't find any buyers. It was only thanks to the British Collector, that he was able to sell off his crop at the Belgaon Cantonment. Even potatoes were seen as a foreign vegetable, and had few takers.

Bhaskar had realised that he needed another source of income to supplement his earnings from agriculture, and honed down on dairy farming. He bought a dozen high-quality buffaloes from Pune. Initially the venture went well. He would cycle 20km from Limbgove to the market in Satara town with his milk, curd and khoya<sup>7</sup>. Just when he was about to recoup his investment, the buffaloes fell ill and died.

While he hadn't made much money, there was a special quality about Bhaskar that attracted people to him. It was a quality that he had inherited from his mother, who went about dispensing Ayurvedic and home-made remedies to the poor and to pregnant women. He had inherited his mother's compassion and helpfulness and was always ready to lend a shoulder, or share whatever he had, with anyone in need. But popularity wouldn't feed his family. He realised that it was time to leave drought-prone Limbgove





LEFT: By 1939, there were about 66,000km of railway lines serving the country.

BELOW: Coin and postage stamp that was commonly in use when Bhaskar Ganesh Chitale first came to Bhilawadi.



and try his luck some place else. A place that had good water supply for his farm and animals, within close distance of the market. He had scoured the region on the banks of the river Krishna - Jugul, Khidrapur, Ugar, Miraj, Kudchi - but nothing met his needs. It was then that a friend of his, Dattoba Suryavanshi, suggested he go to Ankalkop. On reaching Ankalkop, Bhaskar found that while the land was fertile, the market was on the other side of the river. Seeing his disappointment, someone suggested that he go to a village across the river called Bhilawadi, and meet a man named Gogate who had land to rent. Bhilawadi had a reputation of welcoming all communities and occupations. So here he was, 42 years old, with seven children and another question mark approaching as the train sped towards Bhilawadi.

Bhaskar's reverie was broken by the ticket collector. Erect in bearing and dressed in crisp uniform, he seemed more like a military man than a collector. "You'll have to pay surcharge for the second bundle. Only one is allowed," the TC's voice was firm. The TC's words weren't aimed at Bhaskar, but rather at the podgy man opposite him with two bundles of luggage at his feet. As the man tried to string together an answer, Bhaskar realised that this man didn't have money for the surcharge. His natural instincts kicked in and he interjected, "Excuse me, Sir, but that's my bundle." Thankfully, Bhaskar was traveling light. The TC looked at Bhaskar for a moment, knowing fully well that the bag wasn't his, but decided to let it go and move on.

"Thank you brother, I don't know how to repay you," the man thanked Bhaskar as the TC moved away. "My name is Dadasaheb Chougule."

"I am Bhaskar. Bhaskar Ganesh Chitale."

"And where, Bhaskar, are you going?"

"Bhilawadi. I'm going to Bhilawadi."

"I am from Bhilawadi. What brings you to my village?"

"It's a long story Dadasaheb."

"Go on. I've got all the time in the world."

*The village had an over-supply of milk due to the abundant stock of animal fodder throughout the year.*

When the train reached Bhilawadi station, Dadasaheb Chougule offered to take Bhaskar to the Patil<sup>8</sup> of the village. Dynanadeo Patil was an astute man who believed that if the village had to prosper, it needed men of talent, irrespective of their caste or religion. He could sense that Bhaskar Ganesh Chitale would be a good asset to the Bhilawadi community and took on the task of introducing him around the village. It didn't take long for Bhaskar's keen mind to soak in the details and a larger picture of the land.

Bhaskar learnt that the name Bhilawadi came from the original inhabitants of this region, the Bhil tribals. The

landscape was dotted with babul<sup>9</sup>, tamarind, fig and mango trees. Being on the banks of the Krishna river, the soil around the village was fertile, enabling the farmers to grow crops like toor, urad<sup>10</sup>, cotton, wheat, chickpea, sorghum and tobacco. The region was also rich in medicinal plants like pitta papada<sup>11</sup> and nagarmotha<sup>12</sup>. Records from the period show that 10,418 acres of land were under cultivation from which the government earned a revenue of Rs 28,000.

Another source of income for the villagers, and of particular interest to Bhaskar, was milk. The village had an over-supply of milk due to the abundant stock of animal fodder throughout the year. Documentation from that time reveals that Bhilawadi was home to 4819 domesticated animals, including 566 cows, 344 calves, 1150 oxen, 676 buffaloes, 19 buffalo bulls, 611 buffalo calves, 526 sheep, 29 horses and 898 goats.

It was a Sunday when Bhaskar reached Bhilawadi, the weekly market day in the village. People trooped in on bullock carts, which were the most popular form of transport. Others came on horse carts, cycles and boats. Bhaskar was told that there was even a motor car in the village. The market gave the villagers an opportunity to sell their produce of butter, khoya, cotton, pulses, chicken, eggs and tobacco. In return, they bought turmeric, jaggery, sugarcane, onions, garlic, rice, coconut, betel nut and tea.

The other thing that was unique about Bhilawadi was the schools. Or rather, the number of schools. With a population of only 6834 people, Bhilawadi had 10 schools in

its vicinity imparting education up to the seventh standard. As Bhaskar learned, 20 teachers taught 656 children, out of which 165 were girls.

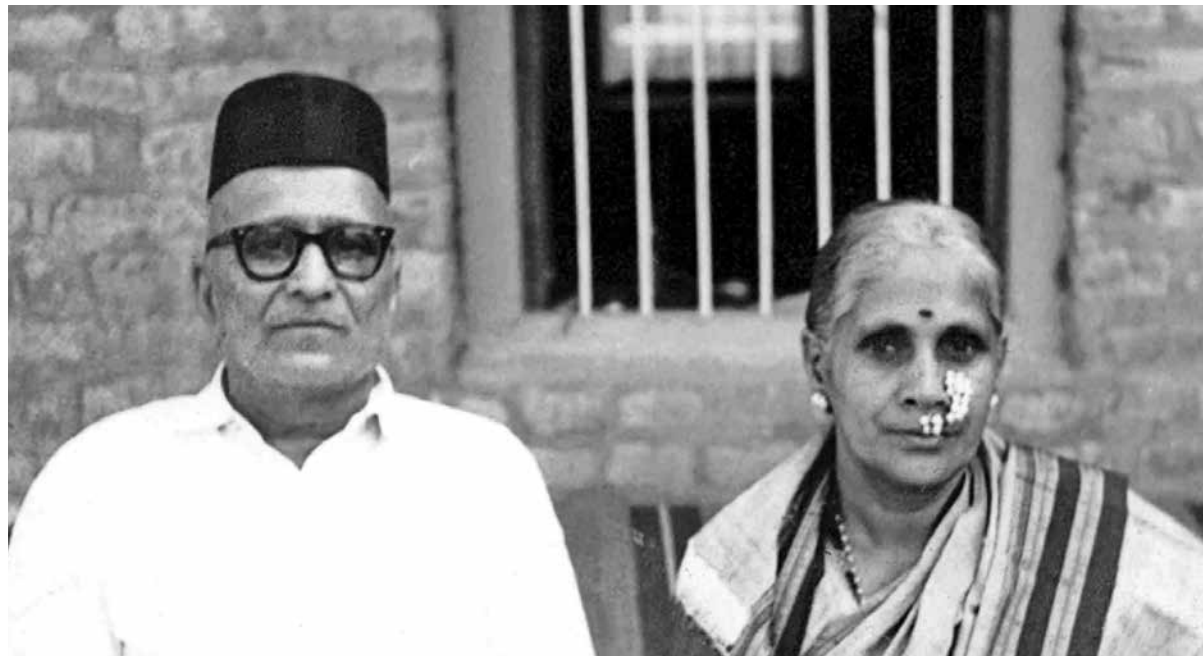
Bhaskar liked what he saw, but before he made a final decision, he decided to take a look at the land that Gogate had promised him. It was a 7000-square-foot piece of land, 7km from the village but near Bhilawadi station, ideal for transportation of his produce. On that land was a tiny shed, hardly appropriate for his large family. His sixth sense told him that once he found accommodation for his family in the village, this was the place where he could unfurl his wings. This was his new home. Bhaskar Ganesh Chitale was now ready. What he didn't know was that he would be instrumental in changing the economic and social landscape of this idyllic village. This was his promised land.

<sup>1</sup> Dhoti is a traditional men's garment, worn in the Indian Subcontinent. It is a rectangular piece of unstitched cloth, usually around 4.5 metres long, wrapped around the waist and knotted at the waist. <sup>2</sup> A loose collarless shirt worn by both men and women. <sup>3</sup> Green gram. <sup>4</sup> Split pigeon peas. <sup>5</sup> Sorghum. <sup>6</sup> A holy period of four months in the Hindu calendar reserved for penance and austerities. <sup>7</sup> Milk solids, made of either dried whole milk or milk thickened by heating in an open pan. <sup>8</sup> Chief of the village. <sup>9</sup> Latin name, *Acacia nilotica*. A medium-sized, thorny, nearly evergreen tree that can reach up to 20-25m height. It is a useful fodder source, particularly in dry regions. <sup>10</sup> Split black gram. <sup>11</sup> Latin name, *Sumaria Indica*. An ayurvedic herb used to treat fever, gastritis, diarrhoea. <sup>12</sup> Latin name, *Cyperus Scariosus*. Also known in English as Cypriol. The roots of this plant are mainly used in aromatherapy.



*This was his new home. Bhaskar Ganesh Chitale was now ready. What he didn't know was that he would be instrumental in changing the economic and social landscape of this idyllic village.*

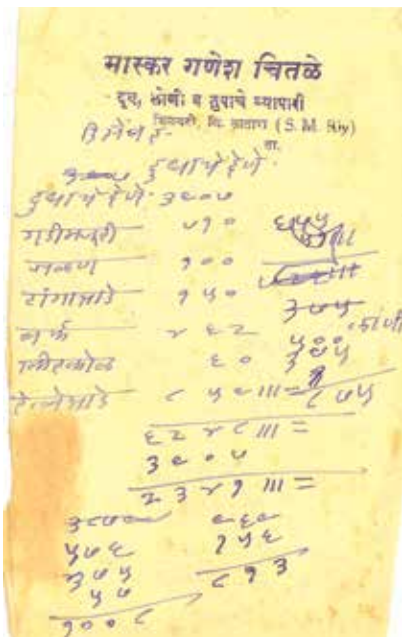
Photography was not so common in the 1940s, this photograph of Bhaskar and Janaki Chitale is from a later period.



## BHILAWADI TO BOMBAY

*Bombay provides the opportunity Bhaskar Ganesh Chitale is searching for, and lays the foundation of his business.*

Bhaskar Chitale kept a meticulous account of his expenses.



ON SEPTEMBER 1, 1939, World War II started with the German invasion of Poland. India was a British colony and Bhilawadi came under Satara district, which was a part of the Poona division of the Bombay Presidency. The Presidency encompassed present-day Gujarat, Maharashtra, Karnataka, the Sindh of present-day Pakistan, and even Aden in Yemen!

Even as the war clouds hovered over the world, Bhaskar liquidated all his assets in Limbgove and shifted to Bhilawadi.

There was abundant milk in the village for Bhaskar to collect and sell. But since milk was a perishable item, he could sell his ware only within the neighbouring Satara district. To grow his business, he would have to depend on milk products, like ghee<sup>1</sup>, khoya, chakka<sup>2</sup> and such, that had a longer shelf life.

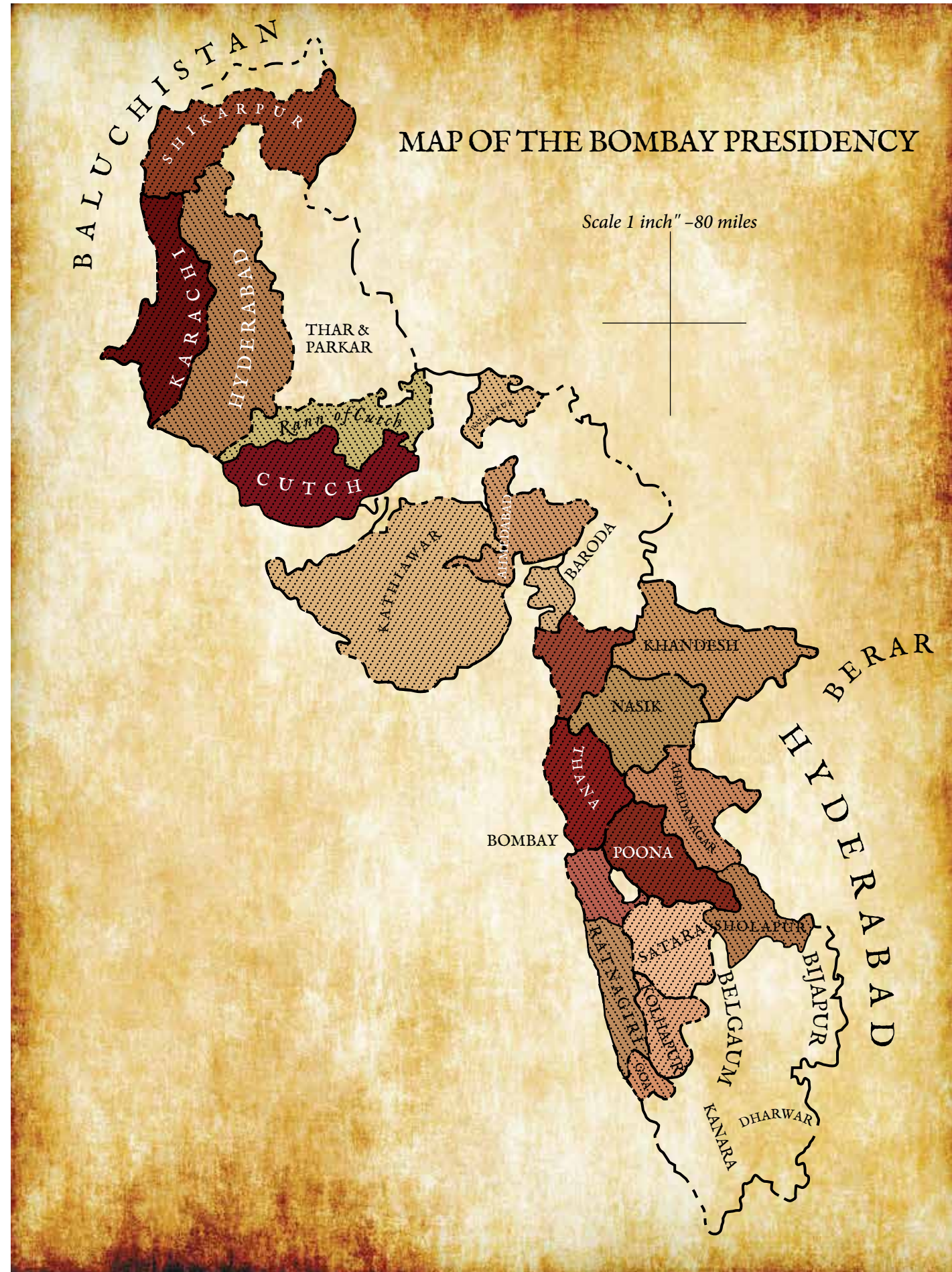
Satara was famous for 'kandi pedhe', a round, smooth-textured sweet. The main ingredient of kandi pedhe is khoya. Making khoya was a laborious process that involved boiling and churning of milk for hours. The kandi pedhe sellers preferred to buy the khoya from vendors rather than invest their time, money and space in making it themselves. It was a ready market for Bhaskar. The milk he collected from

the village, he made into khoya, and transported it to Satara to sell to the kandi pedhe merchants.

As he struggled for more buyers, opportunity knocked at his door with an introduction to the owner of Tambe Arogya Bhavan, a reputed shop at Dadar in Bombay. Sadashiv Rao Tambe was a highly educated man with a Masters degree, and an integrity that appealed to Bhaskar's own values. Moreover, he was forthright and frank like Bhaskar. So when Tambe told him, "Listen, Bhaskar, I like you, but I don't know you. That sign on the door bears my name, so every product that leaves this door has to be the best in quality and taste. My reputation is more valuable than profits. Question is, are your products good enough?"

Bhaskar's reply was short and to the point, "I fully understand and appreciate your concern. I will send you some samples tomorrow morning. If they don't meet your standards, please feel free to reject them. I will still have the greatest regards for you." Bhaskar sent his ghee, khoya and chakka to Tambe the next morning, as promised. They were an instant success and people flocked to buy the fresh and flavourful products from Bhilawadi. Seeing the long queues, Tambe's uncle, who owned Milko Traders in partnership with two lawyers, asked if they too could sell Chitale's products through their outlet. Bhaskar was happy to increase his business. The future looked bright for Bhaskar Chitale.

<sup>1</sup> Clarified butter. <sup>2</sup> Hung curd.







*Being on the banks of the Krishna river, the soil around the village was fertile, enabling the farmers to grow crops like toor, urad, cotton, wheat, chickpea, sorghum and tobacco.*