

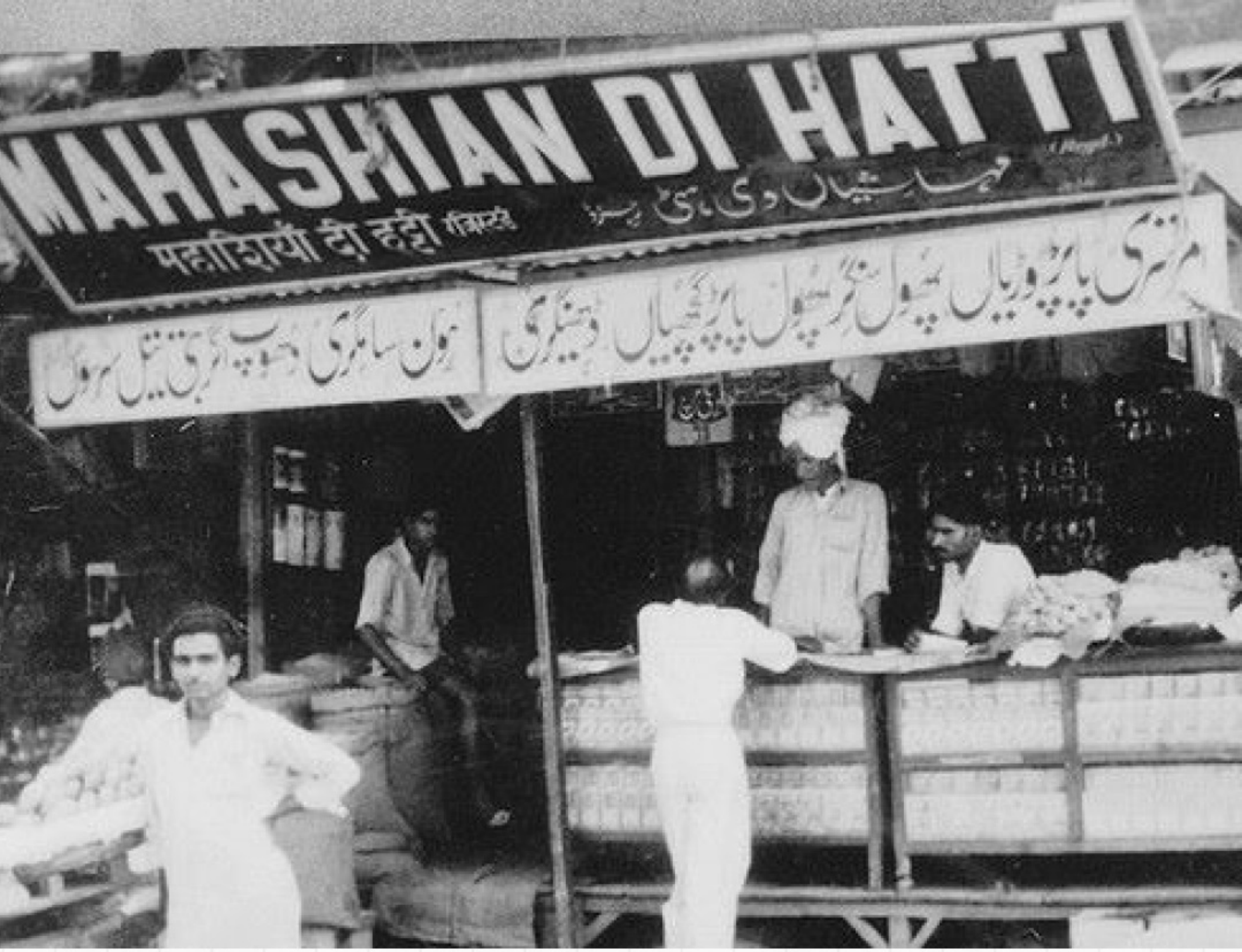
Mahashay Dharampal Gulari

The Spice King





Mahashay Dharampal Gulati is known today by multiple generations as the face of MDH, arguably **India's most well-known spice brand.**



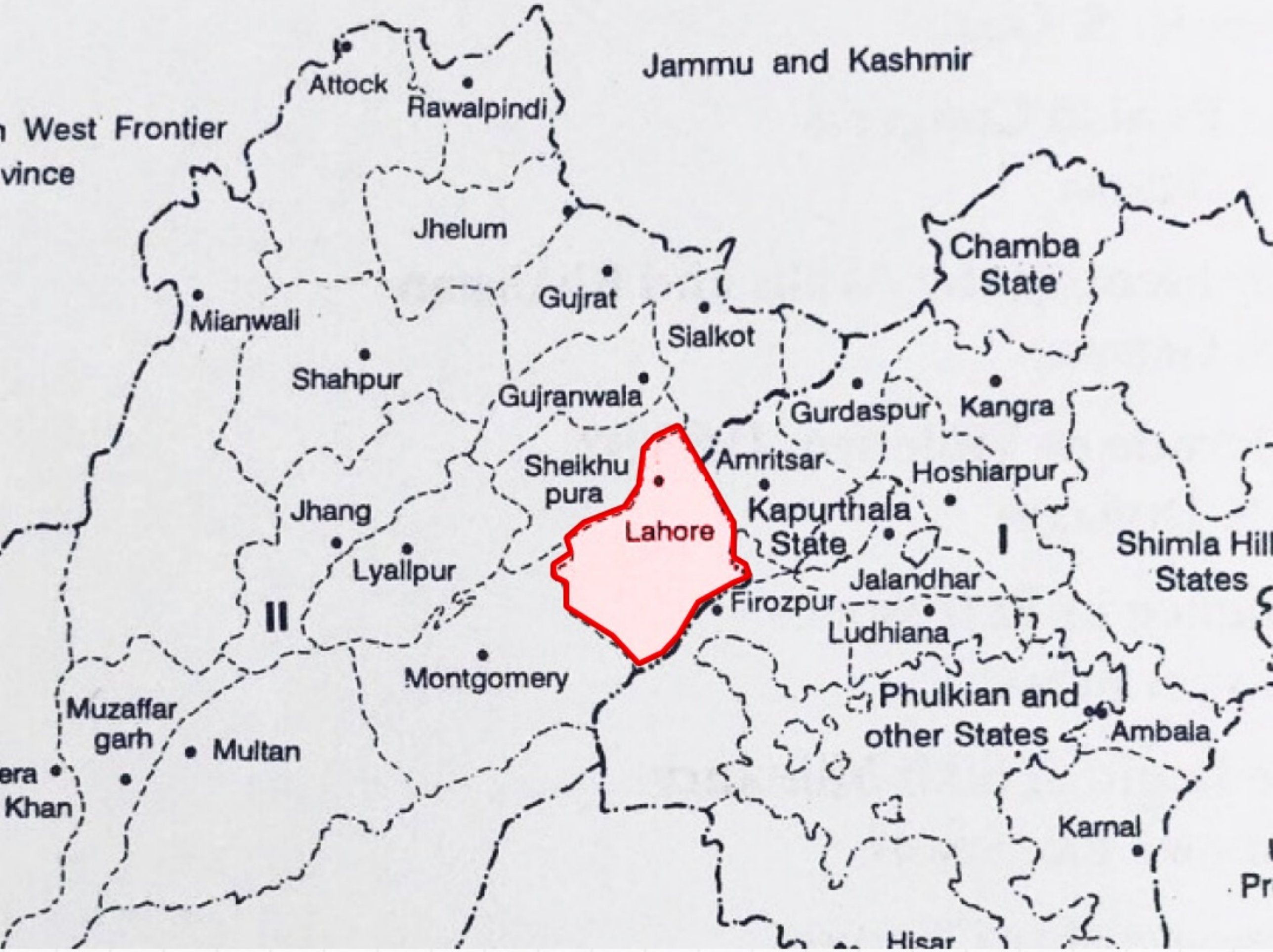
Born in 1923 in Sialkot (now based in Pakistan), his father ran a local spice shop called **‘Mahashian Di Hatti’.**

Wan 2. S



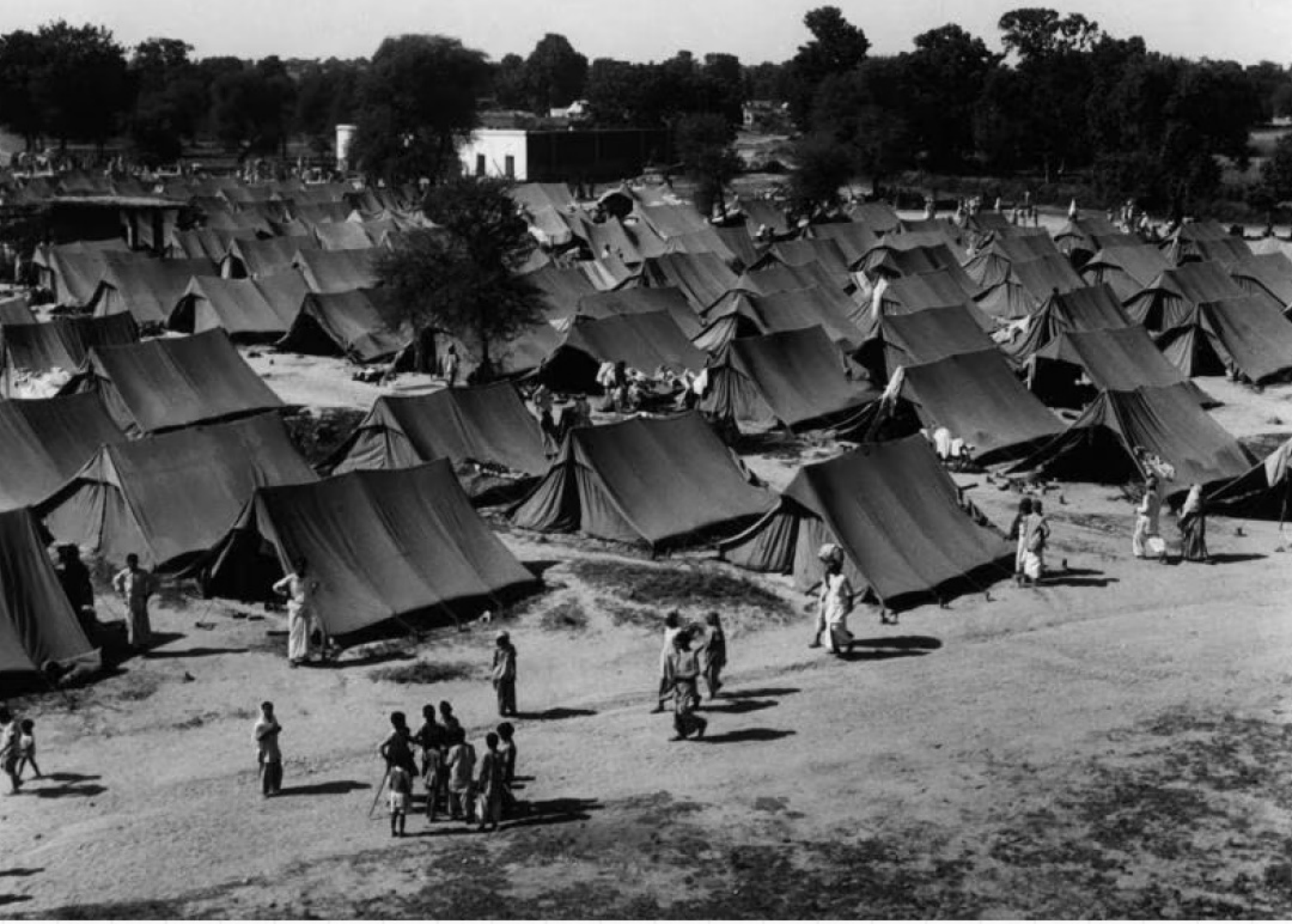
Having an entrepreneurial streak from a very young age, he dropped out of school when **he was just 10 and tried numerous ventures** like selling mirrors and soap.

Wan Z. S



He eventually joined his father's business, and learnt the ropes quickly to expand the **business to cities like Lahore.**

Wan Z. S



However, Partition turned this upside down. His family lost the business, and he soon found himself in **a refugee colony in Delhi with just Rs. 1500.**

Wan Z. S

S. No.	FULL NAME:- Including H.O.F.	AGE	Regd. No. ARD	Changed Regd. No.
1	Firak Ram Dalt	51	362	
2	Sakyi wati	48	363	
3	Yashvir	23	364	
4	Vinod Kumari	20	365	
5	Prem Kumari	18	366	
6	Trilok Kumari	11	367	
7	Kamlesh Kumari	13	368	
8	Nirmal Vir	5	369	
9				
10				

Sig. of C.R.O.

Date 11-55

IN WORDS Fifteen.

Total units Sanctioned 15

Sig. of A.R.D.

A.R.D. No.

Name of A. R. D.

The family got a house with no running water or toilet facilities, and Mahashay Dharampal had to register for **a refugee card to get basic ration for the family.**



Not finding many things to do, he bought a **tonga for Rs. 650** and began shuttling passengers in it.

Wan 2. 3



It was a hard and laborious job, but Mahashay Dharampal did it to **support his family in times of need.**

Wan J. S



He was eventually able to save enough to buy a small spice shop in **Karol Bagh in 1948.**

Wan 2. 8

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Fernandes Dandavate Kanti Des

By KULDIP NAYAR

NEW DELHI, Dec 27.

Mr George Fernandes, Mr Madhu Dandavate and Mr Ravindra Varma are the three Ministers who will go into the Kanti Desai case and submit its report to the Cabinet.

The three Ministers have a mandate to go into the allegations made against the Prime Minister's son. Nor do they have to determine whether there is a prima facie case for an inquiry against him. They propose to confine themselves to the mode of disposing of the allegations made against Mr Kanti Desai.

It looks as if the three Ministers would go beyond the Prime Minister's offer to refer to the Chief Justice the charges made by Parliament members in and outside the House so that he would be held responsible for the consequences.

The necessity to go beyond the Prime Minister's offer has arisen because no member but an MP is entitled to write to Mr Desai. On the other hand, Dr Subramaniam Swamy has remained detained. At one time, there was even rumours that the opposition, which is in majority in the upper house would bring forward a resolution to appoint a committee of the House to look into the affairs of Mr Kanti Desai.

The three Ministers may also [illegible] come to the conclusion that there is no escape from the

Charan ma

He branded it as **Mahashian Di Hatti of Sialkot.** Despite being low on cash, he put an appealing ad in a popular newspaper.

Wan 2. 8



He worked hard to make a name for the shop in the local area, and used to work for **12-15 hours a day!**

Wan Z. S



His strategy worked, as people rushed to buy from **“Sialkot’s spicemakers”.**

Wan Z. S

Another key to his success was that he **never compromised on quality to earn extra profits.**

He cut off one of his partners who used to mix lentils with spices.

Wan 2.3



In 1959, he took control of his value chain and **started large-scale manufacturing.**

Wan J. S

It was a risky move, but it allowed him to customise his products and take a customer-centric approach.

People used to blend and grind spices manually, which was time-consuming.

So, he launched **ready-to-use ground spices** that were easier to use.



Wan Z. S

His commitment to quality with a focus on the customers' needs made sure his demand grew, and in 1965, he formally incorporated his **enterprise as MDH.**



But his biggest contribution was recognising the power of a brand, and **building brand loyalty.**



He worked hard to build a brand out of an enterprise **selling a generic commodity like spice,** which was rare for the time.

Wan D. S



Realising that grandfathers are loved figures in every family, he presented himself as **a grandfatherly figure with a warm smile,** and made himself the face of the brand.

Wan J. S



The strategy worked wonders, and made **MDH a household name in India.**

Wan 2. S



He died at the **age of 97 in 2020,** having amassed a net worth of Rs. 5400 crores after leading the brand for about 7 decades.

Wan 2. S



Awarded the **Padma Bhushan in 2019,** Mahashay Dharampal was also a philanthropist.



Despite being the highest paid CEO in the FMCG sector with a compensation of Rs. 21 crore, **he reportedly donated 90% of his salary.**

Wan 2. 8





He also established about **20 schools, and a 200-bed hospital** that provides free treatment for the poor.

Wan J. S



Mahashay Dharampal stands as an example of how a ‘tangawala’ could rise up to establish a dominant **business empire through hard work and dedication.**

Key things I learnt from Mahashay Dharampal:

- In business, it is always helpful to **establish a brand.**
- **Don’t let your circumstances limit you** from achieving greater goals.
- **Be honest** and always place the customer first.

Wan 2. S