

THE SWEET TASTE OF SUCCESS

A 25-year-old Marwari entrepreneur enjoys the sugary goodness of success. Converting her weekend hobby of home baking into a full-fledged business has reaped profits for enterprising Vrinda Jatia, says **Fareeda Kanga**.



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After studying Business Management at Babson College in Boston, with a focus on Strategic Management and Entrepreneurship, Vrinda Jatia began her career on a completely different path, spending time building experience in her various family businesses. She first worked at Pudumjee Hygiene on Company Valuation and Restructuring. She then moved to Thacker and Company Ltd. (NBFC), where she assisted on various business processes.

While this stint established Vrinda's foundation in strategic business management, what always truly appealed to her was the thought of merging her entrepreneurial spirit with a more passion-driven outlet. Due to a life-long interest in baking, instilled in her from a very young age, Vrinda launched 'Cakesmiths', an online platform that sells quality baking supplies in 2014.

"There was a lacuna in the market for high-end baking products, and through a very basic no-frills website and e-commerce platform we were able to fulfil this demand," she says. Clients can order silicon-baking trays, measuring bowls and spoons, pastry cutters, and much, much more. With a click of the mouse, one can enter a virtual cake shop and find the best cake and cupcake-decorating supplies, moulds, pans, cutters, and other tools, as well as a compendium of information on baking tools and their uses.

Though a one-stop shop for the best in baking supplies, the company is not simply a purveyor of baking goods. "Cakesmiths is concerned with the content of baking, of sensitizing the enthusiastic, small-scale professional, and even amateur Indian baker, to the artfulness of the craft," Vrinda explains.

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the bargain and like any experienced entrepreneur looks back and says, "If it wasn't for my youth and enthusiasm I would never have been able to go through the tough times again. Ignorance was bliss!"

Vrinda's interest in the creative side of things goes beyond cooking too. She plays the piano and the violin, loves art history and architecture, and enjoys reading non-fiction and fantasy. She's a big fan of dabbling in experimental cuisines, travelling, puzzles, and sudoku.

Whilst sourcing baking equipment, Vrinda's business brain was stirred again. "What was surprising was the seeming lack in quality of the pastry and dessert in the country—people were enthusiastic but unoriginal, and replication rather than true innovation seemed to be the way in which the industry was focused." This spurred her to launch 'Wisk', a state-of-the-art baking studio with a focus on professional and high-level home bakers, which was launched in late August this year.

Wisk by Cakesmiths is a state-of-the-art, beautifully appointed baking studio in the heart of Kala Ghoda, Mumbai, that allows you to touch, feel, and experience an ideal baking environment. Here is an opportunity to enjoy an environment that simulates the experience of the finest bakeries, giving you a modern kitchen where the focus will always be on baking.

"Besides enthusiastic home chefs we have chefs from restaurants who want to do a refresher course or learn something specific outside of their specialisation." Jatia says the classes don't just teach you how to bake or decorate, but "push the creative element and explore everything from the ingredients to the process" to deliver a heightened sense of accomplishment. One whiff of the aromas emanating from her ovens and we know she's on the right trail.



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