



*The
Balaram's
Story*

Mishty Magic Since 1885





The saga of Balaram Mullick & Radharaman Mullick begins over a century ago, around the year 1880. 20-year-old Ganesh Chandra Mullick's passion for making sweets inspired him to relocate from his hometown *Konnagar* to the sprawling city of Calcutta.



The story of Ganesh Chandra Mullick begins in a North Calcutta sweetshop where he took up the job of a *karigar* (sweet craftsman). During his three year stint, he picked up the basics of the business and eventually decided to open a sweet outlet of his own.



Ganesh Chandra Mullick leased a 450 square feet tract of land in Bhawanipur from the famous Harlalkar family of Bengal. The south of the city was yet to develop fully but the scarcity of sweet shops in the area made the young entrepreneur choose this strategic location.



Ganesh Chandra Mullick's humble sweet shack survived on counter sales only. His shop was a hutment with a tiny kitchen on one side and heaps of coal stacked on the other. The popularity of Mullick's sweetcraft, however, soon eclipsed the size of his business.



Ganesh Chandra Mullick even catered to the famous sweet tooth of the Bengal tiger, Sir Ashutosh Mookerjee. The great educationist was a regular visitor and loved Mullick's *nolen gurer korapak 'guli sandesh'*. His grandson, Chittotosh Mookerjee continues to be our patron.



With Quality and Freshness as their mantra, the legacy of Ganesh Chandra Mullick was carried forward by his son Radharaman Mullick and brother Balaram Mullick. Both worked tirelessly to create a lasting sense of sweetness in the heart and palate of every South Calcuttan.



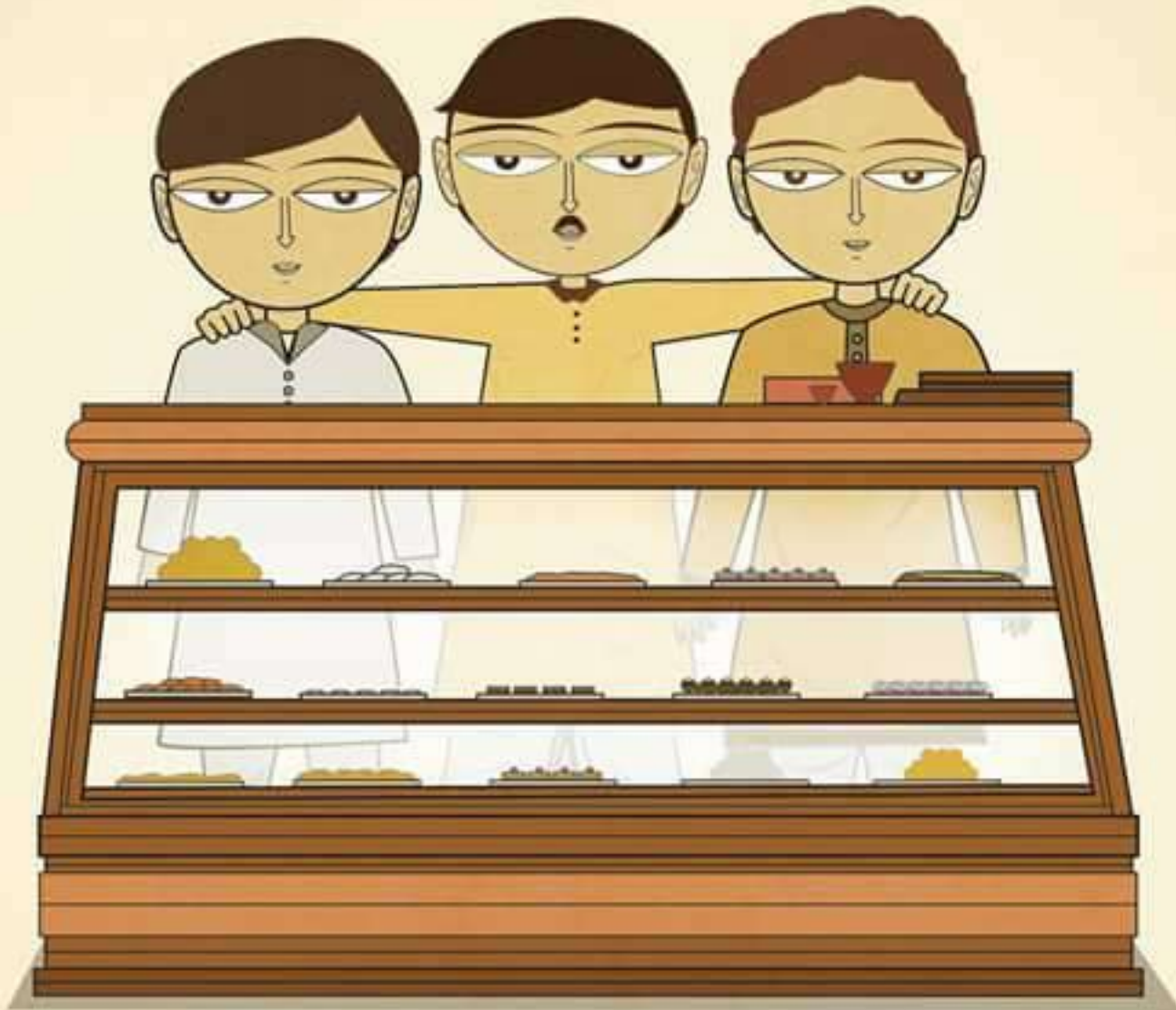
Balaram Mullick had a hands-on approach to the business. He would visit the suppliers himself to procure the raw materials. The cooking would be done at the outlet under his strict supervision which ensured freshness and garnered the trust of the sweet connoisseurs of Calcutta.



The Emergency in the 1970s brought a ban on milk – a crisis for sweetmakers who rely heavily on dairy sources. It was Radharaman Mullick's wife Shefalika who came to the rescue by preparing new sweets made of cashews, coconuts and pulses, which she would grind herself.



Pradip Mullick took up the reins of the family business at the tender age of 17. His iron will, peerless dedication and keen sense helped him shape and reshape the brand and bring something new to the sweet lover's plate at every possible opportunity.



The hard work of Pradip Mullick left a truly lasting contribution on the fortunes of the business. At a later stage, he was ably supported by his brother Gautam, who was 15 years junior to him, and his son Sudip Mullick, whose extensive training would help him redefine the business.



Evolving with the times, Balaram Mullick & Radharaman Mullick has introduced "Doorstep delivery" services for the customers who are unable to visit our showrooms or would like to get our products delivered right at their doorstep.



The popularity of Balaram Mullick & Radharaman Mullick and our passion for quality ensures that customers from various castes and religious backgrounds visit each of our outlets throughout the day. Kolkata is a city of diversity and we happily cater to them all.