

Pithe mania grips the City of Joy

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Perhaps one of the pioneers in offering *pithe*s to generations of clients is Bhowanipore's Baram Mullick & Radharaman Mullick, established in the year 1885. "We come up with around 15 types of *pithe*s like *ashke pithe*, *dudh puli*, *chhanar puli*, *tiler pithe*, *bhaja pithe*, *bhapa pithe*, *muger pithe*, *patishapta* and *nonta pithe*, to mention a few. Because of the ever-increasing demand, we start offering *pithe*s from the first day of Poush. On Sankranti, we organize Poush Festival at our shop, where we also have live *pithe*-making counters. Customers can order their favourite *pithe*s then and there. Initially, about 18 years ago, we had started with only *patishaptas* on the menu. It used to be different then, as people would still prefer homemade *pithe*s to buying from shops. We had taken a big risk back then,

which, luckily, paid off. As things changed with the passage of time, we kept on adding a new variety to the list," said Sudip Mullick, the owner of the shop.

Well, what's holding you back? All those calories? Jog to the shop, for all we care, but for once, surrender to the sweetness of Poush Sankranti. You won't regret it.

Jaya Biswas

'ON SANKRANTI, WE ORGANIZE POU SH FESTIVAL AT OUR SHOP, WHERE WE ALSO HAVE LIVE PITHE-MAKING COUNTERS'

— SUDIP MULLICK



Courtesy: Baram Mullick & Radharaman Mullick; Hindusthan Sweets; Banchharam

