

KUCH MEETHA HO JAAYE!

At a rally in Kolkata, NaMo had promised 'dono haathon mein laddoo' if he was elected. The metaphorical Dilli ka laddoo may or may not reach Bengal, but the motichoor variety was flying off the shelves on Friday

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Does victory — especially after a pitched battle fought through a merciless summer — have a calorie count? We peg it at around 400 for each laddoo. But on Friday, none of the victorious seemed to mind. After all, over the past few months, they had burnt many times that figure in padyatras, vocal debates, sleepless nights, brainstorming sessions... So weren't they entitled to their share of laddoos?

Yes they were, and how! As Kolkata gave its verdict, celebrations erupted and the sweet symbol of victory — the laddoo — all but disappeared from the shelves of the city's biggest sweet shops. At Tewari Brothers in Burrabazar, the bastion of the city's business community, people had to wait for hours to buy their share. MK Das, who was sent by his BJP-supporting employers to buy seven kilos to be distributed in office, had to wait for a long time. "We have sold 20 kilos since 7 am. The motichoor laddoos are fast vanishing, and new stock will take some time to arrive.

We've refilled our stock twice since morning," said proprietor Laxmikant Tewari. He added that the sales would have been even higher had BJP candidate Rahul Sinha won from the Kolkata North seat. Bhikaram Chandmal Bhujiaiwala, which had sold around 25 kg by 12.30 pm, was waiting for sales to pick up in the evening.

At the other end of town,

in Bhowanipore, Balaram Mullick and Radharaman Mullick had rustled up a delectable Modi Cake which was waiting to be cut in the afternoon. "After the final tally is declared, we will sell slices of the cake at ₹30 per piece," said owner Sudip Mullick. And that wasn't all. The shop, which had dedicated a sandesh to Pranab Mukherjee when he was anointed President, has created a range of mega sandesh with the motifs of Modi's face as well as the party symbols of BJP, Congress, Trinamool and CPM. The price of celebration? ₹1.15 per piece.

AS RESULTS WERE ANNOUNCED, CELEBRATIONS ERUPTED AND THE SWEET SYMBOL OF VICTORY — THE LADDOO — DISAPPEARED FROM THE CITY'S BIGGEST SWEET SHOPS AS PEOPLE QUEUED UP TO BUY THEIR STOCKS



EAT STREET

NaMo Cutting Mousse; (left) supporters in Delhi celebrate his win

"The maximum sales were of the Trinamool sandesh; we sold around 500 pieces. Around 150-200 BJP sandesh flew off the shelves, while 50 pieces of the Congress one has sold. But there were no takers for the CPM sandesh," said Sudip. Not surprising, since the Left was left battered and bruised in Bengal. Balaram's had also sold sweets with congratulatory messages such as "safolyer abhinandan". This apart, the NaMo Cutting Mousse, was a hit with jubilant supporters.

Haldiram Prabhujii shops claimed to have sold around 300 kg of laddoo since the morning. "Only laddoos are in demand today. BJP supporters just bought 30 kilos for their party office in Malapara. Many local establishments are calling for the sweets today," said cashier Gopal Sharma at Burrabazar. The price tag — ₹320 per kg for the kesar variety — was not a hindrance, especially for those like BJP supporter Bharat Yadav. "I am buying a kilo now to distribute in my shop. Then I will buy some more for my family. I want to share my happiness," he said.

At a rally in Kolkata, Narendra Modi had said: "Bengal mein parivartan aaya hai. Delhi mein humein mauka dijiye... Aap ke dono haathon mein laddoo ho jayenge." The metaphorical Dilli ka laddoo may or may not reach Bengal, but for now, the motichoor variety is selling — pardon the comparison — like hot cake. Calories be damned!



Sudip Mullick of Balaram Mullick & Radharaman Mullick shows sweets with BJP motifs; Laddoos displayed near Satyanarayan AC Market



Tewari Brothers in Burrabazar does brisk business

