

Parathas, pakodas, and passion

Geetika Gupta's Tempting Recipe For Building Business Brilliance

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In the dynamic world of the food industry, Geetika Anand Gupta stands out as a visionary entrepreneur, leading four successful food brands and pioneering the QSR/Cloud Kitchen concept with Mad Over Parathas and Pakodas (MOPP). Her trailblazing appearance on Shark Tank Season 2, showcases her relentless drive to innovate and empower. Recognised with prestigious awards like Women Entrepreneur of the Year 2022 and the Superwoman Award, her story is one of passion, resilience, and determination. She shares with GT, the insights and strategies that have propelled her to the forefront of the culinary world.

The perfect recipe

After living in Dubai for a while, my family and I relocated to India. One day, I wanted my son to experience authentic parathas and pakodas, something we often missed out on in Dubai. However, when I searched for these delicacies in India, I found they were either available on the streets under poor hygienic con-

ditions or in expensive restaurants, costing up to 500 rupees. This sparked my curiosity, leading me to explore the market size for these products, which turned out to be enormous. While the opportunity was clear, there were several pain points that needed addressing. With dedication, we developed effective recipes and packaging solutions. After nine months of refining our business model, MOPP was born.

The right ingredients

Being a woman in any industry presents its own sets of challenges, which only motivated me to work harder. I faced significant hurdles, particularly when dealing with vendors and suppliers. One of my major investments has been in hiring honest, hardworking individuals. I firmly believe that if an employee spends most of their time on their phone, they become a liability instead of an asset. Therefore, finding the right people and ensuring productivity remains an ongoing challenge.

Prepping the stove

We adhere to strict SOPs, maintaining standardised portion sizes and the high-

Pic: Paras Salgotra, AIS Gur 43, X A



GT reporters with Geetika Gupta

est levels of hygiene. With over 100 types of parathas on our menu, we use a strategy called Menu Re-Engineering, which combined with permutations and combinations, allows us to manage our Stock Keeping Units efficiently. For delivery, we've partnered with platforms like Zomato, Swiggy, Magic Pin, and ONDC. Regardless of the location, our products taste the same, thanks to our use of HoReCa (Hotel, Restaurant, and Catering), a vital tool in the food service industry.

Cooking with the Sharks

My experience on Shark Tank was nothing short of a rollercoaster ride. Contrary to popular belief, the cameras are always rolling on set. Initially, I was thrilled when the

Sharks showed interest in our products. However, some of them eventually passed on our idea. Thankfully, Amit Jain saw the potential and offered to fund our venture, leading to a deal of 75 lakh rupees in exchange for 5% equity in the company.

Success is served

I live by the rule of the three P's: Passion, Patience, and Persistence. Passion drives you beyond your failures and binds you to success. Once you've harnessed passion, patience becomes crucial. Aspiring entrepreneurs must always understand that success doesn't happen overnight. Finally, persistence, the determination to never give up, will always lead to success, no matter the challenges we face.



Geetika Anand Gupta
co-founder, MOPP

Beyond the spotlight

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From boardroom lessons

Bill Gates, globally known for his entrepreneurial genius and visionary leadership, possesses qualities that would make him an outstanding teacher, particularly in business studies. As a teacher, Bill Gates has the capacity to offer unparalleled expertise in business ethics to the students, drawing from his real-world experience of leading a global company. By sharing his experiences at Microsoft, he could challenge students to think creatively and solve complex problems, just as he did when navigating the challenges of a rapidly evolving tech industry. His story of pursuing passion and innovation serves as a powerful example to all the students, inspiring

them to chase their own dreams and fulfill their passion. In a nutshell, Bill Gates' blend of expertise, critical thinking, motivation, empathy, and humility positions him as an exceptional candidate to inspire and educate the next generation of entrepreneurs.

My favourite quote: "Thinking is the hardest work there is, which is probably why so few engage in it."

Manan Dogra, AIS Saket, VII D

Teaching with a purpose

Elizabeth Blackwell, the first woman to earn a medical degree in the United States, exemplifies qualities that would make her an extraordinary teacher. Her unwavering commitment to education and her pioneering efforts in a male-dominated field showcase her ability to inspire and nurture

a passion for learning in others. Blackwell's deep medical knowledge, combined with her advocacy for women's rights, offers students a powerful and empowering perspective. Moreover, Blackwell's journey as a leader would motivate students to overcome their challenges and pursue their ambitions with determination. In her class-

room, Blackwell would likely create a supportive and inclusive environment, encouraging students to question the status quo and pursue their goals with confidence. Her teaching would not only impart knowledge but also inspire students to become thoughtful, empowered individuals who contribute positively to society.

My favourite quote: "If society will not admit of woman's free development, then society must be remodelled."

Sunishka Goel, AIS Saket, VII C

The people's president

Dr APJ Abdul Kalam, the former President of India and renowned as the 'Missile Man', stands out as an exemplary figure who embodies the qualities of a great teacher. His remarkable jour-

ney to becoming a pivotal figure in India's space and missile programs showcases his dedication and perseverance. What truly makes Dr Kalam an exceptional teacher is his belief in the transformative power of education. He viewed education not just as a means to academic success but as a catalyst for personal growth and societal progress. Dr Kalam used his own life experiences to connect with students on a profound level. His teaching philosophy emphasised the importance of curiosity, creativity, and ethical values, encouraging young minds to think beyond the conventional. Dr Kalam's ability to inspire others through his life story makes him a symbol of what a great teacher should be.

My favourite quote: "If you want something, all the universe conspires in helping you to achieve it."

Vivaan Vohra
AIS Saket, VI C GT

