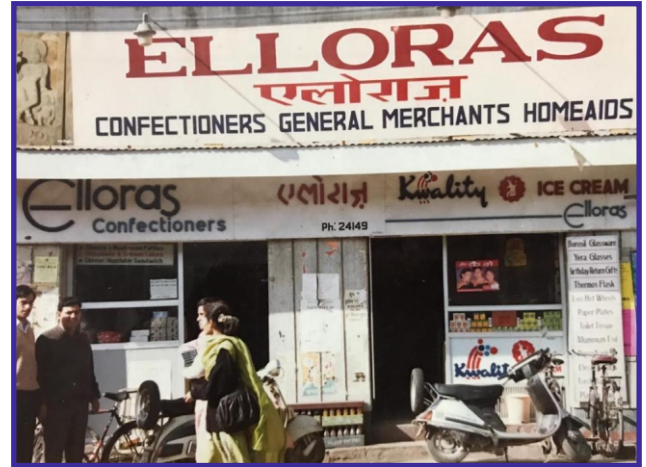




A picture from the season of 2024, newly renovated store of Ellora Homeaids

Mixing Flour and the Family

"The Baker's Chronicle"



A Picture from the season of 1990

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Pragya & Parth Gulati

(Grand Children of

Mrs & Mr OP Gulati)

Baking My Stories

'Yesterday, Today & Tomorrow THE GENERATIONS'

Ellora Homeaids has been one of the prominent bakeries in Doon. We are privileged that our third generation is now engaged in the family trade, and we can proudly say that we have been

happily baking for you



The conception phase of writing this publication came into being during the lockdown in the year 2020-21, but I couldn't find time to jot down the points. Giving it a final shape was not possible during those days because the daily routine had completely changed. The whole day was spent with the family. Our children were at home for 20 months,

taking online classes from their respective colleges situated in different cities. Now that I have committed myself to bring the publication to its destination.



A Picture from the season of 2013

Milkmaid

The Ancient Ellora

Ellora came into existence a little later, while the family business commenced in the year 1953 in the name and style of Milkmaid, at the shop, which later became Anupam Shawls. Fortunately, we acquired a larger premises (adjacent to the present Central Stores), & started operating under the name and style of "ELLORA".

The entire Gulati family served as pillars of support for ELLORA in various ways.

Anglo-Indians and the Catholic community contributed significantly to our business during that period. Rich Fruit Cake (Plum Cake), Military Bread (also known as Army Loaf), German Bread, French Bread, Uncut Aata Bread, and Dinner Rolls were among their favorites.

Rusks and Biscuits were kept loose in glass jars and dispensed in brown paper envelopes, by weight. Initially, we had only a few varieties of biscuits. The packaging concept later emerged, and LD/PP materials were introduced for packaging. This innovation allowed Rusks and biscuits to be stacked, saving time.

Breads were stored unsliced until customers requested otherwise, and they were sliced using a wooden mould to ensure even thickness.

Nowadays, the variety of Rusks and Biscuits are extensively stocked as they have become the backbone of our business. Tourists from all over India visit our outlet to purchase our preparations because we have been

happily baking for you



Dedication Beyond Limits

Dad's Unwavering Commitment to Work



In the heart of Secunderabad (Hyderabad), our father Mr OmPrakash Gulati, a humble soul, served as an instructor in an army school. The shifting tides of time compelled him to redirect his passion and profession, responding to the pressing needs of the era.

Since my very existence, I've been an avid observer of Dad's diligent and dedicated work, whether within the

family shop or the comforting confines of our home.

During our school years, a plethora of responsibilities, from crafting diverse sandwiches to meticulously packaging dry fruit packets and gift boxes, and overseeing the production of plum puddings, fell under Dad's vigilant gaze. Subsequently, in 1998, Dad, along with our family, gave life to "Opees" — a production unit named in his honor.



A picture from the season of 2013 - Me with Mom & Dad at the showroom

This unit exclusively catered to Ellora Homeaids, esteemed educational institutions, hotels, and cafes in the township.

Unyielding in his commitment, even an unfortunate home accident in 2016 resulting in a broken hip joint did not deter Dad. He continued to embrace work at both Ellora and Opees, dedicating his



A Picture from the season of 2009 - Dad at the showroom

mornings to one and afternoons to the other.

During the peak of the COVID-19 pandemic, both Mom and Dad were compelled to isolate fully. Despite the challenges, Dad, relying on a walker post an extended preventive quarantine, remained actively engaged. He insisted on receiving daily performance reports, reflecting his enduring dedication to the business.

An aficionado of cutting yellow papers used in baking plum cakes, Dad's precision in this task was unmatched by anyone among us or even the staff. His unwavering commitment to perfection symbolizes the essence of Ellora & Dad, where dedication knows no bounds.

Cherished Memories

Ellora's Journey with Big Bee



Similar to Dad's commitment at the shop, "Big Bee" (Rajesh Bro.) worked with unwavering interest and dedication, radiating a jovial spirit with both

customers and staff.

Having successfully graduated from the PUSA Institute in Delhi, specializing in Bakery and Nutrition, Big Bee and I shared the same counter at Ellora from 1989 to 2005. However, as Ellora expanded, he redirected his focus to Opees, the production unit, requiring full-time attention.

Big Bee embraced a philosophy of "trial, error & perfection," refining newly introduced products until they reached their best form. He enjoyed crafting his own recipes for innovative products. His dedication remained steadfast until a fortnight before he peacefully passed away on April 27th, 2018. Now, all that remains are cherished memories and his enduring blessings.



A Picture from the season of 1998 - Big Bee at the showroom

Although Opees was established in 1998, its formal retail operations began in April 2002. For 15 years, Opees supplied a Coffee chain until our retail business expanded, leading us to redirect our focus. Currently, Bhabhi Ji (Jyoti) and Nephew (Aniroodh), a successful graduate from IHM PUSA Bombay, manage Opees. They diligently follow the guidelines set by Dad and Big Bee.

Aniroodh shares Big Bee's passion for developing new products and recipes based on customer demands. Additionally, Garima, Dad's eldest granddaughter and my niece, continues to contribute valuable ideas for enhancing and improving the outlet, even after a recent renovation. Gratitude to you, "Garima."



Mrs Jyoti My Bhabhi



Opee's Bakers



Garima My Niece



Aniroodh My Nephew

Family Harmony and Support

A Tapestry of Blessings

With the abundant blessings and daily well-wishes from Mom, coupled with insightful ideas for improvement from my brother, Dr. Rakesh, and sister-in-law, Dr. Archana, my family and I have been navigating life's journey together.



A Picture from the season of 2023 - Dr Rakesh & Me at our newly renovated showroom

My ever-supportive wife, Sugandha, has been a constant companion, offering her assistance at work during odd hours of the day. Not only does she



Dr Archana - My Bhabhi



A Picture from the season of 2022 - My Soul mate Mrs Sugandha & Me at our showroom

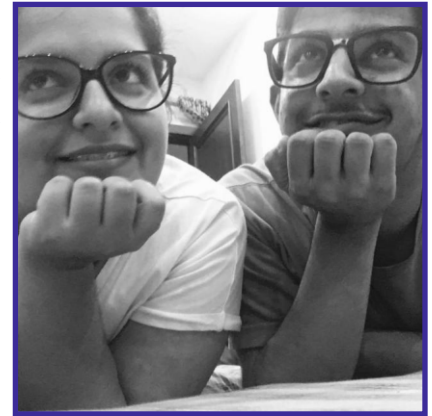
seamlessly step in for me at the premises, but I was delighted to hear from our clients that, on the very first occasion, she interacted with them in a flawless, professional, and exceptionally polite manner.



Sugandha has consistently stood by my side in every situation, proving to be an invaluable partner. Our twin children, Pragya and Parth, have also

emerged as strong pillars of support for our business. They actively participate in various activities and adeptly manage both the outlet and residence, ensuring a harmonious balance whenever we are away.

Here's to celebrating and applauding the unwavering dedication of Sugandha, Pragya and Parth. Their collective efforts contribute significantly to the success and well-being of our family and business.

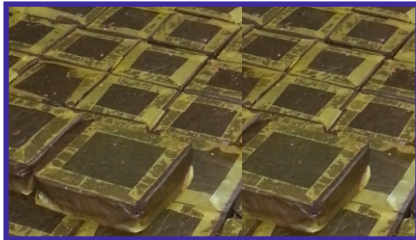


Where there's Pragma,
there's Parth –
and where they are,
success follows.

Festive Fusion

Anglo-Indian Heritage and Christmas Cheer at Ellora

As mentioned earlier, Doon witnessed a substantial population of Catholics and Anglo-Indians during the inception of Ellora. This cultural diversity has made Christmas a bustling and significant festival at Ellora. During the Christmas week, festive delights such as Plum Cakes, Plum Puddings, Mince Pies, and Cookies take center stage. Similarly, the Easter week sees high demand for Easter Eggs, Hot Cross Buns with Raisins & Cinnamon, and Easter Cakes with Walnuts.



Plum Perfection
A Culinary Symphony
of Festive Delight
#Christmas Traditions
#Delicious Heritage

Fun Fact

Contrary to popular belief, Plum Cake, also known as Rum Cake, does not contain any rum. However, these baked treats taste exquisite when served with a splash of "Rum." Traditionally, a plum cake or pudding is heated over a charcoal fire on a wire gauge until it turns red-hot. A measure of Brandy (or Rum as a substitute) is then added, creating a sizzling sound. This delightful treat is served with "Rhenish," a top-quality white wine that adds to the auspicious atmosphere. This fascinating culinary insight was shared by Mrs. U. D'Souza during a class in St. Joseph's Academy.

Surprisingly

In 1990, on Christmas Eve, Big Bee and Virendra Bhai had a brilliant idea: dressing up as Santa Claus. They sourced and appropriately dyed a Santa

costume. When Santa made his debut appearance at Ellora, staying both inside and outside the premises for three hours, it caused a temporary traffic chaos. The news of the first Santa Claus in Doon at Ellora made headlines in the local newspaper the next morning. Since then, it has become a tradition for Santa Claus to be present outside the outlet on Christmas Eve and Christmas Day. The Santa Claus costumes are now readily available in the market, marking a festive legacy at Ellora.



A Picture from the season of 2000

Gourmet Extravaganza

Navigating the Culinary Wonders of Ellora



We are renowned for our extensive range of products, boasting approximately 250 items at our outlet. Allow us to showcase some of our most renowned offerings.

Milk Rusks, also known as Toasts, are available in Round, Oval, and Rectangular shapes. The Round and Oval variants include a touch of powdered cardamom, while the rectangular ones are enriched with fennelseeds (Saunf).

Equally popular is our Butter Biscuit, available in a myriad of variants such as Pista, Badam, Chocolate Nut, Coffee, Plain Fingers, Badam Fingers, Pista Fingers, Honey Almond Fingers, and Shrewsbury, among others.

Another crowd-pleaser is the Plum Cake, also known as Rich Fruit Cake. As I've previously shared, it comprises flour,

eggs, butter, sugar, a blend of spices, raisins, black currants, orange peel and Tutti Frutti. While traditionally produced from mid-December to the first week of January, its popularity has made it a year-round delight.

Our Stick Jaws, also recognized as Butter Toffees, Fresh Toffees, or "Desi Ghee waali Toffiyaan," though not containing any Ghee, and "Qual Toffs," a term coined by Welham Girls, are exceptionally popular.

The Coconut Macron cookie, containing egg white, is noteworthy for not including flour in its ingredients. Instead, the baking tray is dusted with flour to prevent sticking.

Cake Rusks, containing eggs, are golden, evenly baked rectangular rusks that boast a taste reminiscent of a toasted tea cake.

Recently Launched:

Explore our latest additions to the collection, featuring an array of delightful cookies:

Chocolate Almond

Honey Oatmeal

Date & Walnut

Blueberry

Red Velvet

Butterscotch

Raisin & Oats

Honey Multigrain

Honey Almond Sticks

Chocolate Brownie Cookies

A little-known fact

Back in 1982, Ellora made culinary history by introducing its first vegetarian burger, priced at a mere Rs. 3/-. This pocket-friendly delight featured a generously sized potato cutlet, a satisfying filling, and even included a slice of cottage cheese.

During those days, the traditional chocolate pastry with its firm icing and the pineapple pastry were both priced at Rs. 1.25 each. Prices were quoted in multiples of dozens at that time. Shortly after, Ellora introduced the Black Forest Pastry at Rs. 2.50, becoming an instant hit. Pastries were made in multiples of 12, and this new variety often sold out quickly.

One memorable day, just before closing time, it was discovered that only two Black Forest pastries remained in the tray after several days since the launch. As fate would have it, a man on a two-wheeler approached with his daughter seated behind him, expressing a special fondness for the Black Forest pastries. Without hesitation, Ellora decided to reopen, allowing the man to purchase the last two pastries. He handed over a five-rupee note, and as the shutters closed once again, it felt like a dream had come true.

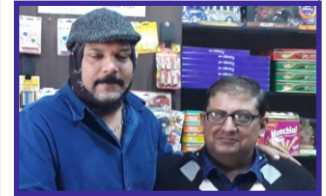
Celebrities and Cravings

A Culinary Haven at Ellora Homeaids

On and off, celebrities have been gracing Ellora Homeaids with their presence. In earlier times, we were often caught off guard as cameras weren't always loaded. Despite this, Ellora has been a preferred choice for celebrities since the early '80s.

Interesting Insight

Sh. Rajiv Gandhi visited Ellora a couple of months before assuming office as Prime Minister. During his visit, he purchased some bakery items and a crate of cold drinks, which were then packaged in glass bottles. When we declined to accept payment from him, he insisted on paying for the items himself. He even ensured that the driver accompanying him returned the empty bottles after the weekend.



From Schoolhood to Sweet Success

My Journey as BAKERIWALA with Ellora

I have been attached to our establishment, Ellora, since the beginning of my school days. This connection was forged as both my elder brother, Dr. Rakesh, and I used to head straight to Ellora from our school, St. Joseph's Academy, every day, accompanied by our father.



A Picture from the season of 1990 - Dr Rakesh & Me with Dad at showroom

In the year 1982, when I was in the 7th standard, I found myself bored at home on the first day of vacation. Seeking guidance from my mother on where to go and what to do, she suggested that I spend my time at the shop. This marked the inception of my journey as a "BAKERIWALA."

Some loyal customers would wait for their turn and request me to attend to them. I became a favorite of my Tauji, who entrusted me with tasks like filling bank pay-in slips, managing income tax challans, and depositing cash at the bank. At that time, Ellora operated as a single business entity with traditional earthen ovens behind the "U"-shaped counter. This space above the ovens served as an ideal proving ground for "Khameer" products, especially during winters, providing better results than

even the expensive imported proving chambers available today.

The entire process, from mixing to proving, baking, packing, and confectionery work like Cakes, Pastries, and Stick Jaw Toffee, was carried out behind the primary counter. I found joy in spending the entire day at the shop, sometimes even skipping lunch at home.

When I switched schools to St. George's College Mussoorie, I would often skip Dilaram Bazaar and continue till Astley Hall, staying at the shop until closing time during weekends. Throughout my college life, except during exam preparations, I spent the entire day at the shop. As previously mentioned, Big Bee and I worked together at the same premises from 1989 to 2005. I learned a great deal about business from him and enjoyed a period of ease with his support.

I could travel out of town without worries. Upon getting married to Sugandha in 1998, we went on extended vacations for almost a week during the next couple of years. In 2002, due to differences within the family, we faced a hurdle, and the bakery business continued under the name and style of "Ellora Homeaids - The Cakes & Bakes Shoppe." Despite the



A Picture from the season of 1990 - Dr Rakesh & Me with Dad at showroom

challenges, we overcame them, and today our distinguished products attract loyal clients, including hoteliers, cafes, and corporate customers who appreciate our unmatched quality in today's competitive market.

As of now, I have been working at Ellora since 1982, spanning more than four decades. I have remained loyal to Ellora in every respect, whether it was a single business entity supporting the entire Gulati family or after the split. Ellora has been my second home, if not my first, as I spend more than 12 hours a day on the premises. I cherish interactions with our long-time clients and fellow patrons.

In the '80s and '90s, Sundays were particularly busy, entertaining students from Welham Girls & Boys Schools and Doon School. Welhamites and DoscOs dominated the day, with students from

Col. Brown School, Hope Town Girls School, Shigally Hills School, and Asian School also contributing to our business. Even when boarding schools in Mussoorie reopened, students would come with their parents to collect cosmetics, toilet kits, locks, keys, and more. Notable favorites among school children included Stick Jaws, Lemon Tarts, Traditional Chocolate Pastry, Chicken Kathi Roll, Chicken & Egg Sandwich, Dairy Milk Chocolates, Uncle Chips, Maggi, Wai Wai, and Coke Cans. These schools provided significant business for Slush, Fountain Pepsi/Coke, or Soft-serve Ice Cream.

Over time, trends shifted, and schools began handling their students' needs. Ellora transitioned into providing Gift Packs and Hampers, catering to corporates and retail customers alike.

Nowadays, gifting hampers is trendy, starting from the New Year through festivals like Holi, Raksha Bandhan, Eid, and Dusshera. We observe maximum cake sales on Valentine's Day, Mother's Day, Father's Day, and Daughter's Day. Easter and Christmas weeks also bring substantial business to all bakeries in the Doon Valley.

After accumulating insights over more than four decades, I have ventured into Bakery Consultancy. Anyone setting up a bakery can seek consultation, and I offer various packages tailored to the client's needs. During the lockdown period, I also provided Online Consultancy Services.

From Lockdown to Nationwide

Ellora Homeaids Goes Digital in 2020

During the first lockdown in 2020, when our cherished clients' taste buds were yearning for their favorite delicacies, I felt inspired to create a website that would allow our products to be delivered to their doorsteps nationwide. With the assistance of my digital team and Mr. Anuj Rastogi (owner at Jugal Kishore & Co.), I successfully accomplished this

visit us & many more @
www.taste-e-buds.com



mission in a short span of time. The website was named www.taste-e-buds.com. By logging into this website, our patrons can now order their favorite delicacies from Ellora Homeaids and various renowned vendors in Dehradun, as well as from all over India, reaching their destinations nationwide. Some notable vendors include Opees Bakers Dehradun, Kumar Sweet Shop Dehradun, Fantasy Bakers Indore, Ovenly (formerly Khurana's) Indore, and Bansal Sweets Amritsar, among others.

Dear Anuj is more than just an official printer; he is akin to family. His invaluable assistance has been a constant for me over the last two decades.

From Classrooms to Counters

Digitalizing Ellora Homeaids

Since childhood, I have harbored a fondness for electronics and gadgets.

I am grateful for Bhatia Ma'am's generosity when she used to permit me to attend computer science classes in the computer room, especially when our Economics teacher was absent during the 10th standard at St. Joseph's Academy. It was her open-mindedness that inspired me, and later, I opted for Computer Science as a fifth subject in the 12th standard at St. George's College. Initially, Computer Science wasn't offered as a fifth subject there, but the interested group managed to convince Bro. Carroll, the then Principal. Today, I can proudly say that primarily, Bhatia Ma'am and Bro. Carroll both played a significant role in the digitalization efforts at our establishment, Ellora Homeaids. Love you, Bro. & Love you, Ma'am.

We have digitalized our billing, final accounting, stock maintenance, and publicity.

From Flour to Headlines

Navigating Business, Society, and the News

With his excellent workmanship, Dad not only played a pivotal role in the business management but also actively contributed to various social organizations' management committees. He served diligently in associations such as Doon Bakers Association, General Merchant Association, Dun Udyog Vyapar Mandal, Rajpur Road Vyapar Samiti, Lions Club Shivalik, and Arya Samaj Dehradun, among others. The bakery, akin to my family, has been a central part of my life. Simultaneously, I have actively participated in diverse activities, holding membership in Rajpur Road Vyapar Samiti, where I served as the president for two consecutive years. Additionally, I held the position of vice president in the

Doon Bakers Association and currently hold one of the 28 vice president roles in the Doon Udyog Vyapar Mandal. Notably, two of our sister concerns, trading under the names Fantasy Bakers and Ovenly (formerly Khuranas), are flourishing in my favorite city, "Indore." My active involvement has also brought me frequently into the limelight through media coverage.



मजदूरों की विदाई से उद्योग जगत में चिंता

काई कर रहे करने का आग्रह, कुछ नें वापस आने पर दिख आये बेतन का भरोसा

देवरूपा। एचआरएम सुधारों का विरोधक एक हज़ार से बढ़ती है पांचों की कर कृत्य हैं। इसका मतलबी, एचआरएम और उद्योगों में कार्यरत अन्य-अन्य उद्योगकार सुधार को कुंठित करती हैं एवं है उद्योगकार उद्योग और अन्य अन्य मजदूरों को हज़ारों का अलग कर रहे हैं, कई उद्योग उद्योग मजदूरों को अलग करके कायम करने की दिशा में उद्योग हैं। मिला पाये है कि जो मजदूर अपने पांचों को रोज़े पुरे में के लिये नें के कर वापस करने आये इन्होंने कोई वापसी नहीं है।



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दुकानों पर बचे तेल से बनाया जाएगा बायो-डीजल

अन्य उद्योगों में बचे हुए तेल को इकट्ठा करके बायो-डीजल में बदलने का प्रस्ताव है। इससे पर्यावरण को नुकसान नहीं होगा और ऊर्जा की आवश्यकता भी पूरी होगी।

बायो-डीजल का विकास
...बायो-डीजल का विकास...
...बायो-डीजल का विकास...

पर्यावरण के लिए
...पर्यावरण के लिए...
...पर्यावरण के लिए...

को कागज की पैकिंग में मिलेंगे दून के बेकरी प्रोडक्ट

हस्ताक्षरों और बेकरी में एचआरएम में लिया संक्रमण, कई दुकानों में आज से बंद होगी प्लास्टिक पैकिंग

कारखानों में दी गई जानकारी
...कारखानों में दी गई जानकारी...
...कारखानों में दी गई जानकारी...

बेकरी प्रोडक्ट्स
...बेकरी प्रोडक्ट्स...
...बेकरी प्रोडक्ट्स...

बेकरी व्यवसायी ने की प्लास्टिक से लौटा

देवरूपा। बेकरी में बड़े बदलाव के लिए तैयार हो रही एक पलट की जगह है। कुछ पैसे ही दुर्भाग्यपूर्ण एवं बेकरी एचआरएम के अग्रसार एवं पलटने हेतु प्रोडक्ट्स के संयोजक अनुभव गुलती नें को है। उनके पास अब प्लास्टिक नहीं, बल्कि पैपर ट्री व लकड़ी की पैकिंग ही श्रावक को दी जायगी।

रविवार को देहरादून हल्वाई एचआरएम, देहरादून बेकरी एचआरएम व खाद्य सुरक्षा विभाग के संयुक्त तत्वावधान में आयोजित कार्यशाला में उन्होंने ये एलान किया।

Will minimise plastic use, say bakers, confectioners

Mechanism to Collect Used Cooking Oil From Restaurants Soon

The bakery industry is committed to using plastic packaging after the decision has been made. This will help to reduce plastic waste and improve the environment.

दुविधाओं से भरे आप धे पर संतुष्ट होकर लौटें व्यापार

अगर-उत्पादन सेवाएं

आपके व्यवसाय को आगे बढ़ाने के लिए हमारे पास कई नए समाधान हैं। हमारे विशेषज्ञ आपके समस्याओं को हल करने में मदद करेंगे।

From Elevation to Emotion

Nostalgic Reflections on Ellora Homeaids' Journey

In these beautifully framed memories from the past, each picture encapsulates a cherished moment in the rich tapestry of Ellora Homeaids. The front elevation of our renovated showroom stands as a testament to the seamless blend of modernity and warmth, inviting customers into a space where tradition meets contemporary charm.

Within the pages of Traveller Magazine, our family story unfolds, capturing the essence of our journey. It's a testament to the unique fusion of tradition, business, and an unwavering commitment to excellence that defines us.

The picture of Mom and Dad, framed with love, radiates the joy of building a lasting legacy together. It's a snapshot frozen in time, embodying the heart and soul of our

family and Ellora Homeaids.

The timeless image of Dad and Tau Ji, elegantly framed, encapsulates the strength of familial bonds that have driven our family's success. Together, they have been the pillars supporting our journey.

In the workshop, a framed moment captures the dedication and passion that goes into crafting the finest products at Ellora Homeaids. It's a glimpse into the heart of our operations, showcasing the hands-on commitment that has defined our craftsmanship.

Completing the collection are framed Facebook memories, a visual journey through special events and behind-the-scenes glimpses. These framed snapshots reflect the dynamic evolution and vibrant spirit of Ellora Homeaids over the years. Each frame holds not just a picture but a story, a chapter in the continuing saga of our family and business.



Front Elevation of our newly renovated showroom Ellora Homeaids



A moment of pure happiness in the heart of Ellora Homeaids' transformation



Mom & Dad at the showroom



Dad & Tau ji at the showroom



Unveiling the Tapestry of Tradition and Triumph
Our Family's Journey Featured in Traveller Magazine

Icing perfection at Ellora Homeaids

