

Homegrown brand with diverse offerings prioritises innovation

India's story of progress is not limited to industry, technology, and economic development alone. This journey has also been shaped by brands that improved the lives of Indian families, preserved tradition, and prioritised innovation and indigenous production. One such brand is Pitambari Products Pvt. Ltd., which has earned a strong presence in the marketplace and a heartfelt bond with millions of Indian households," begins a spokesperson of the homegrown FMCG enterprise.

A JOURNEY OF GROWTH
Established in 1989 by Dr Ravindra Prabhudesai and his father, the late Vamanrao Prabhudesai, Pitambari began as a modest venture "with the vision to understand the needs of Indian households and to enhance their quality of life". The spokesperson shares, "We soon evolved into a symbol of indigenous excellence and have become the preferred choice of more than 50 lakh families across India."

Today, with over 95 products across 195 SKUs, a presence in 28 states and 8 Union Ter-

ritories, and exports to over 26 countries, the brand, aided by a strong manufacturing and distribution network, enjoys growing influence and trust globally.

"We also contribute significantly to rural upliftment, employment generation, and agrotourism. We've demonstrated our commitment to social progress by adopting the Talavade and Tamhane villages in Sakholi in the Ratnagiri district (Maharashtra)," they add.

A COMPREHENSIVE RANGE OF PRODUCTS
To make worship at home simpler, over the years, Pitambari launched a range of spiritual and puja products.

"Our Shining Powder did more than clean utensils; it revived articles used during worship. The Rooperi Instant Contact Silver Shine restored the natural lustre of

the natural silver articles; the Deepshakti Lamp Oil offered bright and long-lasting illumination during daily worship; the Devbhakti 7 in 1 Agarbatti



offered seven different incense sticks in a single pack; the Rahu Dosh Nivaran Agarbatti is said to help reduce the intensity of Rahu Kaal and the Shani Upasana Sadesati Special Agarbatti is said to please Shani Dev. With an expansive product range, we've become an inseparable part of India's cultural identity," the spokesperson says.

EMBODYING SELF-RELIANCE AND CULTURAL PRIDE
Representing *atmanirbharta*, cultural resurgence, and the spirit of Indian entrepreneurship, the brand proves that real success does not require vast resources but unwavering determination and a commitment to serve. "It reminds people that when a dream is supported by authenticity, integrity, innovation, and social sensitivity, it transforms into a movement of trust and inspires every young dreamer by reminding them that there is no capital greater than trust, no value greater than quality, and no goal higher than serving the nation. Dreams do come true — when pursued with purity, dedication, and con-



Dr Ravindra Prabhudesai

confidence," the spokesperson states. **CUSTOMER-CENTRIC APPROACH**
At the heart of Pitambari's success lies its philosophy of *Grahak Devo Bhava* — Customer is God. "This belief and a commitment to purity drive us to develop products based on research, innovation, and uncompromising quality. For this, we have a modern DSIR-approved R&D centre and seven state-of-the-art manufacturing units," the spokesperson informs. Dr Prabhudesai says, "Brands are built not by products alone, but by quality, transparency, and trust."



A dog's whiskers are highly sensitive and detect tiny air currents and vibrations around them. This sensory feedback helps dogs navigate low-light environments and sense nearby objects.



Pillowry, blurry: Halo lips are the new cool



Dua Lipa opts for halo lips with sheen rather than heavy gloss

In 2025, beauty was obsessed with sharply defined lip liner. Heading into 2026, that precision is softening. Embraced by Dua Lipa, Elle and Dakota Fanning, the blurred, lived-in halo lip is the new modern update. Make-up artist Katie Jane Hughes tells *Glamour*, "Sharp, overdefined lips are on their way out."

Agencies

- Tips to nail the trend**
- CREATE HALO SHADOW**
Using a brown cream bronzer softly trace around your natural lip line.
 - CONTOUR WITH LINER**
Instead of dragging the liner across the lips, gently tap and blend it along the edges.
 - ADD LIP COLOUR**
Apply a cool-toned lipstick to the centre of the lips. Using the same liner, lightly redefine the edges.
 - FINISH WITH GLOSS**
Apply gloss to the centre of the lips for subtle shine.

What are halo lips?
Instead of sharply defining the edges, the focus moves inward: deeper tones sit around the perimeter, while lighter colour is blended into the centre. This creates a soft shadow effect that makes lips look fuller - without harsh lines or overdrawn edges.

SINCE 1957

Spreading sweetness among people... Since 1957

HAPPY Makar SANKRANTI

An exclusive Online Shopping platform developed by Kanti Sweets for its esteemed Customers.

ORDER DIRECT & SAVE MORE! | LIMITED TIME OFFER

Flat **15% OFF*** Scan QR to order online

on all products above ₹1000

www.kantisweets.com

Valid only when ordered through our App/Website

TIL GOLI	TIL MAVA GAJAK	GUD SANDESH GUD RASAGULLA
AVREKALLU / BALLAR	TIL REVADI	GAJAK ROLL

Traditional Sweets | Namkeens | Snacks | Bakery
Boulangerie | Bean To Bar chocolates | Dry Fruits | Candles
Attars | Gift Hampers | Nutritious Treats | Innovative Products

महाराष्ट्र टाइम्स
BangaloreTimes
NBT नवभारत टाइम्स

PIYUSH MISHRA

LIVE IN CONCERT

BENGALURU
INDIA TOUR

BOOK YOUR TICKETS ON:
book my show

SCAN TO BOOK

Hydration Partner

Banking Partner

SAT. 17th Jan 2026 | 7 PM | Phoenix Market City, Whitefield

BAND CURATED BY **TAMBOO**