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Banking on the culinary world

Celebrity chef Meghna Kamdar is a banker turned baker, who after spending a decade in banking between Ahmedabad and Mumbai, decided to give up all that corporate glamour and ventured into the culinary world. From a successful banker to a baker, Meghna had

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Celebrity chef Meghna Kamdar is a banker turned baker, who after spending a decade in banking between Ahmedabad and Mumbai, decided to give up all that corporate glamour and ventured into the culinary world. From a successful banker to a baker, Meghna had a roller coaster ride and now, she runs a very prevalent Youtube channel called ‘Meghna’s Food Magic’ with a viewership of more than five million.

Starting with her own cooking classes in the city of Mumbai, Meghna juggled between her formal education in culinary world, motherhood, shuffling between India, Philippines and Thailand as the vegetarian menu consultant and planning her venture on YouTube - Meghna’s Food Magic. It’s an inspirational story of a successful banker who turned baker and then internet sensation in a just 2 years. It’s no miracle that Meghna’s Food Magic has million+ followers across all major social platforms and five Million+ views on YouTube, many of students are successful bakers and restaurants abroad are welcoming her ideas of vegetarian food on the foreign soil.

Sharing her successful journey chef Meghna said, “I started teaching cakes & different cuisines. As I worked on my physical appearance & fitness; the idea of shooting recipe videos emerged. When I saw International chefs anchoring their food & travel shows; I felt that there is so much Indian audience haven’t seen and I thought I could make that difference. And so we started off the journey of Meghna’s Food Magic.”

“Although I started with International dishes & desserts/cakes, my team was quick to point out the need to present Indian dishes in a simple way, which was my USP. I was glad that many of my students started designer cakes & other cooking businesses then, but my reach was limited. Digital media opened up the doors for me to reach out to millions,” she added.

Meghna tries to make her recipes simple, affordable & doable for average households also who are conscious about budgets - not wanting to spend on expensive ingredients, do not want to invest into fancy kitchen equipments - cook/bake with whatever they have & are also concerned about health- obesity & heart ailments are here to stay; but still would like to enjoy best of the international cuisines at home. So there are a lot of twists that she brings into her versions of

Baklava, Pesto Pasta & Tiramisu.

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