INTERVIEWS | TRENDING NOW

From the 1990s onwards, with the advent of food technology colleges, pickle-making shifted from being an art to a science

Ajit Bedekar, Director, V.P. Bedekar & Sons

By **Shraddha Warde** | January 30, 2025



images (82)

> WordPress post #34611

Ajit Bedekar, Director, V.P. Bedekar & Sons

For over a century, Bedekar Pickles has been a cherished name in households across India, blending tradition with taste. Starting as a humble grocery store in 1910, this family-run enterprise has grown into a regional powerhouse in the pickle industry. Ajit Bedekar, the fourth-generation torchbearer of the Bedekar legacy, shares his journey of taking the reins in the 1990s, navigating challenges like rising competition, evolving consumer demands, and regulatory shifts. In this exclusive interview, he opens up about the art and science of pickle-making, the dynamics of a century-old business, and what it takes to preserve heritage in the modern era. Edited excerpts:

Could you tell us about your taking reins of the company as the director?

Bedekar Pickles is a household name, but it began as a grocery store at this very location where we are sitting now in Mumbai. It was started by my great-grandfather in 1910. I represent the fourth generation of Bedekars managing this business. After completing my studies in 1993, I joined the company and handled various departments. Currently, I oversee the entire company

What challenges did you face when you took over as a director, and how did you tackle them?

Every company with over a century of history faces challenges. When I started, the primary challenge was the growing competition during the 1990s and 2000s. Earlier, during my father's generation, there were only a few pickle manufacturers with recognisable brands. However, from the 1990s onwards, with the advent of food technology colleges, pickle-making shifted from being an art to a science. This led to the rise of numerous pickle manufacturers, with each district having at least one significant player. Dealing with this increased competition was our main challenge.

To read more click on the link:__BASE_URL__e-magazine

Read online: https://nuffoodsspectrum.in/interviews/2/21972/from-the-1990s-onwards-with-the-advent-of-food-technology-colleges-pickle-making-shifted-from-being-an-art-to-a-science.html
© 2026 NUFFOODS Spectrum. All rights reserved.