



# 65 years of freedom

## TRIP DOWN MEMORY LANE

BORN BEFORE  
1947.  
STILL  
ALIVE &  
KICKING

**SULEKHA INDUSTRY** | Set up in: 1934 | Location : Kolkata | Established: Bangladesh

Sulekha Works is one of the very few companies in the annals of Bengali entrepreneurship that has reopened after closing down under the weight of low revenues, bloated workforce and antiquated product mix. When Kaushik Maitra reopened the company in 2006, he was acutely aware of the weaknesses that forced his father to close the

company 17 years ago. He sold excess land of the company and used the money to pay off old dues and revamp his product line.

"We had a glory that was quite unmatched. The best of Bengali intelligentsia from Tagore to Amartya Sen, Satyendranath Bose to Satyajit Ray expressed their minds using our product - the fountain

pen ink. When we thought of reopening we had to go beyond the ink and move into other high volume items of daily use," said Kaushik Maitra, joint managing director, (44) Sulekha Works.

Accordingly, Maitra started manufacturing articles of personal use (hand wash, dish washing liquid), home cleaning (floor cleaner, phenyl, naphtha-

lene balls), school students (geometry box, ballpoint pens, glue, rulers, exercise books). The latest addition to the product mix of Sulekha is solar lantern.

The company now operates from a 22,000 sq ft factory. "We started making profits in 2010-11 and the next year we recorded 50% growth," said a proud Maitra.

