

Armed with a degree in BMS from the H R College Of Commerce & Economics, Mumbai, Neha Mirpuri went on to study diamond grading and designing. But after three years in the field, she found her true calling – and it led her to the kitchen. Her childhood inclination towards baking had finally manifested itself in the form of Pretty Baked. “Baking has always been very therapeutic for me. On a stressful day, I would go into my kitchen, pick up some basic ingredients and whip up something delicious in a matter of minutes! I realized if I could transform those ingredients into something so appetizing, there’s really nothing else I couldn’t achieve.”

Armed with the knowledge that food makes people happy and that dessert is a definite mood booster, Neha began to get her first Diwali orders. “Great quality in a variety of flavour profiles is my simple motto. Trends will come and go, as with any industry. For me, the reigning flavours have been the Salted Caramel and Belgian Chocolate cakes.” Today, her extensive menu includes cakes, cupcakes, cheesecakes, fusion desserts (like *motichoor rabri* parfait and *paan* truffles!) and an array of chocolates.

In the year and a half that Neha has been in the business, it has grown from the occasional cakes for friends and family to bulk orders for birth announcements and corporate gifting. But the growth has not come without it’s fair share of struggle. “Competition is rampant. Everyone is doing everything. So creating a niche becomes challenging. And you cannot get complacent once you do find an audience - you have to move on to better and newer things constantly. It can be quite nerve wracking but also very motivating.”

She is currently working on launching an entire range of healthy desserts beginning with a keto-diet specific menu and then moving onto gluten free and sugar free products. Incidentally all these items are being created under the guidance of a trained nutritionist and the focus is on designing a balanced yet delicious menu. As for when she’s free, Neha likes to go for a run, binge watch shows on Netflix, and play poker with her friends!

Sweet
nothings



NEHA MIRPURI, FOUNDER OF PRETTY BAKED LETS BINDU GOPAL RAO IN ON SOME SWEET SECRETS ABOUT HER LIFE AS A BAKER

