

Delhi 2022

**We turned**



**6 Decades of  
Defence Bakery**

**story book**

Copyrights © Defence Bakery

Illustrations doodloo\_by\_niharika

## FIRST DECADE 1962- 1972



Our Founder, **Late Shri Jagdish Mitra Dhingra**, came to India from Multan (today Pakistan) with his family in 1947. They arrived first in Bombay, which has always been a magnet for migrants from all over the world. Being a successful industrial baker from Multan, he started a candy factory there, until he relocated to Delhi in 1961, leaving candy business to his brother.

**Defence Bakery** started its operations in 1962 at Defence Colony market, as a wholesale bakery to various re-sellers, daily subscribers through delivery *trunk-wallas*. Those days the environs of Defence Colony were an upcoming suburb of the City of Delhi (today: Old Delhi) which later developed as New Delhi.

Shri Dhingra would pedal on his cycle to and fro every day from his residence in Old Delhi to Defence Colony market. With a humble and dedicated team of bakers, they built the brand *one loaf at a time*.

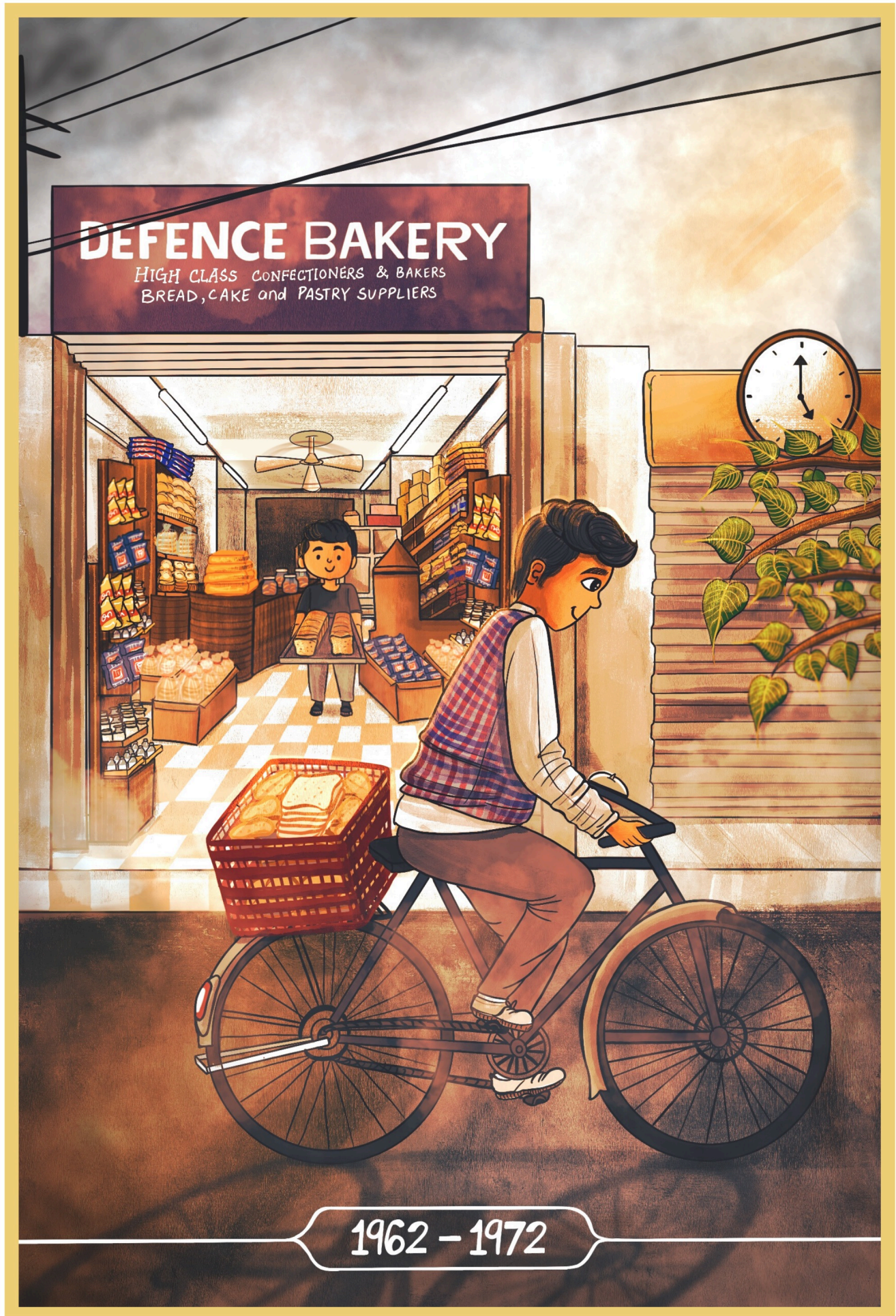
Day after day the Bakery started to evolve its menu *direct to customer* as patrons showed appreciation of the high-quality food standards and its fine tastes.

What's more, Shri Dhingra was a man of many virtues, and soon his discipline, honesty, hard work, reliability and *kinderstube*\* made him a very respected businessman in the market.

He was also very strict and encouraged kids, who were coming to shop longing for a candy or pastry, to count their *annas*\*\* very fast. Today, they remember the *sweet math class* at **Defence Bakery** by Uncle Dhingra with a smile.

\**kinderstube* - traditional manners \*\**anna* - currency unit used before in Raj India: 1 *anna* =four (old) *paisa* or twelve *pies*







## SECOND DECADE 1972- 1982



Young management graduate from IHM Pusa, Delhi, **Shri Dalip Kumar Dhingra**, known to his friends as **Deepak ji**, joins his father at Defence Bakery. The duo started to reinvent the business model to a retail model of fine quality **Bakery, Confectionery** and **Chocolate** shop and focused on **products** and **customer service**. These have become the Pillars of Defence Bakery value system.

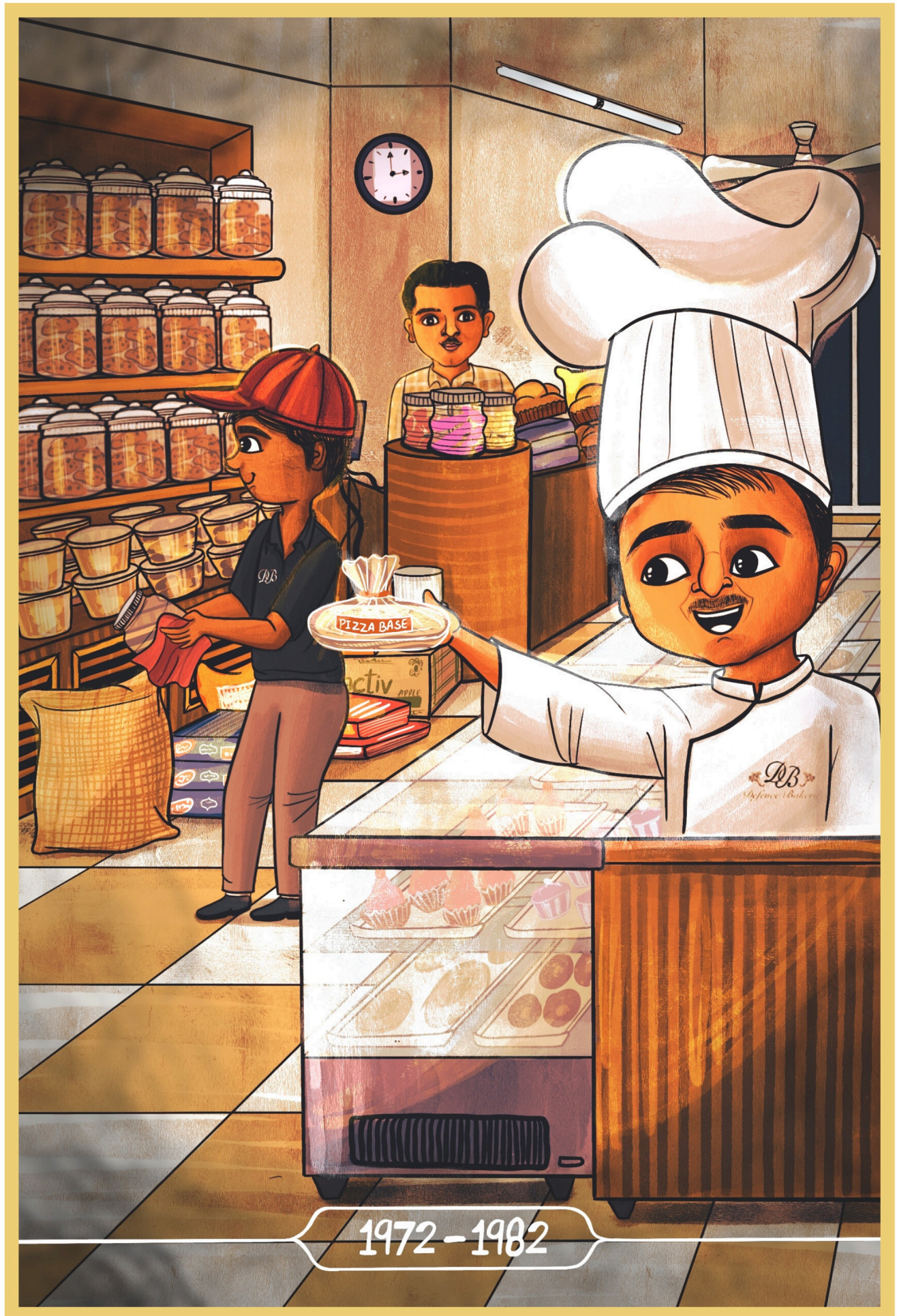
Handcrafted cookies and cakes have been the speciality of the Bakery since the 70's. There were close to 200 big glass jars called *mard-baans* in the shop. Each morning's the duty was to empty out their contents, make them sparkling clean, and beautifully set with freshly baked cookies.

Sourcing of ingredients has always been critical for **Defence Bakery**. To ensure the product quality, Shri Jagdish Dhingra used to go personally to Old Delhi markets to do his shopping. He was very particular with selection of ingredients as well as sellers. Only very reputed whole sellers, also called as *shahar*, were vendors for Defence Bakery. Often, Shri Dhingra used to take his son, *Deepak ji*, and later his grandsons, Gaurav and Tushar, to the Old Delhi market where they learnt their practical lessons on choosing spices, flour, sugar, nuts, etc.

*Deepak ji* being a professional baker, experimented wildly in his kitchen, recreating international tastes with local ingredients. There was always some new treat to be tasted at **Defence Bakery**, and *Deepak ji* looking for feedback, inspiration and constructive critique from customers. This is how the classic **butter cookies** were born - best seller on the menu since their inception.

**Defence Bakery** was the first to introduce **pizza base**, as we know it today. As OTG were taking by storm every household, ready pizza base became overnight hit and comfort food among all age groups.







## THIRD DECADE 1982-1992



This decade was very exciting as the era ushered a fresh row of menu ideas. India was tasting its post liberalization journey and **Defence Bakery** was working with the times. In 1982 Delhi hosted the *Asian Games* which brought the much-needed boost to the business cycle.

**Defence Bakery** were chosen to bake patties for this event. *Deepak ji* shared memories how he would personally deliver the orders to the *Nehru Stadium*, where sport competitions were happening.

The menu of DB was evolving, and new experimental items were rolling out of the oven. They were so good that stayed in the menu till today, like **coffee brownie cookies** or famous **honey cookies**. The latter are super special, and the story goes like this: *Deepak ji* was looking for a treat, good for Indian palate but not a *mithai*. He tried and tasted many combinations of favorite sweet ingredients. Finally, he created **honey cookies**, which are the most sought out for treats, especially during festival times. Once all Defence Colony used to munch on honey cookies, and everyone was just hooked on it.

With modernization more refrigerated displays were brought to shop which allows the use of fresh dairy cream in pastries. Famous classics like **fresh pineapple pastry** and **chocolate mousse** became an instant hit with loyal clientele. Pulled **chicken & mayo roll** and **cold coffee** became the college-goers favorite.

**Defence Bakery** became a melting pot of people, where everyone would come to grab a delicious snack, confection or just to stop by for a chat with *Deepak ji*, seek his advice or precious tips on baking.

As time progressed Defence Colony market evolved into a happening spot for delhiites of different walks of life: journalists, artists, actors, lawyers, college crowds among many others. The residential area also developed a lot and DB was a one stop shop for everyday staples and treats. Market was jazzing and so was **Defence Bakery** .....







## FOURTH DECADE 1992 - 2002



**Defence Bakery** continues to reinvent itself and customer appreciation encouraged to continue consistently on this path. Gradually imports became easier and international flavors were easily available. Menu evolution speeded up, but classics always stood the test of time.

**Defence Bakery's** Truffle Pastry, Pineapple Pastry, Lemon Tart or Jam Cookies are simple yet the most delicious delights in the entire world, especially if you are Delhiite.

**Mr. Jagdish Mitra Ji** passed away in 1997 leaving the responsibility to his son, *Deepak*.

Mrs. Harsh Dhingra, *Deepak's ji* wife, stepped up to work as a team. *Harsh ji* recalls a story about stick jaws. Mountain stack of these chewy-sticky candies were always available on the counter tops. Customers were picking up a piece and the moment they bit into this caramel joy the fun started! Soon **stick jaws** became a super seller with kids and parents alike.

Soon *Deepak's ji* sons, **Gaurav** and **Tushar** Dhingra, recent graduates in the disciplines of Management and Confectionery Craft, joined hands. Chef Tushar trained with *Le Cordon Bleu Culinary School*, stepped into the kitchen and as one of the first in Delhi, brought that fresh experience to the city. The trio of professionals took **Defence Bakery** experience onto next level.

The bread category saw appreciation from the well-traveled customers. Products like **Baguette**, **Multigrain**, **Whole wheat** aka **Atta Bread** were introduced. While the Atta Bread was an instant hit, the Baguette needed more awareness with the Delhi palate. Baguette was not a common choice on Delhi's menu and demand for it was also limited. The imported ingredients and extremely short shelf life made the product expensive and not available for everyone.

**Defence Bakery** team has researched and developed the recipe with local flour from MP, coming up with *stick baguette* first and then later with **sourdough French Baguette**. Initially hardly a few pieces a day were sold. To minimize wastage, the leftover baguettes were turned into **garlic toasts**, which became a hit among customers. Today DB sell a few dozen baguettes a day, and separately bakes them for garlic toasts only.

The confectionery category was becoming more joyful with the use of fresh fruits, berries, and European craft influences. Desserts like **baked cheesecakes** and **pies** were introduced to the constantly expanding menu.

**Jam cookies** were made double decker from the single decker to children's delight, who were thrilled to split the decks and enjoy the extra dollop of baked jam goodness.

**Defence Bakery** created its new branding avatar through the logo as we see it today, its website, digital media presence and adaptation to new changing times.







## FIFTH DECADE 2002 - 2012

---



In 2005 the flagship store at **Defence Colony** was renovated, transforming one level shop to multi storey with attractive and unique wooden facade and current brand look.

Much appreciated by customers the new shop attracted people from much further areas of Delhi and beyond, who literally grew up with the Bakery's goodies. DB rusk travels to UK, muffins to USA and customers from abroad order from **Defence Bakery** for their Delhi family.

New technology and new machinery enter the production line improving the efficiency and quality of work. The menu keeps evolving bringing new interesting items, advanced cake decoration techniques which become hit with kids and adults alike.

Palette of clientele grows from neighborhood or individual households to corporate clients, Indian and International institutions and organizations.

In 2009 **Defence Bakery** was awarded the **Best Bakery of the Year** by Hindustan Times. Called *Food Oscars* in Delhi, the 'people's choice' HT award was a true accolade and recognition for the entire team.

In May 2011 **Defence Bakery** opens its first outlet in GK 2 M Block Market. Initial few years it was a tiny shop number 70, and later relocated to M7, where unique to DB wooden arch attracts customers everyday. **Defence Bakery** started to explore Delhi/NCR...

The brand identity was re-established and full digitalization happened to catch up with speeding world of technology. **Defence Bakery** got active on social media and recorded dynamic organic growth. Website and e-commerce started playing important role in reaching out to customers bringing vast opportunities to company growth.







## SIXTH DECADE 2012 - 2022



Recent decade is an extremely dynamic and exciting for the Company, with constantly evolving menu and professional team building. This is a decade of many modifications to the menu which adapts to the trends and developments of tastes of customers.

The strategy has been set to grow and bring more outlets in Delhi / NCR. With this vision a centralized, state of the art, kitchen has been set up. Modern 9000 sq ft production facility, ISO 22000 certified, allowed standardization of the products across all outlets and transparent safety food management systems. Skilled and trained team of chefs, specialized in different cuisines, ensure the quality production at DB.

In 2018 sister brand, **Alma Bakery and Cafe**, first outlet opens in Noida followed by its second outlet which opened in 2022.

In 2021 first Container Model Kiosk of **Defence Bakery** opens in Panchsheel Enclave, Delhi, which offers all the basic necessities for a neighborhood bakery.

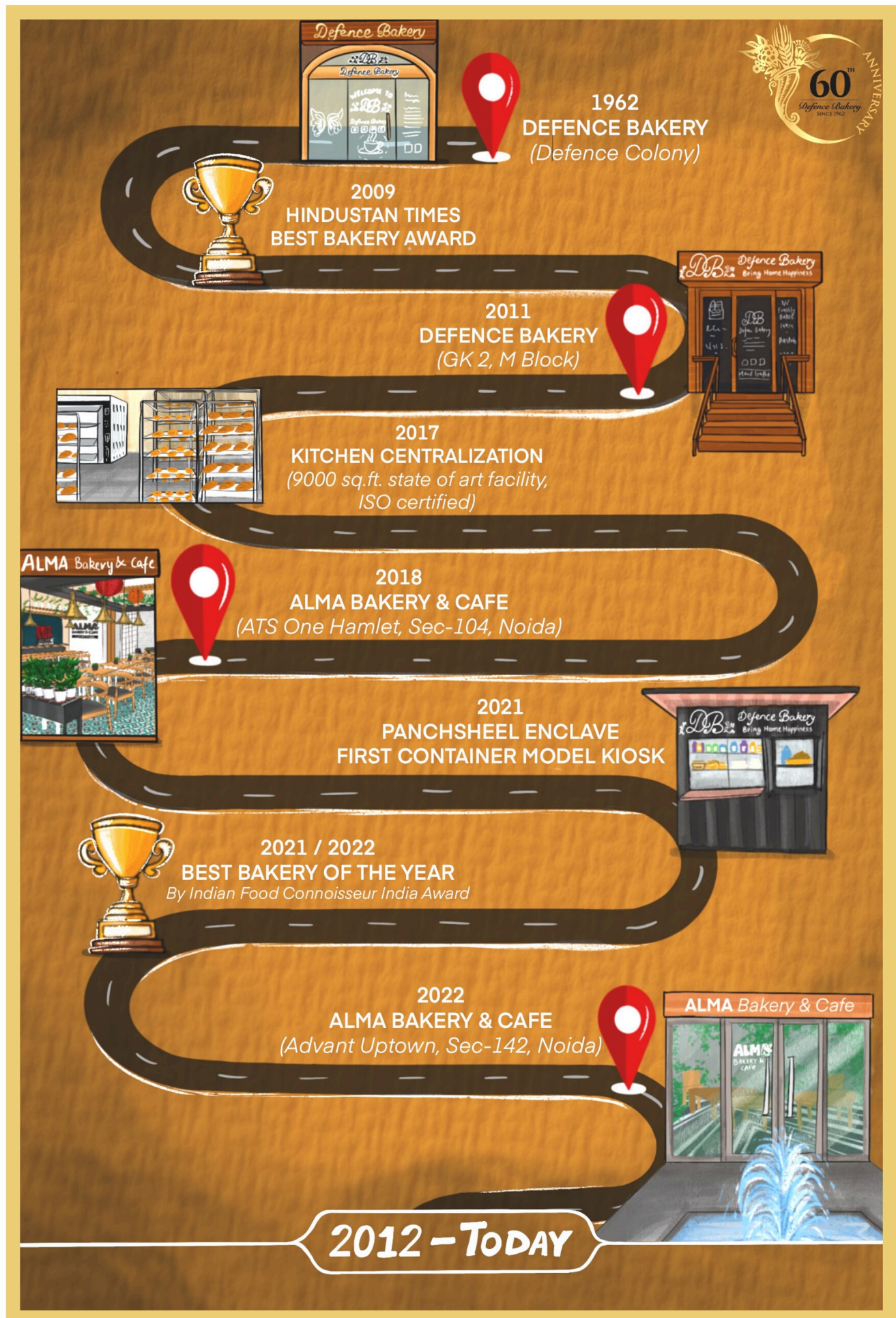
Defence Bakery was awarded **Best Bakery of The Year** and **Best Customer Experience** by Indian Food Connoisseur India Award, in 2021 and 2022. The brand has been **featured** in the coffee table book *JEWELS OF FOOD & BEVERAGE INDIA* by Industry Live in supporting partnership with the National Restaurant Association of India (NRAI).

**Defence Bakery** vision is to be a preferred bakery and confectionery in every neighborhood. Currently we operate from company owned outlets in **Defence Colony Market, GK 2 M block Maret** and **Panchsheel Enclave** as well as run the sister brand **Alma Bakery & Cafe in Noida sector 104** and **Noida sector 142**.

**Defence Bakery's** foundation rests on innovation, skilled & diligent employees, commitment to responsible growth & development for wellbeing of the community.

We truly believe that the humble approach and hard work led us to growth year by year and today we proudly celebrate 60th Anniversary of our #gloriousjourney.







## OUR OUTLETS IN DELHI/NCR



**34, Defence Colony Market**  
 +91 011 46698829  
 +91 011 24338119  
 +91 011 24333178  
 +91 88102 21791



**7 M, GK 2 M Block Market**  
 +91 011 40568076  
 +91 88002 18076



**Panchsheel Enclave,  
 Holiday Club Block D**  
 +91 9871021962



**ATS One Hamlet Noida sec 104  
 Commercial Tower, Second Floor**  
 +91 8920385892  
 0120-5162327



**Advant Navis Business Park,  
 Ground Floor, Noida sec 142**  
 +91 9625259438

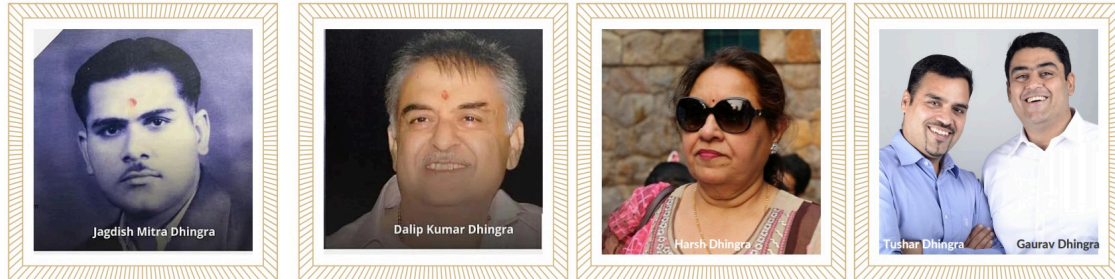
[www.defencebakery.in](http://www.defencebakery.in)

[www.almabakerycafe.in](http://www.almabakerycafe.in)





## THREE GENERATIONS



In life starting a project or business is equal to sowing a seed.

You might not be there to enjoy the fruits, but the tree keeps growing  
as long as it's nurtured.

This is what we feel with **Defence Bakery**: our grandfather sowed the seeds, and  
over three generations, along with our teams,  
we work towards the purpose.

We are grateful to inherit this opportunity.

Confident to pass this legacy, as we add value and with time the fruits shall bear.

## BRING HOME HAPPINESS



**Defence Bakery**

[www.defencebakery.in](http://www.defencebakery.in) /defencebakeryest1962


+91 76782 38857




**Alma Bakery & Cafe**

[www.almabakerycafe.in](http://www.almabakerycafe.in) /almabakerycafe





# Defence Bakery



- Sweet and Savoury Pies
  - Tea Cakes
  - Designer Cakes
  - Pastries
  - Snacks
  - Cheeze Cakes
  - Desserts
  - Whole Wheat Products
  - Health Breads
  - Cookies
  - Chocolates
  - Party Planning
  - Customize as per your desire
- 

**FREE HOME DELIVERY**

34, Defence Colony Market, New Delhi-110024

**Ph. : 2433-3178, 2433-8119**

\* Condition apply.  
\* Delivery only in Defence Colony. Minimum order value Rs. 150/-.