

# Facing Challenges

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*“I wanted to learn new things all the time”*

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VIDIYAA MALOO, 64, Owner, Premium Tofu Manufacturing Pvt LLM Setting up a company at 64 is not really on the cards for many, but Vidiyaa Maloo lives life on her own terms. She began Premium Tofu Manufacturing Pvt LLM in June 2012. The company specialises in five different types of tofu— momen, kinu, abura- age, atsu- age, and oboro; which are manufactured fresh and on order at her factory in Goregaon. This production happens three times a week and under the supervision of a Japanese tofu specialist. “I wanted to introduce something fresh and lesser known in the food market,” says Maloo while tossing up a Tofu salad. Maloo’s Japan connection spans back to the 60s when she spent three years living with her parents in Kobe, and learnt Japanese language, culture and business ethics. “I was quite a rebel in my conservative Marwari family. I ditched cooking in the kitchen and went for origami classes instead,” she quips. “I wanted to learn new things all the time,” says Maloo. She returned to India in 1967, and was married to a Kolkata- based business man. Fourteen years later, the family relocated to Mumbai as her husband was undergoing treatment for clinical depression. Maloo decided to take charge of the situation and set up a garment export business to sustain through hard times. Today, tofu has replaced the garments business, and Maloo spends maximum time at her factory.



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