



## Profile for Indrajit Lahiri

I am an entrepreneur by profession. After heading the Education BU of one of the largest OEMs globally, in 2012, I felt like starting something on my own and thus formed Pickle Solutions Pvt Ltd (<http://picklesolutions.in/>), which in turn became one of the leading IT roll-out firms, mostly working in the North-East part of India. But, inside, I felt like doing something other than this and as I loved taking pictures and travelling a lot, formed The Streets Of Calcutta (<http://streetsofcalcutta.com/>), probably the first city specific photo-archive. Gradually Snappho Photography Services (<http://snappho.com/>) was born with the aim of providing a combined photography marketplace experience. In 2015, we came up with Social Bong (<http://socialbong.com/>), the online PR management consultancy for MSME sector.

I am an avid photography enthusiast and my work has been published in the leading newspapers many a times and was even displayed in the first ever Instagram exhibition in India, held in Kolkata in 7-9th January'16.

But, somewhere in between, I started a blog post named <http://moha-mushkil.com/>, literally meaning "A lot of trouble" in bengali language, which mostly featured my gastronomic and travel experiences. I try to be honest, in fact brutal to some extent, with my experience and reviews. The blog has been featured in numerous places, some of them being:

- <http://www.polkacafe.com/biriyani-places-in-kolkata-1917.html>
- <http://www.indiatimes.com/culture/food/13-chinese-dishes-you-get-in-calcutta-that-will-have-your-taste-buds-in-a-tizzy-231056.html>
- <https://www.outlookindia.com/outlooktraveller/cuisine/kolkata-durga-puja-food/>

My writings are getting published regularly in two web-magazines, namely,

- <http://www.wotweb.com/>
- <http://www.thebeaconkolkata.co.in/>
- **Indian alexa rank for [www.moha-muahkil.com](http://www.moha-muahkil.com) is 1,13,683**
- **Klout Score for Indrajit Lahiri is 73/ 100**
- Recently, an webseries featuring Food scenario in Bengal is shot and being shown on air where I am doing the main character in the YouTube channel **@FoodkaSeries**

So far, the journey has been quite satisfying to say the least. Being a food Blogger, I regularly get invites from hotel brands like ITC Soar, Novotal Kolkata, Swissotel and many others on a regular basis, but due to my engagements, have to give a miss to a few of them too.

So far, this has been my journey and I strongly believe that I have to improve a lot and a long path has to be covered in his journey. Blogging for me is mostly a learning session and a medium of engagement with my readers globally.

- Email ID: [indrajit.lahiri@ymail.com](mailto:indrajit.lahiri@ymail.com)
- FB profile: <https://www.facebook.com/indrajit.lahiri>
- Twitter handle: <https://twitter.com/ILahiri>
- Instagram handle: [https://www.instagram.com/indrajit\\_lahiri/](https://www.instagram.com/indrajit_lahiri/)
- LinkedIn profile: <https://www.linkedin.com/in/lahiriindrajit>

**I can be reached at :-**

Indrajit Lahiri

+91 9903528225

Indrajit.lahiri@ymail.com