

A perfume bar, a seven-course fragrance menu: Kannauj's fragrance legacy is seeing a whiff of change



Tourists at the perfume bar present in Pranav Kapoor's ancestral haveli.

Synopsis

Kannauj's attar makers are confident they will always find takers for their products. But the possibility of being pushed into the sidelines is encouraging them to draw up plans to reach a wider market with some branding and marketing.

Ever wanted to make your own signature scent? A perfume bar with a seven-course fragrance menu puts this within your reach now. You, like a chef, get to decide the mix and take home a bottle of customised perfume. But this is not in the realm of imagination. Just drive some 440 km southeast of Delhi and you will find this bar, in Kannauj, Uttar Pradesh. The bar is at the 120-year-old haveli of Pranav Kapoor; five generations of his family have