

POP D APP

VOL VI ISSUE III (Apr-May 2025)
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BURGERS BEASTS BODY & THE

How Kripa Jalan Is Rewriting India's Wellness Script!

Planting Seeds Of
Financial Wisdom
HIMANI CHOWDHARY'S QUIET REVOLUTION

Unick Malhotra
THE NEW FACE OF
CINEMATIC REBELLION

A
CULTURAL VOICE FOR
CELLULAR SOVEREIGNTY
Barbara O'Neill

BEYOND THE SURFACE
Dr. Sonali Kohli and the Renaissance of
Dermatology

FROM FILTERS TO FOREVER
Vishakha & Divesh Are Redefining
Modern Love and Fashion, One
Reel at a Time

POP ROYALTY UNFILTERED

Aastha Gill's Anthem Of Authenticity

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MELLOWDRAMA UNVEILS 'EDEN' – A QUIET RIOT OF BEAUTY AND STILLNESS



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An Ode to Sacred Disruption!

Dear Reader,

What you hold in your hands is not merely a magazine—it is a living, breathing mosaic of voices that whisper, wail, and wonder. This issue of Popp Dapp is an invitation to linger, to feel, and to awaken to the exquisite symphony of defiance and grace.

Here, beauty rebels. It sheds its perfection and takes on poetry. Barbara O'Neill's elemental wisdom reminds us that the body is a cathedral of intelligence, while Angadh Sharma listens the world back into softness. Each feature is a chandelier of vulnerability, strung together with the golden wire of authenticity.

The Geors don't just DJ—they summon spirit. Dr.

Sonali Kohli doesn't simply treat skin—she translates the language of cells into luminance. Kripa Jalan rewrites wellness as an act of radical compassion. And Neha Nagar? She alchemizes finance into a feminine forcefield.

This issue pirouettes between revolution and ritual. It is couture stitched with consciousness; a runway for thinkers, feelers, and fearless storytellers. There is couture and chaos. Silence and sequins. Science and scent. All breathing in tandem.

Cover feature with Aastha Gill: The voice of a generation—bold, fearless, and unfiltered. She doesn't just make music; she makes movement. Glamorous, grounded, and gloriously real—this is her loudest note yet.

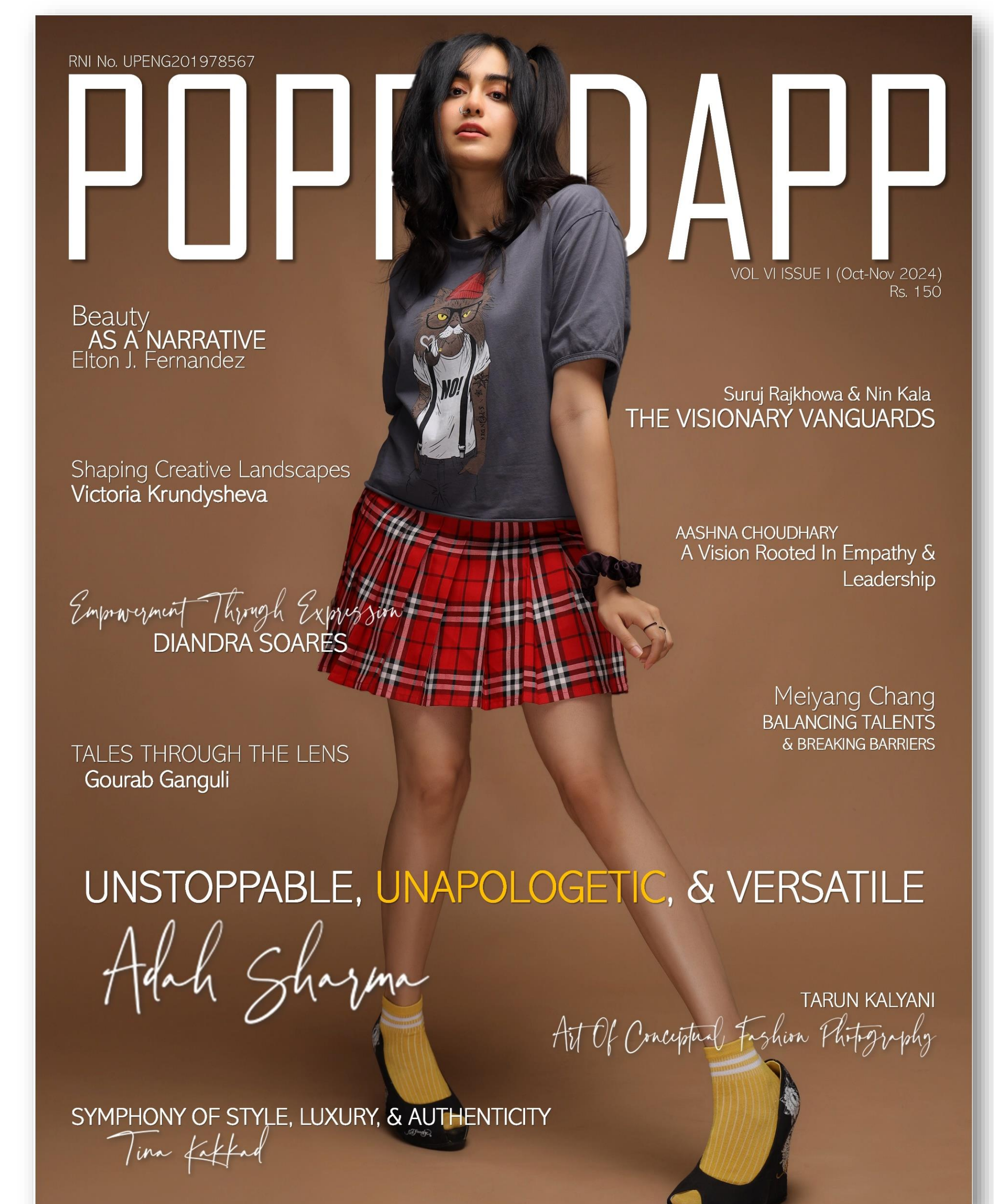
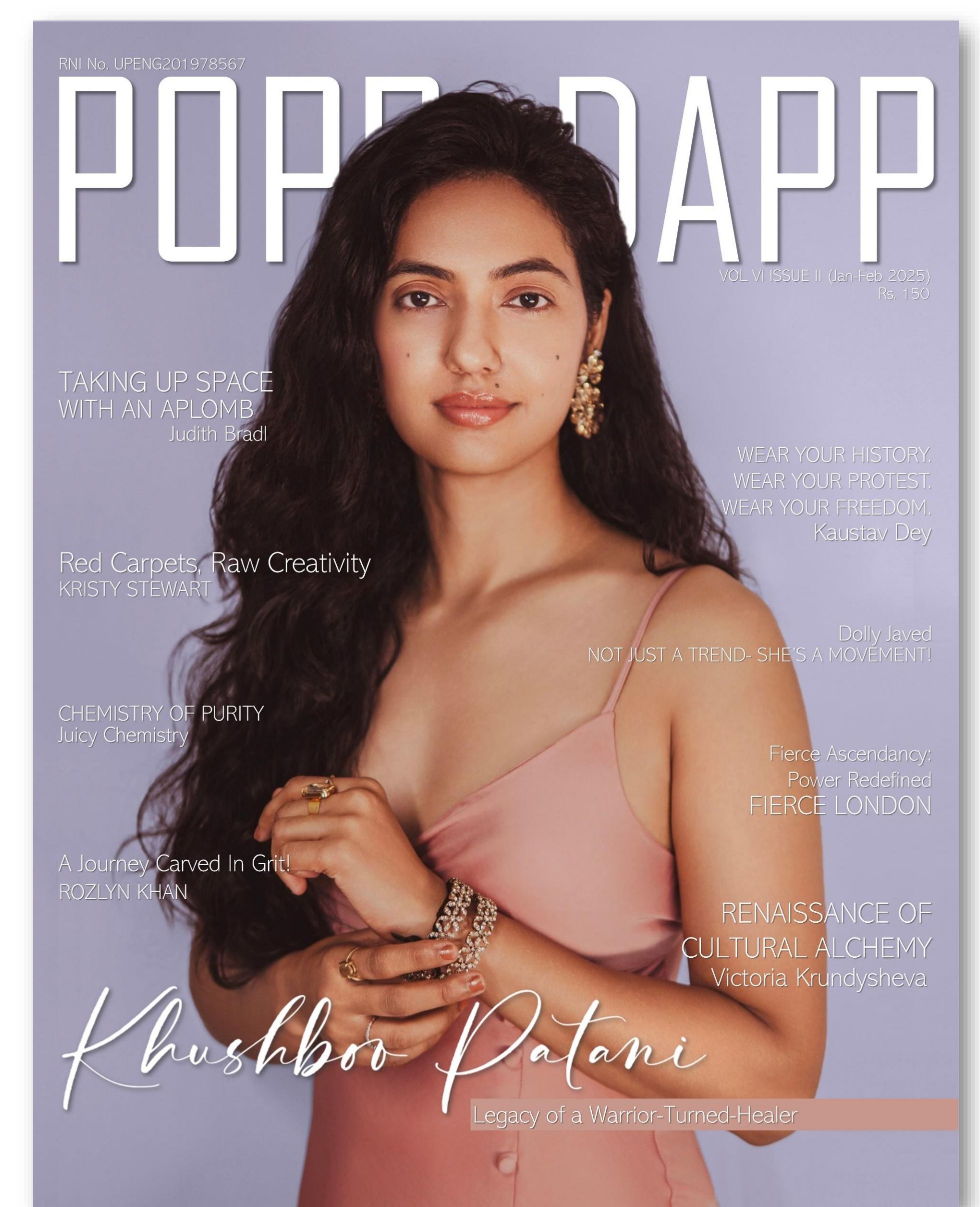
Let this not be read. Let it be inhaled.

For in a world seduced by speed and spectacle, we return you to something richer: resonance. These are stories not engineered to impress, but destined to imprint.

So, light a candle. Pour the wine. And turn each page like it's a secret love letter addressed to the version of you that remembers how to dream in color.

With stardust in my veins and reverence in my pen,

Anuja Mathur
Editor-In-Chief, POPP DAPP
www.poppdapp.com





THE GUY WITH THE ROSE

Angadh Sharma & the Art of Listening in an Age of Noise

In a digital era defined by filters, quick scrolls, and ever-shortening attention spans, a young man named Angadh Sharma quietly interrupts the noise. He doesn't shout. He doesn't demand attention. He simply listens. And in that radical act of listening—of opening up to the stories of strangers—he has carved out a niche so singular, it feels like an old soul wandering through a futuristic maze, planting roses where most plant hashtags. Better known as The Guy with the Rose, Angadh Sharma is not your average content creator. His Instagram page, a collage of raw encounters, unscripted conversations, and photographic stillness, pulses with the lifeblood of human emotion.

It's not just content—it's confession. It's not performance—it's presence. And at the center of it all is a young man who isn't trying to become viral, but vital.

The Alchemy of Connection

When asked what fascinates him most about conversations with strangers, Angadh smiles thoughtfully, as though hearing a hundred voices echo in his memory. "Even if I ask the same question to everyone, I get different answers," he says. "Each person has a unique resemblance of personality and philosophical thought." It's a simple observation, and yet deeply profound. In a world that increasingly rewards sameness,

Sharma's interviews are a testament to the shimmering complexity of human minds and hearts. His videos aren't just snippets of dialogue; they are quiet revolutions. In them, people cry, laugh, hesitate, confess. There's no pretension—only vulnerability. "Society has made us believe that being vulnerable is weakness," he notes, "but strangers open up because they don't fear judgment. That honesty makes for the most powerful storytelling." And therein lies the paradox: the less we know someone, the more we sometimes tell them.



“Society has made us believe that being vulnerable is weakness”

The City of Dreams and Taxi Conversations

Mumbai, with all its chaos and charisma, forms the cinematic backdrop to Sharma’s content. “Mumbai taught me to be kind,” he says with unmistakable affection. “Even if you’re an outsider, people greet you with empathy.” One of his most unforgettable encounters came from a long conversation with a taxi driver who arrived in the city with nothing and now owns seven taxis. It’s classic Mumbai—a city that does not just sparkle; it sweats, perseveres, and dreams. In Sharma’s lens, Mumbai isn’t reduced to tropes or skyline shots. It’s alive with emotion, with real people fighting private battles, chasing public dreams. His city isn’t curated. It’s candid.

Angadh.Home: A Quiet Side of Artistry

Beyond the conversations and emotional storytelling lies another creative realm—

@angadh.home. Initially, before “theguywithrose” took root, Sharma’s Instagram was a portfolio for his photography. A visual artist by profession, he now channels his photography into this second, quieter handle. It’s a digital space that feels like a diary—where frames replace words and lighting becomes language. While most creators separate professional content from personal, Angadh does the reverse. He stitches intimacy into every aspect of his output, making no sharp distinctions between art and identity.

Of Algorithms and Authenticity

In a world perpetually tuned to virality, Sharma’s perspective is refreshingly subversive. “When you chase perfection shaped by audiences, your content starts reflecting them—not you,” he says. “But if you create for yourself, you’ll find an audience that thinks like you.” It’s a philosophy that many creators dream of embodying, but few can afford. Remarkably, Sharma’s relationship with Instagram’s algorithm has been almost serendipitous. “It always reaches the audience I prefer,” he says, shrugging off the anxieties that plague so many digital creators. He doesn’t force-feed trends or dilute his voice for views. He creates when he feels it—sometimes six reels a month, sometimes just two. “If I post more just for the sake of it, I lose authenticity,” he explains. That honesty extends to his responses to followers who demand more content. “I’ll only post when I’m in the mood to. Otherwise, what’s the point?” There’s something rebellious and yet deeply wise about this approach—a quiet stand against the tyranny of content calendars.

The Restaurant Theory of Storytelling

Sharma likens modern digital consumption to ordering your favorite dish at a restaurant—but wanting it served faster. “Everyone still wants a good story,” he reflects, “but they want it in 90 seconds.” That challenge—compressing a five-minute heartfelt conversation into a digestible reel—is one that he tackles not with frustration, but finesse. “Either you serve time or your audience,” he says, “and sometimes you can’t do both.” The fact that Instagram now allows 3-minute reels is, for him, a small but welcome liberation.

Burnout, Breaks, and the Power of Pause

With the pressures of consistent output looming over creators, Sharma consciously refuses to let metrics dictate meaning. “I never want to create soulless content,” he says. That refusal doesn’t come without its costs—missed momentum, slowed growth—but it earns him something far more valuable: integrity. His advice for other creators struggling with burnout? Don’t confuse silence with failure. “Creating when you’re inspired is better than creating just to fill a feed.” Quality, not quantity. Connection, not clicks.

If Not Conversations, Then... Conversations on the Move

Were it not for his current format, Sharma imagines a life as a travel creator. “I love traveling,” he beams. One can easily envision him wandering through foreign streets, a camera in hand, a rose in the other, capturing not just landscapes, but life. Because ultimately, his true medium isn’t video or photography—it’s empathy.

A Legacy of Listening

When asked what legacy he hopes to leave, Sharma grows contemplative. “The only thing I fear,” he confides, “is that someday I won’t find people like the ones from the ’70s. The future might be too modern, too materialistic.” It’s a melancholy thought—but also a call to action. His message is timeless: “Never judge someone by their profession or status.” In a society obsessed with labels and ladders, Sharma’s work urges us to look deeper—to see the person, not the packaging. And maybe that’s why his content resonates. Because in a world of watchers, he chooses to be a witness.

Final Frame

If Angadh Sharma’s journey teaches us anything, it’s this: the most extraordinary stories don’t always belong to the loudest voices. Sometimes, they live in quiet cab rides. In park benches. In the trembling hands of strangers holding roses. And if we just listen closely enough, we might hear the poetry hidden in every pause. ■



A CULTURAL VOICE FOR CELLULAR SOVEREIGNTY

In an age dominated by prescription pads, scrolling symptoms, and an unsettling faith in pharmaceutical omnipotence, **Barbara O'Neill** arrives not as a whisper, but as a confident echo from a more grounded era—an era where healing was observed in dew-flecked herbs, sunlight, and the soft rhythm of breath rather than in sterile blister packs and the fine print of side effects.

In an age dominated by prescription pads, scrolling symptoms, and an unsettling faith in pharmaceutical omnipotence, Barbara O'Neill arrives not as a whisper, but as a confident echo from a more grounded era—an era where healing was observed in dew-flecked herbs, sunlight, and the soft rhythm of breath rather than in sterile blister packs and the fine print of side effects. At 70, O'Neill is part health philosopher, part rebel educator, and wholly unapologetic in her belief that the body is “the most intelligent system on Earth.” And to her, healing isn't mystical; it's music—cellular music. “It's an orchestra,” she tells Popp Dapp in a sun-drenched room fragrant with lemongrass and ginger tea. “Every cell plays an instrument. But you must provide the right stage: the minerals, the water, the rest, the air, the nourishment.” Her voice, imbued with the gentle authority of a woman who has nursed children, tended gardens, and taught to packed auditoriums across continents, carries the gravity of someone who has made it her mission to remind the world of its own biological brilliance.

The Forgotten Intelligence of the Body

O'Neill's metaphor of the body as a symphony isn't poetic affectation—it's central to her worldview. She believes the human form, when unimpeded, has an astounding capacity for repair and resilience. “We've replaced curiosity with compliance,” she laments. “The body whispers long before it screams, but we're trained to silence it with pills rather than listen with presence.” So, what are the “instruments” we're missing in this orchestra? Sleep, hydration, movement, unprocessed food, sun exposure, and emotional clarity top her list. But what's notably absent is jargon. “The more complex the language, the more disconnected we feel from our bodies,” she asserts. Simplicity, to her, is not naivety—it's reverence.

***“We've replaced
curiosity with
compliance”***

Reawakening Our Instinct for Nourishment

O'Neill is no stranger to kitchens, farms, or ancient apothecaries. She believes our relationship with food has devolved from sacred to synthetic. “Once, food was blessed, touched, grown with care. Now it's wrapped in plastic, microwaved in haste, and consumed with guilt.” She suggests reviving small daily rituals—chewing slowly, cooking with our hands, foraging herbs, blessing our meals—not for tradition's sake, but to reawaken what she calls “cellular memory.” To O'Neill, these aren't sentimental gestures—they're biochemical invitations. “Your body remembers. Your grandmother's grandmother knew these rhythms.”

The Power—and Threat—of Simplicity

In the modern wellness marketplace, credibility is often tethered to complexity. Fancy supplements, data-heavy diagnostics, and buzzword-laced formulations flood Instagram feeds and biohacker blogs. Yet O'Neill remains a staunch advocate for the old, the tested, the deeply simple. Lemon water. Castor oil. Intermittent fasting. Fermented foods. Why? “Because they work. And because they don't cost a fortune or require a prescription.” It's this simplicity that has made her both a beloved icon and a controversial figure. Her teachings have drawn scrutiny from regulatory bodies, with critics accusing her of bypassing scientific rigor. But O'Neill remains unfazed. “When you challenge a system built on dependency, expect resistance,” she says with a knowing smile. “But the storm doesn't frighten me—it fortifies me.”

A Global Mosaic of Healing Traditions

One of O'Neill's strengths lies in her ability to connect seemingly disparate healing traditions into a coherent whole. Indigenous knowledge from Australia, Ayurveda from India, Chinese medicine's energy systems, and the folk wisdom of the West—she has observed them not as competing schools but as harmonious expressions of the same biological truth. “The languages differ, but the song is the same,” she says. “Nature heals. Always has. Always will.” She views herself less as an inventor and more as a translator—a bridge between ancient knowledge and modern curiosity.



Healing, Feminine Energy, and Emotional Integrity

Barbara's presence carries a distinct maternal wisdom. Her teachings are not barked from a podium, but delivered like a lullaby: soft, profound, and unshakably confident. She speaks of healing as inherently feminine—not in exclusion, but in texture. “There's receptivity, rhythm, intuition. Healing isn't linear. It's circular, seasonal, spiraled.” As a woman in a space often dominated by male-led biomedical discourse, her voice carries a different frequency. “Men want data. Women want to feel. We need both—but the heart must lead,” she offers. Her approach, then, isn't just medical—it's emotional, archetypal, ancestral.



Rewriting Immunity in a Post-Pandemic World

If the pandemic taught the world anything, it's that immunity is not to be taken for granted. Yet Barbara views the mainstream conversation around immunity as reactive and incomplete. "Immunity isn't built in crisis—it's built in the quiet," she says. To her, immune resilience is the cumulative result of daily choices: walking barefoot on grass, sleeping without screens, reducing sugar, expressing grief. She hopes to reframe immunity not as a shield, but as a state of balance. "You don't fight disease. You outgrow it," she says. "You become a terrain in which health thrives and illness cannot root."

Legacy, Autonomy, and Cultural Reverence

As she reflects on her legacy, Barbara does not crave monument or institution. She hopes to be remembered as a "cultural voice," one who helped return agency to the individual. "I want people to trust themselves again," she says. "To ask questions. To feel empowered. To be in awe of their own design." Her trip to India marks a profound alignment with a culture steeped in natural medicine. "India knows what the West is remembering," she says. Ayurveda, with its rich pharmacopoeia of herbs, pulses, oils, and elemental diagnostics,

offers a language she understands. "There's deep synergy here. And mutual respect."

India's Message, India's Mirror

As she prepares to address audiences in Mumbai and Delhi—ranging from yoga enthusiasts to skeptical scientists—Barbara remains anchored in her message. "I don't expect agreement. I welcome curiosity." She hopes to offer more than health advice; she hopes to plant seeds. "If I leave one woman inspired to reclaim her kitchen as a healing space, or one child growing herbs on a windowsill, I've done my work." And what does she hope to take from India? "Humility," she says without hesitation. "This land humbles you. Its wisdom is not loud—but if you listen, it teaches everything."

Barbara O'Neill: The Unregulated Healer of Regulated Lives

Barbara O'Neill is not a brand, nor a guru. She is a reminder—a living footnote from a time when health was communal, not commercial. Whether she is revered, resisted, or regulated, one thing remains: she speaks to something ancient in all of us. In a world addicted to the complicated, Barbara offers a radical counterspell: remember the simple. And in that remembering, reclaim yourself. ■

INDIA.
***This land humbles you.
Its wisdom is not
loud—but if you listen,
it teaches everything!***

CLOTHING PRAMAA BY PRATIMA PANDEY | STYLING
PRATIMA PANDEY | PHOTOGRAPHER MEGHA BALDEWA |
STYLING PRATIMA PANDEY | LOCATION KARMA STUDIO |
MUA KHUSHI MAHAJAN | HAIRSTYLIST AMBU SINGH



Pratima Pandey on Slow Fashion, Artistic Synergy & the Poetry of Chanderi

WHISPERS IN WEAVE



There's a quiet revolution unfolding in the corridors of Indian fashion—a revolution that doesn't clamor for attention, but hums with deep intentionality. At the helm of this movement is Pratima Pandey, the founder and creative director of Pramaa by Pratima Pandey, a design house that has, for over fifteen years, offered India a vocabulary of elegance that is as rooted as it is relevant. Known for poetic interpretations of handwoven textiles, especially the ever-soulful Chanderi, Pandey is not merely a designer—she is a storyteller, a slow-fashion philosopher, and a custodian of craft. We meet her on a quiet, golden afternoon in Delhi. She's dressed, of course, in Pramaa—an ensemble that seems less worn than inhabited. "Design," she says with a gentle smile, "is how you live your philosophy." And that philosophy? It's stitched into every Pramaa silhouette—slow, soulful, and luminous with memory. Her latest collection, Sequence, exemplifies this ethos. Born from a collaboration with visual artist Chetnaa, the collection translates the abstraction of line-based artworks into a meditative rhythm of textiles. "It wasn't about taming the art," she says. "It was about listening to it—letting its breath become part of the fabric."

Rhythm Over Rush

In an era dominated by trend algorithms and dopamine-driven fashion drops, Pramaa insists on being a countercurrent. "We're not in a race," Pandey asserts. "We're in rhythm." This rhythm is one of long conversations with weavers, of silhouettes that breathe, of textiles that age like poetry. Over fifteen years and more than two dozen fashion weeks—both in India and internationally—Pandey has maintained a design language that evolves like nature itself: quietly, patiently, and with an unshakable sense of self. "My design language has always moved with stillness at its core," she reflects. "Change happens, but it's guided by consciousness."

Fabric with a Soul

Ask her about Chanderi, and her voice softens. It's more than just a fabric to her—it's a living entity. "Chanderi doesn't respond to force," she explains. "It responds to gentleness. To respect." Her relationship with the weave began in 2011, and what began as creative admiration has grown into a bond almost spiritual in nature. There's a story she shares—one that shaped her design philosophy irrevocably. "A weaver once told me, 'Yeh kapda sanskaar deta hai'—this cloth gives values," she recounts. "That moment changed everything. I realized design isn't just about beauty—it's about lineage, about wisdom passed through hands and homes."

“Abstraction can feel mathematical, but we leaned into the silences between the lines”

Weaving Art into Emotion

With Sequence, Pandey deepens her exploration of design as dialogue. Inspired by Chetnaa's exploration of repetition and abstraction, the collection finds poetry in process. "Abstraction can feel mathematical, but we leaned into the silences between the lines," she explains. "That's where softness emerged." Turning art into textile wasn't without challenges. The biggest? "Not overwhelming the art with fashion," she says. "We weren't translating her work—we were resonating with it." The result is a fluid conversation between line and loom, where garments become meditative objects. Indeed, Pramaa's clothes often feel less like fashion and more like wearable poems—they don't shout; they whisper. "Every poem needs structure," she muses. "Function doesn't silence emotion. It gives it form."

Beyond the Runway

Despite her long-standing success, Pandey resists spectacle. "The runway is not a performance for me," she says. "It's a reflection of my journey—shaped by time, people, and love." And while her name is celebrated in conscious fashion circles, Pandey prefers consistency over clamor. "True sustainability," she reminds us, "is not in hashtags. It's in long-term relationships—with people, with the land, with craft." Her quiet rebellion against fast fashion is embedded in every seam. "Sequence is not a protest," she says with characteristic grace. "It's an offering—a reminder that beauty often lives in stillness."

Beyond Garments: A World Called Pramaa

As we speak of the future, her eyes gleam with a dreamer's clarity. "I always wanted to be a filmmaker," she confesses. "But I found my truest expression in clothing. Over time, I've realized they're not separate. Pramaa is a world—a way of being. I see it expanding into interiors, perfumes, films. What would a Pramaa woman watch, touch, inhabit? Spaces that breathe. Objects with soul." This expansion isn't a brand exercise—it's an evolution of her deeply personal aesthetic universe. One where slowness is sacred, where every object carries meaning, and where nothing is ornamental unless it also holds emotional weight.



CLOTHING PRAMAA BY PRATIMA PANDEY | STYLING PRATIMA PANDEY | PHOTOGRAPHER MEGHA BALDEWA | STYLING PRATIMA PANDEY
| LOCATION KARMA STUDIO | MUA KHUSHI MAHAJAN | HAIRSTYLIST AMBU SINGH



Standing Ground in a Changing World

As fashion races toward digitality and trend-hopping, Pandey remains a purist—but never rigid. “Change is inevitable,” she says, “but consciousness preserves the thread.” She acknowledges the shift in sustainability conversations in India—with cautious optimism. “There’s more noise,” she admits, “but not always more depth.” With younger designers often swept up in the glamour of ‘greenwashing,’ what can labels like Pramaa do? “Stay quiet. Stay consistent. Don’t chase relevance—carry meaning instead.” She also believes the time has come for Indian craftspeople to step from the margins to the center. “They’re acknowledged, yes—but often as backdrops. True recognition is collaboration, not tribute.”

Advice for the Young & Restless

Before we part, we ask what she would say to a young designer trying to find their voice in a chaotic industry. Her answer is simple, yet profound: “Start by listening. To your fabric. To your people. To your land. Don’t rush. Relevance rooted in spirit will always find a place.” And perhaps that’s Pratima Pandey’s most remarkable gift to Indian fashion—not just her garments, but her philosophy. In a world built on noise, she offers silence. In an industry obsessed with spectacle, she delivers soul. And in an era that celebrates the fast, she champions what lasts. Pramaa is not just a brand. It is a breath, a memory, a whisper of what fashion can be when led by grace. ■

CLOTHING PRAMAA BY PRATIMA PANDEY | STYLING PRATIMA PANDEY |
PHOTOGRAPHER MEGHA BALDEWA | STYLING PRATIMA PANDEY | LOCATION
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BEYOND THE SURFACE

Dr. Sonali Kohli and the Renaissance of Dermatology



The world that is increasingly obsessed with filters, fast fixes, and a viral carousel of 10-step skincare routines, Dr. Sonali Kohli stands out—not as a disruptor in the aesthetic sense, but as a quiet revolutionary in the science of skin. A board-certified dermatologist trained across three continents, Dr. Kohli is gently rewriting the script of what skincare should be: less cosmetic pageantry, more functional healing. Her consulting room is not a place of vanity—it is a sanctuary of systems-thinking, where acne is not just a pimple but a potential symptom of gut dysbiosis; where rosacea might be whispering of an inflamed microbiome. “The skin,” she says, “is a mirror reflecting our internal health.” It is the kind of phrase that feels part-poetic, part-anatomical thesis. And with her integrative, investigative approach, she’s ushering in a dermatological renaissance—where symptoms are decoded, not merely suppressed. Welcome to the age of functional dermatology.

The Skin as an Oracle

Conventional dermatology tends to treat the skin as a superficial canvas—an organ apart. Dr. Kohli, however, sees the skin not as a separate entity, but as an oracle of internal imbalance. “When I see chronic acne, I don’t just reach for topical retinoids. I ask: what is the gut doing? How are the hormones dancing? Is there a silent fire burning in the form of systemic inflammation?” In her view, skin conditions are less puzzles and more dominoes. They collapse when something—stress, food, microbiota, hormones—tips the balance. And healing begins not from the outside in, but from the inside out. Her results? Not just temporarily clear skin—but transformed skin. “What’s most rewarding is witnessing how this approach creates sustainable results,” she reflects. “The skin glows. The patient knows why. And that knowledge empowers long-term health.”

Skincare Meets the Microbiome

In her practice, the science is cutting-edge. Exosome therapy—nano-sized vesicles that communicate with cells to repair and regenerate—is more than an experimental frontier; it’s already shaping her clinical arsenal. “These are not just growth factors; they are smarter, faster, and more communicative,” she explains. Then there’s the holy grail of customization. Through genetic and microbiome analysis, skincare is evolving from mass-market guesswork to micro-targeted protocols. “We can now craft routines based on a patient’s unique biological blueprint. The one-size-fits-all era is dying—and thank goodness.” Even minimalism, or what Instagram calls “skinimalism,” gets a scientific endorsement. Fewer products, stronger barriers, smarter choices—Dr. Kohli applauds the trend. “A scientifically optimized minimalist routine often outperforms the complex rituals we’ve been sold for years.”

Eda Baby Care: A Mother's Manifesto

Like many trailblazers, Dr. Kohli's most personal venture was born from a deeply intimate transformation: motherhood. "I realized how vulnerable infant skin is—and how poor the options were for truly safe, effective care." Her answer? Eda Baby Care, a pediatric skincare line that marries medical insight with maternal intuition. "Infant skin is 20–30% thinner than adult skin. It absorbs more, reacts faster, and has an evolving microbiome that sets the tone for immune development." Eda's formulations, thus, don't just cleanse and protect—they nurture. They are clean without being gimmicky, scientific without being sterile. "We focus on clinically backed organic ingredients, and we avoid the usual suspects—irritants, harsh preservatives, trendy-but-unproven botanicals." It's less about baby-soft clichés and more about building lifelong skin resilience—beginning at birth.



From Bangkok to Delhi: A Global Lens

Dr. Kohli's medical map spans continents. In Bangkok, she mastered aesthetic strategies attuned to Asian skin tones. In Israel, she

explored regenerative therapies ahead of their global adoption curve. In the UK, she honed evidence-based clinical rigor. This global exposure, she says, has equipped her to serve Indian patients with nuance. "Our skin concerns—melasma, pigmentation, ingredient sensitivity—are distinct. You can't simply cut and paste Western protocols into Indian skin." Her work exemplifies "glocalization"—adapting world-class techniques to local needs. She adjusts chemical peels for melanin-rich skin, fortifies sun-care against urban pollution, and reformulates actives for humid climates. Her ethos is simple but powerful: don't import, interpret.

Dismantling Skincare Myths, One Reel at a Time

In an era where dermatological knowledge is distilled into 30-second TikToks, Dr. Kohli provides a grounding force. "Clean beauty isn't always better. Natural isn't always safer. And preservatives aren't inherently evil," she says, skewering industry myths with clinical coolness. She does endorse some trends: skin cycling, barrier repair, microbiome support. But warns against the frenzied layering of acids, retinoids, and antioxidants. "People are chasing glow and accelerating inflammation. They're fighting aging while fast-forwarding it." Her mantra? Personalization over popularity. The skin doesn't care what's trending—it cares about what works for you.

We have the talent, the data, the patient base. It's time to lead.

The Mind-Skin Connection

Perhaps the most paradigm-shifting facet of Dr. Kohli's approach lies not in her laser devices or serum formulations—but in her understanding of the psyche. "The skin has stress receptors. It produces neurotransmitters. The mind and skin are

talking constantly." Chronic urticaria flares with anxiety. Psoriasis worsens with grief. Collagen deteriorates under cortisol. Her practice includes stress biomarker panels, mindfulness protocols, and sometimes, a simple invitation to sleep better. "It's bidirectional," she explains. "Stress causes skin issues. Skin issues cause stress. We must treat both." In a field obsessed with the surface, Dr. Kohli is digging deeper.

Injectables: Not a Sin, But a Science

Where most dermatologists tread cautiously around the topic of Botox and fillers in conservative cultures, Dr. Kohli steps in with clarity and compassion. "The fear of looking frozen is valid—but it's a fear of bad technique, not of the tools themselves." She approaches injectables not as erasers of age but as sculptors of authenticity. "The goal is to look like yourself, just more rested." There's no cookie-cutter cheek here, no one-size-fits-all lip. Just structure, subtlety, and a return to vitality. She also busts myths—no, you won't age faster if you stop Botox. And no, you won't become addicted. "It's a choice, not a chain."

Building India's Dermatological Vanguard

As a speaker at the AMWC and a clinician at the President's House estate dispensary, Dr. Kohli's influence is as institutional as it is individual. She is part of a growing vanguard that seeks not just to import skincare science—but to innovate from within. "India has been a consumer of global dermatology for too long," she says. "We have the talent, the data, the patient base. It's time to lead." That leadership, she believes, will be anchored in regeneration (think exosomes and stem cells), personalization (genetics, microbiomes), and prevention. "The future lies in understanding your biology before your skin even acts out."

The Kohli Doctrine

Dr. Sonali Kohli doesn't promise perfect skin. She promises understanding—of your cells, your story, your stress, and your science. Her clinic is not a cosmetic factory but a laboratory of empathy, intelligence, and evidence. In a world racing toward the superficial, she is calmly going beneath the surface. And that, perhaps, is where real beauty begins. ■



BURGERS EASTS & THE BODY

How Kripa Jalan Is Rewriting India's Wellness Script!

When ghee is gospel and kale still plays catch-up, Kripa Jalan has quietly built a revolution—one that doesn't arrive in the form of a detox smoothie or a punishing morning bootcamp, but in the gentle, radical act of listening to your body. Jalan, the Harvard-educated nutritionist and founder of Burgers To Beasts, is not just challenging the norms of diet culture in India; she's rewriting the narrative altogether. Her clinic, a blend of science-backed nutrition and eating psychology, offers what so many diets do not: freedom. But the journey here wasn't born in a pristine lab or an Instagram-friendly kitchen. It began, as these stories often do, in silence.

Breaking the Scale, One Quiet Crisis at a Time

Growing up, Jalan didn't think much about being overweight—until she did. At 15, she began restricting food not because she wanted to be thinner, but because that's what the world around her was doing. It was a rite of passage, a quiet initiation into the cult of control disguised as wellness. What followed was a spiral: obsessive calorie counting, overtraining, and a body that shrank even as the emotional weight grew heavier. "I got thin," she says, "but I never felt enough." Like a magician who loses the trick's thrill once it's mastered, Jalan was haunted by the fear of losing what she'd gained—approval, belonging, perhaps even an identity. There was no dramatic rock bottom. Just a thousand tiny collapses: fainting spells, breakdowns, joyless meals. The unlearning took time. But from that slow undoing emerged a question that would shape her life: What if the problem wasn't my body—but the system that taught me to hate it?

Harvard, Healing, and a Side of Fries

The name Burgers To Beasts began as a tongue-in-cheek nod to Jalan's recovery from anorexia. But today, it stands as a defiant counterpunch to diet culture—a clinic where kale and compassion hold equal weight. Her time at Harvard sharpened her tools. Surrounded by future policymakers, public health changemakers, and systems thinkers, Jalan began to see health not just as a biochemical equation, but as a deeply human, deeply political act. "Compassion belongs at the heart of healthcare," she insists. In a world obsessed with transformation, she chose instead to focus on restoration.

The Weight of a Culture Obsessed with Weight

Most diets, Jalan argues, aren't really about health—they're about thinness. And paradoxically, they often leave people heavier, both physically and emotionally. Her clinic's philosophy is rooted in weight-neutral counseling. Rather than focusing on goals like "shed 5 kilos by Diwali," clients are encouraged to build habits that support well-being: better sleep, enjoyable movement, emotional literacy around food. "Health is not a dress size," she says. "It's a feeling." India, with its rich food traditions and recent embrace of global diet trends, presents a unique battleground. The irony is bitter: a nation that once celebrated rotis, rice, and ghee is now suspicious of its own staples, seduced by grilled chicken and protein bars. Jalan calls for a middle ground. "A traditional thali might look carb-heavy by Western standards, but it's fiber-rich, spice-laden, and emotionally satisfying. Why reject that?"

The Myth of #ThatGirl

In a world shaped by the algorithm, wellness has become a performance art. We all know her: the early riser, green juice in hand, glowing post-workout skin, perfectly balanced life chronicled under hashtags like #grateful and #wellnesswarrior. "She doesn't exist," Jalan says, laughing. "Or at least, not in the way we imagine." Behind the curated lives are messy, wonderful, snack-loving humans. And real health starts when we stop aspiring to perfection and start embracing reality.

Food Freedom Isn't Chaos—It's Clarity

Jalan is quick to debunk another myth: that food freedom means eating doughnuts for breakfast, lunch, and dinner. "It's not about reckless abandon," she says. "It's about making choices without shame." Pizza can coexist with broccoli. A salad can be savoured without martyrdom. In a world where food has become a moral battleground—good vs. bad, clean vs. junk—her approach is refreshingly subversive: Eat what nourishes you. And don't apologize. When food stops consuming your thoughts, life opens up. "Mental peace," she notes, "is as healing as any superfood."



Why not find balance between what's traditional and what's evidence-based?

Mindset First, Meal Plan Later

"Eat this at 7 AM. This at 10:30. Weigh your almonds." Most meal plans, Jalan argues, ignore the chaos of real life. Travel, exhaustion, unpredictable cravings—none of

it fits into the rigid boxes of traditional diets. Instead, Burgers To Beasts focuses on micro-shifts: a glass of water in the morning, a 30-minute walk, an extra egg at lunch. "Progress isn't about perfection," she says. "It's about what you can do consistently, not what looks impressive on paper."

Gut Check: The Brain-Food Connection

While nutrition may not cure mental illness, Jalan believes it's an underestimated support system. Nutrient deficiencies, erratic blood sugar, and poor gut health all affect mood and energy. But food also carries emotional weight. It's tradition, memory, family, and longing—complexities that no calorie counter can measure. "When you stop tying your worth to your plate, you begin to eat with ease," she says. "And that ease is deeply healing."

Decoding India's Wellness Identity Crisis

There's a poignant tension in India's relationship with food. On one hand, centuries of culinary wisdom. On the other, imported diet culture that demonizes carbs and glamorizes blandness. Jalan wants Indians to reclaim their food heritage—without fetishizing it or rigidly resisting evolution. "Why not find balance between what's traditional and what's evidence-based?" she asks. It's not a binary. It's a buffet.

The Wellness Internet Is Lying to You

The biggest scam, Jalan says, is conflating weight with health. Social media doesn't reward subtlety—it rewards spectacle. The six-week abs, the 1200-calorie day, the glow-up that hides a meltdown. "Boring wellness is where real health happens," she insists. Sleeping eight hours, eating dal, and going for a walk doesn't go viral—but it works.

Redefining Success, One Meal at a Time

In Jalan's world, success doesn't show up on a weighing scale. It shows up in regular menstrual cycles. In the joy of ordering dessert without guilt. In movement that feels like play, not punishment. In a body that may not be perfect, but finally feels like home. "The best version of you," she says, "isn't always the smallest. It's the one that feels at ease." And with that, Kripa Jalan is not just feeding bodies—she's nourishing a new, more compassionate way of being. ■

Neha Nagar did not stumble into influence. She engineered it—brick by brick, byte by byte, and with a clarity that slices through the fog of jargon-heavy financial discourse. Her rise from a small-town girl aspiring to become a Chartered Accountant to one of India's most compelling financial influencers is not just a personal success story—it's a blueprint for a generation in flux.

FROM BALANCE SHEETS TO BOLD STATEMENTS

Neha Nagar is Redefining Financial Literacy and Feminine Power in India!

It begins with the quiet rebellion of choosing ambition over acquiescence. Raised in a family where financial independence was encouraged—but within the firm, unwritten borders of traditional life—Neha’s initial decision to pursue chartered accountancy was both a nod to convention and a negotiation with it. “I chose CA thinking it would give me both flexibility and respect,” she reflects. But life had other plans. The rigidity of the CA path gave way to the fluid world of finance, entrepreneurship, and eventually, social media.

In the staccato rhythm of a BPO’s cubicles, she saved just enough to pursue an MBA in finance. Then came TaxationHelp—her own startup—and, inadvertently, the birth of a digital voice during the first lockdown, when the world hit pause and TikTok hit record. “I saw how little awareness there was around even basic concepts like ITR and GST,” she recalls. “No jargon, no preaching—just clear, relatable information.” That instinct—to humanize money—is now the bedrock of her empire.

But Neha Nagar’s narrative is not built on numbers alone. It is punctuated by her personal revolutions: of redefining marriage, reshaping self-worth, and resisting the mirage of consumerist freedom.

She speaks of her arranged marriage at 24 not as a detour, but as a catalyst. Her husband, a fellow CA, offered not just companionship but quiet support—a man comfortable with her ambition rather than threatened by it. “He never asked me to slow down. He became my biggest cheerleader,” she says. This alignment—a rare alchemy of traditional structures and progressive support—allowed her to build without rebellion. She didn’t burn bridges; she redesigned them.

Then there is the body. The body that was once “too thin,” the accent “too Hindi,” the presence “too invisible” in an English-medium school in Ghaziabad. “I internalized that I wasn’t enough,” Neha admits. The scars of early body shaming manifested in a hesitant professional start—self-doubt, fear of public speaking, resistance to video content. But over time, vulnerability gave way to voice. “People weren’t looking for

perfection—they were looking for authenticity.” She gave them both.

Her foray into modeling and acting, seemingly miles away from finance, isn’t a leap—it’s an arc. “I realised I loved storytelling,” she explains. A 60-second reel is no less powerful than a boardroom pitch. If anything, it reaches further. “Whether it’s a crypto investor or a homemaker, I want them to feel seen and understood.”

And they do. Neha’s approach to content is both strategic and soulful. She simplifies without dumbing down, and demystifies without patronizing. “If I can’t explain a concept in simple words, I haven’t understood it well enough myself,” she says. She speaks in reels, in carousels, in metaphors. She listens to her audience’s questions and lets them dictate her next post. In her digital classroom, finance is not a fortress—it’s a playground.



But being a financial influencer comes with a weight heavier than vanity metrics. “When you’re talking about money, the stakes are high. One wrong suggestion can cost someone their life savings.” Credibility, for Neha, is not a buzzword—it is her most guarded asset. Behind every brand collaboration is a rigorous vetting process. She refuses to give stock tips or make promises. “My content is about awareness, not advice,” she asserts.

As a cultural observer, Neha is deeply aware

of the ripple effects of Western consumerism on Indian lifestyles. “Buy now, think later has become the norm,” she notes, with the dispassionate precision of an analyst and the warmth of a mentor. From Instagram hauls to EMI vacations, the pressure to perform prosperity is real. But her advice is refreshingly grounded: “Spend mindfully. Build an emergency fund. Automate your savings. Real freedom isn’t in spending—it’s in choosing not to.”

The entrepreneurial spirit that birthed TaxationHelp faced its own crucible during the pandemic. As clients vanished and salaries loomed unpaid, Neha confronted what she calls “the should-I-shut-it-down moment.” But adversity breeds agility. She pivoted—creating short, informative videos about tax reliefs, deadlines, and benefits. Those videos didn’t just save her business; they launched her career as a content creator.

Her fashion philosophy, much like her financial one, has evolved with her voice. “In the beginning, it was all blazers and solids. I wanted to be taken seriously in a male-dominated space.” Today, she mixes structure with softness, corporate polish with creative flair. Her style, like her story, is an assertion: professionalism doesn’t have to look a certain way.

Neha Nagar is part of a new generation of Indian women who are neither bound by tradition nor blinded by modernity. They are negotiating the in-between—where family dinners coexist with digital followers, where ambition doesn’t require alienation, and where talking about money isn’t taboo but transformational.

She may have started her journey in the corridors of commerce, but Neha now occupies a space that defies categorization. She is not just a finfluencer. She is a cultural translator, decoding complex systems into everyday empowerment. A voice that tells you it’s okay to not have it all figured out—but vital to start trying.

And if you listen closely, amidst the swipe-ups and explainer reels, you’ll hear something rare in the influencer economy: clarity with conscience. That, perhaps, is Neha Nagar’s greatest asset of all. ■



Patricija & Andrea Geor

A MIRROR OF SONIC SISTERHOOD & FASHIONED FUTURES



On a night somewhere between the sacred chaos of Exit Festival and the hushed glamour of Milan’s fashion houses, two silhouettes step into the booth. Identical in frame, indivisible in energy. One reaches for a fader; the other anticipates, instinctively shifting the mood with a tribal rhythm that makes hearts surge. The crowd doesn’t know—can’t know—who led and who followed. But perhaps that’s the point. In the hypnotic synchronicity of Patricija and Andrea Geor, known worldwide simply as The Geors, individuality becomes a duet. Music becomes alchemy. And fashion becomes philosophy.

Born under the gentle, intuitive veil of Pisces on March 5th, the North Macedonian twin sisters have become a force reshaping the contours of electronic music, art, and identity. Just 21, they’re already veterans of the underground, with a sound steeped in classical piano and rooted in tribal pulse. It is music that feels handcrafted yet celestial, like it’s emerging from an ancestral memory—but in couture.

“The bond we share is more than sisterhood,” Patricija says. “It’s telepathy.” Andrea nods, her tone poetic but unflinching: “It’s this unspoken frequency that guides us—on stage and off. There are moments

behind the decks where we don’t speak at all, but the transition happens like clockwork.” The Geors are not interested in performance for the sake of spectacle. For them, the booth is a sacred site of symbiosis—a conversation between two minds tuned to the same pitch.

Their career reads like a passport of perpetual motion: residencies at Ibiza Underground, sets for Feel It in London, and festival stages that stretch from Belgrade to Naples’ iconic Maradona Stadium. But behind the lights and the thunder of bass lies a surprisingly uncompromising ethos: authenticity over appeal.

“We’ve never been ones to chase the algorithm,” Andrea asserts. “We’re not tailoring our sound to go viral on TikTok.” Instead, they pull from something deeper: lived experience, artistic curiosity, and an understanding that connection isn’t about trend, but resonance. “We’re not trying to please every ear. That’s not the goal. We stay true to our core, and attract those who feel it.”

And many have. With over 60 international magazine features under their belt—from high-gloss editorials in Tokyo to intimate portraits in Berlin—the Geors have found

themselves embraced not just by music festivals, but fashion maisons. Their brand Gianni Geor—a cutting-edge European eyewear line—serves as an extension of their artistic DNA. “It’s not merch,” Patricija emphasizes. “It’s a perspective. Gianni Geor is the lens through which we see the world—and invite others to do the same.”

Fashion, for them, is not an aesthetic but a language. At 16, they began modeling, quickly rising through the ranks of Milan, Paris, and New York. Yet even then, their gaze was beyond the lens. “We’ve always been storytellers,” Andrea muses. “Whether it’s through sound, a look, or a brushstroke, it’s all one expression.” The twins began painting at 11, sculpting portraits with charcoal and acrylic long before they sculpted basslines and synth.

Today, their sets are as visually curated as they are sonically intricate—electric piano riffs weaving between ambient textures and bold percussion. It is a sound that is neither nostalgic nor futuristic but feels like a utopian now. “We’re standing on the shoulders of giants,” Patricija notes. “But the beauty of electronic music is that it’s still unfinished. Every track is an invitation to experiment, to innovate, to disrupt.”

Their digital influence is formidable—yet remarkably grounded. “Social media shrinks the world,” Andrea says. “But what we cherish most is authenticity. Even a single meaningful comment from a listener—that’s a real connection. That’s everything.” They handle their platforms with care, treating fans as collaborators in a communal dreamscape rather than passive consumers.

Despite their global reach, their performance map remains largely European—for now. “Our presence in cities like Tokyo or L.A. has been digital so far,” they explain, “but we’re hungry to turn those connections into kinetic experiences.” Their philosophy on cultural influence is both simple and profound: music is freedom. “No matter where you are, the dance floor is where borders disappear,” Andrea says. “It’s one nation, one language, one pulse.”

When asked about dream collaborations, the twins sidestep celebrity in favor of chemistry. “It’s not about names,” Patricija says. “It’s about alignment. We want to work with artists who don’t just see where we are—but where we’re going.” That vision, it turns out, is as much emotional as it is sonic: a fusion of memory, instinct, and rebellion.

Indeed, some of their most surreal moments aren’t just about scale, but energy. “The World Club Dome 10th Anniversary, Exit Festival, the pre-match Naples set—those weren’t just gigs,” Andrea recalls, “they were spiritual.” These performances become rituals, charged with electricity that doesn’t fade with the lights.

Still, inspiration doesn’t always arrive on stage. Sometimes it whispers in unexpected places—a flicker of light on a train window, the texture of a vintage photograph, a lyric overheard in a café. “Creativity is a moving target,” says Patricija. “Sometimes it chases us. Other times, we have to hunt it down.” Their daily routine is not anchored in rigidity but curiosity—a constant immersion in ideas, textures, and sounds that stoke the next chapter.

And what is next? If history is any indicator, The Geors won’t be boxed in. Not by genre, industry, or expectation. As their empire expands—through fashion, music, design, and digital storytelling—they remain grounded by something far more powerful than fame: vision.

In an age of overproduction and artifice, Patricija and Andrea Geor offer a rare kind of clarity. Not a brand, not a genre, not a trend—but a shared pulse. A mirror. A feeling. A frequency.

And if you happen to find yourself in a club in Ibiza, or a warehouse in Berlin, and the bassline turns intuitive, the lights sync to your breath, and the crowd moves like a single organism—listen closely.

It might just be The Geors. And they already know your next move. ■





THE HERBALIST NEXT DOOR

Nipa Asharam Is Reclaiming Ancient Wisdom to Heal the Modern Body

In a world gasping for the next green juice cleanse, celery stick miracle, or the newest acronym-fueled diet promising six-pack abs and soul enlightenment, Nipa Asharam arrives not as a messiah—but as a memory. A memory of your grandmother’s kitchen. A memory of jars filled with powders and potions. A memory of healing that predates hashtags and

health influencers. Asharam, founder of Eat Breathe Smile, isn't trying to change your life with a quick detox or a 4:00 a.m. power routine. She's doing something far more radical: she's reminding you that you already have what you need—and your grandmother probably tried to tell you.

From WhatsApp to Wellness

The story of Eat Breathe Smile starts where many great revolutions do: in the quiet corners of tradition, ignited by desperation. As a teenager, Asharam struggled with acne and hormonal imbalances, ailments often chalked up to “just growing up.” But her maternal lineage had a different solution—a herb blend passed down through generations.

It worked.

But life has a way of making us forget what healed us. Corporate ladders, late-night deadlines, searching for love, maintaining friendships—all this modern chaos eventually translated into 18-hour migraines, insomnia, weight gain, and the kind of exhaustion that doesn’t go away with a nap. In that crucible of burnout, Asharam remembered.

“True health is understanding yourself, your limitations, and working around them

She returned to the blend.

This time, though, she came equipped not only with nostalgia but with science. After studying nutrition, she dissected the ancestral wisdom and married it with modern understanding. “The herbs, their benefits, ratios have been studied and validated,” she says. “Now we have a line of products that celebrate Indian superfoods.”

The Grandmother Effect: Herbs Meet Evidence

Asharam speaks of her grandmother and mother with reverence. They weren't influencers, but they were informed. “Our culture has it all,” she says with conviction. “Brahmi, turmeric, ashwagandha—so many medicines even use these today.” Where many see folklore, Asharam sees science. Take ajwain, for instance. “It helps digestion, but how many of us consume it daily?” she asks. That question, so deceptively simple, encapsulates her brand’s ethos: ancient doesn’t mean outdated. It often means unexamined. This isn't fusion wellness. It's restoration.

Simplifying the Complex

In a wellness world flooded with keto, paleo, low-FODMAP, high-protein, intermittent-everything protocols, Asharam's strategy is refreshingly boring: balance. “I live by the 80:20 rule,” she says. “80% whole, homemade, healthy; 20% fun.” She doesn’t villainize food or prescribe martyrdom. Portion control matters, yes, but so does joy. “If you try being strict with yourself, lifestyle change isn’t possible.” The philosophy may sound simple, but it has layers. It assumes self-trust. It requires tuning in. And perhaps most radically—it demands pleasure.

The Trio: Gut, Hormones, and Weight

You could call it the holy trinity of modern health: gut, hormones, weight. “Your gut is your second brain,” Asharam says. “Hormones dictate everything.” When your gut falters, your hormones spiral. When hormones are out of sync, sustainable weight loss becomes a myth. Even watermelon, she notes, can be a double-edged sword. “Great for the gut, but if you eat it later in the day? Acidity.” Her insight isn’t prescriptive—it’s personal, intuitive, contextual. It doesn’t say what to eat. It asks when, why, and how.

Debunking the Dogma

Ask Asharam to name a health myth and you’ll get a list. Bread is not the enemy. Rice won't derail your body. And oats? “They bloat many people!” she says. As for protein? “If you’re not training for a bodybuilding competition, stop having 150g a day. Your gut is exhausted.” It’s not rebellion for rebellion’s sake. It’s about listening—really listening—to your body and letting it dictate the rhythm, not the algorithms.

Beyond Detox: The Discipline of Consistency

“Your health is like a plant,” she says. “Watering it once won’t be enough for a lifetime.” It’s a poetic metaphor with pragmatic truth. Asharam doesn’t dismiss short-term plans outright—her brand includes one-week resets and clever nutritional hacks like fasting broths—but the foundation is long-term, inside-out health. The “basics” aren’t so basic when they’re forgotten: 3 liters of water, 10,000 steps, sleep. “People are motivated by vanity, and that’s okay,” she adds. “Accepting that instead of demonizing it will take you a long way.”

Mental Health Isn’t Optional

Physical health without emotional wellness is a façade. Asharam links oxytocin and cortisol regulation with walking. She champions serotonin’s production in the gut. “When you take care of your body, your body is better equipped to take care of you,” she says.

More than self-care, it’s self-respect.

Mindset, she asserts, is the game-changer. Those with a scarcity mindset struggle more. Those who see food as freedom, not restriction, thrive.

Speaking Truth in the Noise

On social media, Asharam is not selling illusions. “I speak facts. I don’t fear monger. I give you what to avoid, and what to eat too,” she says. Her Instagram is less of a highlight reel and more of a digital pantry of knowledge, recipes, and reminders that you’re not failing—you’re learning. The accessibility of her content, combined with its depth, sets her apart in a digital world obsessed with spectacle.

Defining Balance—On Her Terms

Asharam doesn’t meditate for hours. She doesn’t run daily. She doesn’t shame herself when she misses a beat. “I respect my boundaries,” she says. “True health is understanding yourself, your limitations, and working around them.” That’s her secret: she doesn’t ask you to become someone else. She asks you to become more of yourself. Wake up 30 minutes earlier—not two hours. Make one small change—not a complete overhaul. Let wellness feel like an extension of your life—not an intrusion into it.

In an era when wellness often feels like performance art—morning rituals worthy of an Oscar, fridge aesthetics tighter than a Vogue spread—Nipa Asharam's message is a gentle rebellion. She doesn’t preach from a pedestal. She brews from a jar. Eat. Breathe. Smile. It’s not just a brand. It’s a quiet revolution. ■



ONE "SALARIED GUY" AT A TIME

Shashank Srivastava Is Reworking the Rules of Career Growth

When the resume is king and the cover letter is a dying art, Shashank Srivastava isn't just surviving the chaos of corporate life—he's building a community out of it. A product strategist by day and a career influencer by night, Srivastava has become something of a philosophical compass for India's working class—especially for those wandering the labyrinth of LinkedIn, clutching job alerts like a lifeline.

At the heart of his work is a startling, almost uncomfortable truth: one in every two Indians is simply not employable. It's not about a lack of talent, he argues, but a lack of alignment—between skills and

opportunity, ambition and access. "Solving this one-on-one is nearly impossible," he tells me candidly over our video call. "I tried doing it before, and it failed.

But that failure? It became the blueprint for ThatSalariedGuy." For the uninitiated, ThatSalariedGuy isn't just a catchy moniker—it's a movement. Part career therapy, part mentorship program, and part digital community, it's a platform where Srivastava distills his years of corporate learning into digestible, often humorous, and always sharp takes on life in the office trenches.



Ambiguity, Embraced

A seasoned Googler, Srivastava credits much of his career philosophy to a surprising source: the ambiguity-first culture of Silicon Valley. “You want things to go your way,” he says, “but they often won’t. That’s just life. You focus on the input, the output follows.” This bias for action, for pushing forward even when the terrain is murky, is central to his ethos—not just at work, but in personal branding too. “Be consistent. Be genuine. Put yourself out there. Eventually, it clicks.” In an age that lionizes virality and overnight success, Srivastava’s approach is refreshingly methodical. “People think they can optimize for role, salary, and work-life balance all at once,” he explains, laughing. “You can’t. That’s a myth.” Instead, he recommends something radical: take stock of the life stage you’re in, and align your career choices accordingly. Peace of mind, it seems, is the new six-figure CTC.

The 18-Month Rule—and Other Unpopular Opinions

If Srivastava were a TED Talk, it would be titled Unsexy Career Advice That Actually Works. He champions job stability over flashy switches. “Stick with a job for 18 months,” he urges. “It gives you a full learning cycle, and in this market? Stability is gold.” Equally important is his stand on resume culture—a culture he believes needs an overhaul. “Don’t just spray and pray,” he says. “Pick five companies. Study their job descriptions. Then build a master resume that hits 80% of the requirements. Customize the last 20%.” It’s

advice that’s so simple, it’s almost revolutionary in an era of automated applications and ghosted interviews.

Where Content Meets Career

It’s one thing to do the work. It’s another to talk about it. And in Srivastava’s world, talking—whether through LinkedIn posts, podcasts, or public speaking gigs—is the secret sauce to professional growth. “Communication and relationship management are non-negotiable now,” he explains. “If you can’t land your message quickly, you lose your audience.” Ironically, public speaking still gives him jitters. “But I do it anyway,” he admits with a shrug. “It’s a feedback loop. It tells me where I need to grow.” That vulnerability, that transparency, is part of why his advice resonates. It’s not coming from a pedestal—it’s coming from the same desk you’re typing at.

Productivity, Redefined

Srivastava doesn’t pretend to have balance figured out. “Some days are productive. Some days are lazy. That’s okay,” he says. “You can’t be a machine.” What he does advocate for is a mental model that accommodates both extremes—a model that prevents burnout by rejecting perfection. His support system—an understanding wife, a circle of grounded friends, and a stubborn passion for helping others—also keeps him anchored. “It’s not easy,” he says, “but it’s worth it.”

The Future Is Artificial—and Inescapable

He’s bullish on AI, not as a buzzword but as a literacy.

“Look at Shopify,” he says. “They’ve declared AI as core to their future. Every employee is expected to embrace it. That’s not a trend—that’s a warning bell.” For Srivastava, the next decade isn’t about replacing humans with robots. It’s about ensuring humans aren’t outpaced by them. His advice? “Start now. Learn how AI applies to your industry. The earlier you adapt, the longer you stay relevant.”

A Club for the Rest of Us

His latest venture is deeply personal—a community of professionals navigating the messiness of salaried life with courage, curiosity, and camaraderie. The Salaried Club and Salaried Women Club aim to be that safe space between ambition and burnout, between layoffs and promotions. “It’s time working professionals had a tribe,” he says. “A space to learn, network, and grow. Without the jargon. Without the hustle porn. Just real people showing up for each other.”

The Takeaway

In the grand theatre of modern employment—where careers are gamified, and burnout is a badge of honour—Shashank Srivastava stands as an unlikely but necessary voice of reason. He won’t sell you a dream job or a six-step blueprint to becoming a VP at 28. What he will give you is better: permission to slow down, a roadmap rooted in reality, and a community that reminds you you’re not alone. Maybe that’s the most radical idea of all. ■



TOP VERSACE | SKIRT JGAAD (SOCHTE RAHO) | HEELS GIVENCHY | STYLING & HMU CASH MAKEUP ARTISTRY | PHOTOGRAPHY DINESH AHUJA

POP ROYALTY UNFILTERED

— AASTHA GILL'S ANTHEM OF AUTHENTICITY —

Aastha Gill is a rare phenomenon: a pop star who's managed to keep her glitter real. With millions streaming her voice across the globe—from the thumping bass of Buzz to the unapologetic sass of Naagin—Gill has not only etched herself into India's pop music history, she's redefined what it means to be both an entertainer and an icon in the age of Instagram.

In a cultural moment dominated by digital personas and algorithm-fed aesthetics, Aastha Gill is a rare phenomenon: a pop star who's managed to keep her glitter real. With millions streaming her voice across the globe—from the thumping bass of Buzz to the unapologetic sass of Naagin—Gill has not only etched herself into India's pop music history, she's redefined what it means to be both an entertainer and an icon in the age of Instagram. But behind the party anthems and fashion-forward looks lies a grounded girl from Delhi who once studied journalism, not knowing her voice would someday become the soundtrack to India's nightlife. "It was after Buzz that I truly felt like, 'Okay, this is it!'" Aastha says, her eyes lighting up like stage spotlights. "People started talking about my songs, recognizing my voice, calling me by name—that's when I knew I had arrived. But honestly? Abhi toh party shuru hui hai!" Indeed, the party is still young, and Gill is just getting started.

THE SOUND OF A GENERATION

If you've danced at an Indian wedding, raged at a college fest, or scrolled through a Reels playlist with the volume up, chances are Aastha Gill's voice has made your feet move. From her explosive debut on DJ Wale Babu to the genre-defining Buzz and the fierce Naagin, she has delivered hit after hit with a formula that's less science and more soul. "There's a lot of homework behind the scenes," she reveals. "I listen to all kinds of music and constantly try to upgrade my musical taste. If a track resonates with my heart, that's my green signal. If it makes me dance, it'll make you dance too!" That instinct—the ability to channel collective euphoria—is a talent few artists master. But Gill doesn't just make music; she feels it. She embodies the rhythm, the lyric, the vibe, until it becomes part of her DNA. Her songs aren't just tracks—they're experiences.





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REALNESS AS A RADICAL ACT

In an era where carefully curated personas are currency, Gill's authenticity cuts through like a high note. "Entertainment comes naturally to me—I'm not trying too hard, I'm just being me," she shrugs, draped casually in oversized Balenciaga denim and sneakers that scream swagger. "The Aastha you see on stage or social media—that's just me. No filters, no pretenses." It's that ease, that refusal to perform for anyone but herself, that has turned her into a role model for a new generation of young women navigating the tightrope between ambition and authenticity. In Gill, they see someone who isn't afraid to own the stage—or her truth.



Entertainment comes naturally to me—I'm not trying too hard

FEARLESS, FEMININE, FORMIDABLE

Gill's turn on Khatron Ke Khiladi 11 gave the nation a glimpse of her off-stage grit. As she stared down her fears on national television, India discovered a different kind of performer—one who doesn't just command lights and cameras but also her own internal battles. "I've always been someone who takes challenges head-on," she says, her voice softer now but no less assured. "That journey made me mentally stronger. It taught me that I can handle anything—good, bad, or ugly." That resilience spills into her music too. Her tracks pulse with confidence, daring listeners—especially young girls—to stand taller, sing louder, and dance without apology.

FASHION THAT SPEAKS LOUDER THAN WORDS

From street-style swagger to red carpet glam, Aastha Gill's fashion is as expressive as her vocals. But don't let the sequins and statement boots fool you—her style has one golden rule: comfort is queen. "My personal style is all about comfort with a statement," she says. "It's that sweet spot between chill and bold." And if she were to bottle that

aesthetic into a fashion or beauty line? "Fun, poppy, and a little quirky," she grins. "Think bold colors, cool designs, and a whole lot of energy." It's not hard to imagine: a capsule of glitter lipsticks named after her hits, oversized tees with lyrics scrawled in graffiti fonts, maybe even a line of sunglasses that channel her signature on-stage energy. Gill doesn't just wear fashion—she wields it.

THE POWER OF COLLABORATION (AND DISCERNMENT)

In a landscape where collabs are the new genre, Gill's voice remains unmistakably her own. She credits this to an artist-first mindset. "For me, the song always comes first," she insists. "If it's a good track and my voice can add something unique to it, I'm in. I'm grateful to Badshah Bhai, Raftaar Bhai, and King for believing in my voice and giving me that space to shine." And while she hasn't worked with Dino James yet, the openness is there. "You never know what's next. But if we vibe creatively, I'm always game."

STREAMS, STATS & STAYING SANE

With millions of monthly listeners on platforms like Spotify and YouTube, Aastha's relationship with fans is direct and dynamic. But being a digital-age pop star isn't without its pressures. "It's a blessing and a curse," she says candidly. "We can see real-time stats, understand our audience better, and tailor our music accordingly. But I've learned to focus on the blessings." Mental health, she emphasizes, is paramount. "I disconnect from all the digital drama when I need to. And the best part? I live with my family. They're my biggest source of peace and strength." In a business where burnout is the unspoken tax of fame, Gill's boundaries are her superpower.

THE AESTHETIC ERA

Today's music isn't just about sound—it's an aesthetic universe. Gill is acutely aware of this. "I'm super involved in curating my visual identity," she says. "Back when I started, I didn't think too much about aesthetics. But now I make sure everything—from my videos to my Instagram—is totally on point." She dreams of working with stylists and directors who match her energy and ambition. "I've always believed in collaborating with talented, passionate people. My dream has always been to make great music. When that's the focus, everything else—fashion, visuals, performances—just falls into place."

BEYOND THE BEATS

While Aastha Gill is synonymous with high-octane music, don't box her in just yet. She's ready to surprise you. "This year, you might just hear me exploring sounds beyond party anthems," she hints. "There are so many genres I want to experiment with." Will we hear her on a soulful acoustic ballad? A moody indie-electronic track? Or perhaps something stripped-down and vulnerable? Whatever it is, you can bet it'll come with the same Aastha Gill signature—unfiltered energy.



My personal style is all about comfort with a statement

THE MYTH OF EASE

Ask her about being a woman in the Indian music industry and she's refreshingly honest. "One misconception? That it's easy to make it just because you're a woman. That's so not true," she says firmly. "No matter your gender, you need talent, timing, and a serious hustle. Hard work is non-negotiable." Gill's journey—gritty, glamorous, grounded—is a masterclass in that hustle. And in redefining what success looks like, she's paving a road for others to follow.

A VOICE, A VISION, A VIBE

Aastha Gill's music is an invitation—to move, to celebrate, to feel free. But beneath the pop sheen is a woman who's constantly evolving, quietly breaking barriers, and unapologetically taking up space. Her message to young girls? "Just be yourself. Have fun, enjoy every moment of life, and don't overthink it. If you're happy and true to yourself, everything else will follow." With that, she flashes a grin that feels like a chorus waiting to happen. And in that moment, you realize—Aastha Gill isn't just a voice. She's a vibe. A movement. A mood. And the party? It's just getting started.■



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THE NEW FACE OF CINEMATIC REBELLION

At a time when filters are fading and authenticity reigns supreme, **Unick Malhotra** arrives not with a whisper but with a resounding boom—a stylish collision of raw emotion, dynamic charisma, and cinematic audacity. His latest ventures, the party anthem “Nachi DJ” and the searing drama series “Drugs n Dreams,” position him as not just a rising star, but a symbol of a new kind of hero in Hindi entertainment: real, restless, and relentlessly committed.

Unick Malhotra



The Beat That Built Chemistry

On the set of “Nachi DJ,” the energy was palpable. Shot alongside the vivacious Sana Sultan, the music video exudes effortless chemistry—a spark so magnetic it’s almost tangible. “The vibe on set was electric from day one,” Malhotra recalls, flashing a grin that hints at the mischievous spontaneity behind the scenes. There was no over-rehearsed rigidity, no painstaking calculation—just two artists allowing the beats to dictate their moves, feeding off each other’s vitality until the camera could barely keep up. One particularly serendipitous moment captured this spirit perfectly. "Sana went full freestyle during one take," Unick shares, "and I just jumped in. The director loved it so much, he scrapped the choreography for that section entirely." The result? A music video that feels as alive as the dance floor dreams it conjures—a rarity in an industry saturated with prepackaged glamour.

The Anthem That Refuses to Be Background Noise

Released on April 16th, “Nachi DJ” didn’t just drop; it detonated across streaming platforms, distinguishing itself in a congested sea of party anthems. What gives it that staying power? According to Malhotra, it’s authenticity. "It doesn’t try too hard. It’s straight-up fun with a dash of desi swag," he says. In a cultural moment starved for unfiltered joy, “Nachi DJ” offers an irresistible shot of sonic adrenaline—no pretense, just pure pulse.

From Dance Floors to Dark Dreams

Yet Unick Malhotra is not a man content with surface-level storytelling. In stark contrast to the euphoria of “Nachi DJ,” he dives headfirst into the murky depths of human fragility in “Drugs n Dreams.” The project, which grapples with the intoxicating duality of aspiration and addiction, demanded a visceral kind of preparation. "The script hit me hard," he admits. "I even isolated myself for a bit just to feel the weight of the character’s solitude." Rather than glamorizing its heavy subject matter, the series embraces an unflinching realism—a brutal poetry that mirrors the chaos of contemporary youth culture. “The show reflects that raw hunger, that confusion, that rebellion,” Malhotra says. In an age where audiences crave unvarnished narratives,

“Drugs n Dreams” is not just a series; it is a mirror held up to a restless generation.

A Craft Forged in Contrasts

Malhotra’s versatility—seamlessly oscillating between bite-sized ad campaigns and soul-baring performances—has been critical in shaping his artistry. "Ads taught me precision and spontaneity," he explains, citing the necessity of communicating a character’s essence in mere seconds. But it’s long-format storytelling that gave him depth, the ability to inhabit a character’s every breath and breakdown. It’s a dual training ground that has left him sharp, agile, and infinitely adaptable.

Learning from Legends

His journey has not unfolded in a vacuum. Sharing screen space with titans like Salman Khan and Hrithik Roshan has left an indelible mark. “From Salman sir, I learned the power of presence,” Malhotra says, describing the magnetic energy that can fill a room before a single word is spoken. "Hrithik sir taught me discipline—watching him rehearse tirelessly until every micro-beat is perfect." Stardom, he emphasizes, is not an accident but the inevitable result of relentless labor.

Branding a New Identity

For a generation raised on jingles and cola commercials, Malhotra’s ad portfolio reads like a nostalgic dreamscape—Coca-Cola, Mountain Dew, Lotte Choco Pie. But beyond the pop culture glow, his choices have been deliberate. “I choose brands that I vibe with,” he says. Visibility in ads, he acknowledges, opened doors that otherwise might have remained firmly shut. Recognition—the kind that turns "aren’t you that guy?" into serious casting calls—was hard-earned and strategically nurtured.

A New Hero for a New Era

As Hindi cinema undergoes a radical metamorphosis, so too does its notion of a hero. No longer the invincible, two-dimensional archetypes of old, today's heroes are beautifully flawed—messy, vulnerable, human. Malhotra embraces this shift with open arms. "It’s not about abs and action anymore; it’s about vulnerability, layers, and realness," he says. Choosing risky, unconventional roles isn’t merely a career strategy; it’s a personal manifesto.



Chasing Discomfort, Courting Growth

When asked what looms largest on his artistic horizon, Malhotra’s eyes gleam with excitement. The dream? A psychological thriller, a labyrinthine journey into darkness, where the line between hero and villain dissolves entirely. "I’m diving into workshops, reading scripts that scare me, and staying curious," he says. Growth, he believes, exists outside the gilded comfort zones, and he is sprinting toward it without hesitation.

Unick Malhotra: Beyond Stardom

To reduce Unick Malhotra to just another rising star would be a mistake. He is a movement, a mood, a mirror reflecting a generation that is tired of perfection and hungry for authenticity. Whether he's setting the dance floor ablaze or plumbing the depths of human despair, Malhotra approaches every frame, every line, every beat with an unapologetic hunger for truth. And perhaps that’s his greatest magic: in a world of calculated images and curated personas, Unick Malhotra dares to be something radical—himself. ■



THE QUIET ART OF LOUD STORIES

Vibhor Adnani's Shutter Bonsai Revolutionizes Street Conversations

Amid relentless scrolls and vanishing stories, where attention spans flit like sparrows and content is currency, Vibhor Adnani offers a refreshing paradox: stillness that speaks, silence that listens, and portraits that don't just show—but tell. Adnani, the unassuming mind behind Shutter Bonsai, is not your typical street photographer. In fact, he resists that very label. "I no longer see myself as a photographer," he says. "I'm a storyteller. An everyday one." What began as a visual archive of city life has morphed into

something deeper: a living anthology of urban intimacy, spontaneous philosophy, and quiet poetry stitched into the chaos of Delhi's streets. If Brandon Stanton's *Humans of New York* romanticized personal narratives in the Big Apple, Shutter Bonsai translates that romance into the language of everyday India. But with a twist—here, the lens is a prop, not a protagonist.

Adnani's true medium is the conversation. "The camera," he tells us, "is the least important part of the story." And it shows. In Adnani's world, the streets aren't runways;

they're raw stages where unscripted dramas unfold in real time. A hand held a little too tightly. A laugh shared too loudly. A glance exchanged like a secret. He captures these fleeting symphonies of emotion with the elegance of a haiku and the ease of a whisper. "I look for couples," he says, "for that visible happiness, that shared moment. That energy you can't fake." But to distill the essence of a couple—two strangers entwined in their private world—into a universal narrative? That's where Adnani's quiet genius lies.



The Language of Listening

There's something profoundly democratic about his method. He doesn't stalk his subjects like prey; he approaches them as equals. The prerequisite? Curiosity. The tool? A smile. "I don't do interviews," he clarifies. "I have conversations. When someone feels you're genuinely interested, the barriers fall. The stories rise." This is perhaps the alchemy of Shutter Bonsai: the way it turns the mundane into magnetic. A woman in Lodhi Garden, sad-eyed and yoga-matted, becomes a parable of resilience after losing her job. Rain begins to fall as they talk—an accidental cinematic touch, or perhaps the universe affirming Adnani's quiet mission. "It reminded me why I do this," he reflects. "To comfort. To connect." That story, like many others he's unearthed, didn't end with a pretty picture. It became a conversation that rippled through screens, hearts, and inboxes. Followers responded not with emojis, but with confessions, reflections, and gratitude. Some called it therapy. Others, revelation.

Authenticity in the Age of Aesthetic

In the influencer economy, photography often becomes a polished performance. Every shadow art-directed, every lens-swap a flex. Adnani rejects the gear gospel. "People obsess over cameras," he says, "but it's observation that matters. Conversation. Clarity." He places higher value on clean audio than cinematic visuals, a nod to the soundscape of human vulnerability. He listens as much as he clicks, often more. There's a kind of meditative presence in his

work—where the act of noticing becomes sacred. It's in this attention that Shutter Bonsai roots itself: a compact, mindful tree blooming slow stories in the fast forest of social media.

Ethics in the Echo Chamber

Of course, the streets are not empty stages. They're complex, contested, alive with stories people may not wish to share. Adnani walks this tightrope with grace. Ethics aren't just theoretical for him; they're practice. "I always explain what I do. But often, you don't even have to say much—if you're real, they feel it." His consistency is his signature, and his warmth, his permission slip. There's no coercion, only coaxing. No intrusion, only invitation. And when rejection arrives—as it inevitably does—he accepts it like an old friend. "Not everyone will say yes. People are layered, guarded. That's okay. That's humanity."

The Soul Beneath the Style

What about fashion, the threadbare darling of street photography? Adnani doesn't chase trends, though they appear in his work like gentle cameos. "I don't focus on style," he shrugs. "What matters is the vibe. The story behind the style." It's not about the drape of a sari or the tilt of a snapback; it's the mood beneath the moodboard. A beatific grin, a mismatched couple walking in rhythm. Fashion, for Adnani, is just another subtext—another portal into the person.

The Larger Canvas

Though rooted in Delhi, Shutter Bonsai is beginning to dream beyond the Capital. "From the Himalayas to the deserts, I want to take this

across India," he shares. The country's emotional topography fascinates him. Do couples in Kerala hold hands differently than in Punjab? Does love look different in Mizoram than it does in Mumbai? He doesn't hope to answer these questions—only to ask them, humbly, honestly. Because for Adnani, the lens is not a microscope but a mirror. What we see in others, we recognize in ourselves. And it's that very universality—the invisible thread of feeling, hope, grief, laughter—that makes Shutter Bonsai more than just a project. It is a portrait of India in soft focus, drawn not with pixels, but with empathy.

Conversations that Change

Some of Adnani's most powerful work isn't even his. It's the aftermath—what his audience does with what he gives them. Therapists message him. Life coaches share his stories in sessions. Young couples find courage in the words of strangers. This, for him, is the highest reward. "A single dialogue," he says, "can heal someone." That's no small ambition. In a country bursting with noise—literal and metaphorical—Shutter Bonsai is the rare oasis of intentional quiet. It doesn't scream. It doesn't shock. It invites. And once invited, you stay. Not for the photo, but for the person.

Vibhor Adnani might have started by photographing people. But now, he's photographing humanity itself—one fleeting frame, one honest sentence, one untold story at a time. And that is an art far beyond the reach of any lens.■

Puneet Malhotra's Stylish Sojourns and Soulful Stories

THE GUY FROM DEHRADUN

In the digital maze of travel content creators, where every mountain peak and cappuccino foam seems curated to perfection, one storyteller stands apart—not just for where he goes, but for how he makes you feel about going there. Meet Puneet Malhotra, better known by his

evocative digital moniker, The Guy from Dehradun. With an Instagram feed that flows like a cinematic journal and a wardrobe that fuses the coziness of the Himalayas with contemporary flair, Puneet is the wanderer who blends poetry with pixels. But beneath the crisp visuals and

thoughtfully layered jackets lies a deeper narrative—a quiet revolution of soulful travel, authentic storytelling, and responsible exploration. Let's take the scenic route through Puneet's world.



Dehradun Diaries: Where It All Began

It's no coincidence that Puneet's journey as a creator was born during the world's most static moment—the COVID lockdown. "It began with photography," he says, "then reels, then YouTube. It was my creative escape that eventually became my profession." Growing up in Dehradun, cradled between forests and foothills, wanderlust wasn't just a dream—it was instinct. The town's quiet, leafy streets and mist-kissed mornings offered more than just views; they fostered reflection, imagination, and a deep respect for nature. And that foundation never left him.

Adventure, but Make It Fashion

Puneet's aesthetic is as considered as his captions. He doesn't just travel to beautiful places—he travels with style that reflects them. "I blend comfort with style," he shares, "warm, layered outfits that are functional but also look great on camera." The Himalayas have been his biggest sartorial muse, inspiring earth tones, textured knits, and silhouettes that breathe with the mountains. In a world of flip-flops and fleece, Puneet makes a strong case for the fashionable traveler. Picture him against a backdrop of pine forests in an oversized woolen coat and boots laced with purpose—a reminder that how you dress can also be part of your travel narrative.

The Story in the Silence

What makes Puneet's content resonate isn't just drone shots or transitions—it's the story beneath the spectacle. "I don't just capture places," he explains. "I share moments. Getting lost in a city. Laughing with locals. Eating something new for the first time." In a digital world obsessed with perfection, his work embraces the unpredictable, the raw, the real. This is storytelling not for views, but for connection. You don't just see where he's been—you feel like you've walked alongside him, dirt on your shoes and wonder in your heart.

Dalhousie: Where Adventure Found Stillness

Among all his destinations, one place stands as a spiritual recalibration: Dalhousie. "It redefined adventure for me," he says. "It wasn't about chasing adrenaline, but about discovering peace." Misty trails, whispering forests, Himalayan silhouettes—Dalhousie reminded him that the real thrill lies in

quietude, in listening to the earth instead of conquering it. Here, Puneet found a slower kind of magic. The kind that doesn't scream for attention but lingers like morning fog—soft, grounding, unforgettable.



Gimbals and Grounding: The Digital Nomad's Balance

For Puneet, travel is as much about mindfulness as it is about memory cards. "I experience first, then capture," he says, flipping the influencer narrative on its head. "If I'm not present in the moment, no reel can make it meaningful." He travels light—but smart. Essentials? A reliable phone, a gimbal for smooth shots, a featherweight tripod, and good old offline maps. Enough to document the moment, not dominate it. Because when your soul is the compass, the tech should only support the journey—not distract from it.

A Taste of the Himalayas

No journey is complete without a seat at the local table, and for Puneet, Garhwali cuisine offered more than just flavor—it offered belonging. "Sitting in a village home, eating Mandua rotis and Phaanu with Bhang ki Chutney... that's a memory etched in my heart," he recalls. The simplicity. The stories passed through dishes. The warmth of strangers offering food made with mountain-grown ingredients and soul-stirring generosity. That, he says, is a meal he dreams of reliving.

Travel with a Conscience

Puneet's approach to travel is refreshingly conscious. "Sustainability isn't a hashtag—it's a responsibility," he says. From choosing eco-stays and supporting local artisans to minimizing waste and respecting indigenous cultures, he walks the talk. "I don't want to just visit a place. I want to leave it better than

I found it." It's why you won't see him promoting mass-tourism destinations without caveats or romanticizing places at the expense of the people who live there. His lens may be digital, but his ethics are grounded.

Hidden Gems That Whisper, Not Shout

Ask Puneet about underrated destinations, and his eyes light up. "There's so much beauty beyond the brochures," he smiles. Munsiyari, with its untouched panoramas. Peora, wrapped in orchard fragrances and silence. Kanatal, a sleepy secret with golden sunsets. These places don't boast—they bloom quietly, awaiting the curious, the kind-hearted, the careful traveler. "Adventure," he says, "often hides in places no one's looking."

Beyond the Hashtags: The Man Behind the Frame

Strip away the filters, the jackets, the drone shots—who is Puneet Malhotra? "A creator, yes. But also a curious human," he says. Beyond travel, he dreams of one day writing a book—perhaps a travel memoir with soul, or even a children's story woven with wanderlust. Hosting a travel show? "That'd be incredible," he admits. "But only if it stays true to the values I hold—authenticity, respect, and storytelling." Because even when the cameras stop rolling, Puneet's journey is about connection. With people, places, and purpose.

What's Next? Ladakh and the Long Game

Next stop: the stark, stunning landscapes of Ladakh. But for Puneet, it's not just another destination—it's a new chapter. With exciting collaborations ahead, his path remains open-ended, like a winding trail through alpine meadows. "I don't know what tomorrow holds," he says, "but I know I'll keep chasing wonder—with intention, style, and heart."

In an era of travel noise, The Guy from Dehradun is a quiet anthem. A reminder that the most memorable journeys aren't just seen—they're felt. And they're not about how far you go, but how deeply you engage. So if you ever find yourself lost in a city, or sitting quietly on a mountain ledge, know that you're not alone. Puneet Malhotra has likely been there, camera in hand, soul wide open, reminding us all that the world is still full of stories worth living. And telling. ■



SOUL TRAVEL, HEART FIRST

INSIDE THE WORLD OF VIPANDEEP KAUR

Age where filtered perfection often drowns authenticity, Vipandee Kaur, better known as Soul Travel Vipan, is a rare voice echoing truth, tenderness, and transformation through travel. Her Instagram is not a highlight reel—it's a diary. Her captions don't shout—they breathe. And her travels? They are not mere itineraries; they are pilgrimages of the soul.

From Wanderlust to Wonderland

Vipandee's story doesn't begin with a plane ticket—it begins with longing. A longing that had quietly existed until her articleship led her to Kasauli. "The first time I saw the mountains, something shifted inside me," she reflects. That moment was not just her first taste of travel—it was a homecoming to a part of herself she never knew she was missing. This awakening shapes the essence of her storytelling today: emotional, grounded, and profoundly human.



The Art of Conscious Travel

In a world teetering on the edge of over-tourism, Vipandeeep is a gentle reminder that travel isn't about conquest—it's about connection. Whether she's sipping chai with a local artisan or choosing eco-conscious stays, her ethos is intentional. "Some places carry a sacred silence," she says. "Not everything needs to be shared online." For her, responsible travel is not a checklist—it's a mindset. It's choosing to understand a place, not just photograph it.

Global Runways and Local Realness

Vipandeeep doesn't just pack clothes—she packs curiosity. Her wardrobe is a living collage of the cultures she's met. From the grace of the Omaniya dress in the Middle East to the effortless charm of Southeast Asia's flowing silhouettes, each outfit tells a story. But style for her isn't about trends—it's about respect. "Wearing something local makes me feel connected. It's a way to say, 'I see you. I honor you.'"

Ladakh: The Pilgrimage of the Self

When asked about a transformative journey, she doesn't hesitate—"Ladakh." Ten grueling days on a bike through 1000 km of barren, spiritual, sky-kissed terrain. She faced bone-chilling winds, sleepless nights, and physical exhaustion—but also clarity, calm, and a kind of divine embrace. "The silence there spoke louder than words," she says. Ladakh didn't just challenge her stamina—it unraveled her ego. It rebuilt her softer, stronger, and more soul-aware.

Beyond Instagrammable Moments

Vipandeeep's content doesn't scream for attention—it invites reflection. "I often delay revealing a location in my videos," she smiles, "because I want people to feel the story before they know the place." It's her way of slowing down the scroll, encouraging depth over dopamine. For her, the real magic of travel is in the unnoticed—the laughter of strangers, the rustle of leaves, the color of conversations.

Mindful Miles & Spiritual Steps

There's a sacred undertone in Vipandeeep's journeys. To her, nature is the original temple, and stillness is the truest prayer. From Thailand's temples to Kerala's backwaters, she collects not just visuals, but vibrations. "I believe God is everywhere," she shares. "In mountains, in strangers, in silence." For her, travel is not escape—it's expansion. It's how she listens, how she heals.

Jet Lag Diaries: The Real Life of a Travel Creator

Behind the dreamy landscapes lie laptop nights, instant meals, and makeshift routines. Vipandeeep's travel days are a mosaic of chaos and creativity. "It's not always glamorous," she laughs, recalling days editing reels in weak Wi-Fi zones or riding through exhaustion. But burnout taught her the most valuable lesson—rest is sacred. Now, her secret lies in balancing focus with flow, deadlines with downtime. "Structure and spontaneity must hold hands," she says wisely.

The Hidden Gem Chronicles

While the world rushes to the obvious, Vipandeeep seeks the overlooked. Bir Billing, with its honey-hued sunsets and Himalayan whispers, sits close to her heart. "It's adventurous, but so soul-soothing," she notes. In Indonesia, North Lombok opened her heart with its raw beauty and untouched spirit. And in Vietnam, Phu Quoc Island cast a spell with its unfiltered calm. But it's Ladakh, once again, that reigns supreme—"Not just a place, but a presence."

Philosophy in a Passport

Ask her to define her travel philosophy, and she'll gift you a truth bomb: "In the end, it's the experiences that stay with us, not the stuff." Vipandeeep doesn't travel to impress; she travels to remember. To feel, to grow, to evolve. She reminds us that while the world measures success in possessions, the soul measures it in sunsets, strangers, and serendipities.

What's Next for Soul Travel Vipan?

Vipandeeep isn't chasing the next viral trend—she's chasing truth. With dreams of writing a book, leading soulful retreats, and maybe even launching a travel series, her compass points to authenticity, not algorithms. "Whatever I do next, it'll be deeply rooted in presence and purpose," she promises. As we step into a world that's constantly asking us to rush, consume, and perform, creators like Vipandeeep Kaur offer something refreshingly rare: permission to pause. Her journeys don't just take us around the world—they take us into it. Into its spirit, its stillness, its soul. **Because when travel is done right, it doesn't just change the view—it changes you. ■**



FROM FILTERS TO FOREVER

Vishakha & Divesh Are Redefining Modern Love and Fashion, One Reel at a Time

In the ever-scrolling theatre of Instagram, where curated perfection often overshadows sincerity, Vishakha and Divesh have carved out a rare digital space—where laughter is unscripted, linen co-ords are gospel, and love feels profoundly real. Their journey from a newlywed couple filming casual lip-syncs to becoming India's beloved duo of fashion and lifestyle content isn't just about algorithms or aesthetics—it's a story of resonance. A visual diary filled with earthy tones, stolen glances, inside jokes, and an authenticity so palpable, it transcends the square confines of the feed.



The Accidental Alchemy of Love & Likes

“When we got married, our friendship deepened. It was all laughter and genuine joy,” the couple recalls, almost in unison. What began as spontaneous clips—moments caught between banter and breakfast—soon evolved into something larger than themselves. “There was no strategy,” Vishakha explains, “just a feeling that maybe these little slices of our life were worth sharing.” And share they did. What followed was an organic build—a community, not just of followers, but of fellow feelers. People didn’t just see their relationship; they felt it. The jokes, the silly spats, the compliments over dal-chawal—it was all real. It still is.

Curated Chaos, Delivered Authentically

While many digital creators live behind the sheen of filters and finely-tuned brand calendars, Vishakha and Divesh live out loud—unedited and unafraid. “We don’t curate our relationship. Our content flows from who we are,” says Divesh. That rawness, polished just enough to glow on camera, is their signature. No performative romance, no borrowed Pinterest poses—just them, laughing over misfired transitions and holding hands in soft, cotton mundanity. Therein lies their genius: they’ve turned real life into real influence.

Of Cotton Co-ords & the Language of Love (and Linen)

Fashion, for them, is not armor—it’s poetry. Their style reflects their rhythms. Divesh is all about fluid silhouettes in earthy hues; a modern man draped in calm. Vishakha, fondly called “Bisu,” dances with bold femininity—strong co-ords, oversized blazers, gold accents, and an unmistakable softness. Together, they merge contrast with cohesion. “We wear what feels good on us,” she shrugs, “what mirrors our mood.” It’s not about trends; it’s about truth. It’s why a shoot-ready outfit might double as a date-night look or an airport ensemble. Fashion that lives, breathes, and kisses the skin gently.

Rituals of the Real World

Behind the viral reels and editorial-grade aesthetics lies a surprisingly analog life. The couple begins and ends their day not with content strategy, but with intention—gratefulness before bed, a game of badminton to stay playful, meditation to anchor their minds, and the sacred art of therapy. “We journal, reflect, and constantly align with ourselves,” Vishakha says. In a digital world that rewards speed, they have chosen slowness. Introspection. Stillness. Their content is born not from a frantic need to stay relevant, but from a quiet trust in divine timing and self-awareness.

Power Dynamics, Balanced with Love

Ask them about division of labor, and their synergy becomes even more impressive. “Divesh brings the energy—spontaneity, humor, presence,” Vishakha says. He’s the lightning. “And Vishakha is the map,” Divesh counters with a smile. “She plans, ideates, strategizes, edits. She’s the reason

the ship doesn’t sink.” This marriage of chaos and clarity fuels every collaboration. Their ability to honor each other’s strengths—without ego, without competition—is a masterclass in partnership.

Creating, Not Competing

In an influencer economy saturated with sameness, Vishakha and Divesh remain refreshingly unaffected. Their mantra? “Create from joy, not pressure.” Their spiritual foundation—daily mindfulness, conscious living, and emotional hygiene—protects them from the burnout that plagues so many in the industry. They don’t chase trends; they channel purpose. “We trust that if we’re aligned, everything else will align too,” they say. And it does. Their reels resonate because they’re never rushed. Their fashion connects because it’s lived in, not lab-tested. Their love story captivates because it’s not curated—it’s cultivated.

Brands, But Make It Personal

With a resume that includes collaborations with major luxury labels, they’ve managed to walk the tightrope of branded content with finesse. “Each campaign challenges us,” they admit. “We’ve had to blend storytelling with brand voice without losing ourselves.” What stands out is not just the aesthetics of their brand tie-ups, but the intimacy. A moisturizer ad might feature a quiet morning ritual. A fashion collab might look like a spontaneous date. Their audience never feels sold to; they feel spoken to.



Style, Not Stereotypes

Their fashion harmony is intuitive, not intentional. “We don’t match—we complement,” Divesh says. Vishakha brings the drama and dazzle. Divesh brings the calm and cadence. The result is a visual rhythm, like jazz—you feel it more than you can explain it.

If they ever launched their own line? Expect “The Vishakha & Divesh Edit” to include:

- 1. An oversized pastel tee that feels like a Sunday morning hug.**
- 2. A linen co-ord set that moves like poetry.**
- 3. A structured power blazer paired with unapologetic gold.**

Their clothes, much like their content, would never shout. They’d whisper confidence.

Legacy in Linen and Light

Ask them what success means, and they speak not of virality but of vibrance. “It’s inner alignment. It’s growing together, choosing growth over comfort,” Vishakha reflects. “From therapy to mindful meals, from chaos to clarity—it’s been a conscious path.” They hope their legacy in the Indian fashion and lifestyle space isn’t just about aesthetics, but authenticity. “Fashion should make you feel like you. Not a trend. Not a version. Just you.” And love? “Real love should ground you and grow you,” says

Divesh. “If we can remind even a handful of people to reflect, align, and live their truth—that’s success.”

In the digital age, where facades flourish, Vishakha and Divesh are a refreshing contradiction—heartfelt, hilarious, and profoundly human.

Their story is not one of overnight fame, but of quiet revolutions: in how we love, how we dress, and how we show up—on camera and in life. They may live in reels. But their magic? It’s in the real. ■



This time in Celestial Trailblazers, we're bringing you the cosmic classroom vibes of 2025, where Saturn is the headmistress in black couture, strutting through the karmic corridors, handing out tough-love report cards of personal growth. Tarot joins her as your spiritual style mentor, ready to assign a look and a lesson that's uniquely yours!

For every zodiac sign, there's a Saturn-assigned life lesson, a signature Tarot card, a crystal prescription, a power color, and yes — a karmic fashion vibe. To keep things playful, each sign also gets a grade based on how well they're evolving.

So grab your cosmic notebooks — it's time to check in on your soul syllabus!

KARMA, CARDS & COSMIC LESSONS

WHAT SATURN & TAROT WANT YOU TO MASTER IN 2025

By Avijit Choudhary,

Founder, Your Tarot India & Your Crystals India | 18 Years of Experience in Tarot, Astrology & Spiritual Guidance

Report Card

Name: **ARIES (MARCH 21 – APRIL 19)**

Grade: **Cosmic Lesson:** Control your impulses before they control your destiny. This year, restraint is the real flex.

Signature Tarot Card: The Emperor – Tailored, structured, and built to lead.

Crystal Prescription: Red Jasper – Keeps your fire grounded and decisions bold.

Power Color: Deep Crimson

Fashion Vibe: Military-core meets boardroom boss.

Saturn's Grade: B – Leading the charge, but still rushing the homework.

Affirmation: "I lead with wisdom, not ego. My structure sets me free."

B-

Gemini (May 21 – June 20)

Cosmic Lesson: Consistency over charisma. It's time to follow through.

Signature Tarot Card: The Lovers – Choose alignment, not aesthetics.

Crystal Prescription: Blue Lace Agate – Calms duality and sharpens truth.

Power Color: Sky Blue

Fashion Vibe: Dual-tone minimalism with clean edges.

Saturn's Grade: C+ – Talks the talk, still learning to walk it.

Affirmation: "My words and actions reflect my truth. I commit to what matters."

C+

Report Card

TAURUS (APRIL 20 – MAY 20)

Cosmic Lesson: Evolve beyond your comfort zone. Luxury isn't worth stagnation.

Signature Tarot Card: The Hierophant – Time to question the systems you follow.

Crystal Prescription: Malachite – Protects while pushing you to grow.

Power Color: Emerald Green

Fashion Vibe: Vintage revival with a rebellious twist.

Saturn's Grade: B+ – Comfortable with discomfort, finally.

Affirmation: "I evolve with grace. Change is my ally, not my enemy."

B+

Cancer (June 21 – July 22)

Cosmic Lesson: Boundaries are self-care, not betrayal. Protect your peace.

Signature Tarot Card: The Chariot – Control your emotional horsepower.

Crystal Prescription: Moonstone – Supports intuition with emotional ease.

Power Color: Silver

Fashion Vibe: Soft silhouettes with metallic structure.

Saturn's Grade: B – Sensitive but strengthening.

Affirmation: "I move forward with emotional strength. I am safe in my boundaries."

B-

Report Card

Name: LEO (JULY 23 – AUGUST 22)

Grade: A – I
B – V

Subject

Reading

Grammar

Math

Science

Social Studies

Music

Arts

Projects/

Remarks

Pays attention to projects

Cosmic Lesson:

Signature Tarot Card:

Crystal Prescription:

Power Color:

Fashion Vibe:

Saturn's Grade:

Affirmation:

LIBRA (SEPTEMBER 23 – OCTOBER 22)

Cosmic Lesson:

Signature Tarot Card:

Crystal Prescription:

Power Color:

Fashion Vibe:

Saturn's Grade:

Affirmation:



Report Card

Name: VIRGO (AUGUST 23 – SEPTEMBER 22)

Grade: A – I
B – V

Subject

Reading

Grammar

Math

Science

Social Studies

Music

Arts

Projects/

Remarks

Pays attention to projects

Cosmic Lesson:

Signature Tarot Card:

Crystal Prescription:

Power Color:

Fashion Vibe:

Saturn's Grade:

Affirmation:

SCORPIO (OCTOBER 23 – NOVEMBER 21)

Cosmic Lesson:

Signature Tarot Card:

Crystal Prescription:

Power Color:

Fashion Vibe:

Saturn's Grade:

Affirmation:



Report Card

Name: SAGITTARIUS (NOVEMBER 22 – DECEMBER 21)

Grade: A – I
B – V

Subject

Reading

Grammar

Math

Science

Social Studies

Music

Arts

Projects/

Remarks

Pays attention to projects

Cosmic Lesson:

Signature Tarot Card:

Crystal Prescription:

Power Color:

Fashion Vibe:

Saturn's Grade:

Affirmation:

AQUARIUS (JANUARY 20 – FEBRUARY 18)

Cosmic Lesson:

Signature Tarot Card:

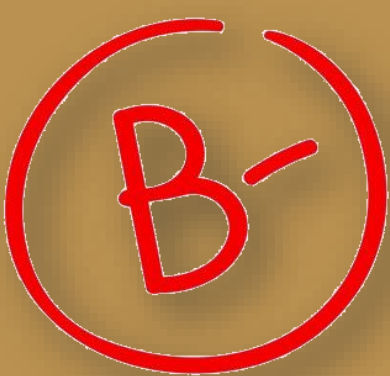
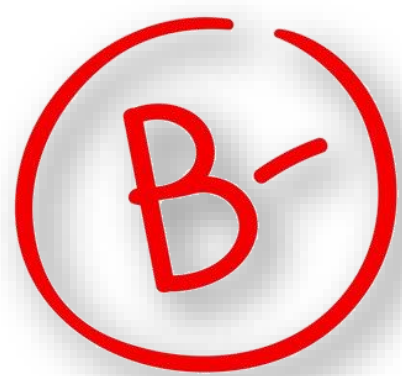
Crystal Prescription:

Power Color:

Fashion Vibe:

Saturn's Grade:

Affirmation:



Report Card

Name: CAPRICORN (DECEMBER 22 – JANUARY 19)

Grade: A – I
B – V

Subject

Reading

Grammar

Math

Science

Social Studies

Music

Arts

Projects/

Remarks

Pays attention to projects

Cosmic Lesson:

Signature Tarot Card:

Crystal Prescription:

Power Color:

Fashion Vibe:

Saturn's Grade:

Affirmation:

PISCES (FEBRUARY 19 – MARCH 20)

Cosmic Lesson:

Signature Tarot Card:

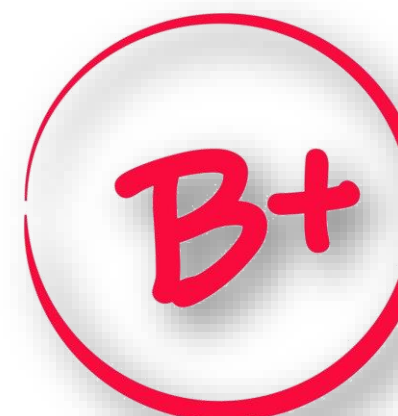
Crystal Prescription:

Power Color:

Fashion Vibe:

Saturn's Grade:

Affirmation:



MEET THE MIND BEHIND THE MAGIC

Avijit Choudhary is the founder of Your Tarot India and Your Crystals India, with over 18 years of hands-on experience in tarot, astrology, energy healing, and spiritual mentoring. Known for blending ancient divination with modern clarity, his work has guided thousands toward breakthroughs in love, purpose, and abundance. When he's not decoding the cosmos, he's curating mystical stays through his newest soulful venture, Your IBnB — where spirituality meets sanctuary!

Ready for your own karmic glow-up?

Book a Tarot reading with Avijit Choudhary and step into your aligned life.

Email: avijit@yourtarotindia.com

DM: @YourTarotIndia on Instagram

Visit: YourTarotIndia.com to schedule your reading today!

Your transformation starts now. Are you ready to show Saturn what you’ve learned?

RETURN TO PARADISE

Mellowdrama Unveils 'Eden' – A Quiet Riot of Beauty and Stillness

When fashion often clamors for attention, Mellowdrama's latest collection, Eden, dares to whisper. And in that whisper, it echoes something profound — a return to stillness, to the poetry of nature, to the soulful resonance of craftsmanship that feels not just seen, but deeply felt. Designed by Aaina Mahajan, Eden is Mellowdrama's latest expression of its evolving identity — a collection that flirts with the idea of paradise not as fantasy, but as an inner state. One

where wildflowers run free, time stretches like golden light, and the body finds harmony in form, fabric, and feeling. Rooted in the mythos of the Garden of Eden, this line breathes with divine ease. The silhouettes are soft-spoken and generous, yet grounded in structure — a subtle nod to the balance of nature itself. Think fluid forms shaped with intent: easy fits that don't just flatter but flow, inviting movement, presence, and pause.







The Fabric of Paradise

What makes Eden quietly revolutionary is its language of texture. Airy organic cottons — striped, schiffli, checked — act as both canvas and conversation. They're the grounding elements of a collection that dances in details. Schiffli embroidery and mirror work nod to Indian craft traditions, reimagined here not as ornate embellishment, but as elemental language. These are not clothes that shout; they murmur beauty. The genius lies in contrast — breathable cottons softened with appliquéd blooms, tactile denims shaped to hold space around the body, artisanal weaves that glitter like dew caught at dawn. There is softness, but not fragility. Romance, without frill. Eden isn't coy; it's confident in its calm. Floral motifs grow almost wild across oversized forms — not manicured, but free, unruly, real. It's a reminder that nature, like femininity, flourishes when unbound.

Minimalism, with Meaning

While the Mellowdrama woman has always embraced boldness — expressive cuts, confident styling, unexpected drama — Eden chooses restraint. But don't mistake quiet for passive. Here, minimalism is layered with intention. Each garment is a meditation on ease, a contemplation of how we move through the world, and how we want our clothing to feel — against skin, in space, and in spirit. There's a soft rebellion at play. Against fast fashion. Against overstatement. Against the idea that dressing up must come with discomfort. In Eden, one feels beautifully undone and artfully put-together — all at once.

A State of Mind, Not Just a Collection

Eden isn't a summer collection, though its breathability and bloom suggest sunshine and long days. It's a state of being. An invitation to slow down. To dress not to impress, but to express. To wear craftsmanship as quiet luxury, and comfort as confidence. In a time where trend cycles blur and aesthetic identities often feel algorithm-driven, Eden reminds us that fashion is also soul work. That a garment can hold memory, emotion, even healing — when made with intention. Mellowdrama, long known for its quirky elegance and signature statement pieces, now stands at a crossroad — and chooses evolution. With Eden, Aaina Mahajan crafts a narrative that feels personal, poetic, and profoundly current. One where the drama is mellow, yes, but the impact is anything but.

Mellowdrama: A New Kind of Signature

Since its inception, Mellowdrama has carved a space for the woman who dresses not to conform, but to celebrate herself. The brand, under Mahajan's keen eye, blends the accessibility of prêt with the spirit of couture — infusing high fashion with wearability, and comfort with charisma. Every collection carries the imprint of individuality: pure fabrics, easy shapes, unexpected embellishments — always with a wink, never a scream. Mellowdrama's woman is many things — bold, thoughtful, expressive, emotional — but above all, she's herself. Unfiltered. Undistracted. Unapologetic. In Eden, this ethos deepens. Here, individuality isn't just celebrated — it's serenaded. Through hand-stitched details. Through shapes that listen to the body rather than dictate it. Through a design philosophy that seeks connection, not performance. ■







Planting Seeds of Financial Wisdom

HIMANI CHOWDHARY'S QUIET REVOLUTION

When personal finance has become both a buzzword and a battlefield, Himani Chowdhary is quietly sowing seeds of change. Her platform, Financial Vines, isn't just a pun on wealth growth—it's a philosophy rooted in democratizing financial knowledge and tending to the often-neglected emotional terrain that underpins money decisions. Before she became a

financial educator, Chowdhary wore the polished heels of a consultant at Deloitte. It was a dream job—on paper. "I was creating complex statistical models for banks," she recalls. "But my friends and family were still making poor financial decisions. That bothered me. Why should I help big firms move money when real people don't even know how money works?" It wasn't a sudden epiphany, but rather a slow erosion of meaning that prompted the pivot. After years

of consulting banks, NBFCs, and fintechs across continents—from boardrooms in India to offices in South Africa—Chowdhary realized she wasn't moving the needle where it mattered most. That realization led to the inception of Financial Vines, a free platform built to teach financial literacy to everyday people in plain language. No frills. No jargon. Just good old sense, repackaged for a generation scrolling through reels of hype and hustle.



Investing, But Make It Human

Ask Himani about market strategy and you won't get a list of hot stocks or complicated acronyms. Instead, you'll get metaphors that stick. "Think of investing like health," she says. "You don't need to track every microgram of nutrition. You just need a routine that works and consistency." For her, investing isn't about chasing alpha. It's about alignment—with your goals, your lifestyle, and, crucially, your emotions. She believes most people misunderstand data's role. "Data is important, but not for everyone," she asserts. "It's like two-factor authentication. You should already have clarity before you check the numbers." The modern investor, bombarded with ratios, charts, and trends, often misses the forest for the trees. The real question isn't what the market will do next, but what you will do when the market tanks.

The Get-Rich-Yesterday Syndrome

With brutal clarity, Chowdhary skewers the modern obsession with instant wealth. "Young people want to get rich yesterday," she says with a smirk. From meme stocks to crypto cults, the Gen-Z investor's playground is often more casino than strategy. "They think risk means more returns. But real risk is about how much you can afford to lose emotionally, not just financially." She doesn't mince words when addressing the plague of finfluencers peddling fantasy returns and complex products like futures and options to unsuspecting twenty-somethings. "SEBI says 90% of traders lose money. Still, everyone's lining up for the slaughterhouse," she says, shaking her head. That's where Financial Vines comes in—not with promises of 10x returns, but with grounded tools: 30+ calculators, investment plan creators, explainers on fees, taxes, and, most importantly, the

boring stuff nobody clicks on. Because, as she reminds us, "SIP and mutual fund are buzzwords. But knowing what's right for you? That's the missing link."

Beyond Buzzwords: From Literacy to Liberation

For Chowdhary, the real goal isn't just financial literacy—it's financial independence. "You can know what 80C is and still be broke. Literacy is knowledge. Independence is behavior." She emphasizes emotional awareness: FOMO, guilt, shame, even joy. "Money is never just money. It's identity, fear, status, and survival wrapped in one." She doesn't pretend emotions don't exist in finance—she brings them to the forefront. At Financial Vines, people are taught to ask not just how much risk, but what kind of risk keeps them up at night? It's a conversation that transcends spreadsheets and starts to sound more like therapy.

The Quiet Rise of Human-Centered AI

With a background in data analytics from IIT Delhi, Chowdhary is well-acquainted with the analytical tools of modern finance. But she remains cautious. "Big data without context is just noise," she notes. "Yes, AI can help rebalance your portfolio or remind you to invest when you've underspent—but it won't understand your fears." She imagines a future where one app could handle everything from SIPs to insurance, tax alerts to goal tracking. Yet she draws a clear boundary: AI may automate, but it cannot empathize. "Human touch will always be needed. Your fear of losing money? No algorithm can solve that."

Fintech: A Double-Edged Sword

In a world hurtling toward decentralization, Chowdhary's voice is a measured one. Robo-advisors? Great in theory. "But if you don't know your risk

appetite, the algorithm can't save you." Crypto? "If you don't have an emergency fund, you have no business in Solana or Bitcoin." She's seen too many people sprint into complex products without learning to crawl. Her advice: get your financial basics in order first. Save. Insure. Then explore.

Women, Wealth, and the Will to Lead

Finance remains stubbornly gendered, but Chowdhary believes it's not due to incompetence or apathy. "Women don't lack ability. They lack inclusion." She shares stories of friends who earn but defer all decisions to husbands. "It's like they're grateful just to have a career," she says. "But the next step is asking—what did your career build for you?" She credits our grandmothers and mothers, who ran entire households, as unsung CFOs. "They budgeted, saved, and planned—just without the title. Today's women can do all that, and more." Through Financial Vines, she fosters that confidence—no noise, no patronizing, just clarity and autonomy.

The Last Word: A Vine, Not a Tree

Chowdhary's vision isn't about planting a towering financial tree overnight—it's about nurturing vines. Slow. Purposeful. Intertwined with people's lives. Her work isn't loud, but it's deeply radical. She doesn't want followers. She wants thinkers. "Finance isn't a product. It's a relationship. And relationships, like vines, grow stronger with time and care."

In a world obsessed with instant wins and viral trends, Himani Chowdhary offers something richer: quiet empowerment rooted in reality. Not everyone may be listening yet—but those who are, are better for it! ■

BOARDROOM BANTER:

A FINANCE CREATORS' ROUNDTABLE



Ready to eavesdrop?

कि



Diksha Arora



Karan Gulati



Miti Shah



Sneha Kejriwal

Bekifaayati

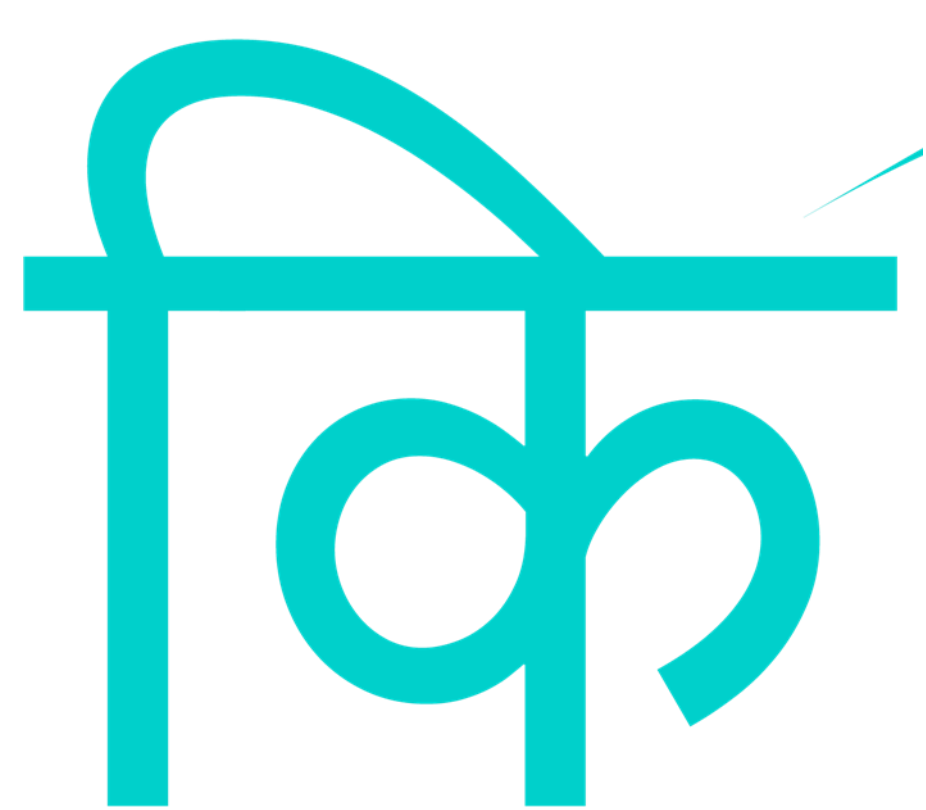
Step into the gilded boardroom, where money talks—and content creators listen, strategize, and sometimes spar. Boardroom Banter: A Finance Creators' Roundtable is Popp Dapp Magazine's exclusive dive into the bold minds shaping how Gen Z and Millennials talk money. In this no-filter, Q&A-style feature, we've brought together a powerhouse panel of India's top finance and lifestyle influencers, each bringing their own spin to what it means to build wealth in 2025.

Leading the conversation is Diksha Arora, one of the nation's most influential education creators, known for her sharp takes and digestible content that simplifies economics for the masses. Joining her are Bekifaayati, Karan Gulati and Sneha Kejriwal, the trio breaking down investing with bite-sized wit and wallet-friendly realism. Miti Shah, the chart-loving creator with a Gen Z edge,

bridges finance and feminism through every carousel and caption. Adding spice to the mix are two unexpected voices: travel influencers Vipandeep Kaur and Puneet Malhotra, who might be better known for boarding flights than breaking down budgets. But make no mistake—they're redefining what it means to live richly, beyond just net worths and savings accounts.

Together, these creators unpack the headlines and hashtags—from crypto crashes to AI side hustles, from passive income dreams to what really counts as a "recession-proof" plan. Think: Soho House meets Shark Tank, with a social-first twist. The roundtable gets heated, hilarious, and surprisingly heartfelt as each guest defends their financial philosophy and spills what's really working behind the scenes.

BREAKING BARRIERS WITH FINANCIAL STORYTELLING



Bekifaayati, the digital alter ego born out of frustration with banking jargon, took a simple question from friends—“What even is an ELSS?”—and built it into a thriving educational platform. “People thought we were too casual at first,” they recall, “but simplifying finance isn’t about dumbing it down. It’s about trust. Humor helped us break that wall.”



Miti Shah echoes this sentiment. Her journey from lockdown boredom to lifestyle finance influencer began with college projects and curiosity. “I didn’t want finance to be a subject people feared. Whether it’s a fashion haul or investment tip, my mantra is—if I can explain it using a Google Sheet, I will.”



For Sneha Kejriwal, a CA and CFA Level 3 candidate, her content thrives on personalization. “You have to make finance about you. My audience connects with stories that mirror their dilemmas. Make it relatable—wrap your advice in a narrative.”

YOU HAVE TO MAKE FINANCE ABOUT YOU



Diksha Arora, with her legal mind and career coaching finesse, brings structure to complexity. “Job seekers often miss the forest for the salary trees. My role is to remind them—benefits matter. Health insurance, ESOPs, paid leave—these are financial tools, not just HR perks.”

THE HUMOR EQUATION AND THE CHAI TEST



What happens when humor meets the hedge fund? You get content that clicks. Bekifaayati swears by what they call the “chai test.” If it’s something you can explain over a cup of chai without boring your friend, it passes. “The joke should never overpower the lesson,” they add. “Laugh, sure—but stay long enough to think about your credit score.”



For Sneha, humor also doubles as a shield against scam fatigue. “We’ve all seen those UPI refund scams or random deposit messages. Instead of sounding preachy, I build a story around it—add a twist, make it fun. People remember stories, not instructions.”



Meanwhile, Miti’s favorite financial litmus test? “The one-month rule. If you want it after 30 days, go for it.” She applies it to luxury bags and long-haul trips alike. “Finance isn’t about denial. It’s about mindful indulgence.”

MINDFULNESS, MONEY, AND MR. MARKET



Enter Karan Gulati, aka That Sikh Investor, a creator who sees the stock market through the lens of spirituality and slow living. “Mindfulness taught me to detach from outcomes. You can’t control the market—only your actions. Learn, execute, move on.”

BOREDOM IS THE ENEMY

Karan's advice for restless traders? “Boredom is the enemy. People chase highs—whether it’s in gyms or markets. But growth comes from repetition. My job as a coach is to make people fall in love with the process.”

DEEP REST IS MY SECRET WEAPON

When asked how he balances coaching, vlogging, and dog walks, Karan smiles: “Deep rest is my secret weapon. I don’t aim for perfection. I just aim to show up. Hustle culture burns bright—but fizzles fast.”

**CREATORS AND CASH FLOW:
LESSONS FROM THE INSIDE**



Being a creator means riding the wave of virality—and financial unpredictability. Bekifaayati puts it plainly: “Don’t let a ₹2 lakh month fool you into a ₹2 lakh lifestyle. Build buffers. Automate savings. Live lean when needed.”



Miti agrees. “Content is glamorous. Income isn’t. You might get a big brand deal one month, then silence the next. I diversify. I invest. And I never spend just to trend.”



Sneha, an entrepreneur herself, warns against glamorizing fundraising. “Why give away equity if you can grow slower, smarter? Traditional businesses succeeded without VC funds. Explore government schemes first. Burn less cash.”



Even Diksha, who mostly works with job seekers, brings this lesson into her coaching. “I remind people not to chase titles. A ₹10 lakh offer without benefits might be less valuable than ₹8 lakh with full coverage.”

**PLATFORMS, PEOPLE, AND THE POWER
OF PERSONAL BRAND**

With millions of followers combined, our

panelists know a thing or two about content strategy. Bekifaayati sees Instagram as “snappy and visual,” while YouTube is “where the deep dives happen.” The goal is simple: “Meet people where they are—student on Insta, working pro on YouTube.”



Diksha stays consistent but flexible. “I pivot content based on trends—job layoffs, new tech, salary guides. The key is relevance and trust. If people feel seen, they’ll keep coming back.”



Karan’s brand is rooted in authenticity. “My vlogs aren’t just about trades—they’re about my dogs, family, and scriptures. My cultural identity helped others take pride in theirs. The personal is the professional.”



And for Sneha, business and branding go hand-in-hand. Her jewelry startup, Titahi Jewels, is built on the same financial principles she teaches online. “From pricing to investor pitches, it’s all linked. Being a CA gave me an unfair advantage—but anyone can learn the basics.”

**THE FUTURE OF FINANCE: AI,
EMPOWERMENT, AND EMOTIONAL
INTELLIGENCE**

When asked about the future, our panelists agree on one thing: AI is an assistant, not a replacement.



**AI CAN HELP
ANALYZE
DATA**

“AI can help analyze data,” says Miti, “but it can’t read emotion. Finance is emotional. You need instinct and EQ to make the right decisions.”



Sneha adds a note of caution: “Tech moves fast, but so do scams. Stay updated. Use 2FA. Trust your gut.”



Diksha believes content creators will bridge the gap. “There’s room for collabs between influencers and finance pros. The next wave is about accessibility. We’ll see more creators teaching money—without making it scary.”



Karan sees the shift as spiritual as it is digital. “Financial freedom is about time. AI can give you tools—but peace comes from knowing how to use them, and when to walk away.”

A NEW ERA OF FINANCIAL FLUENCY

The creators in this roundtable aren’t just content machines—they’re educators, storytellers, and changemakers. They’re building a world where financial fluency is for everyone, not just the elite. Whether it’s through a meme, a reel, or a vlog on the Gita and RSI patterns, they are democratizing knowledge one post at a time. So, what’s the takeaway? Money isn’t just numbers—it’s culture, identity, behavior, and belief. And with the right voices guiding the conversation, finance might just become the most human subject of all. ■



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