




Eco Belleza
THE SALON
HAIR | SKIN | BRIDAL

*"The ultimate solution
for all your beauty
needs."*

13 SUCCESS STORIES

*From Failure to
Fabulous:
Inspiring Stories
of Successful
People*

KEEP WALKING

*if you have an idea,
work on it. Do not
let it disappear in
your everyday chaos.
Learn for it.*

Success in the Field of Beauty

Smriti Sweta Das

Managing Director, Eco Belleza The Salon



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Editor's Note

APPLAUDING THE ICONIC ENTREPRENEURS

“Brandz Magazine celebrates the innovative small businesses and entrepreneurs who have changed the way startups are viewed.”

These individuals have left traditional ideas and strategies behind, bringing a revolution to the market with their fresh ventures. Their rapid growth has impacted not only the markets but also their communities. Despite their lack of experience, these young, creative entrepreneurs have launched their businesses like experts. Their inspiring success stories deserve to be shared with a wider audience.

This issue of ‘Brandz Magazine’ is dedicated to all those highly motivational success stories of entrepreneurs who didn’t let the challenges in their way fade their vision. That young brigade of entrepreneurs with limited resources & undying greed to reach those heights, and those first generation start-up owners who have made it big in no time, have revolutionized the markets exceptionally through their innovative ideas. This well exposed adept squad of entrepreneurs has defined new horizons of businesses that are committed to take the next big leap soon.

With the current issue, we are celebrating the victory of these iconic entrepreneurs and their small businesses/ start ups, who found their calling for venturing into extraordinary businesses. These game changers have dared to dream big and have eventually built their business empire from absolutely ‘nothing’. Their passion, experimentation dedication and remarkable endeavors have carved out exceptional places in the marketplace.

With our explicit editorial lens, we bring out the ‘success stories’ of those ‘small town’ individuals who visualized a larger spectrum and trusted their instincts to actualize their dreams. Their keen vision and exceptional sense of responsibility has turned their passion into a revenue stream of ‘lacs to crores’. We motivate these futuristic business persons who have managed their ‘work- life balance’ commendably, and endeavor to bring these new age entrepreneurs the deserved recognition who have aced at the entrepreneurial front. We admire these ‘writers of their own destiny’, whose motivational stories of relentless efforts may idealize many aspiring entrepreneurs to establish their ventures as well.

‘Brandz Magazine’ is an iconic platform that gives you an insight of emerging business and young founders who take us through their entrepreneurial journey and the emotional roller coaster ride they went through while evolving and fostering their brand. We bring before the readers a mix of top stories of small scale business entrepreneurs



who share their personal reflections and confessions, hues of success, joy, sorrow and fear, highs & lows, and the secrets on how they put together everything to outshine in an era of experienced market players. Small scale business entrepreneurs who share their personal reflections and confessions, hues of success, joy, sorrow and fear, highs & lows, and the secrets on how they put together everything to outshine in an era of experienced market players.

Soniya Vyas

Soniya Vyas
Founder and CEO | Brandz Magazine

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BRANDZ
MAGAZINE

Smriti Sweta Das's Way to Success in the Field of Beauty



Smriti Sweta Das

Managing Director, Eco Belleza The Salon

“

Since I started in 20220, had a to face the impact of Covid -19, not only it impacted all industries. But beauty and salon industry is dominantly a touch industry which impacted beyond measures. The only learning I would want to express that as Entrepreneurs we should learn to see positivity, no matter how worse the situation is. Since I started at a young age, and have always had faith on God, I think me being spiritual gave me the strength to overcome the situation. From being able to open from 1 outlet to 10 stores across India, the journey has been tough, yet incredible.



www.theecobelleza.com

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Armed with an Undergrad degree in Human Resources and a master's degree from the prestigious Xavier University in Mass communication, Smriti Sweta Das has always believed in the concept of there being no substitute for hard work and she has charted a way to forth Odisha as a beauty and wellness destination through a chain of Innovative, elegant and exclusive salons. A pioneer when it comes to exclusive beauty indulgence has introduced the concept of a Bridal lounge in Bhubaneswar.

Smriti Sweta Das founded Ecobelleza (www.theecobelleza.com) when she was 23 with an investment of 32 lakhs. Currently, Smriti Sweta Das is 26 and the business's present turnover is 2 crores. Ecobelleza was founded in 2020 and she has a group of unisex salons. Smriti Sweta Das has an exclusive Bridal lounge that's the biggest and first of its type along with the regular salon, that gives all the brides and grooms a unique and holistic experience from makeup and nails art, to an exclusive photoshoot zone.

Her love for beauty and fashion and the urge to make all beautiful women feel more confident about their inner beauty by enhancing their physical attributes, as the tagline of her brand suggests, "Working Beauty From The Inside Out." Smriti Sweta Das looks up to her father as he is extremely passionate about everything he does. The belief and confidence and the importance of hard work are extremely vital for entrepreneurship which she has learnt from him.

“

I have always believed in self-grooming, hence since my college days, I had experienced all major brands in Bhubaneswar, what strike me is to come up with a brand with no quality compromise suitable for all economic status quo of our society. Hence the name Eco belleza which means "Economic" and Belleza is a Spanish word which means "Beauty."

As an entrepreneur, Smriti Sweta Das has faced various struggles and the only learning she wants is to express that as entrepreneurs people should learn to see positivity no matter how bad the situation is. Smriti started her business at a young age and she has always had faith in God, which makes her believe that she is a spiritual being and that spiritual guides give her the strength to overcome every situation. From opening 1 outlet to 10 outlets across the country, Smriti Sweta Das has had a tough journey, yet every step has been incredible.

The key essentials required to run the business were Human Resource Management as it played a key role in her business. Moreover, the initial capital was funded by her father in Smriti's case and it was very difficult for her to convince him to invest in that kind of business. Another factor Smriti was concerned about was the retention of staff in the salon industry.

Smriti Sweta Das has always believed in self-grooming, hence, ever since her college days, she had experienced all major brands in Bhubaneswar and what struck her was

to come up with a brand with no quality compromise suitable for all economic status quo of our society. Hence, she named her company Ecobelleza which is a combination of Economic and Belleza, a Spanish word which means beauty.

What makes Smriti Sweta Das unique as an entrepreneur is that she is quite empathetic as well as affectionate and that has helped her retain her staff, and it has also helped her grow her network alongside her connections that have worked in her favor for her brand management.

Her learnings have been to stay patient and optimistic. Focusing on how you can better yourself and positioning your brand in the right place is what she has learnt. She believes that your brand's positioning is a reflection of your true self.

Smriti Sweta Das's advice for budding entrepreneurs is to follow your heart, listen to yourself, believe your intuition and keep working hard. Ecobelleza has won the Times Award for the Best Emerging Salon in Odisha.





India Excellence Awards 2022 - Winner

Outstanding Woman Entrepreneur In Beauty & Wellness Field

Smriti Sweta Das (Eco Belleza The Salon)



Dr Subhasish Das, apart from being a doting and loving father to our managing director Smriti Sweta Das, he is an astute professional and has entrepreneurial skills for heading any organisation and with his expertise the company reaches to the Pinnacle of success. Over 27 years of his career, he has mastered in various industries, such as 11 years in Chemical Industries in more than 16 states and also has contributed to the academic world for six years in Institutes like XIMB, IIMB, IIM to name a few. He has won accolades like Rajeev Gandhi excellence award from Government of India. He has also authored 2 books published by Excel Publication.

Dr. Subhasish Das (Founder)

Mrs Atasi Das, mother of our managing director Smriti Sweta Das, She is a homemaker, a very straight forward woman, who has created her own little world of her family with utmost perfection and unconditional love. Smriti our very own Managing Director, says her mother to be her biggest support, who is unapologetically proud of her.

Mrs. Atasi Das (Co-Founder)



The genesis of this salon can be traced to a connoisseur of beauty- Ms. Smriti Sweta Das . Armed with a master's degree in Mass Communication from the prestigious Xavier's University along with an undergrad degree in Human Resources, Smriti has charted a way to put forth Odisha as a beauty and wellness destination through a chain of innovative, elegant and exclusive salons.

A pioneer when it comes to exclusive beauty indulgence, she is credited with introducing the concept of Bridal Lounge in Bhubaneswar.

Fuelled by her passion to excel, Eco Belleza is poised to become one of Eastern India's top brands in the beauty business.

Ms. Smriti Sweta Das (Managing Director)

ODISHA'S FIRST & EXCLUSIVE BRIDAL LOUNGE



Eco Belleza's exclusive Bridal Lounge is completely dedicated to the brides for their makeup, hair styling, nail paint and art and other salon services. Imagine your own exclusive bridal suite. Eco Belleza's Bridal lounge is exclusively dedicated to brides and grooms for their makeup, hair styling and other salon services and there is also a photo shoot area to capture all the memorable moments of your BIG DAY.



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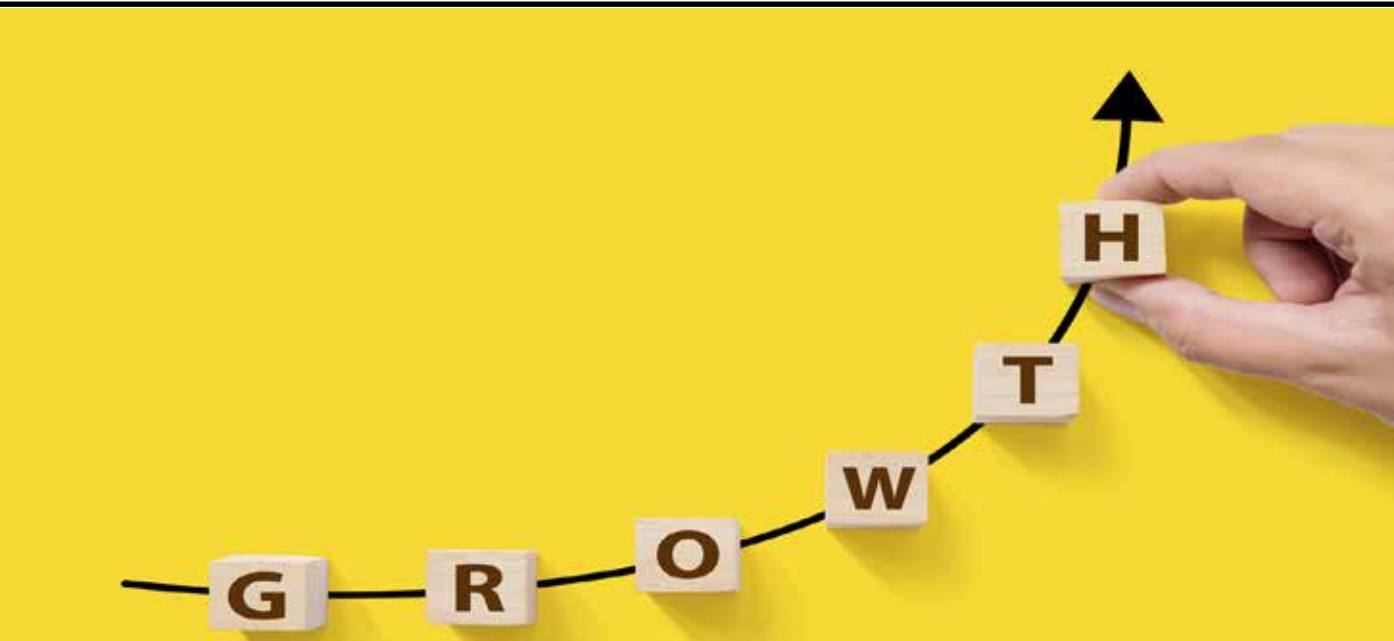


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KNOW THAT WHERE YOUR BUSINESS IDEA ACTUALLY STANDS



Are you planning to launch your own business? But, are afraid about market validation? Market Validation is basically an acceptance by your target audience. It may involve a set of customer interviews where they express their vision of investing in different and which type of products. This will help you to comprehend; whether your business idea will work or not. Starting a business with new concepts is risky. Therefore, a complete survey about validating your business idea and attaining customers' attention is vital for your start-up. Take risks but after doing a homework about how to achieve success. So, here's a list of points that will help you to validate your business:

1. Have honest and detailed with authentic customers:

Firstly, know about your authentic customers. Have detailed and straightforward conversations with them. Pitch your ideas to them and get to know their organic reactions. With that, take up online surveys that can offer you an insight about your business proposal. Just asking from your family and acquaintances won't help. You should attain honest feedback to lay down your tricky marketing strategies and business plan. Have that information upon which you can rely. The best that can help you is to know the worth of your product. Get to know whether your product is useful to the targeted audience. Also, analyse that are they ready to pay the monetary amount for the quality and quantity you are providing. You need to know the market need and not your choices validate your business idea.

2. Find out the ones who say your idea is the worst:

This is something that will help you to the best. It's said, that your biggest critiques are your best friends. Know that why they think that your business idea will fail? What is so weak in your plan that they feel it at its worst? They will speak to you organically, so be prepared for the worst remarks. After talking to them, you will have a big list of your weak points. It's not necessary that you have to address them all. Not everyone among them will be your customer, but it's good to keep your perspective broader. Get to know the loopholes of you plan that you haven't even imagined and the possibilities that why a customer won't like your product. If you have 100 people in your feedback account, you need to get 95 in your favour. Therefore, taking feedback from such people will help you get positive improvements in your business structure.



3. Show a sample of your product to the prospective consumer:

If this is applicable in your case, share an example of your product. Demonstrate that how it is a solution to their problems. If it's a tangible product, you may present a model or the images of same. If it's a service, you can illustrate its advantages and results. This will help you to attain ideal and useful feedbacks. Implementation of possible changes through these feedbacks will make your product more realistic to be launched in market.



4. Figure out what would customers' like to pay:

This is vital to know that what your targeted customers are willing to pay for your product. Instead of asking it with a straight face, you can adopt some tactful tricks. First, is to observe your competitors' pricing. With that, know how you are differentiated from that company and how can you place your prices higher. Second, is based on quality and quantity you are providing to your customers. Both play an imperative role in product pricing. Third, propose a price to your customer and ask them are they ready to buy your product at once. There are two possibilities- one is that they can agree at once and the other is that will think about it and bargain with you. Observe the level of bargaining skills a person applies. More the logics of the consumer in bargaining, more you need to think about the pricing.

5. Google Trends:

Through this tool, you can get to know what are the present choices and preferences of the audience. You can find out the number of people searching for the same niche under which you are planning to launch your business. You can get access to a report of full year and many more previous years. It will tell you about seasonal fluctuations and the frequency of requirement in the whole year. Analyse it and comprehend that where your idea stands. You can also subscribe to some selected topics which will regularly update you about the changing trends.

6. Create a unique advertising plan:

Design a unique advertising plan for your digital and social media platforms. Survey about various online media platforms and get to know that which one will solve your purpose at the best. The most that you need to know is that on which platform you will find maximum of your target audience. For example, a good marketing campaign consists of content creation, guest blogging, SEO strategies, paid advertisements, sponsored posts and so on.

7. Taking feedbacks from experts:

When you attain feedbacks from the businessmen who have firm hold in the industry; it will help you to take wise decisions about the implementation of your business idea. These are the opinions upon which you can trust as they have the experience of doing things as per market requirements. You can post your queries and questions on medias like Quora, LinkedIn, Facebook and other relevant platforms where you can get valuable and reliable feedbacks. You can consider that data which will actually work for you and ignore the others.

Explore and work upon all the above ideas and get to know the validation of your business idea.

Conclusion:

You will have tons of feedbacks from your friends, family and colleagues. You will have numerous of news reports about the economic stats and a lot of negative experience that will add up to the heat. But before driving yourself to any conclusion, ask yourself that are they your potential customers or are they the experts in this field? If no, then you have to learn to ignore them. If yes, brainstorm and try some relevant solutions to enhance your idea. There's no harm in improvising it, time to time.



From a Couple to Business Partners — Manya Pandit’s Success Story!

Shiv & Manya started the ideation for Studio Trataka back in 2016 soon after they got married. Both of them were working under different design firms and felt like their full potential wasn’t being used, thus they dropped their jobs and founded Studio Trataka.



Manya Pandit & Shiv Sharma, Co-Founders, Studio Trataka

Co-founder of Studio Trataka (www.studiotrataka.com) based in Jaipur, Mrs. Manya Pandit founded the brand in 2017 alongside Mr. Shiv Sharma. Manya is an individual who is quite sensitive towards our Indian traditional crafts. Manya Pandit has an incredible design sensibility that offers extreme levels of scope to the development of design in terms of the craft industry.

Manya is a design educator, an interior stylist, a product designer, and a homemaker, turning her into a versatile individual both personally and professionally. Shiv & Manya started the ideation for Studio

Trataka back in 2016 soon after they got married. Both of them were working under different design firms and felt like their full potential wasn’t being used, thus they dropped their jobs and founded Studio Trataka.

Manya believes that designers are bound to find out solutions for whatever situation that comes their way. Once you gain experience in the field, your brain automatically starts working in a way that it comes up with effective & relevant solutions for the situations.

Talking about the brand’s specialization, Trakata offers a variety of products under the sun including lifestyle, interior/space accessories, installations, lighting, cinematography, photography, and much more. Both Shiv & Manya firmly believe that designing should always be a combination of the contemporary touch with traditional artisanal skills, which is known to be one of the strongest and the most dominant ways of preserving our traditional craft practices.

Their brand speaks volumes about their beliefs and ethics and they’re keen on keeping the culture and traditions of India alive through their

offerings. That being said, Studio Trataka provides a unique blend of traditional and contemporary India in its product.

In terms of the brand’s growth, Studio Trakata has been selling its products under the label across various showrooms PAN India including Tranceforme, Purple Turtle, Jaypore, the House of Things, Tata Cliq, and more. Their goal for the future is to provide holistic design solutions & get global recognition using an ethical business approach & in a sustainable manner.

Manya & Shiv both have a creative side to themselves and they love to explore new boundaries considering they’re always intrigued to extend their knowledge and level up. Even when they were working with different companies, their end goal was to start a business of their own where they didn’t have any limitations to explore and to explore as much as they wanted to. Having a business of their own also allowed them creative freedom, which is a necessary aspect for every individual in the creative field.

Just like any other entrepreneur trying to succeed in their business, Shiv & Manya also struggled with getting good sources of funding, which was one of the biggest challenges for them. They also went through the problems caused due to demonetization, but the help and support from their families are what got them going.

Manya believes that designers are bound to find out solutions for whatever situation that comes their way. Once you gain experience in the field, your brain automatically starts working in a way that it comes up with effective & relevant solutions for the situations.

Studio Trataka has been focusing on cherishing & reviving the age-old traditional crafts of India and their designs are a perfect amalgamation of rich Indian traditional crafts with contemporary design forms. They’ve

managed to develop a healthy ecosystem with their karigars to ensure that their brand is sustainable as well as long-lasting. They’ve also modified their packaging and have started using 100% eco-friendly packaging.

The founders also understand the importance of understanding client psychology and how it plays a major role in ensuring you provide what they’re looking for. A piece of advice from Manya & Shiv for the people starting in this industry is to always have faith in themselves and never give up.



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In a mission to assist clients excel in their business through the magical power of Digital Marketing

Established in 2013, Grey Matter is an interior designing firm operated by non-other than its founder, Rajat Bhattacharjee who is a versatile designer and wants to give his best to the clients. He considers himself more like an artist than a designer. I pursued his BVA degree from Indian college of Arts & Draftsmanship. As a professional designer, he has worked for 12 years in MNCs, and along with that he started his own interior business. Interior designing is his passion more than a profession. He wanted people to feel their apartments as a home and not a residential block. He has good sense of composition which further helps him to adjust with all the essential furniture and fittings in a single room.

Rajat works hard to create and explore new ideas not always to make money, but to satiate his artistic soul. He helps every middle-class people to decorate their nest the way they want to design by implementing his design concepts. He is one-man army who does floor planning, designing, finance, labour management, market purchase, and client servicing. However, in this entire process, understanding client requirements and their lifestyle plays a vital role in putting up a concept together.

Rajat believes in using natural and eco-friendly products in his interior designing. Using natural stones as wall cladding and fresh greenery gives a refreshing look and positive vibe to start a new day from home. He also uses various permutations and combinations to make the space look bigger than what it actually is. In fact, using natural elements into his design is one of the USP that Rajat talks about in all of his past & present projects. By providing bespoke design at affordable techniques instead of

This one-man army designing firm from Kolkata is helping clients convert house to a home through unique design concepts. Let's find out what went behind this amazing story of success.



Rajat Bhattacharjee – Founder, Grey Matter, Kolkata



run-on-the-mill type requirements, they have become the most preferred designing firm in and around Kolkata. He gives high weightage to customer servicing and is ready to move that little extra mile to provide a better design and service to his clients. Every client is different and their requirements are unique, hence understand the same and sticking to it is the success mantra of Grey Matter.

Since, childhood creativity always attracted Rajat. Lack of excitement in his job compelled him to quit and start his own firm. That way it gave him a huge window to think through his creative ideas and explore them in his work. For him designing a furniture is like creating a sculpture with innovative ideas. He always wanted to leave his mark in the world of interiors, and hence started by his own. His first project was for a Chinese Restaurant chain – Buddha Bites, is very close to his heart. As recalled by Rajat,

“I was loaded with creative things in my mind. It took some time to implement those. I fully utilised the ceiling, wall & the entrance area with my creative thoughts and with help of innovative lighting and shade gave a final touch to my work. The client was very happy, so am I. Each and every day is a learning for me as I face new challenges every moment. Your mistakes make you learn more, and helps in your upcoming projects. Learning is an ongoing process. You won't be able to learn to overcome without any mistake.”

Rajat aims to create more happy customers and bring smile on their faces through his spectacular work. During his college days he has bagged many awards in designing & thereafter as a professional advertiser, he got accolades from clients for creating magnificent ads. He feels that, one should work diligently without thinking of the end result, the result is a by-product of the effort one puts in to his work. ■

Helping You Fall in Love with Your Natural Skin— Aisha Farha

Aisha Farha is the founder of the Parizah skin and hair care brand which is based in Bengaluru. Aisha was born and brought up in Bengaluru and as for her education, she has completed her postgraduate diploma in Clinical Research carrying her passion towards makeup as she is also a certified makeup artist.

Parizah is Aisha Farha's baby brand and the word “Parizah” means beautiful angel and a flower. Aisha believes that her brand truly does the magic according to the meaning it stands for.

Currently, the business is flying high with bright colors and it impacts the market as quenching the thirst for fairness and beauty is always going to fascinate humans and it is every individual's need to enhance their inner and outer beauty.

At Parizah, the team formulates innovative luxurious skin and hair care products that give long-lasting and radiant beauty alongside authentic ingredients made from nature without the

use of any harmful chemicals. Parizah helps with facial flushing of toxins, which gives radiance and glow in a natural way it also solves hair concerns with the use of natural ingredients and offers a one-stop solution for all hair problems.

Parizah aims to help people feel beautiful and confident without the use of makeup. The company's future goal is to increase consciousness regarding healthy skin and to work hard towards achieving that goal. This is to ensure both men and women can flaunt glowing skin without makeup and blissful hair.

In her journey as a makeup artist, Aisha Farha always believed in enhancing an individual's beauty which is gifted to them by the Universe. During this



Most Inspiring Woman Entrepreneur In Beauty Industry
Aisha Farha Founder of Parizah (Skin and Haircare)

time, she came across many people feeling confident about themselves only when they used to wear makeup.

That's when she started working on new things, new learnings, and experimenting with products that would help every individual look beautiful with their bare skin and love themselves for who they naturally are. Through every aspect of her life, Aisha Farha's inspiration is her parents who always guided her while making crucial decisions in life, stood by her side and walked with her in every phase of life together.

The urge to help individuals with their concerns related to skin and hair care and offer them a solution with the help of natural products that are effective in giving radiant beauty and are

long-lasting was the reason why Aisha started her business. Aisha is a unique entrepreneur as her

ability to take strong decisions and her attitude of never giving up in any situation is what boosts her morals into a passion.

She loves to learn new things and most importantly, Aisha has learned that it is important to make mistakes so that you don't repeat them. Her learnings as an entrepreneur have been to stay strong and never give up, be patient, and be self-motivated.

An advice Aisha Farha would like to give to budding entrepreneurs is to make short and long-term plans, always think about solving problems, work on your core strengths, and set big yet practical goals for yourself.

Designing modern and creative concepts for living spaces of their clients

Established in mid-2022, Castle Interior Studio is fast gaining attention through their modern and unique designs. This Bangalore based firm is founded by Lakshmi, a Civil engineer and her Mechanical engineer husband, Mallikarjun who has always dreamt of initiating their entrepreneurial journey through their own set-up. Though Lakshmi didn't get an opportunity to gain professional experience after her graduation, she was confident of doing well for her own firm.

Castle Interior Studio is known to be working closely with its clients, giving priority to their tastes and styles. It makes their dreams go live in terms of space management. It works around the client's inspiration, goals, and budget, to design the perfect space they would want to fit their lifestyle. Experienced designers work with one-on-one basis to bring client's vision to life, thereby complete it with a 3D rendering of the actual space. Lakshmi is thoroughly professional in her approach in making every single project customer centric.

Lakshmi is blessed to have her hubby, Mallikarjun, who is supportive, hard working and inspires her with his honesty and professional transparency. For both of them, Castle Interior is a dream come true venture through which they are committed to create happy clients in their repertoire. Their designs are inspired from everyday life and would impact both physically and psychologically to every human being depending on their ages.

Since, the firm is new in the market space, it has managed to onboard a couple of clients and are currently busy with their projects, in order to make a perfect delivery and

This Interior designing firm run by an engineering couple is all set to delight clients through their modern and creative concepts. Let's find out what went behind this success story.



exceed their expectations. However, both Lakshmi and Mallikarjun are excited about the upcoming projects queued in the pipeline. They specialise in Bohemian concept which gives homely feeling and fresh vibes across.

According to Mallikarjun, the opportunity in the market for an interior designer is all about providing quality service of creating a functional environment for clients with a variety of needs and wants. Having a passion for understanding about different types of people and cultures further helps fuel the process. Listening to clients in order to fully appreciate what they want from a designer is fundamental – it is the essential first step in a productive working relationship.

Castle Interior, even though a new

venture, is all set to explore its own design identity & make a dent out there in the market. No success comes without its share of struggles and ups & downs, and the same will come into the way sooner or later, as a result this designer couple should be ready for it and face it bravely, learn from it and make a strong come back.

Before signing off, to all young wannabes, Mallikarjun has few practical tips to share – be open about accepting challenges, remain updated with new trends and happenings in the segment, industry interactions and networking would immensely help in setting up ones on firm and moving ahead in leaps and bounds.



EXCEEDING CLIENT EXPECTATIONS THROUGH INNOVATION AND CREATIVITY

URBAN
NS
EVENTS

NARESH MANHAS & SUKHWINDER SINGH
FOUNDERS, URBAN NS EVENT

This Bangalore based event management firm is fast climbing the ladder of success through some fruitful collaborations, offering value to its clients. Let's find out what went behind this amazing story of success.

Bangalore based Urban NS Event was established with a purpose to provide one stop solutions for all event related hassles. It specializes in corporate events, entertainment, digital marketing and talent management. Founded in 2019, Urban NS Event has fast grown to be the most happening event organizer in town. Their experienced and talented team is behind this success.

Naresh Manhas & Sukhwinder Singh founded Urban NS Event with a capital investment of around 50K when they were in

their mid-twenties. The firm now clocks a turnover of 1.5 Cr due to their huge popularity among party animals. This duo hails from Punjab and like any Punjabi they love to interact with all kinds of people, both professionally and informally. This in a way helps to gain more traction. According to Naresh, "After becoming an event organizer, we are getting a chance to engage with all of our skills and it always keeps us mentally stimulated! We have great social skills for interacting with clients, venues, guests and suppliers and we also have the knack for organizing the best event in the city. We love to do more for our guest and make them happy."

Urban NS organizes events which eventually turns out to be a reason for socializing among various individuals and business houses. Multiple brand awareness happens through sponsors, and attendees get a golden chance to develop connection with the society, discuss business and make profit which eventually helps the economy of our country.

Urban NS events is a creative event agency passionate in delivering exceptional results for its customers. With its incredibly high standards, creativity, and experience, the firm tends to always exceed customer expectations, and spread positive word-of-mouth. As per Sukhwinder,

"We combine your big ideas with our professionalism, add a generous dash of innovation, and then bring all the details together, using our thorough and methodical approach. The result is a fantastic and memorable event of exceptional quality."

Taking this event management business at an international level is the next big target that the Punjabi duo has set for themselves and are working towards the same. They feel, hosting an event is an amazing opportunity to get a deeper connection between their message and the audience they try to reach, and in-person event creates the opportunity for human connection that is missed in online interactions. There is nothing like the energy that is formed through people

meeting face to face. Being an event organizer, provides them a unique opportunity to become social and make profit.

Initial days weren't easy for these young founders. Creating own guest list and reaching out to people wasn't convincing enough. Then they started to plan with better ideas like creating business accounts on social media and eventually now have a good count of guest, and with well-known venue in place, things have become easier to manage.

Being awarded as "Indian Icon Award for Emerging Curator of the Year, 2022" have pumped up their energy to the next level. Even though they were doing great in the event management space, a recognition of such order always enhances credibility. To young entrepreneurs who wants to get into event planning, knowing audience and proper planning would play a vital role in its success - that's what the founders of Urban NS feel.

The early days posed a challenge for these youthful entrepreneurs. Generating their own guest list and reaching out to individuals did not yield satisfactory results.

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CHALLENGING PROJECTS BECKON HER WHICH IS UNDERTAKEN WITH UTMOST PERFECTION AND CARE

This Chennai based architectural and interior designing firm is churning out happy customers by understanding their psychology and needs. Let's find out what went behind this amazing story of success.

In 2011, SND Designs and Constructions took its shape in Chennai to serve the requirements of its client. In last 12 years, it has thus successfully completed 25 projects and currently handling 5 live projects. Founded by Banupriya Kumar, the firm aims at vernacular design projects as much as possible rather than going contemporary with the modern world. And for Banupriya, since childhood Architecture has been her love and had always attracted her to dream of becoming an extra creative person in the future, which made her join studying the subject of Architecture and resulted in becoming one Architect. She now owns a firm and does projects that are challenging as well as providing unique design solutions to clients. She always focusses on satisfying her clients with her unique piece of design advice by making them completely understand the nuances.

Whatever she is today, she attributes her success to her family and friends who had been a great support towards achieving her career goals and also believes that she has a long way to go in this profession. Since college days she has been fascinated with interior designing, and now she aims to provide the most sustainable design solutions for her clients. She believes that client psychology and requirements are the basic essentials for any designer to design a project more than anything else. That is the important aspect where her firm understands them, decodes it and then mix knowledge & skill into it like the ingredients thus gets to serve a delicious meal to her patrons. She always encourages her juniors on a first note to sit and talk with the client in a friendly manner rather than professionally in order to understand their likes and dislikes also it helps them learn how to go ahead with them on a smooth note.

Architect Murali Murugan has been her inspiration, mainly because of his wonders in his projects and his down to earth character he possesses. She believes that the basic essentials for starting a business are determination, patience and dedication.



SND DESIGNS & CONSTRUCTIONS

According to her, the main goal in profession is not just money or how many projects you do but it's all about how people (clients, labours, vendors) trust you and value you. She strives to become a better person day by day with the help of her profession, and that's the point where it clearly means that one is doing well in their profession and as a person. We wish her all the best in her future endeavours.



Banupriya Kumar – Founder, SND Designs and Constructions, Chennai

She elucidates, **"Being a woman into business, I have faced a lot of issues, betrayal etc, but more than anything else, my strong will power made me overcome everything and start fresh every time I was pushed down. I learn from every second in my life that it teaches."**

It isn't easy to run a business, but she had a lot of contacts through her family relations and friends who provided her with opportunities thereby trusting her skills on the initial stages of the business. She is a risk taker and fearless, at the same time is highly dedicated. Among all the clients with whom she has been working, she finds actor Vijay Sethupathi's project very close to her heart. As the actor had given her full freedom to implement her design concept in his project with full trust on her. Banupriya feels that sustainable design solutions are very much needed for the current scenario of our earth and lifestyle of people. Individually we all have responsibilities towards the planet that we live in because that is our first home.

WORK HARD, DREAM BIG — AN IDEOLOGY THAT LED TO RAJESH PADHYE'S SUCCESS

Rajesh Padhye's Road to Success

The owner of Space Interrio Pvt Ltd (www.spaceinterrio.com), Rajesh Padhye incorporated the business in 2014, in the past 7+ years and his team has delivered 100+ projects. The business has executed more than 25 lac sq ft for Corporate Offices, Banks, Hospitals & Base Build Works across the country ranging from 1000 sq ft to over 4,00,000 sq ft. More than 70% of their projects are repeat clients - an example of the company's quality delivery.

The business was founded on 14th August 2014 and currently, the business has successfully completed over 100 projects. Their in-house Project Management teams and PAN India presence supported by the company's own 40,000 sq ft Factory for woodwork and metalwork ensure timely and perfect execution of projects. The business's USP is in-house execution team and their future goal is to open offices in Bengaluru and Hyderabad.



Rajesh Padhye's dream is what encouraged to start his business and he considers Ratan Tata to be his idol. Hard work was the essential required to start the business and Rajesh Padhye believes that the sky is one's limit. The work that is closest to Rajesh Padhye's heart is Vibrant Gujarat, work for the Prime Minister of India.

Incorporated in 2014, in the past 7+ years we have delivered 100+ projects.

We have Executed more than 25 lac sft for Corporate Offices, Banks, Hospitals & Base Build Works across the country ranging from 1000 sft to over 4,00,000 sft. More than 70% of our projects are repeat clients - an example of our quality delivery.



HOW MUSTAFA MODI BUILT TEAM INTERIOR



Mustafa Modi's Incredible Success Story

The founder of Team Interior (www.team4interior.com) an interior design company based in Indore, Mustafa Modi completed his Master's in Environmental science in 2000 and started working as Quality Assurance Chemist at the Coca-cola plant in Hyderabad. During that period, his uncle got a project for Taj Banjara Bar, which is his station after his duty. Doing so encouraged the Designer inside Mustafa and he did his degree in Interior Design. After completion, the founder started working with an Italian Furniture company which helps to sharpen his axe for the industry.

Personally, he got recognised when he bagged the award in Bahrain for completing the Sitra Mall project on time. After that, he came to India and started his own Interior Design Company. This is how Team Interior started in 2002. The team is working in Pan India, especially in terms of turnkey interior projects.

Over the years, interior Designing has taken a lead role in designing homes when it comes to residential areas, office facilities, commercial developers and institutions such as hospitals, schools, and religious centres, interior designing plays an important aspect in the life of an architecture who have become more prominent in years, homes that are designed have some unique appearances in the world of real estate, interior design is considered to have beautiful décor and its uniqueness of the owner.

When the word “interior design” crosses the mind, many people cannot stop thinking of the deluge of home makeover shows that seem to dominate daytime television. But in reality, the job of an interior designer involves a lot of hard work and a difficult decision is to be made. In fact, the life of an interior designer in today's market is extremely complicated, for it encloses a great deal more than people realize.

Mustafa Modi generally preferred Modern architecture with a minimalist theme using pastel colours. Modern architecture is based upon new and innovative technologies of construction, particularly the use of glass, steel, and reinforced concrete; the idea that form should follow function (functionalism); an embrace of minimalism; and a rejection of ornament. It emerged in the first half of the 20th century and became dominant after World War II until the 1980s when it was gradually replaced as the principal style for institutional and corporate buildings by postmodern architecture.

Team Interior is specialized in turnkey interior projects, which means their clients need not worry about Mason, a carpenter, painter, plumber, tile worker or electrician. They have an in-house design team which delivers designs according to the client's requirements. Team Interior has a state of the art fully modern modular furniture factory which means the customer maximum load of work is transferred to the factory and the processing time becomes 50%.

Team Interior will start franchising this year and target to start at least 10 Studios this year. When Mustafa Modi started his journey at Team Interior, he faced many challenges. The Major was the budget issue of the customer. At the time of delivering the final touches the maximum number of customers get exhausted, not because they don't know but due to extra expenses or wrong or much more expensive selection.



Then the team decided to give a complete breakup of materials and finishes and show them in 3D before the execution. This is how he started turnkey interior projects.

Being an entrepreneur requires specific skills. While some abilities might be naturally present, others can be learned or developed through careful practice. According to Mustafa Modi, the following are the main skills:

- ★ Passion
 - ★ Motivation
 - ★ Product or service knowledge
 - ★ Risk management
 - ★ Self-confidence
- ★ Money management
 - ★ Vision
 - ★ Decision-making ability
 - ★ Adaptability
 - ★ Ability to network



According to Mustafa Modi, client psychology plays a very important role in the designing and executing of architecture and interior design projects or any business. Hence, architectural psychology is a study based on the interaction of people with spaces and the interrelationships between humans and their surroundings. This tool examines the effects of built-in cognitive, behavioural, tangible, intangible, and affective layers on human experiences. Mustafa Modi believes that life is a process of learning.

A message Mustafa Modi would like to give to budding entrepreneurs is:

- ★ Respect context and don't design the page, design the experience.
- ★ Manage your ego.
- ★ True architectural style does not come from a conscious effort to create a particular look. It results obliquely – even accidentally – out of a holistic process.
- ★ Overdesign - Basically design something bigger than is needed.
- ★ Architecture begins with an idea.
- ★ The more specific a design idea is, the greater its appeal is likely to be.
- ★ It is the work that speaks, not the architect.

Team Interior has also won various awards including:

- ★ National Architecture & Interior Design Excellence Awards 2020
- ★ Most Promising & Creative Interior Design Firm of the Year 2020, Madhya Pradesh
- ★ Architecture & Interior Design Excellence Awards & Conference 2022
- ★ Leading & Trusted Interior Design Firm of the Year 2022 Madhya Pradesh
- ★ Best Complete Home Interior Solution Company in Indore by India Design Awards 2022



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ADDING 'TADKA' TO DESI BOLLYWOOD & PUNJABI NUMBERS THROUGH HIS MIXES



This Bangalore based DJ is making his audiences groove to his scintillating performances at clubs, concerts and gigs. Let's find out what went behind this amazing story of success.

Since the age of 25, DJ Kamra has been entertaining music lovers with some of his infectious mixes and amazing creations. Specializing in commercial hip hop, Bollywood, EDM, and House genres, DJ Kamra helps his clients add music and tone to their special events. He has in-depth knowledge in this stream and never fails to impress the audience with his spectacular taste in music. He pays close attention to the demands and requirements of the clients so as to provide the best results. His music album and collections are liked and highly

appreciated by all the music lovers. He plays in personal events as well to make weddings and other family functions more musical and memorable.

In last 5 years, Kamra has created a niche for himself, mostly into Bollywood and Punjabi music. He has given his best performances across India for many renowned clubs, public concerts and private gigs. He is one of the youngest Bollywood DJ in Bangalore who is busy with his performances scheduled throughout the year. He has many official remixes out there as well.

His extreme love towards music made him this field of profession, and since the start there's no looking back. He has been effectively mixing numbers on his console to keep the

audiences grooving throughout the night. American DJ and music producer, Steve Aoki, has been his greatest inspiration. He likes the way Aoki engages his audiences through his mesmerizing creations.

Like any rookie, Kamra had to work hard to make his own identity in this field which is crowded with many artists. About his initial years, he tells us, "I worked day and night to achieve my goals, worked hard and was working in multiple places to manage my financial and living."

He is a self-made man and have learned it all himself during his initial years. He learned DJing techniques and struggled those initial phase by giving auditions, meeting music producers and directors, all these to prove himself. Today in Bangalore circuit, he identifies himself as a desi Bollywood and Punjabi DJ artist, with unique style that can make audience go crazy.



AMERICAN DJ AND MUSIC PRODUCER, STEVE AOKI, HAS BEEN HIS GREATEST INSPIRATION



His efforts have been duly recognized by various music production bodies in the country. In 2022, he has been awarded as "Top 50 artist in India", "Indian icon award", and "Blindwink best DJ and stage artist". Before signing off, he advices all the newcomers in this line to be original in their composition and be unique in order to leave a mark among the audiences.



He is one of the youngest Bollywood DJ in Bangalore who is busy with his performances scheduled throughout the year. He has many official remixes out there as well. His extreme love towards music made him this field of profession, and since the start there's no looking back. He has been effectively mixing numbers on his console to keep the audiences grooving throughout the night.

WHAT DO SUCCESSFUL PEOPLE DO ON WEEKENDS?



Successful entrepreneurs are well aware of the fact that their work isn't limited to Monday to Friday. They know the importance of time and know that time once gone can never come back. Therefore, they use their time wisely because if they want to achieve something they have to do something about it. You just have to prepare your own lead and become more productive, even on Saturday and Sunday. So, here's a list of what successful people do on weekends:

➔ 1. Don't change the sleeping patterns:

Successful people don't change their schedules and sleeping patterns according to different days and holidays. By doing this, they are consistent and aren't lethargic. Also, this makes their body natural to the flow of sleeping and waking up. "As tempting as it might be to sleep in, doing so can throw off your sleep/wake cycle, disrupting sleep patterns and giving you a poor night's rest. Make sure you aim to get seven to eight hours of sleep every night to avoid a sleep deficit. Also, getting up early means you'll be ready for whatever the day brings and you'll have time to accomplish all the things you hope to do." -Deep Patel at entrepreneur.com

➔ 2. Exercise daily:

Successful entrepreneurs definitely indulge themselves in gym or exercise on weekends. Usually, they don't get enough time to indulge in a productive workout from Monday to Friday. With quality time, they put in their best efforts in exercise required for their body. Other physical activities like hiking, camping, sports, swimming and so on can be added to the lists which can add flavour to the basic exercise. "Let loose and break out of your rut by taking yourself on a mini-adventure. Get out of the house and find a change of scenery. A mini-adventure means sticking close to home, so hiking the Grand Canyon may be a bit much, but an overnight camping trip or a day hike is totally doable. Spend an afternoon at the beach or take your bike out for a long ride. The point is to get out and make a memory that will give you a smile for the rest of the week." -Deep Patel at entrepreneur.com

➔ 3. Socialising and building communities:

"Human beings need social interaction to lead healthy, productive lifestyles, which is something entrepreneurs recognize. On the precious days when these successful people aren't working, they take the time to interact with friends and family—or take the opportunity to meet someone new. And the people truly seeking success never write off a bake sale, 5K, theater performance or arts fair as a silly waste of time. They see it as an opportunity to make connections and grow their presence."

Because there are always influential people to meet at these sorts of events, and a savvy entrepreneur will make the time to recognize and meet the people who make up a community." - Drew Hendricks at Success

➔ 4. Spend quality time with loved ones:

Weekends are the best time when you can avoid your hectic work schedule and concentrate on your important family members and friends. During the weekend time, make sure that you are prioritizing them in your weekend's to-do list by giving them the quality time. Here's a tip by Menachem Brodie at Everyday Power, "Learn to live in the moment...not "in five years when I have accomplished X". Nothing is guaranteed. Your happiness is directly tied to your physical and mental health. Set the right tone, spend time making great memories, taking adventures, and you'll reap the benefits for years to come!"

➔ 5. Reading and learning:

Every entrepreneur aspires to learn something new. And you can always satiate your thirst by reading something new. In fact, many entrepreneurs talk to other people to know about their experiences and knowledge. They opt for online courses, magazines, conversations and whatever they can gain from. Another tip by Menachem Brodie at Everyday Power that really makes sense to me is, "Reading should not be limited to work-related topics. Don't forget to include fiction, as it lights up your imagination and help break the monotony. It also keeps you sharp and alert for new ideas!"



➔ 6. Prioritize the important things:

Lifhack mentions the words of Steve Jobs, "Things don't have to change the world to be important." Weekends are the time to remind yourself of the forgotten little things — to keep your work-life harmony (the new 'balance') in check and reset if needed. Spending time with your friends, children or partner might not directly increase profits that day or propel you into the limelight, but that doesn't make it any less important. Even the current US President famously makes time to sit down for dinner with his family."

➔ 7. Avoid Multi-Tasking:

"Multi-tasking is so 2005. It may be tempting to maximize your weekend productivity by running on the treadmill while calling your mother and trolling your newsfeed, but successful people know that this just reduces efficiency and effectiveness. Instead, be present for each single activity. Tim Ferris recommends a maximum of two goals or tasks per day to ensure productivity and accomplishments align." - Know Startup

➔ 8. Look at a bigger picture:

"Weekends are an important opportunity to step back and look at the big picture. How are things going in your personal and professional life? An unhurried Saturday or Sunday is a good time to reflect and plan for your future. Are you happy with your career? Is your family life all you hoped it would be? If not, what kind of changes do you need to make? Get into the habit of reviewing your progress on monthly or yearly goals. Have you been able to work-out three times a week? If not, how can you work it in this coming week? By tracking how your goals are progressing, you can make changes as needed for the upcoming work week. These big picture habits help you succeed in all areas of your life - work and otherwise." -Martineal Phonse



MOHAMMAD RIZWAN POPTANI’S MOTIVATION TO PROMOTE AWARENESS FOR THE IMPORTANCE OF GOOD EYESIGHT

How Mohammad Rizwan Poptani gained Success & Popularity through Good Deeds and his Business?

Mohammad Rizwan Poptani is the founder and CEO of Eyesdeal Eyewear Pvt Ltd (www.eyesdeal.com) which is an eyewear brand based in Surat, Gujarat. The company was founded in 2016 and Mohammad Rizwan Poptani has 28 years of experience in the Optical Eyewear Industry. He started working at an early age and after 10th, he left school & started working in an Optical glasses factory with his younger brother.

In that factory, he used to make power glasses and then founded his first Optical Retail shop in 2004. He started the wholesale of glasses alongside their frames and after 10 years in retail, he planned on doing something new.

He then went ahead to find a new opportunity then he started an online business on Flipkart and Snapdeal. Later, he started his entrepreneurial journey by launching Eyesdeal Eyewear with four stores. Then, he started his company's franchise as his vision was to expand the business across the world.

Currently, Eyesdeal has established itself as a Multi Branded Optical Retail Chain in Gujarat and it has 19 stores across Gujarat in six cities:

- ★ 13 stores in Surat
- ★ 2 stores in Ahmedabad
- ★ 1 store in Navsari
- ★ 1 store in Valsad
- ★ 1 store in Pardi
- ★ 1 store in Vapi
- ★ 1 store in Valsad

The company is also running an e-commerce website through which they have a tie-up with Eye doctors and the company also has 2 stores in Eye hospitals. They also organize eye camps now and then to create awareness related to the eyes. The company's goal is to open over 150 stores spread across India to generate jobs for more people and help people build better lives for themselves.



THE WORLD IS MOVING IN DIGITAL WAY, THESE DIGITAL PRODUCTS ARE HARMFUL FOR OUR EYES

Eyesdeal is a Multi Branded Optical Retail Store, and the company provides free eye check-ups with a qualified optometrist and sells frame eyeglasses, sunglasses, and contact lenses, and the company's product range covers products of all types including budget-friendly products and high-end items. The company believes that eyeglasses are for everybody, it's a necessity & is the second essential product so every customer is important to them.

In today's world, out of every 3 blind people, there is one who is always Indian. Blindness is the highest in India, which is why India is also known as the blind capital. Eyesdeal Eyewear helps solve this problem by helping people improve their vision by not only selling quality products but also helping create awareness and providing free eyeglasses to those who don't afford them.

Mohammad Rizwan Poptani's daughter was 10 when he got to know that she was unable to see properly and had power. Shocked as a father and as someone who worked in the industry, he decided to open his stores in PAN India and organize awareness camps to help people realize the importance of good eyesight.

The essentials required to start this business were a qualification of an Optometrist, Sales and Marketing Skills, alongside passion and motivation. A piece of advice Mohammad Rizwan Poptani has for emerging entrepreneurs is to be focused and clear about your goals. According to him, anything is possible when one's ambition is strong.



OUR USP

- ★ Multi Branded Store
- ★ All catogery Eyewear
- ★ Tie-up with Doctors
- ★ EMI without Interest
- ★ Offline & Online Stores
- ★ Express Delivery

Blindness is the highest in India, which is why India is also known as the blind capital. Eyesdeal Eyewear helps solve this problem by helping people improve their vision by not only selling quality products but also helping create awareness and providing free eyeglasses to those who don't afford them.

HELPING AMBITIOUS BUSINESSES TO GENERATE PROFITS THROUGH
DIGITAL MARKETING STRATEGIES



Shanthi S – Board of Director, Kaveri Marcom Pvt Ltd

This value driven SEO agency is on a mission to empower its clients through amazing digital marketing strategies with maximum positive impact. Let's find out what went behind this amazing story of success.

This Bangalore based agency have been working with Fortune 500 companies and many Startups for past few years and helping them build brands, increase awareness, enhance sales and increase profitability by driving web traffic, connecting with customers, and growing overall sales. It all started last year with a capital investment of INR 15 lakh, and within a year it has clocked an impressive turnover of 19 Crore. Kaveri Marcom definitely is guiding its clients with some great digital strategies, which in turn is helping them to have a competitive edge in the market. Shanthi S, the founder of Kaveri Marcom (<https://kaverimarcom.com/>), however do not regret to start this firm at the age of 42, but is all excited to see it grow in leaps and bounds.

Edelweiss Tokyo, Ageas Fedral, Nivabupa, Cholamandalam MS, Yes Bank, HDFC Life, Star Union Dai-chi, Kotak Life Insurance, Reliance General Insurance, Future General, and Reliance Nippon Life Insurance for their digital marketing campaigns (Email Campaigns, Web Branding, Roadshow, SMS Campaigns) and events, and hoardings.

In this highly competitive market, Kaveri Marcom has clear set of objectives – the goal is to step into Artificial Intelligence industry in future to perform a unique way of marketing campaigns to reach greater audience and to build a strong customer base. For the time being, the company mostly deals with the insurance sectors as its clients, in which they struggled to create an awareness among people, and made lot of digital promotions, roadshows and hoardings to make people aware of the services.

Shanthi candidly tells us that, **"I have a wide variety of interests and get inspired and excited about lots of things. My inspiration for starting my own business as I always wanted to do something innovative rather than being idle. I knew therefore that a Digital Marketing & Branding business would tick all these boxes. In my perspective, Entrepreneurs are problem solvers. We are too obsessed about a problem statement, strongly believe that we can solve the problem and willing to go to any extend to do so."**

She takes inspiration from her mother, who has always encouraged her to work hard until the end result is met. During her time, she faced a lot of hardships, which taught Shanthi how to face and fight difficulties with ease. Being a woman entrepreneur at this age raised several eyebrows. Everyone around questioned her, according to them, this age is of taking it easy and not to indulge in taking risks in business. But like a true iron-lady she confidently focused on her goals and ignored the negativity around her.

She believes that to be successful, an entrepreneur must be resilient. Any comment that runs along the lines of "that's not possible" or "that can't be done" should be treated as a challenge to prove wrong. One must then be prepared to persevere and execute with their original proposal.

Being a woman entrepreneur at this age raised several eyebrows. Everyone around questioned her, according to them, this age is of taking it easy and not to indulge in taking risks in business.



KAVERI MARCOM

HOW KAMMILI SAMBASIVA RAO BUILT SWATHI FROM
THE GROUND UP

Here's What You Need to Know About Swathi



Swathi (www.swathibuildtech.in) is a pre-engineering buildup structure company conceived in 2008 and founded by Mr. Kammili Sambasiva Rao. Kammili founded the company when he was 21 years old and today he has managed to turn it into a 186-crore project at the age of 54. The business is doing incredibly well and has gained a good reputation throughout the country.

Swathi eliminates the problem of fullbuilding construction and its ultimate goal is to become the number one in the industry by providing quality services alongside effective communication.

Kammili Sambasiva Rao was inspired to start the business as he wanted a profession operating in the construction sector and had the zeal to offer quality structure PEB build. As an entrepreneur, his biggest challenge was to achieve targets in the stipulated time and tackle the financial problems faced due to the company's debtors and creditors. Moreover, the essentials required to start the business were skilled manpower, land, and equipment.

What makes Kammili Sambasiva Rao unique as an entrepreneur is his commitment to work, providing quality services while also sticking to the dedicated timeline of finishing a project.

While building this project, he learned how to run a company in discipline, and how to maintain financial planning.

Swathi has won the **INDIA 5000 BEST MSME / BEST LEADERSHIP AWARD**.

Looking For New Advertisement/ Weld Sites/ Tenders and Direct Meet to Customers helps us identify the Opportunity in the Market.



HELPING CLIENTS ACHIEVE THEIR BUSINESS OBJECTIVES THROUGH EFFECTIVE DIGITAL MARKETING STRATEGIES

In the last six years, this 360-degree digital marketing agency is creating differences in the company's performance through an effective and innovative game plan. Let's delve further to find out what went behind his success story.

Established in 2016, Kyros Solution Pvt Ltd is a fast-growing Digital Marketing firm that helps its clients grow organic traffic to their website, generate sales-ready leads, help them expand their brand's reach, and improve their marketing leverage from top to bottom. It serves as a one-stop shop for all sorts of digital marketing needs such as Social Media Marketing, Search Engine Optimization, Web Development, Email Marketing, Google Ads-PPC, and Facebook Advertising.

Kyros Solution's founder Satyam Suvagiya is a young dynamic entrepreneur, who started his entrepreneurial journey at the early age of 22, when most youths remain busy chalking out their career path ahead. According to him, "I have always been passionate about my work. As long as I can accomplish what I set out to do, I will be motivated to keep doing what I do. Freedom to reach new heights and sheer passion, not money is the main motivation that drove me to be an entrepreneur."

Satyam is aware of the rapidly evolving business scenario worldwide along with the emergence of new technologies and trends. In his field of business, he makes sure that Kyros Solution keeps its clients abreast about these developments in the Digital Marketing field and applies the same for the best output. With the belief that digital marketing can actually make a difference to their clients' market performance, Satyam guides them with perfection.



Satyam Suvagiya – CEO, Kyros Solution Pvt Ltd, Surat

Kyros Solution Pvt Ltd has some of the finest brains on board. With the help of an expert team, they try to solve the marketing issues of their clients through enhanced social media presence and activities, improved strategies to beat the competition, and stay ahead in the game. Clients have benefitted from their service and their word-of-mouth leads to new client acquisition.

To Satyam, Neil Patel has always been a constant inspiration in the vast field of digital marketing. He has been a top digital marketing influencer around the world. His passion for digital marketing is contagious which helps businesses learn about digital marketing and stay up to date. The mere thought of "no one else is going to and evolving rapidly with time. Also, experience combined with his edo it for you" led Satyam to set up his own business in a field that is constantly changing ducational background really solidified his career movement.

According to him, starting a business at an early age surely has been tough and a journey full of a roller coaster ride. Some of the major struggles he had been through were having an unclear idea of what will actually work and what wouldn't, trying to be everywhere all at once, deciding on an efficient strategy, and figuring out



NO ONE ELSE IS GOING TO AND EVOLVING RAPIDLY WITH TIME. ALSO, EXPERIENCE COMBINED WITH HIS EDO IT FOR YOU

which channels will bring top ROI. But eventually, he learned along his journey and made things right. Building digital marketing skills, deciding on what kind of services to offer, business plan, establishing a web presence, showcasing experience and expertise, choosing the right tools, defining and registering a business model, and building a skilful team to getting a first client are some of the basics and essentials to start off one's own firm in this field. Adjudged as the "Best Digital Marketing Company" in Surat by Blindwink, and being recipient of "The Social Media Agency of The Year" by Gujarat Digital Marketing Leadership Awards has a different place in Satyam's heart. He believes that self-confidence, self-belief, and never stopping to create and envision ideas have kept him afloat. Again, keeping one's eyes open for new opportunities, and accepting failure as a part of the journey shapes up a true entrepreneur. Before signing off, to all the new comers in this field, he advises to be a risk taker, passionate, and visionary, rest all will fall in place.



The mere thought of "no one else is going to and evolving rapidly with time. Also, experience combined with his edo it for you" led Satyam to set up his own business in a field that is constantly changing ducational background really solidified his career movement.



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CRAFTING HIGHEST LEVEL OF CUSTOMER SATISFACTION THROUGH ITS WIDE RANGE OF ELECTRICAL PRODUCTS

An ambitious young boy who dreamt of his own business empire is now slowly inching towards the same through his flagship brand 'KRAFT'. Let's find out what went behind this amazing story of success.

Around 16 years back, it all started with the small thought of owning a small company, but back in the mind of Suresh Jain, he was more eager in building a brand through which he could make this world a better place & thereby build his business empire. Initially he joined steel business, and with turns of fate, he



ended up into electrical component trading, and today he owns a high-tech manufacturing unit with pan India distribution network. While his company's name is Sankeshwara Industries, the flagship brand is KRAFT cables and wires. Kraft is the key supplier to many private and public projects, and the quality of goods that's provided for the current pricing is making huge impact on safety aspect while being economical.

Over the years, KRAFT have successfully created a remarkable reputation for the enterprise by establishing unrevealed quality, flexibility and reliability in all its product and service offering. Central to this achievement has been its drive to exceed customer's expectations. Today, they are an ISO 9001, 14001 & 45001 certified company, as the business grows to shape new horizons for both its own people and the communities which it serves, the firm remains committed to the philosophy of producing high quality electrical products which comply with the highest international standards, developing mutually beneficial partnership with customers, investing in human capital and maintaining its stance as good corporate citizens.

Suresh is a seasoned businessman with an eye to leave its footprints in Middle Eastern countries by 2025. KRAFT offers the best of quality with 99.7% pure copper along with advanced extra flex PVC for better performance and safety. According to him, "We are manufacturer of wires & cables, main switch, distribution board, MCB, LED lighting to name a few market leaders of high-end electrical products. And the price segment at which we offer our high-end goods, makes it affordable for the common man that too providing extra care and safety to their loved ones & property."

Sir Ratan Tata has always been his professional inspiration. His innovation and dedication towards serving the country is simply praise worthy, even at this age. As a premier player in the region's electrical industry with ambitious growth plans in a competitive market environment, KRAFT have embraced the task of re-branding it externally and internally, in order to prepare for all the future endeavors.

Like any entrepreneur, Suresh too faced his share of hardships in his journey to success. Many competitors tried to stop him initially, by diverting vendors, wrong leads, etc. Initial few years were very stressful due to market situations and competition. The one way to come out of it was not losing hope & staying focused. This phrase of life made him understand that never go low on confidence, trust on the hard work put in & stay focused.



Suresh Jain – Managing Director, KRAFT Wires & Cables



MANY COMPETITORS TRIED TO STOP HIM INITIALLY, BY DIVERTING VENDORS, WRONG LEADS, ETC

For those who are starting new, Suresh feels that some basic essentials are needed to start one's own entrepreneurial expedition and they are – knowledge, thorough research, financial support and many materialistic things, and most importantly 'never give up' attitude. Staying flexible and hungry to innovate product line to stay unique and relevant in this fierce competitive world is also key to survival. For him, within such professional doldrums, family support remained centroid to everything.

He is happy to be recognized as "The Most Dynamic Entrepreneur in Electrical Manufacturing Industry" By Blindwink India Excellence Awards 2022. And tells all youngsters that this world is full of opportunities, make the best of it, help others and shine yourself.

Suresh too faced his share of hardships in his journey to success. Many competitors tried to stop him initially, by diverting vendors, wrong leads, etc. Initial few years were very stressful due to market situations and competition.



6 SALE HACKS TO GROW YOUR BUSINESS



Every organisation desire to multiply their sales and earn revenues and this all happens when you have good relations with a huge customer-base. Relations aren't required to be direct or personal; the image of your brand, the reputation of your product quality and intimidating advertisement and marketing strategies can help you to be popular in your audience. "As a creative entrepreneur, you may not feel like a natural salesman, negotiator, or closer. You're an artist. You make amazing, beautiful, functional things." -Preston D Lee So, to crack huge sales, here are some sale hacks to help you to grow your business:

1. Know your client:

You definitely need to know the person sitting on the other side of the table. If you would know his expenditure capacity, need of the product or deal, and negotiation skills; you would be able to set a price and a product type or quality. "I once had a client who opened up to me one day telling me how hard it was to find a designer he could trust and truly rely on. Guess what: when that client calls me, I know he's re

ally hoping he doesn't have to call anyone else. And he'll probably pay a little more fair rate than someone who's working with 500+ designers on some crowdsourcing platform." -Neil Patil

2. Build an attractive offer:

- Work on your offers. Try to be unique, cost-effective and create one of the best packages to be served to the clients. Offers are the base of creating a sale. So, if your base is strong, you can easily achieve your desired goals.
- What are the features of an attractive offer?
 - It solves the problem of the client.
 - It's easy to understand.
 - It satisfies the need of self-esteem.
 - It provides the maximum benefits in compare to competitors' deals.
 - It offers the guarantee of being the solution to client's problem.
 - There's an availability of call to action.

3. Sync your contacts with your mobile:

You can increase your major productivity by syncing all your contacts with your mobile phone. This is because you can follow up your client just before your meeting or after your meeting- whenever required. You needn't depend upon your team to forward you the contact or provide you the reports of follow up action. "I have slightly more than 7,500 numbers in my contacts right now, and I use Evercontact to capture my contact information automatically. Evercontact (\$59 a year and up; free 30-day trial) updates your smartphone's address book by extracting contact information from email signature lines." -Jjimenez

4. Never end the meeting without scheduling the next one:

To be in touch with your client, always plan the next meeting before you end the present one. You just can't sit back and expect your client to get back to you. Neither you can expect to lock a deal over calls or texts. If your prospective client is dicey about your proposal in this meeting, at least you should have another chance of making up their minds by having the next meeting scheduled. "To move deals faster and more consistently through your pipeline, you should never leave an interaction with a prospective client without scheduling your next meeting. Your prospective client is busy. She has more work than she can easily complete each day. But she does keep her commitments. Open your calendar at the end of the meeting and say, "What does your Thursday look like next week? I'd like to visit so we can review some of the ideas we talked about today." -Jjimenez

5. Use ad extensions:

The best way to expand your ads is through Google and Bing. These extensions will allow you to relevant details that your audience will relate to. This will increase the rate of clicks and will make you popular among the customers. Your name would be known to wider audience in compare to other competitors. There are a number of extras you can tack onto your ads, such as:
Sitelink extensions to show additional links at your site below the base ad copy
Location extensions to show the location of your business with clickable links for directions and even hours of operation
Call extensions to add a clickable number to your search ad
Review extensions to feature 3rd-party reviews within your ad
Callout extensions for including features and benefits like free shipping, guarantees, and other promotions
- Source: Neil Patil

6. Know how to upsell:

"The other day a really great client of mine sent me an email for a small job. It was a small advertisement design for a mailer. I knew that a lady in their office had expressed interest in blogging for the company, so I asked if now would be a good time to get the blog up and running? He agreed that it would be a good idea to set that up. Now, that small job turned into a larger job just with a little suggestion. I wasn't pushy or rude. I didn't try and guilt them and make them feel that if they didn't go with a custom blog that they would lose business. I simply suggested it, and mentioned some benefits. That's all." -Joseph Malleck
This above statement by Joseph is an act of upselling. The way he turned a small project into designing their whole company's blog is an act of boosting his revenues and brand image.
How can you upsell?

- Develop a trustworthy and amiable relationship with your client.
- Offer various solutions to their one problem. In fact, try to add up to their requirements if applicable.
- Give genuine suggestions instead of sale pitches. Accepting them or not is their choice.
- Only push for the services or products he wants.
- Learn to accept no.

Now, it's the time to buck up and focus on your sales revenue. You can't create a big brand without a good margin of profits. Make every possible effort to increase the level of your sale. Be social and try to build relations through which you can manage to extend your customer base.



TRAINING INDIAN CLASSICAL MUSIC TO GEN-NEXT LOT OF MUSICIANS, VOCALISTS AND COMPOSERS



Nilesh C Mhatre – Founder, NaadBramha Music Academy

This Mumbai based academy is quenching the thirst of passionate musicians in the field of Indian Classical music, through their exhaustive curriculum. Let's find out what went behind this amazing story of success.

Based out of Mumbai, NaadBramha Music Academy (www.naadbramhagroups.com) is a modern music academy imparting training in traditional Indian classical music. Over the years, it has gained the reputation for providing scientific training of Indian Classical Music which includes classical vocal, harmonium, tabla, pakhawaz, guitar, keyboard and classical fusion. Each dedicated disciple can have the opportunity to perform with their Guru's on several occasions. NaadBramha gives the confidence to all disciples within a year to perform professionally on stage which happens because of some of their special teaching techniques. They do not follow the concept of batch training, instead believes in individual focus on every student. In a mission to create "artists" it provides personal attention to each disciple to grow him effectively with all the aspects of music. Teaching method is so easy and always oriented towards practical performance that in no time they gain confidence to perform live in front of audience.

Nilesh Chandrakant Mhatre, the founder of NaadBramha Music Academy is a Mechanical engineer and has also graduated in vocal classical music. He is employed with a leading MNC since 2003 and kept alive his passion for music with his Guru Pt. Rameshbuwa Dhanawade. After spending a decade under his traditional taaleem of Indian Classical Vocal Music, Nilesh established Naadbramha Music Academy in the year 2004. According to him, "I never know when my music passion got converted in profession within 17 years from establishment. But it is really a good impact on my personal and professional life. I started getting a good people in life and their respect for me and my Academy."

While talking to music enthusiasts, Nilesh figured out their thirst to learn quality music in a professional way. As a result, he developed his own syllabus and effective music therapy to teach Naadbramha students. He filtered out almost all technical challenges in music learning which he had faced himself during his learning period. Today it makes him happy to see that more than 500 students are training in various fields like singing, harmonium, tabla, mridingam, guitar, keyboard and classical dance at Naadbramha.

This is their third generation in music. Nilesh's grandfather, late Bhaskar Mahadev Mhatre has been his inspiration in the field of music. He was classical vocalist and used to perform classical devotional music. His father, Chandrakant Bhaskar Mhatre is his Idol who has served 35 years of life for Indian Oil Corporation Limited. He has made his own world based on his hard work and dedication. He taught Nilesh the real ethics of life and provided moral as well as strong financial support during the successful journey of life. In fact, his grandfather ignited a spark of music in him during his early childhood, and his father supported him to ignite that spark.

Nilesh admits that one of the biggest challenges for every music teacher is consistency of student for at least three years. It is always struggling job for the teacher to keep students encouraged to maintain his stability during music learning. Because every age group is having different challenges to practice due their hectic schedules. But Naadbramha had already overcome these challenges by igniting the spark. Time Management has always been a struggling factor for Nilesh. To maintain good work life balance, he follows DWM (Daily Work management) very strictly. On the contrary, his wife contributes big role for managing the time effectively.



IN A MISSION TO CREATE "ARTISTS" IT PROVIDES PERSONAL ATTENTION TO EACH DISCIPLE TO GROW HIM EFFECTIVELY WITH ALL THE ASPECTS OF MUSIC

In his teaching tenure of 17 years, Nilesh observed that there are many institutes in market, having big names and reputation. But their educational quality is not yet assured. In music field, unit of measure of quality is PERFORMANCE. And after learning for several years if students are unable to perform then there is ZERO value for their education. There should not be a commercialization in education. Also, there is no policy from Government to support music institutes in form of space, facilities, marketing, opportunities etc. Also, there is no proper channel and policy to demand support from Government or Local Authorities.

This recipient of "Student's Choice Award – 2016" by Urbanpro.com feels that music is a divine energy, and academies are just a medium to transfer this energy to every disciple with pure quality. One has to maintain this divine flow of energy with devotional purity.



In a mission to create "artists" it provides personal attention to each disciple to grow him effectively with all the aspects of music. Teaching method is so easy and always oriented towards practical performance that in no time they gain confidence to perform live in front of audience.



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THE MOST TERRIBLE MISTAKES THAT ARE MADE BY SUCCESSFUL ENTREPRENEURS



Everyone make mistakes and it's considerably the best way to add on to your experiences and help you to discover the successful path. And, it's a fact that you will miserably fail when you tend to repeat those particular mistakes again and again. But some of them are the most terrible mistakes which have the worst repercussions. Some people face a major problem admitting that they committed a mistake. But it's necessary to know all your mistakes to recognize it and take corrective measures for present as well as for future. Mistakes are those fragments of life that helps us to learn, grow and succeed. So, if you tend to ignore your mistakes then it will lead you to nowhere or maybe to negative results. That would ultimately result into a failure. So, to help you avoid failures and recognise your most terrible mistakes, here I am listing down some common yet the biggest mistakes that the successful people should not commit even mistakenly:

➔ 1. Not determining your Objectives

Setting up objectives is an important element for your organisation as it defines your ability to achieve something and what standards do your organisation sets. Without any objectives, you won't have an aim to work upon. Also, you'll be unnecessarily spending time and energy on accomplishing those things that you really don't want to accomplish. Successful people know what their abilities are and how the resources can be optimally utilised so as to achieve higher standards.

➔ 2. Playing the Blame Game

The biggest mistake is not being able to take the responsibility for your mistakes and trying to blame others for its consequences. Undeniably, this is the most common human tendencies as no one likes to admit their mistakes and failures. They don't want that they should be held responsible for any problem. But for being a successful entrepreneur, you need to feel that you are accountable, and take the responsibility of every action you have taken. Face the consequences of your mistakes and henceforth, find relevant solutions to solve the issues created.

➔ 3. Following Perfectionism:

Everything can't be perfect. The OCD of keeping everything on place, on time, in correct order, or in appropriate classification; isn't the right way to keep the track of your working. No one is perfect and striving to be perfect is a big mistake. Being efficient is the quality that you should actually possess. Successful people may once be misled about the same, but at the end they need to be realistic for their enterprise's growth.

➔ 4. Being Workaholic

Yes, everyone needs to work hard so as to achieve their dreams and becomes successful. But with that, successful people even know that they need to be balanced in their life. Becoming a workaholic will only lead to stress, frustration and burden which will lead to unhealthy environment around you. It's a necessity to take out some free time so as to relax your mind. It will undoubtedly make you feel refreshed and make your mind willing to go back to work.

➔ 5. Taking Shortcuts

Success can't be achieved through a shortcut. If you try shortcuts to achieve success, then you are likely to face a failure or achieve less efficient results. Initially, successful people tend to take shortcuts, but when they realise that it reverts nothing to them; they understand that they need to opt appropriate methods so as to achieve their desired goals.

➔ 6. Refusing to change your Mind Set:

Determination is the key element to attain success, but there is a thin line between being persistent and being stubborn and inflexible. Firmness and dedication helps you to achieve your pre-determined objectives. Stubbornness and adamant behaviour to not to change your mind when the situation demands will lead you to failure.

➔ 7. Over Promising and Under Delivering

One of the most prominent rules of business is to under promise and over deliver so as to stand above the customer expectations. But at initial stages, people may make some promises which couldn't be fulfilled and further on, they fail to reach the unrealistic standards. This is one the biggest mistake that should be avoided because once you didn't fulfil the promises that had been made by you to your customers then it will manipulate their trust on you and your business. Therefore, being a successful entrepreneur you need to make sure that they never repeat this mistake again. Your word should act as your companions. Make this a point that once you've made a commitment, you will manage to fulfil it so as to maintain your brand value.

➔ 8. Not abiding by the Budget

Not sticking to the budget can cause serious financial problems, and initially, many successful people tend to make such financial mistakes. But soon it is realised that why we should consider and stick by the pre-determined budget so as to attain success. Whether its personal issues or business matters, each requires the preparation of a budget that will record your financial plan; mentioning your income and expenditures.

➔ 9. Not asking for Help

No one can be successful without the help of others, as everything can't be managed single-handedly. Even after that, we still want to do all works by our own which practically isn't possible. Primarily, entrepreneurs may also be fussy about doing everything according to their thinking and managerial capabilities. But at last they realize that they need a helping hand so that they can delegate their work and lay attention on other relevant issues.

➔ 10. Trying to be the one that you aren't:

It's quiet acceptable for you to mould yourself in an imaginary person that you believe others will like. But to be successful you need to realize that when they try to become someone they aren't, they end up messing all the vital things. Trying to be someone else also makes them unreliable and inauthentic. Also, it sometimes confuses their own individuality that which identity to portray which make them weak by their words as well as actions.



PROVIDING QUALITY, FUTURISTIC DESIGN CONCEPTS TO ITS CLIENTS SINCE INCEPTION

This Sangli based architectural and interior designing firm is delighting its customers through some amazing futuristic design concepts. Let's find out what went behind this amazing story of success.

Based out of Sangli, NF Designers was established in 2015 with the sole purpose of providing quality designs to its clients. As a specialist in interior design & décor, the firm takes up end to end project and delivers it to complete satisfaction of the client. While the aim is to provide economical interior solutions, uniqueness in every project is something which the team works upon in close coordination with client. To give the best output it is always important to be customer centric and understand their taste and style, NF Designers can perfectly gauge the sentiment of its client and deliver as per their expectations.



Nazir Ayub Fakir – Principal Founder, NF Designers

Nazir Ayub Fakir founded NF Designers at an age of 22. Since young he was passionate about sketching. After completing interior designing course in 2013, he joined Architectural firms, P. J. & Associates to gain relevant experience in this field. With Ar. Prakash Jadhav Sir it was like turning point of his career. He has been the sole inspiration who drove Nazir into becoming entrepreneur. Finally in 2015, Nazir started his own venture. As a interior design agency it takes the challenge to step out of their comfort zone and into this sometimes-ungraspable field of new architectural technology.

To Nazir, nature is the greatest inspiration for his work. The concept of incorporating natural principles into design is happening in many ways. In the search for more sustainable and eco-friendly living, we are referencing all things natural, and studies repeatedly show that being in touch with the natural world enhances our physical, mental and emotional wellbeing. NF Designers believe in emphasis on quality design & satisfactory clients. They claim to be futurists and believes in inspiring people & connecting with the culture & spaces.



Nazir candidly tells us, **"My idol & my inspiration is none other than Ar. Sanjay Puri Sir. It's really inspiring while going through his works. All his designs are unique and innovative in its own way. He is the futurist architect whom I look up to before even starting my own firms. I partially handled his sites while doing my job."** He feels managing time was the most crucial problem he had faced during those initial days. However, eventually got used to that schedule.

MANAGING TIME WAS THE MOST CRUCIAL PROBLEM HE HAD FACED DURING THOSE INITIAL DAYS

Following the current market trend, understanding customers & identifying the ideal project & working on it can make or break a firm, hence one should be mindful about these factors. Building a reliable and expert team was the most essential part of the business when he started up, after some initial hiccups that was too sorted, and a dedicated team was formed at NF Designers. Today's customers are knowledgeable and have high awareness, handling them politely while understanding their needs and addressing their queries is very crucial aspect in this line of business. Nazir feels that each and every project is connected to him in some way or the other. He is a hard worker and puts in a lot of effort in each of the projects.

Even though NF Designers' effort in the segment have been phenomenal, they feel there's nothing important than client satisfaction. While awards and rewards will keep coming, keeping your clients happy will take you miles. However, Blindwink have recently recognized his firm as the most creative & trusted interior designer of the year, and he cannot keep calm about it.



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TRAINING INDIAN CLASSICAL MUSIC TO GEN-NEXT LOT OF MUSICIANS, VOCALISTS AND COMPOSERS



Shefali Javeri – Founder, Shefali Javeri and Associates

Providing ‘Therapeutic Interiors’ to her clients thereby striking the right chord with their likes and dislikes. Let’s find out what went behind this amazing story of success.

Since 1999, Selafi Javeri & Associates have been delighting customers through her bespoke interiors after gaining relevant work experience in its domain. As a child, she was always curious about shapes and formation of every object. How different objects took their form, and further these forms resulted in the formation of different spaces would rattle her childish mind then. Later this further led her to take up architecture as her professional career.

While there isn’t dearth of expert interiors in the market, Shefali Javeri’s venture specializes in working on creating bespoke interiors for residential and commercial spaces. She calls her offering as “Therapeutic Interiors”, which means creating of spaces based on human psychology. This takes into account the likes and dislikes of every aspect of light, colour, form for every individual’s space that are created, which adds a personalized décor for every project designed by her firm. Residential and commercial spaces like restaurants, offices, education establishments etc are their core strengths.

According to Shefali, the fine detailing and space management created by them, gives the much-needed touch of a visual and practical touch to every space they design. However, in this line of business, understand clients and their taste is very crucial. As

a result, working closely with them with perfect transparency actually helps. Post pandemic, the entire business dynamics have changed. And as a responsible designer, the team’s moto is to grow the business in leaps n bounds by creating more and more spaces curated for an individual’s therapeutic environment.

Shefali considers Architect Charles Correa as her inspiration. He always believed that nothing is impossible, and that’s the core strength she takes back from his words in her practice today. He was celebrated for his sensitivity to the needs of the urban poor and for his use of traditional methods and materials. However, as a woman entrepreneur, the zest to leave an impact on the society, encouraged Shefali to start her own business.

Shefali’s professional acumen comes from her strength which she gathered on her entrepreneurial journey. According to her, “The struggles I faced yesterday, are my strength today. Every experience has taught me new strategies and learnings to grow the business. Dealing with contractors, commanding work as a woman were some of the challenges I faced, and working on with new strategies helped me overcome them.”

She feels that young like-minded team members, who are as passionate about designing were the essential needed to begin, and a positive attitude, to carry along always. The future looks promising for this line of business. Study of the rising real estate, re-ascertains the need of creating maximum use of minimum spaces, which was a huge opportunity for a designer like her. The ability to create therapeutic interior spaces, and the drive to create a unique experience for every individual’s requirement, in the given timelines makes her firm most unique.



ENJOY THE JOURNEY OF DESIGNING, AND LET THE DESTINATION JUST FOLLOW

Among all the projects she has done so far, a restaurant made on a Greece city concept at Kalyan is close to her. She of the opinion that learning is life’s ongoing process, or its more like you don’t stop breathing, and so is the same towards the process of learning. The most important learning is to be people sensitive along with being design sensitive. To the newcomers in this line of business, she suggests that - enjoy the journey of designing, and let the destination just follow.

The recipient of Blinkwink Excellence Award 2020 & being nominee for the top 100 women achievers award (Foxclues India Prime Awards) gives a different level of high which she cherishes. We wish more such awards and accolades cross her path, as she keeps wowing with her unique design concepts.



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HOW TO BUILD AN EFFECTIVE CONTENT MARKETING CAMPAIGN?

Many companies know the importance of content in the field of marketing and are adopting this technique for their success. So, if you too want to adopt this method of marketing, here are some tips which will help you to generate good content for marketing:

1. Any marketing campaign, whether its content marketing, social media marketing, influence marketing or search engine marketing, each needs to be directed towards a specific target audience. Make sure that you understand your target audience for whom you are creating content. Always, do this survey before you are preparing your content for selling any of your product.
2. Prepare a plan about what type of content you have to create. Just like an editorial calendar for timely publication of your posts, a content calendar should be with you that can help you to strategize your content time to time. With generalised topics and customary details, you should your add special dates, like major holidays and events that might be relevant to your business. Also, leave some blank spaces for unanticipated yet relevant events or trending topics that you might come your way at the last moment.
3. Being a content strategist or manager you have developed a framework for your content for which the writers are ready to submit their articles. In a general sense you have determined that what you want to convey through your content. But with this, it's important to understand that which content will fall under which category. Whether it is good for a Facebook ad, social media posts, landing page, explainer videos, infographics, informational blog posts, case studies, Email marketing, and so on.
4. Don't create content just for the sake of creating it. There are a lot of people who are in this business, so, to be particular, create some content which is worth reading. Always

ask yourself this question, "Will I find this article useful if I was the target audience?" If the answer is yes, your job is done effectively. Keep your analytical power as that of your customer.

5. In order to enhance your brand value, you should create and share some useful, quantitative and qualitative content consistently. In other words, you should publish something new at consistent time intervals.
6. Write a blog post and ask your readers some questions about the same. It might be their reviews, what more can be added to it, what are the other topics in the same niche that they want to know about, and so on. You can take those responses into account and accordingly point down the crux of your next blog post. This way you may get two pieces of content just out of your one idea.
7. To make your content approachable at a wider level, make the users avail opportunities of social media sharing throughout your blogging website. You must make it easy for the reader which will allow them to share your content with just one click directly on their personal accounts.
8. You should find and settle on just a few or maybe one social media channel so as to drive your focus positively and efficiently. Even with one channel you can do a lot for your business. It will be like more of utilising your time instead of wasting it.
9. Poor headlines will lead to poor results. When we're discussing about the content views, we are basically inviting our readers and customers to go on our website through the available links and read and understand the material properly. In order to maximize your views, your headlines should be optimised for both search engines and your readers.



Who we Are?

Hirenow is formed by a set of high energy people who are driven by passion to achieve and be the change agents in the recruitment industry.

Why Hirenow?

- ✓ Startup Focused
- ✓ Hire in 15 Days
- ✓ Experienced Recruiters
- ✓ Cost Effective
- ✓ Customer Experience
- ✓ Money Back Guarantee

We are Hiring Specialist For Start-ups & SMEs.

Fed-up with the cookie-cutter approaches practiced by many recruitment consultants, the Hirenow team has developed a unique and fresh approach to how hiring should be done that assures a definite hire for its Customers

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India's Best
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We start planning for the franchise right from the word 'INTERESTED';

we help you identify the strategic location with the right target audience in the locality to make it work for you. Our dedicated area manager will help you with the complete roll out plan starting from the Launch to the regular sales and marketing activities planning and execution.

✓ RECRUITMENT & TRAINING

The salon industry like every other service based industry is highly dependent on it's people in terms of providing the service to client retention. Our academy dedicated for this cause will always help you recruit highly trained manpower and would also help you in keeping them updated on their skills.

✓ ADVERTISING

You automatically come in with us on the complete marketing plans which will help all our franchise across the country and couple with regular sales focused promotions will ensure steady business and growth for you.

✓ OPERATIONS

Only uniform and par excellence service and operations sets a provider apart from the clutter in the market. Our team will help you set up the complete operations as per our standards and help you maintain it effectively. We ensure uniform "Salt Salon" experience through proper training of your operations team. We help you set the highest service level standards to ensure victory over other local brands and players.

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