

**7<sup>TH</sup> August 2022, Report on 'Bhavya Grahak Peth organised by Amhi Udyogini at Symphony hall, Andheri East'.**

**Time:** - 10:00 AM to 8:00 PM

**Objectives:** To interact and study the business model of small business stalls at the exhibition.

**Benefits:** PTVAIM's students got an opportunity to interact with many small scale business people.

**Description:** Amhi Udyogini organised a Bhavya Grahak Peth from 5<sup>th</sup> August 2022 to 7<sup>th</sup> August 2022 at Symphony hall, Andheri East. PTVAIM's MMS & MBA IEV students visited the exhibition and studied various stalls.

**Report on 'Bhavya Grahak Peth organised by Meenal Mohadikar at Symphony hall, Andheri East'**

Amhi Udyogini organised a Bhavya Grahak Peth from 5<sup>th</sup> August 2022 to 7<sup>th</sup> August 2022 at Symphony hall, Andheri East. PTVAIM's MMS & MBA-IEV students, Dr. Sucheta Pawar-Dean of PTVAIM's COEI, Ms. Ridhima Mahabal- IIC Convener, and COEI Non-teaching staff including Mr. Mayur Khanvilkar, Mr. Mandar Salaskar & Mr. Nilesh Chougule visited the exhibition.

Amhi Udyogini has been hosting Bhavya Grahak Peth, one of its oldest and most significant events, since 1990. At this event, Amhi Udyogini promotes small enterprises to introduce their goods to the market. These individuals benefit from the ability to network with other microbusiness owners and access the market. There were more than 50 entrepreneurs participated in exhibition. Exhibition had participants exhibiting healthy and ready to eat foods, different garments, and up-scaled products, Ayurveda products etc.

PTVAIM students interacted with each and every stalls in the exhibition and tried to understand their business models. Following are the some business models which students studied.

1. Business name: Usha Foods

Industry: Food Industry

Years in operation: Since 4 years (Since 2018)

Founder: Mrs. Sonali Prajakta Shelke & Mrs. Priya Patil

Based in: Kolhapur, Maharashtra

Methods of Promotion: Offline marketing. Business model: She manufactures her products in Kolhapur, Maharashtra. She has more than 20 workers. She makes her sales via selected dealers in Tier 1 & Tier 2 cities. She plans to expand by providing deliveries through e-commerce and courier services.

Serviceable areas: Cities in Maharashtra and Karnataka. (Cities like Kolhapur, Pune, Goa, Hubli, Mumbai, Solapur.

Insights: Mrs. Sonali's journey has a lot of insights. We were able to learn that whenever you start an entrepreneurial journey and enter a crowded market, you need to have a strong product, and your focus must be on consistently imparting good quality and building a healthy network.

2. Business name: Appetite foods

Industry: Food Industry

Years in operation: Since 2 years (Since 2020)



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Founder: Ms. Sonali Kocharekar

Based in: Vasai, Maharashtra

Methods of Promotion: e-commerce website [www.appetitefood.in](http://www.appetitefood.in), Digital Marketing, Social Media.

Business model: Ms. Sonali makes her sales through her e-commerce website [www.appetitefood.in](http://www.appetitefood.in) and also through her selected network of distributors across Maharashtra and certain other cities outside Maharashtra.

Serviceable areas: Maharashtra and certain cities across India.

Insights: Before becoming successful, Mrs. Sonali's Appetite foods had a lot of ups and downs. We learn that having a clear vision and mission is extremely important in business, which ultimately precipitates every stakeholder's mindset while they are connected to the brand.

3. Business name: Dhana's Paithani

Industry: Textile Industry

Years in operation: Since 2016.

Founder: Mrs. Dhanashree Pathak

Based in: Pune, Maharashtra.

Methods of Promotion: E-commerce website <https://paithanipurse.com>, Digital Marketing, Social Media.

Best selling point at stall: Product presentation and exclusive offers.

Business model: Mrs. Dhanashree makes her sales regularly via her e-commerce channels (Facebook marketplace, and website), and provides sales through selected distributors.

Serviceable areas: All over India and outside India.

Insights: We learn from Dhana's Paithani that having authenticity with the line of products and creativity in the entire process, can result in a strong and sustainable business that customers enjoy being a part of.

4. Business name: FreshFusion

Industry: Food Industry

Years in operation: Since 2016

Founder: Mrs. Deepa Bhate

Based in: Mumbai, Maharashtra.

Methods of Promotion: E-commerce website <https://www.freshfusion.co.in> and Social Media marketing.

Best selling point at stall: Good communication and customer handling by Deepa ma'am.

Business model: Mrs. Deepa makes her sales through a cloud kitchen model via her digital channels and delivery partners. She primarily takes orders via her WhatsApp and has a subscription model website. She provides multiple menus that keep on changing in a set time frame of one week. Her platform takes daily orders and delivers freshly made Salad, soup, and snacks at the doorstep.

Serviceable areas: Andheri, Vileparle, Bandra, Dadar, Thane & many more places in Mumbai.

Insights: FreshFusion has created a market on its own by introducing a unique product range and we learned from Mrs. Deepa, how vital can people management and communication skills be for establishing and running an effective business with such products.

5. Business name: Vimoh

Industry: Manufacturing industry (Jewellery and Textile)

Years in operation: Since 2021

Founder: Ms. Sneha Deshpande

Based in: Nashik, Maharashtra.

Methods of Promotion: Referrals, Digital Marketing, Social Media.

Best selling point at stall: Attractive Product Presentation & uncle's good communication.

Business model: Ms. Sneha makes her sales regularly via her e-commerce channels (Facebook marketplace, and Instagram), and is planning to open the market for selected distributors.

Serviceable areas: Internationally available.

Insights: Vimoh has taught us that even in difficult times, you can create a good business if you can identify your hobbies and develop them into commercial skills, and how to correctly identify your customers and market your product.

6. Business name: Nova Arts

Industry: Manufacturing (Furniture)

Years in operation: Since 1984.

Founder: Aniruddha Mestry.

Based in: Mumbai, Maharashtra

Methods of Promotion: Digital Marketing, Social Media, Website <https://novarts.in>

Business model: While the manufacturing is taken care of in Mumbai, the sales take place across India through their multiple digital channels and a network of national distributors.

Serviceable areas: All over India.

Insights: From Nova Arts, we learn that mastering an art and using it along with certain skills can help you with product and process innovation which will help you to sustain in the market for a longer run.

7. Business name: Aady Foods

Industry: Food Industry

Years in operation: Since 2022

Founder: Aditi Oturkar

Based in: Mumbai, Maharashtra

Methods of Promotion: Referrals.

Best selling point at stall: Attractive Product Presentation & Aditi's sweet communication.

Business model: Aady foods makes its sales in Mumbai through a network of certain distributors and referrals.

Serviceable areas: Internationally available.

Insights: Journey of Aady foods teaches us how building a Strong network, not compromising on standards, and having good leadership skills can help you build a strong brand in less time.

8. Business name: Artfelt Vibes

Industry: Manufacturing (upscaling).

Years in operation: Since 2018

Founder: Mrs. Rohita Sarma

Based in: Mumbai, Maharashtra

Methods of Promotion: Referrals & social media.

Business model: She hand-paints a few products in a day and makes her sales via her digital channels and referrals. She provides all customer ranges at decent prices.

Serviceable areas: Only in Mumbai.

Insights: from Artfelt vibes we learn that even after being a solopreneur, how you can still run a sustainable venture with only a few skill sets. Mrs. Rohita Sharma Has proven that with consistency, you can achieve a lot of things in business.

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