

# She

Indomitable Reads!

VOLUME 3  
EDITION 5  
DECEMBER 2021  
#AWARD\_ISSUE

## SHE GOES PINK

"SHE is worth far more than you think, only the best can take her home"

### BREAST CANCER AWARENESS

An annual campaign to Alert, Aware & React

### THE PINK POWER

As a Feminine Color

SCAN TO READ



   [www.shemagazine.in](http://www.shemagazine.in)



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A COMPLETE ENTERTAINMENT PACKAGE PROMOTING THE RIGHT FINDS.



# SHE AWARDS 2021

She Awards recognizes and honors extraordinary potential of empowered women. She Awards celebrates the confidence, courage and contribution of strong women across all facets of Fashion, Beauty and Business. A Shero is a fiercely inspiring beauty with a difference and the ultimate boss babe of her future. She is savage and likes to hustle! If you are a Shero or know a Shero who has made a lasting impact worthy of recognition in the society, She Awards is where you need to be.

This year the She Awards 2021 goes Pink as October is known worldwide as the Breast cancer awareness month and we at She are organizing the #SheGoesPink campaign to help the women in need today.

Thank you for your kindness and continued support in our journey. Thank you for being you and believing in our vision in the fight against breast cancer. Thank you for trusting our belief and creating awareness for such a noble cause. Thank you for thinking Pink & going Pink!

#shегоoespink #pinkoctober

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**Breast Cancer Awareness Alert. Aware. React**  
Page 10

October is Breast Cancer Awareness Month, an annual campaign to raise awareness about the impact of breast cancer.

**The PINK power #shegoespink**  
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Colour psychology states pink as a feminine colour. It is not just because the shade reverberates a soft, elegant and kind feeling that all women possess but can also be powerful, vibrant and eye grabbing in brighter shades of hot pink that makes a statement in itself.

**And the Winner is.....**  
Page 20

Presenting She PINK Awards 2021 winners sharing their excitements, journey, struggles, their support system & their winning moment.



**ANJANA RANGAN**

Thank u @she\_india for giving me this award and going pink for Breast cancer awareness just made it even better. Thank u for the warm welcome @its.manikandan and team of She. I felt loved and honoured! I'll treasure this one.

#televisionStaroftheyear (South)



**TEJU ASHWINI**

My first award as an actress. The independent artist of the year 2021. Thank you @she\_awards @she\_india for recognising debutants and motivating us! Means a lot! Thank you mani for giving me this award.

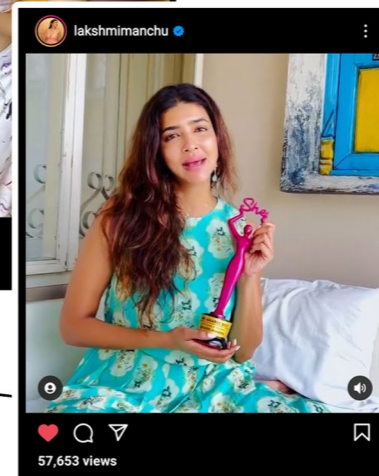
**WHAT'S HAPPENING? ON INSTAGRAM**



**DONAL BISHT**

Thank you @she\_awards for this wonderful award with a cause

**RAIZA WILSON**  
Style icon of the year 2021  
Thankyou @she\_india @she\_awards @its.manikandan



**LAKSHMI MANCHU**

Thank you @she\_awards & @she\_india for this honour! Absolutely the best award I could have ever received.

**REGINA CASSANDRA**  
Won an award and climbed a tree  
Thank you @she\_awards @she\_india @its.manikandan  
#mostdesirable womaninkollywood2021



# Editors's LETTER



On the cover, is the super talents who all made themselves always into the spotlight & dreaming larger than life. Madonna Sebastian, Megha Akash, Erica Fernandes, Eesha Rebba, Donal Bisht, Anjana Rangan, Dayana Erappa, Anupama Kumar Vijayanand & R. Archana proven to be the best to take our PINK Lady to their home. We were privileged to honour Divya Khosla Kumar, Regina Cassandra, Lakshmi Manchu, Raiza Wilson, Chaitra Reddy, Teju Ashwini, N.D. Ashmitha & all other super women.

On the occasion of International Men's Day, we proudly announced our new division 'He' and were honoured to present the "Entertainer of the Year 2021" award to Tollywood's young, quirky and emerging actor Teja Sajja who has had the most number of releases in 2021 and is showing great promise with his choice of scripts and display of distinct roles.

Now, on to some special mentions, I remain grateful to Arvind Raj, founder Rollin Studios for his amazing visual support. Special Mention to Production team Sakthi Chinnu (The OSM) & Balaji who made us climb a huge mountain in a very easy perspective. Also Special credits to Nadia Malik, PoojithaVarma, Sivapriya for their immense support.

I'll tell you something, 2022 is not very far from us!!! Be brave to face this December, Be prepared to march into a new year, work hard and do miracles. I will be ready to meet you all at She Awards 2022. Until then, I can't hear you!!!

*R. Manikandan*

Being a woman is not easy as they say. Every Ordinary woman has an extraordinary story to share. Few pen their stories, Many hide theirs. Very few in the world get to wake up in the morning and say, "yes! I am going to work & do something which I want to do". Happy to see soo many young women as actors, achievers & entrepreneurs made my stage and all of them won my heart with their stories, their experiences & their journey, proving themselves to everybody. I would like to revisit my award evening with this issue and would like to thank my team for presenting my vision in a different light.

I'm feeling overwhelmed to talk about the glitters that our She Awards 2021 made for deserving talents. A stary night celebrating the power of womanhood at its best. It was planned as a small digital award segment initially, which later turned into a full-blown stary affair bringing together those who love She and are loved by She, which is our privileged honour for this year 2021. Trust me, we made it!

This year 2021, She Award turned PINK. As October is known worldwide as the Breast cancer awareness month and we at She are organizing the #SheGoesPINK campaign to help the women in need today. I really feel proud to say this camping has reached around 21.8M impressions on Instagram till now. Thanks to all the people who gave their voices to us to increase awareness of this disease. "Women are stronger together" so let's make it always together.



## ERICA JENNIFER FERNANDES

There is always added pleasure to deliver our best when you are part of such shows and my ejfians have always stood by me , encouraged me , motivated and loved me to put my best foot forward . Thankyou @she\_india for acknowledging the hard work of all the heroes from various fields and motivating us to do better .

**23M+ IMPRESSIONS ON INSTAGRAM**



## CHAITRA REDDY

She'awards 2021  
Thank you so much for this award 'Most desirable television star (south)'



## MEGHA AKASH

Very very happy and privileged to receive this. Nothing better than your hard work being appreciated. But this is even more special as it's for a very important cause... BREAST CANCER AWARENESS



## TEJA SAJJA

Happy to be receiving the 'Entertainer Of The Year' award from @she\_india. There is no force stronger than the will of a woman and it feels great to be recognised by an organisation that is doing phenomenal work in spreading awareness and helping women in need. More power to you! Thank you for honouring me for International Men's Day and congratulations on the launch of your new division 'He'.



## ANUPAMA KUMAR VIJAY ANAND

I dedicate this award to you-my Instagram family, but for your trust and support this wouldn't have been possible. Thank you so much guys!

Thankyou @she\_india for recognising and honouring me with award. This is my first award with respect to my work on Instagram. I feel so motivated.



**She**  
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**A COMPLETE ENTERTAINMENT PACKAGE PROMOTING THE RIGHT FINDS.**

SCAN TO READ



**She** INDIA

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ASSOCIATE EDITOR  
**GAYATHRI P R**

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**RAJESH KUMAR S**

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**RAGUPATHY**

CHIEF OPERATIONS  
**NITHU RAJ**

FINANCE CONTROLLER  
**YASAR ARAFATH**

SUPPORT  
**ARVIND RAJ**  
( ROLLIN STUDIOS )

**S SIVAKUMAR**  
( BUDDY CREATIONS )

\*\*\*\*\*

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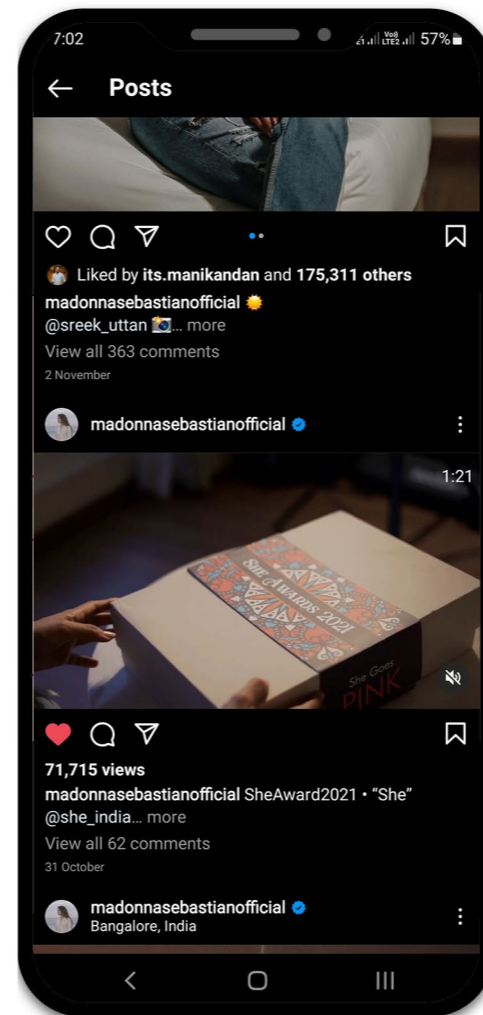
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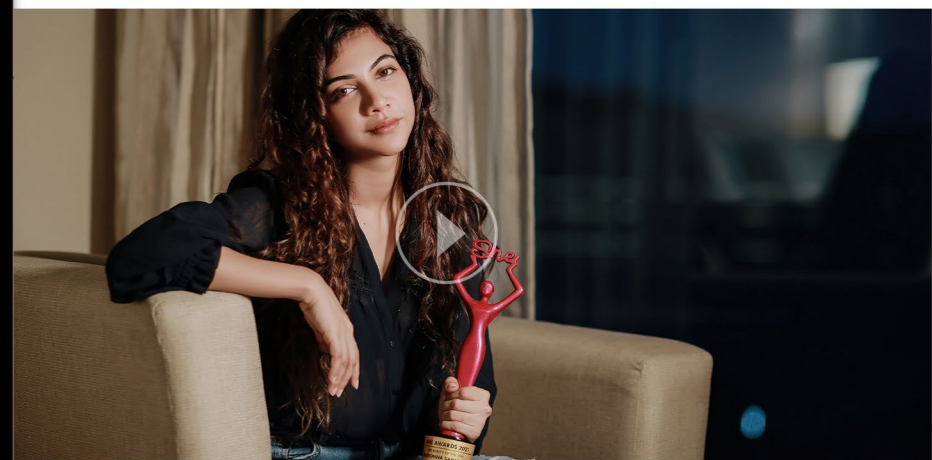
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**#SHEGOESPINK**

ACTRESS MADONNA SEBASTIAN JOINS HANDS WITH SHE INDIA PINK CAMPAIGN #SHEGOESPINK #PINKOCTOBER



**WATCH IT NOW ON INSTAGRAM**



SCAN TO WATCH



**ARCHANA R**  
EMERGING TELEVISION STAR 2021  
Thanks for this beautiful award @she\_india

**N.D. ASHMITHA**

I'm humbled and beyond honored to share the need with all of you She india a renowned women's magazine has honored me with BEST BRIDAL MAKE UP ARTIST OF THE YEAR award from the day I started my career I always preferred to be a bridal makeup artist and nothing else. I learnt makeup as a hobby in which I developed passion and started it off as a career. The journey that I chose in my life was destined and I was able to achieve what I m today with sincere and utmost dedication



“  
YOU BEAT  
CANCER BY HOW  
YOU LIVE, WHY  
YOU LIVE, AND  
IN THE MANNER  
IN WHICH YOU  
LIVE  
”

– STUART SCOTT

# BREAST CANCER AWARENESS ALERT. AWARE. REACT

October is Breast Cancer Awareness Month, an annual campaign to raise awareness about the impact of breast cancer. With being the most common type of cancer in women, breast cancer accounts for 14% of cancers in Indian women. Though it cannot be prevented as if it has to happen, it will happen, the deaths due to breast cancer can definitely be reduced. This can be only done through early detection and reaching out to your doctor on time!

By P R Gayathri

**S**ymptoms of breast cancer  
Since no breasts are typical, each woman tends to experience a different symptom. Most women say their breasts feel lumpy or uneven. Touching yourself and realising any irregular or unusual feeling is the first step of detection. But don't worry as women's breasts change, look and feel different during your period, having children, losing or gaining weight or even if you're under certain medications. But it is advised to check with your doctor if you experience any of the below-mentioned concerns.

- \* New lump in the breast or underarm (armpit).
- \* Thickening or swelling of part of the breast.
- \* Irritation or dimpling of breast skin.
- \* Redness or flaky skin in the nipple area or the breast.
- \* Nipple discharge other than breast milk, including blood.
- \* Any change in the size or the shape of the breast.
- \* Pain in any area of the breast.

**Reduce the risk**  
Several factors like getting older or your family history are not in your hands to control but taking care of your health well and adapting to a disciplined lifestyle will lower your risk of breast cancer. It all starts with maintaining a proper diet that balances your weight.

Managing your weight contributes to good health now and as you age. Exercise regularly and also don't forget to massage your breast and pump up the blood circulation there. If you have a family history of breast cancer or inherited changes in your BRCA1 and BRCA2 genes, talk to your doctor about other ways to lower your risk.

### Breast Massages

Though most breast cancers are diagnosed in women who are 50 years old or older, breast cancer also affects younger women. Early diagnosis of breast cancer can lead to a better outcome as most people have a 99% chance of living for at least 5 years after the initial diagnosis. Massages help prevent cancer and also to keep your breasts healthy. Massage may also help improve the flow of milk for breastfeeding mothers.

- \* Massage in a circular pattern by placing four fingers of one hand on the top of the breast and four fingers of the other hand on the bottom.
- \* Move your fingers to the area under your armpit, and continue with small circles as you walk your fingers along.
- \* Massage a single breast at one point in time and avoid applying too much pressure. Be gentle.

“BREAST  
CANCER  
CHANGES  
YOU,  
AND THE  
CHANGE  
CAN BE  
BEAUTIFUL”

\* Finish your massage by squeezing each nipple to look for any discharge or pain. If you experience either one of these symptoms, make an appointment with your doctor immediately.

“The only  
person who  
can save you  
is you.”





RAIZA WILSON



ANUPAMA KUMAR  
VIJAY ANAND



ANJANA RANGAN



THARSIKA



EESHA REBBA



TEJASHREE

# The Pink POWER #SHEGOESPINK

By P R Gayathri

Colour psychology states pink as a feminine colour. It is not just because the shade reverberates a soft, elegant and kind feeling that all women possess but can also be powerful, vibrant and eye grabbing in brighter shades of hot pink that makes a statement in itself. Eventually pink became a colour of feminine energy. From gender reveal ceremonies to bachelorette parties, pink became women's sole colour of joy. But the pink power has to say much more than that!

History states that earlier pink was related to boys and blue for girls. The two colors were first chosen because of how they complimented hair and eye colours in the western culture. But by the 1960's during the women's liberation movement, women challenged this social norm and threw gendered colours out the window. However, this did not last long once prenatal testing came out, which led to parents pre-planning for their babies and retailers realizing that they could capitalize on selling specific content tailored for each gender. In addition to Hollywood stars such as Jayne Mansfield and Marilyn Monroe, a president's wife also played a part in the fact that pink became a symbol of femininity beyond the nursery. Mamie Eisenhower, the wife of President Dwight Eisenhower, loved this color and appeared at the inauguration ball in 1953 in a powder pink robe. It was precisely this shade that became one of the most popular colors of the 1950s as 'First Lady Pink'.

So the colour is an embodiment of power and enforcement of liberty that encourages women to pace forth and do what they want to. Cause as Queen B says, "Who runs the world? Girls!" As we at She goes Pink, this October, we are standing up for each woman who has a voice, who has a say in her life and is here to change the world by shaping hers first! By going pink, we are also raising awareness on women's health and the importance of prioritising oneself! Join us in this beautiful journey as we believe "Empowered women, empower women."



ON PICTURE FROM LEFT : ANJANA RANGAN, RHEMA ASHOK



ABIRAMI

SUBASHREE



FROM RIGHT : AISHWARYA DUTTA, SANDHYA, DR. PREETHI UDHAYARAJA



N.D. ASHMITHA

# THE GLORIOUS EVE FOR WOMEN OF TODAY!

Presenting 1st Annual She awards 2021 along with She Beauty Awards 2021 and She Bazaar Awards 2021 exclusives

PHOTOGRAPHY : ROLLIN STUDIOS

When it comes to She, everything is about glory, wonder and the blissfulness of women. You make the world. There ain't a thing stopping you from getting what you want if you have put your mind on it and that very motive of a woman, entices, inspires and motivate. As we say empowered women and empower women and we are all in this together to make this world a better place for us.

We at She, make sure to award the best of women talent in the country for the inspiring work they do to empower, motivate and create a revolution with an awareness that women are capable of everything!





SOWMIYA AND AISHWARYA

# WINNER'S PARADE

\*\*\*\*\*  
Sheroes stealing the Red Carpet limelight



ANJANA RANGAN



GLISSY



AISHWARYA DUTTA



SWARUPA AND TEJASHREE



THARSIKA



BHARANE



RHEMA ASHOK



SHREE VIDHYA



GEETHA AND SHARNIKA.S



ARCHANA R



OLIVIA ANUGRAHA

This year's She award night was an evening appreciating women, honouring their hopes and achievements setting the new normal for She India for this is what we're best known for - celebrating Womanhood. The glitzy affair was adorned by stars both above us and amidst us at the beautiful Prasad 70mm Preview Theater, Vadapalani.

Indian film actress Aishwarya Dutta, Super Gorgeous Anjana Rangan & sizzling television actress VJ Archana, actress Rhema Ashok, actress Tharsika, actress Tejashree Jadhav made their presence on the red carpet.



SASH BEAUTY CARE TEAM



ARVIND RAJ AND TEAM

# GOES PINK

The glorious occasion was painted Pink as October is known worldwide as the Breast cancer awareness month and we at She are organizing the #SheGoesPink campaign to help the women in need today. Breast cancer is the most common cancer among women. Join hands with us to increase awareness of this disease.



DR. IRFANA SULTHAN



ANJANA RANGAN

DR. IRFANA SULTHAN

P MOHAN

VISHNU PRIYA

PAVITHRA

SRUTHI

OLIVIA ANUGRAHA

R ARCHANA

AISHWARYA

N.D. ASHMITHA

DEEPIKA SARAN

SWARUPA

RHEMA ASHOK

SHARNIKA S

KAVITHA

THAHERA NAZEER

BENITA

DEEPIKA

**“WOMEN ARE STRONGER TOGETHER”.**

Congrats to all the Achievers, Women Homepreneurs & Entrepreneurs Brands for their hard work and dedication. May you inspire many more!



ON PICTURE FROM LEFT : MEGHA AKASH, ANJANA RANGAN, N.D. ASHMITHA AND OLIVIA ANUGRAHA

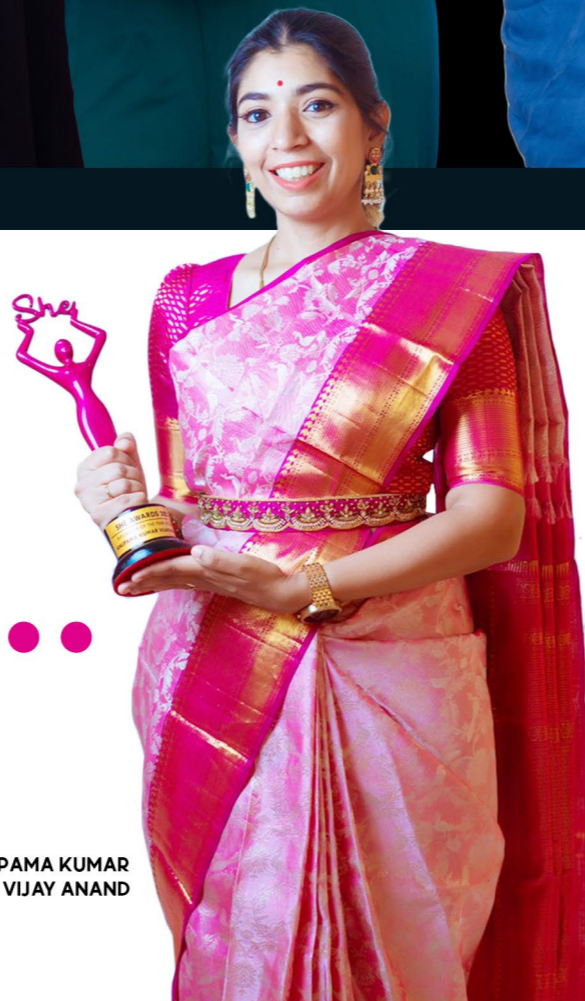
FROM LEFT : DAYANA ERAPPA, EESHA REBBA, ERICA FERNANDES AND ARCHANA R

THREE. TWO, ONE!!!

# AND THE WINNER IS...

Presenting **She PINK Awards 2021** winners sharing their excitements, journey, struggles, their support system & their winning moment.

ANUPAMA KUMAR  
VIJAY ANAND



## #SHEGOESPINK WHY PINK?

This year the She Awards 2021 goes Pink as October is known worldwide as the Breast cancer awareness month and we at She are organizing the #SheGoesPink campaign to help the women in need today. Breast cancer is the most common cancer among women. Join hands with us to increase awareness of this disease.

**"WOMEN ARE STRONGER TOGETHER"**



RAIZA WILSON

**SHE BEAUTY  
OF THE YEAR 2021**

\*\*\*\*\*

**MADONNA  
SEBASTIAN**

\*\*\*\*\*

The southern beauty **Madonna Sebastian** has proved herself to be an exponential actress and won our hearts ever since her debut performance as Celine in Premam. The cutesy actress is gradually taking over the Kollywood and Tollywood industry with her strong acting prowess and we got no complaints!

A simple scroll through her 'gram feed will give you enough proof that she is a natural beauty queen. Madonna won the She Beauty of the Year award for her courage and confidence to flaunt her beauty raw and real and also for making us fall in love with her curly hair and twinkly eyes! The diva can rock all looks and versatility and being able to adapt one's face to suit the costume and role is a talent that not everyone has got.



*Ka Ka Ka Po*



*Premam*



**MOST DESIRABLE WOMEN  
TOLLYWOOD 2021**

\*\*\*\*\*

**EESHA  
REBBA**

\*\*\*\*\*

**Eesha Rebba** made her debut in 2012 with the film Life is Beautiful. She then made her first appearance in a lead role in the film Anthaka Mundu Aa Tarvatha. The film was successful at the box office and was nominated for Best Film at the International Indian Film festival in South Africa.

With back to back success, she has managed to carve a niche for herself in the industry as well as in our hearts. The stunner bagged the Most Desirable Women Tollywood for all her efforts and influence on the audience with her mindful performance and contributions to the entertainment industry.



*Raagala 24 Gantallo*



*Pitta Kathalu*

**MOST DESIRABLE WOMEN  
KOLLYWOOD 2021**

\*\*\*\*\*

**REGINA  
CASSANDRA**

\*\*\*\*\*

*Regina Cassandra* started her career at a very young age. She was just nine while she was anchoring for Splash, a kids' channel, and then moved on to work in commercials and now we see her dominating the Kollywood industry gradually with her powerpack performance. Her first feature film appearance was the Tamil film Kanda Naal Mudhal in 2005. Since then the diva has paved her own way in writing her success story. And who else than the gorgeous Regina Cassandra can own the award for Most Desirable Women Kollywood like a true diva! She is smart, she is skilled, she is persistent and in every way the woman we all can look up to. With a handful of projects to be released, we wish Regina a grand & joyful journey with her professional life!



*Nenjam Marappathillai*



*Mughizh*



**PERFORMER  
OF THE YEAR 2021**

\*\*\*\*\*

**MEGHA  
AKASH**

\*\*\*\*\*

The stunning actress, *Megha Akash* who debuted with the 2017 Telugu cinema Lie has now taken the Kollywood and Tollywood world by storm. The gorgeous diva has appeared in more than twelve films in a very short span of time and made a niche for herself with her strong acting prowess. Even though the pandemic she made sure where there is a will there's a way by breaking the glass ceiling with her Bollywood debut as Nikisha in Salman Khan's Radhe. Who better than the cutesy actress Megha Akash to grab the title of 'Performer of the Year' at the 2021 SHE Awards held to empower women and create awareness on breast cancer. With a handful of projects already up in kitty and a successful year showcasing versatility and style goals with her impeccable performance, the star is all set for the stars. She is the moment and with her humble personality and incredible talent, we are proud and happy for her for winning the sassiest title of the year!



*Oru Pakka Kathai*



*Dear Megha*

STYLE ICON  
OF THE YEAR 2021

\*\*\*\*\*

**RAIZA  
WILSON**

\*\*\*\*\*

The woman who needs no introduction, **Raiza Wilson** has already owned a space in all our hearts ever since Bigg Boss Season 1 (Tamil). The model turned actress has proved her take on versatile fashion and offbeat style aesthetics inside the house and continued to awe us over the years with her breathtakingly amazing looks.

Raiza Wilson won the 'Style Icon of the Year' award for beating our gloomy days with her glamorous fashion choices that inspire and motivate women to elevate their style game for every occasion. Setting trends of her own and ruling the fashion world, we can't think of a better diva than our cutesy Raiza who deserved the award.



*Pyar Prema Kadhal*



SUPER MOM  
OF THE YEAR 2021

\*\*\*\*\*

**LAKSHMI  
MANCHU**

\*\*\*\*\*

**Lakshmi Manchu** has done and still doing an incredible job as an actress, producer, and television presenter who works in Telugu cinema and American television. The daughter of veteran actor Mohan Babu has garnered the SIIMA Award, two Filmfare Awards South, and two State Nandi Awards over the years and continues to astonish us with her works.

The role of Celina, portraying a supporting role in Mani Ratnam's Tamil film *Kadal*, Manchu stepped into our hearts. She was awarded 'Super Mom of the Year' for how she inspired women around the world being a proud mother of a baby girl through surrogacy at 38 years. It's 2021 and women can have it all! Career, family, dreams and what not! And Lakshmi Manchu shows us how.



*Mom Daughter Photoshoot*



*Lakshmi Manchu with her Daughter  
Vidya Nirvana*



INFLUENCER  
OF THE YEAR 2021

\*\*\*\*\*

**ANUPAMA  
KUMAR  
VIJAY  
ANAND**

\*\*\*\*\*

*Anupama Kumar Vijay Anand* is from Tirupur and was professionally a software engineer but now she is a popular childbirth, pregnancy fitness and lactation educator and also the director of Vriksham Pregnancy Care Pvt. Ltd. She has taken over the social media platform and made the best out of it by enlightening women about so many things. The mother of two has worked tirelessly and has empowered women around the world to build confidence and believe in their own bodies. Her informative videos have gone viral and she indeed is our 'Influencer of the Year' awardee who is here to bring a change and reflect that wisdom to society.



Breast Milk Donation



PrePregnancy, Pregnancy, Parenting,  
Breastfeeding & Relationship  
Educator



BEAUTY ICON  
OF THE YEAR 2021

\*\*\*\*\*

**DONAL  
BISHT**

\*\*\*\*\*

*Donal Bisht* who made our hearts race in the Bigg Boss 15 house is well known for her works, portraying Sharanya in Ek Deewana Tha and Ishika Patel in Roop - Mard Ka Naya Swaroop. The beautiful star is one of the pretty actresses of television shows and a simple scroll through her Instagram will inspire you to amp up the beauty game.

The Beauty Icon Award denotes the interest and enthusiasm the artist brings to the front with a purpose. With a motto "Always be natural and your skin will glow", Donal Bisht has not only made beauty a visual statement but a character-al journey that'll let you be yourself. We are proud to have awarded this beauty the Beauty Icon Award in our glorious event.



Roop - Mard Ka Naya Swaroop



Ek deewana tha

TELEVISION STAR  
OF THE YEAR 2021

\*\*\*\*\*

**ERICA  
FERNANDES**

\*\*\*\*\*

The model turned actress, **Erica Fernandes** is known for her portrayal of Dr Sonakshi Bose in *Kuch Rang Pyar Ke Aise Bhi* and Purna Sharma in *Kasautii Zindagii Kay*. She has taken part in pageants like Pantaloons Femina Miss Maharashtra back in 2011 and kick-started her career in the acting industry ever since then. She became a sensation since her TV serial role Dr Sonakshi Bose became huge and there was no turning back for the diva.

Returning as Dr Sonakshi Bose in the *Kuch Rang Pyar Ke Aise Bhi: Nayi Kahaani*, Erica Fernandes is topping her own perfection with a trendy twist. Amidst the Covid-19, the star had also appeared in two music video albums and is now all focussed on stealing our hearts as Sonakshi. We couldn't think of anyone other than her who could've bagged the 'Television Star of the Year' title. With her enticing performance, ultra-glam style statements and fabulous fan base we wish her all the luck to pace forth and carry forward the awesomeness of being SHE.



*Kuch Rang Pyar Ke Aise Bhi:  
Nayi Kahaani*



TELEVISION STAR  
OF THE YEAR 2021  
(SOUTH)

\*\*\*\*\*

**ANJANA  
RANGAN**

\*\*\*\*\*

Before becoming a video jockey, **Anjana Rangan** was well known as a television host who also anchored in television shows such as *Neengalum Naangalum*, *Namma Star*, *Konjam Uppu Konjam Karam* and *Paattu Pudusu*. She was also ranked 15 in *Chennai Times 20 Most Desirable Women on TV 2019*.

What we love about Anjana Rangan is her down to earth personality and a contagious smile that's ready to change the world! The diva bagged the 'Television Star of the Year (South)' award like a boss for her voluptuous performance in various fields in the entertainment industry. Going PINK this October with us, Anjana decided to grab the award in an elegant pink organza mini dress.



*Zee Tamil - Dance Jodi Dance 3*



*Sun Music - Cafe Tea Area*



**ENTERTAINER  
OF THE YEAR 2021**

\*\*\*\*\*

**TEJA SAJJA**

\*\*\*\*\*

Started as a child actor in the film Choodalani Vundi, *Teja Sajja* has come a long way. He made his debut in 2021 as a lead actor with the film *Zombie Reddy*, by which he received several positive accolades. Over the years, Sajja has acted in about fifty other films alongside leading actors from the Telugu industry.

He received the Entertainer of the Year award for his unbelievable sport and indubitable effort in bringing forth entertainment rich content to the audience through his art. His upcoming films are a film named *Adbhutham* alongside *Shivani Rajasekhar*. He will be next featured in a superhero film *HanuMan*, collaborating again with *Prasanth Varma*. We wish the star a year of success ahead!



*Adbhutham*



*HanuMan*



**SOCIAL WOMEN  
ENTREPRENEUR  
OF THE YEAR 2021**

\*\*\*\*\*

**Dr. IRFANA  
SULTAN**

\*\*\*\*\*

*Dr Irfana Sultan*, DS Phd ( Root Canal Specialist), runs her own brand called unik32 dental clinic. Making every smile more confident and realistic, she is generous in sharing her knowledge with an interesting hold on social media platforms. She enlightens and encourages people to seek information and understand in and out of dental health. Dr Irfana is a socially responsible person and makes sure to address concerns of dental health and related issues with basic terms and definitions such that the message is carried to everyone alike.

With her knowledge and energetic spirit, Dr Irfana continues to use her platform for the good and we are happy to have honoured her with the Social Women Entrepreneur of the Year award for all her efforts and benevolent activities. Every smile matters and making it beautiful is a profession that has got its own godliness to it. Running a clinic, managing social media, crafting up videos that cover every aspect of dental health and making it hit online is not an easy task and we appreciate this superwoman for her indomitable spirit!



*Award Moment*

**EMERGING TELEVISION STAR 2021 (SOUTH)**

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**R ARCHANA**

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*Archana* is a popular television actress, VJ, and also a model working in the Tamil TV industry. She is now busy in the serial *Raja Rani 2* which is the next season of the *Raja Rani* serial done by Sanjeev and Alya Manasa. She made the television limelight with the *Raja Rani* Serial. Archana also appeared in short films like *Kanava Kanave*.

The star has won in keeping us glued to our TV screens with her incredible performance and has become one of the most loved TV celebrities in a short span. She bagged the Emerging Television Star (South) at She Awards for her voluptuous performance and influencing activities making the web an entertaining place!



*Award Moment*



*Raja Rani 2*



**MOST DESIRABLE TELEVISION STAR 2021 (SOUTH)**

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**CHAITRA REDDY**

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*Chaitra Reddy* is a well known and popular model turned actress, who works in the Tamil and Kannada television and film industries. She is well known for the Tamil serial *Yaradi Nee Mohini* and the Kannada movie *Rugged*. Taking over the television world by storm, Chaitra is one of the most loved stars on television screens.

She, who strongly believes "We become what we think about" has always been the queen of our hearts with her incredible performance, beauty and down to earth personality. Chaitra Reddy thus won the award 'Most Desirable Television Star of the Year' and continues to prove her worth with her indomitable skills.



*Yaradi Nee Mohini*



*Kayal*

**BEST BRIDAL MUA  
OF THE YEAR 2021**

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**N D ASHMITHA**

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*Asmithamakeoverartistry* it's my brain child that I worked on from the time I decided to be a makeup artist.

AMA has always focused on quality education and I stand no less in compromise to it. The quality has helped in forming a brand that is for all those who willing to choose this bridal makeup field has their career. It took me years to make my branding stand alone from the crowd, as I have this quality of always making my brain work than required and I don't stop or get satisfied with anything less than perfection so I make sure I keep working towards it. I'm happy to say that when I look back I see a path that I can proudly say I strived and built every little detail to get to where I'm today with a brand that is now known to over six hundred thousand followers. Thanking all my followers and all those who trust my brand, we always work towards betterment giving only the best to its clients and participants.

Awards were never a thought in my mind as I have heard it's very easily bought, but when I heard that I'm receiving an award for the best bridal makeup artist category I was so thrilled as talent was solely recognised by the organisers and not sponsored. Thank u She India for this honour and I'm pleased that this was an honest award for hard work and dedication.



*Award Moment*



**MUSIC SENSATION  
OF THE YEAR 2021**

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**DIVYA  
KHOSLA  
KUMAR**

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We know *Divya Khosla Kumar* as an actress, producer, director and also a singer whose soulful voice has won the nation's heart. She has directed various advertisements and has also featured in multiple music videos. She won the Music Sensation of the Year for getting us hooked to her beats like no other.

After completing a course in cinematography and editing, Divya directed music videos for Agam Kumar Nigam, Jermaine Jackson, Tulsi Kumar, and a few ad films. After directing 20 music videos, Divya did her first directorial venture *Yaariyan* in 2014. Divya also choreographed 5 songs in the film, including "Baarish", "Maa", "Love Me Thoda Aur", "Allah Wariya" and "Zor Lagake"



*Yaad Piya ki Aane Lagi*



*Teri Aankhon Mein*

**SUPER MODEL  
OF THE YEAR 2021**

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**DAYANA  
ERAPPA**

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The stunning *Dayana Erappa* is an actress and model. She was a competitor of the beauty pageant Miss India 2016 and has ever since involved herself in various fashion exhibits nationally and internationally. She has worked in the Tamil film industry and is famous for her debut film *Chekka Chivantha Vaanam*.

The star won the Super Model of the Year award for her unbeatable contribution to the modelling industry and inspiring young girls out there to come out of their comfort zone and chase their dreams. She began to model with the best campaigns for brands and designers in India and all over the world. She has served and proceeds to work with leading Indian designers including Manish Malhotra, Tarun Tahiliani, and Anitha Dogre.



*Chekka Chivantha Vaanam*



**INDEPENDENT ARTIST  
OF THE YEAR 2021**

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**TEJU  
ASHWINI**

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*Teju Ashwini* made her acting debut in the Tamil web series *Kalyana Samayal Saadham* and has also made it to the Santhanam starrer *Parris Jeyaraj* movie this year. Proving that every small step counts, the actress has independently paved a way for herself in the most organic way from modelling to appearing in YouTube channels to now in movies and music videos.

Wishing her the best of life we entitled her with the Independent Artist of the Year award for the zest in her to outperform herself every time and give the audience exactly what they crave for. Her strong will to challenge herself is our inspiration to take up every day as a new opportunity.



*Asku Maaro*



*Paris Jayaraj*

## EDUCATIONAL PERSON OF THE YEAR 2021

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# SHARNIKA.S

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I am deeply gratified and blessed to hail from a family that has a strong educational background. Both my grandparents and parents were highly proficient teachers with a strong zeal for teaching. My father always had a great passion for educating children. Being born in a middle-class family, I learned the core values of educating children from poor family backgrounds. Despite various financial constraints, my father started "Zigma Matriculation School" in 1999 for classes from 1st to 5th standard. His main goal was to offer education to the children belonging to the lower economy.

As I grew up, my parents raised me by nurturing all the eminent values of education. His perpetual love for education has made Zigma emerge as one of the renowned higher secondary schools in Chennai. I always had a hidden passion for educating children within myself right from my childhood days. Looking at the enticing outer world, I didn't realize that this hidden passion also grew along with me. Engineering was always my dream like every other middle-class child. After completing school, I joined Engineering with a bunch of dreams. As days passed, I slowly started understanding the passion hidden inside me.

During the final year, I got a plethora of job offers and opportunities from various esteemed IT companies. That's the moment where I realized the difference between settling for the less and discovering the core strength within ourselves. This aided me in uncovering the aspirations of my life. I rejected all the job offers with strong perseverance towards my passion for educating children.



At this stage, there were only a few people who trusted my process. Later I completed B.Ed in Maths and Masters in Education with a lot of twists and turns. This was the most strenuous period in my life as most of the people around me were either making me feel low or backstabbing. The constant determination towards the goal pushed me to cross every hurdle vigorously.

Despite all the misfortunes, I stepped into the school as a successful Educator. Initially, I learned a lot of new stuff by experiencing various social problems in real time. All of these boosted my overall confidence in emerging as an educator. After one year, I became the Deputy Director of Zigma Matriculation Higher Secondary School that made everyone trust my process. My major focus was to uplift the students coming from lower economic backgrounds. I came to realize that many of the students were not able to continue their education because of financial constraints and family situations. I wished to bring a change in the life of such students by offering the best education. I started taking my students to various inter-school competitions and events to make them aware of the outer world. I taught them to accept failures rather than mourn for them.

Last year, the entire educational system collapsed due to the COVID-19 breakout. But, my constant quest towards education inspired me to develop an online platform under the complete guidance and support of "Gostaydigital" which is run by one of my dearest friends. The platform is designed in such a way that two or more students can access their online classes at any time using the same device.

This platform eliminated the need to buy separate devices for each student coming from the same family. I feel highly ecstatic to know that this online platform has benefited in offering education to many children from poor backgrounds. There were many crucial times where I felt helpless and alone. But, I combated every hindrance using the lessons that I've learnt from 3 of my Engineering college HODs. I feel elated to have them as my role model.

### WINNING MOMENT:

Every year "She India" recognizes and honors the best contributing women in every field with their award. She India is a lifestyle magazine that precisely focuses on exhibiting the achievements of women in different fields to the limelight from fashion to education. They aspire to honor the strength and pride of womanhood in every way. Despite numerous nominations, I was chosen as "EDUCATION PERSON OF THE YEAR 2021" by She India. The vital reason behind my award was the online platform that was developed during the pandemic for children. The main theme of this platform was to enable access to the online classes without any regulations on time and devices. All the students from poor backgrounds found this to be very beneficial and cost-effective without affecting their pockets.

I felt extremely dignified while receiving this prestigious award. The moment when my name was called at the award ceremony will forever be etched in my heart. I felt the true glory in being an inspiration and serving the best for the poor. I would like to extend my deepest gratitude to "She India" magazine for acknowledging my work.

I also extend my heartiest thanks to all my family, friends, well-wishers, and colleagues. Also, thanks to all the people who disbelieved me which helped me to grow stronger every time. Lastly, without the consistent assistance and support of Gostaydigital, this would have been impossible. I wish to serve better and uplift the education of poor children with the perpetual support of Gostaydigital for many more years. I feel extremely proud and delighted in becoming the person I am today. My journey towards offering the best education to children belonging to the lower economy will always be eternal.



Award Moment



At Red Carpet



**BEST HAIRCARE BRAND OF THE YEAR 2021**

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**SASH BEAUTY CARE**

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Formulated by consolidating the virtue of ancient Ayurveda with the latest American dermatological indications, Sash products are the ultimate resolution for combating hair fall problems. While preparing the formulation of Sash hair oils, various parameters are taken into consideration such as pH value, viscosity, and specific gravity to support better absorption of oil into the scalp and maintain good hair health. The online platform, **Sash** was started by two visionaries, **Supritha Ramesh and Sohan Shankar** when they were merely teenagers. After multiple hits and trials, Supritha launched her haircare brand, Sash that provides the best chemical-free products at the most affordable prices. The young entrepreneur is currently pursuing a bachelor's degree in Dental Sciences, and about medical background provides her with an added advantage of understanding human anatomy better to fabricate the appropriate explanations.

It was a pleasure to be part of She India to have been recognized as "BEST HAIRCARE BRAND". Working hard is on one side but getting recognition and honour is something that encourages and motivates oneself to do better and strive harder to achieve and serve the nation in a better way.

There are very few platforms especially in South India where true talents are recognized and honoured. The Sash team was really looking forward to being part of this award function ever since the award was announced. The wait was worth it and special to us. From the inspirational stories shared by several achievers to the moment where we received the award was truly a blissful event and ever cherished.

It was a proud moment for us to be one amongst many brands run by experienced people. It was a moment to be looked back and remembered. Wholehearted regard to the whole team was this recognition.



*Award Moment*



*At Red Carpet*

**ENTREPRENEUR OF THE YEAR 2021**

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**RHEMA ASHOK**

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The Chinna Thambi fame *Rhema Ashok* is a fan favourite actress, dancer and also an influencer. Rhema is very much active on social media. She entertains her fans with pictures and videos on a regular basis. Rhema is a multifaceted talent who is a trained classical dancer and entrepreneur. She runs her own atelier.

Building up one's own emporium isn't an easy task and we are in awe of Rhema for doing it all with such grace and elegance. Wishing more success in her eventful life She awarded her with the deserving title of Entrepreneur of the Year.



Award Moment



Red Carpet



**BEST BRAND OF THE YEAR 2021**

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**LAKSHMI KRISHNA NATURALS**

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*Lakshmi Krishna* is a quality-driven, premium brand that specializes in developing innovative products that are unique but natural in their formulations and deliver the results as promised. Co-founded by Mr.P. Mohan and Mr S. Nithiya on 3rd March-2018 with the clear aim of providing the Best & High-Quality Skincare, Bodycare, Haircare & Healthcare Products with the most effective and purest way to reach society.

The brand that initially started making soaps, shampoo, hair oil and lip balm that was sold through the Facebook platform has now emerged as a strong independent brand with multiple branches and also a fully developed e-commerce site. We are happy to have recognised and awarded the brand with the deserving Best Brand of the Year award.



Award Moment

**BEST STARTUP BRAND  
OF THE YEAR 2021**

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**THE  
INHERITED**

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Growing up, my mom often oiled my hair and I was never a big fan of it. But I always loved to flaunt my hair and I felt great about my hair at all ages. I slowly started making it a habit for me to oil and massage my hair at least once a week. I entered into modelling and the amount of heat and chemical products my hair took was taking a toll on the health of my hair. During this lockdown, for the past year, I've managed to make the best out of this little time with my mom and realised how grateful I am and how much proper care can give you the best result. And the best part is that for the past few years, I've learnt to oil her hair and how sweet it is when the roles reverse!

Emerging as the Best Start-Up Brand of the year, The Inherited is synonyms for every Indian's love for a hot oil champ on the weekend by your mom. Brought into life with experience and passion with a heart touching story behind the brand, we wish her more success and wellness with the brand!



Award Moment



**BEST FOOD BRAND  
OF THE YEAR 2021**

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**11:11 VITAL  
JUICERY**

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After crossing paths at an MBA program, *Subashree and Abirami* instantly bonded over their shared passion for a holistic approach to a healthier lifestyle. Soon deciding to turn this commonality into a well-rounded reality ignited the idea of debuting "11:11 Vital Juicery". The idea was to introduce a wholesome product but at the same time a product that would have a positive impact on people's daily routine by making nutritious and healthy consumption more accessible. We're the answer to everyone who struggles to stay healthy! We couldn't be happier bringing our intuition to life and taking you along with us on this journey would be a bonus.

We are elated to be awarded as the best food brand of the year from "she India".

We have been receiving good reviews from our customers and the support is immensely high from day one. We can understand that people are choosing healthy food habits which make us feel more welcoming. With this sort of support and recognition, we hold a sense of responsibility to work towards a healthier society. We believe that we inspire young women with dreams to achieve their goals.

We would like to share our gratitude to our family, friends and our valuable customers for having trust in our brand.



**BEST BEAUTY SALON  
OF THE YEAR 2021**

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**HADAZA  
GROOMING  
STUDIO**

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*Hadaza* is named after the maiden name of Queen Esther of the Bible. Hadaza was specifically chosen by the Persian King among a bevy of beauties presented to him to take as a bride after a Grooming period of one year. But the secret of Hadaza's beauty lay in not only her groomed outer appearance but also in her inner strength, poise, manners, kind nature and amazing faith.

Transforming every woman's dream into reality, this grooming studio works efficiently providing hair, beauty, spa, make-up and styling services and also a host of body care services in a unique, warm and cosy setting, making one feel more at home. Winning the Best Beauty Salon of the Year title, they have proved themselves to be the best!



*Award Moment*



**BEST MUA  
OF THE YEAR 2021**

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**OLIVIA  
ANUGRAHA**

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*Artistry by Olivia* is a Chennai based self-taught makeup artist whose focus is giving the bride an effortless elegance and class. She has worked with a few celebrities for their photoshoots and magazine shoots. Olivia specializes in bridal beauty, engagement shoots, and all the big days that lead up to the big day.

Winning the Best MUA of the Year, Olivia Anugraha has established herself as the master of her craft. There are usually day weddings in Chennai, she will work her magic in giving you the subtle yet captivating day wedding look. She offers a range of branded makeup products to choose from that will sustain in the humid weather of Chennai. She does both hair and makeup, ideal for the bride in need of flexibility.



*Award Moment*

**BEST CLOTHING BRAND  
OF THE YEAR 2021**

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**VARNAM  
BY SHREE**

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An online store that started with just passion and dreams of presenting exquisite, beautiful, and stunning hand-picked sarces has now become THE BEST BRAND OF THE YEAR 2021, within a year. Shree started her brand online on Instagram (@varnam\_by\_shree) exclusively for sarces that each one of it was hand-picked to serve and savour every moment of our life. From checking my inbox frequently for a single order to receiving 1000s, it has been a remarkable journey and I take immense pleasure in making such a leap all by myself. I realised the power of 'word of mouth' when the Varnam by Shree page rapidly accelerated from 2K national clients dealing with 25K clients worldwide. It made me realise the immeasurable trust and love of my clients on Varnam.

When I started my business a year back with zero expectations but with a lot of hard work, dreams, sleepless days and nights, I knew I would reach people and get rewards at some point, but never thought I would get an award just within a year! It's a great honour for me to attain this special award. I can't thank She India enough for recognising my brand and hard work. You guys never fail to inspire us and make us an inspiration to the world of SHE. Genuinely grateful! I owe and dedicate this award to each and every one of my clients - the backbone of my brand - who has inspired me, trusted my brand and thrust me to push myself, expand my horizons and dream bigger.



**BEST BEAUTYCARE BRAND  
OF THE YEAR 2021**

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**LINDO  
BEAUTY  
CARE**

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*Lindo beauty care* was formed and it was opened 4 years back. The brand mostly uses homemade products for skin and hair for personal use, and have also found it was very trustworthy, and going organic is something good and healthy for skin and hair, then they planned to create a brand, and that's how Lindo beauty care was formed and started to function!

She awards is a very very prestigious award and it was really a great honour to receive such a big award. I want to thank my mother for always being my support system. And I am really honoured for having had one of the best moments of the year with an award in my hand. It's very encouraging and motivating to pace forth with a strong mind.



Award Moment



DR S. M. MAGHESWARI

## BEST BRAND JOURNEY OF THE YEAR 2021

( SPONSORED )

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# HOOSHIYAA

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I still remember when we started with just 2 followers, which is now 257k followers on Instagram. "Hooshiyaa" is my son's name and we started this business in 2018 when he was about 2 months old. Initially, we started traditional manufacturing with natural products, started sending them to people, neighbours and friends who are well connected to us. We still remember all the users coming back to us sharing a lot of positive results, especially hair oil which gave a consistent result on hair growth. After that, we came across other different skin related choirs from our circle which made us an impression to step into this beauty care market.

A few weeks later, a leading manufacturing unit approached us to sell their products. We initially purchased their products, testing all the results we were satisfied to resell. in the beginning, their support was enormous. So we both were jointly doing wonders with customers Needs, like to clear pimples, acne, pimple marks, pores, suntan, skin brightening etc. Later on, due to the impact and pressure of other beauty care brands the manufacturing unit stopped production when we were around 25k followers on Instagram. That day we decided not to be dependent, and to create a manufacturing unit for us.

So I started a manufacturing unit positively & successfully reach 50k, but this time I faced different issues, The Instagram account disappeared because someone has reported our page, I thought this is our another Struggle. But my gut feeling was to overcome this. We started a new back page and gained 10k followers in two days. After continues followup and providing proper certificates our original account was reverted back to us. The good thing is we are gifted such wonderful customers. Solving all the problems with a positive weapon is the only reason which bought 257k followers on Instagram. Also our backup account reached 50k ollowers. We usually create a lot of offer campaigns for our customers to create a relationship.

We were celebrating our 4th anniversary on 23rd October 2021. Yes, its a milestone, sweet anniversary, without our customers we are not here, our customers are our VIPS and at this moment I thank all the customers, celebrities, promoters, supporters & haters as well, without whom it would have been impossible to be this place.

**"NOW WE ARE AT 257K FOLLOWERS"**



Hooshiyaa Products

**EMERGING  
BEAUTY CARE BRAND  
OF THE YEAR 2021**

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**V NATURES**

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A costume designer turned entrepreneur, **Vishnu Priya** from Kangayam was always passionate about skin-friendly products. In March 2019 V Natures brand came to light with nothing but a dream and value in mind. Within 2 years she was able to spread her hands into all skincare products from head to toe, from women to babies. Now, V Natures handcrafted skincare is a renowned brand that is simple but significant with about 48.7K followers on Instagram.

For the dedication and determination to bring forth her dream into a reality and also for providing people with trustworthy skincare products, V Natures won the Emerging Beauty Care Brand of the Year award. V Natures is a favorite brand of many celebrities like Actress Parvathy Nair, Actress Athulya Ravi, Actress Syamantha Kiran, Child Artist Baby Kritika and many more.



Award Moment



**BEST BEAUTY CARE STORE  
OF THE YEAR 2021**

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**LAKSHMI  
KRISHNA  
NATURALS  
(CHENNAI  
STORE)**

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A branch of **Lakshmi Krishna Naturals**, that is now a big hit of the town is the Lakshmi Krishna Naturals (Chennai Store). Homemade and natural beauty brands are on the rise and our favourite pick of the hour is Lakshmi Krishna Naturals where you can find authentic and pristine skincare and haircare products that will solve all your beauty-related issues.

Since they are made of natural ingredients, you don't have to worry about getting skin rashes or experiencing skin itchiness or any other side effects. The Chennai branch wins the Best Beauty Care Store of the Year for being in the good books of the consumers and for being the trusted homegrown brand.



Award Moment

**BEST BRIDAL BOUTIQUE  
OF THE YEAR 2021**

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**LABEL  
SWARUPA**

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With a bachelor's degree from Nottingham Trent University, UK,

**Swarupa Sathakarni** studied at the Pearl Academy of Fashion, Chennai and is the brains behind Label Swarupa Sathakarni. With her dynamic nature and incredible consideration for her clients, Swarupa tailors each clients' clothes in alignment with their unique personality. Passionate about her art and adamant to utilise her creativity to the best of its ability, Swarupa's label is a class apart from others.

From playing with her mom's old saree to winning Best Bridal Boutique of the Year, Swarupa Sathakarni has come a long way. From classic drapes to vibrant-hued Indo Western looks, the brand has become no 1 in curating looks that stay in one's mind.



Award Moment



**BEST SKINCARE BRAND  
OF THE YEAR 2021**

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**AURORAH  
STORE**

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Our vision is to make transformative experiences a reality. Aurorah refers to the electrical strike of light in the sky causing it to turn into a dramatic effect of rainbow colors which adds a phenomenal look, much like our Aurorah Team.

Aurorah is a small but mighty team, excited about making beauty more approachable & affordable. We represent and speak up, through our products, our storytelling, and our actions. Your story is our story and we're here to share it. We love to provide insanely great deals & discounts for our customers to cherish and get benefits from our products. We don't go bragging that we're the best because there are a lot of other better brands out there working on the same line. We respect & feel impressed by our fellow competitors. But we are unique in our own way, We scream our dreams in treating your skin with the right products & a lot of love. We stringently don't promote the idea of whitening in our brand, Aurorah is dedicated to redefining beauty industry standards for products that are not only good for us but also good for our planet. We aim to heal and restore your skin with ultimate potency & complete purity to present the world a greater scale of empowered women who are not only comfortable in their own skin, but thriving in it.

To win She Awards 2021 for the Best Skincare Brand of the Year means a lot to us as a team. Saffron gel being our most loved product has been cherished by over a lakh people in the past two years since it's launched. Grateful to all our customers for this wouldn't have been possible without them.



EMERGING MUA OF THE YEAR 2021

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DEEPIKA SARAN

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This is the proud moment of my professional career. I feel really appreciated and valued. It is really a fortunate moment for me to receive an award from She India magazine. I express my sincerest gratitude to you. This award will help me remain. Much more focused and dedicated to my work. Thank you so much for recognizing my hard work.

Makeup has always been a fascination for me, ever since I can recall. My passion for makeup has always been appreciated by everyone around me from my teenage years.

I am an M.Tech Food Technology Graduate from Anna University. But my career which I choose out of passion has been completely different from my educational qualification. I started my career in the Beauty Industry by taking up a franchise of a Renowned Unisex Salon. This gave me much exposure to the Beauty and Makeup Industry.

With the passage of time, I had decided to give wings to my dream and choose to enrol myself in International Makeup Academy, New Delhi from where I got trained in makeup and hairstyling.

Initially, I had created my Facebook page called "Vivacious Bridal Makeovers" Where I started showcasing my work and later followed it up with model shoots, celebrity shoots & my tutorials on makeup. As time passed by, I also started conducting workshops for beginners. One word that describes my makeup style is versatility. Be it a natural look, a glamorous one or a blend, I always strive to create that perfect bridal look.

**"SO GET SET TO PREPARE YOURSELF"**



Award Moment



At Red Carpet



**CREATIVE BRAND OF THE YEAR 2021**

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**THE GIFT MARCHE**

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With a unique idea and relentless efforts, *The Gift Marche* has won the title of Creative Brand of the Year award. Just a scroll through their Instagram profile is enough proof of how creatively the gifts are packed and adorned with beautiful products most of which are handcrafted too. Whether it is designing hampers and favours or customised invitations and trousseau packing that you require, The Gift Marche does it all.

What we liked the most about this brand is the vast array of options it presents for the packing itself. Henchmen boxes, bridal showers return gifts, customised hampers for festivals, party invites, and more. They've got eco-friendly options too like jute bags, plant saplings, fresh tea and coffee leaves, seeds for your hampers.



**EMERGING  
WOMEN ENTREPRENEUR  
OF THE YEAR 2021**

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**BENITA  
PEARLIN**

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*Benita Pearlín*, lovingly called Beni, started her brand My Little Cupcake on Sept 7th, 2018. It all started with cupcakes so she got the brand name with cupcakes. Also, her little daughter Ana was 1-year-old when she started and Beni used to pamper her by saying my little cupcake and there came to its name.

Now winning the Emerging Women Entrepreneur for her skillful efforts in sharing joy making delicious cupcakes, pastries and cakes that too with different themes and with artistic strokes, Benita has proved herself!



*Award Moment*



*Home Baking*

**BEST JEWELLERY BRAND  
OF THE YEAR 2021**

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**SRUTHIS  
JEWELLERY**

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*Sruthis Jewellery* formerly named as Sruthis creations this was initially named because we were into this business from 2016 while we were pursuing our B.E., CSE studies with the minimalist investment and that too with the popsicle sticks crafts making like pen stands, bookmarks, named keychains, wall decors etc. We have started out of our passion initially with craft works then added up with silk thread Jewellery in which we make bangles, jhumkas full sets etc. Once we have got more orders then we have opted for 4 members to make the Jewellery and then we expanded with the German silver Jewellery collections in 2017. Once we have completed our BE studies we were in the thought to expand the Jewellery categories. Then we have included antique finish matte finish temple Jewellery designer Jewellery American diamond jewellery gold look-alike jewellery etc.

When we were pursuing our MBA studies we were full time into business and celebrity collaborations too. Now we deal with more than 30+ varieties of fashion Jewellery. It was an amazing feeling to receive my 7th award in 6 years in our business journey. It is one such lovely moment while receiving the award. Happy to receive this award from her. Thank you for selecting our brand as the best jewellery brand of the year 2021. Keep encouraging us to have a consistent reach.



**EMERGING  
SKINCARE BRAND  
OF THE YEAR 2021**

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**ISHAL  
NATURALZ**

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Ishal Naturalz owned by *Thahera Nazeer*. The art of self-care with the use of special herbs, extracts and oils is engraved in our ancient texts. Aiming to keep that essence alive with enriched formulations, Ishal Naturalz features a wide range of skincare products that never compromise on quality. Sourcing ingredients from the finest farms across the world, their products are specially handcrafted with utmost love. Prepared in small batches, the product range is kept free of harmful chemicals.

Proving the power of fresh, organic ingredients in skincare and establishing itself as a permissible brand Ishal Naturalz has won the Emerging Skincare Brand of the Year title for their varied range of skincare products that stand as people's favourite!



*Ishal Naturalz Products*



**BEST GIFTING BRAND  
OF THE YEAR 2021**

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**DISHUM  
GIFTS**

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*Dr Sushmita*, the founder of Dishum Giftings has always dreamt of being an entrepreneur and finally, it happened on 31.05.2018. Started out with zero followers the idea of making customised gifts and delivering happiness as a budding entrepreneur and being a dentist it has been really difficult for her to balance both but she never gave up on both her passion and profession.

Within 3 years, the brand has garnered about 50000+ happy customers and has also won the Best Gifting Brand of the Year award. Sushmita thanks her customers, followers, well-wishers, parents and her love for making this happen.

“I am super excited to tell you how I felt when I received my first award. It's like dreams come true. Had one of the best evenings with She awards. When I heard our brand name announcing it was like being on cloud nine moment for me. Never thought that I could make my mom this happy before. That day when I received the award I was speechless and you people made it the best. Thank you so much for the award and recognition.”



Award Moment



**BEST DÉCOR BRAND OF THE YEAR 2021**

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**UMA TOWELS AND BEDSHEETS**

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*Uma Towels & Bedsheets* is a home decor brand launched in 2017. Since then they have offered a variety of products to customers. The founder loved to keep their mother's name as company name, and says, “It's like I'm just doing some contribution to my mother.”

Everything is for my mother! I like to dedicate this pink lady to my one and only soul, my mother who has worked very hard for us. I hope she will be happy seeing this from heaven above. It's really my big dream to get recognised for Uma Towels & Bedsheets. Uma Towels & Bedsheets is an emotion and soul for me because I started this business for my mother who is no more now. Behind all my moves I have my strong pillars with me who never stopped me in any of the decisions and they kept supporting and guiding me in all ways. That's my dad and brother! Now, I need to talk about my husband who is constantly working for me to grow my business. The one who gives me different ideas and support and always used to think of me more than I do. I have got one more very very strong pillar and I could see that beautiful smile on his face when I held this pink lady in my hands. More than this, making him proud and happy will be my first priority.



**BEST HAIR MASK**

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**AYURBLENDS NATURAL CARE**

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Bringing in a new revolution to the hair care world with the finest products that make sure every woman gets to own Rapunzel-like long lustrous hair. Hair, no doubt, has been one of the most scrutinised parts of a woman and a symbol of beauty.

It's not just about the length but about how healthy your hair really is! For creating that awareness and also by providing products that nourish and moisturise your hair and scalp, Ayur Blends Natural Care wins the award in their field. Love is always in the hair!



**HOMEBRAND  
OF THE YEAR 2021**

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**LAKSHADHIKA  
HERBALS**

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Lakshadhika Herbals believe that clean, fresh and healthy skin is the birthright of every individual. With pollution and chemical intervention being at their peak, a holistic approach to beauty and health is vital, to prevent skin-related ailments. At Lakshadhikas, products are prepared using traditional principles, making them absolutely skin-friendly. They are handcrafted from the finest ingredients, that they personally verify, and use to make their products by hand.

Winning the Home Brand of the Year award, Lakshadhika Herbals stands as the best homegrown brand giving 100% effort to ensure that each and every one of their clients receive the finest quality products.



*Award Moment*

**EMERGING BRAND  
OF THE YEAR 2021**

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**PARIS  
HERBALS**

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**Pavithra** CEO & founder of Paris Herbals is an IT professional and simultaneously doing her skin care business. In her college days, she had a lot of pimples & acne. She says - As any teenager - adult, I was embarrassed and was just waiting to get rid of it. I tried everything possible. Finally, one fine day I came across a brand that assured me to get rid of my acne completely. I was overjoyed and had a sense of relief. It was expensive. But I was going to get rid of my acne forever. I took a leap of faith and took the treatment. It cost me ₹80k. Yes, you read it right. All my acne was gone, but it left me with black scars. Which I had to figure out a way to get rid of. As days passed by, my skin got dry, dull, and looked dead. With time I got my acne back. I couldn't spend that sort of money this time again. So I decided to give handmade - homemade recipes a shot. Finally, after regular usage of my curated recipes, my acne was gone. That's how my most famous - The Paris Herbals Pimple Kit was formed. After trying out various recipes on me and others. I started selling my products in college.

With the aim to give the best at affordable prices and with the encouragement and support of my mother and husband, the Paris Herbals brand was born. Here I am, now curating a variety of products for various people Inspired by the chemistry of mother nature. This is how Paris Herbals was formed and the story behind my success. Thanks to She for the Best startup skincare brand of the year award. This is my first award. When I started this herbal career I went through many ups and downs but now I owe this She award I can't express that overwhelming feeling, at this moment I really thank my clients. Once again my special thanks to my family and friends.



**EMERGING BRAND OF THE YEAR 2021**

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**VS HERBALS**

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We are so happy to have this amazing award. I'll think of each and every one of them who gave great support to us because it's all you behind us. It is a humble request and our wish to use beauty products that are prepared naturally. And this moment gives us great encouragement and motivation. we felt that we were doing good and our work was recognised. And our products are eco friendly so we are also the small reason for the goodness to our ecosystem.

We are two sisters from erode named **Narmatha and Nandini**. We make the best quality beauty products that are prepared natural and safe without any harmful chemicals. Our products are completely natural, safe and eco-friendly. The necessary ingredients wanted for making products are collected from our own farm. Over 95% of the essential ingredients are taken from our own farm which was cultivated by us. These ingredients are grown without using any harmful chemicals, pesticides etc. These are completely pure, natural and safe products. This is the small motive to avoid cosmetics that are using synthetic ingredients. For instead we can use natural homemade and healthy products. This will be very useful to the upcoming future generations.

# CHENNAI'S BUSY EXHIBITION

Sheroes Diwali Bazaar – Fika Cafe, Adyar  
Festive Pop-up – October 30, 2021

# SHEROES DIWALI BAZAAR

Diwali Bazaar, a festive and vibrant space to empower entrepreneurs, bringing people from different cultures, different age categories to a renowned juncture, celebrating the festival of light, Diwali! where happiness, joy and prosperity are wished.

I wish I could return so as to remember each moment of the pPnk themed spring up Diwali Bazaar, showing bubbly style, nourishment and excitement held at the popular Fika Cafe at Adyar on October 30, 2021 inaugurated by our chief guest N.D.Ashmitha ( Bridal MUA, Makeup Educator and Influencer). The scene started enthusiasm among different areas of the general public and turned the day otherworldly and important.

PHOTOGRAPHY : RAJESH KUMAR S



N.D. ASHMITHA



ANJANA RANGAN



Special Thanks to **Wedding Chakra & Sasi Baski** for the wonderful decor. This year the Sheroes Diwali Bazaar goes Pink as October is known ' worldwide as the Breast cancer awareness month and we at She are organizing the #SheGoesPink campaign to help the women in need today.





*Standing up with pattern never leaves style...*

The genuine centrepiece at Fika Cafe were the different brands that held hands with us to make the occasion exceptional. We had everything required to shimmer from head to toe – wonderful ladies' garments, light cotton wear for children and men, exquisite adornments and amazing gems. Handcrafts, works of art and artistic creations were increments, grabbing everybody's eye.

Lot of Love to all the women entrepreneurs, who all made a healthy competitive market.

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