

UNDERPLAY POWER FOR A POWER PARTNERSHIP

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It's no secret that entrepreneurs undergo a rollercoaster of highs and a chalkboard of nail-scratching lows. But what happens when couples are part of the co-founding equation?

Undoubtedly, a startup's chances of failure are elevated and the contemplation of working with your marital partner may conjure more cringe-worthiness than interest.

Our marriage happened in 2004 and Business Partnership in 2012. Both of us shared a common passion for crafting and offering furniture alternatives that are simplistic, yet emanate understated

elegance. Together we recognized the cavernous gap when it came to searching for furniture that could give you luxury, beauty and fair price simultaneously.

The first six months were lost in initial strife. But once

we found our common ground and understood the other's perspective, our goals were streamlined in one direction, to build a brand that people in India can connect with.

Finding a like-minded business partner is never easy and finding someone to share both life and company with is even harder. While there is an abundance of family businesses, the strains of initiating a company are predominantly grave if both partners are living and breathing the operation 24x7. Firstly, there's the difficulty

of role-designation. Especially when you're partnering with your partner, the overlaps can be plenty. If domains are clearly assigned based on strengths and competencies, the question of who has the last say on the decisions is resolved.

Ever since Gulmohar Lane was launched, we have traversed the shoals, pushing each other when one grew faint of heart, connecting arms against those who would compel them into decisions that disrupted their intuitive sense of where they should go. The sense of thorough trust each partner has in the other is crucial.

What became a great central, unspoken rule was the concept of sharing and winning our responsibilities. The accomplishment might have something to do with the balancing skills we are able to offer to the business. Saurabh is in charge of business developments and operations while I take control of Design and Marketing.

The real key to understanding the triumph of this company is to identify the frisson that comes from our partnership. We, as a couple, thrive as business partners because we bring belief, commitment and communication to the table.



**IT TAKES B _ _ _ S AND B _ _ _ S
TO LEAVE BLANKS FOR THE VIEWER TO FILL.**

You make the connection, and you will remember it. We shove it down your throat, and you will barf. It's really that simple.



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1+1=11

POWER OF PARTNERSHIP

INDUSTRY PLAYS TOGETHER TO WIN