

WELL THEE

"App Ke Liye"



Message from **WealthApp Team**

Hello everybody. Hope you all had a great Diwali and enjoyed the festival of lights. With the onset of winter we are slowly pacing towards a grand New Year and hope it brings good luck to all of us. WealthApp Solution Private Limited has been renamed as WealthApp Distributors Private Limited. Our website and all social media handles have been updated accordingly and are mentioned in the Contact Details section of the newsletter. We are pleased to inform you that we have received a lot of appreciation and encouragement about our newsletter from our clients. We thank you all for your unending support. ”

Hi!
I am
Mr. App

Hello!
I am
Ms. App



“QUOTE OF THE MONTH”

“Knowledge is knowing Tomato is a fruit.
Wisdom is not putting it in a Fruit Salad.
Niravana is making Bloody Mary out of it and not worrying if
it's a fruit or a vegetable”.



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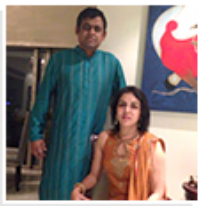
Appno Ki KAHANI

[CLIENTS' STORY]



This third quarter of the financial year is full of festivals and we have tried to cover as much as possible. There have been few events and accomplishments of our clients which we are glad to share with you.

MS. ANISHA JOHRI AND MR. RAHUL JOHRI



We are delighted to publish an article Mr. Rahul Johri shared with us, regarding the contribution of his wife Ms. Anisha Johri and 2 more promoters Ms. Nibedita Pradhan and Dr. Sandhya towards the revival of handloom and handicraft sector in India.

The handloom and handicraft sector in India is a Rs 24,300 crore industry which provides employment to over 250 Million individuals. Almost 40% of the items are exported. The sector is a vital contributor to the rural economy.



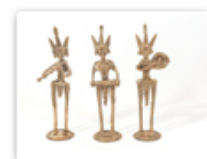
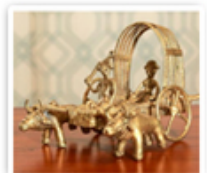
Over the last decade, machine manufactured decoration items & apparel have replaced the traditional work of Artisans. Traditional Artisans struggle to match the cost of production and scale that machines can produce. Natural colors used in traditional artwork have also been increasingly replaced by synthetic materials.

The plight of traditional Artisans in rural India has been worsened due to the Covid pandemic. It is presently a matter of survival for Artisan communities and their traditional art form. The 3 promoters Anisha Johri, Nibedita Pradhan and Dr. Sandhya were moved by the plight of Artisans in the interiors of India. Artisan Soul presents handpicked traditional artwork from Artisan communities which have learnt their art over generations.

It also aims to preserve traditional artforms and also improve the economic well being of Artisan communities by connecting with individuals who shall appreciate their creations.

Artisan Soul retails products covering ladies' apparels, madurkathi mats, Maa Durga creations in sholapith, leather items etc through it's portal www.artisansoul.in.

The response to the venture has been encouraging with numerous well-wishers visiting these handcrafted items on the website and making purchases.



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CLIENT'S STORY

MR. DEEPAK SHRIVASTAVA

It is our pleasure to share a story by Mr. Deepak Shrivastava on how he started his experiments with Epoxy/Resin Art 2 years back and is now making it commercially viable.

My Experiment with Epoxy/Resin Art.

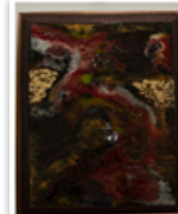
My retirement was due in July 2018 this was a known fact. I started preparing for my retirement 24 months before the actual date. I started my research on activities that could keep me excited and mentally happy. I had this instinct of painting since childhood, but with the priorities of academics and professional rat race, this talent took a back seat.

My second innings opened a plethora of opportunities. I started looking for avenues to utilize this well earned "My Time". I wanted something that was new and exciting to achieve. It all started with Acrylic abstract creations. While practicing this art form, I stumbled upon "Liquid glass abstract creations" this segment was new and unexplored in India. Added to this, there was no available expertise available in Kolkata. There were other added challenges that cropped up with my decision to go ahead with epoxy:-

- No idea how Epoxy behaves
- From where to source the right kind of material.
- Colour pigments compatible with epoxy.
- The biggest one was the lack of knowledge on how to use this stuff.

It took 18 months to overcome the hurdles on sourcing and understanding the behaviour of this medium. I am still in the learning phase, but enjoying every bit of this incredible journey.

Over the past few years, I have created abstract paintings, river tables, coasters, crockeries and a number of home décor items. I have a fully functional studio in our private terrace. I am happy that I could overcome all the initial hurdles and could contribute to this indigenous art form.



Next step: How to build scale and make this commercially viable. Challenge accepted and work in progress.

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CLIENT'S STORY

MR. SUBIR GHOSH



We congratulate Mr. Subir Ghosh on the opening of their first Unirox Bicycle Franchisee Outlet in Kolkata. They are located at 73 Bentinck Street, which is the largest hub of bicycle retail outlets in West Bengal. Having their manufacturing unit at Falta SEZ they started with exporting quality bicycles to the European Union and US. UNIROX also happens to be the first brand of bicycles to bring the global super-bike features to India at affordable rates.



MR. DULAL DEY

Mr. Dulal Dey, a sports journalist by profession, has forayed into the big screen and shared screen space with Bengali superstar and MP, Dev Adhikari, in the upcoming film Golondaaj, directed by Mr. Dhruvo Banerjee. The film revolves around the life of Nagendra Prasad Sarbadhikari, who is known as the Father of Indian Football. He was a man who challenged the existing social structure and became a true leader on the field. The ripples of his action resonated across the country. Shooting was stalled due to the ongoing pandemic but it has resumed again and we are excited for its release.



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MS. GARGI MUKHERJEE



We are glad to share a short article by Ms. Gargi Mukherjee on how they utilized the lockdown to revamp their jewellery brand Jóia. We wish them all the best.

Jóia means Jewellery, Joy & Jubilation!

We started Jóia Artisan in 2018 with an idea to explore our passion for stones & art. Our jewelleries are handcrafted & custom designed to suits each clients' style and attitude. Limited Edition only! From modern contemporary to traditional fusion we do it all.

We saw the lockdown as an opportunity to spend more time on our passion. Spent all our energy to practice new techniques of designing, worked on new creative ideas, & motivated ourselves towards discovering our best self during these gloomy months. With the unlock we came back in the market with fresh new ideas and higher energy.

Discover your Joy & Style with Jóia!



HUMOUR

Borrow money from pessimists, they don't expect it back.

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DO YOU LIKE TO
**TEST YOUR
KNOWLEDGE?**

Result of last month's quiz. **The 3 winners of our last month's quiz are:**



Mr. Dibyendu Mukherjee



Mr. Trishayan Dutta



Mr. Souvik Boral

The answers to last month's quiz are:

Van Heusen, Park Avenue, Louis Philippe, Allen Solly

This month's question:

With the new regulations of SEBI in place, let us evaluate our knowledge over it.

Q1. What is the Full form of SEBI?

Q2. Where is the Headquarter of SEBI located?

Q3. Which year was SEBI established?

Please WhatsApp your reply to +91 9836003438 with your full name.

The first 3 correct answers will receive a surprise gift from Team WealthApp and their names along with their pictures will be published in the next Newsletter.

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Life at Wealthapp

Joint Session with DSPIM: Nifty 50 at all time high: Opportunities or Expensive?

Wealthapp jointly conducted a webinar, for all its clients, with DSPIM, hosted by Mr. Soumyajit Ghosh, Founder Director of WEALTHAPP DISTRIBUTORS PVT LTD and Mr. Jay Kothari, Senior Vice President, DSP INVESTMENT MANAGERS PVT LTD on whether it is a good opportunity to invest when NIFTY and SENSEX are both at their all time high. The three major points covered in the session were:

1. Markets are at all-time high. Does market still offer opportunities or has become expensive?
2. How are the opportunities shaping up in the Mid & Small Cap space?
3. Which sectors / pockets of markets still offer good opportunities for growth?

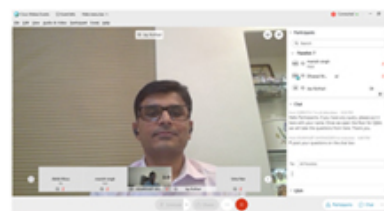
The session had received overwhelming response and the participants have found it to be extremely helpful.



Mr. Soumyajit Ghosh



Ms. Usha Nair



Mr. Jay Kothari

Session with SBI Mutual Fund:

Everyone at WealthApp had attended a webinar on Retirement Planning, sponsored by SBI Mutual Funds. The webinar discussed about the details and aspects of overall Retirement Planning for any individual at different stages of life. It was conducted by Mr. P L Natarajan, CEO of Happyness Factory. He has executive experience of 38 years and has held CXO positions across various leading MNC's like Xerox, Airtel, VSNL, British Telecom, Tata Tele Services, Bank Central Asia-Indonesia and Hutchison Max.



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Diwali Decor:

Our team had decorated and neatly lit up the workplace with candles, during the eve of Diwali, giving the workplace a festive feel. A special lunch was organized for the team. The entire team sat and enjoyed delicious lunch together.



Diwali Art:

A team member, Ms. Dasgupta loves painting. This Diwali she presented us two of her paintings. We are glad to share them with you.



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