



WEALTHAPP
finance simplified

WELL THEE

Newsletter | Jun' 23



Message from Team WEALTHAPP

Welcome to the June 2023 edition of WellThee.

Wealthapp is serving clients spread across India, from Kashmir to Kerala, Gujarat to Guwahati.

WellThee is for you (our clients) and your stories.

WellThee, our monthly e-magazine is to celebrate our clients and their stories.

Please share your stories of success, events and community work that you wish to be published.

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Family Office

“QUOTE OF THE MONTH”

FINANCIAL PLANNING IS BRINGING THE FUTURE
INTO THE PRESENT SO THAT YOU CAN DO
SOMETHING ABOUT IT NOW.

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CLIENTS' STORY

Ms. Rukmini Guha

The Telegraph, carried a full page write up on Homegrown Designer Bag Label Tan & Loom, a brand featured in this year's Oscar by our client Ms. Rukmini Guha.

t2 CHECKS OUT HOMEGROWN DESIGNER BAG LABEL TAN & LOOM

Tan & Loom specialises in premium bags for the modern Indian woman, who prefer to make thoughtful purchases instead of compulsive ones. The brand creates handbags that leave behind the world of fast fashion and takes active steps to contribute to the world of slow fashion. Each piece is made from premium vegetable-tanned leather or genuine leather sourced from surplus stocks, and crafted by skilled, experienced artisans in their in-house 40-year-old heritage workshop.

Owned by Rukmini Guha, a second-generation woman entrepreneur, who is carrying

forward the legacy of her mother's leather products export house. Tan & Loom was launched digitally in the middle of the Covid lockdown. Armed with a degree in Fashion Marketing & Management from the London College of Fashion (University of the Arts, London) and followed it up with her experience as a digital brand strategist for style and personal care labels like Lakme, TRESemme, VIP and others, Guha launched her own line of leather bags whose unique storytelling appeals to the contemporary Indian woman. To cater to the diverse needs of working professionals who are global in spirit and desi at heart, Tan & Loom has been

divided into three distinct segments – Vintage Shop, Signature and Tan Classic – with functional yet stylish bags and accessories from laptop bags, totes and sling bags to wallets, passport holders, makeup bags and *potlis*, that are suitable for every professional and personal occasion. The premium homegrown label was recently in the spotlight when Guneet Monga, producer of docu-film *The Elephant Whisperers* (which later went on to win the Oscar) was seen carrying its *potli*-bag at the South Asian Excellence Pre-Oscars Celebration event at Los Angeles. With its strong digital presence, Tan & Loom had, since its inception, caught the attention

of many celebrity stylists, who reached out to source bags for their clients. So when stylist Manisha Melwani approached Guha for bags, she naturally had no idea who the bags were for. Much later, she was astonished to spot Monga's photographs online, carrying her bag at the Los Angeles party. "We were thrilled to be associated with her!" said Guha. The young entrepreneur has a straightforward brand philosophy. She wants to serve women who are keen to invest in "experiential affordable luxuries" and who "connect with individualism and demand a compelling brand story". She also feels it is important to carry on India's rich tradition

of handloom and to support the people and culture from whom her designs are inspired. "We wish to give back to our community by sourcing Indian handloom and bringing Indian leather craftsmanship to the forefront through our brand. "Our aim is also to build a brand that is design-led and inherently Indian. In the next five years, we want to take the brand from being only an e-boutique to having a retail presence all over India and then to tap international markets digitally," she signed off.

Piya Roy

Pictures courtesy: Tan & Loom



Rukmini Guha with her creations of The Potli Project collection



An aesthetically-designed olive green laptop-friendly office bag that adds elegance and sophistication to a working woman's everyday style



The Elephant Whisperers producer Guneet Monga styled her look at the South Asian Excellence at the Oscars party in Los Angeles with a Tan & Loom barrel potli



A multi-utility bag like the Boston bag can take from office to a short trip



We love this Bombay Bucket potli, a variation in black, from the Potli collection

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Ms. Anisha Johri and Ritu Duggar

Our client Ms. Anisha Johri was one of the moderators of Shakti 3.0, and Ms. Ritu Duggar, Managing Partner of Decorage & Associates, also our client, was part of the panel discussion. They both featured in a full-page article over it, in The Telegraph.

SHAKTI 3.0 ORGANISED A PANEL DISCUSSION ON **FINANCIAL INDEPENDENCE IS KEY TO WOMEN'S EMPOWERMENT**, WITH t2

Shakti 3.0, in association with t2, presented an engaging panel discussion on Financial Independence is Key to Women's Empowerment on April 29 at The Park. The afternoon started with the keynote speech on the topic by Dr Shashi Panja, who shed light on crucial matters in rural Bengal and how the lack of mobile phones and bank accounts causes hindrances in the way of women's empowerment. Four women were felicitated for their exemplary contributions to women's economic growth and leadership — Susan Mantosh, Anjali Saraogi, Anisha Johri and Shoma A. Chatterjee. Jimmy Tangree took the stage to moderate the panel discussion and invited seven women from different walks of life to share their viewpoints on whether financial independence is key to women's empowerment. The panellists brought forward a wide range of important and interesting points through their discussion.



Interior designing professional Anisha Johri



Ritu Duggal, managing partner of Decorage & Associates, said: "Financial independence brought about an ability to take risks, so we did take risks in our business to set up our modular furniture factory. Probably, we are the only two women running a modular furniture factory in the whole of eastern India and could be the only ones in India too."

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Mr. Gour Gupta

Tribes group acquires V-Square Media, and created a new media entity - praNetR Tribes. Congratulations and best wishes to our client Mr. Gour Gupta, CMD, Tribes Communications. Please click on the below link to read more about it.
<https://bit.ly/43fKq7J>

Tribes group acquires V-Square Media to create media entity - praNetR Tribes - Exchange4media



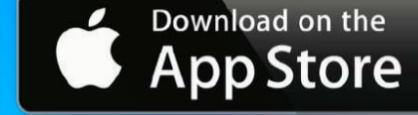
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Dr. Anit Nath Mukherjee

A paper by our client, Dr. Anit Nath Mukherjee, on a case study of an amazingly innovative program in the Democratic Republic of Congo that provided digital cash transfers to people affected by COVID-19 lockdowns, has been published.



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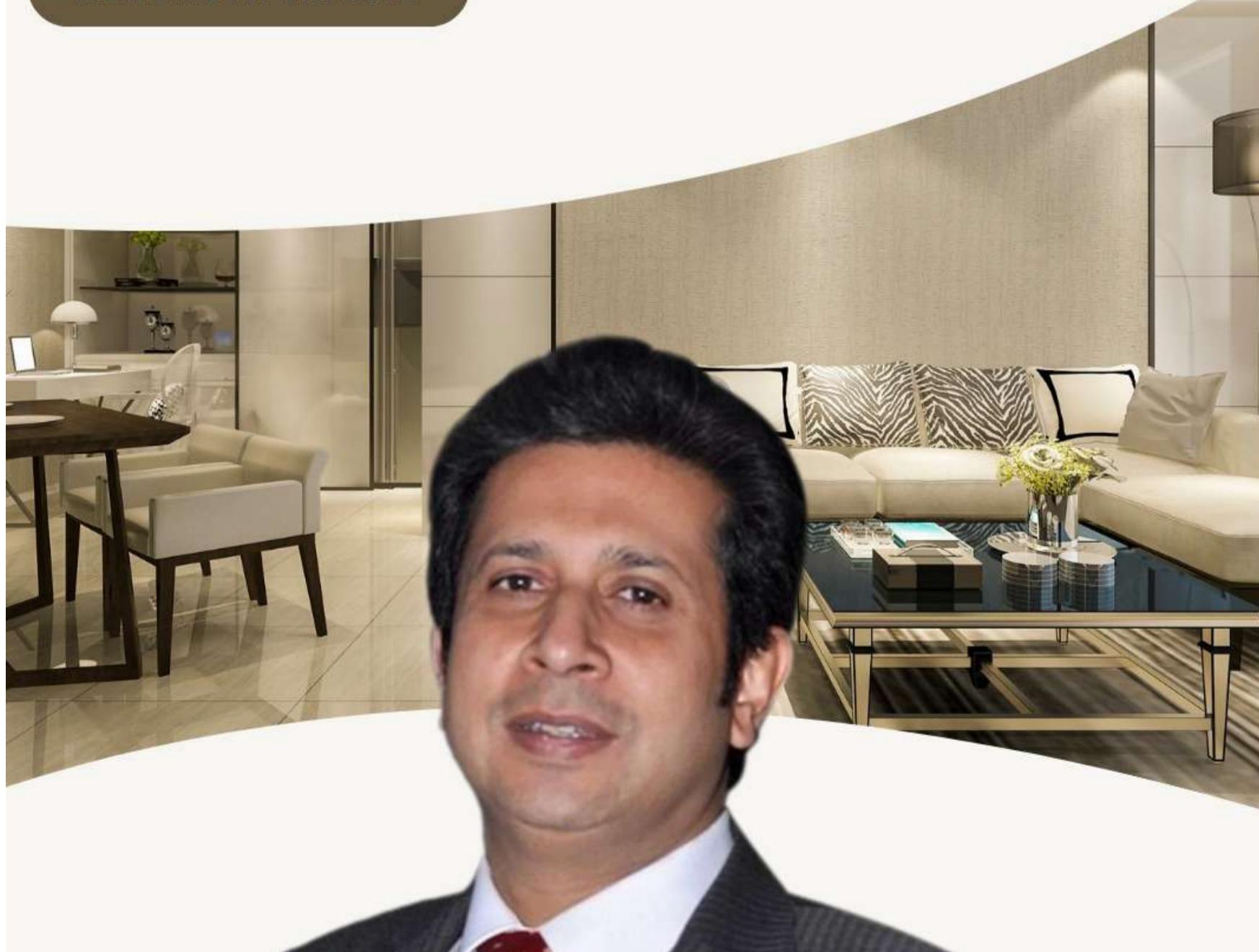
ONE MINUTE READ

MR. NEELADRI MISRA, ED - WEALTHAPP

IMPORTANCE OF HOME INSURANCE

**HAVING A HOME INSURANCE IS
CRUCIAL IN TODAY'S WORLD.**

NEELADRI MISRA



Please click on the link to read the full article:

<https://bit.ly/3Nld0iT>

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LIFE AT WEALTHAPP

Wealthapp on EMOHA TV

Mr. Jaydeep Pratap, COO – Wealthapp, spoke over Debt Investments on Emoha TV.

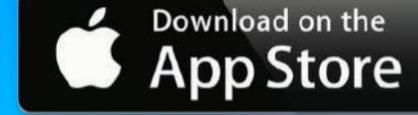


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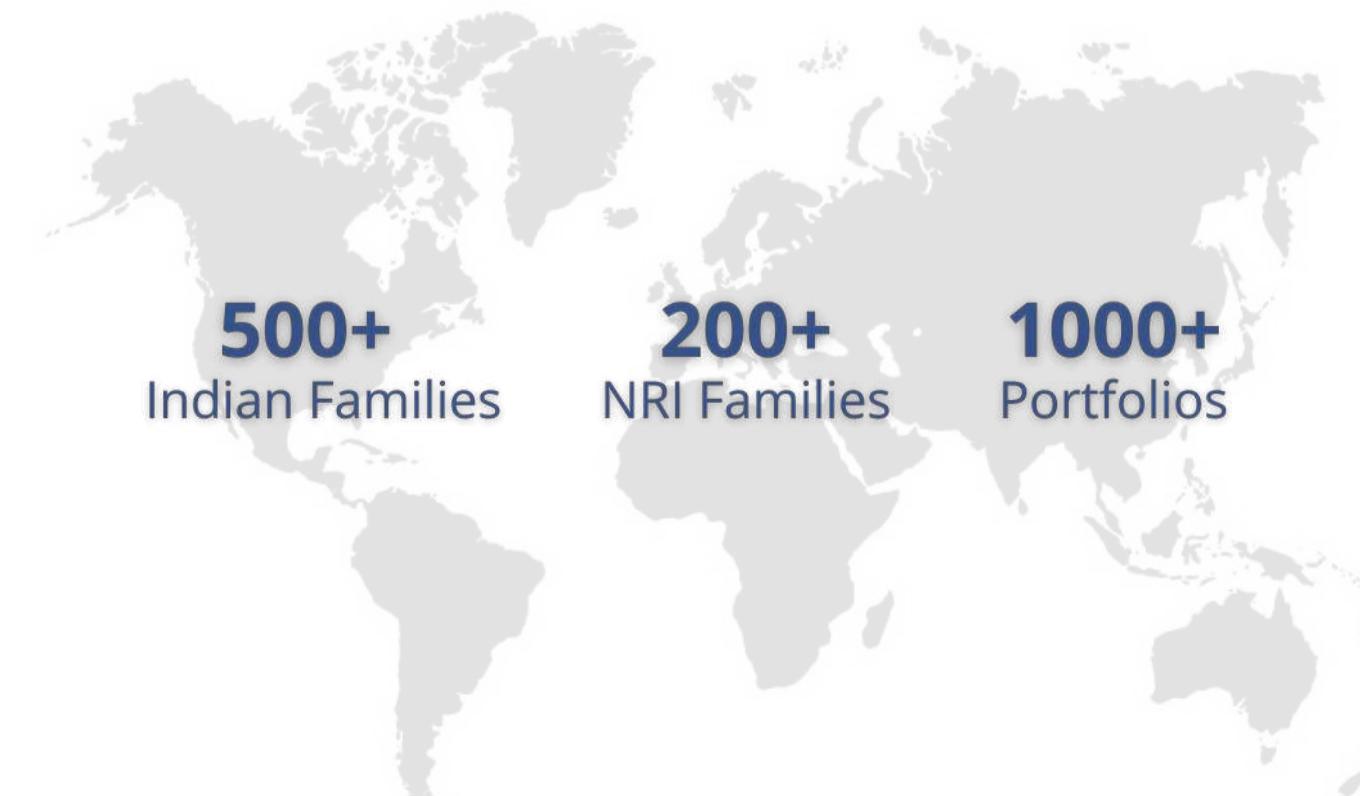
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