WELL THEE

Newsletter | Nov' 26



Message from Team WEALTHAPP

Wishing you a Happy Diwali.



Welcome to the November 2026 edition of WellThee.

We take great pleasure in honouring our clients and their remarkable stories through WellThee, our monthly e-magazine.

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

Email : services@wealthapponline.com
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QUOTE OF THE MONTH

"WHETHER SOCKS OR STOCKS, I LIKE BUYING QUALITY MERCHANDISE WHEN IT IS MARKED DOWN."
– WARREN BUFFETT

IF YOU LIKE US, PLEASE FEEL FREE TO CONTACT US/ SHARE YOUR STORY

Mr. Subrata Dutta and Grey Mind Communication

Following are the client stories for this month.



We are proud to share “Biswanath 100,” a special documentary produced by our client, Grey Mind Communication Pvt. Ltd., commemorating the birth centenary of legendary sports administrator Late Mr. Biswanath Dutta and his invaluable contribution to Indian football and Bengal’s sporting legacy. Mr. Subrata Dutta (son of Late Mr. Biswanath Dutta) and Mr. Anilava Chatterjee are also our esteemed clients.

Click on the image below to watch the full documentary.

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Mr. Rajib Kumar Paul



Bhooter Raja Dilo Bor:
A Taste of Bengal, Wherever You Go

From a small restaurant in Patuli to a growing presence across India, London and the United States, Bhooter Raja Dilo Bor has built its journey around home-style Bengali food, heritage and heartfelt hospitality.

Bhooter Raja Dilo Bor began its journey in 2005 from a small space in Patuli, Kolkata, with a simple yet meaningful idea - to create a Bengali restaurant that felt like home. The vision was to bring the comforting flavours of mothers' and grandmothers' kitchens to the dining table, while also offering guests a glimpse into Bengal's rich heritage.

The journey, however, was far from easy. Yet, the belief in the dream, supported by the love and encouragement of its guests, kept the team moving forward.

From Kolkata to the World

The turning point brought with it an exciting phase of growth. Between 2020 and 2024, Bhooter Raja Dilo Bor expanded to around 20 outlets across India and abroad. Today, the brand has taken its Bengali identity beyond the country, reaching London and the United States.

What makes this expansion significant is that the restaurant has carried its original spirit along with it. The aim remains to make familiar Bengali flavours accessible to a wider audience, while preserving the warmth and character that defined its beginnings.

Where Food Meets Heritage

Inspired by Satyajit Ray's timeless Goopy Gyne Bagha Byne, the restaurant's theme brings together Bengali food, language, culture and heritage. It is an approach that goes beyond the plate, creating an experience rooted in Bengal and its distinctive cultural identity.

Carrying Bengal Forward

At the heart of Bhooter Raja Dilo Bor's story is the belief that food can carry memories, culture and a sense of belonging. Its journey from a small Patuli restaurant to international destinations has been shaped by customers, team members, well-wishers and family. As the brand continues to grow, its larger ambition remains unchanged - to share the pride and flavours of Bengal with an even wider audience.

Rajib Pal, Founder

Congratulations to our client, Mr. Rajib Kumar Paul, Founder of Bhooter Raja Dilo Bor, on being featured for his inspiring entrepreneurial journey. From a small restaurant in Patuli, Kolkata, to expanding across India, London and the United States, his journey reflects the growing global appeal of authentic Bengali cuisine and culture. Wishing him and the entire team continued success as they take the flavours and heritage of Bengal to an even wider audience.

Mr. Ashim Mitra

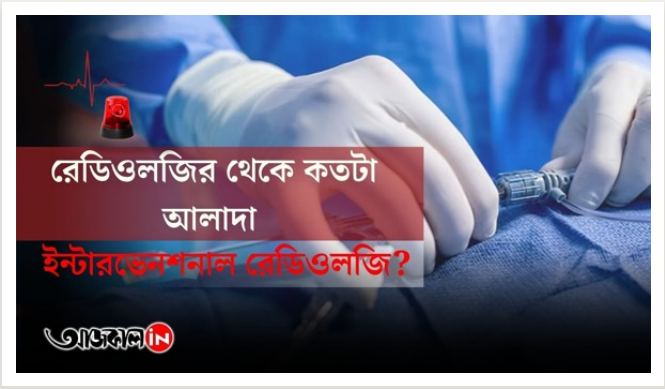


Dakshin Para Durgapuja, Konnagar, has been honoured with the Sharad Ananda Samman by ABP Ananda. The puja is in its 74th year. We extend our congratulations to our client, Mr. Ashim Mitra, who has served as the Secretary of the puja for the past 36 years and has been the driving force behind its journey for several decades.

Click on the link to know more: https://www.youtube.com/watch?v=tf0oZO7Gfr8

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Dr. Manas Saha



What is Interventional Radiology? How is it different from conventional radiology, and which medical conditions can be treated using this approach? Our client, Dr. Manas Saha explains the subject in an interview with Aajkaal, published on their official YouTube channel.

Click on the image below to watch the full interview.

Mr. Rajeev Seth



Congratulations to Ms. Saumya Seth (daughter of our client Mr. Rajeev Seth), Co-founder of Pune-based sales hiring startup ‘Scooter’, on raising ₹1.5 crore in pre-seed funding. Founded in 2024, Scooter helps startups hire sales professionals by evaluating candidates through real-world sales scenarios rather than relying primarily on CVs. We wish Saumya and the entire Scooter team continued success in their entrepreneurial journey.

Click on the image to know more.

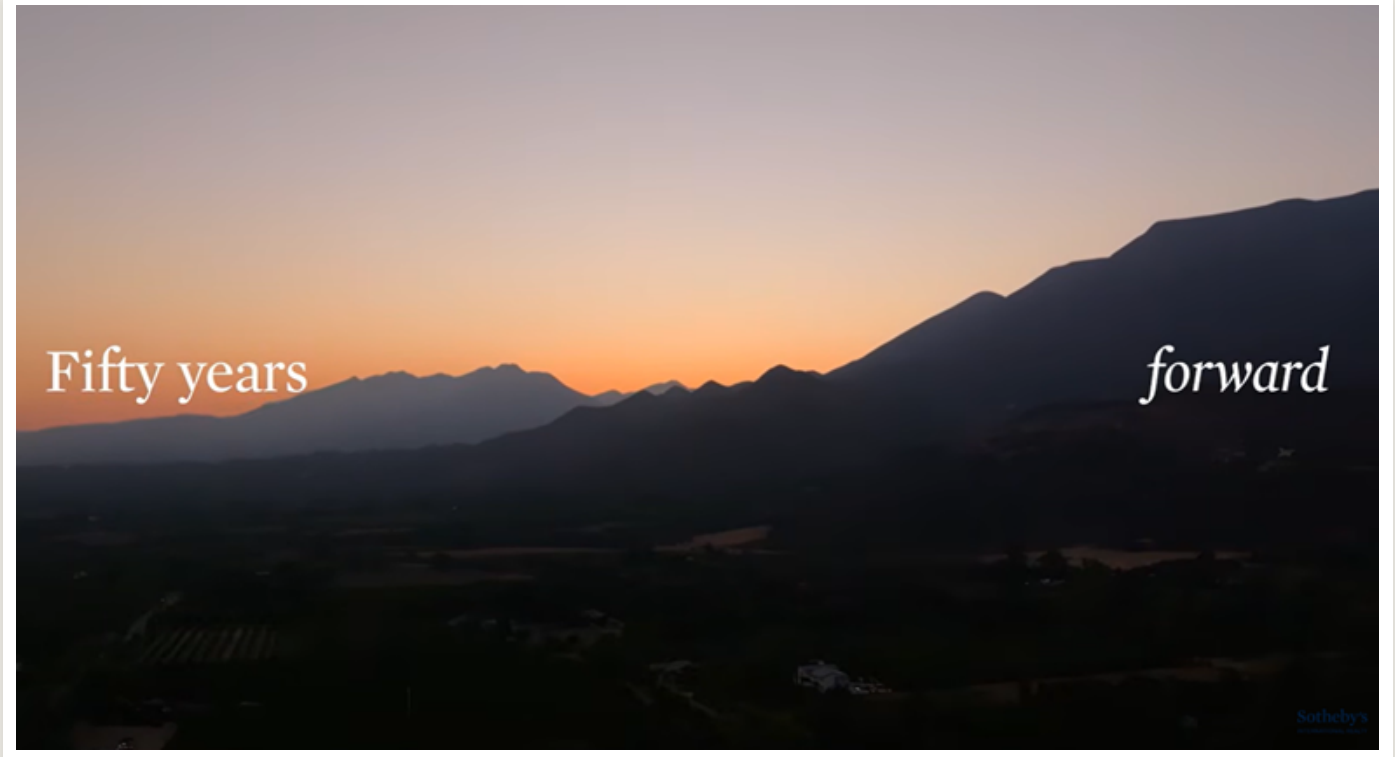
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Mr. Subesh Ray



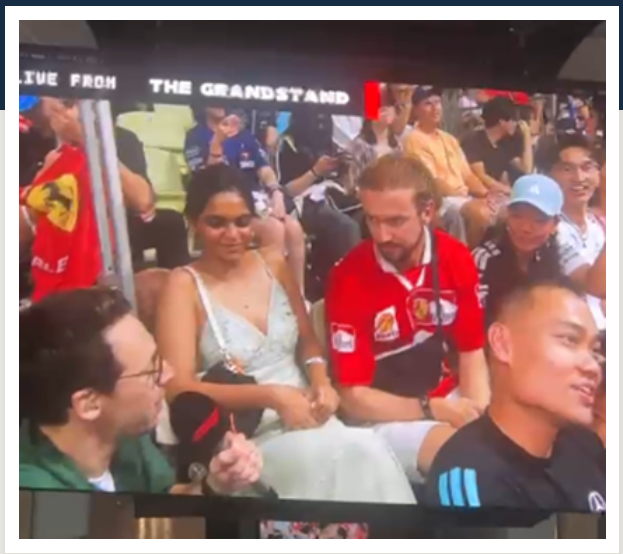
Congratulations to our client, Mr. Subesh Ray, Director & Regional Head – India at Sotheby's International Realty, as the company celebrates the remarkable milestone of 50 years of excellence. Wishing him and the entire team continued success and many more milestones in the years ahead.

Click to watch Sotheby's International Realty celebrating their Fifty Years.



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Ms. Shivika Johri



Congratulations to our client, Ms. Shivika Johri, daughter of our Family Office Chairman, Mr. Rahul Johri, on being interviewed by a broadcasting channel during the Singapore Formula 1 race.

Mr. Arunagata Das

Our client, Mr. Arunagata Das, won the Annual Inter Club Snooker Competition at Calcutta Club. We congratulate him on this wonderful achievement and wish him continued success in the future.



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CLIENTS' STORIES

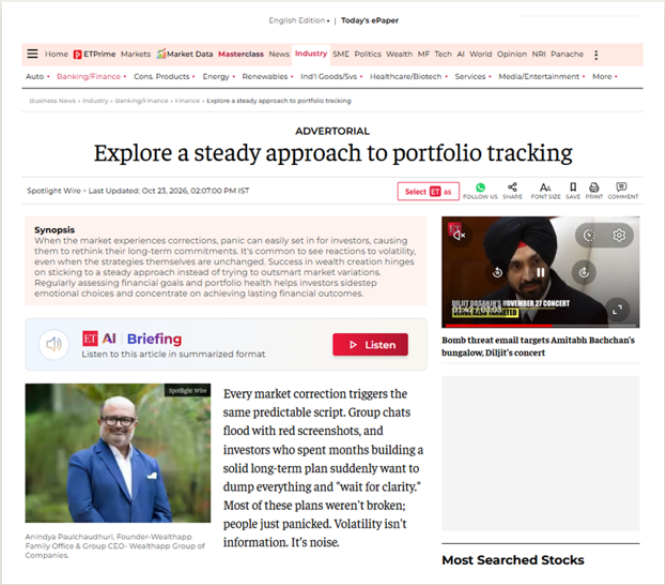
Mr. K K Kejriwal



Congratulations to Mr. K. K. Kejriwal and MCKV International School, both our clients, on achieving the best ranking at the Indian School Awards. This remarkable recognition reflects their commitment to excellence and their contribution to the field of education. We at WEALTHAPP are proud to celebrate this achievement and wish them continued success in the years ahead

LIFE AT WEALTHAPP

Mr. Anindya Paulchaudhuri


ADVERTORIAL

Explore a steady approach to portfolio tracking

Synopsis

When the market experiences corrections, panic can easily set in for investors, causing them to rethink their long-term commitments. It's common to see reactions to volatility, even when the strategies themselves are unchanged. Success in wealth creation hinges on sticking to a steady approach instead of trying to outsmart market variations. Regularly assessing financial goals and portfolio health helps investors sidestep emotional choices and concentrate on achieving lasting financial outcomes.

AI Briefing

Listen to this article in summarized format

Listen

Bomb threat email targets Amitabh Bachchan's bungalow, Diljit's concert

Every market correction triggers the same predictable script. Group chats flood with red screenshots, and investors who spent months building a solid long-term plan suddenly want to dump everything and "wait for clarity." Most of these plans weren't broken; people just panicked. Volatility isn't information. It's noise.

Anindya Paulchaudhuri, Founder-Wealthapp Family Office & Group CEO- Wealthapp Group of Companies.

Most Searched Stocks

Congratulations to Mr. Anindya Paulchaudhuri, Founder-Wealthapp Family Office & Group CEO-Wealthapp Group of Companies, on being featured in The Economic Times in the article, “Explore a Steady Approach to Portfolio Tracking.” The feature highlights the importance of disciplined investing, regular portfolio reviews and staying focused on long-term goals. Wishing him continued success and recognition.

Click on the image to read the full article.

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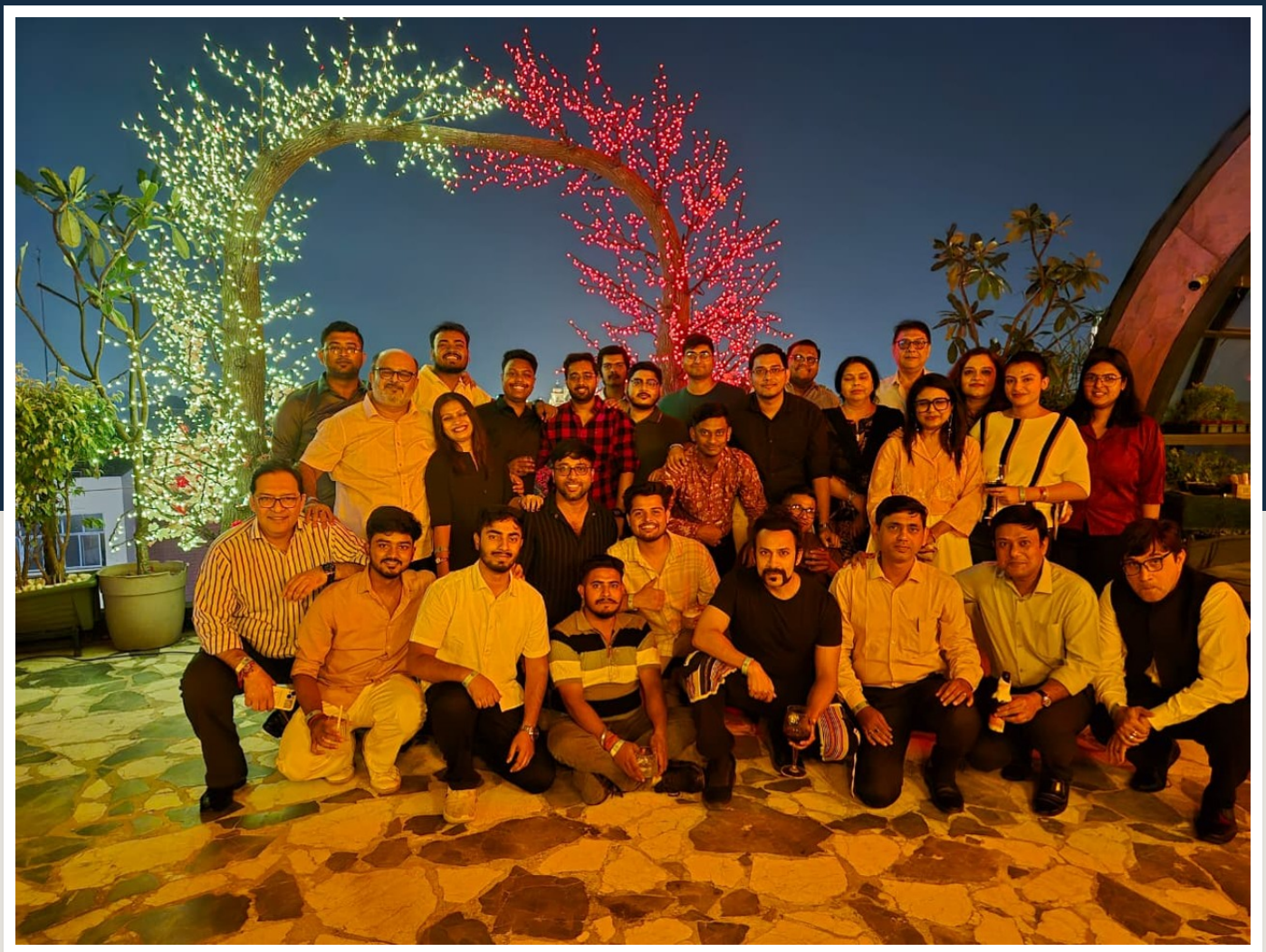
Young Guns Industry Workshop



WEALTHAPP organised the YOUNG GUNS INDUSTRY WORKSHOP at its Kolkata office, introducing children to the basics of wealth management and helping them develop an early understanding of money, savings, investments and the importance of building sound financial habits.

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Celebration at ROOTS



WEALTHAPP team came together to celebrate post-Durga Puja festivities with a fun-filled party at Roots, one of the city's finest rooftop venues, overlooking the iconic Victoria Memorial Hall. An evening of laughter and celebration, it was the perfect way to reunite after the festive season.

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Stay connected.

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