

Masala!

MOST

— **INFLUENTIAL** —
2019

COLLECTORS' EDITION

AN ITP MEDIA
GROUP
PUBLICATION
DECEMBER 2019,
ISSUE 718

0.07 A6

ISSN 1725-4713

9 771175 471001

AED 15 KWD 12 BHD 15 OMR 15
INCLUDES VAT



App-ty Talented

CHANDA BARJATYA
SURANA

@tellaTina

FOUNDER AND CEO, TELLATINA

She belongs to the famous Barjatya household, carrying forward a legacy of 71 years and is married into the Surana family, pioneers of the Jaipur *jadau* style of jewellery making. Quite like her famous brother, Sooraj Barjatya, Chanda Surana carries her traditional values and modern outlook with aplomb.

The graceful Chanda straddles two worlds effortlessly. While she is a doting wife, mother and family woman, she is also a go-getter entrepreneur coming up with innovative ventures. Her talents include jewellery designing, teaching spirituality, Kathak and Odissi dancing, and playing the tabla and piano. But her initial brush with entrepreneurship happened when she started Sudhasugandh, a platform for homemakers to exhibit their culinary skills.

In 2018, she entered the digital world with the launch of a unique, pathbreaking app, TellaTina. TellaTina is an avenue for the elite to connect with friends, share resources and information. Membership is only by recommendation and strictly curated. Within a year of its launch, TellaTina's membership count numbers thousands, including celebs like Anupam Kher and Sonam Kapoor Ahuja.

TellaTina has now turned into a one-stop shop for getting authentic information on anything under the sun. With interest groups offering services in spirituality, dream analysis, finance and investments, pets, fashion and matrimony, the app has become a useful tool for its high-profile members.

Chanda now aims to increase her global reach, with Dubai being an important stop on the way.

Her motto: remain humble, spread positivity and use the digital world to bring people closer.





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