

# With TellaTina app, Chanda Surana has created a supportive world family

TellaTina, the trendsetting mobile app launched by Chanda Barjatya Surana (scion of the Rajshri dynasty), is more like a trusted global community of like-minded friends to share resources and contacts.

By Parveen Chopra

Belonging to a proud dynasty like Rajshri has been for Chanda Barjatya Surana an inspiration and a source of strength to do something classy and big and meaningful and useful.

For the uninitiated, Chanda is the granddaughter of Tarachand Barjatya, the doyen of Hindi film industry who founded Rajshri Productions in 1947 that became a gold standard for family oriented, clean entertainment. Her father late Rajkumar Barjatya continued the tradition as producer. Her brother Sooraj R. Barjatya took Rajshri to the blockbuster league with 'Hum Aapke Hain Koun' and 'Maine Pyar Kiya' without sacrificing on the Rajshri family values. Her brother's strong work ethic and humility have always inspired Chanda.

Super success notwithstanding, for Barjatyas traditions are as basic as being simple, compassionate and honest. Chanda is a proud flagbearer of this 72-year-old tradition. She's not just living it, she's taking it forward with her work, her ambition and her zeal.

Enter TellaTina, born out of the enterprising homemaker Chanda Surana's endless WhatsApp threads and her fervor to make a mark for herself. This international app is like a carefully curated bulletin board that hopes to tackle everything from nutrition to styling. What's special is



that the app's reference-only admission system ensures that this airtight network remains a trusted circle of friends, comprising those in the know as well as influencers.

Chanda launched TellaTina in 2018 as an app for Android and Apple. It is a unique idea that achieves efficiency and comfort for almost anything that one may need assistance with. It helps people procure resources and contacts at the time they need it the most. What makes TellaTina stand out is the personal touch that Chanda has given it. It's literally like asking trusted friends for their first-hand experience to help in whatever way needed. What began as her dream is now helping the thousands around the world who comprise the exclusive TellaTina community.

TellaTina recently launched global interest groups such as:

- Spirituality
- Dream Analysis
- Image Consultancy
- Finance and Investments
- Pets
- Fashion and Styling
- Nutrition
- Travel.

**TellaTina has also introduced Matrimony which is an exclusive platform offered only to their members.**

Creativity is best at its versatility and Chanda highlights this notion time and again by working on platforms, genres and means that are all

so distinct in form and yet so similar in their goal, which always has been to make the world a better place. Born and brought up in Mumbai, she did her Bachelor's in Commerce from Sydenham College. Love for art and a creative bent of mind runs in the family. Chanda herself is a trained Kathak and Odissi dancer and plays the tabla and piano like a pro.

Chanda is married into the Suranas, a family name synonymous with jewelry. They pioneered the 'Jaipur Jadau' style of jewelry making and also own the iconic Raj Mandir Cinema in Jaipur. That makes her the bridge between two proud dynasties -- the Barjatyas and Suranas.

After her marriage to Pankaj Surana, she moved to New York to take up the multifaceted role of a homemaker, wife and mother but one who contributed proudly and efficiently to her family's business.

After living in New York for 14 years, the desire to go back to her roots brought her back to Mumbai. She is an accomplished Creative Jewelry Designer for the House of Surana.

The journey of finding her own wings led her to launch her first initiative -



Chanda Surana with her TellaTina team - Technical Head - Neha Vasa and Head Admin - Veena Nevatia.

'Sudhasugandh', aimed to empower the 'Indian housewife' by facilitating the expression of their homemade culinary skills to the world in beautifully customized packages. It was a tribute to her late mother Sudha, who had been one such homemaker all her life. The products were traditional Indian savories and sweets, all homemade and natural. These beautiful packages made excellent gifts, along with elevating the self-confidence and financial standing of the Indian housewife and bringing to everyday life, long forgotten Indian recipes.

Always inclined towards spirituality, Chanda is an ordained spiritual teacher and counsellor by the Oneness University and conducts weekly meditation sessions in Mumbai. From Sudhasugandh to TellaTina, Chanda's journey has all been about helping others. Milestone after milestone, she's someone who is leading by example. When asked, with a sparkle in her eyes and a smile that emits grace, all she says is, "I am only a channel for that Grace which has been kind enough to choose me, to work through me and which takes care of me and mine."

Today, within one year of its launch, TellaTina has emerged as an application with a membership count in thousands and growing by the minute.

Let's TellaTina.

website: [www.tellatina.com](http://www.tellatina.com)

## TELLATINA ADVISORY BOARD

### Dr. Milind R. Bhatt

Dr Milind R. Bhatt, a world renowned Dream Analyst and Classical Homoeopath since 1991, has been known to heal diseases deemed incurable by mainstream medicine. His radio shows and TV shows in Dubai and on FM 91, Mumbai, have been a great success along with his weekly column in Mumbai Samachar, a Gujarati newspaper. TellaTina offers Dr Bhatt's Dream Analysis services.



### Mukesh Vasa

Mukesh Vasa is Founder & CEO of Designscape, which empowers its clients worldwide with customized technology solutions.



After living in New York for 14 years, the desire to go back to her roots brought Chanda Surana back to Mumbai where she is making a mark for herself in enterprises not related to the Barjatyas or Suranas.