



"You want to do what !?!" Sputtered Karthik, coffee spraying out of his mouth.

Utterly shocked at what he was hearing " Would you care to repeat that? " he asked.

" I don't want the 1 crore package at McKlusky (Name changed). " said the young lady

" I don't want to do something where I am easily replaceable " she said confidently

" I value myself too much. We have limited time Karthik, and I would rather create something of my own. "

Karthik looked at her grimly. Another dreamer with startup ambitions, he thought to himself.

" I've been handling the placement cell at this MBA university for many years now and I've yet to receive a response like yours. Let me be frank, McKlusky and Shoppingkart both want you. The salary package is 1 crore plus. Just pick one and start your career" he said

She looked at him squarely in the eye " My mind is made up Karthik. I'm going to be an entrepreneur "

Life gives everyone dreams and opportunities, but only a few can translate those dreams and opportunities into realities and success.

Minnat Lalpuria is one such AVMite. A 2001 pass out with a fabulous score of 94%. An achiever, Minnat was always a good student besides completing her elementary and intimidate art exams, playing basketball, roller skating she also played badminton at state level.

When your foundation is solid, the building will be strong. A good school just doesn't give you an education but educates you to be a good person too. With supportive parents and encouraging teachers like Subbu Sir, Ms. Shobha Iyer, Anita Ma'am, Vasudha Ma'am ably led by the principal Ms. Kartik, Minnat never took tuitions throughout school. They would help her out with extra practice work sheets. Not taking tuitions only helped hone her "eye to detail" skill something that she needs to run her mini empire today.

Top scorer at school went to one the best science colleges, Ruparel for her HSC. Followed by IT engineering degree from SP College. An attempt at CAT exams got her a call from IIM Indore, but a lifelong raining of only taking the best made her turn it down as she decided she wanted only IIM Ahmedabad, Bangalore or Calcutta. Instead she took a job with TCS, topping with her performance at the ELP induction program.

The suicide of a former school friend and current fellow trainee at TCS, Vipul, made Minnat realize the importance of the AVM education. Always think about your parents, no problem is

bigger than your life, always communicate, do not bottle up. Suddenly the girl was a lady, ready to face whatever challenges came her way.

TCS posted her at Kochi for 6 months, she hated it there, her boss was kind enough to give her advice to move on. After a short break she took up a job in digital marketing at Quasar, here she leaned as a young team establishing business, opening a new media world to her. This innovative team were the first to launch “online test drive” for Skoda. After 2 years when she was leaving Quassar to move to “Upper Storey”, a Singapore based company to start their India office, her boss Manish Vij encouraged her to take the new opportunity and return just in case things went south. A month into the new job, her boss quit and the entire India operations was on Minnat, who took the challenge head on. Working with international clients taught her work ethics, international standards and the ability to say “no”. Her Boss Prakash Kamdar encouraged her to enhance her skillset by taking up an MBA. Minnat was the youngest student at PGP course at the Indian School of Business, Hyderabad.

This one-year course brought her in touch with other working professionals, tapping in on their experiences and learning to think out of the box, coaxed her to plan for her own startup. She turned down offers from Flipkart/Google/Mckinsey... only to work on her own ideas. In a business plan completion, she worked on a project for Louis Vuitton.

Her own business was the dream, she wanted to do work on online grocery store, diabetics or weddings. With help of supportive friends and circumstance shaping the course, she took the plunge in the wedding organization business. Her research with about 1000 couples led her to spot a huge gap in hotel venue bookings. This was a revolutionary concept giving birth to 7vachan, an online portal that helps book the venue for the wedding.

Within a year and for 5 years hence 7vachan has dominated the domestic destination market. Since 2012 7vachan has only grown strength to strength and today is a destination wedding specialist, and then moved internationally, covering Indian weddings from Europe to Bali.

Minnat’s realization that booking and negotiating with hotels is skill that most wedding organizers lacked, led her to specialize in creating this venture. As always, any new concept is always dealt with skepticism, but trust and transparency of business saw this wedding aggregator through.

“When the man first created fire he was probably burned at the stake with that fire by the others.” But that did not stop Minnat, the AVM education of truth, trust, belief in self and to



never back down has seen this gusty girl build a business from scratch over a concept that no one could be bothered about or were too scared to try.



It's not enough to spot an opportunity but to also act upon it and along the way always keep your communication lines open, never burn your bridges, but keep building new ones. Quoting Minnat, 'we are 8 Years old, and every hotelier, client or team mate appreciates the way we work and call us the "best" or "market leaders"'. I personally attribute all the compliments I get to my teachers and parents – whenever anyone talks about my personality, mannerisms or

simply wanting to spend time with me, I smile so broadly internally and thank them!