

## CELEBRATING 18 SHORT YEARS AT ARDEE

9.2.2003 - 9.2.2021



Time changed but nothing else changed. When we began our first Start-up venture 18 years ago, in Lutyens Delhi we never thought/planned/ dreamed on that day that we would be opening five more branches pan India. We started, Shefali Varma and myself with a handful of powerful tools - professional qualification/experience, passion for quality work, loads of intuition, maverick approach, high on innovation, and – in retrospect, substantial life skills. However, the lack of marketing skills and social media dependence was then lacking – and it still is. Our latest startup – NFC K-12 school began exactly on the same premise mentioned earlier – life skills, quality, and values. The only thing constant is change – systems, emotions, relationships, ecosystem change and move on, but our skill sets, passion, values, and intuition does not change – only is further honed with learning and experience .18 years gone & still counting.