

When most youngsters at 16 are thinking of partying and having a good time, Pawan Shahri started Chrome Nightlife – something that laid the foundation for what eventually became Chrome Asia a 360° digital marketing, PR, design, and branding agency for the F&B industry operating out of Mumbai and Dubai.

After a normal schooling, it was HR College that changed his life. “My father was a businessman, and growing up, I was always drawn to the hustle of entrepreneurship. Ever since I was a teenager, I always wanted to be independent and make my own money, which is why I launched Chrome Nightlife. Eventually, as I understood the workings of the marketing and agency side of it and gained enough confidence, I expanded the business.”

Since he was just a teenager when he got his first taste of entrepreneurship, Pawan is candid when he says he made some mistakes early on. “But if you look at it from another lens, if I had not made those mistakes, I would not be the person I am today. So the first learning is that it is okay to make mistakes. The second, and more important one is to learn from each of

these mistakes. It sounds cliché, but it’s true. It is also incredibly important to be both astute, and self-aware.”

Now Managing Partner at Butterfly High and the newly opened Oi, Pawan makes sure the food served is robust and flavourful. “With Oi, I was adamant for our menu to pay homage to Latin America’s rich and colorful cultural history. You can indulge in dishes that boast an influence of Latin America with Japanese techniques like tempura and ingredients such as miso. Oi also offers extensive bar offerings, including house-made syrups, tinctures, infusions and bitters. Our signature cocktail list, in fact, features 11 unique libations,” he shares enthusiastically.

At Butterfly High, that was launched in June last year, they offer an exotic combination of Indian fare cooked using European techniques, with just the right amount of flavours from the east apart from organic cocktails. “It is an ever growing industry that is evolving rapidly so you have to evolve with it too. You have to keep the ideas flowing to ensure you stay ahead of the curve.”

Pawan is also a Partner at Label and manages multiple artists across the country, while also bringing

international artists to India. “Label is a genre-agnostic artist management company, and has been pivotal in bringing some of the biggest international artists down to India (think Sean Kingston, Jay Sean and Sam Feldt).”

Inspired by personal growth, learning every day, experimenting, and exploring new avenues, Pawan believes the world is a massive and exciting place with so much food and so many cultures still left to explore. His advice to people who want to pursue a career in food is simple. “Make sure you have an appetite for both food, and entrepreneurship. And when you take the leap of faith, ensure that it’s a zero investment business. Make your mistakes, learn from them, and then start investing your money into it.”

Looking ahead, the brand has already touched base in Dubai, and now Pawan’s plan is to expand in the UAE and the GCC. When he is not working, he finds himself reading books about entrepreneurship to sharpen his mind and ideas. “Above all, though, I love immersing myself in other cultures by travelling to different parts of the world,” he signs off.



Butterfly High interiors

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