



**“MY GOAL FOR THE COMPANY IS TO GROW IT FURTHER AND EXPLORE NEW MARKETS. WE ARE WORKING ON OUR NEW RETAIL OUTLETS THAT WILL BE SPECIFICALLY GEARED TOWARDS HOME LINEN AND DÉCOR AND LAUNCHED AS SOON AS NEXT YEAR**

Maldives, Shangri-La, Maradiva and Sands among others.

All the raw materials used by the company are imported from Turkey, Egypt and India, but the designing, embroidery, printing, and finishing takes place in Mauritius. “One of our major challenges was to bring about an awareness of our product range, as we were introducing a better, more expensive collection than existed in the market then. Our main strengths to deal with our competitors have always been our quality, personalized service and wide range of stocks,” adds Sham.

#### **A Family Effort**

Thirty-one-year-old Sahil was born and brought up in Mauritius and studied corporate finance and accounting at Bentley University in Boston where he got his Bachelor’s Degree with a double major in corporate finance and accounting. “Bentley was a great draw for me because they had an in-house trading room which gave me real life experience of a trading floor. I did two internships after my graduation. The first was at Ernst & Young in Mumbai. I was in the financial risk advisory department and it was a great learning curve for me. My second internship was at HSBC in Mauritius. I was working with a relationship manager who was looking after medium sized enterprises both based locally and internationally,” reminisces Sahil.

Thirty-year-old Simraan also grew up in Mauritius,

but studied marketing and finance from Deakin University, Melbourne. “During my tertiary education I gained plenty of know how through internships at Ernst & Young in Mumbai and Sun International in Mauritius. I eventually returned to Mauritius in 2012 and decided to gain some experience in the corporate world before joining the family business. I joined a leading Asset Management firm for a few years which helped me understand the Mauritian and East African markets,” recalls Simraan.

Sahil, who has always wanted to work for himself, says his family has been nothing but encouraging. “My father has had a big hand in shaping my career. I got back to Mauritius towards the end of 2009 and we had just launched our manufacturing business. I was completely new to textiles and being an expert in terms of fabrics and textiles, he guided me all along the way. I am still learning something new every day. He also gave us the freedom to express and implement our own ideas which was a crucial step to having us stand on our own feet.”

This is a sentiment that Simraan echoes. “My brother and I consider ourselves lucky that our father has always been open to adapting his way of doing business to the changing times. It has been an immense learning curve, working with him.” While Sham’s sons have been part of the family business for a while now,