

around the world. And considering his lofty dreams, he decided to go digital. "One day, my co-founder Sundeep and I were at Taco Bell and he mentioned that he wanted to build an app. I said the only unique skill I had was Bhangra and thus the idea for the app was born. We outsourced development with Sundeep project managing it and me handling the business and marketing side. We had a ton of help from some family and close friends, and along the way

we picked up some great teammates as well," he explains

The Learn Bhangra app soon became the catalyst to help them get into other markets apart from becoming a powerful marketing tool and testament to the quality of their work. "It's still our core product," mentions Lavesh, "but we also frequently conduct workshops around the world, offer certifications for prospective instructors, and handle a ton of choreography requests."

The response to the app

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has been quite phenomenal and the team is now at

nearly a 100K downloads in about four years and reaches millions of people a year through social media.

"Additionally, our team has grown to include over 20 brand ambassadors all over the globe and I have been extremely fortunate to be able to travel to so many unique places and meet many amazing people," Lavesh shares. Incidentally, he and his team were invited to perform at the 2016 Summer Olympics in Rio de Janeiro, Brazil.

As a choreographer though, the challenge still lies in introducing traditional, folk Bhangra in its beautiful original form, to the masses. "There is a lack of knowledge about the folk dance, it's roots, and how it is performed - but it is our mission to fix that." And in addition to innovating from a technology perspective, the team also have plans to expand into the fitness market. "Bhangra is an extremely good workout so why not introduce it to the world as such? Additionally, we hope to get more into the performance space as we see lots of opportunities to bring dancers from all over the world together." Well, Lavesh has certainly shown that you can dance your way to success!

