

## Sachin Karanjkar Preserves Heritage Through Paithani Junction, Yeola

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Nashik's rich cultural legacy continues to shine through the remarkable efforts of **Sachin Shantilal Karanjkar**, the visionary entrepreneur behind **Paithani Junction, Yeola**. Known for preserving and promoting Maharashtra's traditional weaving art, Karanjkar has played a significant role in bringing the world-famous Yeola Paithani sarees to a wider audience.

Paithani Junction, located in **Yeola, Nashik district**, stands as a trusted destination for authentic handwoven Paithani sarees crafted by skilled local artisans. The showroom offers a diverse range of traditional and contemporary Paithanis—including single pallus, double pallus, pure zari designs, bridal Paithanis, and exclusive handcrafted masterpieces. Each saree reflects meticulous craftsmanship, vibrant colours, and timeless elegance.

Under the leadership of Sachin Karanjkar, the brand has strengthened its commitment to supporting local weavers, ensuring fair wages, consistent work, and long-term sustainability of the ancient weaving tradition. His keen eye for design, quality control, and customer satisfaction has made Paithani Junction a preferred choice for buyers across Maharashtra and beyond.

Karanjkar's dedication to showcasing Maharashtra's heritage, combined with his entrepreneurial spirit, continues to uplift Yeola's artisan community and preserve the cultural identity of Paithani weaving.

### Selected for Maharashtra's Prestigious Awards

Recognizing his dedication and achievements, he has been selected for the prestigious "**Maharashtra Business Icon 2025 / Maharashtra Style Icon 2025 / Maharashtra Fashion Icon 2025**" awards.

This honour is being presented by **Reseal.in** and **India Fashion Icon Magazine**, celebrating Maharashtra's emerging entrepreneurs and artists.

His selection marks a proud moment not only for him but also for the entire Maval region.

### Presence of Renowned Film Personalities

The grand award ceremony will be graced by celebrated film personalities:

- **Ms. Varsha Usgaonkar (Bollywood Actress)**
- **Ms. Sonalee Kulkarni (Indian Actress)**
- **Ms. Prarthana Behere (Indian Actress)**

Their presence will add prestige and glamour to the event.

### **Event Hosted Under Expert Leadership**

The event is being organized under the leadership of **Mr. Sudhir Kumar Pathade**, Founder & CEO of **Reseal.in (Sure Me Multipurpose Pvt. Ltd.)**, who has played a significant role in providing a national platform to Maharashtra's rising entrepreneurs, designers, and creative talents.

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