

From Professor to Entrepreneur: The Rise of Aishwarya Agro Industries

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From an inspiring professor to a determined entrepreneur, **Dr. Anushri Anil Puri** has built *Aishwarya Agro Industries*, a growing cold-pressed edible oil brand committed to purity, health, and natural processing. Her journey reflects resilience, purpose, and the desire to bring chemical-free oils to households across Maharashtra.

A Mission Born From Health Concerns

Troubled by rising cases of adulterated edible oils in the market, Dr. Puri decided to produce pure, natural, cold-pressed oil that could safeguard people's health. Inspired by this cause, she began the business in her own home, using traditional extraction techniques and personally educating consumers about the benefits of chemical-free oils.

From a Three-Room Setup to a Fast-Growing Business

Starting in just **1000 sq. ft.** of her house, Dr. Puri invested steadily in necessary equipment like cold-pressed oil machines, filters, packaging units, and labelling tools. Despite challenges such as irregular electricity, financial limitations, manpower shortages, and raw-material delays, she continued building the business with determination and family support.

Her teaching background—D.Ed, BA, B.Ed, MA, M.Phil, Ph.D—also played a key role, helping her guide and train others while strengthening her own entrepreneurial skills.

Winning Customers With Quality and Trust

Initially, pricing concerns and low awareness made customer acquisition difficult. But as people understood the health benefits of natural cold-pressed oil, demand started growing rapidly. Today, Aishwarya Agro Industries serves customers across **multiple districts**, including Yavatmal, Amravati, Nagpur, Nanded, Chandrapur and many rural regions.

Marketing through social media, newspaper ads, awareness sessions, public events, word-of-mouth, and college interactions helped the brand gain visibility and trust.

Expansion and Future Plans

With rising demand and multiple oil varieties now in production, Dr. Puri is planning to expand the factory and has applied for MIDC land. Workforce strength has increased, and services have become more customer-friendly through:

- Phone & WhatsApp ordering
- Home delivery

- Instant customer assistance

She also plans to open a dedicated retail outlet, strengthen online sales, adopt modern technology, and continue creating local employment opportunities.

Empowering Youth and Women

As a professor at *Shreemati Vatsalabai Naik Mahila Mahavidyalaya*, Dr. Puri sees many young graduates struggling for employment. She aims to offer employment through her business and empower youth with entrepreneurship training. She strongly encourages women to start small-scale ventures and build independent identities.

A Message of Inspiration

Dr. Puri believes that her journey—from starting with nothing to becoming a successful entrepreneur—proves that anyone can rise with hard work and confidence.

Her motto remains grounded:

“Start from zero, stay dedicated, face challenges bravely, and success will follow.”

Selected for Maharashtra’s Prestigious Awards

Recognizing her dedication and achievements, **Dr. Anushri Anil Puri** 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.

Her selection marks a proud moment not only for her but also for the entire 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)**

Event Hosted Under Expert Leadership

The event is organized under the leadership of **Mr. Sudhir Kumar Pathade**, Founder & CEO of Reseal.in (Sure Me Multipurpose Pvt. Ltd.), who continues to provide a national platform for Maharashtra’s rising entrepreneurs, designers, and creative talents.

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