

## From Vision to Impact: Homemakers Exhibition & Events' Success Story

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In a time when home-based women entrepreneurs often struggle for visibility, two determined women—**Mrunal Shah** and **Sushma Jagtap**—stepped forward to create a platform that celebrates, uplifts, and empowers them. Their initiative, **Homemakers Exhibition & Events**, established in **2016**, has grown into one of Pune's most influential exhibition brands dedicated to supporting women-led businesses.

### A Vision Rooted in Empowerment

Homemakers Exhibition & Events was built with a clear and powerful vision:

**to create a vibrant, inclusive community where women entrepreneurs can thrive.**

The founders recognized the immense talent present among women running small home-based ventures—handmade crafts, ethnic fashion, homemade foods, décor products, beauty services, and more. Their mission became to bring these talents into the spotlight.

### Creating Opportunities Through Exhibitions

Homemakers Exhibition & Events works with the core mission of providing:

- **A platform for women to showcase their skills and products**
- **Direct access to their target customers**
- **Networking opportunities with other entrepreneurs**
- **A space to build confidence, visibility, and financial independence**
- **Support and resources to grow their enterprises**

Through meticulously planned exhibitions, the founders ensure that every participant—whether a first-time seller or an established home business—receives exposure and encouragement.

### 60+ Exhibitions & Over 1,00,000 Footfalls

Since its inception, Homemakers has organized more than **60 successful exhibitions**, drawing **1,00,000+ visitors** and creating a strong marketplace for women-led brands.

The exhibitions feature a wide variety of stalls—from fashion, jewellery, and accessories to home décor, wellness products, homemade snacks, and creative handicrafts. Each event becomes a celebration of local talent, creativity, and

entrepreneurship.

The founders' commitment has turned Homemakers into a trusted space where women from different backgrounds feel welcomed and supported.

### **The Women Behind the Vision**

#### **Mrunal Shah**

A strong advocate for women empowerment, Mrunal believes in giving women the stage they deserve. Her leadership and strategic vision have been instrumental in establishing Homemakers as a leading name in the exhibition space.

#### **Sushma Jagtap**

A dynamic organizer with an eye for detail, Sushma ensures every event is executed flawlessly. Her passion for helping women entrepreneurs grow has been at the heart of Homemakers' success.

Together, their shared dedication has shaped a community where women uplift each other and celebrate each milestone.

### **Building a Community Beyond Business**

Homemakers Exhibition & Events is more than just an event organizer — it is a **movement**:

- Encouraging financial independence among women
- Promoting local and home-grown brands
- Supporting creativity and skill development
- Bringing women onto a common platform to learn, collaborate, and grow

Their social media presence @**homemakerexhibition**, along with consistent engagement, has further boosted the visibility of hundreds of entrepreneurs.

### **Looking Ahead**

The founders aim to continue expanding their exhibitions, reaching more cities, empowering more women, and becoming one of the strongest support systems for home-based women entrepreneurs in Maharashtra and beyond.

With a powerful mission and a growing community, Homemakers Exhibition & Events stands as a shining example of how two women turned a vision into an empowering platform that changes lives.

### **Selected for Maharashtra's Prestigious Awards**

Recognizing their dedication and achievements, they both have 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.

Their selection marks a proud moment 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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