

## From Struggle to Style: Ganesh Warule's Success Story

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Ganesh Warule may come from a modest background, but his journey as the founder of **Facelook Unisex Salon** is one of grit, patience, and resilience. From working as a salon employee to building a trusted brand across Nashik, his story reflects how dedication and customer-first values can transform a small dream into a growing business.

Today, Facelook Unisex Salon operates successfully at **College Road** and **near Motivala College**, making Ganesh Warule a well-known name in Nashik's grooming and wellness space.

### Early Life Rooted in Discipline and Hard Work

Ganesh Warule grew up in a simple family. His father worked in a private company, instilling values of discipline, honesty, and consistency from a young age. Ganesh completed his education up to Class 12, after which financial realities pushed him to start working early.

In 2010, he joined a local salon as an employee. Over the next six years, he immersed himself in learning every aspect of the trade — from hairstyling and grooming services to customer interaction and salon management. While the job provided stability, Ganesh dreamt of owning a salon of his own, especially in a lively area like College Road.

### Taking the Leap Into Entrepreneurship

In 2016, Ganesh made the bold decision to leave his job and start his own salon business. With limited savings, he took a calculated risk by opting for a bank loan after discussing it with his family.

Thus, **Facelook Unisex Salon** opened its doors on College Road, Nashik. In the initial phase, Ganesh handled every responsibility himself — opening the shop, cleaning, serving customers, offering grooming services, and managing accounts.

### Building Trust Through Quality Service

For Ganesh, Facelook was never just a business. It was his identity. He followed a simple philosophy: *fewer customers are fine, but every customer must leave satisfied.*

The salon offered services such as:

- Haircuts
- Facials
- Hair colouring

- Manicure and pedicure

Ganesh paid personal attention to each client, offering customised advice based on hair and skin type and explaining treatments in simple language. This approach helped him slowly build a loyal customer base.

Within six months, demand increased enough to hire staff. From 2016 to 2019, the salon witnessed steady growth, supported by its prime location, cleanliness, punctuality, and courteous service.

### **COVID-19: The Toughest Test**

The year 2020 brought unprecedented challenges. With the outbreak of COVID-19, salons were among the worst-hit businesses. Lockdowns forced Facelook to remain shut for long periods.

Income stopped, loan EMIs piled up, and household expenses added pressure. Like many small entrepreneurs, Ganesh faced emotional and financial stress. However, constant support from his family and friends helped him stay hopeful.

As restrictions eased, Ganesh focused on rebuilding trust. He implemented strict hygiene protocols, ensured sanitisation, used masks, gloves, and disposable towels, and personally contacted long-time customers to reassure them.

Gradually, customers returned. Appointments increased, and Facelook began recovering. Financial and emotional backing from close circles played a crucial role in restoring Ganesh's confidence during this phase.

### **Turning Crisis Into Opportunity**

While many businesses shut down post-pandemic, Ganesh chose to grow. By 2023–2024, Facelook Unisex Salon had regained momentum, with a strong customer base and word-of-mouth referrals.

In 2025, Ganesh achieved a major milestone by launching the **second branch of Facelook Unisex Salon near Motivala College, Nashik**. The new location catered to students and young professionals, marking a significant expansion of the brand.

### **An Inspiration for Aspiring Entrepreneurs**

With education only up to Class 12, Ganesh Warule's success underlines that determination, service quality, and trust matter more than degrees. His journey proves that setbacks are temporary when backed by perseverance and customer loyalty.

Today, Facelook Unisex Salon stands as a symbol of how a small salon, built with sincerity and hard work, can grow into a recognised local brand.

### **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.

The selection marks a proud moment not only for him 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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