

From Values to Victory: The Inspiring Business Journey of Ajay Walekar

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Born on **20 December 1993**, **Ajay Bhagwanrao Walekar** comes from a modest family background where financial limitations never stood in the way of strong values. His parents believed that character, honesty, and human relationships were the true wealth of life — lessons that would later shape Ajay's journey as a businessman.

Early Life Rooted in Strong Values

From a young age, Ajay was taught the importance of discipline, respect, and connection with people. Despite limited resources, his parents ensured a meaningful upbringing. At the age of just ten, Ajay was introduced to practical knowledge and real-world exposure, a rare opportunity that helped him mature early. His maternal uncles played a crucial role during these formative years, guiding him with experience and wisdom.

A Turning Point Marked by Loss

Ajay's early years were largely free from hardship until fate took an unexpected turn. He lost his father — the pillar of strength who had always supported him, guided him, and ensured that no responsibility ever felt heavy. Even in challenging circumstances, his father continued to instill strong moral teachings that would remain Ajay's lifelong compass.

A Mother's Strength and Silent Sacrifice

Following this loss, Ajay's mother became the backbone of the family. Through machine-based work and relentless effort, she managed the household and ensured her children's education. Ajay considers his mother his greatest teacher and credits her — along with his uncles — for helping him stay focused, disciplined, and away from harmful addictions.

Entering Business at a Young Age

Ajay stepped into the business world in **2005**, learning the fundamentals under the guidance of his uncle. These years of learning strengthened his confidence and resilience. With a solid foundation and unwavering determination, Ajay took a decisive step on **1 November 2016**, when he established **Shri Krishna Jewellers**.

The journey was not easy, but it was built on patience, ethics, and hard work. In **2018**, Ajay entered married life, gaining a supportive life partner who stood firmly by him through both personal and professional responsibilities.

Family Support and Growing Confidence

Ajay draws immense inspiration from his elder brother and elder sister, who consistently encouraged him to face challenges head-on. Their support helped build his self-belief, enabling him to overcome obstacles and grow steadily as

an entrepreneur.

Ethics Over Earnings

At the heart of Ajay's business philosophy lies a simple yet powerful teaching from his father:

"Even if you earn little, earn it honestly and live happily."

Ajay firmly believes that true success does not come from harming others or seeking personal gain at someone else's expense. Instead, he advocates spreading happiness while building one's own life with integrity.

Guided by the Bhagavad Gita's principle — *"Karmanyeva Adhikaraste Ma Phaleshu Kadachana"* — Ajay follows the path of selfless action, focusing on duty rather than reward.

A Journey of Purpose and Integrity

Today, **Ajay Bhagwanrao Walekar** stands as a successful businessman, not merely because of financial achievements, but because of the values he continues to uphold. His journey reflects how ethics, family support, and dedication can transform challenges into lasting success.

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 hi, 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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