

## Meerra Mhaske's Journey in Scientific Beauty Care

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The entrepreneurial journey of **Meerra Ganesh Mhaske** is a powerful example of how determination, adaptability, and self-belief can transform small beginnings into a respected business identity. The founder of **Beauty by Meerra – Aesthetic Skin & Hair Clinic**, along with ventures such as **Beauty Beats Cosmetics** and **Beauty Buzz Salon**, Meerra's story spans over nine years of perseverance, learning, and steady growth.

### 2016: A Small Dream Takes Shape

Meerra began her entrepreneurial journey in **2016** with a small business dealing in **cosmetics and imitation handbags**. With limited investment, a small shop, and almost no prior business experience, the initial phase was filled with challenges—finding customers, managing inventory, and handling daily operations.

Many questioned her decision and doubted the outcome. However, Meerra believed that even a small start could lead to something big. During this phase, she single-handedly managed every role—**sales executive, accountant, stock manager, and owner**—learning through mistakes and improving each day.

### 2017: Entering the World of Beauty

While interacting closely with customers, Meerra realized that **beauty and self-confidence are deeply connected**. This insight led her to take a bold step in **2017** by starting **Beauty Buzz Salon**.

The transition was challenging. She had to learn new skills, train staff, and earn client trust from scratch. Initially, there were days with no clients at all. Yet, Meerra remained committed to delivering the best service. Slowly, trust grew, word-of-mouth spread, and the salon began to establish itself.

### Managing Family, Society, and Business

Balancing **family responsibilities and entrepreneurship** was one of the toughest aspects of Meerra's journey. As a woman entrepreneur, she often faced mental stress, financial pressure, and societal questioning. Despite these challenges, she followed one unbreakable rule: **never stop moving forward**.

### 2020: Turning Crisis into Opportunity

The **COVID-19 pandemic** in 2020 brought offline businesses to a complete halt. Instead of giving up, Meerra adapted to change and launched an **Online Hub Business**.

She quickly adopted digital platforms to manage:

- Home care products

- Beauty-related items
- Online client consultations

This phase reshaped her business outlook and reinforced a key lesson—that embracing change can open new paths even during the toughest times.

### **2025: Aesthetic Skin & Hair Clinic—A Dream Realized**

With years of experience in the beauty industry, Meerra recognized the growing need for **scientific and ethical skin and hair care**. In 2025, she launched **Beauty by Meerra – Aesthetic Skin & Hair Clinic**, marking a major milestone in her journey.

Her clinic focuses on:

- Professional laser treatments
- Advanced aesthetic knowledge
- Modern skin and hair procedures
- Client education
- Ethical and transparent practices

Alongside this, **Beauty Beats Cosmetics** further strengthened her brand presence, offering products aligned with her philosophy of quality and trust.

### **A Philosophy Built on Consistency and Integrity**

Meerra firmly believes that:

- Success does not happen overnight
- Consistency, honesty, and hard work have no substitute
- When women believe in themselves, there are no limits to what they can achieve

Her current success is the result of **over nine years of struggle, failure, learning, and rebuilding**.

### **Gratitude Behind the Growth**

Meerra credits her journey to the unwavering support of her **husband**, whose trust and encouragement helped her face every challenge. She also acknowledges her **parents' blessings** as her strongest foundation.

Special appreciation goes to her **business advisor, Ms. Pallavi Biche**, whose timely guidance helped shape key decisions. Meerra also expresses heartfelt gratitude to her **staff**, whose dedication played a vital role in building her ventures.

Above all, she credits her **customers**—their trust, love, and continued support remain her greatest motivation.

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

Recognizing her dedication and achievements, she 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 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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