

## Shinde Paithani, Shirdi: Preserving the Royal Legacy of Maharashtra's Queen of Silks

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In the holy town of **Shirdi**, where faith and tradition coexist, **Shital Basavaraj Shinde** has carved a remarkable entrepreneurial journey by transforming **Shinde Paithani** into a symbol of Maharashtra's rich handloom legacy. Rooted in authenticity, craftsmanship, and cultural pride, Shinde Paithani today stands as Shirdi's premier destination for luxury handloom and ethnic wear.

Driven by a clear mission to **preserve the heritage of the Paithani saree** and offer customers an authentic, royal shopping experience, Shital Shinde built the brand on the pillars of uncompromising quality and artistic integrity. Specialising in the legendary **Paithani saree—celebrated as the “Queen of Silks”**—Shinde Paithani offers an exclusive collection of **hand-woven Paithanis, Yeola Paithanis, and designer ethnic wear**.

Every creation at Shinde Paithani reflects the mastery of skilled artisans and centuries-old weaving traditions. The authenticity of each saree is further assured through **PureSilk Trade Mark certification**, reinforcing the brand's commitment to originality and excellence. Under Shital Shinde's leadership, the store has earned the trust of **thousands of satisfied customers across India and across the globe**.

More than a retail outlet, Shinde Paithani has evolved into a cultural destination—where heritage is celebrated and passed on through generations. Expert curators personally oversee every collection, ensuring that each thread embodies the grandeur, symbolism, and artistic finesse of Maharashtrian culture. This dedication has made the brand the **number one choice for weddings and festive celebrations**, especially among brides seeking timeless elegance.

“For us, success is not measured only in sales,” reflects the philosophy behind the brand. “It is seen in the smiles of brides who walk out with their dream Paithani.” From the looms of master artisans to the hearts of countless families, the journey of Shinde Paithani has indeed been nothing short of magical.

What makes Shinde Paithani Shirdi's favourite destination is its unwavering promise of:

- **100% authentic, hand-woven silk Paithanis**
- **Exclusive wedding and festive collections**
- **Global shipping with personalised service**
- **A heritage shopping experience unlike any other**

As Shital Basavaraj Shinde continues to take the legacy forward, Shinde Paithani remains a proud torchbearer of Maharashtra's handloom excellence. Visitors to Shirdi are invited to experience the royalty, tradition, and timeless beauty of Paithani—woven with trust, culture, and craftsmanship

### **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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