

## The Inspiring Journey of Entrepreneur Ashish Lingayat

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They say every individual's life battle is different. The story of **Ashish Lingayat**, a native of **Andarsul village**, is one such inspiring journey—written with struggle, hard work, and unwavering determination. In 2014, in search of employment, Ashish moved to **Pimpalgaon Baswant**, a decision that marked the beginning of a new chapter in his life.

### From Employment to Uncertainty

After arriving in Pimpalgaon, Ashish initially took up small jobs to shoulder his family responsibilities. His dedication and capability soon earned him an opportunity to work as a **Branch Manager** in a reputed company, a position he held for nearly **2–3 years**. Life seemed stable until the **COVID-19 pandemic** struck, leading to widespread job losses—including his own.

That phase proved to be extremely challenging. However, instead of giving in to despair, Ashish chose to carve out his own path and transform adversity into opportunity.

### A Chance Turn Towards Business

Ashish's entrepreneurial journey began almost by chance. He started with **online saree sales**, which received an encouraging response. Motivated by this success, he raised capital and laid the foundation of his own brands—'**Anuj Masale**' and '**Lingayat Agencies**' (Kolhapuri spices).

His prior experience in marketing and management played a crucial role in expanding the business. Gradually, he secured **distributorships for multiple companies**, strengthening his foothold in the market.

### Family: The Strongest Pillar

Throughout this journey, Ashish's **parents emerged as his biggest support system**. From procuring orders to managing deliveries, they stood firmly by his side at every step. As operations expanded, the family invested in a '**Chhota Hathi**' transport vehicle to support logistics.

Building on this trust and momentum, Ashish ventured into the **garment business**, launching a ready-made clothing store named '**Mama Bhanja (MB Collection)**'. At the same time, his online saree business continues to thrive with equal strength.

### Gratitude and Vision Ahead

Reflecting on his journey, Ashish says that starting from zero and reaching this stage was far from easy. In his words:

*“The real architects of my success are my parents, my team, and my friends. Their belief in me gave me the strength to become an entrepreneur.”*

Looking ahead, Ashish aims to **expand his brands further** and create **employment opportunities for more people**, turning his personal struggle into a source of inspiration for many others.

### **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 talent.

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