

From Humble Beginnings to Trusted Brand: The Alishan Steel Furniture Story

Published on 26 Jan 2026 | By IFI Correspondent



Every successful enterprise is built on a foundation of struggle, hard work, and unwavering self-belief. The journey of **Alishan Steel Furniture**, founded by **Mr. Vikram Baban Kadam**, is a powerful example of how persistence and positive thinking can turn limited resources into lasting success.

With a deep interest in furniture work and a strong desire to build something of his own, Vikram Kadam stepped into entrepreneurship at a time when he had minimal experience, limited capital, and many uncertainties ahead.

Facing Challenges Head-On

The early years were far from easy. Financial constraints, lack of industry exposure, and intense market competition posed continuous challenges. However, guided by three core principles—**hard work, patience, and belief in oneself**—Vikram refused to give up.

He took it upon himself to learn every aspect of the business, from production planning and material selection to customer communication, time management, and service delivery. Mistakes were made and losses were faced, but each setback became a lesson that strengthened his decision-making and resilience.

The Beginning of a Business Legacy

In **1999**, Vikram Kadam officially established his furniture business, laying the foundation for what would later become **Alishan Steel Furniture**. Starting with small projects, he gradually gained experience and credibility. Without the support of large investments, he relied on **honest workmanship, consistent quality, and customer trust** to build a solid base.

Obstacles continued to arise, but quitting was never an option. Each challenge only reinforced his determination to succeed.

The Power of Family Support

Behind this entrepreneurial journey stood unwavering family support—especially from his wife. During the most difficult phases of the business, she provided emotional strength, shared responsibilities, and stood firmly by every decision. Her encouragement and partnership played a crucial role in shaping the success Alishan Steel Furniture enjoys today.

A Brand Built on Trust and Quality

Today, **Alishan Steel Furniture** is more than just a business—it is a symbol of reliability, craftsmanship, and customer satisfaction. By continuously adapting to modern design needs and maintaining high-quality standards, the company has

earned lasting trust among its customers.

Customer satisfaction remains the highest priority, with a strong focus on durable materials, functional design, and dependable service.

An Inspiration for Aspiring Entrepreneurs

The success story of Vikram Baban Kadam proves that **no challenge is greater than honest effort and perseverance**. With dedication, learning, and a positive mindset, even the most difficult beginnings can lead to meaningful success.

His journey serves as an inspiration for new entrepreneurs—reminding them that **big dreams, strong determination, and sincere effort** are the true foundations of lasting achievement.

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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