

1. Any early memories you have which showed your interest in this segment & having a creative bent of mind?

My earliest encounter with home decor was helping my mom do up our home during Diwali. She would bring me along on shopping trips with her to pick out these new pieces and ask for my opinion. That would be very exciting for me, where I could influence her decision and my opinion mattered. One such shopping trip I remember was when we bought this glam, highly reflective shiny vase with roses engraved on it. It was so stunning that it would stand the test of time and come back in vogue every few years. I knew it had to be ours and we took it home. After the shopping, came the even more exciting part of setting it up. We decorated the vase with some candles and dried twigs right in the center of our living space and proudly accepted all compliments that came our way. It was so close to both Mum and I that we still have this at home in its dedicated corner.

Cut to before starting Nestasia in late 2019, Anurag and I moved through South East Asia and set up three homes from scratch in just two years. We soon realized our true passion for the category and set up our home together to call it our own. We thoroughly enjoyed the process of picking the right products that were unique and had a design element to them so that we could showcase who we were through our home. The process was invigorating but we also felt the need to have more unique home décor options in one place to choose from. We decided to build an exciting destination for all things home, and that is how Nestasia was born. And, it made me realize later that given my childhood passion for experimenting, I probably was destined to do this.

2. Is there a magic formula that increases your odds of a creative breakthrough?

In the pursuit of a creative breakthrough, a multifaceted, so to say a 3-pronged approach is key. By integrating offline sources such as designer networks and lookbooks with online trends gleaned from design blogs spanning various sectors including home, lifestyle, and fashion, coupled with the power of social media, one can foster a fertile ground for innovation. However, it doesn't end there. Data-backed decision-making serves as the guiding light, illuminating potential avenues for new product development.

Take for instance the creation of glass storage containers with bamboo lids and fluted glass. Drawing inspiration from the resurgence of fluted glass in interior design trends, the emphasis on multi-purpose functionality caters to the demands of busy lifestyles where one can cook, serve, store and carry in the same box. Additionally, the choice of bamboo lids adds a touch of premium aesthetics while aligning with consumer preferences, as revealed by meticulous data analysis indicating the burgeoning interest in kitchen storage solutions. Through this integrated approach, one not only taps into the pulse of emerging trends but also ensures that creativity meets practicality, resulting in innovative products poised for success in the market.



3. What/who are your key creative influences?

Creative influences at Nestasia stem from various sources. Firstly, we draw inspiration from trends within the home space as well as from other domains like fashion. Social media plays a significant role in this, with inputs from our content and creative teams, including art directors, who continuously feed into our merchandising teams, keeping us abreast of current design trends. Additionally, we are influenced by modern contemporary design principles, which emphasize form and functionality. We also consider changing seasons and occasions as crucial factors in our design process. At Nestasia, we believe in offering products that evolve with the seasons, much like a wardrobe does. This philosophy underscores both design and functionality, exemplified by products such as our bento box, which adapts seamlessly to various needs.



Within our teams, we foster a culture of collaboration, where open communication and idea-sharing are encouraged. We believe that breakthrough ideas often emerge from combining different perspectives and experiences. I think all of this combined is what influences me and my creativity.

4. What's the best way to find out what your customer needs?

We understand just how our customers' needs are paramount to our success. We've learned that the best way to cater to these needs is through active listening and engagement. We prioritize creating opportunities for direct communication with our customers. Whether it's through surveys, feedback forms, or social media channels, we encourage them to share their thoughts, preferences, and pain points openly.

Additionally, we pay close attention to trends in the home decor industry and gather insights from market research. By staying attuned to evolving consumer preferences and lifestyle changes, we gain valuable insights into what our customers are looking for in their home decor choices.

Moreover, we leverage data analytics and customer behavior tracking to understand how our products are used and perceived. This helps us identify areas for improvement and innovation, ensuring that our offerings align closely with our customers' needs and expectations.

5. Creativity and business are often looked apart. How do you balance the two?

They're actually not. Creativity and business might seem like separate worlds, but they're actually closely intertwined, and when they work together, they can achieve remarkable things. Think of creativity as the spark that ignites new ideas. In business, these ideas grow into innovative products, services, and ways of doing things. This innovation is what sets successful businesses apart from the rest.

Creativity helps businesses solve problems in unique ways. It encourages thinking outside the box, which is essential in today's fast-paced world where challenges can arise unexpectedly. When businesses embrace creativity, they become more adaptable and resilient, able to navigate changes and seize opportunities. While many times, the economics of innovation might tell us not to proceed with certain ideas, it's not an opposing force, and a mindset shift can allow business and creativity to work together and it's what we do at Nestasia. Only if it makes business sense and is a creative product does it see the light of day.

6. Three point advice to people who are creative but can't think scale.

Invest time in systems and processes.
Surround yourself with complementary skills and perspectives.
Don't be afraid to experiment and say no to things that don't work

At least, these are the three things I live by.

7. Tell us about your retail presence in India and overseas.

As of now, we have four stores across India. We opened our last one on the 2nd of April in Hyderabad, Sarath City Capital Mall. We have three more, one in Delhi, DLF Avenue, Saket, one in Bangalore, RMZ Ecoworld, Bellandur, and our first one in Kolkata, Russel Street.

We have 4 more stores in the pipeline that will be opened before the festive season this year!

8. What are the expansion plans?

For FY25, we will have a total of 15 stores in malls and high streets.

9. Please state the following facts.

- * Amount of external funding received - USD 4 Million
- * Number of people employed - 256
- * Turnover - reported revenue of FY23 35.87 crores
- * Year of Inception - 2020
- * Key customers - B2C business