

Daisy Tanwani and Mashhood Beg, Pinklay



Daisy Tanwani and Mashhood Beg, Co-founders, Pinklay

Daisy and Mashhood are avid travellers, who realised that most of the best handicrafts from India were being exported and finding a market abroad. Thus, the life partners turned couplepreneurs and decided to form Pinklay, in an attempt to revive Indian artisanal work.

Started in 2016, the brand today has a strong presence on social media and its website, where one can shop for various home decor and handicraft products for their own homes or gift to their loved ones – gifting, along with it, a small piece of Indian aesthetics that blend easily into modern homes, creating a new niche. What's more, the brand is homegrown, focuses on sustainability and organic ware, making it environmentally viable and beautiful, too!