



Avante Garde - Artisan Candle



Sevā Home x BOBO Calcutta Limited Edition

ARUSHI AGRAWAL'S VISION FOR A BETTER WORLD

In the bustling realm of luxury home décor, where opulence often takes centre stage, there exists a beacon of altruism through efforts of the brand, Sevā Home. HELLO! chats with the founder about running a successful business with empathy and kindness

Founded by the visionary entrepreneur, Arushi Agrawal, Sevā Home isn't just about adorning living spaces with exquisite candles and accessories, it's a heartfelt endeavour to illuminate lives and communities through tangible acts of kindness.

Behind the facade of opulence lies a remarkable woman driven by a profound sense of purpose and a relentless commitment to serving and uplifting her local communities. Her journey is one of passion, purpose and privilege.

Her academic pursuits at Babson College laid the foundation for her entrepreneurial aspirations, equipping her with the tools and knowledge to carve her own path. However, it was her experiences in the family's hospitality business in Singapore that ignited her passion for innovation and customer-centricity. The pivotal moment came with her relocation to Mumbai, where she realised a glaring gap in the market for luxury home décor with international flair. It was here that Arushi embarked on a journey to blend her creative vision with her innate desire to make a meaningful impact on society.

And thus, Sevā Home was born — a haven of luxury imbued with the ethos of philanthropy. From scented candles to reed diffusers and closet fresheners, each product exudes craftsmanship and conscientiousness.

The essence of Sevā Home transcends mere consumerism, it embodies a philosophy

of service to humanity. Through strategic partnerships with organisations like the Samta Foundation, they channel a portion of its proceeds towards transformative initiatives such as cataract surgeries in rural Maharashtra.

For Arushi, the spirit of Sevā Home extends beyond charity, it focuses on empowerment. By employing underprivileged women and imparting them with skills to craft their exquisite offerings, she fosters a sense of dignity and self-sufficiency among her artisans. They are integral members of the Sevā Home family, nurtured every step of the way. Every festive season heralds a new opportunity to champion a worthy cause, forging partnerships with diverse charities to bring tangible change in communities.

Alongside this, Sevā Home also emphasizes on celebrating stories of our rich cultural heritage by collaborating with Indian artists like Suryakant Lokhande, Valay Shinde, and most recently, BOBO Calcutta; the proceeds of these limited edition products, further uplift the workforce of their remarkable women.

As Arushi envisions her products adorning households far and wide, she envisages a world where luxury isn't just a privilege but a catalyst for positive change. As we marvel at the elegance of Sevā Home's offerings, we realise we have Arushi to thank — a woman whose passion and compassion has illuminated the lives of countless others.



Ode to India Collection

Back in the day, people only chose to engage with one scent but nowadays they like some more complexity, a blend of fragrances, which Sevā Home caters to