

**FEEL CHRISTMASSY WITH SEMONI SHAH**  
**FOUNDER & PROPRIETOR**  
**AARU JEWELS**





**Please give us a short background of who you are and what you do?**

My name is Semoni Shah. I am a housewife and a professional jewellery designer - Founder and Proprietor of Aaru Jewels. I am also a certified reiki healer.

**How did you initially start your business?**

I started my business five years ago. After working as a freelance jewellery designer for some years I started my own manufacturing firm as designing did not give me a nice growth in terms of learnings.

**What is the hardest part of being an entrepreneur?**

The hardest part was to make people worth our best work. Also with a whole trustworthy quality due to being a small business owner.

**What advice can you give to other entrepreneurs?**

Be determined and stay focused on what you look forward to in your future and you will definitely reach your destination.

**How do you balance your personal life and career?**

Balance comes from best management and best

management comes from your clarity towards what to give priority.

**What are some of your biggest achievements throughout your journey?**

The biggest achievement is yet to come but making Aaru Jewels a known brand with zero investment in publicity was the biggest achievement for me till now and also winning the trust of people in Aaru Jewels. My idea to make Aaru Jewels a brand, and dream to take Aaru Jewels to its highest peak with all loyalty, quality, harmony and humility.



