

Crafting 'yards' of happiness



Gokhale Road, Thane

"I don't understand numbers, but I know and love art." This simple statement encapsulates the soul of Pravin Chheda—a man who turned a lifelong passion into a legacy, transforming the saree retail space in Thane. This is not a typical tale of business acumen or financial strategy; it's a story of faith, creativity, and an unshakable belief in art.

Pravin Chheda was never meant for the conventional world of commerce. From his childhood, growing up in a remote village in Gujarat, his calling was always the art and not the hard numbers of profits. "I was always an art person, not a businessman," he says. Even as he moved to Thane with his maternal aunt, that love for creativity stayed intact. He pursued his dream against all odds and studied art at the renowned JJ School of Art.

Family pressures came early, as they do in many Indian households. Marriage, stability, and a secure future were expected. But Pravin negotiated his terms. "Please allow me to design my shop first, and then I will marry," he insisted. He took over an old store and transformed it—investing heavily to make it aesthetic and beautiful. But beauty alone wasn't enough; the shop didn't click with the audience. It was a wake-up call: to succeed, he needed more than

decor—he required identity.

That realisation gave birth to Hastkala, a 110 sq. ft. space with a brand-new name, a unique logo, and a whole new philosophy. In a time when branding and logos were barely a thought in retail, Pravin was setting a trend. He invested in ambience, installing a custom glass piece worth ₹45,000—an amount that could cover the interiors of most shops back then. But he didn't believe in

cutting corners. "I always wanted to give the best experience to my customers," he says.

The early days were anything but easy. The first seven days passed without a single sale. Friends and family questioned his approach, believing that the customers of the time were too rigid for such premium and



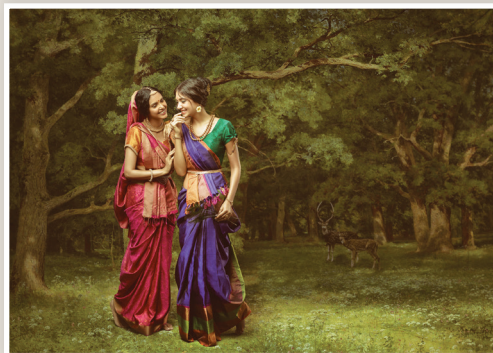
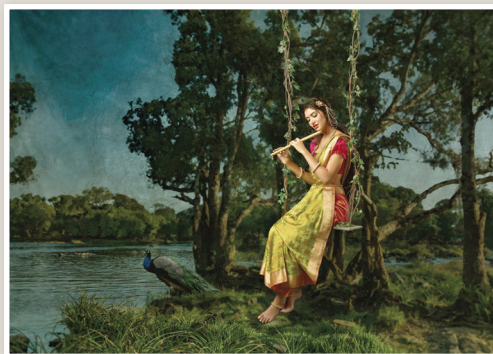
PRAVIN CHHEDA
CHAIRMAN, HASTKALA



artistic sarees. But Pravin had faith—in his products, in the weavers, and his vision. On the eighth day, a customer walked in after seeing the hoarding. She bought a saree worth ₹44,000—a masterpiece depicting the horses of Kurukshetra. That sale turned out to be the watershed moment for Hastkala.

From there, the journey was upward. Slowly, the shop expanded, becoming one of

Today, Hastkala stands as a symbol of premium artistry and retail innovation. It boasts a 300-strong workforce, and even as the next generation takes the reins, the vision remains the same. The brand continues to source the best from India's weaving communities, spending more time selecting sarees than selling them. They listen closely to customers and understand their evolving needs.



the first saree brands to open a store in a shopping mall—a bold move when malls were viewed as risky investments by traditional retailers. But Pravin saw it as an opportunity rather than a threat. Being a first mover has always been part of his DNA.

Hastkala gained recognition for its exquisite range, personalised service, and, most importantly, for introducing something rare in retail—hospitality. Pravin brought

● Our Sister Brands ●

MANGO

COTTON BAZAAR

MILAN
Sare Centre

TOPS &
BOTTOMS

समरकंद
hastkala

Silkline

south
by हस्तकला

हस्तकला

ZOO
kids wear



From Pg. 1...

warmth, care, and artistry into the shopping experience, changing Thane's fashion landscape. Customers began travelling from all parts of the city—and even beyond—to shop at his stores. His unique aesthetic, ability to curate India's best weaves, and knack for understanding what customers wanted, set Hastkala apart.

But behind the glamour of embroidered silks and elegant showrooms lies a deep respect for the weavers who make the magic happen. "If a weaver has created something with love, it deserves to be sold," Pravin admits. He never negotiates with weavers. He never holds sales or discounts. And yet, his customers—educated by the values he instilled—understand and support it. "Saree making is a tedious and specialised craft," he explains. "They deserve their due."

Pravin banks on personal touch. He is not that typical aggressive businessman running ad campaigns or chasing headlines. Instead, he prefers subtle, thoughtful branding that celebrates Indian culture and heritage. From Anand Ghana to Hastkala Life (the voice of ladies) and the iconic Saree Walkathon, his initiatives always focus on creating art experiences, not just sales events.

One of his proudest innovations is the in-store

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designer studio—created to give brides an authentic experience rather than just a purchase. Attention is given to detail, from uncluttered displays to how

quickly a customer can decide without feeling overwhelmed. Even men, often unsure when shopping for their wives, find comfort and confidence in the

shopping process at Hastkala. That's the power of thoughtful retail.

"Business is a by-product," avers Pravin. His true joy lies

in engaging with customers, who, over time, have become extended family. He is invited to their weddings, functions, and celebrations. Some families have been shopping from Hastkala for generations, sharing stories and memories tied to each saree they have bought. That legacy—of emotion, of connection—is what satisfies him the most.

Behind every successful man, there's a supportive family. Pravin's wife Meena has played a pivotal role, offering insights and feedback that continue to shape the business. She closely monitors the operations and ensures that the brand never loses touch with its core values.

Pravin's passion doesn't stop at the store. Travel has been his greatest teacher. "One should travel a lot to become a good businessman," he posits. Experiences from his journeys and observations of people, places, and cultures—have been more valuable to him than any business school degree. They have helped shape Hastkala's identity and enriched his perspective.

The journey has come full circle for Pravin Chheda, the boy from a small village who just wanted to create art. His life's work has not only elevated traditional Indian wear but also the very idea of what it means to do business—with heart and integrity.

Hastkala Life : A mouthpiece of women



One of the latest entrants into Hastkala's unique range of initiatives is, Hastkala Life, a monthly newsletter dedicated to the women in and around Thane. This newsletter serves as a mouthpiece of women catering to all their news, events, activities, success stories, and the like.

In a short span of time, Hastkala Life has become an excellent tool for women to connect with each other. It has woven together different threads and crafted a beautiful fabric covering the dashing women. Having already taken giant strides in featuring women from different fields, Hastkala Life aims

to become a platform for constructive discussions.

In the saree industry, Hastkala is a pioneer to start such a novel initiative, which people have appreciated wholeheartedly. Hastkala Life was launched in October 2024 at the hands of Smt. Sulochana Devi Singhania School's Director and Principal Dr Revathi Srinivasan along with other renowned personalities like Dr Preeti Kulkarni and Dr Snehal Pawar.

Hastkala Life is blessed with editorial support from Thanevaibhav, which is Thane district's leading Marathi daily newspaper for the last 50 years.

3200 women participate in Hastkala Saree Walkathon to honour the weavers

On the occasion of Women's Day, Hastkala organised a Hastkala Saree Walkathon with a motto Wear saree walk for weavers. It was an endeavour to promote women's health and the tradition of saree, which is an integral part of Indian culture. It was a splendid spectacle to witness 3,200 women flaunting sarees from different regions of India to participate in this exciting saree walkathon, a first-of-its-kind initiative in Thane.

The event was held on Sunday, March 9, from 6 am to 9 am at Hiranandani Estate. The walkathon included three types of walking events, one, three and five kilometres. Women of different age groups participated in the event with great enthusiasm.

"The motivation behind organising this walkathon was to create awareness about the



importance of women's good health and well-being, along with honouring the hardworking saree weavers, who leave no stone unturned in making such beautiful pieces of work", said Pravin Chheda, director of Hastkala.

Through this walkathon, a group of women doctors from Thane came together to create

awareness about Green Pharmacy. Also, the participation of 13 women who had recovered from cancer became a source of inspiration for thousands of other participants. One of the other highlights was a mother-daughter duo who bagged a prize for their display of unconditional love and bond. The mother could not walk, so

her daughter carried her in a wheelchair and completed the walkathon.

All the participants were felicitated for completing the walkathon. Among them, many received exciting prizes under different categories. "This was the first time I had walked in such a large group wearing sarees. I got

a lot of encouragement and made many friends. This year's Women's Day will always be memorable for me," one of the participating women said.

Hastkala Saree Walkathon was powered by Manubhai Jewellers and supported by Thanevaibhav, Tip Top Plaza, Pinnacle, Mango and Pioneer Advertising.



A True Icon

Enigmatic, Charismatic, Visionary - these are just a few words that describe our Founder and Chairman, Mr Pravin Ratanshi Chheda. Born in a modest village situated in the deep interiors of Kutch, Gujrat, he has come a long way to establish himself as one of the most respected businessmen in Thane and the entire Kutch community.

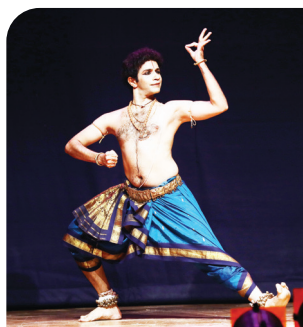
Mr Chheda has already been awarded the 'Thane Ratna Award' for excellence in retail. An artist and photographer by passion, Mr Chheda's unique vision, creativity, fearlessness, and unwavering quest for excellence has driven the company forward and transformed it from a single

store to a successful multi-brand retail enterprise. His exemplary mind is accompanied by a heart of gold. He is the founder of Matushree Gomtiben Eye Hospital, which is currently one of the top three eye donation banks in India. He was awarded the Kutchi Paagdi Award, the highest degree of recognition within the Kutchi community, for his role in social and community upliftment.

For his invaluable contribution in the field of fashion, Mr Chheda was presented with Times Leading Icon 2024 award by the hands of former Miss World Manushi Chhillar.

-Team Hastkala

Thanekars soak in melody fountain of Anandghana Art Festival



2022



2023



2024

Cometh the monsoon, Hastkala, a household name in Thane and surrounding areas, brings the much-awaited Anandghana Art Festival to the joy of the people. Anandghana is the harbinger of the monsoon and the auspicious month of Shravan. In the past, Hastkala extended a heartfelt invitation to all the music lovers and connoisseurs to soak in the mellifluous voice of the critically acclaimed classical singer, Shri Rahul Deshpande and Arya Ambekar. Deshpande presented some of his beautiful musical collections from his YouTube channel - 'Rahul Deshpande Collective', and the classic coalescence of Hindi and Marathi songs won the audience's hearts. Actor and Singer Arya Ambekar also enthralled the audience with her popular songs.



On the eve of the art festival, Pravin Chheda, the founder of Hastkala, a well-known women's ethnic wear and traditional clothing brand, noted, "We have been serving Thanekars for the past three decades. We are united with the culture and art of the city, and we are eager to organise many such events in the future."

The programme garners tremendous response every year. Many distinguished dignitaries grace this event and people eagerly await for this three-hour-long musical rendezvous.

While it rains outside, indubitably, the audience inside the theatre are drenched in the sweet downpour. The skyline of Thane witnesses a mesmerising rainbow, not made from seven colours, but from the seven musical notes that get emanated from this art festival.

Thank You Hastkala !



“ I have been a customer of Hastkala since 2017. My first purchase was an Uppada silk saree. Wearing that saree makes me look graceful. Hastkala is a treasure house of silk sarees. I have bought different varieties of silk sarees like Ghicha, Muga, Natural silk, Kota silk, Jute silk, Crepe silk, and Pochampally silk. Every time I make a purchase from Hastkala, I feel delighted. Wearing a Hastkala saree empowers me and builds up my confidence. I am always gifted

with a Hastkala saree on my birthday. I have also offered Hastkala Paithani saree to Goddess Mahalaxmi.

-Sukanya Katala



“ Hastkala has been a great find for me! I have been visiting the store for the last few years and every purchase I've made is just amazing. The variety and quality are just too good and so is the price. The Indian weaves collection is just wonderful. The ambience of the store is very unique and comforting. The staff is always on the toes to guide and help customers make the best choice. Hastkala has been a great resource for my saree collection. Keep up the

wonderful journey of creating new products and services for everyone who loves sarees.

-Dr Neeta Maske



“ For the past 16 years I have been shopping in Hastkala for dresses and sarees. I specially come from Baramati to Thane to shop in Hastkala. Its rich colours and sophisticated fabrics suit me well. Customised tailoring is also done here. The staff is really humble. They treat the customers so well that they make us feel at home. Hastkala gives me happiness like I am going to my parents' house after marriage. Not only do I shop from

here but my daughter likes to shop from here too. Even my husband helps to choose various colours and patterns of dresses. Hastkala has given me a whole new personality. Congratulations Hastkala for completing 30 years.

-Vijaya Sangrampurkar



“ Hastkala sarees have travelled with me all across the globe. For work, whenever I had to visit US and other European countries, I always ensured I wore Hastkala sarees. These sarees were my comfort zone. I would wear silk saree of hastkala in my meetings which depicted our prestigious Indian values and culture. My sarees have always received compliments from my colleagues and friends staying in India and abroad. Hastkala is truly a global name and they have maintained

those standards and have set a benchmark in fashion industry. It is hard to believe that this store is already 30 years old. Time flies and I am glad they have evolved over last 3 decades and have introduced to us plethora of saree culture observed in various parts of India.

-Mrs Smita Tillu



“ I heartily congratulate The Hastkala Family on their 30th anniversary!! So, the reason behind my love affair with sarees is Hastkala. I am emotionally attached with Hastkala. More than a store, it feels like a home to me. Their hospitality is top notch. Team Hastkala understands and knows the taste of their customers and what suits them the most. And that's what makes them unique! I like to flaunt

my sarees and it feels so good to hear from people when they say; oh you look fabulous and elegant, it's a lovely saree, where have you got it from? And I proudly say, Hastkala!! Honestly I feel more empowered when I drape their sarees. It always marks my identity and I am proud to wear Hastkala. I express my gratitude and best wishes to the Hastkala family.

-Shweta Pratish Tandel, a resident of Daman



“ I have been shopping from Hastkala for the last 30 years. Hastkala offers unique designs which makes you stand out in the crowd. I remember during one of my work visits to Singapore, my outfits were well appreciated by my colleagues. Apart from its collection, Hastkala is known for its warmth and hospitality and the torchbearer for these attributes has been its founder himself, Pravin Chheda.

**-Dr Anita Diwakar,
Professor, Bedekar College**

THANE [W] - GOKHALE ROAD

SAREE
9076006158

READY TO WEAR
9076006133


9076006137

VIVIANA MALL
9076006169

DOMBIVALI [E] - KELKAR ROAD
9076006134

R-CITY MALL
9076006157