

FROM SETBACK TO COMEBACK

On July 1, 2023, at the IGNITE Auditorium, D-Block, 6th Floor of Silver Oak University, a noteworthy event transpired. The esteemed Chief Guest, Nikita Maheshwari, Co-Founder of Tatkalorry, graced the occasion. Ms. Maheshwari delivered an inspiring address to the students, recounting the story of her initial business venture's failure and the subsequent birth of Tatkalorry. She shared valuable insights gained from her setbacks and how she successfully rebounded, guiding her current venture to remarkable heights.

Key lessons from her discourse included the significance of accurate market research, effective self-promotion, and the importance of aligning products and services with consumer needs. Ms. Maheshwari stressed the need for meticulous and consistent research, citing the example of a successful director from YRF who diligently studied the film industry from a young age. The event was highly informative and engaging, culminating in an interactive Q&A session.