



#### VASTHRAA SILK BIRTHDAY SPECIAL...

If your order is worth over A\$500, you could be eligible for the Vastharaa Silk birthday discount! This bulk purchase offer is valid for a limited period only. Ask us how!!

**Chase your dreams, but make sure you don't find any shortcuts. The path might be difficult, but don't give up.**

*Ramesh Tendulkar to his eleven-year old boy Sachin*

Vastharaa Silk is completing two eventful years on **27 March 2015**. When we launched the website in **2013**, we had many dreams to chase on a difficult path. To avoid us running around like headless chooks in a space occupied by established players, we condensed our many dreams into the motto: **Bringing you the best! Bringing the best in you!!**

Receiving an order (no matter how big or small the invoice value is) was naturally our key motivation. Customers who order from us belong to one of these three groups:

- **Never-ordered-online-before** - Speaks volumes of trust they have placed in us!
- **Online-savvy** - Chose Vastharaa Silk over several other competing stores!
- **Repeat-customer** - Happy with the products and back again... Woo hoo!

Every order received and every enquiry submitted resulted in us taking a baby-step in our path:

- Adding **new categories** for different groups and occasions
- Adding **new products** to the current category
- Maintaining close-to-**zero inventory** while still offering plenty of choices
- Fine-tuning the **shipping policy**
- Introducing **new features** like stitching options
- Stepping out of our comfort zone and **introducing a new range**
- **Accepting mistakes**, taking corrective action and **moving on**

Now, stepping into **our third year**, true to Tendulkar Senior's advice, come what may, **we will continue to chase our dreams without opting for any short cuts!**



**VASTHRAA**  
**SILK**

*Bringing you the best! Bringing the best in you!*

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**Good luck to Team India in defending the World Cup Cricket Title!**