



Tribute

Shri Ashok Varyani (CEO - ExpoInternational)

Every success has a story, a story woven with moments of trial, of anxiety and of ecstasy. Shri Ashok Varyani's story is no different.

A HUMBLE START

It starts from the year 1985 when Shri Ashok Varyani, hailing from Rajasthan, came to Mumbai with his family, to fulfill his dreams, his ambitions. He came almost bare feet & empty handed and earned Rs. 50/- a month. Shri Varyani, lost his mother at an early age of 16 but never let his siblings feel the loss of their mother.

Nineteen years later, he diversified his business and entered the world of exhibitions by incorporating a company called ExpoInternational. His very first project

styled '**Sindhi Shopping Utsav**' held at Mumbai's plush hotel Taj Land's End was an experience which he shall never forget. Anybody in his place at that time would have thought twice before continuing as he had to face major losses. Despite facing financial losses in his very first venture, Shri Varyani, was only more determined to continue sailing the ship as he believed he had lost money but gained credibility in the market by refunding the money without any hesitation to all his clients who were not satisfied with the exhibition. This according to the clients was witnessed by them first time in the history of them doing numerous exhibitions where the Organizer himself was willingly refunding the money to his clients.

ExpoInternational was barely a year old in the Industry when it organized back to back successful shows & award nights which included community related as well concept related shows inaugurated by the whose who of the industry like the aviation minister Shri Praful Patel, Mumbai Sheriff - Shri Vijaypath Singhania, Advocate Shri Ram Jethmalani, Chairman of Gitanjali Group - Mr. Mehul Choksi, Rajendra Hinduja - Director, Gokuldas Exports, Y.P. Trivedi - Director, Reliance Industries, Bollywood personalities like Preeti Jhangiani, Jackie Shroff & Dia Mirza.

ExpoInternational has now earned a niche for them selves as the most trusted and reputed organizers in the industry of exhibitions. The group has been engaged in doing Consumer, Lifestyle & Wedding shows for almost a decade now. Over the years, ExpoInternational has prospered, by the continuous commitment towards their clients, and thereby giving their clients successful shows in Mumbai's finest hotels & banquet halls like Taj Land's End, Grand Hyatt, J.W. Marriott, Taj President, Mayfair Rooms, Blue Sea, The Club, Tulip Star and many more.

Shri Ashok Varyani's association with entrepreneurs & socialites only grew stronger as he had a strong persuasive power against which nobody could disagree to his proposal to an extent that they would want to associate with him in the future.

Some of our esteemed clients

& associates include - Hiranandani Constructions Pvt Ltd, Gitanjali Group of Companies, Biji's Hotel, Gokuldam Exports, Bikaji, Esselworld, Nestle, MTNL, Creative Portico, Hindustan Pencils, Raheja Group, SBI, LIC, Kamdhenu, Monginis, Club Mahindra, Star Jewels, Star Travels & Tours, Kesari Tours, Grolier, Garcier's Pizza and many more

Vision combined with hard work and spirit of 'never-say-die' attitude is what worked to the advantage of Shri Varyani. Sauve & Friendly, Shri Ashok Varyani, the CEO of the company, was very passionate about his work. With a mind of his own always coming up with newer concepts to break through the clutter, articulate and intelligent, he was also a man of great charm and immaculate manners. He perfectly balanced his work with a friendly attitude and his creative adventurousness which blends well with a passionate pursuit of his mission. Modest & humble, Shri Varyani was a National level football player and had a strong fondness for sweets. He loved travelling with his family and believed in living life to the fullest. He persistently dedicated himself in keeping '**Sindhi-yat**' in him alive by promoting the culture & language of the Sindhi community by means of introducing a portal called www.sindhiinfo.com. Above all, his warm smile silently but strongly promised to create a wholesome environment for quality life. He lived 53 years of his life to an extent that people don't live even when they are 100 years of age.

Shri Ashok Varyani did his schooling from Shishu Shikha Sadan in Ajmer and worked part time with his father for a couple of years. In 1982, he started working independently. His wife Mrs. Rajkumari Varyani is from Nagpur. Love conquered and cupid struck, as they were introduced through an arranged set-up. Mrs Varyani is a housewife blessed with three daughters who are continuing their father's legacy by keeping ExpoInternational alive.

Proud to be Sindhis, the Varyani family converses with one another in Sindhi language. "We are proud to be Sindhis as Papa always said we are a hard working and a very united community", says unanimously his bold & loving daughters Poonam, Lakshmi & Minakshi.

Journey of Exhibitions by ExpoInternational:

Sindhi Shopping Utsav	2004
Property Utsav	2004
International Sindhi Trade Show	2005
ISTS Award Nite	2005
Finance & Investment Show	2006
International Gujarati Trade Show	2006
IGTS Award Nite	2006
International Gujarati Trade Show	2007
IGTS AwardsNite	2007
International Marwar Show	2008
Big - The Mega Show for Mum & Me	2008
Marwar Shopping Festival	2009
The Six Yard Shopping Fiesta	2009
Women's Shopping Carnival	2010
Summer Shopping Carnival	2010
Raksha Bandhan Bazaar	2010
Diwali Shopping Carnival	2010