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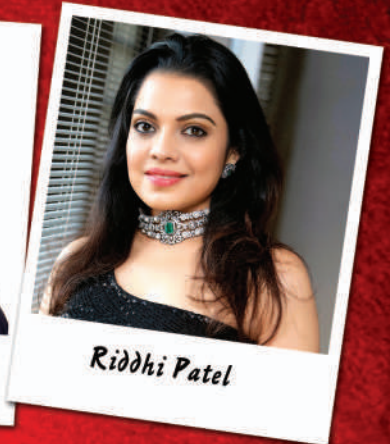
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ENTREPRENEURS 2021



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DR PRIYA SHAH: MATCHMAKER TOASTS THREE DECADES



WITH 30 YEARS OF BRINGING THE RIGHT PROSPECTS TOGETHER, HER MARRIAGE BUREAU IS IN A LEAGUE OF ITS OWN WITH ELITE CLIENTS RELYING ON THE EXTENSIVE EXPERIENCE AND EXPERTISE SHE POSSESSES



● DR PRIYA SHAH

Year 2021 has Dr Priya Shah striding forward in her chosen profession while celebrating 30 years of being a matchmaker extraordinaire. Her marriage bureau, 'Priya Shah: The Match Maker' has the knack of connecting the right prospective bride-to-be with the correspondingly suitable boy whom she has identified as the prospective groom for her. While her education had prepared Dr. Priya for a career in the fashion design field, she opted to turn entrepreneur into a totally different arena with a simple objective: to prevent others from suffering what she had encountered in her marriage, namely irreconcilable differences with her in-laws.

The presence of her understanding and supportive life partner who stood by her side and the step of moving out to live life on their terms gave Dr Priya insights into what was lacking in society - a systematic and specific approach to identifying a match. Making it her life mission, she commenced on a hitherto unplanned, uncharted career path. When Dr Priya Shah ventured

into this profession in 1991, her primary focus was making people cognizant of that fact that matchmaking confers a responsibility and the implications can be life-changing.

Dr Priya Shah has the distinction of saving many marriages going through turbulent phases. She also organised get-togethers where prospective brides and grooms could interface in an informal setting with their parents. She has hosted up to a 100 people during some of these 'meet and greet' events. With many requests for Indian brides even from persons of Indian origin residing across the globe, the USA witnessed her overseas debut and the success story continued there as well.

Over the past three decades, Dr Priya Shah has cemented her position as the preferred matchmaker of the upper class and the elite families. It is not uncommon to find couples whom she had once united approaching her when it is time to find a spouse for their children. One also comes across family units where more than one match has been arranged by Dr Priya Shah. A compendium of her experiences in this field titled Marriages of India was unveiled none other than the 'Dream Girl of Bollywood' actor Hema Malini. With nearly 9000 marriages from all over the world including India's top 1000 Indians in her portfolio, Dr Priya Shah has no plans to retire, terming matchmaking as a 'lifelong commitment.'

MULTIPLE PLAUDITS

Underlining this success are the plaudits conferred on her such as the Priyadarshini Indira Gandhi Award for 'scoring a string of outstanding achievements in a chosen field of activity' by the International Integrity, Peace & Friendship Society; Bharat Ratna Dr A.P.J. Abdul Kalam Excellence Award 2018, by Association for Rising and Talented Personalities; Century Best Match Maker Award 2015, by Global Achievers Foundation, Dubai; Ashok Stambh Award, 2014, by Lions Club of Bombay (Khernagar), Mumbai; Nari Ratna Award, 2011, by Shri Jinendra Vaibhav Sanstha; Mother Teresa Excellence Award, for 'Outstanding services, achievements and contributions' by the International Integrity, Peace & Friendship Society and Dr Priya Shah The Youngest Match Maker Award from The Times of India.