



# THE TIMES OF INDIA

## LEADING THE WAY THROUGH DESIGN AND INNOVATION



**W**hen Jimmy Mistry, the chairman and managing director of Della Group and founder of Della Leaders Club (DLC), started his business in 1991, he was only 19 years old. Since then, there has been no looking back for this first-generation award-winning serial entrepreneur. From being one of the top designers of India to featuring at Times Square NYC Billboard, Mistry has been an inspiration for innumerable aspiring entrepreneurs. However, his journey has been full of obstacles. Before starting any business, he was mocked at and made fun of, but he never gave up. He simply looked forward to an optimistic future.

### HUMBLE BEGINNINGS

Born in Ahmedabad, and raised in Indore, Mistry's father had a transferable job since he was working with a pharmaceutical company. The humble middle-class family had to move cities before finally settling in Central Mumbai. Mistry has always led his incredibly successful business life by ensuring that his projects and deals help improve society and to make a significant change in the world.

### A WORLD-CLASS COMMUNITY

Touted to be among the world's first business platforms for a global community of entrepreneurs, professionals, and young leaders across 15 chapter cities, DLC has over 2200 eminent men and women across 26 business and lifestyle domains globally. Mistry, whose mantra is, "At Della, our commitment to design thinking is reflected at every level be it person, process, or product," is highly inspired by JRD Tata.

"Whatever businesses we are into, we must improve the lives of as many people as possible. No success or achievement in material terms is worthwhile unless and until it serves the needs of the community and its country and is achieved by fair and honest means," he adds.

Over the years, he has designed for some of India's corporate giants and forayed into real estate with Della Villas and then experiential hospitality with Della Resorts and Adventure Park. Giving back to society has been Mistry's motto since the start of his professional journey.

### INSPIRING YOUNG ENTREPRENEURS

Mistry also launched Della Leaders Club, based on the



Jimmy Mistry

philosophy he aims to bring into practice — to truly be the catalyst to drive people from "a life of success to a life of significance."

Guided by the experience of Mistry's unique career, the global community was developed from his desire to create a comprehensive support ecosystem for the modern leader.

Comprised of international chapters and members in 26 business and lifestyle domains, the global community is a community of entrepreneurs, professionals, and young leaders who are eager to contribute, share with others and give back to society. Over the 25 years, Mistry has designed for some of the world's most successful entrepreneurs, corporate professionals, celebrities, and socialites. The DLC Global Community is also a conglomerate of leaders who want to share their experiences, knowledge, and

domain expertise.

### EXPANDING THE HORIZON

DLC has over 2,220 global honorary committee members across 15 cities globally, including New York, London, Dubai, Hong Kong, Singapore, Bangkok, and nine Indian cities during Phase 1. With a registered company in Delaware and an office in New York, it aims to expand operations to 20 more-chapter cities in the USA in the next five years, with 120 honorary committee members, 7-8 full-time staff, and a small studio in each of the 20-chapter cities.

The concept has already gone viral and has been able to successfully get onboard men and women of prominence like IVY League alumni, unicorn start-up founders, Grammy Award winners, top Government Attorneys, UN members among others. The organisation lives by an ethos of diversity and equality that encompasses all nationalities, faiths, genders, and ages, tied together by the spirit of entrepreneurship.

### JOIN THE COMMUNITY

DLC has now announced paid membership across the globe. Mistry states, "With the launch of DLC Indore Chapter, paid memberships for Indore residents are open now. Do join the Waitlist ([www.DellaLeaders.com](http://www.DellaLeaders.com)) to become a member of the Invite-Only Global Community."