

KRUTRIM: BEYOND THE HYPE

MARKETS: TURMOIL AFTER TARIFFS



MASAYOSHI SON'S BIG BETS

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She can do Magic

Self-made women
who are making
a difference

PV Sindhu, badminton player



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Sima Taparia

In celebration of International Women's Day, we turn our attention to an extraordinary woman who has redefined the art of matchmaking in a rapidly changing world—Sima Taparia. Hailing from Mumbai, India, Sima's remarkable ascent in the traditionally male-dominated arena of matchmaking stands as a beacon of empowerment and resilience for women everywhere. Her story not only exemplifies the spirit of innovation but also underscores the importance of cultural values and personal connections in a global society.

Sima Taparia embarked on her journey in matchmaking over two decades ago, but her roots run deep in India's rich tapestry of traditions. Born into the esteemed Lahoti family of Gulbarga, Karnataka, she inherited a legacy of respect for cultural heritage, which has significantly shaped her approach to relationships. As she navigated the delicate balance between modern expectations and time-honored customs, Sima skillfully transformed the landscape of matchmaking, making it more inclusive and empowering for women.

At the heart of her success lies an innate understanding of the human psyche and a genuine compassion for her clients. Sima believes in the power of connection—not just through arranged marriages, but as a means to foster understanding and respect in relationships. Her work goes beyond mere matchmaking; she serves as a confidante, counselor, and mentor to

Empowering Connections: Sima Taparia's Inspiring Journey in Modern Matchmaking

countless individuals, helping them find meaningful partnerships that resonate with their values and aspirations.

Sima's influence gained momentum with the release of the critically acclaimed documentary "A Suitable Girl," which premiered at the 2017 Tribeca Film Festival. The film provided an unfiltered look into the complexities of arranged marriages in contemporary India, highlighting the struggles and triumphs of women seeking love in a traditional framework. Through this platform, Sima emerged not just as a matchmaker but as a champion for women's voices, advocating for their autonomy and empowerment.

Her role expanded even further when she starred in the Netflix sensation "Indian Matchmaking." This series brought Sima's expertise and charisma to a global audience, sparking conversations about love, relationships, and cultural nuances.



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The show, which delicately intertwined the patterns of traditional matchmaking with modern dating challenges, positioned Sima as a thought leader in the space, inspiring women to take charge of their love lives.

Sima's achievements have not gone unnoticed. She has become a sought-after figure in the media, appearing on popular shows like "Fabulous Life of Bollywood Wives" and "Bigg Boss." Her presence in these programs exemplifies the power of women in the public eye, demonstrating that success can take many forms while remaining true to one's roots and values.

In 2025, she plans to expand her footprint into academic institutions, fostering discussions around relationships, cultural heritage, and modern love dynamics. Additionally, she seeks to form strategic collaborations with leading brands, allowing her to intertwine her insights with broader societal narratives.

Sima's journey embodies the essence of empowerment, proving that women can redefine traditional roles while advocating for a more inclusive and nuanced understanding of relationships. Her story is a testament to the incredible potential of women who embrace their heritage while boldly stepping into the future.

Sima Taparia's Urban Match app revolutionizes the matchmaking experience for today's discerning Gen Z, who seek fulfilling partnerships tailored to their desires. She emphasizes the importance of not settling for less; individuals should pursue relationships that meet 60-70% of their needs and collaboratively work to achieve 100%. With a strong focus on safety and authenticity, Urban Match utilizes AI to select only verified biodatas, ensuring users connect with genuine matches. By combining tradition with technology, Urban Match stands out as the most trusted and reliable platform for finding love.