

The **100 Richest** INDIANS

PRICE ₹ 500, DECEMBER 28, 2018

INDIA Forbes

“
WE HAVE HAD
THE COURAGE OF
OUR CONVICTION
TO WITHSTAND
CRITICISM AND
SCEPTICISM
”



KIRAN MAZUMDAR-SHAW

ON BIOSIMILAR LINES

The founder of Biocon is the biggest gainer on the Rich List, with the share price nearly doubling in the past year. Is this India's first deep biotech company?

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PRINCE OF HOSPITALITY

Prince Digraj Singh Shahpura is a popular Hotelier and Designer who has come a long way in the past 12 years and has established a well known business empire.



"I know where I come from and how important it is for me to build a place, which has the essence of my roots, my rich heritage. I want people to experience and appreciate the beauty of our culture."

*– Digraj Singh,
scion of the royal family
of Shahpura*

Exuding the distinct vibe of a young prince with a burning passion to establish his kingdom, Digraj Singh is well on his way to expanding the Shahpura chain of hotels: Shahpura House, Shahpura Haveli and Shahpura Kumbhal Villas. A unique reflection of the culture of its home-ground – Shahpura, city in Rajasthan – the heritage hotel group was founded by his father, Surendra Singh. But when Digraj came aboard, he put the group on the world map of luxury. After successfully creating a unique identity for the brand by bringing the rich heritage of his ancestors and city to the foreground, Digraj is all set to launch five new lavish properties this year.

The existing properties are a regal inheritance, meticulously restored to their original magnificence. A sight to behold, with unique and exquisite architecture, reminiscent of a bygone era, these residences preserve the royal culture, heritage and traditions of Rajasthan, but are, at the same time, equipped with world-class luxury and comforts that enhance guest experiences.

Speaking about his success, Digraj says, "I know where I come from and how important it is for me to build a place, which has the essence of my roots, my rich heritage. I want people to experience and appreciate the beauty of our culture." His endeavours have earned the brand an award under the Luxury Heritage Hotel category, for its flagship hotel, "Shahpura House,

Jaipur", at the World Luxury Hotel Awards, 2018.

The Shahpura Group has been hailed as having some of the finest historic hotels in the world. Also, Digraj is collaborating with global hospitality agencies like Preferred Hotels & Resorts to launch a unique venture called Shahpura Suites.

Beyond hospitality, the young prince is also passionate about fashion. He has been instrumental in promoting Indian heritage and culture through his exclusively designed ethnic Indian apparel. After gathering immense knowledge in the world of fashion, by staying and travelling abroad, he planned to start his own brand - "Digraj Singh Shahpura". He is committed to bringing in a revolution in Indian fashion and putting it on the international fashion map by showcasing designs that reflect his ancestral roots – Jodhpuri, Bandhgala, Achkan, which are his strengths. The Digraj Singh Shahpura Label has Haute Couture for Men and Women. Furthermore, his designs bring across an aesthetic and regal tapestry of the fineries of Rajasthan that reflect the heritage and craft of the Indian state.

The Digraj Singh Shahpura label has now expanded its portfolio to include other businesses, including designer jewellery and consulting, apart from women and men's wear.