

# INDIVIDUAL ENTERPRISE

Mr. Jimmy Mistry, a young Parsi has carved a niche in the field of interior design with his fast and professional approach. Interview by Mr. Rusi Dhondy.

Meet Designer Success Jimmy Mistry as he is termed by Business Today, May 11 2003. At 32, a first generation Parsi entrepreneur who started in the year 1995 with a six people company, today employs more than 650 employees, does a turnover of more than Rs. 60 crores, drives Mercs and Harleys, has a mission to renovate agiaries & atashbehrams; yet he has not forgotten his humble beginnings.

The founder and managing director of Della Tecnica Architects & Interior Designers an ISO 9001-2000 certified company began his career at the age

old Jimmy Mistry and his dream came true when that Harley entered his life last year.

Hung over from the days when he used to race motorbikes, Mistry's thrill for acceleration is now achieved from zooming right to the top in the Indian architecture and interior design



**JIMMY MISTRY, MD, DELLA TECNICA**

Designers for some of the biggest MNC's in the country. We design everything from TV stations (Star News) to radio stations (Radio City 91 FM), corporate office buildings (AC Nielsen ORG Marg Pvt. Ltd., 5 star hotels (Sahara Hospitality), retail stores for Nokia on all India basis, Bajaj Allianz General Insurance and Allianz Bajaj

Turel, Mr. Rustom Tirandaz, Arch. Darius Batliwala who gave me my first break with a project for Tata Press, Mr. Dinshaw Tamboly through World Zoroastrian Organisation, my dear friends Mr. Parvez Damania and Mr. Vispi Kapadia and many more. I guess if your intentions are good, God sends help in some form or another.

Even today I feel far more confident going for any



**STAR NEWS BUILDING**

the Year' award 2001 from the Indian Institute of Interior Designers and Udyog Ratan in the field of Interior Design has put the proverbial icing on the cake.

"Think big, Think different has always been my motto from the beginning" says Mistry. "Anything small or mediocre has never fascinated me". He has no formal education in architecture & design, yet he heads a team of over 40 architects & designers, with over 3 years of extensive

Life Insurance to laboratories for Shalina, Goodlass Nerolac to residential buildings but the job that's given the most satisfaction has been the Dadar Agiary.

"It has had such a effect on me that I have decided to renovate at least one agiary a year with my own resources".

Jimmy's various national & international projects have been written about in The Week, Economic Times (Corporate Dossier), Society Interiors, Business Today, Business Barons to name a few but ask him about his journey through the last eight years and at once his expression

s change. He says there are a lot of factors responsible of which the prime most have been his parents who have always supported him through all his ideas & plans.

A lot of people helped me in my initial days of which some parsis worth mentioning are Mr. Edulji



**ARCHITECTURAL DESIGN OF A 14 STOREY RESIDENTIAL TOWER IN KHAR, A REPLICA OF BURJ-AL- ARAB**

major presentation or meeting once I have been to the Agiary.

Having firmly established Della Tecnica, Jimmy aims to diversify into real estate development and construction. His next aim is to spearhead into a Rs500 crores plus company.

of 20 for which he had to sell his first love, a racing bike for a mere amount to fund his new venture. Now a proud owner of a Mercedes L 320 convertible, E250D Harley Davidson, the world's fastest bike the Suzuki Hayabusa and his latest possession Lexus LS 470 SUV. Mr. Mistry's passion about cars and bikes are his ultimate obsessions in life.

Mr. Mistry is intensely private about his passion for cars and bikes, "I dreamt of owning a Harley ever since I was nine," says the 32-year-



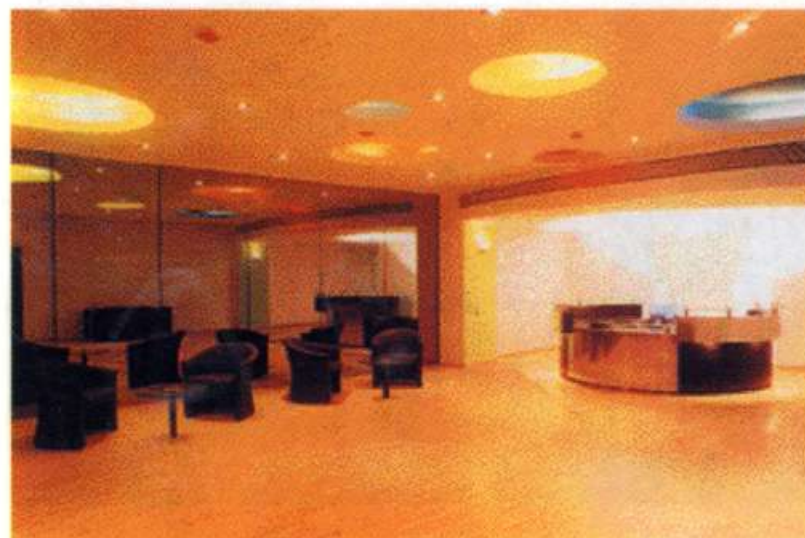
**MEETING ROOM, PERCEPT D MARK**

industry.

Today recognition in the form of 'Young Designer of

experience and exposure to the international furniture design industry gained in Italy and his passion for setting up his own corporate brand, he landed up setting a 32,000 sq. ft. manufacturing facility at Daman which employs over 250 people manufacturing world class furniture. The policy of Della Tecnica is to offer its clients the highest possible professional standards and competence from design concept to implementation and supervision of projects.

Mistry adds proudly "Today we are Architects &



**RECEPTION, STAR NEWS**



**NOKIA PRIORITY CARE CENTER**