

Della Tecnica

■ FOUNDED: 1995

■ BUSINESS: Interior Design & Projects

■ 2002-03 TURNOVER: Rs 52 crore

JIMMY MISTRY

Designer Success

IF ONE WERE TO LOOK FOR A LEITMOTIF IN 31-YEAR-Old Jimmy Mistry's life, it would have to be bikes. After completing a course in mechanical engineering, Mistry sold his "first love", a Yamaha, for all of Rs 18,000 to fund his first venture. By the mid 1990s, he had started importing and selling Italian furniture, but believed that he would be better off adding value. "We wanted to corporatise our business," recalls Mistry, explaining Della Tecnica's transformation into an interior solutions provider in 2000. The move helped: turnover has zoomed from Rs 2 lakh in 1995 to Rs 52 crore today; the number of employees, from six to 500; and clients include Star TV, A.C. Nielsen and Bajaj Allianz. And so, Mistry can afford an office at a 100-year-old colonial style building, a 32,000 sq ft production centre at Daman, and a clutch of fast bikes. But he still misses the Yamaha.

DIPAYAN BAISHYA

Della's Mistry:
Kahn-do attitude

