

Lisa Srao



# A spirited 'Lis' of life

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*Continued from Page 17*

Armed with an administrative degree from Aston University in Birmingham, nothing challenged this Punjabi *kudi* like untested waters. "I even wanted to be a marine biologist once! Having worked for top media conglomerates, I had a career in the industry. But I had always dreamt about running my own business," says the 43-year-old liquor baroness, who often had to shake of comments about how she wouldn't survive the tippable tide. Her father remained her mentor as she went on to introduce high quality products for the Asian palate and even swept up awards including 'Innovative Start Up of the Year' in the Fourth Entrepreneur Awards, 'Best Startup of the Year' at the Spirits 2015 Awards and the 'Best Packaging Award'.

Being a feisty woman herself, Lisa loves playing a motivational speaker to fellow dames. "I believe that educating girls and making them independent will truly change the world," says the philanthropist who inspired youngsters with her talk on new-age feminism at the Global Entrepreneurship Summit at IIT Kharagpur. Thanks to her tryst with high fashion, the charismatic mother of two is quite the stylist and has a wardrobe that can make anyone green-eyed. From Chanel and Christian Louboutin to Prada, Jimmy Choo, Balenciaga, Zadig and Voltaire, she's a connoisseur. "I was craving and am currently 'acquiring' (as we speak) a Hermes Birkin. It is extremely frivolous, but it is such a classic that I had to get it. I shall not be too choosy

The tippable is what helps this girl chart new paths in the business world

SNEHA K SUKUMAR

DECCAN CHRONICLE

 "In the 21st century, choices are limitless. All you have to do is take a leap of faith or you will never know," says Lisa Srao, as she carves a niche as the only woman entrepreneur in a male-dominated, "cut-throat" world of spirits. The year 2015 started with a bang for this Bengaluru-based big wheel as she was honoured with the coveted Woman Entrepreneur of the Year in the INDSpirit 2015 Awards. And that's not all! Chosen as the winner of the Asia Pacific Entrepreneur Awards 2015 in the Most Promising Entrepreneur Category among 200 companies in Asia, Lisa is flying high!

Continued on  
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Page 19