

Premium kitchenware flagship store hosts glam divas in A'bad

Glamour met design as Carysil, one of the global leaders in premium kitchen solutions, recently welcomed Neelam Kothari Soni, Maheep Kapoor, Bhavana Pandey, and Seema Sajdeh to its flagship Experience Centre on Sindhu Bhavan Road, Ahmedabad," says the brand's team. Known as the Bollywood Wives, their visit marked a continued association with the brand and reinforced its growing prominence as a lifestyle-forward name in the kitchen space.

This visit followed their earlier collaboration on Get Set Cook with Carysil, a campaign that brought together the worlds of food, friendship, and functionality. The team adds, "Their return underscored both their connection with the brand and its position as a design-driven innovator committed to elevating modern kitchen experiences."

The event brought together the brand's leadership team, business partners, and an exclusive guest list comprising some of Ahmedabad's renowned architects and interior designers. "Guests were welcomed into a thoughtfully curated setting and treated to a guided walkthrough of the Experience Centre, showcasing brand's wide range of products—from German-engineered sinks and pull-out faucets to smart built-in ovens, hobs, and chimneys."

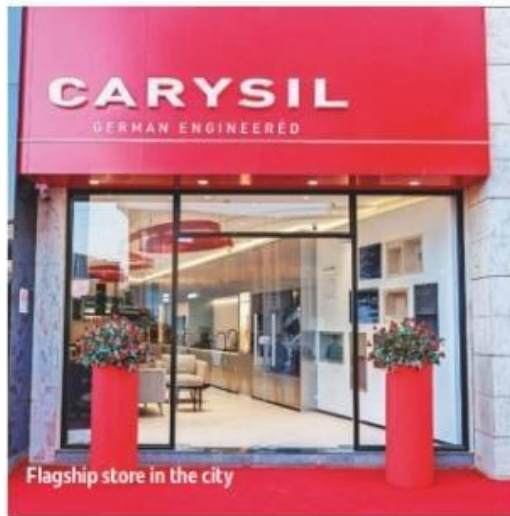
The evening also featured an engaging conversation between the Bollywood Wives and brand's design experts, where ideas on modern kitchen trends, smart living, and evolving homeowner preferences were exchanged. Guests experienced hands-on demonstrations of brand's cutting-edge features such as workstation sinks, sensor-based appliances, and space-saving accessories—designed to blend aesthetic appeal with practical function.

Seema Sajdeh remarked, "What I love about this brand is how easy and natural everything feels. The kitchens aren't just stylish—they're smart. Walking through this centre, you really get a sense of how well it all works together in a real home." Bhavana Pandey added, "Every detail here feels so well thought-out. The appliances, the layout, the finishes—it's all designed to make life simpler without compromising on style. It's the kind of space that makes you want to start cooking right away."

The group spent time engaging with guests and the brand team, bringing



(L-R) Neelam Kothari Soni, Bhavana Pandey, Chirag Parikh, Seema Sajdeh and Maheep Kapoor



their warmth and charm to an evening that reflected brand's ethos of authenticity, innovation, and elegance.

Neelam Kothari Soni commented, "There's something so intuitive about the way this brand sets up their kitchens. From the placement of the sink to the flow of the space, it all feels effortless and welcoming—it just makes sense."

Maheep Kapoor added, "This kitchen solutions brand has found that sweet spot between beauty and everyday practicality. Their built-in appliances and accessories aren't just for show—they're genuinely useful. You can tell a lot of thought has gone into



how people actually live and cook."

The event served as a celebration of contemporary design and celebrity glamour, encapsulating brand's mission to shape aspirational living for the modern Indian home.

Chirag Parekh, chairman and managing director, Carysil Group, said, "It is always a pleasure to host Neelam, Maheep, Bhavana, and Seema, and we are delighted to welcome the Bollywood Wives once again at our store. Their appreciation for fine design and authentic experiences mirrors our commitment to creating spaces that are both beautiful and intuitive."