



Simran Walia

REDEFINING EVERYDAY DINING THROUGH DESIGN, SAFETY,
AND CONSCIOUS CRAFTSMANSHIP

Shweta Singh ~ Startup City

In most Indian homes, crockery is chosen for how it looks, how well it fits into a kitchen cabinet, or how neatly it complements a dining setup. What often goes unnoticed is what these everyday objects are made of, how safe they are for daily use, and the story behind their creation.

As consumers become more conscious about what they consume, an important shift is

beginning to take shape, one that extends beyond food to the surfaces it is served on. It is within this emerging awareness that Simran Walia, Founder of Simply Soho, is building a new kind of lifestyle brand, one that aims to transform everyday dining into a more thoughtful and intentional experience. Simply Soho is a design-led crockery and tableware brand which positions itself as a modern alternative to both mass-produced tableware

and inaccessible luxury design by combining lead-free materials, refined aesthetics, and practical usability.

Shaped by Discipline, Curiosity, and the Power of Mentorship

Simran's early academic journey was defined by discipline, curiosity, and a strong commitment to learning beyond the classroom. For her, education was not just about performance but about understanding ideas deeply and constantly improving.

A key influence during this time was the guidance of mentors who recognised her potential and encouraged her to aim higher. Their support helped shape her belief that leadership is built through preparation, humility, and continuous learning. Inspired by leaders such as Indra Nooyi, she developed an early conviction that leadership can be both purpose-driven and authentic. More importantly, it strengthened her belief that women do not need to conform to predefined moulds of leadership. These formative experiences continue to influence her approach to entrepreneurship today that is rooted in clarity of thought, respect for learning, and a deep commitment to building with intention.



Simran Walia
Founder - Simply Soho

Identifying the Gap Between Craftsmanship and Access

The idea behind Simply Soho was shaped by both observation and intent. As Simran explored the retail and design landscape more closely, she began to recognise a gap. There were numerous artisans and independent creators producing thoughtfully designed, high-quality pieces rooted in heritage craftsmanship. Yet, many of them lacked the visibility and structured retail platforms needed to reach a wider audience.

At the same time, consumer preferences were evolving. There was a growing appreciation for products that are aesthetic without compromising on safety or quality, pieces that were not only visually appealing but also meaningful in their design and origin. This intersection of craftsmanship and changing consumer expectations became the foundation for Simply Soho. The brand was envisioned as a space that could bring design-forward, thoughtfully made products into everyday spaces, while also creating greater visibility for the people and processes behind them.

Building Simply Soho

For Simran, building Simply Soho has been a deliberate effort to bridge the gap between mass-produced tableware and thoughtful, design-led craftsmanship. Founded in 2025 and based in Faridabad, the brand operates within the Indian market, catering to both individual consumers and segments such as HoReCa, home décor, and interiors.

At its core, Simply Soho focuses on creating crockery and

tableware that is aesthetically refined yet practical for everyday use. By prioritising lead-free materials, durability, and responsible production, Simran aims to bring safe, well-designed products into everyday homes while encouraging more conscious consumption. The business is structured around a lean operating team of 10, supported by a network of over 100 artisans involved in production. This model enables a balance between agility and craftsmanship, allowing the brand to maintain quality while scaling thoughtfully.

A key part of Simran's approach lies in building Simply Soho as more than a product-focused brand. With a strong emphasis on storytelling and community, the company is positioned as a platform that brings greater visibility to design-led work rooted in heritage craftsmanship while making it accessible to modern consumers. Guided by a vision to redefine everyday tableware in India, Simply Soho is being developed as a brand centred on design integrity, safety, and accessibility, aiming to evolve into a trusted household name that transforms daily dining into a more intentional and connected experience.

Navigating Early-Stage Market Realities

Building Simply Soho from the ground up has meant navigating the realities of a competitive and trust-driven market. In categories like tableware, where purchase decisions are often habitual and influenced by established brands, earning consumer confidence becomes one of the earliest challenges. For Simran, this process has

been rooted in consistency and clarity. Rather than competing purely on price or scale, her focus has been on building a strong product foundation—ensuring that design, safety, and usability are delivered reliably across every offering. Over time, this steady approach helps shift perception, allowing trust to be built through experience rather than positioning.

At the same time, the brand is evolving alongside changing consumer behaviour. With increasing reliance on digital platforms, Simply Soho is leveraging these channels not only for visibility but also to better understand customer preferences and refine its offerings accordingly. At this stage, growth is approached with care, ensuring that expansion does not come at the cost of quality or authenticity.

Balancing Structure with Adaptability

Simran's leadership approach reflects the demands of building in a dynamic, fast-evolving environment. While her early foundation was shaped by discipline and structure, her perspective has expanded to include adaptability, empathy, and openness to change.

In a post-pandemic, technology-driven landscape, she views leadership less as control and more as the ability to provide clarity of vision while allowing flexibility in execution. This translates into a culture where individuals are encouraged to take ownership, remain curious, and contribute meaningfully to the organisation's growth. Technology plays a supporting role in this journey. From digital retail platforms to data-driven

insights, it enables better decision-making and deeper customer understanding. However, these tools are balanced with a strong commitment to the brand's core values—ensuring that growth remains aligned with its identity.

This perspective is further shaped by the leaders she draws inspiration from. Among them, Indra Nooyi stands out for her ability to balance strategic clarity with discipline and empathy. What resonates most with Simran is the belief that leadership should be rooted in purpose and values—an approach that reinforces her own conviction that long-term success is built through integrity and vision.

Redefining Credibility as a Woman Founder

Entrepreneurship comes with its own set of challenges, but for women in leadership, certain realities are often more pronounced. As Simran notes, credibility has to be earned repeatedly, particularly in industries where leadership has traditionally been male-dominated.

Her approach has been grounded in execution rather than assertion. By focusing on building a strong product, maintaining clarity of direction, and consistently delivering on promises, she has been able to gradually shift perceptions and build trust with stakeholders.

This perspective also informs how she approaches team building. At Simply Soho, there is a conscious effort to create an environment where people feel empowered to contribute and grow. Hiring is centred

on capability, curiosity, and ownership, while mentorship and visibility remain key, especially for women and under-represented talent. The aim is to build not just a business, but an ecosystem where diverse perspectives are supported and encouraged.

For those starting out, Simran emphasises the importance of resilience and clarity of purpose:

“Trust your perspective and stay resilient. Entrepreneurship rarely follows a predictable path, and setbacks are often part of the learning process. Seek mentorship, remain curious, and focus on building something meaningful rather than chasing quick wins. Long-term impact comes from persistence and clarity.”

Learning as a Competitive Advantage

For Simran, staying ahead in a rapidly evolving market is less about reacting to trends and more about maintaining a mindset of continuous curiosity. This involves closely observing shifts in consumer behaviour, design sensibilities, and retail innovation while remaining engaged with broader conversations around entrepreneurship and leadership.

Mentorship and peer networks play an important role in this process. Access to experienced mentors provides perspective and guidance, while interactions with fellow founders create opportunities to exchange ideas and navigate challenges collectively. These inputs often become a valuable source of learning, helping shape both strategic thinking and day-to-day decision-making.

Scaling with Clarity and Purpose

As Simply Soho moves into its next phase, the focus is on scaling the brand while preserving the principles it was built on. This includes expanding retail reach, strengthening the product ecosystem, and building stronger storytelling around design and craftsmanship.

For Simran, success in 2026 is defined not just by growth metrics but by building a brand that people trust and connect with. A brand that integrates seamlessly into everyday life while maintaining high standards of design and quality. Early milestones, including the development of a loyal community and the brand's emergence as a thoughtful design voice, reflect this direction.

“At its core, Simply Soho was created around the belief that everyday objects can shape everyday experiences. Whether it's a shared meal, a quiet cup of tea, or a thoughtful gift, these small rituals matter.” says Simran.

“OUR GOAL IS SIMPLY TO MAKE THOSE MOMENTS A LITTLE MORE BEAUTIFUL.”

Looking ahead, she envisions Simply Soho evolving into a widely recognised lifestyle brand while also contributing more meaningfully to conversations around design, entrepreneurship, and responsible retail.