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Dynamic

## BUSINESS LEADERS

TO WATCH IN 2025 VOL.6

**Annie Manjuran  
and Sarang Sonalkar**

*Co-Founders*

*The Klaws Inc.*

### SPOTLIGHT



**Dr. Chandrashekar  
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# ANNIE MANJURAN AND SARANG SONALKAR

A Dynamic  
Entrepreneurial Duo  
Reshaping  
the Future of Fashion,  
Pageantry, and  
Manufacturing

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# ANNIE MANJURAN AND SARANG SONALKAR

*A Dynamic Entrepreneurial Duo Reshaping  
the Future of Fashion, Pageantry, and  
Manufacturing*

Shweta Singh | The CEO Magazine

Industries are often repetitive, structured, and resistant to change. But every so often, someone comes along to redefine the status quo. Someone who breaks and reshapes the mould to include more voices, more ideas, and more opportunity. True changemakers are the ones who bridge the gaps Others overlook and create space wherever there is a need.

**ANNIE  
MANJURAN  
AND SARANG  
SONALKAR**  
*Co-Founders  
The Klaws Inc.*



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Annie Manjuran and Sarang Sonalkar are among those rare visionaries. Their journey began with a CNC manufacturing unit in Canada, The Klaws Inc., an ambitious venture born from precision engineering and entrepreneurial drive. But Annie and Sarang always believed their impact could go beyond machines and tools. With a shared vision to create diverse platforms that empower individuals, foster entrepreneurship, and elevate cultural expression, they built a portfolio that blends pageantry, luxury fashion, and manufacturing into a powerful ecosystem of empowerment. From Mrs. Canada Inc. to Surrey Fashion Week, each venture reflects their commitment to innovation, inclusion, and impact.

Their vision is clear: to expand their global presence by diversifying their portfolio and maintaining leadership across industries. Through this, they continue to build meaningful, empowering platforms that uplift people around the world.

The Spark Behind the Entrepreneurial Journey

Annie and Sarang are a powerful entrepreneurial duo who have reshaped multiple industries across Canada and beyond. Both originally from India, their journey began with ambition, education, and a deep-rooted desire to build something extraordinary. After completing their MBA in London, England, Annie and Sarang chose to make Canada their home—a decision that would lay the foundation for a global business empire. With a strong academic background and the right resources, they were prepared to face the challenges of entrepreneurship head-on.

Their entry into the business world came through the precision-driven world of manufacturing. Drawing from Annie’s long-standing experience in the industry and Sarang’s expertise in finance, they co-founded The Klaws Inc., a CNC manufacturing company specialising in high-quality grinders and pipes. What began as a bold idea quickly transformed into a market leader known for its quality, reliability, and innovative approach. For Annie, the goal was clear: “I wanted to build a brand that not only delivered exceptional products but also represented strength, precision, and purpose.” Sarang’s financial acumen ensured that their vision was backed by a sustainable, growth-oriented strategy. “Sound strategy and calculated risk; that’s how you build longevity in any business,” he shares. The Klaws Inc. became the bedrock upon which their future ventures would rise.

Creating Spaces for Growth and Representation

The success of The Klaws Inc. gave Annie and Sarang the financial stability and confidence to explore new territories

that aligned with their shared mission of empowerment and innovation. What followed was a bold expansion into the world of pageantry, fashion, and cultural representation. United by the belief that business can be both profitable and purposeful, they launched a string of ventures that not only disrupted industries but also uplifted communities.

Their growing portfolio now includes Mrs. Canada Inc., Canada’s largest platform for married and unmarried women in pageantry, and World Universal Pageants, a global stage for diverse representation. Alongside these, they introduced The Ambaries, a luxury kaftan brand celebrating comfort and elegance, and co-founded high-profile events like Surrey Fashion Week and Edmonton Fashion Week—the latter in collaboration with a business partner based in Edmonton. These platforms have become vibrant spaces for designers, models, and entrepreneurs to shine.

Annie’s mastery of manufacturing principles, combined with Sarang’s strategic leadership, allowed them to move seamlessly into these new industries without losing sight of their core values. Their ventures stand out not only for their scale but also for the intention behind them: to create spaces where individuals, especially women, feel seen, celebrated, and empowered. “More than just creating businesses, we always wanted to build platforms where people could thrive,” says Annie. Sarang adds, “When you merge purpose with precision, success becomes a natural outcome.” Together, Annie and Sarang continue to redefine what it means to be entrepreneurs in the modern world: visionary, versatile, and deeply committed to making a difference.

Turning Challenges into Opportunities

Breaking into highly competitive industries with little more than ambition and an educational background was the biggest challenge for Annie and Sarang. As newcomers to Canada, they had to overcome the hurdle of establishing credibility and building a strong professional network from scratch. Balancing the operational complexities of a CNC manufacturing business with the dynamic, fast-paced nature of the fashion and pageantry industries added another layer of difficulty.

Yet, through strong determination, strategic planning, and a commitment to learning, they managed to carve their mark across diverse sectors. Whether it was overcoming operational hurdles in manufacturing or curating high-profile events, Annie and Sarang remained focused on their long-term goals and continued to evolve with each challenge.

What truly differentiates them is their ability to create meaningful synergies between their ventures. Their focus on high-quality manufacturing, combined with a vision to

A DIVERSE PORTFOLIO WITH A UNIFIED PURPOSE

Annie and Sarang have built a dynamic business portfolio, each venture aligned with their shared mission of empowerment, innovation, and global representation. Their core ventures include:

- > **The Klaws Inc.:** A CNC manufacturing company specialising in high-quality grinders and pipes. Known for its precision engineering and commitment to quality, this venture laid the foundation of their entrepreneurial journey.
- > **Mrs. Canada Inc.:** The leading pageant platform in Canada for both married and unmarried women. It offers participants the chance to represent the country at prestigious international competitions like Mrs. World, Mrs. Globe, and Mrs. Universe. The platform empowers women through confidence-building, networking, and global exposure.
- > **The Ambaries:** A luxury kaftan brand based in Edmonton, known for its timeless elegance and comfort. The Ambaries blends cultural richness with modern design, offering a distinct fashion statement.
- > **World Universal Pageants:** A global pageant house organising inclusive, high-calibre events across multiple countries. This platform brings together beauty queens from around the world, promoting cultural exchange and personal growth.
- > **North America Pageants:** A significant platform that hosts pageants across North America. It continues the mission of creating meaningful opportunities for participants to shine and grow, both personally and professionally.
- > **Surrey Fashion Week & Edmonton Fashion Week:** Two major fashion events that showcase the latest trends while offering a platform for emerging designers and models.

Across all these ventures, Annie and Sarang maintain a clear and consistent purpose: To create inclusive spaces that empower individuals and uplift underrepresented voices, while pushing boundaries in the industries they operate in.



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empower individuals, especially women, through pageantry and fashion, has given their brand a unique identity. By blending luxury with fashion and manufacturing with precision, they’ve established a distinct presence across industries. Their multi-dimensional strategy, global outlook, and continuous innovation keep them ahead of the curve and set them apart in a crowded marketplace.

Values that Drive Vision

At the heart of Annie and Sarang’s success lies a set of core values that shape every aspect of their ventures. Their values of empowerment, innovation, quality, integrity, and inclusivity are the very foundation upon which their businesses are built. These values guide their decision-making, inspire their teams, and ensure that each venture contributes positively to individuals and communities alike.

Their belief in empowering people, especially women, and their commitment to delivering quality through innovation have set them apart as leaders. By staying true to their values, they've not only navigated challenges but also driven meaningful change across industries.

One of their most significant achievements as leaders has been the creation of a multifaceted business empire that spans CNC manufacturing, pageantry, and fashion, all built with a focus on inclusion and quality. Starting with The Klaws Inc., they established a solid foundation in manufacturing, which enabled them to venture into pageantry and fashion on a global scale. Through Mrs. Canada Inc. and international platforms, they have empowered thousands of women to showcase their beauty and intelligence, transforming pageants into platforms of growth, confidence, and representation.

**KEY MILESTONES  
IN THEIR JOURNEY  
INCLUDE:**

- Establishing The Klaws Inc. as a reputed name in CNC manufacturing.
- Expanding Mrs. Canada Inc. into the largest pageant platform for women in Canada.
- Mrs. Canada Inc. won the title of Best Pageant in Edmonton for two consecutive year
- Annie was ranked among the Top 75 Successful Immigrants in Canada and the Top 40 Under 40 in Canada.
- Launching and growing Surrey Fashion Week and Edmonton Fashion Week into major industry events.
- Creating The Ambaries, a luxury kaftan brand catering to global high-end clientele.

These accomplishments reflect not just entrepreneurial success but a deeper mission to create opportunity, elevate standards, and leave a lasting legacy of empowerment.



**Nurturing Talent**

Annie and Sarang understand that the success of their ventures is built on the strength of their team. They focus on creating a work environment that fosters creativity, growth, and inclusivity. By offering clear career progression opportunities and providing a platform for individuals to showcase their talents, they attract top-tier talent.

Their companies are known for competitive compensation packages and a culture that is open, supportive, and empowering. This approach not only attracts the best in the industry but also helps retain them, ensuring that their team is motivated, engaged, and aligned with the company's mission.

**Building for What's Next**

Annie and Sarang are future-focused entrepreneurs who believe in staying one step ahead of the curve. By investing in continuous market research and monitoring global shifts, they ensure their companies remain agile and responsive to change. Their active participation in international pageants,



global fashion events, and advancements in manufacturing allows them to stay aligned with the latest trends in fashion, technology, and event management. Currently, they are focused on strengthening their global presence, particularly within fashion and pageantry, while simultaneously optimising manufacturing processes at The Klaws Inc. Their strategic roadmap includes embracing technological innovation, diversifying their offerings, and building platforms that continue to provide value and empowerment to their customers and communities.

Annie believes, *"Innovation will be key to remaining competitive in an ever-changing global market."* To which Sarang adds, *"Sustainable innovation is our compass. We grow by anticipating what's next and delivering it with precision."*

Fashion, pageantry and the manufacturing industry will continue to evolve in the coming years. Looking ahead to 2025 and beyond, Annie and Sarang are positioning their companies to lead in digital and virtual transformations.

Their goal is to remain not only relevant but also influential across the industries they operate in, ensuring lasting impact and continued growth.

**Leadership Mantra**

Advising aspiring entrepreneurs, Annie says, "Stay focused on your vision, and work hard. Challenges are part of the journey; never shy away from them." Their journey from India to Canada, their MBA in London, and their rise to becoming global entrepreneurs is a testament to the power of hard work, vision, and resilience. Annie and Sarang believe that perseverance and passion are essential to turning dreams into reality.

*"Build strong networks, stay adaptable, and keep learning. These are the keys to achieving success,"* adds Sarang. Through their various ventures, they continue to create opportunities for individuals to shine and make their mark on the world. They remain dedicated to empowering others and contributing to the growth and development of industries worldwide.