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OF INDIA

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Bomma Latashree

FINDING
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Bomma Latashree

Finding Meaning in Unplanned Paths

NEVER CONFINED TO A SINGLE PATH, BOMMA LATASHREE HAS BUILT A LIFE WHERE EVERY UNEXPECTED OPPORTUNITY BECAME A CHANCE TO LEARN, CREATE AND DISCOVER A NEW VERSION OF HERSELF

Shweta Singh | The CEO Magazine

Some entrepreneurial journeys are driven by ideas, and some by experiences. Bomma Latashree's journey belongs to the later one. When she looks back today, she does not see one life-defining moment; instead, what she sees is a series of experiences that gradually moulded her into the person that she is today. From growing up in different parts of the country to exploring businesses across education, fuel retail, fashion, writing and digital content, every chapter has been different, and each has taught her something she carried into the next.

Bomma
Latashree
OWNER
LASH STUDIO



Outfit - Handloom
fabric embroidery
zardosi work,
contemporary style
- Lash Studio

Her childhood was spent across different cities and towns, exposing her to cultures that were remarkably different from one another. Growing up in different parts of India gave Latashree an early lesson in adaptability, with every new place introducing her to a different way of living. Those experiences had a profound influence on shaping her personality, perspective and approach to life, ultimately influencing the choices she would make as an entrepreneur and as an individual. Recalling her childhood, Latashree says, *“I was fortunate enough to be exposed to varied cultures in my early years of growing. When you continuously stay in a place, you have to interact with the culture, people, festivals, food, textiles, music and more. These exposures mould you as a person and influence your outlook towards life.”*

That openness to learning would remain a constant throughout her career, even though her professional journey itself would take an unexpected direction. Although she studied engineering, a conventional engineering career was never part of her future. She came from a family where professional careers were the norm, but after marriage, becoming part of a political business family opened the door to entrepreneurship. The transition demanded an entirely different mindset, but it also gave her the freedom to explore opportunities she had never imagined before. Latashree credits her engineering education for giving her an analytical way of thinking that continues to guide her decisions even today.



Mathematics and analytical skills allowed her to approach every venture with structure rather than impulse.

Marriage brought another significant shift in perspective, introducing her to rural India for the first time. Having spent most of her life in cities and towns, she suddenly found herself witnessing a very different side of the country, one that challenged many of the assumptions she had grown up with.

Seeing the extent of poverty in villages changed the way she looked at India. It was an experience she describes as both eye-opening and humbling, one that took time to understand and accept. More importantly, it reinforced her belief that leadership begins with understanding people and their realities before attempting to lead them.

“If you want to lead in any sector, the first thing is to learn about the field. Get thorough knowledge of it, both theoretically and practically. Eventually, step by step, you grow into a leadership position,” she says.

THE FIRST STEPS INTO ENTREPRENEURSHIP

Her first business venture came through NIIT, where she entered the world of organised entrepreneurship soon after college. Fresh to the corporate environment, she found herself learning not only how to run a franchise but also the discipline that successful organisations are built upon. High standards, structured systems and professional processes left a lasting impression on her. Latashree still remembers how revolutionary the product felt at the time and how exciting it was to be part of something that was introducing new possibilities to the market. More than the business itself, it was the culture of excellence that stayed with her.

She recalls, *“They taught me to run the business in franchise mode in a corporate style. The standards were really high, and the whole process was exciting. Even today, I try to maintain those levels of work standards.”*

As her professional journey was taking shape, motherhood transformed her priorities in ways she had not anticipated.

Rather than treating work and family as two separate worlds, she consciously chose projects that would complement her children’s growth. She wanted them to learn alongside her, and many of the initiatives she took up during those years reflected that thought. Summer schools, activity-based learning and later a soft skills project were inspired by what she wanted her own children to experience. Business decisions,



too, were made with family in mind. She chose opportunities that allowed her to balance entrepreneurship with motherhood instead of allowing one to come at the cost of the other.

This perhaps explains why her career has never followed a carefully designed business plan. Explaining how she chose her ventures, she says, *“Nothing was a planned decision. Different opportunities came across, and I carefully selected the ones I felt I could justify. I preferred taking up projects where I could use my existing knowledge rather than learning an entirely new field before starting a business.”*

That approach led her into remarkably diverse sectors, but technology has been one common thread running through them all.

With an engineering background, Latashree has always been fascinated by how technology transforms industries. It remains one of the first things she looks for while evaluating a new opportunity. Businesses built around emerging ideas naturally appealed to her because they offered the chance to learn something new while entering spaces where relatively few players existed.

THE HPCL CHAPTER

One such opportunity arrived unexpectedly through a newspaper advertisement inviting applications for an HPCL dealership. Latashree applied without expecting much, but what followed was a rigorous selection process involving multiple stages of evaluation before the final interview.

Recalling the HPCL selection process, she says, *“Attending and being able to clear the interview was a big achievement for me. I did extremely well, and they coined me as ‘Proprietrix’. Being called ‘Proprietrix’ after the interview was like winning an award.”*

Managing the dealership introduced her to yet another learning experience. Working with HPCL exposed her to a highly structured corporate ecosystem where continuous improvement was part of everyday operations. She witnessed the outlet evolve from



Outfit - Embroidery Hand Pearl Work
- Lash Studio

semi-manual operations towards increasing automation, reaffirming her belief that businesses must constantly adapt to changing technologies.

Yet, when asked about her biggest learning from managing the dealership, she does not mention operations or technology; she mentions people. People management, she says, has been the most challenging and at the same time the most valuable lesson of her entrepreneurial journey. Understanding people, working alongside them and staying true to the purpose of the business became far more important than any technical process.

That understanding would prove invaluable as she stepped into another completely different industry, fashion. What began as a social initiative would eventually grow into **LASH STUDIO**, a brand that brought together craftsmanship, creativity and her belief that meaningful work is built patiently, one experience at a time.

BUILDING BEYOND BOUNDARIES

If there is one venture that brings together Bomma Latashree’s interest in creativity, craftsmanship and meaningful work, it is LASH STUDIO. Yet, like every other chapter in her journey, it did not begin with a business plan.

The idea grew out of an NGO project that trained people in stitching, cutting and embroidery. As she became involved, the project expanded beyond skill development. There was also a plan to create an outlet where the work of the trained artisans could be showcased and sold. During this process, she found herself designing garments, an experience that naturally drew her deeper into the world of fashion.

One of the causes championed by LASH STUDIO is encouraging the art of handloom and handcrafted textiles. As India observes National Handloom Day 2026 on August 7, commemorating the Swadeshi Movement, honouring the country’s weavers and promoting local textile traditions, Latashree believes the brand contributes to preserving and celebrating this rich legacy.

What stayed with her even after the project ended was the joy of creating. That eventually became the foundation of LASH STUDIO, a brand built around affordable customised clothing while celebrating the art of handcrafting garments and embroidery.

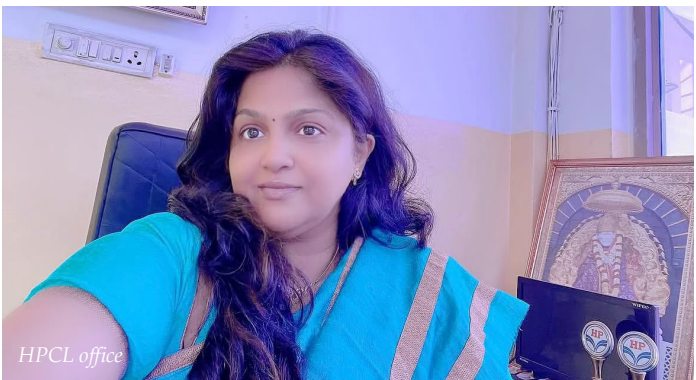
The journey, however, took an unexpected turn during the pandemic. Like many businesses, the physical store had to shut down, bringing a major change in direction. Instead of looking at it as the end of the venture, Latashree chose to adapt. The business gradually moved online, with social media becoming its primary platform while she explored opportunities to scale it further with the support of investors.

Today, LASH STUDIO continues to operate digitally, but its vision remains unchanged – to preserve quality while constantly becoming more creative, innovative and relevant.

For Latashree, every venture has demanded the same commitment, making it impossible to rank one above another. She says,

“As an entrepreneur, each project is like a baby. You build it from scratch and learn so many things in the process. It is very difficult to differentiate among them.”

That perspective perhaps explains why she has never measured success by the number of businesses she has built. Instead, she values what each experience has taught her.



HPCL office

Even the difficult phases became lessons. She openly admits that managing people has been one of the toughest aspects of entrepreneurship. At the same time, it has reinforced her belief that people give their best when they believe in the purpose behind the work. “If you are true to your cause, people deliver in any circumstances.

You should work along with them,” she reflects. Another lesson came through financial planning, something she candidly says she is still learning. Rather than presenting setbacks as failures, she sees them as part of an entrepreneur’s education. Every business brings new challenges, and every challenge leaves behind a lesson that shapes the next decision. The shift to an online business also introduced her to an entirely new world.

EXPANDING THE CANVAS

To promote LASH STUDIO, Latashree started a Facebook page and was encouraged by the response it received. Curious to understand the digital space better, she pursued a course in digital marketing before expanding her presence to Instagram. When the pandemic kept businesses closed for an extended period, creating digital content became a way to remain connected with her audience rather than disappearing from it.

What started as business promotion gradually evolved into content creation. Today, she works with brands while consciously ensuring that her digital presence reflects more than commercial collaborations.

Talking about her approach to content creation, Latashree explains, “I don’t want my page to be all commercial but more meaningful. I’m a very spiritual person, and I want that to reflect on my page as well.”



Lash Studio fashion show



Books donation event

The digital journey also led her to podcasting, allowing her to connect with audiences through conversations while continuing to explore newer forms of storytelling. Writing became another natural extension of that creativity. Last year, Latashree published her first novel, *Biorhythm Through Life*, centred around

a character named Laxmi. She is now considering either continuing the story as a series or beginning a completely new novel in the romance genre. One of her long-term dreams is to see the story adapted into a film.

Alongside these creative pursuits, Latashree has also laid the foundation for another initiative that reflects her larger purpose. The Bomma Foundation, still in its early stages, has been established with the intention of serving society and helping people become self-sufficient. She is currently researching the areas where the foundation can create meaningful and sustainable impact before expanding its activities.

Despite working across such diverse sectors, her approach to business has remained remarkably consistent. Before stepping into any field, she believes in understanding it thoroughly, both in theory and in practice. Technology continues to influence many of her decisions, and she naturally gravitates towards opportunities that introduce something new to the market rather than following established paths.

Looking back at what she values most, she reflects, “Every project has its own milestones because each one is entirely different. Through my work, I created a unique identity for myself. Having a brand of myself is the achievement that gives me the greatest sense of fulfilment.”



Outfit - Exclusive beads & mixed embroidery,
Skirt has Gota work- Lash Studio

THE ROAD AHEAD

Today, Latashree’s priorities continue to evolve. Along with growing LASH STUDIO, she hopes to write more books, strengthen her digital presence, expand the work of Bomma Foundation and continue exploring creative opportunities. Whatever direction those journeys take, her long-term vision is to maintain the quality of her work while constantly becoming more interesting, innovative and creative.

Her advice to aspiring entrepreneurs reflects the same philosophy that has guided her own life. She says,

“

DON'T START ANY BUSINESS ASSUMING IT WILL BE AN EASY JOURNEY. ENJOY THE PROCESS. DON'T STRESS ABOUT EARNING LOTS OF MONEY. THERE WILL BE SO MUCH SELF-DEVELOPMENT, SELF-DISCOVERY AND DIFFERENT KINDS OF ACHIEVEMENTS. PROFITS WILL AUTOMATICALLY FOLLOW. TREAT MONEY AS ANY OTHER COMMODITY, NOT BELIEVING THAT IT IS THE ONLY SOURCE OF SUCCESS.”

For Bomma Latashree, entrepreneurship has never been about moving from one business to another. It has been about remaining open to learning, accepting change when life presents a new opportunity, and finding her purpose in every experience she goes through. From education and fuel retail to fashion, writing, digital content and social initiatives, every chapter has added another dimension to her journey. Together, they tell the story of someone who has never stopped evolving, building businesses, creating meaningful work and, above all, continuing to learn.