

**MY WILDSIDE: CHAIRPERSON, ASHOK PIRAMAL GROUP-MS.URVI A.
PIRAMAL LAUNCHES HER COFFEE TABLE BOOK CAPTURING HER
ADVENTURES IN THE WILD**

Urvi Piramal's pictorially evoking coffee table book was launched in Mumbai on February 2, 2017, amidst a group of family and close friends.

'My Wildside', just like the name suggests, is a reflection of Urvi's deeply ingrained love for wildlife and captures moments of diverse fauna across two incredible terrains- Africa and India.

As the author-photographer's loved ones gathered to celebrate the milestone, the evening unfolded with a stylish unveiling of the books by her close friend: Hemendra Kothari, Deepak Parekh, Bittu Sahgal and Diya Mirza.

This was followed by an interesting tete-a-tete where Mrs Piramal said, *"Even as a child, I was always curious about animals and enjoyed close proximity to nature. After spending a considerable amount of time in the wild, I started drawing parallels to the human life and wondering if the laws of the jungle applied to the corporate world as well. As both realms are very different, the comparison was quite fascinating. One can actually imbibe business acumen from the framework within which the jungle exists. This facet of nature caught my fantasy, making me fall in love with natural landscape and it's mysterious beauty."*

The event also saw her entire family and close friends present. They included Uday Kotak, Jaidev Mody, Zia Mody, Harsh Goenka, Rakesh Maria and Waheeda Rahman amongst others.

The launch venue looked exquisite with a thematic décor creating a jungle like feel from start to end. One of the many highlights of the evening was the 'wish tree', where all guests pledged to contribute towards the welfare of animals through the Urvi Ashok Piramal Foundation.