

International Women's Day Special

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Woman's era

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Leading Women Entrepreneurs

Ms Priya Shah: A True Matchmaker

Celebrating love and companionship.

A loving, committed, and companionable marriage of minds, bodies and souls is a thing of utter beauty and such a relationship can be liberating rather than enslaving. Yes, falling in love is wondrous but rising in love is passion tempered with compatibility. It's the rising part that sometimes requires assistance and guidance. A true matchmaker, like Priya Shah, will arrange a match with your true, soulmate, knowing that love is a foregone conclusion.

Celebrating 30 successful years of being "The Elite Matchmaker", Priya Shah explains how digitisation has changed the matchmaking landscape and helped strengthen her core values and business ethics too. On one hand, the digital quick fix has led to a string of broken hearts mainly due to the lack of thorough vetting.

On the other hand, a much talked about reality show has made several people wonder about the "compromise" that some old-school matchmakers may expect of them and made them shudder at being labelled a "negative" or stubborn client... simply for having an opinion or a goal.

Priya Shah started her career because she understood how

antiquated the arranged marriage system was (back then) with couples getting hardly any time to know each other or meet.

Now Priya got unusually lucky with finding a loving and supportive husband, but many in her time were victims of this system. She chose to intervene for loved ones and help ensure that there was communication, transparency and setting of expectations with the families before matches were made.

The biggest plus point about Priya Shah is that she is the only matchmaker who herself handles clients. She doesn't leave the grunt work to anyone else but she additionally spends time with parents of clients too to understand the true family dynamics, and their expectations.

Her fame led her to expand her reach across India and then across the globe with enterprising clients from the USA, UK, Australia and the like. Priya was the only matchmaker to innovate her approach. In a bold move, she called 200 singles (100 males and 100 females) with their parents to a meet and greet event at a key 5-star hotel. This was her matrimonial version of speed dating, but the speed was limited to the meet and greet – not thereafter.



Priya after all insists on clients thoroughly getting to know each other before making the commitment of a lifetime.

To help couples have a lasting match, Priya not only counsels them but she also published a book that has pearls of wisdom on marriage. Her work has been emotionally and financially satisfying as she has not treated it as a business but taken each client on as if they are family. It is the reason why she still has calls pouring in, seeking her help to find the perfect match.

Even today, with 30 years of matchmaking (she started young and has grown younger with time), 18000+ clients and 9000+ matches to her name, Priya is still effervescent and enthusiastic in her approach. Time hasn't diminished her passion, her honesty, her integrity, her effort, or her accuracy in matchmaking. She continues to have a large, elite clientele who trust her implicitly. She, in fact, has helped matchmake several couples in her early days whose children too found their soulmate through her.

Visit:
www.priyashahthethematchmaker.com