

Shie.in – One Stop Online Destination for Indian women

We are a destination for the women, by the women! We are passionate about helping Indian women discover and unleash the best in themselves. We work tirelessly to get the latest trends, new ideas and best product recommendations for Indian women.



Gurgaon, Jun 29, 2020 (Issuewire.com) - “Celebrate your individuality”... this is the core idea behind the online site launched for women across India. The brainchild of Ujala, www.shie.in aims to be the most rewarding online experience for Indian women where they can discover new experiences, latest trends, empowering ideas, best product recommendations and much more, all specially curated for

Indian women.

Site founder Ujala hails from the city of Vadodara in Gujarat and counts both engineering and IT as her forte. Having worked as a consultant in India and abroad, Ujala specialises in ERP, e-commerce, social media, website development and IT solutions for improving business productivity.

Ujala believes that every woman should be empowered to rise above her mundane daily rituals and interact with her inner self, indulge in the best life has to offer and inspire the world with her leadership and compassion – it is this vision that fuelled the birth of SHiE.in.

Her new-found mission in life centres around the idea that women are more than the traditional stereotypes dictated by society. Her goal is to elevate women from the stale idea of being just a daughter, wife or mother, to realise their full potential as agents for social action and as enablers in society today. SHiE, therefore, represents the new age Indian woman and aspires to be a platform that enables every Indian woman to celebrate her individuality.

While SHiE will ‘inspire’ you to be agents of change and enable you to ‘interact’ with your inner self and women alike, the online destination is also about ‘indulgence’. It’s *the* place for you to find a little pampering, to reward yourself and feel good about who you are as a woman and as an individual.

Elaborating on the ground-breaking site, the company’s founder Ujala says: “When you look at the opportunities available to women out there it’s easy to become discouraged and believe that we can’t impact the status quo. But we aim to show you that you can rise above these accepted norms and make a difference in your life and to the community as a whole. So, we encourage every Indian woman to join with us and become a part of this change.”

“The new-age Indian woman is beautiful, intelligent and independent. She speaks her mind and follows her heart; she’s breaking free from stereotypes; she’s everywhere, all set to write her own rules and is the master of her own free will. We represent the new age woman who has finally arrived and is here to stay!” Ujala adds.

With an integrated presence on social media, the brand attempts to harness the power of modern technology and provide more direct avenues for women to get engaged and inspired.

The site will shortly introduce loads of other exciting features including free advice from experts, useful tools, monthly webinars to ensure their site experience is rewarding!

SHiE.in will also collaborate with its members and NGOs to support causes related to women and their empowerment in India. “We’ve planned a whole lot of activities to get the ball rolling. So get involved and make a step towards positive change and log onto our website,” Ujala reveals.

It’s a great way for brands, retailers and vendors to get their products and services featured on the hottest site to hit the web this year.

[Log onto www.shie.in for more details and information on how you too can be a part of this exciting change! Interact, Indulge, Inspire...](http://www.shie.in)

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