



MALE



FEMALE

THE IDEA

Cutting CHAI

Let it
Rain
over me

T

2

COFFEE,
RAINY
DAYS

**FIND
BEAUTY!
in
RAIN**

PARISH

4

Wan

Everybody
but nobody
But you

happiness
painful
have

A small, stylized illustration of a rainbow with two fluffy white clouds at its ends.

卷之三

A cartoon illustration of a simple stick figure-like character with a smiling face, holding a black umbrella. A speech bubble originates from the character's mouth, containing the text "under my umbrella".

A cartoon illustration of a white, fluffy cloud with a smiling face. A lightning bolt is shown striking down from the top of the cloud, with several smaller bolts branching off downwards.

Rainy Day

A black and white line drawing of two people, a man and a woman, hugging each other. The man is on the right, wearing a t-shirt and shorts, and the woman is on the left, wearing a dress. They are both smiling.

A black and white line drawing of a person from behind, wearing a light-colored dress and holding a large, dark umbrella. The person is standing next to a large, stylized letter 'M'. To the left of the 'M', there is some handwritten text: 'Rain is falling' above the 'M', and 'M A CHAM' below it.

Tip Tip

Sara

Paani

A large, stylized black lightning bolt graphic, oriented diagonally from the bottom left towards the top right.

ଖୋଲୁଟ୍ ଖୋଲୁଟ୍ khao khao

he jao

LIFE ALWAYS HAS OTHER PLANS









Cheeky Chunk

Melissa D'Costa

As the rain gods have finally heard our pleas, with heavy showers bathing the city, it's time to arm ourselves with raingear. Twenty-two-year-old, Pratik Doshi is waiting on the sides hoping to make a splash with his innovative designs and cheeky content. Doshi, who has an MBA under his creative belt has created a range of cheeky umbrellas that he hopes will be a hit with the youth.

Implementing the idea

The first step was getting the designs made, which Doshi did by hiring a few freelance designers. So what can you expect from Cheeky-chunk? Doshi reveals, "My designs depict the city in all its glory and the associations we make with the monsoon season. Whether it's depicting food we associate with the rain - a cup of cutting chai, vada pav or hot pakoda. I thought it would be cool to walk around in a designed umbrella having such a doodle and sipping a steaming cup of tea."

e journey so far

hi says, "After I completed my post graduation in media entertainment, I was clueless about what to do next. I was passionate about marketing, public relations and creative writing. However, I did not want to do a nine to five job. I would spend all my time on the internet during this phase. I followed various websites that sold designer products and was intrigued by the idea of making day-to-day boring things, exciting! Hence, I decided to start a company that sold 'cheeky' products."

MEET THE CHEEKY-CHUNK UMBRELLA MAN

Twenty-two-year-old, Pratik Doshi aims to make holding an umbrella a fashion statement

Getting cheeky with umbrellas

Doshi adds, "I have always believed that entrepreneurship is about finding your niche and doing something that's never been done before. With these thoughts in mind I got the idea of selling designed umbrellas to flag off Cheeky-chunk. There is a huge demand in the flea market for products that make you look 'cool' or 'different' from others. The concept retail stores are catching on around the country. Cheeky-chunk is my attempt to bridge the gap between being useful and being cool." Doshi has a special range designed specifically for those who swear by Mumbai rains. He concludes, "Bambaiyaa dialogues, mundane doodles that stand out as they depict feelings every girl has during the rainy season and things you love and associate with the city are what you will find depicted on our umbrellas. We aim to make holding an umbrella a fashion statement among the youth."

Cost: ₹ 500 each. Doshi delivers free of charge across the city Log onto www.cheekychunk.com



WHAT MY MOM THOUGHT I DID



WHAT MY DAD THOUGHT I DID



WHAT MY FRIENDS THOUGHT I DID



WHAT MY GIRLFRIEND THOUGHT I DID



WHAT I ACTUALLY











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 Phone: 9820035940

Order Date:

30 May 2015 11:40:26 AM GMT+05:30

Order Totals

Items total: Rs.449.00

Expected Ship Date: 01-Jun-15 to 02-Jun-15**Grand Total:** Rs.449.00**Estimated Delivery:** 03-Jun-15 to 06-Jun-15**Shipping Service:** Expedited**Contact Buyer:** [Bakulesh](#)**Sales channel:** Amazon.in**Fulfilment method:** Seller

Product Details	Status	Quantity Ordered	Quantity Shipped	Price	Total
Cheeky Chunk 3 fold Music Doodle Monsoon Fashion Designer Umbrella	Delivered to Buyer	1	1	Rs.449.00	Subtotal: Rs.449.00
Quantity: 1 SKU: 00004 ASIN: B00YBRNZQ0 Listing ID: 0527PUN3PU0 Order Item ID: 33132263217755					Total: Rs.449.00
Total Charged to Buyer:					Rs.449.00

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Product Details	Item Quantity Included
Cheeky Chunk 3 fold Music Doodle Monsoon Fashion Designer Umbrella	1

Quantity: 1
SKU: 00004
ASIN: B00YBRNZQ0Internet
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IDEA





