

CHOLA'S GOT T★ALENT

Anupama Arvind

The Multifaceted Maestro Of Chola

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Meet Mrs. Anupama Arvind, a multifaceted personality who dances, sings, excels in sports, and much more. Her ability to set the stage live with her dance moves and captivate the audience with her voice is unparalleled. As the Product Head for New Commercial Vehicles in the Vehicle Finance division, her 17-year tenure at Chola is a testament to her dedication in what she does. Amazed by her accomplishments across various fields, we sat down for a delightful conversation with her. Here's how it went.

**You excel in so many areas, from dancing to singing.
How did your journey begin?**



Growing up in Kolkata, the city of joy known for its rich artistic and cultural heritage, had a profound impact on me. My mother encouraged me to pursue dancing from a very young age. I started learning Bharatanatyam at the tender age of 5 and later explored various regional dance forms like Garba, Dandiya, and Ghoomer. By the time I was 8, I had also taken up singing.

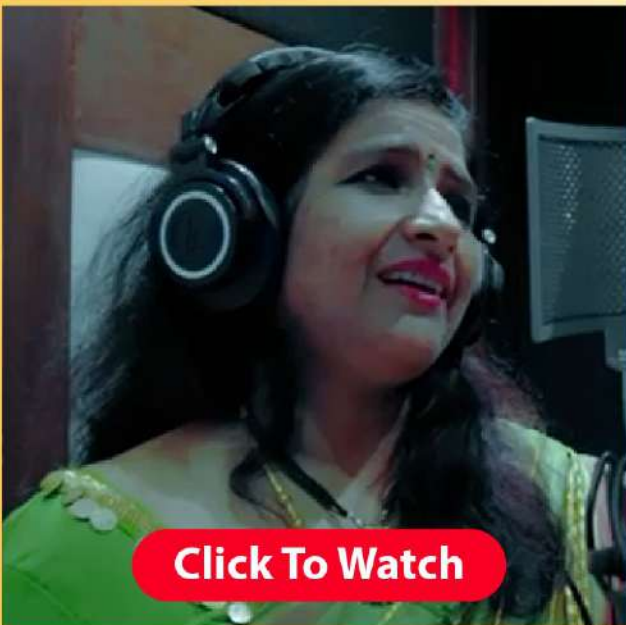
Besides dancing and singing, do you have other passions?

Absolutely. I have a keen interest in sports, and we recently won the Badminton championship at Chola. I'm also passionate about emceeing and have had the pleasure of hosting several events at Chola. Additionally, I conduct sangeet ceremonies whenever I get the opportunity and have a great enthusiasm for exploring new places.



Can you walk us through your creative process?

My mother is my greatest inspiration. Both she and my husband play pivotal roles in my creative process. My husband, with his keen musical sense, often selects songs that suit my voice and style. I'm a huge fan of Asha Bhosle, and I feel her songs resonate with my singing style. I download her songs, practice, record them, and seek feedback from both my husband and mother. Their honest critiques have been instrumental in improving me.



Which of your performances is the most memorable?

There are many cherished memories, but a few stand out. One unforgettable performance was during one of our ABMs where I shared the stage with Singer Srinivas and Saranya. Srinivas sir graciously joined me on stage, making it a magical moment. Another highlight was performing with Super Singer Winner Pooja at a party and receiving appreciation from such legends. Welcoming SPB sir as an emcee at another ABM was also a privilege, I hold dear.



How do you mentally prepare for your performances?

Mental preparation is crucial for any event. When emceeing, I repeatedly go through my script. If I'm co-hosting, I try to understand my partner's rhythm to ensure seamless coordination. For dancing and singing, it involves rigorous rehearsal and mental fortitude.



How do you find time to practice amidst your busy schedule?

I start my day early, at 4 AM, thanks to the Isha Inner Engineering Program. My daily commute to the office takes about 90 minutes, which I use for practice. During preparations for the Raga Saga event, I would invite my co-singer to join me during the commute so we could practice together. Efficient use of time has paid off, as I won the Raga Saga event for two consecutive years.

Is there a particular quote or mantra you live by?

“Life is very short. Enjoy every moment.”

I believe in always keeping a smile and spreading positivity. Making those around me happy is a priority. Having spent a long time at Chola, my colleagues feel like family to me. I strive to spread positivity and bring out the best in people while emphasizing the importance of mental health and good vibes.



Before we wrap up, one last question: You mentioned you love to travel. What has been your favorite destination so far?

I absolutely love traveling. So far, I've been mesmerized by the beauty of Norway and Giethoorn in Amsterdam. Leh Ladakh in North India is also a favorite. I'm grateful to Chola for providing opportunities to explore these stunning destinations during our ABMs.

As Mrs. Anupama Arvind continues her exciting journey, Chola wishes her all the best for her future endeavors, and may she continue to inspire and shine brightly in every aspect of her multifaceted journey.

