

# Young & Restless

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**T**ucked away in the bylanes of Sasoon Dock, Colaba is a furniture store with a difference. Red Blue and Yellow (RBY) is the product of three youngsters, who come from a different background, but have come together on a common platform. Karishma

**Apurva Bhatt** meets three young entrepreneurs who have started a unique furniture store

## TABLE TALK

Bajaj (23), Paul Rodrigues (26) and Asim Merchant (25), came together after having worked at a furniture company for six months.

"We worked with a furniture company for six months, and that's when I met Paul and Asim. All three of us wanted to start our own business, and that's when the idea of starting our own furniture company evolved," says Karishma Bajaj, an interior designer from Sophiya. Both Paul and Karishma have done their interiors, but Asim is the odd man out —



TEAM EFFORT: L to R, Paul Rodrigues, Asim Merchant and Karishma Bajaj

having done his MBA from Rizvi college. "Initially, a lot of people opposed my decision to start a furniture company, after having done an MBA, my parents would expect me to join a multinational firm or go to the US," recalls Asim.

The trio quit their jobs and then set out hunting for a place to their store. After struggling for more than two months, they finally bought a 1100-sq ft place at Colaba, and that's how RBY was born on March 26 2001. "It was a difficult phase of our lives, as we had quit our jobs and then we took the risk of starting our own business, without borrowing funds from anyone," informs Karishma. But their worries didn't stop even after RBY was start-

ed, as they worked on the concept of minimalism. "Our whole approach towards making furniture was different. We wanted to be simple and yet carve our own niche. It was our will to succeed and constant innovation that helped us keep going," adds Asim.

It has been more than eight months since Asim, Paul and Karishma ventured out on doing something different, but they still feel they aren't successful. "I think we still have a long way to go. We haven't celebrated the opening of our store, as we think we still have to meet our goals," Paul says. The three manage everything from accounting to sales at their store and it is their eagerness to grow that has kept them alive and kicking!