

## **'El Shine BeauMart' - showroom open in Mangaluru on December 4, 2018**

01/12/2018 08:18 by admin

NRI Roshan Dâ€™Silva and his wife Nirmala Dâ€™Silva are all set to open the doors to El Shine BeauMart, Mangaluruâ€™s first all-exclusive cosmetics and grooming store in the coastal city.

The grand opening will be held on December 4. Minister for Urban Development and Housing U T Khader along with Mangaluru South constituency MLA Vedavyasa Kamath, town planning and development standing committee chairman Praveen Alva, former MLA J R Lobo, assistant parish priest, Bendur Fr Rohan Dias, actor, professional dancer, model and social media influencer Ashvithi Shetty and Daijiworld Media editor-in-chief Walter Nandalike will be the guests of honour.

â€œI have always had the vision to give back to the city that has given me so much. Seeing how Mangaloreans were on a lookout for International brands and had to go to Bengaluru or Mumbai for their favourite products, I decided to build a one-stop exclusive branded cosmetic and grooming showroom in Mangaluruâ€™, says Roshan on being asked as to why they chose to set up shop in Kudla.

The coupleâ€™s love for the city and work towards the community has won them wide recognition in Kuwait as well as Mangaluru. They feel that the cosmetic industry is always catering to women, and hence they now want to give the same power to men as well.

Talking about his inspiration Roshan believes that all his success is owed to his lady love, his wife Nirmala. She is currently working with Roshan towards the grand opening of El Shine BeauMart and will be managing the showroom post-inaugural.

### **About El Shine**

The fact that the best international brands in cosmetics and grooming are coming to Mangaluru is like the stars have taken a step closer! With a variety of products and original brands to choose from, El Shine BeauMart ensures that there wonâ€™t be an unnecessary increase in prices. All the products are easy on the wallet as well!

Once the store opens, the customers will find that the trained staff at El-Shine will advise on the selection of right

brands, products as well as shades. The core philosophy of the store is that each person is a beautiful creation of God, and the products are meant to highlight that beauty of the customers.

**Location :**

Opposite Madhuvan's Village Restaurant

V K Furniture building

Yeyyadi - Mangaluru