

The Crawford legacy

By candlelight

SHEENA THOMAS

WITH the festival of lights here, it's little wonder that candles and diyas are selling like hot wax. And when the candles come with ethnic Indian aromas and an eco-friendly tag, the celebrations seem even more special. We spoke to David Crawford, the owner of Crawford Market Exquisite Candles and the great nephew of Arthur Crawford, the first municipal commissioner of Mumbai after whom the Crawford Market structure was named, to know more about his business and love for candles:

The name game

I wanted to call my brand Crawford Market, not just because of my roots, but because the name stands for quality and value-for-money. I was surprised that the name was up for grabs when we set the process rolling earlier this year. We launched our product on Independence Day this year, because it reflects the flavours and essence of India.

Candle in the wind

We're the only makers of bee wax candles in the country. All the raw material that we use is 100 percent natural. The benefit of using bee wax is that when lit, the candle releases pollen that purifies the air. While other scented candles might camouflage the smell of a room, these candles get rid of the smell completely. They come in five Indian scents — cinnamon, natural, tulsi, lemongrass and clove.

Claim to flame

I've learnt a lot of things by way of trial and error. The weaved wick of the candle ensures that the flame doesn't go off under the ceiling fan. It also took me a good two months to find the right glass for the candle exterior. To a buyer, our product might look like an ordinary candle, but there is a lot of research that has gone into its making. It's a nineteenth century name with a twenty-first century attitude.

Lighting up lives

We've tied up with an NGO called the Community Outreach Programme (Corp) that provides us with manpower. We're currently a team of 11 workers, most of them being underprivileged women, who would otherwise have difficulty finding employment in Mumbai.

PICS/KARINA JOSEPH



Lara Dutta is retired Indian Air Force Wing Commander LK Dutta's 'blue'-eyed daughter



Sushmita Sen is daughter no. 1 to former Indian Air Force Wing Commander Shubeer Sen

In full forces

Apart from acting, these hot girls also have an armed forces background in common. We suppose it's the discipline and hard work that makes them so successful



Actor Gul Panag is Lieutenant General H S Panag's daughter



Actor Celina Jaitley is retired Indian Army colonel VK Jaitley's girl



Actor Priyanka Chopra's dad Dr Ashok Chopra was earlier serving in the Indian army

Diwali dhamaka

All set to release

ALL THE BEST

The promos of director Rohit Shetty's All The Best promise a rib-tickling comedy. Mistaken identities and uproarious goof ups assure full dhamaka on this festive weekend. The upbeat music by composer Pritam and lyricist Kumaar is sure to keep you entertained.



WHO: Ajay Devgan, Bipasha Basu, Sanjay Dutt, Fardeen Khan, Mugdha Godse
WATCH OUT FOR: Sanju baba and Ajay Devgan's comedy timing and some side-splitting clean fun

MAIN AUR MRS KHANNA

The fairytale marriage of Samir Khanna and Raina Khanna goes wrong with a twist.



WHO: Salman Khan, Kareena Kapoor
WATCH OUT FOR: Salman and Kareena getting cosy and Preity Zinta in her hot item number Happening

BLUE

Kylie Minogue's Chiggy Wiggy number in Blue has already become popular. Touted to be the industry's costliest movie ever and the first action thriller underwater, this movie is a must watch.



WHO: Akshay Kumar, Sanjay Dutt, Lara Dutta, Zayed Khan, Katrina Kaif, Kabir Bedi
WATCH OUT FOR: Lara Dutta in a bikini