



AN OUTSIDER'S JOURNEY

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CHAPTER

1

THE EARLY YEARS –  
FROM MISCHIEF TO MIRACLES

Born on July second, nineteen eighty-four, on the small island of Mauritius, my childhood was, as far as I can remember, an oasis of peace and tranquility. Growing up in such an environment laid the foundation for my creativity and my love for exploration. One of my earliest memories goes back to my days in kindergarten, where I was introduced to learning through play. Around that time, a ladybug landed on me—a moment that has been etched in my memory ever since. When you remember a moment so vividly, especially if it seems insignificant, it usually carries a deeper meaning. Ladybugs are considered spiritual symbols of luck and protection. Looking back, maybe that little encounter was a sign of the incredible journey I was about to embark on.

My parents worked hard to ensure I had access to the best possible education. Their sacrifices are something for which I will be eternally grateful, as they laid the groundwork for everything that followed in my life. I have always been a dreamer—my head in the clouds—constantly imagining new worlds and possibilities.

Early Mischief

It didn’t take long for my mischievous side to show itself. One of my favorite childhood stories happened when I was about eight years old. One day, I decided to invite my entire class to my house for a party. I told everyone that their parents had already been informed and that we had a big celebration planned. Cell phones didn’t exist back then, so the bus driver couldn’t verify my story (it still makes me laugh that he just let that many kids on the bus). To my parents’ surprise, ten kids showed up at our house after school, all excited for a party that didn’t exist. This incident reflects the kind of trouble I would get into as a child—but also my ability to bring people together.



## SCHOOL LIFE AND SOCIALIZATION

School was something I enjoyed—but not for the classes. Most of the time, I would find myself staring out the window, lost in my thoughts, daydreaming. I wasn't engaged in the lessons and was more interested in socializing and spending time with my friends than paying attention in class. It's funny because I've always considered myself an introvert, yet I naturally integrated into different social groups. I guess you'd call it being an ambivert, but judging by the fact that I need time alone to recharge my internal batteries, I would say I definitely lean more towards introversion. When I got home, I could lie on the couch for hours, listening to music, and letting my imagination run wild. My parents might have thought I had autism at times because I was so absorbed in my own world.

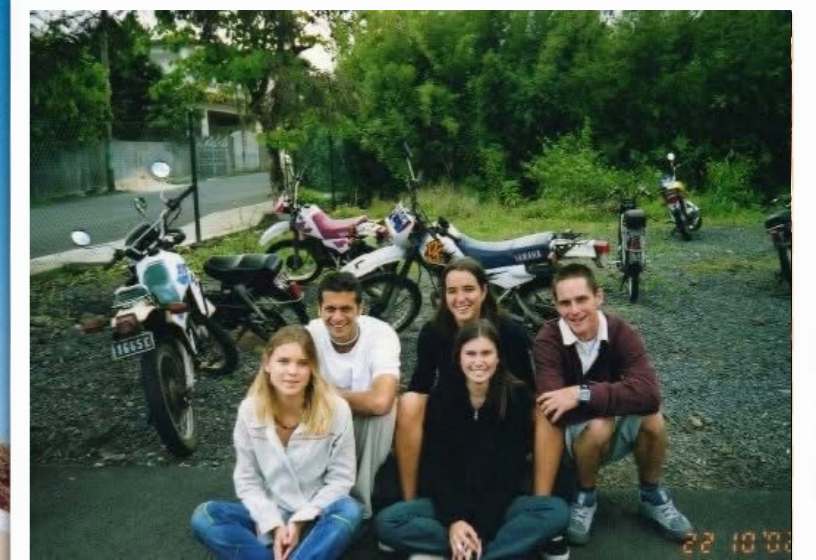
Even as a child, I felt that something greater was waiting for me, something I had to share with the world. I was fascinated by everything happening in the nineties—from music and television to sports and movies. The nineties were a golden era, and I absorbed everything, especially the binary themes of good and evil in manga. I always identified with the outsider characters, the ones who seemed weak at first and progressively unlocked their potential. It was a period of intense creativity, but much of that energy remained locked inside me, waiting for the right moment to be released.

## A Turning Point: From Last to First

It wasn't until my last two years of high school that something changed. I realized that if I didn't take my studies seriously, I would be stuck in Mauritius, unable to pursue my dreams of studying abroad. My parents, despite their best efforts, couldn't afford to send me overseas, and I knew that winning the French Embassy's scholarship of excellence—a prestigious award offered to the best students—was my only ticket out. The goal was huge, but for the first time, I channeled all my energy into one thing. How do you go from being the worst student in the class to the best? Don't ask me how, but I did it.

It was at this time that I began to understand the power of intention. When your mind, body, and soul are fully aligned, focused on a single objective, things beyond simple logic can happen. I started to believe that miracles were possible when you focus like a laser on a single goal. This newfound belief in the power of the present moment, combined with constant hard work, carried me through the many challenges I would face as I began my entrepreneurial journey.

From my early years, I learned the value of imagination and creativity, even if it often expressed itself through mischief. I realized the importance of solid social connections and how to bring people together, even in unexpected ways. My time spent daydreaming taught me to think beyond limitations, and focusing all my energy on a single goal showed me the power of intention and hard work combined. These early lessons laid the foundation for the challenges and successes I would face in the future.



## CHAPTER 2

### University Years and First Steps in Events

Before diving into my professional life, I have to talk about my time at university/business school in France—or, more precisely, my lack of time spent studying. As soon as I arrived at university, I fell back into my old habits. I spent most of my days partying, socializing, and finding any reason to avoid the classroom. The truth is, studies were never for me. I simply couldn't sit in class all day. It's not that I didn't want to learn—in fact, I love learning—but I've always learned best from real-life experiences and from people. If I need to understand something specific, I'll pick up a book and dive into it, but that formal, structured academic environment just wasn't for me.

I began to realize that almost nothing I was learning at university brought me any real value. Furthermore, I had a problem with authority and being told what to do, and being alone in France didn't help with my self-discipline. I preferred to be outside, living experiences. It was then that I had this crazy idea to organize a world-class fashion show in Mauritius—because, why not? In hindsight, it was a pretty insane idea, and I wasn't exactly qualified to pull it off, but I guess that's what made it fun.

The show was called Octopussy (yes, my creativity was definitely still locked up at the time). It was my first real foray into the business world, where I experienced all aspects of an entrepreneurial journey: building a network in an industry I didn't know (fashion), designing a business plan, and convincing two friends to join the project—one with money, the other with political connections. What's even more surprising is that we managed to attract an incredible level of talent: established models with magazine covers, Miss France contestants, and even TV celebrities. It was amazing that we secured this caliber of talent for the show, given our inexperience.

At the time, I had my scholarship income, and I also sold clothes and accessories from Mauritius on eBay with a three hundred percent profit margin, which helped cover basic costs. Through this project, I learned to secure sponsorships, manage suppliers who didn't respect me because of my age, and negotiate with government officials for permits and grants. I also learned to manage the egos of eight models—a challenge in itself. I budgeted poorly, struggled to sell tickets and promote a fashion show, and made a lot of rookie mistakes, but somehow, we succeeded.

For a first project, I consider it a success, given the huge gap between our inexperience and the final result. Even though we only sold forty percent of the available tickets, we had secured a surprising number of sponsors, including five-star hotels, fashion brands, and media outlets. We received a mix of cash and in-kind support, so we didn't lose (much) money. It was a commercial flop but an entrepreneurial success, if I can put it that way.

A year later, I was in my first year of business school. After a vacation back home in Mauritius, I made a decision: I wasn't going back to school. What I had once considered the ultimate goal—getting into one of the best business schools—now seemed like a waste of time, and I had big ambitions. I didn't want to spend precious years doing nothing when I could be doing something significant. The irony, of course, is that after quitting school, I had no idea what I was going to do next. I was completely lost. Sure, I wanted to be an entrepreneur, but in what, and how?

My parents advised me to work for large companies for at least four years before launching a business, so I listened to them. I took a job in the corporate world, and that's where things started to unfold.



## CHAPTER

# 3

## My First Job in the Corporate World

My first job was as a marketing assistant in a shopping mall. Let's just say I had absolutely no idea what I was doing. To be honest, saying I had "zero skills" would be an understatement. I was so clueless that I had to call my mom for advice on how to handle certain tasks. But I was lucky enough to have a supportive team around me, and little by little, I started to get better. I got involved in organizing key events, from VIP launches and tourism to car and fashion shows. I was thrown into the world of event management, and despite the challenges, I discovered I loved it.

That said, something was still missing—mainly money. What I was earning at the time was decent, but it was far from enough for the size of my dreams. So, I started reading personal development books to learn how to get rich, and my first book was "Think and Grow Rich" by Napoleon Hill. I started putting my dreams on paper, which turned into goals. At the time, I didn't need much. For me, having twenty-five thousand dollars in my bank account was the definition of being rich. So, I started making plans on paper and thinking about how to get there.

Since I've always been a partier, I started organizing private events at home with friends. It started small, with about thirty to fifty people, but after two to three events, we were around a hundred people. The funniest part is that these events were completely free. People probably thought I was crazy, and maybe I was. But even though I needed money, I wasn't doing it for that—I was doing it because I loved it. And it was done professionally—the decorations, production, DJs, professional bartenders, and equipment, all without asking anyone to contribute.

I managed to keep costs low because, at that time, I had built a solid network through my job, and I had become pretty good at connecting with people. They were willing to help me. Eventually, however, I decided it was time to level up. In two thousand eight, I organized my first paid event for New Year's Eve. We had a capacity of three hundred people, and we had our first sold-out event. This event was a turning point for me—it's when I realized that I could turn this passion into a real career. This is the moment when everything started to click into place.

From this period, I learned the importance of building a solid network, balancing creativity with professionalism, and finding joy in what I was doing, even if it wasn't for financial gain at first. I also learned the power of setting clear goals and visualizing success—skills that would become crucial as I transitioned from a corporate job to full-time entrepreneurship. Most importantly, I realized that sometimes, pursuing passion over profit can lead you exactly where you need to be.



## CHAPTER 4

### From the Shopping Mall to the Beach Club

After three years of working at the shopping mall, I was terribly bored. I had learned a lot about event planning, but I needed something bigger. In two thousand eleven, I saw an ad in the newspaper: a remote beach club was looking for an Events Manager. The moment I read it, I thought to myself, “This is me!”

I sent a terrible deck instead of a typical resume, with my photo on the cover and a ridiculous slogan. Thinking about it now, I feel a mix of embarrassment and shame, but guess what... I got my first interview.

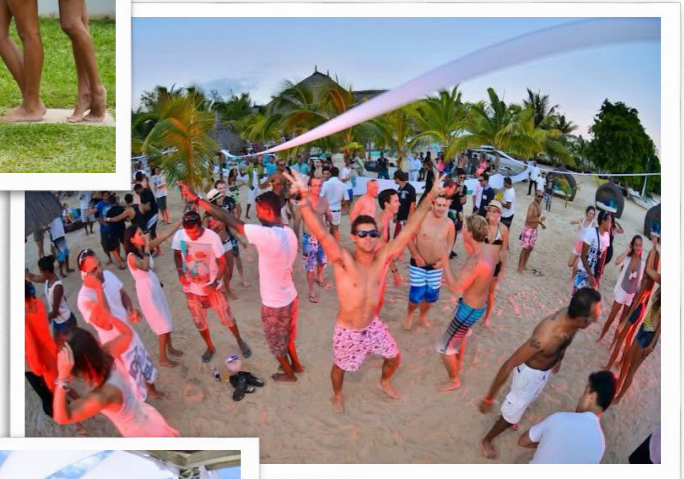
During the first interview, the HR manager was really nice and asked me for my vision for the club. By this stage, I had gained more experience, but I was still pretty junior. However, I think I said all the right things because, at the end of the interview, she told me I had made it to the second round with senior management. I had two weeks to prepare, and I wanted this job desperately. So, I spent every day working on a business plan. I wanted to present a complete plan instead of just being interviewed. In hindsight, it was a smart decision, but at the time, it wasn't even a strategy—it was pure passion and motivation.

When the second interview finally arrived, I presented my business plan instead of waiting for questions. After I finished, I heard the CEO tell the HR manager to cancel all the other candidates because they were hiring me. I couldn't believe it. The CEO told me something that has stuck with me ever since: “I only work with passionate people, and you're going to succeed.” Those words hit me hard. Until then, I hadn't realized that some people worked without passion. It made me recognize that I had an advantage—this energy that makes things happen. What's funny is that the team admitted they had called me for the second interview just for a good laugh because my initial resume was so arrogant. But when they saw the presentation, they were blown away.

This job wasn't easy. The beach club was in the middle of nowhere, and getting people to come was a challenge. But we managed to make it work. Little by little, we put the club on the map, and by the end of the first year, I had built a reputation in the events scene. People started to recognize me—not just my friends, but a wider circle that appreciated the events I organized. My reputation was growing.

After six months, the team promoted me from Events Manager to Club Manager. At twenty-seven, it felt like my first real professional recognition. It was a huge boost, knowing that I was trusted to take on more responsibilities in such a competitive environment.

Even though my salary was good for my age, I still felt like something was missing. I needed to create something of my own. Around that time, I heard that a nightclub in the north of Mauritius was for sale, and that the owner was looking for me. This is how I took my first step into the entrepreneurial world.



## CHAPTER 5

### The Nightclub That Changed Everything

In two thousand twelve, the owner of the nightclub Les Enfants Terribles wanted me to take over, but I didn't have the required capital. Leveraging the reputation I had built at the beach club, I approached my father-in-law, who happens to be a very successful businessman, and told him about my plan. I needed a solution, and fast. So, I proposed that he become a personal guarantor for a bank loan, and in return, he would get fifty percent of the business.

Now, you might think this was an easy decision, but if I hadn't proven myself in my previous job, there's no way he would have vouched for me. To him, I was a good investment—someone with a track record. If money were the key to creating successful entrepreneurs, all rich kids would have succeeded as entrepreneurs—but we all know that's not the case. My father-in-law saw potential in me, but it was my previous work that validated that potential.

Taking over “Les Enfants Terribles” was like entering the toughest school imaginable. The club was located in the north of Mauritius, a lively area but a bit outside the heart of the nightlife scene. People had to drive an extra ten to fifteen minutes to get there, which was a challenge in itself. And when I took over, the nightclub was at its lowest point. But we renamed it PURE at LET, and we made it work. In fact, we turned it into the number one nightclub on the island. We were winning international awards, and everyone was talking about us.

And then something happened. One night, around two a.m., I received a call saying the club was on fire. It was devastating. We soon discovered that it wasn't an accident—it was arson. It was my first experience with someone physically attacking my business. The nightlife industry is not for the faint of heart, and I knew the risks going in. But instead of getting lost in finding who the culprit was, I immediately focused on how we could fix this. I remembered a conversation I had with someone who mentioned that Diageo, the world's largest producer of alcohol, was looking for a partner in the region. Their headquarters were on Reunion Island, just next to Mauritius.

I contacted Diageo, flew to Reunion, and within a week, we had a deal. Diageo agreed to rebuild the nightclub at their own expense. Just like that, we had a brand-new club, a solid partner, and the momentum we had built was not lost. In fact, we came back stronger. I wasn't angry at the people who had tried to destroy us—on the contrary, I laughed. They thought they were destroying us, but they actually gave us the opportunity to relaunch with a fresh, new look and a powerful partner like Diageo to support us.

This is where I truly learned one of the most important lessons of my life: always focus on solutions, not problems. When adversity strikes, find a way to turn it into an opportunity. This became my motto, and it's something I've carried with me ever since.

From then on, I made a promise to become an industry leader who would not just endure challenges, but actively confront them by making safety an absolute priority.



## My First Music Festival

In two thousand fourteen, during my time at the nightclub, I decided to organize a musical event outside the club for a wider audience. This marked my first experience with a “music festival” under the PURE brand. We collaborated with the international media channel Clubbing TV and rented a magnificent castle. It was the first musical event I organized with over a thousand attendees, and the result was impressive: a high-level production with artists and dancers. This level of event quality had rarely been seen on the island. What was initially intended to be a one-off event unexpectedly transformed into the full-fledged PURE festival brand.



## From Nightclubs to Irish Pubs

As my contract at “Les Enfants Terribles” was coming to an end after three successful years, I knew I didn’t want to stay in the nightclub business. Sure, I still loved to party, but it wasn’t sustainable. The reality is, I was partying more than my clients, staying out until seven a.m. on weekends—and sometimes even on weekdays. It was fun for a while, but I didn’t want to be that guy who, at fifty, is standing at the door of his club welcoming people. That wasn’t the life I wanted.

Around that time, I heard that a bar in the center of the island was for sale. It wasn’t exactly a glamorous spot—low turnover, a bit run-down—but it was in a great location and had a decent amount of space. I didn’t have many options, so I took a closer look and realized it had potential. After analyzing a few other projects, this one stood out as the least bad. At this point, however, I still had no money. I had spent everything I had earned from the nightclub on things I didn’t need: a Mercedes coupe, business class flights, expensive restaurants, and parties. I was single and a bit reckless, living in the moment without really thinking about the future.

Despite that, I had built a reputation for turning difficult places around. People knew I could take a venue in a challenging location and make it profitable. So, with the idea of transforming the bar into an Irish pub, I contacted the best company in the world for Irish pub design, based in Ireland. I built a business plan and presented it to a friend of Irish descent. He loved the idea and agreed to invest, bringing another investor with him. Within two weeks, I had secured four hundred fifty thousand dollars, which was more than enough to build a first-class Irish pub in two thousand fifteen.

In December two thousand fifteen, just three months after submitting the business plan, the island’s first Irish pub, “The Irish,” was fully built, and we launched it quickly. It was a dream come true. Unlike the nightclub, the pub generated revenue seven days a week, operating as a restaurant during the day and becoming livelier on the weekends. It was exactly what I needed—a business that worked for me, not the other way around.

The pub was a huge success. Today, the pub is in its tenth year, attracting around ten thousand customers every month. It has become the most successful and profitable pub in Mauritius, by far.

However, the biggest lesson I learned during these first two years of managing the pub is that being a good entrepreneur doesn’t necessarily mean being a good manager. In fact, I was not a very good manager. It became clear to me that managing people and running a business require very different skills. So, when I left my position as general manager in two thousand eighteen and entrusted it to other managers, the pub became much more efficient. I realized that my strengths lay in creating businesses, launching concepts, making them popular, and boosting sales—but the day-to-day management was not for me.

And, of course, as you probably know by now, I wasn’t content with just one project. Even though the pub was booming, I felt the urge to do something new. This is what led me to the world of music festivals.

## The Birth of the PURE Music Festival

As often happens in my life, PURE started with an informal conversation with a friend. I heard that the Sofitel in Mauritius was looking to organize events to enhance its reputation in the local market. This piqued my interest, and I immediately scheduled a meeting with the general manager. We connected right away, and I managed to secure a one-year contract. The next step was to bring PURE to life.

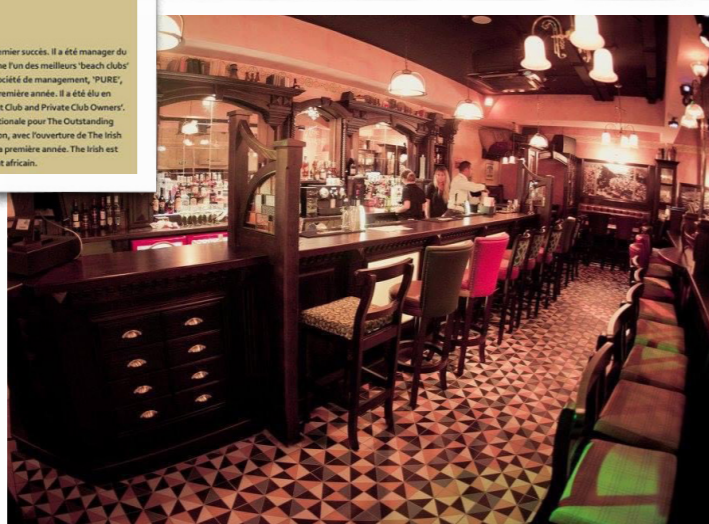
PURE was a brand I had already created during my nightclub days. It seemed consistent to keep the name, so I rebranded all my social media accounts to PURE at Sofitel and started organizing my first event.

This first event was intimate—about three hundred people, mostly friends who had supported me throughout my projects. It was also one of the first times anyone had organized an electronic music event in a five-star hotel. Things evolved quickly from there. What started as a small, exclusive gathering quickly went viral and became a phenomenon. We had a good problem on our hands—too many people were coming. The crowd exceeded what Sofitel could handle, and eventually, the hotel had to stop the project because we were simply attracting too many clients.

But that was just the beginning. After Sofitel, PURE moved to other hotels, each time drawing even larger crowds. Of course, with growth came challenges. Along the way, I made some enemies. Some people tried to sabotage my events, by sending the police or making false accusations to get them canceled. But this is where I learned one of my most important lessons: a solid network can save you from bad intentions. I never use my network to harm anyone, but I will always defend myself when necessary. It became a battle of influence, and in the end, the opposition failed.

At this point, I knew I had built something special. People weren't just coming to attend events—they were following my concepts, wherever they were held. I was no longer just organizing parties; I was building a community. Since two thousand sixteen, PURE has become the leading electronic music festival in Mauritius, and we have expanded the concept to Reunion Island and the United Arab Emirates. We've sold out entire resorts, attracting over five thousand people with over a million dollars in revenue.

Organizing a festival makes you a true entrepreneur in the sense that creating one is like creating a new company. Even if the processes can be the same, the stress and challenges always vary—you have the same number of problems, but with experience, you just get better at finding solutions faster. What makes a festival successful is proper planning: getting the perfect venue, booking the right artists, securing sponsors, establishing the budget and P&L, defining your USPs (unique selling points), arranging permits, building a growing community, working with a good production team, and communicating well in advance. It's a long (and risky) process if you're new, but once you've matured in the industry, you can organize everything in a short amount of time. Even in new markets like the UAE or Reunion Island, it only took me two months to organize events for thousands of people. With the right approach, it can happen very quickly. Today, I don't even need to be physically present at the festivals because we have a solid team in place that manages everything. I simply provide input on the strategy and the artists we book, while handling high-level negotiations for venues and sponsors.



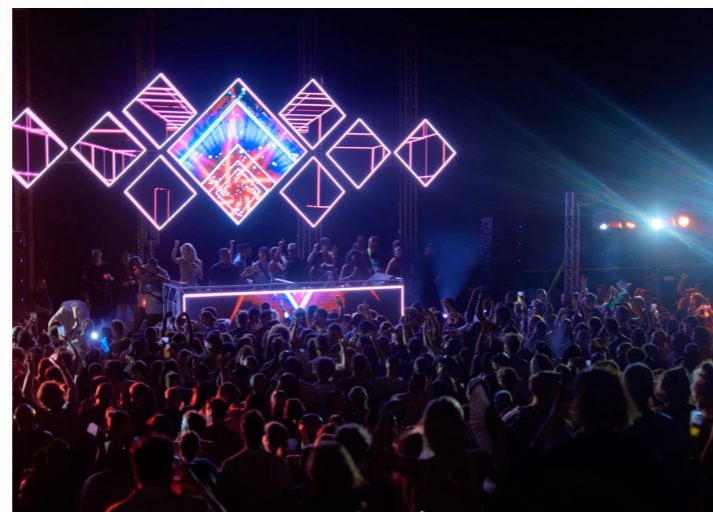
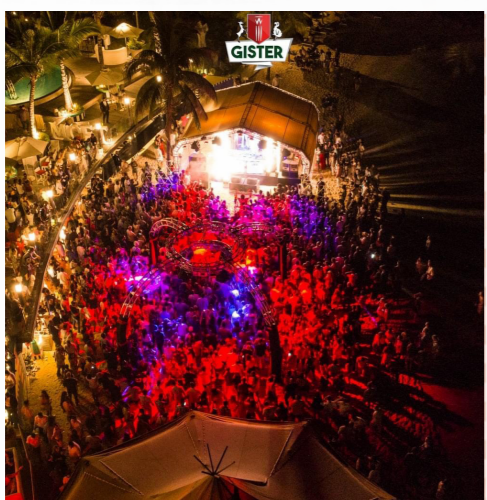
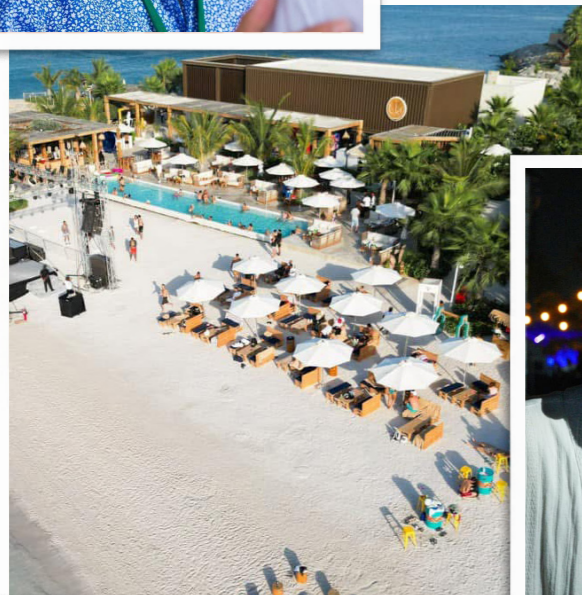
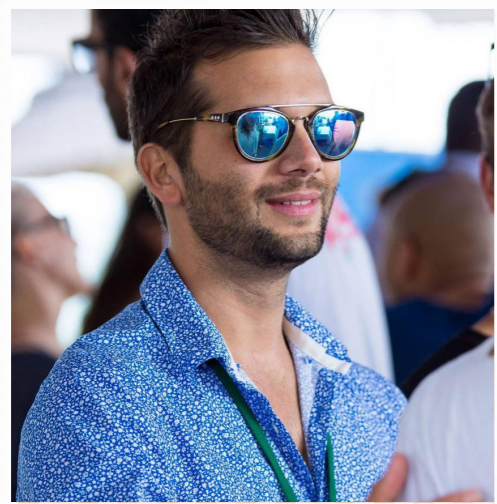
Being a festival organizer makes you a true entrepreneur. Each event is like creating a new business. The processes may be the same, but the stress and challenges always vary. The impact of festivals is powerful: they leave a strong impression, demonstrating our ability to bring together thousands of people. The brand has become our flagship and our calling card for other projects.

## CHAPTER

# 9

## My One-Man Show

I had the opportunity to organize a one-man show with the famous comedian Bun Hay Mean, now deceased (rest in peace). I had always wanted to try this format, and I can tell you—it's a tough business. Even with two thousand attendees, we barely made any money. The reason is simple: there are only two main sources of revenue—tickets and sponsors. There's no revenue from alcohol or food sales, and the costs to book comedians are high. Their fees are based on the venue's maximum capacity, and you also have to cover their business class tickets, hotel, transportation, leisure, and their accompanying team. On top of that, the venue rental is expensive. It was a valuable learning experience, but not a good return on investment (ROI). If you make a ten percent profit, you're lucky. Given the high investment and the risks involved, it's not worth it. An event should generate at least forty percent profit, and when you truly master the art, it can go up to seventy percent or more.



## CHAPTER 10

### The Fast-Food Debacle – A Lesson in Overconfidence

From two thousand fifteen to two thousand eighteen, everything seemed to be going perfectly. My businesses were thriving, and I felt like I couldn't make a wrong move. Then came a call that seemed like another great opportunity. Someone was opening a new shopping mall and wanted The Irish pub to be a part of it. After visiting the location, I quickly realized that The Irish was not suitable for that space. But while I was there, I noticed two smaller spaces in the food court that sparked an idea. Instead of focusing on one pub, why not try something different? So I decided to open two small fast-food restaurants—one American and one Chi-

I wasn't expecting much, just testing the waters, but these restaurants turned out to be incredibly easy to manage. The revenue and profits were decent, and it seemed like a solid business model. After only four months of repaying my initial investment, I started to think bigger. I had proof of concept, a good reputation, a solid network, and a growing media presence. Interviews and articles in the press were common, and my social media following was growing rapidly. With all of that in place, I believed I had all the necessary tools to expand.

I raised just over one million, two hundred fifty thousand USD and signed contracts with most of the major shopping malls in Mauritius. We were going to open nineteen restaurants. Why wait? Let's go big, right? That was the plan. But in hindsight, it was the biggest mistake of my professional life.

Managing nineteen restaurants was a completely different challenge than managing two. My staff grew from twelve to over one hundred seventy people, and the logistics became a nightmare. Then, in March two thousand twenty, COVID-19 hit. It was a disaster. Suddenly, all my businesses were losing money. With everything closed, there was no cash flow, and I was just burning through all the money we had raised, hoping that operations would resume soon. But "soon" never came. The pandemic lasted for nearly two years, and by the time things started to reopen, it was too late. The company was drowning in debt, and the new brands I had launched were not resilient enough to survive.

It was my first major failure as an entrepreneur, and it hit hard. It was a real slap in the face. I had been overconfident, thinking that because I had been successful in the past, this expansion would be just as easy. But the reality was different. Managing nineteen restaurants was a much bigger challenge than I had anticipated, and I was not prepared for a global crisis like COVID.

The lesson I learned from this experience was simple: "Success is only rented, and the rent is due every day." From that moment on, I completely changed my strategy. No more asset-heavy, staff-dependent businesses for me. I was going to focus on asset-light, flexible, and resilient models—businesses that could withstand anything, even another pandemic.

One thing I made sure to do was to take full responsibility for my investors. Even though no one could have predicted COVID, I felt it was my duty to protect their investment. So, I transferred their shares from the fast-food holding company to my main holding company, ensuring they didn't lose money, and giving up seventeen percent of my shares for a valuation of my holding at seven point three five million USD in two thousand twenty-one, which was extraordinary given that we were almost bankrupt. A captain always takes responsibility for the ship, even when the storm is beyond his control. I managed to buy back five percent of these shares later in two thousand twenty-three.

No more fast food for me, thank you very much. From that point on, I focused on ways to generate revenue with minimal risk. The lesson was learned, and it was time to move on to the next chapter.



## CHAPTER 11

### A New Start in Dubai

November two thousand twenty-one was a turning point in my life. At my lowest point as an entrepreneur, with my events business in Mauritius completely shut down due to the pandemic and no income coming in, my wife announced news that changed my life: she was pregnant. At that moment, everything shifted. We were facing a future with no clear path in Mauritius, so I had to pivot. We decided that the only option was to leave the country and start over from scratch elsewhere. After weighing our options, Dubai emerged as the perfect place—close to Mauritius, with plenty of opportunities. My turbo mode was engaged.

In January two thousand twenty-two, just three months after making the decision, we landed in Dubai. It was an exciting but uncertain time. My reputation, which counted for a lot in Mauritius, meant absolutely nothing in a city like Dubai. I had no network and was starting from zero, but a part of me trusted the universe and knew that things would work out.

Before arriving, I did my homework. I sent out countless emails and contacted as many people as possible. During my first two weeks in Dubai, I was meeting three to four people every day, hustling for any opportunity that came my way. That's when Nikki Beach came into the picture. They were looking to organize a special event, something they hadn't done in years, and I was there at the right time. At the time, it was the most prestigious beach club in Dubai, and I'm still amazed they gave me a chance.

I met with the new management, and we clicked right away. They loved the PURE concept—it was fresh, different, and exactly what they were looking for. Moreover, my entrepreneurial background gave them confidence in my ability to deliver something significant. And significant it was—our first event in Dubai attracted over two thousand people on a Sunday, setting an attendance record for Nikki Beach Dubai.

This event changed everything. Suddenly, my reputation was established, and doors started to open. From that moment on, I had no trouble finding partners. We quickly secured iconic venues like Sofitel Dubai Palm and Caesars Palace, and in the first year, we were self-sufficient, meaning profitable, in Dubai. It was a whirlwind, but starting from scratch in a new country gave me the excitement and motivation I needed to make things work.

At the same time, businesses were starting to reopen in Mauritius, and I was already planning the next chapter—opening a beach club there. Dubai had given me the fresh reset I needed, and now I was ready to bring that energy anywhere.



## CHAPTER 12

### Awanam Beach Club

After experiencing the opportunities in the UAE and working in a much larger market with international exposure, the idea of returning to Mauritius was definitely out of the question. The scale, the connections, and the endless possibilities in the UAE made Mauritius seem insignificant in comparison. However, I still had my event businesses, and whenever an interesting opportunity arose, I was ready to seize it.

A hotel in Tamarin, on the west coast of the island, located right in front of a surf spot, approached me to collaborate on a new concept. They wanted to attract the local crowd to their main restaurant and generate more revenue. At the same time, my main beverage partner was about to launch a new beer, and I suggested linking the concept's name to the beer. The hotel wasn't too keen on the idea, so we created an anagram of the beer's name, and that's how AWANAM Beach Club was born.

I had never worked in the western region before, and that made the challenge even more exciting. Despite not planning to be there physically, I had enough experience to manage the entire operation remotely. From day one, the concept was a huge success—for me, the hotel, and the beer company. In one year, the AWANAM brand was well-known all over the island. With a strong focus on live music, we hosted the best local celebrities and emerging artists every week, creating a unique community that flocked to the events by the hundreds.

Of course, as you've probably noticed by now, all good things don't last forever. In late December two thousand twenty-three, one of the neighbors, unhappy with the large crowds, managed to shut down the concept. By this stage, I had learned enough in my entrepreneurial journey to be immune to setbacks like this. Naturally, I was sad to see the end of such a vibrant community we had built, but I knew that AWANAM would remain a legendary concept that had never been done before in that region.

After seventy-five incredible weeks, we closed AWANAM Beach Club. It was a project that left its mark, and for me, it will always be defined as a place that united the west coast community in a way that no other concept had done before.



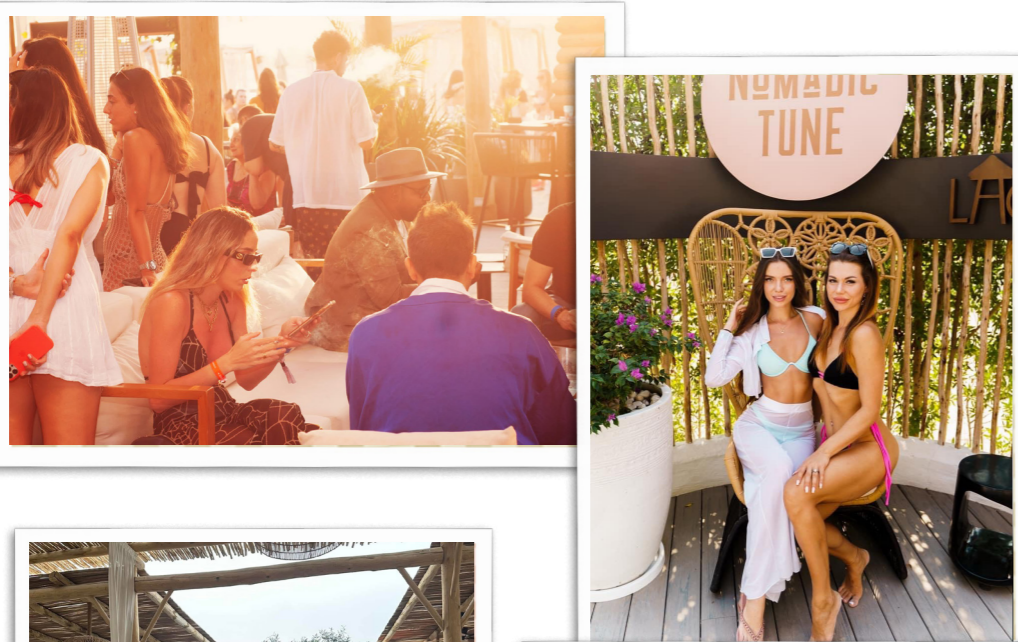
## CHAPTER 13

### The Sofitel Connection – Nomadic Tune

After the success of the event at Nikki Beach, one of the general managers of Sofitel Dubai Palm approached me with an opportunity: they were opening a brand-new beach club and were looking for a partner. The emotional connection with the Sofitel brand was strong—I had started my journey with Sofitel in Mauritius, so when the general manager proposed that I create a concept for their property in Dubai, I accepted without hesitation.

This is how Nomadic Tune was born. I worked on the idea of a boho-chic concept, and it quickly became one of the most popular Sunday events in Dubai.

The venue is spectacular—a beach club facing the ocean, with Atlantis The Royal right next door. Having this location in my portfolio is a huge plus. Even more impressive is the fact that the revenue from one day in Dubai for Nomadic Tune is equivalent to three days of business for AWANAM in Mauritius. However, the early days were not easy. It was tough to get people to come, and the first few months were a real struggle. But once the event gained momentum, we started to attract a great crowd.



## CHAPTER 14

### Caesars Palace – Every Event Organizer’s Dream

The name Caesars Palace evokes the kind of dream you only see in movies. It’s the type of venue that, as an event organizer, you always imagine working with one day. Through a friend, I was introduced to their management team, and I immediately clicked with their director of entertainment. Another example of how personal interactions can be crucial for securing deals. They were looking for a fresh concept for their new beach club, Venus, and after a few discussions, they gave me the green light to create something special.

The terms they offered were incredible—a generous financial deal, a lot of leeway, and total creative freedom—but with one constraint: they didn’t want more than two hundred people per week. This was a much smaller capacity than what I was used to, but it suited the vibe we were trying to create—a high-end, exclusive pool party with a refined, luxury crowd.

By this stage, I was more comfortable in Dubai, and the concept took off immediately. For two seasons, we organized a luxury pool party—a stylish event that attracted the right kind of people. The Caesars team asked me to bring in specific international artists, which I did, and I earned their respect by delivering exactly what I had promised. In a city where many people talk a big game but don’t deliver, I made sure to do the opposite.

Eventually, Caesars Palace closed its operations in Dubai, and with that, the Venus concept came to an end. But that’s just part of the events industry—it’s a risky business, and things change quickly.

After that, I decided not to take on new contracts for signature events in Dubai. Instead, I focused on finding a scalable solution that would allow me to work with the hotel industry on a much larger level. And that’s when I realized: the answer lies in technology.

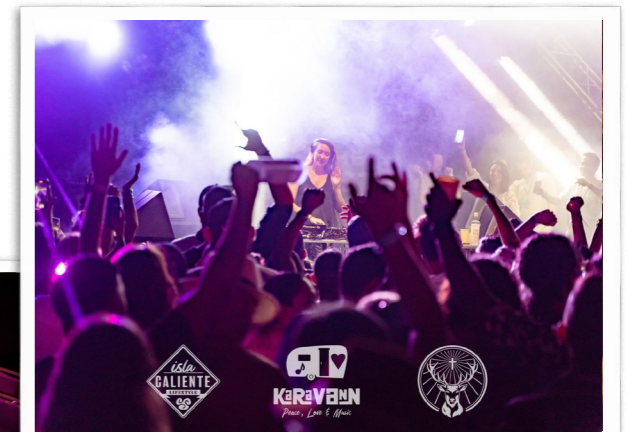
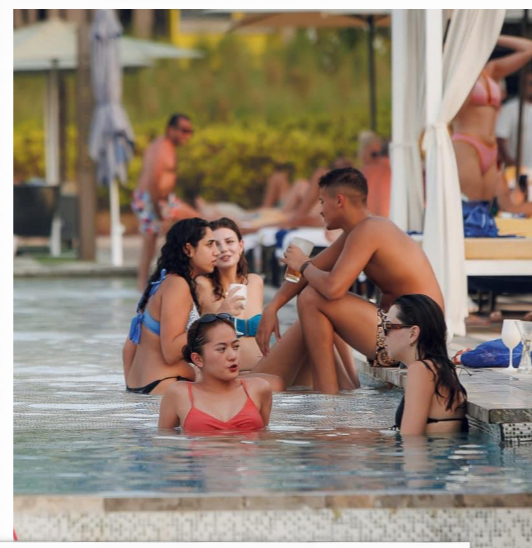
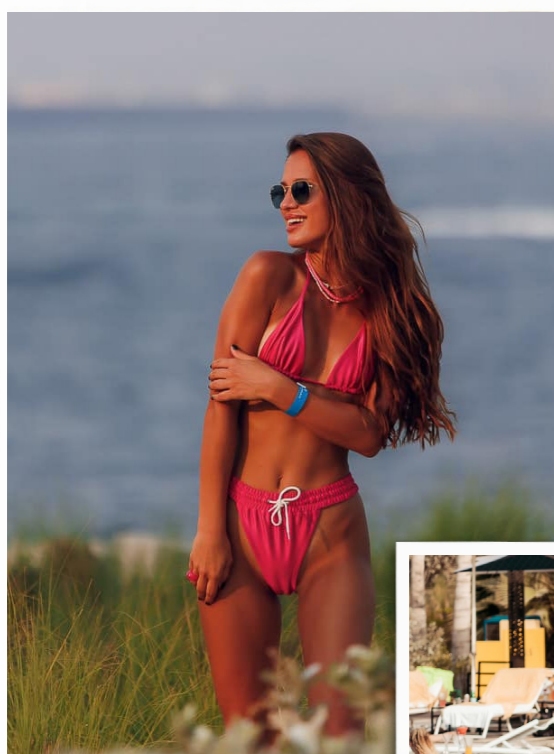
## Expanding the Festival Portfolio with Karavann

As a premium festival, PURE is designed to be a unique event in different territories. There have been times when we organized it twice a year, but I didn't like that approach. That's why I decided to introduce a second, more mainstream festival, with live concerts, DJs, and camping tents. The goal was to attract a different crowd from PURE, and it worked. In fact, sixty percent of our audience for this new festival is entirely new.

We started by launching Karavann on Reunion Island. I deliberately chose the more difficult path, focusing on a territory where we were not fully established, to prove the concept and validate the market. After successfully establishing the festival there, we expanded it to Mauritius in two thousand twenty-three, where it attracted an even larger crowd.

Despite being a new festival, Karavann has already positioned itself as one of the main boutique festivals in the region, and it is now the third-largest electronic music festival in Mauritius. With top-tier artists and its unique vibe, Karavann is progressively becoming a name that is hard to ignore in the events scene.

What's even more surprising is that I had never personally attended the festival before its third edition. This proves how scalable our festival business model has become and how my team can manage the entire operation without me being physically present.



## Looking to the Future



My latest project to date is a B2B SaaS application, based on AI, that connects artists to the hospitality industry. This project represents the culmination of all my years of work and experience in the events industry. I have gathered complementary profiles around me to bring it to life, including my first professional collaboration with my wife. You will soon hear about STHO, wherever you are in the world.

The image is a screenshot of a LinkedIn post from the account 'Smashi Business'. The post features a graphic with the UAE flag, the Smashi logo, and three circles containing '\$500K FUNDING', 'STHO', and '\$2M VALUATION'. Below the graphic are photos of three people and a text box summarizing the funding news.

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