

**BATTLE FOR DELHI**  
CAN MODI DISLODGE KEJRIWAL?

**WAYANAD LANDSLIDE**  
ONE MAN'S HEARTBREAK, AND HOPE

JOURNALISM WITH A HUMAN TOUCH

www.theweek.in

TheWeekMag

TheWeekLive

₹ 80

SUBSCRIBER COPY NOT FOR SALE

# THE WEEK

JANUARY 19, 2025

**INDIA DOWN UNDER**  
THAT SINKING FEELING,  
WHEN BIG GUNS MISFIRE

**TEMPTING THAI**  
CHEF GARIMA ARORA  
WOOS DELHI

## SABYASACHI AND THE IDEA OF INDIA

Is the country's  
biggest designer also its biggest  
cultural ambassador?



9 770975 227702

**THE WEEK**  
JOURNALISM WITH A HUMAN TOUCH

# contents

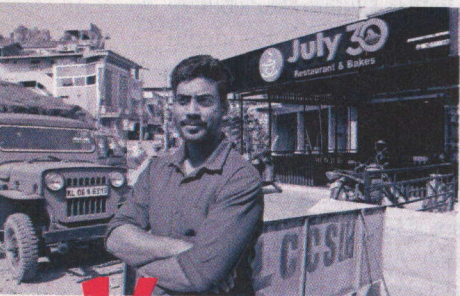
VOL. 43 | NO. 3 | THE WEEK | JANUARY 19 | 2025 | FOR THE WEEK JANUARY 13 - JANUARY 19

## MASTER OF LUXURY

Twenty-five years on—and with a ₹500-crore turnover—SABYASACHI MUKHERJEE has established India's biggest luxury brand. Now, in the next 25 years, he aims to make it a global powerhouse. And why not!

“PEOPLE BUY FROM US BECAUSE THEY ADMIRE OUR VALUES. YOU CAN HAVE THE GREATEST PRODUCT, BUT IF YOU DON'T HAVE THE GREATEST POLICIES YOU ARE ONLY SELLING A COMMODITY, YOU ARE NOT SELLING LUXURY.”

COVER STORY  
**50**



SANJOY GHOSH

**14**

### CURRENT EVENTS

A poignant tale of heartbreak and resilience from Wayanad in Kerala: Months after losing 11 members of his family in the landslide, Kalathingal Noufal opened a bakery-restaurant in their memory

**“My firm belief is that my family is happy and is watching me from heaven. They are in a better place.”**

DELHI  
**28**

With elections announced, the biggest challenge for the AAP comes from a resurgent BJP



PTI



### MAHARASHTRA

**32**

The cruel murder of a sarpanch in Beed has revealed a complex web of political rivalries, caste tensions, and police complicity



AMEY MANSABDAR



LEISURE

FOOD  
**65**

KRITAJNA NAIK



**Michelin star-winning chef Garima Arora, who recently opened her first restaurant in India, on all things food and family**

**COLUMNS**

- 10 POWERDRIVE**  
R. Prasannan
- 35 MANI-FESTO**  
Mani Shankar Aiyar
- 49 DETOUR**  
Shobhaa De
- 62 OTHERWISE CRACKED**  
K.C. Verma
- 70 CHIC MAGNET**  
Namrata Zakaria
- 74 LAST WORD**  
Suresh Narayanan



**CRICKET**

**44**

That Indian cricket is in a state of transition is undoubted. How, and at what speed this takes place remains to be seen

COVER PHOTO **AMEY MANSABDAR**  
COVER DESIGN **BINESH SREEDHARAN**

Printed at Manorama Building, K.K. Road, Kottayam - 686 001, Kerala, and M P Printers, Noida, and published from Manorama Building, K.K. Road, Kottayam - 686 001, Kerala, by **Jacob Mathew**, on behalf of the Malayala Manorama Company Private Ltd., Manorama Building, K.K. Road, Kottayam - 686 001, Kerala.

Editor **Philip Mathew**, Manorama Buildings, Panampilly Nagar, Kochi - 682 036, Kerala. Place of Publication: Manorama Buildings, Panampilly Nagar, Kochi - 682036, Kerala.

• Focus/Infocus features are paid marketing/PR initiatives



Instead of building on the enlightened initiative, Dr Manmohan Singh's successor has shown how unenlightened he is by failing for over a decade to summon the wisdom and the courage to engage with Pakistan.