
MEGHA SARAFF

Kolkata, West Bengal, India
+91 9204955124
megha@groupvedant.com
linkedin.com/in/meghasaraff

PROFILE

Founder of Daali, shaping a new approach to green living by combining sustainability, entrepreneurship and marketing, backed by an MSc in Business with Marketing from the University of Warwick, UK.



COMMUNITY & LEADERSHIP

EKAL FTS Yuva Member | Plantation Partner through Daali

Supporting rural livelihoods and environmental impact through the distribution and plantation of 1,000+ mango saplings across Ekal Vidyalaya villages in West Bengal

Institutions and NGO partnerships

Partnered with leading educational institutions across Kolkata for plant gifting and supported local NGOs through greening and community initiatives

INTERESTS

Kathak – 6-year Diploma | Pickleball & Pilates | Playing Guitar | Travel & Culinary Exploration | Community Building & Networking | Experiential Design & Green Living | Matcha Enthusiast

EXECUTIVE EDUCATION

Indian Institute of Management, Ahmedabad
Leadership Excellence Programme - Tata Motors
July 2026

NMIMS, Mumbai
Leadership Excellence Programme - F A D A GenX
Aug 2025

WORK EXPERIENCE

Founder & Director

Daali — A Unit of Vedant Farm Foods Private Limited

Jan 2025 to Present

A green lifestyle brand offering live indoor and outdoor plants, planters, gifting, landscaping and curated green experiences across B2C and B2B segments

Launched East India's first dedicated live-plant retail store at Acropolis Mall and secured a strategic partnership with Spencer's Retail, expanding Daali to 7 shop-in-shop outlets across Kolkata

Conceptualized and executed large-scale sustainability activations including Van Mahotsav 2026, distributing 15,000+ plants and creating landmark living installations recognized by T2 – The Telegraph.

Executed multiple landscaping projects across residential spaces and corporate offices and currently leading the execution of Daali's first township-scale landscaping project.

Leading the next phase of retail expansion with 3 new experiential Daali stores in the pipeline

www.daali.in | [instagram.com/daali.green/](https://www.instagram.com/daali.green/)

Business Operations Intern

Vedant Services Private Limited

Jan 2024

Led the WC3Q Warehouse Improvement Project

EDUCATION

University of Warwick

Coventry, United Kingdom

MSc Business with Marketing — First Class Honours

BSc Business Management — First Class Honours

2020-2024

The Heritage School

Kolkata, West Bengal, India

International Baccalaureate Diploma Programme

2018-2020

Good Shepherd International School

Ooty, Tamil Nadu, India

IGCSE Board

2015-2018