

# DEBANJALI KAMSTRA

Mrs. Earth 2023 / Mrs. World UAE 2021

Entrepreneur of

- Veloche Interior and Exhibition
- Ventura



# BEING ONE OF THE YOUNG ENTREPRENEURS IS NOT ONLY AN ACHIEVEMENT BUT AN INSPIRATION TO ALL .....



**Debanjali Kamstra**, the founder of Veloche Contracting LLC and Ventura LLC, is a prominent and visionary entrepreneur in the UAE. Her organizations have become key drivers of employment, with a workforce of over 100 individuals, and have opened doors to countless others by offering opportunities for sustenance, education, and growth, not only in the UAE but also in various underserved rural regions.

THE VISION IS TO BUILD  
SUSTAINABILITY A LIFESTYLE

A TRUE  
CHAMPION  
Winner of **Mrs.  
Earth**  
2023

In the world of pageantry, there are individuals whose elegance, intelligence, and commitment to the environment set them apart as true champions. Among these remarkable individuals stands **Debanjali Kamstra**, the name that is rising to the horizon of making a positive impact on the world.

**Debanjali Kamstra** won Mrs. EARTH UAE on July 12th 2023 and set her journey for the global competition Mrs. Earth 2023 to Manila and surprised everyone with the Crown winner representing UAE and Became MRS. EARTH 2023.





Through various rounds of competition, **Debanjali Kamstra** showcased her brilliance, charisma, and deep understanding of environmental challenges. Her genuine concern for Mother Earth and her commitment to making secured her place as an ambassador for sustainable living in the UAE.



Her vision is to spread awareness for a sustainability lifestyle and sustainable projects in UAE as well as globally. She will be a woman who will promote sustainability in every aspect of her journey and life.





## DUBAI-BASED DEBANJALI KAMSTRA CROWNED MRS EARTH 2023

<https://www.khaleejtimes.com/entertainment/watch-uae-candidate-debanjali-kamstra-crowned-mrs-earth-2023>



## DUBAI-BASED DEBANJALI KAMSTRA CROWNED MRS EARTH 2023

<https://www.arabnews.com/node/2342361/lifestyle>



## DEBANJALI KAMSTRA MAKES HISTORY AS THE FIRST UAE WOMAN TO CLINCH THE MRS EARTH 2023 CROWN

<https://www.bolnews.com/entertainment/2023/07/debanjali-kamstra-makes-history-as-the-first-uae-woman-to-clinch-the-mrs-earth-2023-crown/>



## DUBAI RESIDENT DEBANJALI KAMSTRA CROWNED MRS EARTH 2023

<https://www.thenationalnews.com/lifestyle/fashion-beauty/2023/07/22/dubai-resident-debanjali-kamstra-crowned-mrs-earth-2023/>



[dailypakistan.com.pk](http://dailypakistan.com.pk) | [en.dailypakistan.com.pk](http://en.dailypakistan.com.pk)

## DEBANJALI KAMSTRA BECOMES FIRST UAE WOMAN TO WIN MRS EARTH 2023 TITLE

<https://en.dailypakistan.com.pk/23-Jul-2023/debanjali-kamstra-becomes-first-uae-woman-to-win-mrs-earth-2023-title>



## DUBAI-BASED DEBANJALI KAMSTRA CROWNED MRS EARTH 2023

<https://www.uaemoments.com/dubaibased-debanjali-kamstra-crowned-mrs-earth-2023-596976.html>



## UAE CANDIDATE DEBANJALI KAMSTRA CROWNED MRS EARTH 2023

<https://www.zawya.com/en/life/entertainment/uae-candidate-debanjali-kamstra-crowned-mrs-earth-2023-utm9oiah>



## WATCH: UAE CANDIDATE DEBANJALI KAMSTRA CROWNED MRS EARTH 2023

<https://www.newsly.ae/2023/07/21/watch-uae-candidate-debanjali-kamstra-crowned-mrs-earth-2023/>



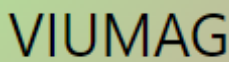
## DUBAI RESIDENT DEBANJALI KAMSTRA CROWNED MRS EARTH 2023

<https://www.klyoum.com/uae-news/english/en/amp/81-Dubai-resident-Debanjali-Kamstra-crowned-Mrs-Earth-2023>



## DEBANJALI KAMSTRA BECOMES FIRST UAE WOMAN TO WIN MRS EARTH 2023 TITLE

<https://aitadal.com.pk/eng/?p=49793>



## DUBAI-BASED DEBANJALI KAMSTRA WAS CROWNED MRS EARTH 2023

<https://viomag.com/2023/07/23/debanjali-kamstra-yang-berpangkalan-di-dubai-dimahkotakan-mrs-earth-2023/>



# Mrs. World UAE

*A Shining Star  
in the World of  
Beauty Pageants*

In 2021, **Debanjali Kamstrawon** the title of Mrs. World UAE at the prestigious global competition Mrs. World held in the dazzling city of Las Vegas representing UAE. She emerged as the 2nd runner up being the top 3 between 45 other countries.

She remains an advocate for Autism and the inclusivity of Autistic children in the common world on this platform, and her dedication to this advocacy continues even today.





**Mrs. World UAE, 2021**

Awarded for Best Exotic National Costume

**Mrs. Earth, 2023**

Awarded for Best Overall National Costume

The Golden Falcon represents the UAE's national bird and the color gold represents the luxury and royalty of Emirates. The expanded wings represent the expansion of the nation in the past and the plan for the future.

**Khaleej Times**

**MRS WORLD 2022: UAE'S DEBANJALI STUNS IN FALCON-INSPIRED OUTFIT; REACHES TOP 3**

<https://www.khaleejtimes.com/entertainment/mrs-world-2022-uaes-debanjali-kamstra-stuns-in-falcon-inspired-outfit-reaches-top-3>

**Khaleej Times**

**MRS WORLD UAE STYLED BY FILIPINO DESIGNER SET TO DAZZLE LAS VEGAS**

<https://www.khaleejtimes.com/local-events/first-mrs-world-uae-set-to-dazzle-las-vegas>

**Khaleej Times**

**UAE'S MRS WORLD WIN IS A NOD TO WOMAN POWER AND INCLUSIVENESS**

<https://www.khaleejtimes.com/editorial/uaes-mrs-world-win-is-a-nod-to-woman-power-and-inclusiveness>



**DEBANJALI KAMSTRA FROM UAE SECURED THE TITLE OF SECURED RUNNER-UP IN THE MRS WORLD BEAUTY PAGEANT**

<https://www.gulfbuzz.com/debanjali-kamstra-from-uae-secured-the-title-of-secured-runner-up-in-the-mrs-world-beauty-pageant/>

**ARAB NEWS**

**TWO MIDEAST REPRESENTATIVES RUNNERS-UP AT MRS WORLD COMPETITION**

[https://www.arabnews.com/node/2005436/page\\_view\\_event/aggregate](https://www.arabnews.com/node/2005436/page_view_event/aggregate)

**INLIFESTYLE**

**DEBANJALI KAMSTRA HOPES TO BRING MRS WORLD TO THE UAE: 'IT WAS A LIFE-CHANGING EXPERIENCE'**

<https://www.thenationalnews.com/lifestyle/fashion/2022/01/17/debanjali-kamstra-hopes-to-bring-mrs-world-to-the-uae-it-was-a-life-changing-experience/>



# *Family Life*

*A Beautiful  
Journey of Marriage  
and Motherhood*

**Debanjali Kamstra's** life has been a beautiful journey of love, commitment, and motherhood. Born with a zest for life, **Debanjali Kamstra** embarked on the path of marriage in 2013 when she tied the knot with her soulmate, Christiaan Kamstra. Little did they know that their union would be blessed with two adorable angels who would become the center of their universe.

In 2015, their lives were forever changed with the arrival of their first bundle of joy, Victoria. The moment **Debanjali Kamstra** held Victoria Kamstra in her arms for the first time, an overwhelming sense of love and responsibility washed over her. From that day on, she

embraced motherhood with open arms, cherishing every precious moment with her little one.

In 2016 **Debanjali Kamstra** was blessed with a new princess Tiffany Kamstra making the Kamstra family complete.



# A JOURNEY OF ENTREPRENEURSHIP AND ADVOCACY

## EARLY CAREER AND AMBITIONS

**Debanjali Kamstra's** journey in the professional world began in 2008 when she embarked on an exciting career as a member of the Emirates Cabin Crew. Her time with Emirates allowed her to explore the world, interact with diverse cultures, and develop a passion for excellence in customer service.



## VENTURING INTO ENTREPRENEURSHIP

Armed with an architecture background and a vision to create something extraordinary, **Debanjali Kamstra** took a leap of faith in 2012 and founded Veloche Interior and Exhibition in the United Arab Emirates. At just 26 years old, she became one of the youngest female entrepreneur in the UAE. Veloche Interior and Exhibition quickly gained recognition for its innovative designs and impeccable execution, earning **Debanjali Kamstra** a reputation as a dynamic and talented businesswoman. expanding to the UK and making the organization global.

## EXPANDING HORIZONS

Never one to rest on her laurels, **Debanjali Kamstra**'s entrepreneurial spirit led her to another venture in 2019. She founded Ventura, a furniture business that aimed to redefine elegance and comfort in corporate furnishing interiors. With her keen eye for detail and a deep understanding of design aesthetics, Ventura quickly found its place among the leading furniture brands in the UAE.



## ADVOCACY AND PHILANTHROPY

Apart from her achievements in the business world, **Debanjali Kamstra** is a passionate advocate for causes close to her heart. She has been actively involved in advocating for the rights and well-being of children with autism. Her efforts aim to create awareness, foster understanding, and support these children and their families in their journey towards a better quality of life.

Additionally, **Debanjali Kamstra** is a strong proponent of financial independence for people of determination (POD), a term used in the UAE to refer to individuals with disabilities. By promoting opportunities for POD individuals to become financially independent, she envisions a society that is inclusive and empowering for all.

# News & Magazine

## SPOTLIGHT

HOME / LIFESTYLE / UAE

### 'Financial independence is the best form of empowerment', says Mrs UAE World Debanjali Kamstra

She talks about why being a multi-hyphenate and a woman are not mutually exclusive and how pageants endorse that

Listen



Debanjali Kamstra with husband Christaan Kamstra and kids Tiffany and Victoria Kamstra

by **Somya Mehta** Published: Thu 27 Jun 2022, 11:39 PM  
Last updated: Fri 28 Jun 2022, 4:22 PM

The roots of the Mrs World title can be traced back to 1984 when it became the first

<https://www.khaleejtimes.com/uae/financial-independence-is-the-best-form-of-empowerment-debanjali-kamstra>

HOME / BUSINESS TECHNOLOGY REVIEW

### The inside story



Dubai's construction industry is one of the most mature in the world and the market expects to be back in boom with Expo 2020 Dubai just round the corner. But is it different? Debanjali Kamstra, Managing Director of Veloche Contracting, in conversation with Rhonita Patnaik

Listen

By **Rhonita Patnaik** Published: Thu 24 Jun 2021, 8:56 PM

This is a tale of grit and determination; of an expat woman breaking the glass ceiling by working in a male-dominated construction industry. She is changing the definition of leadership in the construction industry with the strength, skill, negotiation and the

<https://www.khaleejtimes.com/business-technology-review/he-inside-story>

HOME / KT ENGAGE

### UAE to UK: Dubai-based Veloche expands



Debanjali Kamstra, managing director of Veloche

The UAE has given interior fit-out firm Veloche, founded by Debanjali Kamstra, a platform to expand to the UK and globally

Listen

by **Nisthula Nagarajan** Published: Wed 7 Jul 2021, 12:00 AM  
Last updated: Wed 24 Nov 2021, 1:38 PM

Dubai-based Veloche Contracting and Technical Services LLC has been a key player in the industry for the past 10 years with approximately 1,200 projects.

<https://www.khaleejtimes.com/kt-engage/uae-to-uk-dubai-bas-ud-veloche-expands>

MENU GULF NEWS UAE Dubai

Veloche Dubai: "Expect to see a new world at Expo 2020"

ON FOCUS

### Veloche Dubai: "Expect to see a new world at Expo 2020"

Real estate, fit-out, events and consultancy sectors to be impacted positively

Published: Sun 30 2020 07:00  
Special to ON Focus



Debanjali Kamstra, Managing Director, Veloche  
Image Credit: Supplied

Dubai and the UAE are global benchmarks for edifices as well as the art of interior design. How competitive is the vertical and what is Veloche's USP?

<https://gulfnnews.com/uae/veloche-dubai-expect-to-see-a-new-world-at-expo-2020-1.1624982171090>



**Power Women: Debanjali Kamstra of Veloche Contracting On How To Successfully Navigate Work, Love and Life As A Powerful Woman**

<https://medium.com/authority-magazine/power-women-debanjali-kamstra-of-veloche-contracting-on-how-to-successfully-navigate-work-love-29cf78d45d97>



## Financial independence is the best form of empowerment

MRS UAE WORLD DEBANJALI KAMSTRA ON WHY BEING A MULTI-HYPHENATE AND A WOMAN IS NOT MUTUALLY EXCLUSIVE AND HOW THE PAGEANT ENDORSES THAT

BY SOMYA MEHTA

The roots of the Mrs World title can be traced back to 1984 when it became the first ever beauty pageant for married women, serving as a revolutionary shift in perspective towards women in wedding. It meant that a woman's wedding day no longer signified the culmination of her individuality, dreams and aspirations, that a woman, even after marriage, could have aspirations and be aspirational. Serving as the biggest marital pageant, 38 years into its existence, Mrs World International saw Debanjali Kamstra, 35, become the first ever candidate to represent the UAE on the global stage, becoming Mrs UAE World. On January 15, the Dubai-based entrepreneur and mum-of-two made it to the top three contestants for Mrs World 2022, emerging as second runner-up.



When you're called on stage, there comes a moment your brain goes blank, where all your expectations fade away," recounts Kamstra. But was there a moment of doubt? Not for the 35-year-old entrepreneur. "Even though it was the first time I took part in a pageant, I was quite confident that I was a competitive candidate, given my profile," she adds. Although she didn't end up wearing the crown, Kamstra surprised 57 other contestants to make it to the final show. "I already felt so happy and satisfied to have even made it to that level. At the end of the day everyone wants the crown. But it's the judge's decision. They have certain things they want to

focus on for the year, so it's about who fits that role the best," says Kamstra. It was Shablyn Ford, Mrs America, who ultimately won the pageant, being crowned by the reigning Mrs World Ireland, Kate Schreiber.

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take pride in being the managing director of her company. "I've had to change my business cards a few times (laugh). We started out with four employees and now we have over a hundred team members. We have also expanded into other fields and opened a branch in the UK," says Kamstra, who is an architect by profession. "Now, when I look back, I wish myself I would have been able to start a business in India! I don't think so."

**Beauty in unity**  
Though not an feminist, Kamstra has not shied away from representing the UAE on an international level. But her initiative also drew in some criticism on social media. "If you check Facebook, you'll see a lot of comments questioning why I'm representing the UAE when I'm not originally from here. But the question is, did anybody else represent the other countries? The UAE consists of so many expats and so many diverse cultures. The question is they're growing with the commitment of all these nationalities coming together and making the UAE their home. That's also the essence of being 'united'," she added.

"When I applied, there was no beauty pageant in the UAE. There is no central body that governs Mrs UAE here. I was appointed by the Mrs World organisation, who selected me as pioneer Mrs UAE World," says Kamstra. "Most countries are represented in Mrs World International, so why not the UAE when this is such a beautiful country with so many beautiful people?" As part of this endeavor, Kamstra plans to start a home-grown organisation that can groom and train women who are interested in pageants, facilitating the mentorship she didn't have.

**Put a crown on it!**  
Coming from a middle-class family with a conservative mindset, Kamstra never saw the limelight or had the privileges she now enjoys, being a successful businesswoman and pageant holder. "Being from India, we worship people like Sachin Tendulkar, Lata Mangeshkar, Priyanka Chopra, whom we always adore that said, 'You should also do something like this.' But growing up, I never thought I'd actively pursue it," she says.

**Are pageants outdated?**  
While beauty contests are widely debated, there have also been arguments in recent years that deem the idea of women gathering together to compete for a crown – judged, at large, for their appearance – as regressive and outdated. But does the same argument hold true for marital pageants? Or could it be a way for married women to take back their diminished agency?

"You can be a wife, a mother, a daughter, a businesswoman and still take part in a beauty pageant. There's no excuse such as 'I'm too busy to work on myself'. People will judge you but it's up to you what to take. The problem is when you judge yourself!"

"You can be a wife, a mother, a daughter, a businesswoman and still take part in a beauty pageant. There's no excuse such as 'I'm too busy to work on myself' or 'Now that I'm married, my life is over,'" says Kamstra. "I can only talk about Mrs World as I have not participated in any other pageants. There's no monetary gain in this pageant. So what motivates a woman to go to that extent to take part in it? It's a fully responsive process. Is it just to be in the limelight? That you can actually even pay for it and it'll work out much cheaper. It's a holistic physical and mental exercise," she adds.

There can be many reasons for one to take part in a pageant, according to Kamstra. "First, you challenge yourself to see if you have what it takes. Second, you're not just there as yourself, you're representing the entire country. When they asked me why I wanted to be Mrs World, I said at the age of 35, I have achieved success in my business, my husband and kids love me but I felt I hadn't given back to the society. Becoming Mrs World would give me the platform to do that," she mentions. As part of her advocacy, Kamstra also aims to make progress for people's determination in the country and make the world a more inclusive place.

"But strong, financially independent women still need a platform to make important contributions to society." Whenever you want to do something in life, you always need a push. You want to prove something to yourself and others around you. When you enter a pageant, you get to prove certain things and streamline opportunities for yourself. It gives you a platform to make your voice heard," responds Kamstra.

"We get to show people that yes, we're beautiful, we're intelligent, we're self-confident and we still want to contribute to the society. It's not only those who are working for non-profit organisations. We're all responsible," she says.



On the family front, Kamstra admits she has been blessed with a family that truly understands her dreams and aspirations. The Indian entrepreneur is married to Christian Kamstra, a South African, who's also part of her mission ventures. "My husband has always believed in me. He knew I'd come back with some glory," she adds. "My family lives with me in Dubai and helps take care of my kids. So all of this factors in to the decisions I'm able to make," says Kamstra.

But does woman have to have it all? "We don't have to do everything but the question is can you do it? The answer is yes. If you want to do it, then you can. Nobody should tell you, 'You're doing this much, so it's enough.' There's no such thing as enough," believes Kamstra. The deeper and more complicated challenge, perhaps, then remains to know what one wants. Many women might not have the answer to it and many might not be empowered enough to figure it out. And the ones that do know – might risk being lost in translation.


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