

Anjula Acharia-Bath



Anjula Acharia-Bath is a five-star entrepreneur, philanthropist, pop culture enthusiast, angel investor, and advisor who is regularly featured and celebrated for her work by the mainstream media.

BIRTHPLACE
United Kingdom

CURRENT RESIDENCE
Los Angeles, CA, USA

PROFESSION
Entrepreneur, investor, and philanthropist

Anjula Acharia-Bath is an entrepreneur, philanthropist, pop culture enthusiast, angel investor, and advisor who was recently named on Billboard's 2014 'International Power Players' List. In 2007, Anjula co-founded Desi Hits!, which helped drive diversity into global pop culture, introducing artists like Lady Gaga and Britney Spears to emerging global markets. ¶ Anjula was also named on *Billboard's* 'Top 40 Women in Music' List and has been featured in many publications, including the *Wall Street Journal*, the *New York Times* and *Forbes* for her groundbreaking work in diversity and pop culture, as well as the consumer tech companies she had invested in, advised, and championed.

Anjula is passionate about mentoring entrepreneurs and bridging the gap between technology and entertainment. To this end, Anjula was also named on *Vanity Fair's* 'Next Establishment' List as a "Titan disrupting media, technology and culture." She advises an array of companies in the consumer space, and she is currently on the advisory board of Class Pass, the Muse, Parkt, Sprayology, and the Hunt.

“Let the first act of every morning be to make the following resolve for the day:

I shall not fear anyone on Earth.

I shall fear only God.

I shall not bear ill will toward anyone.

I shall not submit to injustice from anyone.

I shall conquer untruth by truth. And in resisting untruth, I shall put up with all suffering.” —Mahatma Gandhi

Reflections

On Success

My biggest tip for success is to be bold with your ideas and in your approach to those who can help advance your business. You never know who you are going to be tomorrow, and I have seen people reach great heights from very humble beginnings. You could be the next Mark Zuckerberg! You really don't know, and neither does anyone else, so approach your life with unwavering confidence and awareness of that opportunity.

On Childhood

My childhood was certainly challenging, because I grew up in a racist environment

that was practically devoid of diversity. No one bothered to get to know me. To them, I looked and smelled differently than they did, so I could not be “one of them.” They viewed me from a lens clouded by negative stereotypical portrayals of us on television. My parents were wildly proud of their culture and heritage, so no matter how badly I wanted to run from who I was, I couldn't—it was impossible. My family laughs at me now, given the irony of what I do today. I spent so much time running away from my culture, and now I'm working with artists like Katy Perry and Britney Spears so they can embrace all of the beauty of what our culture brings - whether that means wearing a saree or collaborating with an incredible Indian artist. I never would have guessed so many years

ago that our culture would be at the core of everything I do.

On Societal Issues

There are many issues within society that are important to me: child welfare, the humane treatment of animals, diversity, inclusiveness, tolerance, and acceptance.

On Challenges

The challenges that I've faced in life, professionally and personally, have taught me so much about myself and about others. Not only that, they have fed my hunger for achievement.