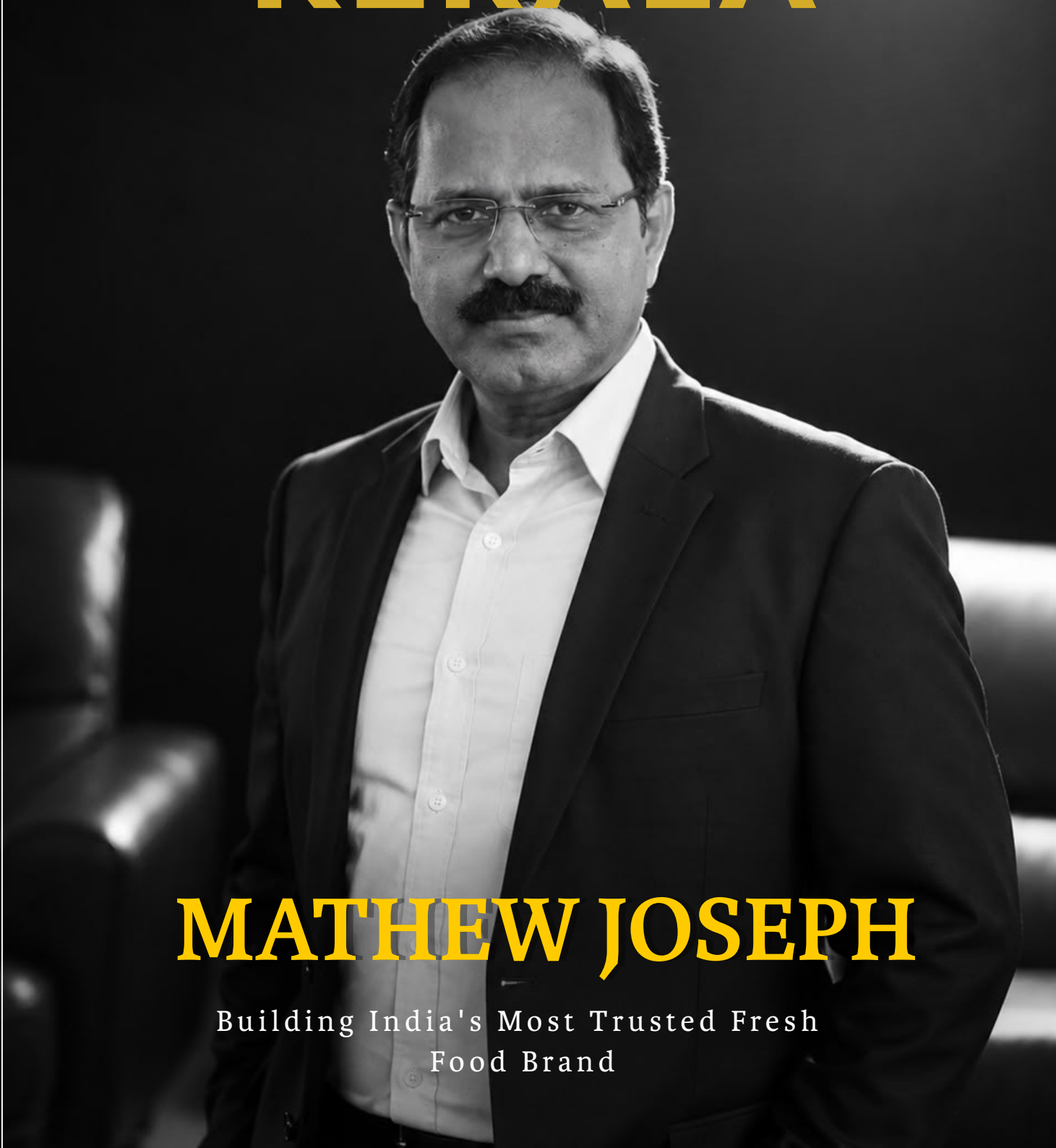


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Outstanding KERALA

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A black and white portrait of Mathew Joseph, a middle-aged man with a mustache and glasses, wearing a dark suit jacket over a light-colored button-down shirt. He is standing with his hands in his pockets, looking directly at the camera. The background is dark and out of focus.

MATHEW JOSEPH

Building India's Most Trusted Fresh
Food Brand

TABLE OF CONTENTS

EXCLUSIVE

05

MATHEW JOSEPH

Building India's Most Trusted Fresh Food Brand

03 EDITOR'S NOTE

Malayali around the globe

05 MATHEW JOSEPH

Building India's Most Trusted Fresh Food Brand

11 SAJITH & SUJITH

Redefining Beauty with Passion and Purpose

15 LEKSHMY MANISH

More Than a Nutritionist, A Partner in Change

19 CHEF NIBU THE ALCHEMIST

Where Passion Meets Possibility

23 MOHAMMED BIN ISMAIL

The Entrepreneur Bringing Digital Tipping to the Hospitality Industry

26 DHANYA MARY VARGHESE

From Silver Screen to Television Stardom

30 ARTIFICIAL INTELLIGENCE

The Most Important Technology of Our Time



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Malayali around the globe

Kerala has always been a land of extraordinary talent, resilience, and vision. Across the world, Malayalis continue to make remarkable contributions in business, science, healthcare, technology, arts, literature, sports, cinema, and public service. Their achievements are not only personal milestones but also a source of immense pride for millions who call Kerala home.

Outstanding Kerala is dedicated to celebrating these inspiring individuals and sharing their stories with a global audience. Behind every success lies a journey of determination, hard work, and unwavering commitment. We believe these stories deserve recognition—not only to honour those who have excelled but also to inspire the next generation to dream bigger and aim higher.

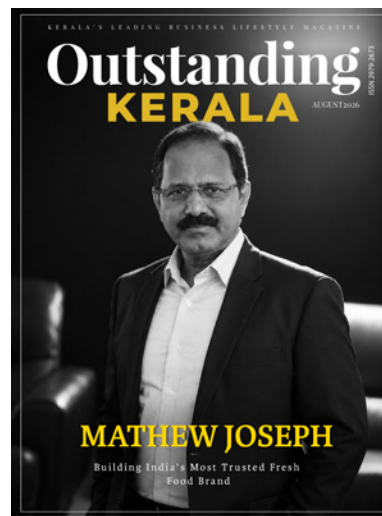
This magazine is more than a publication; it is a tribute to the spirit of Malayalis everywhere. As we continue to showcase outstanding personalities from every walk of life, we proudly celebrate a community whose talent, innovation, and values continue to leave a lasting impact across the globe.



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AUGUST 2026 Edition

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MATHEW JOSEPH

Building India's
Most Trusted Fresh
Food Brand

SUMMARY

Mathew Joseph is the Co-Founder and Chief Operating Officer of FreshToHome, one of India's leading online fresh fish and meat companies. After more than four decades in the seafood export industry, he transformed the challenges of the 2008 global financial crisis into an opportunity by pioneering online fresh food delivery through SeaToHome and later FreshToHome. Today, his vision of quality, transparency and a technology-driven supply chain has connected thousands of fishermen and farmers with millions of customers across India and the UAE.

Sometimes, the biggest businesses are born not from success, but from adversity. After spending years building a successful seafood export business, Mathew Joseph watched everything change when the global financial crisis disrupted international markets. Instead of giving up, he began searching for a new opportunity closer to home.

He first considered opening retail fish shops. But another idea refused to leave his mind—what if fresh fish could be delivered directly to people's homes through the internet?

In 2012, that sounded almost impossible. Few Indians trusted online shopping, let alone buying fresh fish online. Yet Mathew believed technology would eventually change consumer behaviour.

That belief led to the launch of SeaToHome, which later evolved into FreshToHome—today one of India's leading online platforms for fresh fish and meat, connecting thousands of fishermen and farmers with millions of consumers across India and the UAE.

Learning the Business from the Ground Up

Mathew's entrepreneurial journey was built on decades of practical experience rather than theory. A Bachelor of Commerce graduate, he spent 11 years as an Operations Manager in a public limited seafood exporting company before launching his own venture.

In 2000, he founded Atelier Exports, exporting fresh seafood to markets including the UAE, Saudi Arabia, Singapore, Taipei and Australia. Working closely with fishing communities and international buyers gave him deep insight into every stage of the seafood business—from procurement and quality control to exports and logistics.

However, the global financial crisis of 2008



Mathew Joseph - COO and Co founder FreshToHome

Shan Kadavil - CEO and Co Founder

severely affected export demand, bringing nearly a decade of work to a standstill.

Instead of giving up, Mathew began looking towards the Indian market. His initial idea was to open retail stores, but as internet usage slowly expanded, he realised online commerce could transform food retail in India.



A Bold Idea Before Its Time

In 2012, Mathew launched SeaToHome, India's first online fish marketplace and one of the world's first companies to brand fresh fish.

At the time, convincing people to buy seafood online was perhaps his biggest challenge.

Very few consumers trusted online shopping, and many struggled to understand how fresh fish could be ordered through a website. Digital payments were still evolving, logistics for perishable products

were complicated, and internet commerce itself was in its early stages.

Mathew nevertheless believed consumer behaviour would eventually change. He started the business with hope rather than certainty—and over time, that confidence proved right.

Although SeaToHome remained relatively small, it provided valuable lessons that would later shape a much bigger vision.

Building FreshToHome

The turning point came in 2015 when Mathew partnered with technology entrepreneur and SeaToHome customer Shan Kadavil, former India Head of Zynga.

The partnership combined Mathew's extensive knowledge of seafood sourcing with Shan's expertise in technology, fundraising and business scalability. Together, they launched FreshToHome with a clear mission: delivering fresh, chemical-free fish and meat directly from producers to consumers.

The company eliminated multiple intermediaries by working directly with fishermen and farmers, creating a shorter, more transparent supply chain that benefited everyone involved.

Today, FreshToHome operates through 41 procurement centres across India. Fresh fish and meat are sourced directly from landing centres and farms before being transported to processing facilities.

Here, products are cleaned, cut and packed according to each customer's requirements before moving to a network of 171 cities. Finally, delivery partners ensure products reach customers while maintaining freshness throughout the journey.

Behind every order lies a carefully managed cold-chain system designed to preserve quality from source to doorstep.

Building Trust Through Quality

Unlike many businesses that compete primarily on price, FreshToHome has always focused on quality.

Mathew openly acknowledges that one of the most common customer complaints is that FreshToHome products cost more than those available in traditional markets.

His response has always remained the same. The company has never promised to be the cheapest. Instead, it promises freshness, traceability and food free from added chemical preservatives.



Shan Kadavil - CEO and Co Founder

He believes customers recognise the difference after experiencing the product once. Many return because they value providing safer food for their families, even if it costs slightly more.

According to Mathew, growing awareness about food safety continues to strengthen this trust-based relationship with customers.



Growing Without Big Advertising

FreshToHome's early growth came without expensive marketing campaigns.

SeaToHome initially launched operations in Delhi, Kochi, Thiruvananthapuram and Bengaluru, using Mathew's existing industry relationships to build its supply network. Later on, the same supply network was adopted by FreshToHome.

With very limited funds available, large advertising campaigns were simply impossible. Instead, the company relied entirely on customer satisfaction. People who appreciated the quality, naturally recommended the service to friends and relatives, creating powerful word-of-mouth marketing.

Today, although FreshToHome spends significantly on marketing, Mathew still believes customer recommendations remain the company's strongest advertisement.

“Never compromise on quality to compete on price.”

Investing in Infrastructure

Running an online fresh food business requires much more than a website.

Maintaining uninterrupted cold-chain infrastructure is one of FreshToHome's biggest operational challenges.

Fish must be stored consistently between 0°C and 4°C to preserve freshness naturally. Without proper refrigeration, many traders resort to chemical preservatives to extend shelf life.

Mathew believes improving India's cold-storage infrastructure is essential for raising food safety standards across the industry.

Recognising the importance of reliability, FreshToHome has invested heavily in refrigeration systems, backup facilities and logistics to ensure product quality remains consistent even during operational disruptions.

Global Investors and Responsible Growth

FreshToHome's innovative business model soon attracted international attention. Over the years, the company secured investments from globally recognised investors, including Amazon, US Government's DFC, Google executive Rajan Anandan, Meta CFO David Wehner, Zynga founder Mark Pincus, Google Ventures' David Krane, Abdul Aziz Al Ghurair and several international investment funds.

Rather than viewing investors purely as financial backers, Mathew believes they become long-term partners.



According to him, experienced investors study industries extensively before investing and contribute valuable strategic guidance alongside capital. Their objective is not simply to invest money but to help companies grow sustainably.

Despite rapid expansion, Mathew has remained cautious about entering every market immediately.

FreshToHome continues to study rural markets carefully before expanding, believing long-term sustainability is more important than rapid geographical growth.



Lessons in Entrepreneurship

Looking back, Mathew believes entrepreneurship has taught him one lesson above all else—risk is unavoidable.

He often says that business and risk are inseparable.

Success in one industry does not guarantee success in another, which is why aspiring entrepreneurs should choose fields they genuinely enjoy rather than simply following market trends.

According to him, passion is what allows entrepreneurs to continue even after repeated setbacks.

He also encourages young entrepreneurs to develop strong English communication skills, believing that anyone hoping to build a global business must be able to communicate confidently with international customers, investors and partners.

Recognition and Legacy

FreshToHome's success has earned recognition from several prestigious organisations.

The company has received honours including the Economic Times Best Brands Award, the FICCI Special Startup Award, the Retailers Association of India's Food Startup of the Year Award, and recognition under the Government of India's Champions of Change initiative.

Yet for Mathew Joseph, success is measured by more than awards or investment rounds.

It is reflected in the trust millions of families place in FreshToHome, the opportunities created for thousands of fishermen and farmers, and the satisfaction of building a business that improves both livelihoods and food quality.

From exporting seafood to transforming the way Indians buy fresh food online, Mathew Joseph's journey demonstrates that meaningful innovation begins with understanding real problems. His story is ultimately one of resilience, continuous learning and an unwavering belief that trust remains the strongest foundation for any successful business.

SUMMARY

Sajith and Sujith transformed their childhood passion for beauty into one of Kerala's most respected makeup and salon brands through dedication, creativity and continuous learning. They have earned widespread recognition for their celebrity makeovers, bridal artistry and commitment to enhancing natural beauty rather than simply following trends. Beyond makeup, they have expanded into professional salon services, beauty education and entrepreneurship, inspiring aspiring artists across the state. Their journey reflects how passion, perseverance and innovation can build a lasting legacy in Kerala's beauty industry.

SAJITH & SUJITH

Redefining Beauty with
Passion and Purpose

For nearly two decades, Sajith and Sujith have been among Kerala's most recognised names in the beauty and makeup industry. From celebrity makeovers and bridal transformations to salon entrepreneurship and beauty education, the brothers have built a reputation founded on creativity, professionalism and continuous innovation. Their journey is more than a story of business success. It is one of determination, breaking stereotypes and transforming a childhood passion into a brand trusted by celebrities, brides and thousands of clients across Kerala. Today, they continue to inspire aspiring beauty professionals while expanding their vision through Sajith & Sujith Salons Pvt. Ltd.

A Passion That Began in Childhood

Born in Kochi, Sajith and Sujith discovered their passion for beauty and fashion at an early age. While many viewed makeup as an unconventional career choice for men, the brothers chose to follow their passion with confidence and determination rather than allowing stereotypes to shape their future. They began their careers with formal training in hair care, skin care, bridal makeup and professional beauty services. To further refine their skills, they travelled to Chennai, Bengaluru, Mumbai and Delhi, where they attended advanced training programmes conducted by leading beauty academies and international brands.

An important chapter in their professional journey was learning under renowned makeup artists Shobha Kunchan and Nimmy Aunty. The experience helped strengthen both their technical expertise and creative approach, laying the foundation for the successful careers they would later build.



Building a Name in Celebrity & Bridal Makeup

As their experience grew, Sajith and Sujith established themselves as sought-after makeup artists for celebrities, brides and fashion professionals. Their work soon extended beyond bridal makeovers to include magazine shoots, fashion events, television appearances and special occasions, earning them recognition across Kerala.

Among their widely appreciated works was actor Manju Warrier's elegant makeover, which became a viral talking point on social media and was praised for its refined styling and natural finish. Their ability to create distinctive yet timeless looks has helped them become trusted names among both celebrities and bridal clients.

For Sajith and Sujith, every makeover is unique. Rather than following trends alone, they believe in enhancing each individual's natural beauty while creating a look that reflects personality, confidence and elegance.



Beyond Makeup: Building a Beauty Brand

Their entrepreneurial journey reached an important milestone in 2014 with the launch of their first salon in Kaloor. Built on a commitment to quality, professionalism and personalised service, the salon quickly became a preferred destination for bridal, beauty and grooming services.

Over the years, they expanded their expertise beyond makeup to include hair styling, skincare, grooming and wellness. Their vision has always extended beyond offering services—they have worked to create an environment where clients feel confident, comfortable and valued.

Today, their brand reflects years of dedication, continuous learning and a genuine passion for helping people look and feel their best.

Sajith & Sujith Salons Pvt. Ltd.

In 2026, the brothers took another major step by establishing Sajith & Sujith Salons Pvt. Ltd., bringing together beauty, bridal services, grooming, hairstyling, skincare and wellness under one professional brand.

Their long-term vision is ambitious yet purposeful—to build a network of 36 professional salons, serve more than 200 celebrity clients and reach over 1,000 premium customers. Alongside business expansion, they remain committed to creating employment opportunities and nurturing skilled professionals within Kerala's beauty industry.

For them, success is measured not only by business growth but also by the positive impact they create within the industry and the community.





Inspiring the Next Generation

Beyond their work with clients, Sajith and Sujith are passionate about mentoring aspiring beauty professionals. They believe that learning never stops and encourage young artists to combine technical excellence with creativity, discipline and compassion. Their own journey—from young boys pursuing an unconventional dream to becoming respected entrepreneurs—continues to motivate many who hope to build successful careers in the beauty and wellness sector.

Continuing Their Journey

Today, Sajith and Sujith are recognised not only as celebrity makeup artists but also as entrepreneurs who have helped elevate professional beauty services in Kerala. Through their artistry, business ventures and commitment to excellence, they continue to shape the industry's future while inspiring the next generation of beauty professionals.

Their story is one of passion, perseverance and purpose—a reminder that true success comes from believing in one's vision, embracing change and continually striving for excellence.

LEKSHMY MANISH

More Than a Nutritionist,
A Partner in Change

SUMMARY

Lekshmy Manish is one of Kerala's most respected nutritionists, known for helping people achieve sustainable health through personalized nutrition and lifestyle changes. Her journey began with her own health transformation after childbirth and evolved into a career dedicated to improving lives. Today, she works with clients across the world, including celebrities, while continuing to promote a practical and science-based approach to wellness.

Finding a Calling Through Personal Transformation

For Lekshmy Manish, nutrition was never just a profession. It began as a personal effort to regain her fitness and well-being after childbirth. As she embraced healthier habits and witnessed positive changes in her own life, friends and family started seeking her guidance. What began as a personal transformation gradually became a lifelong mission.

At the time, she was working in clinical research through a medical college. While she enjoyed contributing to healthcare studies, she felt a stronger desire to make a direct impact on people's lives. This realization led her to pursue formal education in nutrition and lifestyle management and eventually build a career focused on preventive healthcare.

Today, continuous learning remains central to her work. Certified by the American College of Sports Medicine, she regularly updates her knowledge through advanced training and professional development programs.

Nutrition Awareness: Then and Now

When Lekshmy started her practice more than a decade ago, nutrition was still a relatively unfamiliar topic for many people. Even basic discussions about protein intake or healthy eating habits often required detailed explanations.

Over the years, she has witnessed a significant increase in public awareness about health and fitness. However, she believes this progress has also created a new challenge. Social media has made nutrition information easily accessible, but not all of it is scientifically accurate.

According to her, many people today struggle to distinguish evidence-based advice from popular online trends.



“ *Misinformation often creates confusion about what truly supports long-term health.* ”

Beyond Diet Charts

One of the principles that defines Lekshmy's practice is that nutrition extends far beyond providing a diet chart. She believes lasting results require accountability, consistency, and ongoing support.

For nearly fifteen years, she has maintained close communication with her clients, encouraging regular updates and actively monitoring their progress. This continuous engagement helps people stay committed to healthier habits and achieve sustainable results rather than short-term success.

Her experience has also highlighted an important social change. Many women who once placed their own health behind family responsibilities are now beginning to prioritize their well-being. For Lekshmy, this shift is one of the most encouraging developments she has witnessed.



“

For her, the greatest achievement is seeing people maintain healthier lifestyles years after beginning their journey.

Recognition Through Results

As her practice grew, recognition naturally followed. Several well-known personalities from the Malayalam film and television industry, including Manju Pillai, Prayaga Martin, Aparna Balamurali, Swetha Menon, Jolsana, and Ranjini Jose, have worked with her.

Among these success stories, Manju Pillai's transformation brought particular attention to Lekshmy's work. While the publicity expanded her reach, Lekshmy considers the long-term success of her clients far more important than public recognition.

For her, the greatest achievement is seeing people maintain healthier lifestyles years after beginning their journey.

Understanding Before Advising

Lekshmy firmly believes that no two individuals are the same. Every client begins with a detailed assessment that includes medical history, blood reports, lifestyle patterns, and personal preferences.

Only after understanding these factors does she create a customized nutrition plan. Rather than following a standard formula, she continuously adjusts recommendations based on each client's progress and changing needs.

This personalized approach ensures that nutrition plans remain practical, realistic, and sustainable.

Creating a Lifestyle, Not a Diet

Lekshmy often challenges the misconception that healthy living requires extreme restrictions. Instead of promoting rigid meal plans, she encourages people to enjoy home-cooked food while making smarter choices and maintaining balance.

She believes many popular diet trends fail because they focus on rapid results rather than long-term sustainability. While extreme diets may deliver temporary weight loss, they often lead to frustration and weight regain. Her focus remains on helping clients build habits that can be maintained for life.

The Moment That Stayed With Her

Among the countless success stories she has witnessed, one remains especially memorable.

A former client who had experienced multiple miscarriages and unsuccessful IVF treatments approached Lekshmy years later while carrying a baby in her arms. Handing over the child, she said, "This is your baby."

The emotional moment reminded Lekshmy of the profound impact that improved health and lifestyle changes can have on people's lives. It remains one of the most meaningful experiences of her career.

A Lesson in Empathy

Despite helping thousands of people improve their health, Lekshmy has faced her own challenges. Living with hyperthyroidism resulted in significant weight gain and health difficulties.

During that period, public comments on social media questioned how a nutritionist could gain weight. While the criticism was painful, it reinforced an important lesson: health struggles are often invisible, and people should not be judged solely by appearance.

Today, she advocates for health conversations rooted in empathy, understanding, and compassion.



A Responsibility Beyond Business

Although her practice continues to grow, Lekshmy does not view nutrition purely as a business. She considers it a responsibility built on trust and genuine concern for the people she serves.

Supported by her husband and son, she continues to help clients build healthier and more balanced lives. For her, success is not measured by numbers or recognition but by the lasting impact she creates.

Through her work, Lekshmy Manish has become more than a nutritionist. She has become a trusted partner in change, helping people transform not only their bodies but also their overall quality of life.

SUMMARY

Chef Nibu, popularly known as Chef Nibu The Alchemist, is a self-motivated culinary professional, entrepreneur, and social media personality with over 14 years of experience in culinary operations, specializing in world cuisines, fine dining, and banqueting, whose journey reflects passion, perseverance, creativity, and excellence. From earning just ₹200 a month in his early career to leading one of India's most acclaimed hospitality properties and later retiring as Executive Chef, he has continuously reinvented himself while staying true to his love for food. Today, through his business ventures, consultancy services, and digital presence, Nibu continues to inspire aspiring chefs and entrepreneurs with his story of resilience, innovation, and dedication to excellence.

CHEF NIBU THE ALCHEMIST

Where Passion Meets Possibility

The Story Behind "The Alchemist"

"When you truly desire something, the universe conspires to help you achieve it." This famous quote from *The Alchemist* has long inspired Chef Nibu. It reflects his own journey of pursuing a passion for food despite challenges and criticism, and it is the reason he adopted the name Chef Nibu The Alchemist.

For Nibu, an alchemist is someone who transforms ordinary things into something extraordinary. In his kitchen, simple ingredients become memorable experiences. The title represents both his belief in following one's dreams and his passion for transforming food through creativity and skill.

A Passion That Became a Profession

Nibu's journey into the culinary world began with a simple love for food. After completing his pre-degree studies, he chose a path that was far from conventional at the time. The hospitality industry offered opportunities, but what attracted him most was the chance to discover new cuisines, experience different cultures, and travel through the world of food.



Back then, chefs had access to culinary experiences that most people could only imagine. They explored international flavours, learned diverse cooking traditions, and experimented with ingredients from around the world. For the young Nibu, that was enough reason to dedicate himself to the profession.

Choosing a Different Path

Nibu was the first chef in his family, a decision that was not welcomed by everyone. Like many families of that generation, his relatives hoped he would pursue a stable career in banking or government service. At the time, the profession of a chef did not enjoy the recognition it receives today. Most people simply saw chefs as cooks.

Yet the excitement of creating food and constantly learning kept him moving forward. The doubts of others never outweighed his passion.

Learning Through Struggle

One of the most important lessons Nibu learned is that failure can be a better teacher than success.



According to him, quick success can create unrealistic expectations, while setbacks teach resilience. Years of struggle helped him develop problem-solving skills, mental strength, and the ability to adapt. Every obstacle became a lesson, and every disappointment prepared him for future opportunities.

Finding His Voice on Social Media

Nibu entered social media while working as both a chef and a General Manager. At a time when food content was still uncommon, friends, colleagues, and even family members often teased him about his videos.

There were moments when he considered stopping, but he chose to continue. Eventually, the criticism faded and appreciation took its place. His energetic style, authenticity, and unique presentation helped him connect with audiences.

Long before cooking content became mainstream, Nibu experimented with formats that were very different from traditional cooking shows. He handled everything himself—shooting, editing, voice-overs, and uploads. Even today, he rarely watches his own videos after posting them.

Negative comments still appear, but they no longer affect him. He believes successful people often reach great heights after facing criticism and negativity.

From Chef to General Manager: A Remarkable Rise

A major turning point in Nibu's career came in 2014 when he joined Chandy's Windy Woods Resort, Munnar, as Executive Chef. His dedication, leadership, and commitment to excellence quickly earned recognition, and within just two years he was promoted to General Manager, taking charge of the resort's overall operations.

Under his leadership, Chandy's Windy Woods achieved remarkable milestones, earning recognition among India's top hotels, securing a place in Asia's Top 5 Hotels list, and being featured among the World's Top 10 Hotels by leading travel platforms. Even more notably, the resort maintained this level of excellence for nearly five consecutive years, reflecting Nibu's ability to build and sustain a world-class hospitality experience.

Beyond the Kitchen

Today, Chef Nibu's work extends beyond cooking. He runs a successful pickle business and a hospitality consultancy that helps restaurants improve food quality, service standards, and operational efficiency.

Drawing from decades of experience, he works closely with restaurant owners to help them avoid costly mistakes and build sustainable businesses. He also has plans for new restaurant ventures in the future.





A Chef's Responsibility

For Nibu, creativity alone is not enough. He believes hygiene and ethics are equally important. According to him, many health problems are linked to poor food quality and preparation standards. Every kitchen should maintain the highest standards of cleanliness. If chefs genuinely follow professional ethics, food should never become a cause of illness.

Family and Philosophy

Away from the spotlight, Nibu is a devoted family man. His wife and two children continue to be a strong source of support throughout his journey.

His advice to young professionals is simple: avoid becoming too comfortable. Build skills, contribute to something meaningful, and discover your own strengths instead of spending a lifetime building someone else's dream.

From earning just ₹200 a month at the beginning of his career to drawing a monthly salary of nearly ₹2 lakh during the later stages of his professional journey, Chef Nibu's story is one of persistence, passion, and belief. His success did not arrive overnight; it was built through years of sacrifice, hard work, and an unwavering commitment to the profession he loved. Above all, it is proof that a young man's craving for food can eventually shape an entire career—and a remarkable life.



SUMMARY

Mohammed Bin Ismail transformed a simple everyday observation into an innovative business opportunity. Through Tip Me, he is helping the hospitality industry adapt to a cashless economy while ensuring service staff continue to receive the appreciation they deserve. His journey demonstrates that meaningful innovation does not always require complex technology—sometimes, solving a small real-life problem can create a lasting impact for an entire industry.

MOHAMMED BIN ISMAIL

The Entrepreneur Bringing
Digital Tipping to the
Hospitality Industry

Great business ideas often emerge from the simplest everyday experiences. For Mohammed Bin Ismail, it was a familiar moment at a restaurant, wanting to leave a tip for good service but realizing there was no cash in his pocket. As digital payments became the norm, tipping quietly became less common. Instead of accepting it as an unavoidable change, he decided to solve the problem.

Today, Mohammed is the founder of Tip Me, a startup that enables customers to tip restaurant staff digitally with just a QR code scan. The idea is simple, but its impact could be significant for thousands of hospitality workers who depend on tips as an important part of their monthly income.

An Idea Inspired by Personal Experience

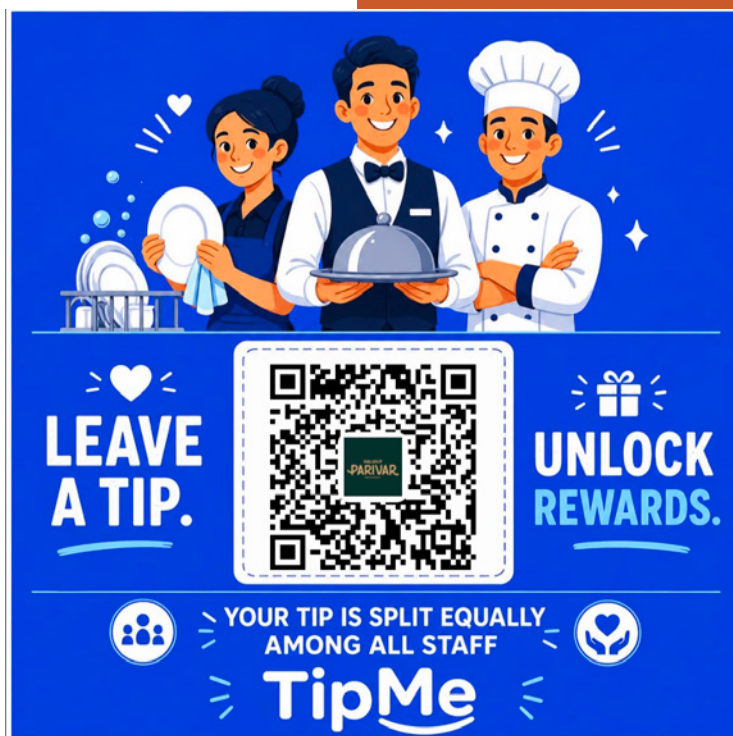
A native of Pazhayangadi in Kannur, Mohammed Bin Ismail completed his postgraduate studies in the United Kingdom. During his time there, he worked part-time at a restaurant, where customer tips became a valuable source of extra income alongside his earnings.

That experience stayed with him after returning to Kerala. While dining at restaurants back home, he noticed that many customers paid their bills digitally but rarely tipped the staff—not because they didn't appreciate the service, but because they no longer carried cash.

He realized that technology had transformed payments but had unintentionally left tipping behind.

Building a Practical Solution

Determined to bridge that gap, Mohammed partnered with a friend to develop Tip Me, a mobile application designed specifically for digital tipping. The startup began operations from Kozhikode with the goal of making tipping as effortless as paying the bill itself.



The concept soon attracted attention within Kerala's startup ecosystem. Mohammed presented the idea before the Kerala Startup Mission, where it received encouraging feedback. He was advised to demonstrate the platform's real-world potential through successful implementation, while faculty members at NIT Calicut also extended their support during the early stages of the venture.

How Tip Me Works

The process has been designed to be simple for both customers and restaurant staff.

After downloading the Tip Me app, users can scan the QR code displayed on a restaurant table. The app then shows the names and photographs of the service staff assigned to that restaurant, allowing customers to choose the person they wish to appreciate. The tip is transferred digitally within moments, removing the need for cash while ensuring recognition reaches the right employee.

The platform preserves the personal nature of tipping while adapting it to today's cashless payment habits.



Growing Interest from the Industry

As awareness of the platform spreads, restaurants have begun showing strong interest in the solution. Hospitality businesses in Kochi and Thiruvananthapuram are already exploring the platform, reflecting a growing demand for digital tools that improve both customer convenience and employee welfare.

For Mohammed Bin Ismail, Tip Me is more than a payment application. It is an example of how technology can solve a small but meaningful everyday problem, ensuring that appreciation for good service does not disappear in an increasingly cashless world.

SUMMARY

Dhanya Mary Varghese has remained a familiar face in Malayalam entertainment by embracing every new chapter with confidence and resilience. From cinema to television, she has continuously reinvented herself while winning the hearts of audiences across generations. Beyond acting, she inspires through her passion for fitness, dance and community-building alongside her husband. Her journey stands as a testament to perseverance, adaptability and enduring success.

DHANYA MARY VARGHESE

From Silver Screen to
Television Stardom

For nearly two decades, Dhanya Mary Varghese has remained a familiar face to Malayalam audiences through her work in cinema, television and reality shows. Known for her expressive performances and graceful screen presence, she has built a career by adapting to changing trends in the entertainment industry rather than chasing short-lived fame.

From her early days as a model to becoming a leading actress in Malayalam cinema and later establishing herself as a popular television star, Dhanya's journey reflects resilience, patience and a willingness to reinvent herself whenever required. Her return to the spotlight through television serials and reality shows introduced her to an entirely new generation of viewers, proving that consistency often outlasts popularity.



From Modelling to the Silver Screen

Dhanya began her career as a junior artist and one of her earliest appearances was as a group dancer in the song Thottuvilichalo from Swapnam Kondu Thulabharam. She also appeared in several Malayalam musical albums before making her acting debut in the Tamil film Thirudi (2006). She entered Malayalam cinema through Nanma, but it was Thalappavu that brought her widespread recognition and established her as a promising actress.

Making Her Mark in Malayalam Cinema

Following the success of Thalappavu, Dhanya impressed audiences with performances in Vairam: Fight for Justice, Kerala Cafe, Nayakan and Drona 2010. She shared the screen twice with Mohanlal—first in Red Chillies and later in Pranayam, where she portrayed his daughter. She also appeared alongside Mammooty in Drona 2010.

Working with legendary actors such as Thilakan and Jagathy Sreekumar remains one of the highlights of her career, and she has often expressed gratitude for the opportunity to learn from them. Beyond films, she expanded her presence by appearing in Malayalam musical albums and co-hosting the Vanitha Asianet Film Awards in 2009.

Reinventing Herself Through Television

Dhanya found a new chapter in television, where she connected with an even wider audience. Her biggest breakthrough came with Seetha Kalyanam (2018–2021), in which she portrayed the lead character, Seetha. The serial became immensely popular, and even today many viewers continue to recognise her by that character's name.



The success of Seetha Kalyanam introduced Dhanya to a new generation of audiences while reaffirming her versatility as an actress. Her ability to move seamlessly between cinema and television has helped her remain one of Malayalam's most recognised performers.

Bigg Boss Malayalam: A New Chapter

In 2022, Dhanya joined Bigg Boss Malayalam Season 4, hosted by Mohanlal. Her calm, disciplined, and respectful nature won audience appreciation throughout the competition.

She reached the grand finale and finished as the fourth runner-up. The show introduced her to a younger audience and further strengthened her popularity across Kerala.

Family Life

Dhanya Mary Varghese married John Jacob in 2012, and together they have faced life's challenges with resilience and mutual support.

While keeping her personal life largely private, Dhanya has often highlighted the importance of family, faith, and positivity. Throughout her career, John's constant encouragement has remained a strong pillar in her journey.



A Career Built on Consistency

The Malayalam entertainment industry has changed significantly over the past two decades, with digital platforms, changing audience preferences and evolving storytelling styles reshaping the profession.

Despite these shifts, Dhanya Mary Varghese has managed to remain an active presence by adapting rather than resisting change. She has moved comfortably between films, television serials, reality programmes and public appearances, demonstrating an ability to evolve with the industry.

Her career has also been a story of resilience. After navigating personal and professional setbacks, she rebuilt her career through determination and hard work, earning renewed appreciation from audiences and colleagues alike. It is this ability to keep moving forward that has made her journey both inspiring and enduring.

Continuing Her Journey

Today, Dhanya Mary Varghese continues to enjoy the support of audiences who have followed her career through different stages. Whether on television, at public events or in new acting projects, she remains one of the familiar and respected faces in Malayalam entertainment.

Her story is one of perseverance, reinvention and quiet determination. Instead of relying solely on early success, she has consistently embraced new opportunities, proving that adaptability is often the foundation of a lasting career. More than two decades after she first stepped into the spotlight, Dhanya continues to inspire by showing that talent, resilience and authenticity can leave a lasting impression on audiences across Kerala.

Beyond the Screen: Danzora by John & Dhanya

Beyond acting, Dhanya Mary Varghese and her husband, John Jacob, co-founded Danzora by John & Dhanya in Poojappura, Thiruvananthapuram.

The studio offers dance, calisthenics, and yoga programmes for all age groups, promoting fitness, creativity, and overall well-being. More than a business, Danzora reflects the couple's passion for inspiring healthier lifestyles and helping people grow with confidence.

ARTIFICIAL INTELLIGENCE

The Most Important
Technology of Our Time

SUMMARY

Artificial Intelligence is no longer a futuristic concept confined to science fiction. It has become an integral part of everyday life, influencing how people work, communicate, learn, shop, and make decisions. From healthcare and education to business and public services, AI is transforming industries at an unprecedented pace. While the technology offers enormous opportunities for innovation and economic growth, it also raises important questions about privacy, ethics, and the future of work. As AI continues to evolve, the challenge lies in ensuring that its benefits are shared widely while managing the risks that come with rapid technological advancement.

From Science Fiction to Everyday Reality

Not long ago, artificial intelligence was a concept largely confined to science fiction novels and futuristic films. Today, it has become one of the most powerful forces shaping the modern world. From smartphones and online shopping platforms to hospitals, factories, and financial institutions, AI is influencing how people live and work in ways that were unimaginable just a decade ago.

Unlike traditional computer programs that follow predefined instructions, artificial intelligence has the ability to learn from data, recognize patterns, and improve its performance over time. This capability has transformed AI from a technological curiosity into a practical tool that is driving innovation across almost every sector of the economy.

How AI Has Become Part of Daily Life

For most people, AI has already become a part of daily life, often without them realizing it. Voice assistants answer questions, navigation apps calculate the fastest routes, streaming platforms recommend movies, and email services filter spam using AI-powered systems.

These applications may seem simple, but they represent a significant shift in how technology interacts with humans. Instead of merely responding to commands, machines are increasingly capable of understanding preferences, predicting needs, and assisting with decision-making. The result is a more personalized and efficient digital experience.



The Rise of Generative AI

The emergence of generative AI has accelerated this transformation. Advanced systems can now write articles, generate images, create videos, compose music, and even develop software code. Businesses around the world are rapidly adopting these tools to improve productivity, automate repetitive tasks, and enhance customer experiences.

For startups and entrepreneurs, AI is lowering barriers to innovation. Tasks that once required large teams, specialized expertise, and substantial budgets can now be accomplished with the support of intelligent software tools.

AI is not replacing professionals but enhancing their ability to deliver better outcomes

Transforming Healthcare and Education

Healthcare is among the sectors benefiting most from artificial intelligence. Hospitals and research institutions are using AI-powered systems to analyze medical scans, identify diseases at earlier stages, and support doctors in making more accurate diagnoses. Researchers are also leveraging AI to accelerate drug discovery and develop personalized treatment plans.

Education is undergoing a similar transformation. AI-powered learning platforms can adapt lessons according to individual student needs, helping learners progress at their own pace. Teachers are using technology to automate administrative tasks, allowing them to focus more on teaching and student engagement. These advancements demonstrate how AI is not replacing professionals but enhancing their ability to deliver better outcomes.

AI and the Business Revolution

The business world has embraced AI with remarkable speed. Financial institutions use sophisticated algorithms to detect fraudulent transactions within seconds. Manufacturers rely on predictive systems to monitor equipment and prevent costly breakdowns. Retail companies analyze consumer behaviour to improve inventory management and create more personalized shopping experiences.

Across industries, organizations are discovering that AI is not simply a tool for efficiency but also a powerful driver of innovation, competitiveness, and long-term growth.

India's Growing AI Ambitions

India is increasingly positioning itself as a major participant in the global AI revolution. The country possesses a vast technology workforce, a thriving startup ecosystem, and a rapidly expanding digital economy. Government initiatives, investments in innovation, and growing interest from private enterprises are contributing to the development of AI solutions tailored to local and global challenges.



Kerala, too, is becoming part of this transformation. With its strong emphasis on education, digital literacy, and technology-driven development, the state is steadily building a foundation for future growth in the AI economy. Startups, academic institutions, and technology professionals are exploring AI applications in tourism, healthcare, public services, and sustainable development.

Challenges and Responsibilities

Despite its enormous potential, artificial intelligence also raises important concerns. Questions surrounding data privacy, misinformation, cybersecurity, algorithmic bias, and employment continue to spark debate around the world.

As AI systems become more capable, the need for ethical guidelines and responsible governance becomes increasingly important. Experts agree that technology should complement human capabilities rather than replace human judgment, creativity, and empathy.

Looking Ahead

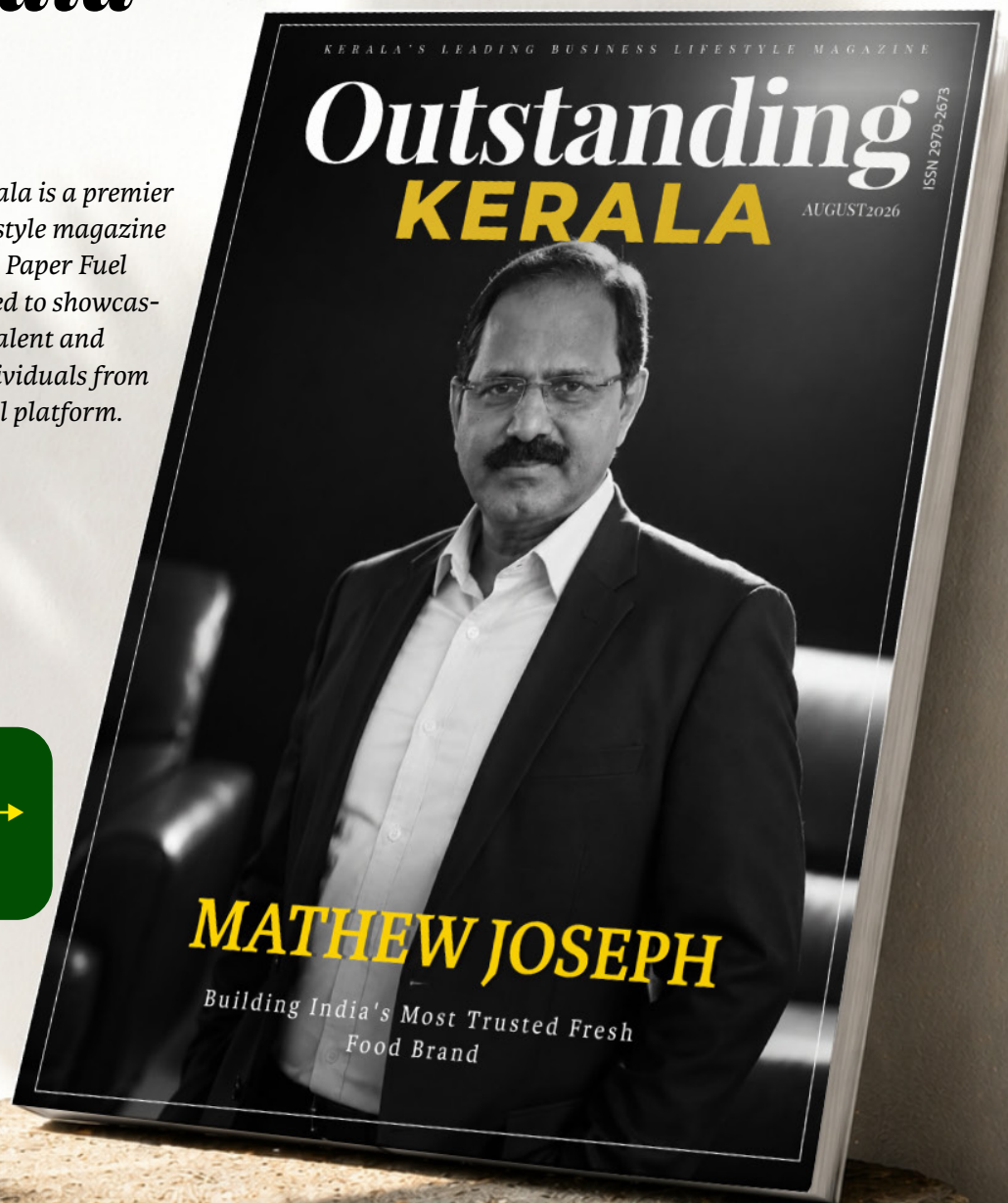
Artificial intelligence is no longer a technology of the future. It is already transforming industries, reshaping economies, and influencing everyday life. The conversation has moved beyond whether AI will change the world—it already is.

As the next chapter of the digital age unfolds, one thing is becoming increasingly clear: artificial intelligence is emerging as one of the defining innovations of our generation. How governments, businesses, and individuals choose to harness its potential will determine not only the future of technology, but also the future of society itself.

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