

## **Brief Profile of Ms Neeta Boochra – Independent Director**

Ms Neeta Boochra is an Independent Director on the Board of HLL Lifecare LTD.

She is a Designer and Social Entrepreneur for Women Empowerment hailing from Jaipur, Rajasthan. Her luxury brand “Neeta Boochra Jewellery” is the ultimate source for handcrafted Traditional, Tribal, Modern and contemporary designed Silver Jewellery.

Ms. Neeta Boochra is the Founder-Chairperson of FICCI Ladies Organization (FICCI FLO) Jaipur Chapter and the only National President of FICCI FLO from Rajasthan. FICCI FLO is the Women Wing of the Federation of Indian Chambers of Commerce & Industry. Additionally, she is the Executive Committee Member of SAARC Chamber Women Entrepreneur Council. She is a Trustee and Board member of Talentnomics India.

A Leading Entrepreneur, Ms. Neeta Boochra has been honored and awarded for her outstanding work and contribution as a Leader, Woman Entrepreneur and for Women Empowerment like Rajasthan Shree, Nari Pratibha Samaan, Samaj Gaurav, Thomas Cangan Business Leadership Award and Best Product Award for her Jewelry Collection.