

October 25, 2024

To Whom It May Concern,

It is with great pleasure that I write this letter of recommendation for Anvita Goyal Sahuwala, who interned with Higginbothams Pvt Ltd from November 2023 to April 2024. Higginbothams Pvt Ltd is India's oldest bookstore, family-run based out of Chennai, India.

Anvita had been a regular visitor of the bookstore since childhood, curiously asking about novels, authors, genres, with a strong passion for literature. When she approached me for an internship, I was more than delighted. Excitedly, she launched the social media accounts for the bookstore. Through the posts and reels, she infused our online presence with a youthful, dynamic approach that resonated well with our audience.

Her work at the Creativity Centre was yet another highlight of her journey with us. She reimaged the space and brought new life to it, incorporating elements that attracted more foot traffic and inspired customers to spend time there, resulting in a noticeable uptick in engagement.

Initially she spent significant time observing customer interactions and assisting patrons, all of which contributed to her growing confidence and interpersonal skills. Then taking charge, I often overheard her engaging with customers who was unsure about what to read, recommending books, explaining the nuances of each in a way that made it clear she had a genuine understanding of the titles.

Some of her key attributes include her proactivity, her ability to quickly grasp new concepts., It has been a true pleasure to witness Anvita's growth during this time, and I can confidently say that she made a significant difference. Anvita is a dedicated and resourceful individual who will undoubtedly be an asset in any future endeavors she takes on.

I highly recommend Anvita Goyal Sahuwala without reservation and am confident that she will bring the same enthusiasm, creativity, and commitment to whatever path she chooses to pursue.

With Warm regards,

for **Higginbothams Private Limited**



Gautam Venkataramani
Director