

Ethical Yoga Business Empowering Women in India gets Turned Down in the Den

Monday 9 October, 2017

CorkYogis entered Dragons Den on Sunday evening. This ethical yoga business with a mission to use yoga to empower women worldwide gets shot down in the Den!

CorkYogis founder Lara Sengupta, entered Dragons Den to ask for 50k in return for 15% of her yoga e-commerce store. CorkYogis has created ethical, natural cork yoga mats (one of the first of its kind in the UK) to provide yogis with a non-slip, natural surface for practice ranging from £65 - £100.

CorkYogis has a strong social side that changes lives for women in North India. CorkYogis supports education and employment of human trafficking survivors in Kolkata, India by donating to vocational training courses (for every yoga mat that is sold we donate to either a sewing course or a literacy course) and then providing jobs by employing the skilled women to make yoga mat bags.

“ Some of the Dragons liked my giving back business model but others hated it, saying I was 'confused' and that I should focus on profit first and give back when we're big enough, like Google!”

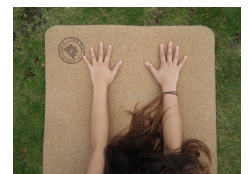
Entering the Den was probably one of the scariest things Lara has ever done, going head to head with Deborah Meaden and Peter Jones (who seemed unimpressed by it all) and even getting half an offer (of 25k) from Tej Lalvani! It was definitely a split crowd.

Lara is still going strong with CorkYogis, building it day by day and taking on some of the constructive criticism from the Dragons!

Images: Dragons Den have a host of images you can use for Press coverage:

<https://www.bbcpictures.co.uk/>

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Company Contact:

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Lara Sengupta: Founder and Director of CorkYogis. Best contacted via email.

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