

## DIRECTOR OF THE MONTH

# LOPA PATEL

Founder and managing director,  
Redhotcurry.com

**L**opa Patel hatched a winning idea as she and her friends sat around a dinner table discussing their lack of cookery skills. Within a year she had launched Redhotcurry.com, which started life in 2001 as a curry recipe-sharing site for Asian women but is now Britain's leading south Asian lifestyle portal.

"A lot of Asian women, particularly those brought up here, can't cook," she explains. "You would think skills would be passed down the generations but the reality is that my social group were busy getting A-levels and going to university, and quite often our mothers were working. It just doesn't happen anymore."

"Redhotcurry.com was always meant to be about curry and nothing more than a hobby," says Patel, who at the time managed her own direct marketing services firm, DMS Direct. She was already running her husband's cricket website and decided to lump the two sites together. "It worked quite well," she says. Soon people were asking her to write about culture, entertainment, religion, food, health, fashion and beauty from →

