



BUSINESS NAME

T's Kitchen

PROJECT NAME

Exhibition Toolkit 8

CO-FOUNDER

Adirath Trehan

WEBSITE

**In Support Of**



**Tell Your  
“Why”**

ADDRESS

Site No. 2, Timber  
Market, Sector 26,  
Chandigarh - 160101

PHONE

+91 9876693793

# Tell Your “Why”

T's  
Kitchen

## Core Idea

Your story builds emotional connection and differentiation.

## Why It Matters

Products can be copied but stories cannot.

## What To Do

- Share why you started.
- Explain the problem you are solving.
- Keep the story short and authentic.
- Connect it to the customer's needs.
- Repeat consistently across interactions.

## Co-Founder's Words

People remember stories more than features. Share why you started and what problem you wanted to solve. Authenticity builds connection and trust. When customers relate to your journey, they are more likely to support your product and become advocates for your brand.