

ESHA OBEROI

*Founder & CEO of Afea
Award-Winning Entrepreneur
Speaker
Self-Love Advocate
Reformed Rebel
Humanitarian*





BIOGRAPHY

Esha Oberoi is the compassionate, inspiring and dynamic CEO and Founder of Afea Care Services, one of Australia's most successful private in-home aged and disability care service. She is also an award-winning entrepreneur and self-love advocate who credits much of her success as a heart-centred leader and business owner to her transformative ideology that, 'mental health begins in the heart'.

Esha's formative years were incredibly tough as, upon arriving in Australia as a young migrant at 7 years of age she experienced isolation from her peers, due to her inability to communicate. This created a host of mental health challenges throughout her teenage years culminating in her dropping out of school in year 11 without securing a formal education.

The turning point came for Esha when her father, alerted to the depths of her isolation and loneliness, stepped in to assist her in finding gainful employment. As a result, she began work as a Carer in 2007 in a local nursing home when she was 23.

Esha's commercial savvy was quickly galvanised when she realised that many of the people she was caring for in the aged home weren't in need of full-time care and whose needs could have been managed with in-home care visits for a few hours a day inspiring her to reimagine the community care industry and how a heart-centred care service might look.

Energised by her mission to redefine the experiences of the Australian ageing community, in 2008, at the tender age of 24, she launched Afea Care Services, a loving in-home care provider servicing vulnerable communities.

Esha is now celebrating 12 years at the helm of her customer-centric business which is impacting the disability and aged care industry within Australia, with more than 750 carers servicing 900 care clients each week.

Esha credits her impressive success to her belief that 'self-love' is at the core of any type of progress and it's been her ability to ingrain this belief into the culture of her business which has provided the foundation upon which she and her team have flourished.

Since leveraging her own self-love mastery into a multitude of personal and business achievements, Esha now shares her own journey as a catalyst to initiate great societal change through her transformative ideology that the journey to self-love begins by embracing the belief that mental health begins in the heart, and that the focus must be on 'heartfulness' rather than 'mindfulness' if we are to succeed.

Esha's uncommon approach and her many impressive accomplishments have resulted in her being recognised as a Winner in the Indian Australian Community Business Award for Small Business and a Finalist in the Telstra Young Business Women of the Year Awards in 2014.

ACHIEVEMENTS & SPEAKING TOPICS

NOTABLE ACHIEVEMENTS

- Founder and CEO of Afea Care Services
- Built a multi-million dollar business based on 'heart-centred' principles
- Winner in the Indian Australian Community Business Award for Small Business
- Finalist in the Telstra Young Business Women of the Year Awards in 2014.
- Featured in the media 50+ times as a leader in the aged care and disability sector
- Brand Ambassador for Mental Health - Australian Rotary Health
- YPO Membership Chair Australis Chapter
- Member of the Australian Institute of Company Directors

SPEAKING TOPICS

- Heart Over Hustle: The compassionate CEO who built a multi-million dollar empire on a foundation of self-love.
- Troubled Teen Turned Award-Winning Entrepreneur: How this bullied high school dropout became an Australian success story.
- The Mindful Migrant: How this young Indian migrant overcame significant cultural barriers to build an aged care empire through embracing self-love.



HEART OVER HUSTLE

TOPIC SUMMARY

Award winning entrepreneur Esha Oberoi, is not your typical 'Australian success story'. A young, non-English speaking migrant who suffered through mental health issues, addictions, multiple abusive relationships and a lack of education may have had a different trajectory.

Instead, she has built a multi-million dollar heart-centred empire utilising the self-care strategies she employed to overcome her own debilitating personal mental health challenges, and in the process, significantly contributed to the disability and aged care industry. Her business now employs 550+ staff and services in excess of 800 clients per week.

THE DETAILS

Arriving in Australia as a seven year old Indian migrant unable to speak English, Esha Oberoi was bullied by her classmates for her inability to communicate. Debilitating depression and anxiety, exacerbated by loneliness and isolation, set in during her teenage years, which she numbed through numerous substances including drinking, smoking and laxatives.

Labelled a 'rebel' and a 'troublemaker', she dropped out of high school in Year 11 without any direction or purpose in life and became entrenched in a string of emotionally and physically abusive relationships. This culminated in Esha being allocated a Domestic Violence Police Officer to help extricate her from a particularly violent partner.

Her father, realising that his daughter's life was in the balance, recommended she consider aged care as a potential career path and so, at 23 years of age, Esha became a carer, not only to help others through their personal challenges, but to also save herself from her own.

Within a year, Esha's natural entrepreneurial spirit had flared, and she recognised the potential for a heart-centred business which could revolutionise

the immutable aged care industry within Australia.

Very aware of the mental health barriers many business owners face, and determined to contravene the much celebrated masculine 'hustle' mentality prevalent within the Australian entrepreneurial community, Esha decided to build her business on a foundation of self-love, self-care and heartfulness - all strategies she had employed to overcome her own personal battles.

Her strong belief that mental health begins the heart is the basis upon which the Afea culture has been built and it is Esha's strong belief that her business success is a direct reflection of her counter culture approach to business impact and growth.

She advocates for other business owners to be mindful of mental health issues within themselves and their employees and to embrace work practices which create a nurturing environment within which people can thrive.

KEY LEARNINGS

- How to effectively balance compassion with commercial as a female CEO and leader within a 'success driven' and 'goal oriented' business community.
- Why a successful foundation in life, business and career, is built upon self-care and self-love.
- We must focus on 'heartfulness', not only mindfulness, if we are to maintain robust physical, emotional and mental health within our lives and by extension, our businesses.
- How to interweave self-love strategies throughout a company's culture to increase morale, reduce turnover and maximise impact.
- Why it's crucial to counter the 'hustle' culture prevalent within the Australian entrepreneurial community and instead embrace a more holistic approach to business success.

TROUBLED TEEN TURNED AWARD-WINNING ENTREPRENEUR

TOPIC SUMMARY

Esha Oberoi's path to success was not an easy or traditional one. Labelled a rebel and troublemaker in high school, she dropped out in Year 11 without any qualifications, direction or purpose in life. She struggled with depression, was bullied by her peers and found herself in a string of abusive relationships. By all intents and purposes, this troubled teen was on a path of self-destruction set to end in tragedy.

However, through recognising that any form of success is built on a foundation of self-love, Esha rallied to build one of Australia's most trusted aged care and disability organisations, becoming an award winning entrepreneur, speaker and mentor with a specific focus on inspiring youth communities.

THE DETAILS

Arriving in Australia as a 7 year old Indian immigrant, Esha Oberoi's introduction to Australia was a cultural shock. She was unable to speak English and was suffering from chickenpox resulting in her classmates labelling her 'pizza face'. She struggled to fit in and her schooling years were isolated and lonely which led her to seek escape in drugs, alcohol and a number of abusive relationships.

Labelled a rebel and a troublemaker, Esha dropped out of high school in Year 11 without any qualifications, direction or purpose in life. She had developed severe mental health issues as a result of the bullying from her peers and was suffering from debilitating depression and anxiety. Her self-esteem had been crippled and she was struggling to identify any strategies to help extricate herself from her pit of despair.

The turning point for Esha came when she was allocated a Domestic Violence Officer after a particularly violent encounter with an abusive partner. Her father, recognising his daughter was struggling to find purpose in life, suggested

she try her hand in the aged care sector as a carer. Buoyed by her new found career and her love of helping others, Esha started to shine. Through caring and showing kindness and compassion for others, she recognised that she could employ the same self-love and self-care strategies to initiate her own healing journey.

Esha's confidence grew and she was able to embrace her innate entrepreneurial spirit to launch Afea Care Services, a loving in-home care provider servicing vulnerable communities.

Esha is now celebrating 12 years at the helm of her heart-centred customer-centric business which has contributed significantly to the disability and aged care industry within Australia, with more than 550 staff servicing 800 care clients each week.

Without any qualifications or education and having overcome addiction, mental health issues and multiple abusive relationships, Esha Oberoi is a shining example to the youth of Australia of what can be achieved through self-care and self-love.

KEY LEARNINGS

- Success is not always found by following 'traditional' avenues and that much can be achieved through passion, perseverance and a desire to help others.
- Self-care and self-love is the foundation for any positive relationship with self and that positive mental talk is key to confidence and self-belief. In essence, mental health begins in the heart.
- Your beginning does not define your ending. Only you decide on what you achieve in life through your choices, actions and attitude.
- Choose to be your own biggest advocate. No journey is ever smooth sailing but by actively choosing to be your own champion, you will become resilient to setbacks.

THE MINDFUL MIGRANT

TOPIC SUMMARY

As a young Indian migrant, Esha Oberoi faced numerous cultural barriers and socio-economic disadvantages upon arriving in Australia. Unable to speak English, she struggled to communicate with her peers and was a victim of discrimination and racism which culminated in her dropping out of school in Year 11. Disheartened and directionless, she developed depression and anxiety and self-medicated with drugs and alcohol.

It wasn't until she began a role as a Carer within the aged care industry that her healing journey began and she came to understand that *mental health begins in the heart*. This discovery set her on a path to building one of Australia's most trusted aged care empires employing more than 550 people. She now shares her inspirational story in the hopes it will become an example to migrant communities that mindfulness and embracing heart-centred practices are the foundation for future success.

THE DETAILS

Esha Oberoi arrived in Australia as a young 7 year old Indian migrant. She endured bullying, ostracism and discrimination from her classmates due to her cultural heritage and her inability to communicate. Her earliest memories of Australia were ones of isolation and loneliness; feelings which she carried throughout her schooling years resulting in her decision to drop out in Year 11 without having achieved her high school diploma.

Post school and held back by a lack of self-worth, Esha struggled to find purpose in life and withdrew from society. Her negative experience as a young migrant had affected her confidence deeply and she battled daily feelings of inadequacy and low self-esteem, resulting in severe mental health issues which she self-medicated with laxatives, drugs and alcohol.

Esha's lowest moment however, became the catalyst for her path to salvation. Lost and alone, she suffered through multiple abusive relationships before

a Domestic Violence Officer intervened; a turning point which initiated her journey to rebuilding her relationship with herself through mindfulness and meditation.

In 2007, at the age of 22, Esha discovered her passion for caring. Her compassionate and empathetic nature thrived when she joined a local nursing home, and she found purpose and healing in caring for others. Esha empathised with their loneliness and she quickly identified an opportunity to increase the comfort and connection of those in care, through launching an in-home care service.

Within 12 months of founding Afea Care Services, Esha had hired her mother as her first employee and the business, which she built around heart-centred practices including mindfulness and meditation, now employs more than 550 staff servicing more than 800 care clients each week.

Esha has ensured her business celebrates cultural diversity with employees speaking more than 40 languages and honouring many different cultural festivals, events and charity days. She is now on a mission to inspire other migrants to embrace mindfulness, self-love and heart-centred practices as the foundation for their future success.

KEY LEARNINGS

- Self-love is at the core of any life progress, be it personal or professional.
- Opportunity can spring from some of the toughest circumstances and it's our ability to change our perspective which will ensure our ability to identify and embrace it.
- Your beginning does not dictate your ending. Only you decide on what you achieve in life through your choices, actions and attitude.
- Salvation can be found in being of service to others; passion can be monetised and a successful future built from it.
- Cultivating community relationships is crucial to building a strong support network around you on your path to prosperity.



Speaker of Choice



Lean In Inc.
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**FEMINITION: FEMALES
WITH AMBITION**

AVAILABLE FOR

KEYNOTE SPEAKING

From troubled teen to CEO and award winning entrepreneur, Esha's story can motivate, inspire and empower your audience.

PANEL APPEARANCES

As a leading female entrepreneur and woman in the aged care and disability industry, Esha is an engaging member of any panel able to produce compelling and relevant commentary for your audience.

MEDIA INTERVIEWS

As an entrepreneurial thought leader and advocate for domestic violence and mental health, Esha is available to speak with authority on leadership, entrepreneurship, mental health and self-love.

AMBASSADORSHIPS

Esha's extensive network and authentic approach to partnerships mean brands can trust her to deliver curated and authoritative campaigns that engage and inspire.

BOARD DIRECTORSHIPS

With over 12 years in the aged care and disability industry and as an influential and effective C-suite leader and female entrepreneur, Esha can be a valuable asset for your advisory team.



MEDIA COVERAGE



Daily Mail Australia

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How I turned my life around: Woman, 34, who suffered severe depression bounces back to form successful aged and disability care business making \$10 million a year

- Esha Oberoi, 34, was at her lowest point 12 years ago with depression
- The India-born Australian went on to form multi-million dollar business Afea
- Speaking to FEMAIL, she said her work at Afea helped turn her life around



Sydney-based businesswoman Esha Oberoi (pictured), 34, experienced depression before founding a multi-million dollar company Afea

lifehacker | AU PEDESTRIAN

Elevator Pitch: Afea Care Services

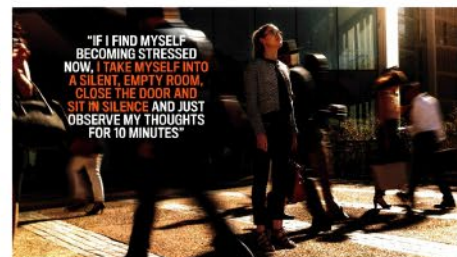
Chris Jager | Apr 30, 2019, 3:00pm Filed to: Australian Stories

MamaMia

Three easy ways to check in on those who need some extra love this holiday season.

In November, the Australian Psychological Society (APS) and Swinburne University of Technology released findings from a survey of more than 1,600 Australians that confirms that loneliness is strongly connected to poorer quality of life, lower psychological wellbeing, higher social discomfort and poorer quality social networks.

So, with loneliness a clear danger in society (and exacerbated by this time of year).



Stillness is the antidote to the #hustle

Esha Oberoi, founder and CEO of in-home aged and disability care provider Afea Care Services, believes that we need to stop glorifying "the hustle" and instead appreciate a moment of silence and stillness

BY JAMES MITCHELL

A few years into running the business Esha (pictured) at just 24 years-old, she found herself feeling empty, sad and experiencing an overwhelming sense of hopelessness. At the time, she had no idea what was happening and was told by a doctor that there was nothing wrong at the time of it. When the doctor told her, she was diagnosed that there was nothing wrong at the time of it. When the doctor told her, she was diagnosed that there was nothing wrong at the time of it.

THE AGE

'They are the employer and the employee': Mental health for founders under spotlight

By Emma Koehn December 13, 2018 - 1:54pm

girl.com.au

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Better Homes and Gardens

How to reduce your stress levels in 10 minutes or less

Feel calmer and think clearer at work - by Laura Barry

Stress is a part of everyday life for most people. Whether it's work, family issues, money or health, stress affects many aspects of our lives and the results of poor stress management can be devastating.

news.com.au

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lifestyle > health > health problems

How one young Aussie overcame mental health problems to found a multimillion-dollar business

AT 22, Esha Oberoi was battling severe depression. At 24, she was the CEO of a multimillion dollar business.

Alexis Carey

ESHA Oberoi reached her lowest point at the age of 22. Her fiancé had just called off their wedding, she was drifting from job to job without purpose and she soon rebounded into a second, toxic relationship. She found herself spiralling into a cycle of depression and abuse.

SBS Hindi

From being depressed at 24 to running a \$10 million dollar business, meet Esha Oberoi

Sydney-based Esha Oberoi was recently recognised as a Telstra Young Business Award Finalist in 2014 and Indian Executive Club award winner in 2014.

34-year-old Esha Oberoi migrated to Sydney from Delhi in 1991 with her family. Today she is the successful founder and CEO of the \$10 million turnover home care business Afea Care Services - which she launched a decade ago when she was 24.

COLLECTIVE

CAREER, TRENDING MARCH 9, 2018

THE GIFT OF FAILURE: WHAT I LEARNT FROM TAKING A WRONG TURN

Whimn

The Totally "Random" Trick That Helps This Entrepreneur Maximise Her Day

It's so easy you can do it at your desk.





ESHA OBEROI

Esha travels from Sydney and is available only within NSW at this stage.

Connect with Esha Oberoi on [LinkedIn](#)

For speaking engagements, editorial content, profile pieces and media interviews, please contact:

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