

‘The real joy lies in the learning, in the knowing and refining’

In ‘Finely Crafted Journeys’ by ZOYA from the House of TATA, First Global founder Devina Mehra shares how her love for learning shaped her career

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ZOYA from the House of TATA presents ‘Finely Crafted Journeys’ — insights from iconic women whose passion and dedication to their craft have created something distinctive for the world and deepened their connection to themselves.

ZOYA’s muse is Devina Mehra, a gold medallist from IIM Ahmedabad and the founder and CMD of First Global, a company that marries big data science with artificial intelligence. First Global manages assets for both global funds and Indian portfolios (PMS).

Tell us about your journey.

My journey began in Lucknow, which is known more for its *nawabs* than for its businesses.

When I first went to IIM Ahmedabad, I knew nothing about the field that I finally ended up in. But I did enjoy learning and that inspired me to persevere. My path



Devina Mehra,
founder, First Global

to success was built upon that bedrock of learning, hard work and commitment.

To me, jewellery is about visual delight, not about signalling the number of zeroes in your bank account and ZOYA embodies that beautifully

What do you enjoy the most about your craft?

I love that it nourishes my curiosity, even after three decades. It’s exhilarating to use my learnings in the real world where there’s no place to hide. I love what I do and it is the confidence that I have in my craft that inspires me to go head-to-head with the best in the world.

How has your journey renewed your connection with yourself?

I am a student of life, and that is my true self. While in this business the input and output are all monetary, the real joy is in the learning, from knowing about various industries to refining investment techniques.

ZOYA and you...

To me, jewellery is about visual delight and design, not about signalling the number of zeroes in your bank account and ZOYA embodies this beautifully. I love the exquisite designs and craftsmanship of ZOYA’s jewellery, including the different cuts of diamonds and the use of colour ●