



A COMMUNITY OF 1,200+ MARATHI-RAISED MOTHERS ACROSS NORTH AMERICA

MARATHI AAI INITIATIVE

ROOTED IN CULTURE
THRIVING IN THE DIASPORA

EMPOWERING MARATHI-RAISED MOTHERS
ACROSS NORTH AMERICA

MEDIA CONTACT: NEHA JOSHI, HEAD OF MEDIA RELATIONS & PR

EMAIL: MAIPRESSTEAM@GMAIL.COM

WEBSITE: MARATHIAAI.ORG

WHO WE ARE

‘MAI’, a strong yet nurturing title for a Mother in the Marathi language.

A Mai gives unconditionally, loves fiercely, and anchors her child’s life with strength and grace. She strives for her family and herself, balancing countless roles as a multitasking powerhouse. She knows it takes a village, yet remains the steady center for her child.

From carrying her baby in her womb to watching them soar as they grow up, a Mai embodies resilience, discipline, and safety.

We are MAI

A vibrant community of **1,200+ Marathi-raised mothers across North America. Our community hosts 10+ cultural and parenting events nationally each year.** We’ve built a safe, nurturing space to connect, share, and support one another through the unique joys and challenges while raising children away from India. We uplift each other and foster both physical and mental well-being of moms and kids, grounded in empathy, intention, and shared traditions.

Together, we celebrate motherhood, our fellow Aais, our children, and our shared roots.



**PHOTO:
GUDI PADWA'25**

2025

AT A GLANCE



MAI is a fast-growing nonprofit organization and a community built by Marathi-raised mothers for Marathi-raised mothers across North America.

Through virtual meetups, cultural events, parenting workshops, and regional chapters, we empower mothers, preserve their cultural identity, and help one another raise confident, proactive, and independent children who are truly rooted in Marathi culture and language.

BY NUMBERS

1,200+ MEMBERS

Growth from 10 to 1,200+ members in just 2 years, driven purely by word of mouth.

36 CHAPTERS

City-specific and topic-specific chapters where moms connect over shared interests like Kids Lunchbox Ideas, Fitness Clubs, Book Clubs, and more

5000+ MONTHLY CONVERSATIONS

5000+ monthly conversations across MAI hubs, where moms exchange experiences, share practical advice, and build lasting friendships rooted in support rather than judgment or competition.

20+ COLLABORATIONS

Community-wide collaborations with mompreneurs to champion their small business growth.

15+

Family-focused cultural events held across North America to foster cultural connection and exposure.



2025

OUR FOUNDERS



Dr. Sayli Natu, co-founder of MAI, was born and raised in the U.S. and embodies Marathi culture and speaks the language with remarkable fluency. This deep connection, combined with her vision and lifelong curiosity, inspired her to create a nurturing community that celebrates both Marathi culture and motherhood.

A PharmD with an acute-care residency, Sayli practices at a Bay Area hospital. She brings precision, calm leadership, and steadfast commitment to MAI. Shaped by her dual-cultural upbringing, she is passionate about helping mothers pass down their heritage and ensuring the next generation embraces their roots with the same pride and joy as their parents. A trained Kathak dancer and mother of a spirited two-year-old, Sayli effortlessly blends professional excellence with heartfelt devotion to the community she has helped build and grow.

“MAI, for me, is a bridge to the culture and language many women left behind but deeply wish to share with their children. As American born and raised myself, I always longed for a connection to my Marathi roots, but with few Marathi families around me, I discovered the beauty and depth of the culture much later in life. Through MAI, every tradition like Bhondla, Diwali Pahat, and Mangalagaur is more than a celebration; it is a chance for our North American-born kids to grow up surrounded by the Marathi spirit I once yearned for. Dreams are coming true, and I am ever so grateful to everyone making it happen!”

OUR FOUNDERS



Kshitija Karmarkar, co-founder of MAI, is originally from Pune, India. She holds a Master's degree in Landscape Architecture from Texas A&M and is currently pursuing her Ph.D. at the University of Delaware. With her vision and dedication, she brings a thoughtful blend of creativity, intellect, and discipline to MAI.

A mother to a lively three-year-old, Kshitija is also an artist inspired by Indian and tribal art, and trained in Bharatanatyam and Ballroom dance. Living thousands of miles from her motherland, she channels her artistic sensitivity, academic rigor, and community spirit into shaping MAI. Her work reinforces the belief that through this community, Marathi mothers can celebrate their roots while balancing dual cultural lives with grace and pride.

"I remember the laughter that filled our festivals in Pune, the rhythm of folk songs, and the sense of togetherness that shaped my childhood. Moving away made me realize how deeply those moments formed my identity and strength. Through MAI, we found a sisterhood of Marathi mothers who became Mavshis to other kids and friends-like-family to fellow Aais, something we all miss from back home. Each Aai brought back the warmth, guidance, and shared laughter that make a new country feel like home. Through MAI's chapters and hubs, we are not just celebrating traditions; we are rebuilding the emotional fabric of home for every mother and child, wherever they live."

WORK WITH US

PARTNER WITH MAI TO SHARE AUTHENTIC STORIES OF CULTURE, MOTHERHOOD, AND COMMUNITY IMPACT ACROSS NORTH AMERICA.

FOR JOURNALISTS & INFLUENCERS, WE OFFER:

Dedicated PR & Media Team:

Fast responses with verified quotes, facts, and background information.

Embargoed News Access:

Gain exclusive early insights into our upcoming campaigns, milestones, and community initiatives with our 'Embargoed News Access'.

Media Assets:

Customized high-resolution photos and press-ready content.

Founder Stories & Interviews:

1:1 access to our co-founders, bridging the U.S. and India cultural and language landscape through their lived experiences.

Behind-the-Scenes Access:

Invitations to cultural events, community workshops, and member gatherings.



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WORK WITH US

PARTNER WITH MAI TO SHARE AUTHENTIC STORIES OF CULTURE, MOTHERHOOD, AND COMMUNITY IMPACT ACROSS NORTH AMERICA.

FOR JOURNALISTS & INFLUENCERS, WE OFFER:

Member Voices & Case Studies:

Topic-based stories from mothers that capture the real essence of our community.

Sponsorship & Collaboration Opportunities:

We welcome collaborations with aligned partners that share our vision for cultural preservation and modern motherhood.

Exclusive/Customized Story Angles:

Themes include preserving culture across generations, the physical and mental well-being of new moms, and dual-identity journeys.

Partnership Toolkits:

Official logos, hashtags, and sample social posts for media partners and influencers.

Founders available for:

Print, Television, Radio, YouTube, and social media for formal interviews and fireside chats.



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STORY ANGLES

Our community members are accomplished professionals across various fields, including psychiatry, entrepreneurship, legal, banking, medicine, mental health, art, communications, and more. We are happy to feature stories from community moms who bring both professional expertise and lived parenting experiences, creating authentic, multidimensional narratives. Below are some of the story verticals our community and collaborations frequently explore.

Mom Journeys

- New & toddler moms' mental health & postpartum care
- Child's cognitive & physical development.
- **Elementary years:** academics, extracurriculars, social growth, and more.

Community & Fun Hubs

- Fitness challenges, Book Club, & Mompreneur circles
- Career hubs for moms returning to work, running a business, & changing careers while catering to family.
- Peer-support groups on immigration, travel with kids, starting solids, picky eaters, & allergies, & more.

Culture & Events

- Raising bilingual kids and preserving cultural identity.
- Festivals, community gatherings, & cultural events that connect families across North America.





Bhondla 2025: Children sing and go around the elephant, a symbol of rain, growth, & good fortune. A community Maushi explains.



Diwali 2025, 'Story of Diwali' puppet show: Storytelling about meaning of Diwali and the significance of good over evil with our community mother's handcrafted puppets.



Diwali 2025, Laxmi Pujan: Praying to Goddess Lakshmi using pretend gold coins on a booth handcrafted by our community mother.



Diwali, 2025: Vasubaras (Left) — celebrating abundance and honoring the nurturing bond between the cow and her calf. Handmade killa (Right), a cherished tradition honoring Chhatrapati Shivaji Maharaj

CULTURAL CELEBRATIONS



Manglagaur, 2025: An evening of devotion, sisterhood, laughter, good food, & traditional games honoring Goddess Parvati.



Makar Sankranti 2025: Haldi-Kunku, honoring warmth, friendship, and new beginnings through auspicious goodwill



Diwali, 2025: Celebrating this beautiful festival with many of our community members as a fun lunch-style meet



CONNECT WITH US



Founders: Sayli Natu & Kshitija Karmarkar

Media contact: Neha Joshi

Media Email: maipressteam@gmail.com