

# FORTUNE

MARCH 2022

INDIA  
—exchange

NEWS, EVENTS, PROMOTIONS + IDEAS



Dr Na'eem Sadiq



Dr Kiron



Azim Premji



Akuri Srinivasa Reddy



Shrinivas Rao

# TITANS OF INDIAN BUSINESS



**SHILPA GUPTA**  
DIRECTOR, **WBR Corp**

To read this issue online, visit:  
[www.magazine.wbrcorp.org](http://www.magazine.wbrcorp.org)

#### **WBR Corp Locations**

##### **UK**

WBR CORP UK LIMITED  
3rd Floor 207 Regent Street,  
London, Greater London,  
United Kingdom, W1B 3HH  
+44 - 7440 593451

##### **INDIA**

WBR CORP INDIA  
D142A Second Floor, Patel Garden  
Dwarka Main Road, Delhi 110059  
+91-9811192562

##### **UAE**

WBR CORP UAE  
1203 A Business Bay Bridge,  
Dubai, UAE

Designed by



<https://gvmultimedia.in>

Issue Editor: A Das

# OVERVIEW

Indian entrepreneurship domain has gone through a myriad of changes. From introducing new innovation to renewing the business working model to making way for technology-backed marketing, the businesses have gone through a plethora of changes, particularly in the last three decades. The most significant change is the result of national government policies that is creating an awareness about the climate for more economic freedom for entrepreneurs and private businesses.

India has come a long way from being an inward-looking democratic socialist economy that often discouraged international trade/investment and allowed private business but overregulated it to a set of market reforms that brought in foreign investments, connected India to the global market, and created opportunities for Indian companies to venture abroad. A large range of factors, both in formal (regulated by government policies) and informal sectors (unstructured markets, not monitored by government regulations) have been brought to action and shuffled over time to secure their own niches in new waves of policy changes, globalization trends, and competition from foreign investments.

India's upward development curve jumpstarted the service sector encouraging entrepreneurship and innovation to create the right platform for global business leaders. New government policies that made use of cultural propensities and economic incentives have dramatically altered India's business environment, making it more cohesive and ready for the Indian entrepreneurs to turn into global leaders.

Sustained business reforms over the past few years has further helped India jump 14 places to move to 63rd position in this year's global Ease of Doing Business rankings. The global businesses and leaders from India have made a mark in the world with their phenomenal business acumen.

This special issue is a salute to all the Indian Businesses and Professionals who have worked exceptionally hard in these unusually tough times. It is overwhelming to see that how Indian businesses' have rode over the difficulties of the pandemic to make their mark in the global economy, pushing India ahead in the growth curve.

*Shilpa Gupta*



# Contents

# CONTENTS



**Azim H. Premji**  
Founder Chairman, Wipro

4



**Shrinivas Rao**  
CEO, Vestian

6



**Dr. Na'eem Sadiq**  
Plexus Neuro and Stem Cell Research Centre

8



**Srinivasa Reddy**  
Founder, Techno Paints

12



**Lion Dr. Kiron, CEO,**  
Suchirindia Group

14



**Dr. Tanuj Bhatia**  
Cath Lab Director

17



**Dr. Sahebgowda Shetty**  
Plastic Surgeons

18



**Rasika Dugal,**  
Indian Actress

26



**S K Sahu**  
Independent Entrepreneur

44



**Atul Kirloskar**  
Executive Chairman,  
Kirloskar Oil Engines

50

## Titans of Indian Business

N. R. Narayana Murthy, Infosys	16
Sanjiv Puri, ITC Ltd	19
Anil Agarwal, Vedanta Ltd	20
Brijesh Madhavan, Curvelogics Advanced Technology Solutions	21
Professor Mahesh Purandare	22
Satish Kumar Sadasivan, Evolvebpm Opc	23
Anand Mahindra, Mahindra Group	25
A. M. Naik, Larsen & Toubro	27
Ajay Piramal, Piramal Group	29
Amit Burman, Dabur India Ltd	31
Kiran Mazumdar Shaw, Biocon Ltd	33
Prachi Dhabal Deb, Cake Decor	36
Sanjeev Jain, Akums Drugs & Pharmaceuticals	37

**DISCLAIMER:** The contents of this publication are based on the latest information made available to the publishers at the time of publication going to print. Whilst every care is taken in the compiling of this publication, the publisher is not responsible or be made liable for any loss or damage of any kind howsoever arising as a result of any errors, inaccuracies or omissions in respect of any entry whatsoever. The content for various articles have been collected from various sources available in the public domain. The publisher should be informed of errors, inaccuracies or omissions discovered in the publication in writing.

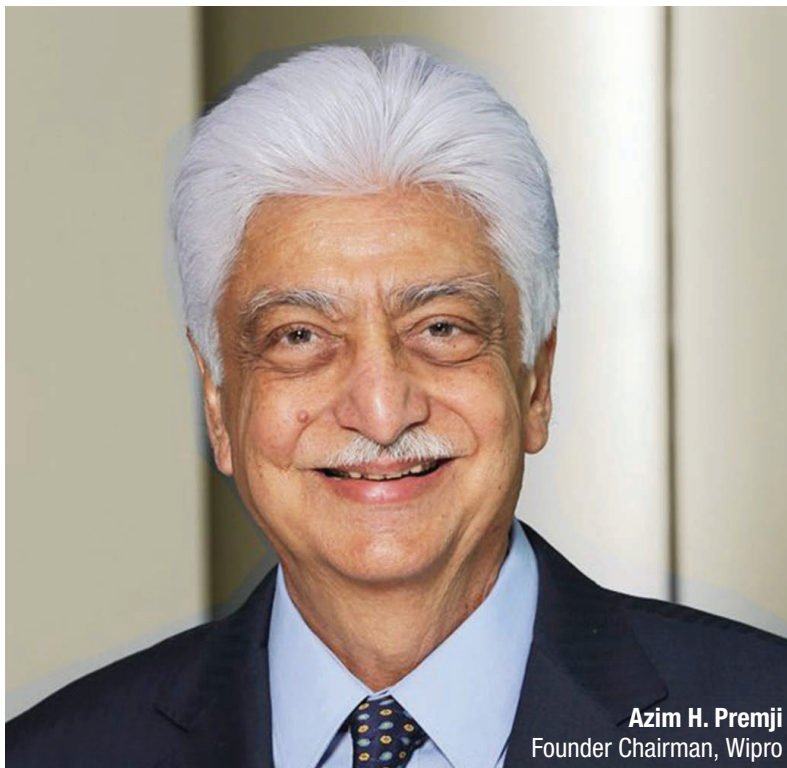
The respective organisations and individuals are solely responsible for the accuracy and contents of their own articles, and for all claims, losses, costs, expenses or damages whatsoever from of any person arising (directly or indirectly) from the publication and contents of any articles. The publisher aims to provide accurate information, but are in no way responsible for the accuracy and contents for any Advertisement / Story / Article. The publisher, its employees and agents therefore will not be liable for any claims, losses, costs, expenses of damages incurred or arising for any reason of any person (including but not limited to claims of negligence, intellectual property infringement and defamation) in connection with any articles. The publisher makes no warranty or representation in respect of, nor do they endorse any product, service or other matter whatsoever appearing in the articles collated in this Marquee Edition.

No part of this publication may be reproduced or transmitted in any material form or by any means, including photocopying, image scanning, storing or recording by any means in any form nor broadcasting or transmission through any medium of any part of this publication by electronic means and whether or not transiently or incidentally to some other use of this publication, without the express written consent of the copyright owner.

This booklet is a special initiative of WBR Corp under Fortune India Exchange the content and design of the booklet has been compiled under fortune India Exchange. Claims made in the content are verified by WBR Corp and readers discretion is therefore recommended.



# A visionary who believes in giving back to the society & people through innovation



**Azim H. Premji**  
Founder Chairman, Wipro

*Azim Premji, in full Azim Hasham Premji, Indian business entrepreneur who served as chairman of Wipro Limited, guiding the company through four decades of diversification and growth to emerge as a world leader in the software industry. By the early 21st century, Premji had become one of the world's wealthiest people. Premji is indeed one of the pioneers in developing the IT sector in India and putting the sector on the global stage.*

In the year that Premji was born, his father founded Western Indian Vegetable Products Ltd., which produced vanaspati, a widely used hydrogenated shortening. Three years later, colonial India was partitioned into mainly Hindu India and Muslim Pakistan, but the Premji's, a Muslim family, chose to remain in India. In 1966, just before Premji was to complete his degree in engineering at Stanford University, his father died unexpectedly. Postponing his graduation, he returned to India to take the reins of the family business and immediately began to diversify, delving into consumer products such as soap, shoes, and lightbulbs, as well as hydraulic cylinders.

## Building Wipro

Premji renamed the company Wipro in 1977, and in 1979, when the Indian government asked IBM to leave the country, he began to steer the company toward the computer

business. One of the wealthiest people in India, Azim Premji is these days perhaps more known for his philanthropy than his wealth or business skills. He derives his wealth from his ownership of Wipro Limited (WIT), an information technology (IT) company that ranks as India's third-largest outsourcer of IT services.

Wipro entered the IT space in 1980 after IBM had withdrawn from the country. The company started with manufacturing microcomputers under a technology-sharing agreement with U.S.-based Sentinel Computers. Later, it started providing software solutions to complement its hardware operations. The 80s saw a series of ventures by Azim Premji and Wipro. He started a manufacturing plant for the production of hydraulic tipping systems in 1983, followed by an entry into the manufacturing of industrial cylinders and hydraulic cylinders. In 1989, Wipro formed a strategic joint venture with General Electric (GE) for the manufacture and distribution of imaging products called Wipro GE Medical Systems, which became a subsidiary of Wipro the following year.

## Technology to drive success

Thanks to the substantial increases in technology stocks, Wipro's value skyrocketed in the late 1990s, and Premji became one of the richest entrepreneurs in the world—a position he retained well into the 21st century. The success of both the company and its chairman was more than merely the result of outside forces' inflating the value of the company, however. Premji had boldly broken with tradition by transforming Wipro into an information technology powerhouse with a solid footing in foreign markets at a time when most fortunes in India were based on ownership of land and factories used to produce domestically consumed goods. In 1999 Premji officially completed his degree from Stanford through a distance-learning arrangement.

One of the wealthiest people in India, Azim Premji is these days perhaps more known for his philanthropy than his wealth or business skills. As of Oct. 2019, Forbes reported Premji had a net worth of \$7.2 billion. He derives his wealth from his ownership of Wipro Limited (WIT), an information technology (IT) company that ranks as India's third-largest outsourcer of IT services. In this article, we review Premji's rise as the

owner of a small, family-run business to one of India's most influential entrepreneurs.

### Premji Focuses on Philanthropy

One of the many reasons—perhaps the most significant—that Azim Premji will be remembered is for his philanthropy. He has already given away \$21 billion of his wealth as part of the Giving Pledge, a commitment by the world's wealthiest individuals to donate the majority of their wealth to charitable causes. Premji was the first Indian and only third non-American to make this pledge. This includes two-thirds of his Wipro stock, which has been placed in a separate trust and will be used for educational purposes. The Azim Premji Foundation was set up as a non-profit organization in 2001 with the aim of improving primary education in India. It has also set up a university in Bengaluru, India, and works with schools and governments in various districts of India to improve education in a holistic way, rather than just through financing.

The Foundation works with over 350,000 schools across seven Indian states. It also runs the Azim Premji University, which focuses on teaching and research programs in education and other areas of human development. Azim Premji Philanthropic Initiatives support not-for-profits working in areas of human development and education, such as nutrition, local governance, and well-being of vulnerable groups. Azim's \$15 billion donation to the Foundation's



“Azim Premji is one of India's most well-known and respected business leaders and has received many awards during his lifetime, most notably India's second-highest civilian honor for his contribution to business. He was also selected as one of the 30 Greatest Global Entrepreneurs of all time by Business Week and was named one of the 100 most influential people in the world.”

### AWARDS & ACCOLADES

It is impossible to list down the awards of this maestro, given his innumerable contributions to the society and humanity. Among the many awards he has received, some of the notable ones are:

- ▶ He was the first Indian recipient of the Faraday Medal.
- He was awarded honorary doctorates by Michigan State University, Wesleyan University, and the Indian Institutes of Technology at Bombay, Roorkee, and Kharagpur, among others.
- The Republic of France awarded him their highest civilian award, Knight of the Legion of Honor.
- In January 2011, he was awarded the Padma Vibhushan, India's second highest civilian award.
- The Carnegie Medal of Philanthropy was bestowed on him in 2017, hailing the “conscience, integrity, and compassion that have guided his visionary giving.....(with) invaluable benefit to both that nation and to the world.”

endowment make it one of the largest foundations in the world.

Azim Premji is one of India's most well-known and respected business leaders and has received many awards during his lifetime, most notably India's second-highest civilian honor for his contribution to business. He was also selected as one of the 30 Greatest Global Entrepreneurs of all time by Business Week and was named one of the 100 most influential people in the world.

He has transformed Wipro under his leadership from a \$2 million cooking fat company into a conglomerate spanning multiple businesses that consistently generate billions of dollars in revenue each year. But perhaps his most lasting legacy will be the way he has used his wealth to improve the lives of others who are less privileged. Something else that is noteworthy about Azim Premji is that he has managed to build an organization that has a reputation for being an ethical company committed to certain core values, and he has taken a keen interest in creating high-performance teams.

### Wipro today

Wipro Limited today is a leading global information technology, consulting and business process services company. The company harness the power of cognitive computing, hyper-automation, robotics, cloud, analytics and emerging technologies to help their clients adapt to the digital world and make them successful. A company recognized globally for its comprehensive portfolio of services, strong commitment to sustainability and good corporate citizenship, they have over 220,000 dedicated employees serving clients across six continents. Together, they discover ideas and connect the dots to build a better and a bold new future. ■

# Driving growth through Nurturing Talent: Shrinivas Rao

“Driving Trust through Transparency, Objectivity and Accountability in Commercial Real Estate



Shrinivas Rao  
CEO, Vestian

*Shrinivas Rao, CEO of Vestian Global Workplace Services, over the span of the last 25 years, has worked to create opportunities at every hurdle and challenge. Describing himself as tenacious, Mr. Rao is a self-made man, who is a firm believer that one should not only participate in a race but give it their best. He is however, realistic enough to realise that one needs to learn from failures and shortcomings, in order to run the next race better.*

“I will never give myself the luxury of thinking “I’ve made it.” I’m not the same as I was 20 years ago, but I always set the bar higher.”

- Zaha Hadid

This quote could very well summarize Shrinivas Rao, CEO of Vestian; and one of the pioneers of the Indian Commercial Real Estate industry. Within a short span of 12 years, Vestian is recognised as a global brand in the field of real estate services and workplace solutions. The credit for this goes to Shrini for not just having the foresight to identify the need for integrated workplace solutions, but more importantly, for delivering quality services.

## Looking closely

A quick look into his formative years indicates a determined youth who completed his Bachelor’s degree in Civil Engineering from Pune

University in 1991. His first job was with Chitale & Sons, one of the oldest architectural firms in India. This is when he realised that his passion lies in the real estate sector; and went on to pursue a master’s degree in business administration. He, then joined K Raheja Properties, India’s largest real estate developer to market some of the largest commercial and residential ventures across India. Post this, he worked with Sanmar Properties, part of Chemplast India, where he was instrumental in development of various residential projects in Bangalore. These earlier stints made him realise the lack of regulation and professionalism; and he saw an opportunity to contribute significantly to the segment.

Shrini’s father, was perhaps, one of his earliest and strongest inspirations in life. A chartered accountant by qualification, Shrini’s father was an entrepreneur in the entertainment industry. Shrini also drew inspiration from late Ms. Zaha Hadid. Her innovative approach is reflected in all her designs, a lesson and value, that till date, he applies in his day to day functioning and in every project.

The entire industry was unstructured and fragmented and there was not a single firm which could provide integrated workplace solutions to corporates. Shrini identified this limitation and played an active role when organised real estate firms forayed into India. He became a key contributor in establishing professional commercial real estate services in India. He was involved in launching and establishing businesses of Colliers International and Cushman & Wakefield. It hence came as no surprise when Shrini was felicitated as one of the youngest directors of Colliers India, at the age of 26.

In the year 2000, he joined Equis as the Country Manager, India, with a primary focus of establishing a conflict-free occupier solutions business. During his tenure, he successfully established Equis

amongst the top four CRE organizations in the country. In the year 2006, UGL, a 3-billion-dollar Australian conglomerate acquired Equis. Shrini took over as the Chief Operating Officer - APAC and was tasked with the responsibility of integrating Equis and its 6500 employees with other entities acquired by UGL in Southeast Asia, which he successfully did. It is at this point in time that he realised that there was shift in focus from occupier solutions to a more landlord service delivery model.

It was at this juncture that Shrini decided to start his own workplace solutions firm - Vestian. The core focus of Vestian was tenant representation. "I saw the tenant representative model as a means to build, scale, provide conflict free solution, and build trust amongst clients," he adds. Shrini collaborated with Michael Silver, a pioneer in his own right, in the workplace industry and former owner of Equis, to create Vestian with the underlying philosophy of transparency and accountability. The new entity came into being in 2010 and was headquartered in Chicago.

### Future gazing

Today, having completed assignments across 90 locations in 5 countries including the U.S., U.A.E., India, Sri Lanka, and China, the company's biggest strategic thrust is international growth and expansion. Shrini believes that it is imperative to have strong team dynamics and team cohesion for the success of any firm. He adds, "We are as good as our people. Our focus is on getting the right talent and nurturing it. Empowering our talent is the key to Vestian's scalability and longevity."

Starting with 18 employees in Bangalore; Vestian, today has presence in 5 countries with over 750 employees. Vestian's track record shows a year-on-year revenue growth of over 100%, client retention rate of 98% and barely 2% attrition. Shrini dedicates this phenomenal growth, to his employees and all the people who have stood beside him over the years. He says, "The passion, commitment and dedication of our employees coupled with the company's honest value system, ethics, integrity and transparency, has made the company achieve what it has over the years. At Vestian, we have always believed in the fact that we are as good as our people; and have strived to attract, promote and nurture talent. It is our vision to build a company with a key focus on promoting talent that can raise the bar for the industry. The real estate industry needs leaders who can anticipate change and rise to the occasion, to deliver client experiences."

His passionate advocacy for the need to make formal education in real estate available to the younger generations, led to a tie up between RICS and Amity University, with the latter offering much needed professional courses, tailor made for the real estate industry. One of the biggest challenges in corporate real estate world has been the unavailability of formal education that actually trains people for the real estate world. Not only was Shrini an ardent advocate of bringing real estate education to the younger generations but was actively involved in building the curriculum for real estate. He continues to invest time in nurturing and guiding young minds by way of teaching assignments at various universities and providing industry exposure via trainings and internships at Vestian.



“ One of the biggest challenges in corporate real estate world has been the unavailability of formal education that actually trains people for the real estate world. Not only was Shrini an ardent advocate of bringing real estate education to the younger generations, but was actively involved in building the curriculum for real estate.”

### Giving back

Over the years, his philanthropic contributions include a partnership with Help Age India and Child Rights & You (CRY). Shrini also supports Light A Life - Reena Raju Foundation, a registered charitable trust that spreads awareness on organ donation, and how it can be a viable option for patients suffering from end-stage organ failure in India. He was also a Local Area Committee (LAC) Member of The Tirumala Tirupati Devasthanams (TTD), and an active participant in community welfare initiatives organized by the association.

Shrini feels that one is never too old or too experienced to learn something new every day; and keeps himself abreast of the latest happenings in technology and the real estate industry. A self-confessed "capitalist in mind and a socialist at heart", Shrini truly believes in "Pushing the envelope - If you don't try, you won't succeed."

To the youth of today who wish to join the real estate business, Shrini advises, "Being passionate and committed is the key to success in this industry. Success does not come overnight, so it's imperative to be patient and persistent." He believes in learning from the past, while being optimistic about the future. ■



# Bringing scientific practices to the limelight with ample dedication & research



*Plexus Neuro and Stem Cell Research Centre is committed to providing advanced treatment to effectively treat a host of chronic diseases. Their comprehensive services such as stem cell therapy, physiotherapy, occupational therapy, speech therapy, cognitive behaviour therapy, sensory integration therapy help treat and rehabilitate patients suffering from neurological and neuropsychiatric disorders.*

## Science on duty

Plexus Neuro and Stem Cell Research Centre was established on 15 Aug 2011 with the aim of improving lives of patients suffering from debilitating neurological disorders at an affordable cost. From a 4 room clinical set up to a 5 floor multidisciplinary unit, Plexus has grown by leaps and bounds over the past decade. The core values of improving the quality of life of individuals with disabilities and the promise of unconditional support and care is what makes Plexus a leader in the Stem Cell industry. The treatment offered at Plexus combines the science of Regenerative Medicine with the humane touch of the country's best Rehabilitation professionals who specialise in the fields of physical therapy, occupational therapy and speech and language therapy. The various types of therapies offered at Plexus aim at improving the quality of life of adults and children suffering with incurable diseases and disabilities. The Stem cell therapeutics laboratory is amongst the best not only in the country but also globally.

“Plexus’s approach to treatment is what sets them apart. If you see the logo, how the word “us” stands out from the word PLEXUS, and how the hand envelopes the brain showing care, empathy and support, is what makes the institute above and beyond everyone. The team at Plexus believes in treating the PERSON and not the DISEASE.”

Dr Na'eem Sadiq

**D**r Na'eem Sadiq, Medical Director, Head of Department of Stem cell therapy, Plexus Neuro and Stem Cell Research Centre was born and brought up in Bangalore, Karnataka. He completed his schooling in Bangalore itself. And took a formal training in medicine, MBBS from Gulbarga University, Karnataka. He studied neurology and clinical neurophysiology in London and worked with some of the most prestigious medical institutions in England and the Middle East. In India, he started his journey at NIMHANS, the hub of neurology and psychiatry. Currently, he is the medical director, the head of the department of stem cell therapy at Plexus Neuro and Stem Cell Research Centre. Today, he along with his team of scientists and team of rehabilitation professionals at Plexus work in tandem to make dreams come true every single day.



Plexus's approach to treatment is what sets them apart. If you see the logo, how the word "us" stands out from the word PLEXUS, and how the hand envelopes the brain showing care, empathy and support, is what makes the institute above and beyond everyone. The team at Plexus believes in treating the PERSON and not the DISEASE. They not only add years to life but also add life to years. When you come to Plexus, the team's unconditional care is seen, their passion is felt, and their magic is experienced.

### Building Plexus

"Rome wasn't built in a day" What you see today as Plexus is just the tip of an iceberg. The number of risks Dr Na'eem Sadiq has taken, the number of sacrifices he has made, the number of hours he has spent awake at night, and the number of times he has been his own cheerleader to push through his limits over the past 35 years cannot be counted. There have been testing times when he has stood against the entire medical fraternity trying to prove his point. There have also been those moments when he had to leave his family in difficult situations because his patients needed him more. Multiple times he has had to juggle between difficult scenarios like taking care of his sick children singlehandedly and being there for his needy patients. There has been insurmountable stress and a plethora of problems but one thing that has kept him going is his unshakable belief in God.

Use of stem cells in regenerative medicine holds promise for improving human health by restoring the function of the cells damaged due to degeneration or injury. Stem cell biology has potential application in several areas of biomedical research including treatment of neurological disorders. As a Neurologist when Dr Na'eem Sadiq came



across a number of degenerative neurological disorders, which seem to have no "cure", his search for an answer brought him to this underutilised area of Stem cell therapy. Apart from this, earlier in life when he witnessed his father succumbing to a neurological illness due to lack of availability of a tangible solution, it intensified his quest for a medical treatment that can cater to such neurological disorders.

Dr Na'eem Sadiq's father is his biggest inspiration. His teachings, his outlook towards the world, his lessons have influenced Dr Na'eem Sadiq's life like no other. His faith is God, his family, his positive attitude and his time management skills are the greatest strengths and along with that he is blessed to have a great team helping him excel and achieve the impossible. Nothing is impossible as the word itself says I AM POSSIBLE, Dr Na'eem Sadiq believes and he says, "Don't limit your challenges, but Challenge your limits". ■





# London

## Opportunity for growth, prospect for path-breaking success

*The English writer Samuel Johnson famously said, “You find no man, at all intellectual, who is willing to leave London. No, Sir, when a man is tired of London, he is tired of life; for there is in London all that life can afford.” More than two centuries have passed since Johnson’s era, but his words still ring true. Life in London is nothing short of invigorating, and travelers find that one visit isn’t enough to experience everything this two-millennia-old city has to offer.*

Here, the antiquated clasps hands with the contemporary. You’ll find the historic Tower of London and the avant-garde Tate Modern. You can catch both the Bard’s works and modern plays at Shakespeare’s Globe and its accompanying Sam Wanamaker Playhouse. And while Londoners still praise the power of tea, they now make room for Starbucks and Costa Coffees here and there, and pressed juice too. A current leader in everything from politics and banking to fashion and music, London’s culture compass is always attuned to what’s next. Discover it all on one of London’s best tours.

Ah, London — home to world-class restaurants, an unparalleled music scene, and some seriously rich history.

### Culture

The culture of London concerns the music, museums, festivals

and lifestyle within London, the capital city of the United Kingdom. London has frequently been described as a global cultural capital and is one of the world’s leading business centers, renowned for its technological readiness and economic clout, as well as attracting the most foreign investment of any global city. As such, London has often been ranked as the world’s capital city.

### Investment and Business Opportunities

London is one of the most attractive cities to do business in the world. It is the capital of both England and U.K. In fact, London is the world’s leading financial centre and offers a lot of business opportunities in sectors such as arts, commerce, education, entertainment, fashion, finance, healthcare, media, professional services, research and development, tourism and transport.

In a recent survey carried out by the Confederation of British Industry, it was estimated that 90% of business owners rate London as a very fertile city for business. The rate of business success in London is not unconnected to



its good infrastructure, cultural diversity, and peaceful environment.

Now there are a lot of businesses you can do in London ranging from Franchise business opportunities to small scale startups (businesses for sale). It doesn't even matter if you have little capital to invest. There are businesses that you can even start without capital. The key is to understand how and where to invest your money.

#### Business-friendly environment

Enjoy the many advantages that make London the easiest city in Europe in which to do business. Benefit from flexible employment law and low-cost legal structures, entrepreneurs' visas and capital gains tax relief.

#### Access to customers

A London base gives you access to more than 8 million Londoners. London is Europe's most accessible city; use low-cost rail and air links to target global territories.

#### Investment and innovation

Secure investment and develop new ideas with the help of Research and Development tax credits, the Patent Box scheme and the Enterprise Investment Scheme. Form innovative partnerships across all sectors by joining London's converging clusters.

#### World-class talent

Access a diverse and talented workforce of more than 4 million people, speaking hundreds of languages in a range of specialties. That includes 46,000 tech companies supporting 240,000 jobs in an ecosystem worth an estimated \$44bn, 800,000 creatives and some of the world's best professional services partners.

#### Essential Center for all MNCs

In recent years, London has played an increasingly important role in hosting the headquarters of multinational corporations (MNCs) – yet this aspect of London's commercial activity has been somewhat understudied in comparison with its role as a centre for global tech, finance and creative industries. This is partly because headquarter (HQ) location choice is usually a secretive process, 1 and partly due to the diverse range of functions that can comprise "HQ activities".

London has also attracted new corporate temples as Bloomberg, Facebook and Google have made very large investments in new central London offices. However, Brexit has brought into question London's position as a centre for European HQs: the location of multinationals' offices has featured heavily in Brexit debates, and in the press every headquarters, move becomes "about" Brexit. Moreover, healthcare in London, which consumes about a fifth of the NHS budget in England, is in many respects distinct from that in the rest of the United Kingdom, or England.



#### Celebrating the spirit of London with Asian UK Business Meet 2022

We are pleased to share details of WBR Corp's upcoming initiative Asian UK Business Meet 2022 on scheduled @ The House of Commons in London, UK in May 2022. The event will bring together several international industry sectors to facilitate networking and foster business ties. The Asian UK Business Meet is a premium networking opportunity for Indian business and professionals with their UK counterparts. The grand event will recognise and honor several companies from a diverse range of industry and will be followed by a sit-down gala dinner.

Asian UK Business Meet is a unique platform to promote cross-cultural brand credibility, globally involving the brands and leaders from various nations of the world. The project involves brands and leaders of the most promising nations for business. This summit would be a milestone to further build investor confidence and bring the right partnership for the Country at a faster pace, focusing on investment in India on Infrastructure, Construction, Renewable Energy, Tourism and Retail. The summit aims to promote bilateral trade between countries from Asia and the UK. It will be an avenue to explore the trade opportunities and to enhance future trade relations. The summit will showcase Indian Business opportunities to the potential investors and vice versa. ■

“London is one of the most attractive cities to do business in the world. It is the capital of both England and U.K. In fact, London is the world's leading financial centre and offers a lot of business opportunities.”





# Techno Paints Disrupting and making Corporate Painting Services a hassle free experience in India



**Srinivasa Reddy**, Founder, Techno Paints

The founder of Techno Paints, Mr Srinivasa Reddy hails from a remote village in Andhra Pradesh. This helped him understand the challenges in the painting services and this allowed him to decide to excel in the field. He was thoroughly inspired by the opportunities and challenges existing in the industry, as he got to experience it closely while working as a painting supervisor in the beginning his career. Then, Mr Reddy converted the painting works into an organized domain with professional project management skills. Over the last 20 years he and his team, with their undying efforts has taken the company to great heights, winning immense client appreciations.

### About the Director

Mr Srinivasa Reddy is a first-generation entrepreneur hailed from a remote village in Andhra Pradesh. After completing his Industrial training (ITI) in mechanical and moved to Hyderabad in search of job and worked in a pharma company as a helper, he always dreamt to become

*Founded in 2001, Fortune Paints Pvt Ltd, under the trade name of Techno Paints set out itself to be a leading Professional Painting services company offering its services to corporate, industrial, commercial, and construction industries. Painting service has been a challenging activity particularly for large volumes owing to the service being offered by unorganised workers.*

entrepreneur, then he happened to work as painting supervisor in one of the construction company. He was inspired by the builders where he used to work for painting their projects and decided to start his own business. Eventually, he started his own painting services, after a year, he produced his own putty required for his painting works. Then he never turned back and kept on adding and expanding product portfolio and more painters and clients. At Present Mr Reddy is operating painting services with 3000 skilled painters and 300 clients across India. Now the company laid plans for reaching 500 Cr in next 2 years.

Many builders whom he has worked with have started with humble background and has later became noted builders, so many entrepreneurs with whom he has worked and interacted with who have defined their own growth path are his constant inspiration. The path to entrepreneurship was never easy and Reddy has faced lot of financial struggle when he initially started with his business and had to deal with lot of dealers and distributors. Competing with established players with brand recognition was also a major challenge. However, he has learnt many lessons and identified his space and opportunity in apply and supply of painting business to build his company into a strong empire today.

### Cutting-edge business

Today, Techno Paints is the single largest painting service provider offering service to 300+ clients with in-house 3000+ skilled and unskilled painters, and 25+ channel partners working for us. The unique model of the company enabled them to execute 14 lacs per day.

“ Techno Paints’ unique blend of paints manufacturing and ability to serve large scale projects with in-house painters along with complete ownership till project completion sets-us them apart among the painting service providers.

In the last five years the company has completed surface area of 661 million SFT including internal and external surface.

Techno Paints' unique blend of paints manufacturing and ability to serve large scale projects with in-house painters along with complete ownership till project completion sets-us them apart among the painting service providers. The state-of the art manufacturing facility where all kinds of coating products including base coats, emulsions and textures finishes is the advantage for ensuring the availability of our products at the customer's doorstep. Also, own fleet of vehicles supported the teams for uninterrupted works. Dedicated R&D teams and stringent quality control measures supports to provide quality products and customization of the products as per the customer requirements suitable for their surfaces, makes the company set its own standards. Over the last two years they had launched 50+ texture finishes that vary from economical to premium range. Techno Paints' emulsion ranging from economical to ultra-luxury range gave the clients confidence about the technical capabilities which are at par with any leading paints manufacturer.

### **Determined to rule the change**

Mr Reddy mentions that entrepreneurs should never give up any business idea midway and should continue being focused on their path. It takes time to taste success and the mark of it will depend only on how we do business not on the type of business. Always help others grow in business and support the people around you, which will take us to new heights, he mentions.

His efforts are steady and he has always focused on creating a difference in the business community. Mr Reddy has learned the acumen of business from the industry pioneers and people who have faced shortcomings in their business path owing to funding shortages, manpower shortages, and the likes. Keeping all this in mind, the skill development group of techno paints continuously offers training to new resources to cater services in the market. The training capabilities on which they strongly depend on gives the strength to deploy any number of painters at the site at short span of time.

### **Empowering partnership**

Techno Paints continuously strive to offer products and services to the clients, in this regard they have technically collaborated with an Italian company i.e. Rialto Colors to offer truly traditional Italian finishes to Indian clients at affordable price. Also, the growing demand for green products inspired to offer lime-based products which are produced by natural minerals and inorganic colorants. These heritage finishes would give life of 40-50 years and gain strength with time.



A highly disciplined and focused person, Mr Reddy always has the company on his mind in everything he does. He is always looking for ways to diversify the business, help others in the process, and explore new opportunities. He stands tall on trust and looks to make relations stronger with his stakeholders all across the industry. Once any client is associated with the company, he would offer all their future projects to Techno Paints only. This high retention rate and conversion value is all because the team is trained to treat each customer with unique and focused attention. The personal touch to business makes the company and its association with the fraternity, very unique. Mr Reddy, does not only believe in growing the company, but also is always looking to develop people around him as entrepreneurs. He is always looking for ways to support his employees, friends, clients and relatives along with him. This is because he believes that business growth can only happen when the community grows together. ■

### **AWARDS & ACCOLADES**

- ▶ Most Trusted Paint Manufacturing Brand of the Year 2019 (by ZIMA)
- ▶ Quality Paint Manufacturer of the Year 2019 (by IPSA)
- ▶ International Fame Awards 2021
- ▶ Member of Indian Green Building Council (IGBC)



suchirindia

# I am not here to compete, I AM HERE TO WIN



**Lion Dr. Kiron**, CEO, Suchirindia Group

**S**uchirindia group with a rich, vibrant and diverse range of portfolio of projects, experience, expertise and exposure in executing large projects, possesses the necessary skills and capabilities, and is uniquely placed to take up the challenges in future by leveraging its core strength in industries such as Infrastructure, Real Estate and Hospitality.

*Established in 2005, Suchirindia is one of the fastest growing group in the areas of Infrastructure, Real Estate and Hospitals sectors. The company headquartered in Hyderabad is building world class projects – railways (Infrastructure), affordable homes, luxury villas (Real Estate), and state of the art theme resorts (Hospitality) sectors.*

### Delivering excellence

The professional team of Suchirindia, delivers unmatched experience to clients through excellence in hospitality and residential property development. For them, no project is a mere venture, but an opportunity to build a gateway to the aspirations of their clients. They ensure a pleasant experience, through theme living in strategic locations, provision of flexible building options, apartments with spacious lounge experience, vibrant yet quiet resorts with unique member privileges, and as a whole, the service delivery at its best.

The group stands on a mission to deliver futuristic new-age properties for everyone that adheres to global standards and is customized as per the individual needs of the customers. Every work is driven by passion and perfection.

### About the Founder

Lion Dr Kiron, the CEO, Suchirindia Group is a man personified with qualities like zeal, commitment and thirst for quality and is well known for his innovative and path-breaking ideas. His commitment to bring about a change in mindset and professionalism in Indian Real Estate Industry has made incubation of innovative ideas has become his regular habit.

With a doctorate in Urban Planning and Tourism Development from North West Brooklyn University and an MBA from St. Peterburg University and over 15 years of experience in the Industry, he has transformed the lives of many all across, through his endeavor and efforts. Allied with this he has uplifted an unknown firm into one of the finest and progressive firms in the country.

“**Lion Dr. Kiron has travelled the world on various expeditions and for various causes. From Arctic and Antarctic expeditions, he has made trips to South East Asia and the Middle East, Europe, USA, China, Japan, Sri Lanka, New Zealand and Australia, South Africa and Mauritius, etc. At every event in each of these travel destinations, he has made a mark for himself.**”

With a vision to change the mindset of the real estate industry, Dr Kiron had penned several books suggesting remedial measures that will enable the Real Estate segment to become more professional and earn industry status. His notable books are Medha, Claim Your Time, Of Feet & Yards, Blue Print and Earth Shastra. He also writes articles on real estates and other subjects for various publications. There are a few who think differently and go on to create history by following up on their thoughts with focused action. Lion Kiron's is one such success story. Carving a niche for himself in the real estate arena while he serves as the Honorary Consul - Republic of Bulgaria, he is a man with a mission.

Dr Kiron has always looked ahead with immense confidence and optimism. Beyond his impressive qualifications, Dr Kiron was also professionally associated with various companies for 17 years before he became an entrepreneur. All this led him to become the successful leader, leading from the front at the Suchirindia Group.

### Succeeding at every juncture

The Suchirindia Group has business interests ranging from construction and real estate to infrastructure and hospitality. Being equipped with tremendous depth in the marketing domain enabled Dr Kiron to drive his firm to become one of the finest and most progressive in the state and the country as well. He pioneered the concept of ushering in corporate governance and process-centric administration into the realty zone. Today, the company's exponential growth stands testament to the growth story and efforts of the stellar leader. The company which started off with just 30 employees is today a family of more than 7,000 associates.

Dr Kiron has been celebrated in his personal and professional capacities. He has received an award for professional excellence. Energetic and lively, he spends quality time pursuing recreation and sports, making them an equally important part of his life. Being a sports aficionado, he also never fails to take time off from the hustle of business to catch sporting activities. At the same time, he's an automobile buff, with an enviable collection of premium cars and



### AWARDS & RECOGNITIONS

- ▶ Professional Excellence Award given by the Public Relations Society of India for TRISHNA, as the best PR magazine
- ▶ National Citizen Award given by the National Council for Citizens Award, New Delhi
- ▶ Lifetime Achievement Award by CITD
- ▶ Hall of Fame Award given by United States Martial Association (USA)
- ▶ International President Performance Award
- ▶ NTR Memorial Trust Award
- ▶ Rashtriya Ratan Award given by Indian Institute of Political and Economic Studies
- ▶ Rajiv Gandhi Sadbhavana Award given by Global Economic Council, New Delhi
- ▶ The Pride of Nation Award

legendary motorbikes. His passion for fashionable utilities has always been the talk of the town, especially among elite social circles. His collectibles comprise rare clothing and accessories too.

He has travelled the world on various expeditions and for various causes. From Arctic and Antarctic expeditions, he has made trips to South East Asia and the Middle East, Europe, USA, China, Japan, Sri Lanka, New Zealand and Australia, South Africa and Mauritius, etc. At every event in each of these travel destinations, he has made a mark for himself.

Dr Kiron is today perceived as an archetype of self actualisation. He lives his life to the fullest as an entrepreneur, consul, philanthropist, world traveler, sports lover, fashion influencer and a socially responsible, proud Indian. He is a thought leader on both professional and personal fronts. Above all he is someone who believes in "A life not lived for others is not a life lived at all." ■

# Infosys

## Making India technologically strong & ready to rule the global landscape



**N. R. Narayana Murthy, Founder - Infosys**

Infosys helps businesses to renew & improve existing conditions so that their business can achieve higher efficiencies and stay relevant according to current times. Infosys has more than 200,000 employees and through their hard work & dedication, Infosys has grown to become a US \$10.9 billion (revenues FY18) company with a market capitalization of US \$39 billion.

### Building the technology backbone from the core

With over four decades of experience in managing the systems and workings of global enterprises, the company expertly steer their clients through their digital journey. They do it by enabling the enterprise with an AI-powered core that helps prioritize the execution of change. They also empower the business with agile digital at scale to deliver unprecedented levels of performance and customer delight. The company's always-on learning agenda drives their continuous improvement through building and transferring digital skills, expertise, and ideas from their innovation ecosystem.

Infosys Ltd. is a consulting, technology and outsourcing company, which provides end-to-end business solutions thereby enabling clients to enhance business performance, delivered to customers globally

*Infosys Limited is an Indian Information Technology company that provides global business consulting and information technology services. Infosys helps clients in 45 countries to create and execute different strategies for their digital transformation.*

operating in various industry segments. The company's industry segments are primarily financial services and insurance comprising enterprises providing banking, finance and insurance services, manufacturing, enterprises in the energy, utilities, communication and services and retail, consumer packaged goods, logistics and life sciences. Its offerings include IT Services, Engineering Services, Consulting Services, BPO Services, and Products and Platforms.

### Indian solutions for the global audience

The company's IT services offerings create information technology-enabled business solutions for clients by leveraging its domain and business expertise along with a complete range of services, including application, architecture, independent validation and testing, information management, infrastructure, knowledge, learning services, packaged application services, SOA and systems integration services. Its Engineering services provide concept-to-market research and development and engineering services to improve customers' product operations. These operations include lifecycle management, manufacturing process and plant solutions and product engineering. The company's Consulting services include information and technology strategies, learning and complex change, next generation commerce and product innovation services. It was formerly known as Infosys Technologies Ltd. and changed its name to Infosys Ltd. in June 2011. Infosys was founded by K. Dinesh, S. Gopalakrishnan, Narayana Ramarao Nagavara Murthy, Nandan M. Nilekani, Pandit Shrikant and S. D. Shibulal on July 2, 1981 and is headquartered in Bangalore, India."

### The Infosys Story

In 1981, seven engineers started Infosys Limited with just US\$250. From the beginning, the company was founded on the principle of building and implementing great ideas that drive progress for clients and enhance lives through enterprise solutions. For over three decades, they have been a company focused on bringing to life great ideas and enterprise solutions that drive progress for their clients.

They recognize the importance of nurturing relationships that reflect the company's culture of unwavering ethics and mutual respect. It'll come as no surprise, then, that 97 percent (as of March 31, 2014) of their revenues come from existing clients.

Infosys has a growing global presence of more than 160,000+ employees worldwide, 73 offices and 93 development centers in the United States, India, China, Australia, Japan, Middle East, and Europe.

At Infosys, the company believes that their responsibilities extend beyond business. That is why they established the Infosys Foundation – to provide assistance to some of the more socially and economically depressed sectors of the communities in which they work. And that is why they behave ethically and honestly in all their interactions – with their clients, their partners and employees. ■





# Being pragmatic: Making caregiving an effortless task, counting in the society in every endeavour

**B**orn in a middle-class family in Dehradun Dr. Tanuj's father had a government job & mother was a school teacher but had to take premature retirement because of health issues. He was deeply influenced by his grandmother who was a dedicated devotee of Shri Anandpur Sahib. He has seen illnesses gripping his family members all through his life. His mother has joint crippling rheumatoid arthritis, father underwent Coronary Artery Bypass surgery & his grandmother had aortic stenosis with various geriatric issues. Seeing these ailments so closely since childhood made him closer to the profession of healthcare. Though he was considered excellent in Maths, Chemistry, Physics & Computer since his childhood days, he wanted to pursue medical profession & co-opted in Biology. He did his schooling from Brightlands School, Dehradun.

Always a first attempter in clearing competitive exams, Dr. Tanuj Bhatia cleared MBBS, MD & then DM (Cardiology) with fervour. He did MBBS from LLRM Medical College, Meerut, MD from MLN Medical College, Allahabad & DM from SGPGIMS, Lucknow. Thereafter, he joined SGRRIHMS, Dehradun where the Honourable Chairman entrusted him with the responsibility of founding & managing the department of cardiology in the institute. Within a short span of time, the institute emerged as the best care centre for cardiology in Dehradun, Uttarakhand. It is not just the numbers that speak in that accord, but even the quality & recent edge cutting revolutionary technologies available as well as the clinical trials & research that the department offers at minimal rates, and to all strata of the society – poor & rich alike.

## About the institute

Shri Guru Ram Rai Darbar Sahib is a 345-year-old philanthropic and religious organization. The chairman, Shri Mahant Devendra Dass Ji is an ascetic, missionary dedicated to the social work with the ultimate objective of doing



**Dr. Tanuj Bhatia**, Cath Lab Director, SGRR Institute of Health & Medical Sciences (SGRRIHMS) & SMI Hospital

*Dr. Tanuj Bhatia, known for his undying spirit and his penchant for saving lives has three mottos in life:*

- *Take up any and every challenge coming your way by preparing for the worst, giving it your best shot from the first go.*
- *Always be honest & diligent to self, team members, community, science & existence.*
- *Simplicity, common sense & basics should always take precedence over complexity & pseudo-advancements.*

*Keeping true to these goals in life, he delivers care to every individual through his medical practice.*

maximum good of the maximum number irrespective of social status. Shri Darbar Sahib is rendering spectacular services in the field of education, health & social welfare. Under the patronage of Shri Mahant Devendra Dass Ji, Shri Guru Ram Rai Education Mission &

Shri Guru Ram Rai University provides quality education & excellent medical care to lakhs of people, especially low-income group & weaker section of the society at nominal cost & free education to single girl child, wards of Army martyr & Covid-19 affected families. More than 1 lakh students are studying in the 122 educational institutions being run under the ambit of this mission. It is a unique blend of tradition & modernity. There is a 1500 bedded teaching hospital associated with the medical college. Besides rendering valuable services in healthcare sector, the chairman has contributed to the society as an environmentalist, promoter of games & philanthropist running a community kitchen & helping victim of natural calamity. Massive plantation in all the institutes as well as rejuvenation of tea garden & orchard are a few steps taken by Shri Mahant Devendra Dass Ji. ■

## AWARDS & RECOGNITIONS

- ▶ Principal Investigator of PARADISE MI, HERITAGE & HORIZONS global randomized control trial.
- ▶ Won All India Cardiology Quiz organized by the Indian Society of Cardiology at the post graduate level in 2008.
- ▶ Awarded Gold Medal for Best Post Graduate student in the Department of Cardiology for DM Cardiology Session of 2010-2013.
- ▶ Best Prime time presentation award at CSI 2013 held at Bengaluru.
- ▶ Awarded "Most Promising Interventional Cardiologist In UK" by International Healthcare Awards in 2016.
- ▶ Awarded Medical Excellence Award and Vijay Rattan Gold Medical Award by Indian Solidarity Council and IEM in 2017.
- ▶ Awarded Dr. A.P.J Abdul Kalam Education Excellence Award by International Business Council in 2018.
- ▶ Awarded "Champions of Change" award 2019 by the Ex-President of India, Shri Pranab Mukherjee and Ex Chief Justice of India, Shri KG Balakrishnan.
- ▶ Awarded "Mother Teresa Sadbhawna Award" for the year 2020.
- ▶ Awarded "Champions of Change" award 2020 by the Governor of Goa for marked contribution in the year 2020 in healthcare in fight against COVID-19.
- ▶ Awarded "Pillars of Medical Sciences" award by S. Balbir Singh Sidhu, Punjab Health & Family Welfare Minister in August 2021 for exemplary services in COVID-19 pandemic.



# Turning technology & wisdom into tools of change in the healthcare domain



*Dr. Sahebgowda Shetty is one of the best plastic surgeons in Bangalore. Dr. Shetty's Cosmetic Center is one of Bangalore's Best Cosmetic Clinics. They have trained and qualified physicians who have completed more than 12,000 procedures. They specialise in Stitch Less Nose Reshaping, Permanent Cure for Melasma, Permanent Cure for Dark Circle, Scarless Mole, Stitchless Multiple Lipoma, Stitchless Sebaceous Cyst and Stitchless Birthmark Removal.*



Dr. Sahebgowda Shetty

With the economic improvement of the society, the aesthetic needs of people began to increase, especially those related to one's physical appearance. However, the facilities were not in tandem. Recognizing this opportunity, Dr. Sahebgowda Shetty decided to bridge the gap. Although he started cosmetic surgery services, internet penetration was not that great, so reaching out to people in a short span of time as a beginner was difficult. It was also difficult to showcase results amass. The drastic rise in the importance of social media profiles and good looks has led to an increase in the number of cosmetic surgeries in Bangalore, and across India.

## About the celebrated surgeon

Dr. Sahebgowda Shetty is highly regarded as one of the best cosmetic surgeons in Bangalore with a record of surgeries to his credit over the years. With an MBBS from the Karnataka Institute of Medical Sciences, he went on to pursue post-graduate (MS) training from Mysore Medical College. Later, he received endoscopic training and worked as an assistant professor in surgery following which he joined a course (MCh) in plastic surgery in Mumbai. At present, Dr. Shetty is working as a consultant plastic surgeon at Dr. Shetty's Cosmetic Center. Gifted with clinical acumen, he is also known for his innovative ideas especially for research activities. He is also a regular attendee of various conferences and seminars related to the medical field especially surgeries and has contributed much for the same. He is credited for having presented a number of medical-related presentations.

Experienced plastic surgeon with a demonstrated history of working in the hospital & healthcare industry. Skilled in hospitals, medicine, cosmetic and plastic surgery, healthcare, and rhinoplasty, Dr. Sahebgowda Shetty is highly inspired by Dr. Devi Shetty, who established Narayana Health City, Bangalore who started Narayana Hrudayalaya and made heart care affordable to the common people. Opening a standalone cosmetic surgery center when information was scant and not easily available to the people to avail the services it offers was challenging to start with. But, staying focused and service-intensive nature, coupled with tenacious pursuit of perfection helped Dr. Shetty give wings to his dream. He considers work as worship, with the divinity being acknowledged in every person we treat.

## About the clinic

Dr. Shetty's Cosmetic Centre has been put to action to help everyone get equal advantage about cosmetic surgeries and treatments. This one-stop healthcare spot breaks misconceptions prevailing in the market regarding cosmetic surgeries and treatments and wants to offer only world-class treatment on an affordable price tag. Dr. Shetty personally plans and oversees every aspect of treatment and what he offers the patients is specialized treatments.

## AWARDS & ACCOLADES

- ▶ Ranked as Top Cosmetic Surgery Centre from 2015 to 2021 by TOI
- ▶ Top 3 Plastic Surgeons Award 2021 from Threebestrated.com
- ▶ Naadaprabhu Kempegowda Award in 2018 by Karnataka Government
- ▶ India's Most valuable face in Plastic & Cosmetic Surgery 2017



## Most popular procedures

- ◆ Vaser Liposuction
- ◆ Inmode Embrace
- ◆ RF for Skin Tightening
- ◆ Stitch less - Nose reshaping
- ◆ 360 degree Body Contouring
- ◆ Permanent Cure for Melasma
- ◆ Scar less Mole removal
- ◆ Stitch less - Multiple Lipoma Removal
- ◆ Permanent Cure for Dark Circle
- ◆ Stitch less Sebaceous Cyst removal
- ◆ Scarless Birthmark removal



# Creating a value system through **the product basket to get closer to every Indian**

*ITC, one of India's foremost private sector companies and a diversified conglomerate with businesses spanning Fast Moving Consumer Goods, Hotels, Paperboards and Packaging, Agri Business and Information Technology, is acknowledged as one of India's most valuable business corporations. With a Gross sales value of ₹74,979 crores and Net Profit of ₹13,032 crores (as on 31.03.2021) ITC was ranked as India's most admired company, according to a survey conducted by Fortune India, in association with Hay Group.*

ITC is the country's leading FMCG marketer, the clear market leader in the Indian Paperboard and Packaging industry, a globally acknowledged pioneer in farmer empowerment through its wide-reaching Agri Business, a pre-eminent hotel chain in India that is a trailblazer in 'Responsible Luxury'. ITC's wholly-owned subsidiary, ITC Infotech, is a specialized global digital solutions provider.

Over the last decade, ITC's new Consumer Goods Businesses have established a vibrant portfolio of 25 world-class Indian brands that create and retain value in India. ITC's world class FMCG brands including Aashirvaad, Sunfeast, Yippee!, Bingo!, B Natural, ITC Master Chef, Fabelle, Sunbean, Fama, Engage, Vivel, Savlon, Classmate, Paperkraft, Mangaldeep, Aim and others have garnered encouraging consumer franchise within a short span of time. While several of these brands are market leaders in their segments, others are making appreciable progress.

## Leveraging Institutional Strengths

The competitiveness of ITC's diverse businesses rest on the strong foundations of institutional strengths derived from its deep consumer insights, cutting-edge Research & Development, differentiated product development capacity, brand-building capability, world-class manufacturing infrastructure, extensive rural linkages, efficient trade marketing and distribution network and dedicated human resources. ITC's ability to leverage internal synergies residing across its diverse businesses lends a unique source of competitive advantage to its products and services.

ITC Ltd is one of India's foremost private sector companies. ITC has a diversified presence in Cigarettes Hotels Paperboards & Specialty Papers Packaging Agri-Business Packaged Foods & Confectionery Information Technology Branded Apparel Personal Care Stationery Safety Matches and other FMCG products. While ITC is an outstanding market leader in its traditional businesses of Cigarettes Hotels Paperboards Packaging and Agri-Exports it is rapidly gaining market share



**Sanjiv Puri**  
Chairman & Managing Director

even in its nascent businesses of Packaged Foods & Confectionery Branded Apparel Personal Care and Stationery. ITC's wholly owned Information Technology subsidiary ITC Infotech India Ltd provides IT services and solutions to leading global customers.

## 'Nation First: Sab Saath Badhein'

ITC's 'Nation First: Sab Saath Badhein' philosophy underlines its core belief in building a globally competitive and profitable Indian enterprise that makes an exemplary contribution to creating larger societal value. As a company deeply rooted in Indian soil, ITC is inspired by the opportunity to serve larger national priorities. A global exemplar in Sustainability, ITC is the only enterprise in the world of comparable dimensions to be carbon-positive, water-positive and solid waste recycling positive for over a decade now. ITC has created over 6 million sustainable livelihoods. Nearly 41% of the total energy consumed in ITC is from renewable sources. ITC's premium luxury hotels have the unique distinction of being LEED Platinum certified.

ITC's Well-being Out of Waste programme (WOW) that comprehensively addresses the problem of solid waste management, of which plastic waste is a significant component, provides an end-to-end sustainable and scalable

solution that has reached out to over 1.5 crores citizens in the country. ITC is investing in India's future by building world-class consumer goods factories and iconic hospitality assets that will contribute to the country's competitive capacity. These investment projects underpin the Company's support to the Government's "Make in India" vision.

## AWARDS & ACCOLADES

- ▶ ITC India became the 1st company to win the India Today Safaigiri Corporate Trailblazer Award in 2016.
- ▶ ITC Limited won two 'ASSOCHAM Waste Management Excellence Awards 2017' in the Best Corporate Initiative in Swachh Bharat Abhiyan' and Best Outreach Strategy in Waste Management' categories.
- ▶ ITC won the Intel AIM Corporate Responsibility Award 2016 accorded by the Asian Institute of Management-RVR CSR Center and the Asia Inc. Forum.
- ▶ ITC was adjudged the Best in Supply Chain Sustainability' at the Asian Corporate Sustainability Summit 2016.
- ▶ ITC's Paperboards Unit in Bhadrachalam has become the first integrated Pulp and Paper Unit to receive the prestigious CII GreenCo Platinum Rating.
- ▶ During 2018 ITC won the Best Practices Award' from United Nations Global Compact Network India for two major game-changing initiatives of the Company - Integrated Watershed Development and Social & Farm Forestry.
- ▶ ITC's leading hygiene brand Savlon bagged 7 awards at the coveted Cannes Lions 2017.
- ▶ ITC Hotels Division was conferred the 2017 Greenbuild Leadership Award' by the U.S. Green Building Council (USGBC).
- ▶ ITC was conferred the coveted National Award for Excellence in Employee Relations 2017 by the Employers' Federation of India (EFI).

# Building the nation: Supporting the economy & its people is Vedanta's motto for growth

*Vedanta Limited, a subsidiary of Vedanta Resources Limited, is one of the world's leading Oil & Gas and Metals Company with significant operations in Oil & Gas, Zinc, Lead, Silver, Copper, Iron Ore, Steel, and Aluminium & Power across India, South Africa, Namibia, and Australia.*

For two decades, Vedanta has been contributing significantly to nation building. Governance and sustainable development are at the core of Vedanta's strategy, with a strong focus on health, safety, and environment. Vedanta has put in place a comprehensive framework dedicating itself to the highest ESG standards to emerge as leaders in this space. It is among the 24 Indian companies who are signatories to the "Declaration of the Private Sector on Climate Change" and is committed to decarbonizing its operations by 2050.

## For the society

Giving back is in the DNA of Vedanta, which makes the company focused on enhancing the lives of local communities. The company's flagship social impact program, Nand Ghars, have been set up as model anganwadis focused on eradicating child malnutrition, providing education, healthcare, and empowering women with skill development. Under the aegis of the Anil Agarwal Foundation, the umbrella entity for Vedanta's social initiatives, the Vedanta group has pledged Rs.5000 crore over the next five years on social impact programmes with a thrust on nutrition, women & child development, healthcare, animal welfare, and grass-root level sports. Vedanta and the group companies company have been featured in Dow Jones Sustainability Index 2020.

Vedanta Limited is listed on the Bombay Stock Exchange and the National Stock Exchange in India and has ADRs listed on the New York Stock Exchange. Vedanta group chairman Anil Agarwal says his companies are looking to invest around \$20 billion in India, including in the privatization of BPCL, Shipping Corporation and Hindustan Copper. In a democratic country, the government does not run business. The Chairman mentions that his existing assets can be swept three times and so privatization is a



**Anil Agarwal, Non-Executive Chairman**

good move. The company is committed to bring in future investments of up to USD 20 billion dollar across its businesses. While addressing the shareholders during 56th Annual General Meeting of the company the Chairman outlines that the outlook for mineral-led growth is looking robust, and

Vedanta is committed to nation building and to bring in future investments of up to USD 20 billion across the company's varied businesses, which will play a crucial role in the overall economic growth.

The company aims to double its production of silver, which is not only a precious metal but has uses in high-tech industry and renewable energy. In steel, which is a significant component of its business, the company intends to double its capacity. The company has contributed Rs. 2.7 lakh crore to the exchequer in the past ten years. Vedanta's operations contribute one per cent to India's GDP, according to IFC report.

## Growing with strength

In 1992, Anil Agarwal created the Vedanta Foundation as the vehicle through which the group companies would carry out their philanthropic programs and activities. In the financial year 2013-14, the Vedanta group companies and the Vedanta foundation invested US\$49.0 million in building hospitals, schools and infrastructure, conserving the environment and funding community programs that improve health, education and livelihood of over 4.1 million people. The initiatives were undertaken in partnership with the government and non-governmental organizations (NGOs). ■

## AWARDS & ACCOLADES

- ▶ Vedanta was conferred Frost & Sullivan Sustainability Awards 2020
- ▶ The company got the CII Environmental Best Practices Award 2020
- ▶ They got the CSR Health Impact Award 2020
- ▶ They got the CII National Award 2020 for Excellence in Water Management
- ▶ Vedanta was given the CII Digital Transformation Award 2020
- ▶ The company got the ICSI National Award 2020 for excellence in Corporate Governance
- ▶ They were given the People First HR Excellence Award 2020, 'Company with Great Managers 2020' by People Business and certified as a Great Place to Work 2021.
- ▶ Vedanta's flagship Nand Ghar Project was identified as best CSR project by Government of Rajasthan.

# Curvelogics: Building technology to benefit the society today & tomorrow



*Curvelogics is a company known for Artificial Intelligence and Advanced Predictive Analytics products and services. The company caters to customers all across the globe and has immense presence in US, Europe, Australia, Middle East, Japan and India. Curvelogics is known for converting outcomes from bleeding edge research to disruptive production grade applications.*

Curvelogics Advanced Technology Solutions Pvt Ltd ([www.curvelogics.com](http://www.curvelogics.com)) has over the years created a niche for itself in the technology domain by serving customers with a personal touch. The core areas of excellence for the company are Computer Vision, Text Mining and Natural Language Processing, Predictive Modelling, Cloud AI, Social Media analytics, intelligent Sales and Marketing automation, Audio and Video analytics, Augmented Reality and Quantum Machine Learning. Curvelogics also serves as a technology incubator for start-ups that aspire to develop AI enabled products and solutions, Augmented Reality company iBoson Innovation and EdTech company Data Science Academy are some of the big successes from this incubation efforts.

## About the Founder

Brijesh Madhavan, Chief Executive Officer, Curvelogics Advanced Technology Solutions Pvt Ltd was born in a middle class family, and was brought up in the Nilgiris. His father worked in the Ministry of Defence and mother was a homemaker. Education was always an integral part of his growing up and he became passionate about science and maths from the start. Unlike most kids by the time he was 9 years old his top three favourite hobbies were:

- (1) Building electronic gadgets like radio transmitters and receivers which eventually matured to a passion for building satellite receivers during his teenage years.
- (2) Programming is something he has always been passionate about and he feels he was lucky to get access to computers at the age of 9, while most universities at that time did not have a decent computer.
- (3) His third big passion was plants and animals and for almost his entire life he has always been doing balcony gardening, and using scientific techniques to propagate rare plants through tissue culture, grafting etc.



**Brijesh Madhavan,**  
Chief Executive Officer, Curvelogics Advanced  
Technology Solutions Pvt Ltd

**“The biggest strength of Curvelogics is its staff who are passionate technologists with an urge to constantly adopt the latest and the greatest technologies. Besides this, fairness and trust are two core values that Curvelogics gives greatest importance to, both within the company and while conducting business with customers and partners.”**

Today, all of these passions have significantly contributed to his choice of business domain that he invests his time and money into e.g., Artificial Intelligence (AI) in Satellite Imagery and Agriculture,

Artificial intelligence in Drug Discovery and Computational Genomics etc. Dr. Brijesh's doctoral research at premier research organisation FRI involved extensive use of statistical analysis, predictive modeling and computer simulation using data from sensors for monitoring weather, satellite imagery etc. He went on to further his research at IISC a couple of decades back, on cognition and behaviour of organisms, which again was data intensive and involved advanced statistical analysis with data from electrophysiological sensors, thousands of digital images of retina and behavioural data.

## Building Curvelogics

Lack of expertise in technologies like Predictive Modelling, Machine Learning and Artificial Intelligence has been a challenge for decades. With the explosion in the amount of data generated globally in the last two decades alone, there has been an even more pronounced need for leveraging such technologies to make informed decisions, Dr. Brijesh saw this as an opportunity and went on to set up Curvelogics.

Curvelogics is an early adopter of disruptive technology and has always invested heavily in adopting such technologies and developing innovative solutions. The biggest strength of Curvelogics is its staff who are passionate technologists with an urge to constantly adopt the latest and the greatest technologies. Besides this, fairness and trust are two core values that Curvelogics gives greatest importance to, both within the company and while conducting business with customers and partners. These values have kept Curvelogics' customer and employee attrition rates to the lowest compared to the rest of the industry. Technological expertise, staff with passion for technology and core values of trust and fairness sets apart Curvelogics from the rest of the industry. ■

# 35 years of versatile and dedicated teaching by **Prof. Mahesh Purandare** now in world book of records



**Professor Mahesh Purandare**

**P**rofessor Mahesh Purandare with his hard-work and faith in himself fought against all odds to build his institution and push it towards gaining an enormous success. Today after 35 successful years, his institution has not only taught thousands of students, but also has been providing affordable education to many more from 11th to M. Com. as well as C.A., C.M.A. and C.S. Since 1986, he has been teaching for 14 hours a day covering a wide range of 16 subjects consisting of Accounts, Costing, Mathematics, Statistics, Economics, Company Law, Income Tax, Management, etc. Till date, several students from his class have secured ranks in ALL INDIA MERIT LIST of C.A., C.M.A. and C.S. Many students from his class are currently working on very high posts not only in India but outside India as well. The real success of Mahesh Sir is that most of his students are still in regular contact with him.

### About the institution

Professor Mahesh Purandare has been providing free education to a large number of needy students every year. For every student, the attention given is equal and Prof Purandare makes sure that syllabus is completed along with doubt clearing sessions with respect to various college exam timings well in advance.

*Professor Mahesh Purandare broke the stereotype mindset of the society after securing First Rank in Advanced Costing from Pune University in B. Com as well as First Rank in Advanced Statistics in M. Com. He also stood third in the Merit list of Pune University in D.T.L. Even after being a three times rank holder in Pune University instead of joining any white collared job he started his own classes by the name of Mahesh Purandare Classes at his residence with just two students in 1986.*

He has been teaching 14 hours a day, 7 days a week, 52 weeks in a year for last 35 years. Most importantly, he has not taken holidays even on Sundays.

'Behind every successful man there is a woman', likewise Mahesh Purandare is strongly supported by his wife Mrs. Archana Purandare who has achieved first class with distinction throughout her career. She completed her graduation and post graduation with Advance Accounting and Advance Costing as special subjects. She completed her M. Com. as well as C.M.A. simultaneously. Mrs. Archana also teaches Accounts, Costing, Mathematics, Management and Taxation at the institute. Success of the students is the real recognition of Prof. Mahesh Purandare. Mahesh Purandare classes is not just a name but a platform that nurtures success and global leaders. He doesn't just teach but also tries to educate them to their full extent.



### AWARDS & RECOGNITIONS

- ▶ Prof. Mahesh Purandare has been awarded and honored with the following awards for his dedication & hard work:
- ▶ For his eminent work Prof. Mahesh Purandare is honored with the National Achievement Award for Academic Excellence in appreciation of his outstanding individual achievements and distinguished services to the society and the Nation at the hands of Padmashree Anup Jalota and Padmashree Shri. Suresh Wadkar.
- ▶ He has also been honored by Sakal with 'Excellence in Education Award' at the hands of Padmashree Prataprao Pawar.
- ▶ Recently his name has been added in World Book of Records as one of the educationists to teach 16 subjects for last 30 years involving 1,10,000 hours of teaching.

### Mahesh Purandare Classes have been honoured with the following National Awards:-

- Excellence in Innovative Education Award, this certificate of achievement was given under national educational excellence award
- Most Trusted Coaching Institute in Pune, this certificate of excellence was received under Asia's Education Excellence Awards.
- Best Coaching Institute in Pune, Pride of Indian Educational Awards honored with certificate of excellence.
- Best CA and CS Institute in Maharashtra under Global Business awards.
- Best Commerce Coaching Institute in Maharashtra
- Best Professor in Mathematics (Maharashtra)
- International Talent Award for Best Higher Education Classes in India

# Building the right approach **through a strong foundation of knowledge & expertise**



Evolve  
BPM



**Satish Kumar Sadasivan**, Founder & CEO,  
EvolveBPM OPC Pvt Ltd

*Satish Kumar Sadasivan's professional and personal journey has been a humbling experience and according to him his life has been very kind to him and his family, from humble beginnings to get where he is today, he considers each day as a blessing. Heading EvolveBPM, Satish today looks to create a bigger impact to the society through their notable work.*

USA we are today a multi-national company with presence across US, UK, Dominican Republic & Philippines. Their suite of solutions include: iRev – demand & lead generation solutions including ABM, intent signals, technographics & firmographic data. iIntel – is our business research arm which provides services around market research, business research & persona research. iMedia – includes solutions around programmatic display ads, microsites, SEO & PPC solutions, LinkedIn & social media campaigns. With over 100 employees across the globe, they deliver their programs across multiple channels including e-mail, telemarketing, webinars and display ads. EvolveBPM is a GDPR & Cyber essentials certified organisation.

EvolveBPM's founding principles revolve around the three keywords of Dream – Dare – Do, the company is a very closely knit unit with everyone aligned on the “WHY” they are in this business. This has helped the company build a team that works together, stays together, and wins together.

## Building EvolveBPM

Upon his return from the US after a 15-year stint, Satish had the opportunity to run a couple of large demand generation companies in India. This experience helped him realise the huge GAP and opportunity that existed between demand generation companies & global enterprises. The focus was more on generating leads rather than on creating revenue opportunities. Having been in a sales role for a significant period of my life, he understood the challenges of working with poor lead quality and the impact it could have on sales careers. EvolveBPM was the result of the passion to drive a change in this industry, designing and developing end to end campaigns that leverage all mediums to drive focussed and well qualified leads into the sales funnel. Leveraging and partnering with firms that provided intent data, techno-install data helped them to be more laser focussed on how to build the pipeline for the customers. The business model has been built on the three pillars of process / technology / people and all three levers have been invested in equal to realise the true potential.

Satish's passion lies in creating a company that helps to deliver its employees with a great career learning, the space to make mistakes and learn from them, taking pride in failure, and working for each other's success.

Satish's formative years were mostly spent in Bangalore, India. From his childhood, he has been very close to his family. He grew up with a younger sister, a high school teacher mother and a father who held a corporate job. Today, his family includes his wife Nanditha, twin boys Aayush & Adhav and our fur babies – Dheera & Lucky. He completed his education in Bangalore and graduated from Vijaya College – BSc. Later in his career he had the opportunity to study at UCLA, MIT & Harvard and did some insightful programs, which helped define his view of business and the global market. Throughout his career he has been fortunate to work as a sales lead and have spent time across the globe including stints based out of Muscat, USA, and India. Have had the opportunity to work with some great organizations like Compaq, Mphasis, Cognizant, HGS to name a few.

## About the organization

EvolveBPM is a new generation provider of revenue growth solutions, the company partners with global enterprises in designing and delivering some impactful revenue focussed solutions. Based out of Wyoming,

“ EvolveBPM was the result of the passion to drive a change in this industry, designing and developing end to end campaigns that leverage all mediums to drive focussed and well qualified leads into the sales funnel. Leveraging and partnering with firms that provided intent data, techno-install data helped them to be more laser focussed on how to build the pipeline for the customers.





# WE ARE THE NEW AGE WEDDING & EVENT PLANNERS WITH AN ANALOG HEART (ESTD. 1994)

*Mezbaan All Events with its exuberance aims to bring a dream and a vision to real life and that day for you a memorable one.*



**Girish Chopra (Founder Chairman), Arjun Chopra (Director)**

**M**ezbaan All Events Pvt. Ltd. run by the father son duo was originally started in 1994 with a vision to provide and create an industry and a sector that wasn't in existence until two decades ago in the region when a boy called Girish aka Bobby saw the opportunity and turned his passion into a business model. Geographically, when he started it was more like a barren land for such a business. However, as rightly said that 'Barren land gives the sweetest fruits', his efforts allowed him make the business a reputed endeavour, one step at a time. His passion bore fruits and helped them become one of the top catering companies by 2010.

### **Adding that touch of excellence**

Today a decade later, the business has exponentially grown into larger geographies like Uttarakhand, Gujrat, West Bengal, Madhya Pradesh, Pan Uttar Pradesh, Delhi-NCR, Nepal and till territories like Jammu

& Kashmir as well. A catering company that merely started with an aim to be just good is now panning across the country to so many people by just becoming their favourite household name for wedding catering. They had achieved all this just by one simple plan which was to make the tastiest food possible and that too with warmth.

Arjun Chopra an ex Oberoi and Marriott professional came in with a fresh new perspective to things hence PRODIGY won't be a lesser word to describe him. Most importantly being a hospitality graduate from IHM- Hyderabad helped him have a different approach towards the company and allowed him to see things in a different light. By joining the company in 2019 to this day he has been instrumental in bringing new development and has successfully added multiple new verticals to the company's existing portfolio, helping the business stretch beyond its existing space to boutique cafes, hotel consultancy, and franchise business.

The father son duo now teams up as 1 + 1: 11 and try to expand their horizons and reach by still being on their feet to create a bespoke event as special as it can be.

Arjun reminiscing his journey with the company mentions, "I won't say I was meant to do this but rather born in the industry and became avid follower and a developed a passion for culinary arts and F&B, as well later."

### **Making their presence felt with a unique approach**

Mezbaan is known for their extensive menu and high-quality dishes and that really sets them apart. The team understands the beauty of every event and works towards making each event unique and versatile. Mezbaan All Events Pvt Ltd gives you the freedom to choose from a variety of menus to suit your taste, event, lifestyle, and budget.

Mezbaan All Events Pvt Ltd is very committed in maintaining the highest level of professionalism through integrity, public relations; interpersonal skills comprehensive bouquet of food & beverages, complimented with best service practices in the service industry. Their specialized external trainer accomplishes the training task for every employee from time to time. They continue the educational training process by providing classroom sessions and on-site training to evaluate our set service standards. This shows their meticulous approach and undivided attention to perfection. All this makes the company build a very strong backbone, which is professional and keeps the customer at the heart of everything they do. There is no lag or doing less for anyone. Rather it is all about going that extra mile and doing something meaningful to make every event a gala celebration. ■





# Supporting the agricultural economy of the country with top-notch automobile strength

*Mahindra & Mahindra Ltd. manufactures different range of automotive vehicles, agricultural tractors, implements and industrial engines. It is the flagship company of the Mahindra group, operating in the global tractor industry and the Indian utility vehicles market.*

Every time the society needed the, the company stepped in and helped create a new industry. In 1945, Mahindra & Mahindra Ltd.'s journey commenced with them getting into the steel business, and over time, we expanded to 22 key industries. A need for change in the agricultural practices pushed them to foray into that sector right before the agriculture revolution began in India. They became one of the key torch-bearers of the IT revolution in our country. The company's focus now lies in developing alternate energy sources because they believe energy conservation will play a huge role in ensuring a better future – for not just the country and communities, but the entire world.

## About the company

Through its subsidiaries, the company operates in industries such as aerospace, aftermarket, agribusiness, automotive, components, construction equipment, consulting services, defense, energy, farm equipment, finance and insurance, industrial equipment, information technology, leisure and hospitality, logistics, real estate, retail, and two wheelers. The company's portfolio comprises of a wide spectrum of vehicles from two wheelers to heavy trucks, SUVs to school buses. Its services include maintenance and repairs, customization, providing spares, and manufacturing and engineering. The company specializes in consulting on automotive style, engineering, computer-aided engineering, and project management. It also offers concept definition for two wheelers, passenger vehicles, and light and heavy trucks. The company manufactures a wide range of light commercial vehicles and heavy commercial vehicles that are rugged, reliable, environmentally friendly and fuel-efficient.

Through a joint venture with Navistar Inc, it produces diesel engines for medium and heavy commercial vehicles in India. The company operates through two segments: Business and Secondary. The Business segment consists of following segments. The Automotive Segment comprises of sales of automobiles, spare parts and related services. The Farm Equipment Segment comprises of sales of tractors, spare parts and related services. The IT Services comprises of services rendered for IT and Telecom. The Financial Services comprise of services relating to financing, leasing and hire purchase of automobiles and tractors. The Steel Trading and Processing comprises of trading and processing of steel. The Infrastructure comprise of operating of commercial complexes, project management and development. The Hospitality comprises of sale of Vacation ownership. The Systech comprises of automotive components and other related products and services. The other wings of the company comprise of Logistics, After-market, Two wheelers, Investments etc. The Secondary Segment consist of two segments: Domestic and Overseas. The Domestic segment includes sales to customers located in India and service income accrued in India. The Overseas segment includes sales and services rendered to customers located outside India. The company was founded by Jagdish Chandra Mahindra and Kailash Chandra Mahindra on October 2, 1945 and is headquartered in Mumbai, India.



**Anand Mahindra,**  
Chairman, Mahindra Group

## Mahindra & Mahindra History

Founded in 1945 as a steel trading company, they entered automotive manufacturing in 1947 to bring the iconic Willys Jeep onto Indian roads. Over the years, they've diversified into many new businesses in order to better meet the needs of our customers. They follow a unique business model of creating empowered companies that enjoy the best of entrepreneurial independence and Group-wide synergies. This principle has led to their growth to push them to become a US \$16.5 billion multinational group with more than 180,000 employees in over 100 countries across the globe.

Today, the company's operations span 18 key industries that form the foundation of every modern economy: aerospace, aftermarket, agribusiness, automotive, components, construction equipment, consulting services, defense, energy, farm equipment, finance and insurance, industrial equipment, information technology, leisure and hospitality, logistics, real estate, retail, and two wheelers.

Their federated structure enables each business to chart its own future and simultaneously leverage synergies across the entire Group's competencies. ■

# Defining narratives with **stellar acting skills & unwavering charisma**



**Rasika Dugal, Indian Actress**

**R**asika trained in Acting at the Film and Television Institute of India (FTII, Pune). She currently lives in Mumbai. She has played significant roles in films, original series and short films, exploring the nuances of diverse characters in artistically challenging and socially relevant productions. She is known for her performance in feature films 'Manto' (directed by Nandita Das), 'Hamid' (directed by Aijaz Khan), 'Qissa' (directed by Anup Singh), 'Kshay' (directed by Karan Gour), 'Lootcase' (directed by Rajesh Krishnan) and short films 'Chutney', 'The School Bag' and 'Banana Bread'.

Apart from films, she has also starred in many TV series like Upanishad Ganga (2008), Kismat (2009), Devlok with Devdutt Pattanaik (2016) and P O W Bandi Yuddh Ke (2016).

## Diversifying roles

In digital series, her varied roles as the feisty Beena Tripathi in 'Mirzapur' (Amazon Prime), the idealistic cop Neeti Singh in Delhi Crime (Netflix) have won her many accolades and much popularity amongst audiences. She was also seen in 'Out Of Love' Season 1 (Hotstar) headlining the series as Dr Meera Kapoor.

She then starred in Mira Nair's A Suitable Boy in the role of Savita Mehra. Recently, she was part of an international audio series titled 'The Empire' alongside actors Stephen Fry, Michelle Gomez and Alexander Owen. Her latest digital release Out Of Love Season

*After completing her acting course from the Film and Television Institute of India, Pune, Rasika started her career in the Bollywood film industry by doing cameos before eventually gaining recognition and fame with her first lead role in Agyaat (2009) directed by Ram Gopal Varma. Her other notable film credits include Kshay (2011), Qissa - The Tale of a Lonely Ghost (2015), Manto (2018), Mirzapur (2018), Delhi Crime (2019), Hamid (2019) and Lootcase (2020).*

2 garnered tremendous acclaim and viewership. Rasika's upcoming projects include digital series Delhi Crime Season 2, Spike and a feature film titled Lord Curzon Ki Haveli.

In 2015 she starred in critically acclaimed film Qissa in the role of Neeli. The film received praise from critics as well as audience. The critics' consensus was "A masterpiece that lovers of parallel cinema would thoroughly enjoy. This unconventional and heart-breaking folk tale captures human emotions unlike any other recent Indian film". For her performance in Qissa, NDTV said "Rasika Dugal, as Neeli, is outstanding. She is strikingly restrained yet eloquently expressive". In 2010 Rasika Dugal married fellow actor Mukul Chadda. She enjoys reading Urdu poetry, learning music and listening to podcasts.

## The making of the actor

Rasika Dugal was born in Circuit House Area, Jamshedpur, Jharkhand to Jasjit Dugal and Raveen Dugal. She attained a Bachelor's degree in Mathematics in the year 2004 from Lady Shri Ram College for Women, Delhi. Subsequently, Dugal attended Sophia Polytechnic for a postgraduate diploma in Social Communications Media and FTII for attaining postgraduate diploma in acting. Her attention to detail and urge to find a strong foothold within the industry, helped her grab niche roles from the beginning of her journey in the film industry. Apart from the meaningful roles, she and her actor husband Mukul Chadda have been vocal about social clauses and have tried to create an impact and difference in real-life too.

Off-screen and on-screen, adding value to everything, be it the roles or her own life, Rasika is focused on creating a difference. From touching the lives around her to doing things for the betterment of the society, she stands steadfast in her role, always. ■

“The critics' consensus was “A masterpiece that lovers of parallel cinema would thoroughly enjoy. This unconventional and heart-breaking folk tale captures human emotions unlike any other recent Indian film”. For her performance in Qissa, NDTV said “Rasika Dugal, as Neeli, is outstanding. She is strikingly restrained yet eloquently expressive”.



# Keeping growth prospects & community in mind to pave the way for new India

*Larsen & Toubro Limited is one of the largest and most respected companies in India's private sector. With over 80 years of a strong, customer focused approach and a continuous quest for world-class quality, L&T has unmatched capabilities across Technology, Engineering, Construction, and Manufacturing, and maintains a leadership in all its major lines of business.*

Larsen & Toubro is an Indian multinational engaged in EPC Projects, Hi-Tech Manufacturing and Services. It operates in over 50 countries worldwide. A strong, customer-focused approach and the constant quest for top-class quality have enabled L&T to attain and sustain leadership in its major lines of business for over eight decades. We are engaged in core, high impact sectors of the economy and our integrated capabilities span the entire spectrum of 'design to delivery'.

Every aspect of L&T's businesses is characterized by professionalism and high standards of corporate governance. Sustainability is embedded into our long-term strategy for growth. The Company's manufacturing footprint extends across eight countries in addition to India. L&T has several international offices and a supply chain that extends around the globe.

## Technology-backed organizational strength

Larsen & Toubro Ltd was incorporated in the year 1946 as a private limited company. Earlier the company was established as a partnership firm founded by two Danish engineers Henning Holk Larsen with Soren Kristian Toubro in Mumbai. In December 1950 the company became a Public Company with a paid-up capital of Rs.2 million. Larsen & Toubro is a major technology engineering construction manufacturing and financial services conglomerate with global operations. The company operates in three segments Engineering & Construction Segment Electrical & Electronics segment Machinery & Industrial Products and others. A thrust on international business has seen overseas earnings grow significantly. It continues to grow its overseas manufacturing footprint with facilities in China and the Gulf region. The company's businesses are supported by a wide marketing and distribution network and have established a reputation for strong customer support.

## Growing with strong business focus

During the FY2019 the company repaid long-term borrowings of USD 233 million (approx. Rs 1610 crore including secured



**A. M. Naik**  
Group Chairman, Larsen & Toubro

## AWARDS & ACCOLADES

- ▶ They received Environmental Excellence Gold award from Greentech Foundation during the years 2003-04 and 2004-05.
- ▶ Engineering Export Promotion Council (EEPC) offered a trophy for high exports.
- ▶ The Ministry of Power conferred the first prize in National Energy Conservation for the year 2005.
- ▶ During the year 2006-07 A Wall Street Journal survey featured L & T among Asia's 'Most Admired Companies' and ranked the company No.1 for quality of products and for overall reputation.
- ▶ During the FY2019 the company received six British Sword of Honor awards and five-star certification from the British Safety Council for third time in a row.
- ▶ The company's eight projects won National Infrastructure & Construction Awards 2018.
- ▶ The company also won a Construction Week Award 2018 a MEED Quality Award for the Year 2018 in Oman and a MACE Global - Health Safety & Well Being Award - 2018 for outstanding safety performance on site.

debentures of Rs 400 crore). On the other hand the company raised USD 100 million of foreign currency borrowings and Rs 90 Crore of Rupee Term Loan as fresh unsecured long-term borrowings for meeting business requirements and certain capital expenditure. The company has entered into a share purchase agreement on 18 March 2019 with Mr. V. G. Siddhartha Coffee Day Trading Limited and Coffee Day Enterprises Limited (Sellers') for acquisition of 33360229 equity shares of Mindtree Limited aggregating to 20.32% of the paid-up equity share capital of Mindtree Limited. Further the company has acquired entire stake held by Tamil Nadu Industrial Development Corporation (TIDCO) in L&T Shipbuilding Limited on 10 April 2019. With this acquisition L&T Shipbuilding Limited is now a wholly owned subsidiary of the Company.

L&T Group achieved order inflow of Rs 176834 crore during the year 2018-19 registering a growth of 15.6% over the previous year. The period leading up to the lockdown and the subsequent stoppage of all economic activity from 25th March 2020 has adversely affected the Company's operations in late FY 2019-20 as well as the better part of Q1 FY 2020-21. During March 2020 the COVID pandemic increased rapidly forcing Governments of most countries to enforce a lockdown of all activities. Heeding to the various guidelines issued in India by the Central and State Governments and abroad by various agencies on the Covid-19 pandemic all establishments offices & factories of the Company had shut down operations from 25 March 2020. For the quarter ended 31 March 2020 the impact due to COVID 19 on the Company's revenues and net profits was approximately Rs 1800 crore and Rs 400 crore respectively. The Company resumed partial service of operations from 14 April 2020 after implementation of standard protocols in line with the guidelines prescribed. During the FY2020 the company has secured major orders such as CIDCO Housing Project at Navi Mumbai One of the e largest Greenfield airports in India at Navi Mumbai and Mandarin Oriental Hotel Muscat in Oman. ■



# Mandvi Sharma: Ruling from the front to make **every action a worthwhile experience**

*Mandvi Sharma is the CEO and Managing Director of Tree-Shul Media Solutions LLP (established in 2016), a PR firm that handles public relations and offers content development. She completed her English Honours from Delhi University and studied fashion from NIFT Delhi.*

Mandvi Sharma began her career as a journalist and continued to be one for 8 years. Her tryst with journalism began during her college days with a Delhi-based health magazine called Mind and Body. She went on to be a reporter with India Today's tabloid called Today, which was later dubbed as Mail Today. She went on to work with Delhi Times covering cinema and fashion for five years before switching over to public relations.

The turning point of her media career has undoubtedly been her role as Global Publicist for Mr. Shah Rukh Khan & Corp. Com. Head of Red Chillies Entertainment Pvt. Ltd. In the five years, she worked at Red Chillies Entertainment Pvt Ltd, she oversaw Shah Rukh Khan's personal publicity, devised and executed PR strategies and was responsible for media outreach for films such as Chennai Express, Happy New Year and Dilwale. She has also managed PR for his IPL cricket team, Kolkata Knight Riders.

With her company and illustrious experience, Mandvi now aims to create inspirational value for her clients through her approach of Entertainment PR. As one of the top publicists in India, she was recently invited as a guest by BBC Asianet for their series, The Power Games, which catalogues conversations about who truly holds power in the Hindi film industry. She was Kamal Haasan's political publicist for his entry in politics.



**Mandvi Sharma**



**In the five years, Mandvi worked at Red Chillies Entertainment Pvt Ltd, she oversaw Shah Rukh Khan's personal publicity, devised and executed PR strategies and was responsible for media outreach for films such as Chennai Express, Happy New Year and Dilwale. She has also managed PR for his IPL cricket team, Kolkata Knight Riders.**

## Clients handled by Tree-Shul Media Solutions

- Mr NTR Jr
- Mr Silambarasan Thesingu Rajendar
- Mr Siddharth Roy Kapur and Roy Kapur Films
- Producers Guild of India
- BTS, South Korean K-Pop band
- Tomorrow X Together
- Mr Devi Sri Prasad
- Desi Music Factory, Mr Anshul Garg
- Mr Sunir Kheterpal (Athena E & M)
- Mr Boman Irani and Irani Movietone
- Mr Amar Butala (and his production house Guilty By Association)
- Mr Rahul Dholakia
- Mr Ram Madhvani and Ram Madhvani Films
- Mr Vishesh Bhatt
- Mr Sudhanshu Saria
- Mr Vidyut Jammwal and Action Hero Films
- Ms Pooja Hegde
- Ms Rasika Dugal
- Mr Akhil Akkineni
- Mr Akshay Oberoi
- Mr Saqib Saleem
- Mr Chandan Roy Sanyal
- Mr Namit Das
- Mr Ankur Bhatia
- Rapper - Songwriter, Badshah
- Singer, Mr Armaan Malik
- Music Composers & Singer, Mr Amaal Malik
- Music Composers, Sachin-Jigar
- Music Composer-Singer-Songwriter, Papon

## Films promoted by Mandvi Sharma

- Dil Toh Baccha Hai Ji
- Heroine
- Go Goa Gone
- Chennai Express
- Happy New Year
- Dilwale
- Fan

## Films promoted under Tree-Shul Media Solutions

- Vishwaroop 2
- Love Sonia
- Pihu
- Milan Talkies
- The Sky Is Pink
- Evil Eye – Amazon Prime USA
- Project K by Vyjayanthi Movies film starring Amitabh Bachchan, Deepika Padukone & Prabhas
- Unfair and Lovely (in production)
- Pippa (in production)
- Pushpa
- Mission Majnu (in production)
- Woh Ladki Hai Kahaan? (In production)
- The Song of Scorpions
- Khuda Haafiz Chapter II Agni Pariksha
- Vikrant Rona
- GOBAR! (In production)
- Music School (on floors)
- IB 71 (on floors)



## Robust diversified approach with **rooted honesty & integrity to build an empire for the people**

*Piramal Group is a global business conglomerate with diverse interests in Pharma, Financial Services and Real Estate. The Group has offices in over 30 countries and a global brand presence in more than 100 markets.*



**Ajay Piramal,**  
Chairman, Piramal Group

Led by Mr. Ajay Piramal, the Chairman, Piramal Group is a torchbearer of trusteeship and responsible business ethos. Based on the philosophy of 'Doing Well and Doing Good', the Group continues to create long-term value for its stakeholders and the community at large. In the three decades of its existence, Piramal Group has pursued a twin strategy of both organic and inorganic growth. Driven by its core values, Piramal Group steadfastly pursues inclusive growth, while adhering to ethical and values-driven practices.

### **About the powerhouse organisation**

Piramal Foundation, the philanthropic arm of the Piramal Group develops innovative solutions to resolve issues that are critical roadblocks towards unlocking India's economic potential. Its sustainable development programmes in healthcare & nutrition, education and safe drinking water across 25 Indian states, largely in partnership with the central and state governments have impacted over 100 Million lives till date.

Piramal Enterprises Limited (PEL) is one of India's leading diversified companies, with a presence in Financial Services and Pharmaceuticals. PEL's consolidated revenues were ~US\$1.7 Billion in FY2020, with around ~34% of revenues generated from outside India. Driven by both organic as well as inorganic strategy, PEL has steered dynamic business growth over the three decades of

its existence. Anticipating the potential of financial services in India, PEL built a platform with innovative financial solutions that cater to the needs of varied industry verticals.

It made its foray into the financial services sector with Piramal Capital & Housing Finance Limited (PCHFL), a housing finance company registered with the National Housing Bank (NHB) that is engaged in various financial services businesses. It provides end-to-end financing solutions in both wholesale and retail funding opportunities across sectors such as real estate and infrastructure, renewable energy, hospitality, logistics, industrials, auto components etc.

Utilizing its strong domestic presence, network as well as investing track record, Piramal Alternatives was set-up as the Group's fiduciary third-party capital management business investing across the capital structure across equity as well as debt with leading global institutional investors such as Caisse de dépôt et placement du Québec (CDPQ), Bain Capital Credit, Canadian Pension Plan Investment Board (CPPIB) and APG as partners. As the Indian economy evolves, Piramal Alternatives looks to be a significant provider of customized financing solutions to high-quality corporates that are looking to maximize their growth.

When the Indian pharmaceutical industry was focused on international generics, PEL saw an opportunity to expand its pharma

business and invested in the domestic formulation business.

Piramal Pharma Limited (PPL), a subsidiary of PEL, offers a portfolio of differentiated products and services through end-to-end manufacturing capabilities across 14 global facilities and a global distribution network in over 100 countries. PPL includes: Pharma Solutions, an integrated contract development and manufacturing (CDMO) business; Critical Care, a complex hospital generics business and the Consumer Healthcare business, selling over-the-counter products in India. It also has a joint venture with Allergan, a leader in ophthalmology in the Indian formulations market.

### **Standing tall on values**

PEL's corporate ethos, a reflection of its core values – Knowledge, Action, Care and Impact, has enabled the company to develop and consolidate a coveted international business network of strong partnerships with global market leaders, committed to creating long-term value to all stakeholders.

Piramal Enterprises Limited (PEL) erstwhile Piramal Healthcare Limited is the flagship company of the Piramal Group led by Ajay Piramal. Piramal Enterprises Limited (PEL) is one of India's large diversified companies with a presence in Financial Services Pharmaceuticals and Healthcare Insights & Analytics. In 2011 Fortune 500 ranked Piramal Healthcare in the top-50 largest corporations across India. ■



# Raising the bar of healthcare with **personal touch and deep-rooted understanding**



*Indivirtus, an Indian company with virtuousness, based on truthfulness, honesty, moral ethics and values. Indivirtus provides real-time, cost-effective solutions to benefit the healthcare industry. It is a CRO (Contract Research Organization) that aids healthcare industry to enhance their efficiency in their core competencies.*

Indivirtus was founded in 2018 with its base located at Chandigarh and Mohali. It is a self-financed company formed by experienced and enthusiastic minds, Dr. Upendra K. Jain (CEO), Ms. Veena Kanwar (MD), Dr. Ashish Jain (Director BD) and Ms. Seema Kanwar (CFO).

Indivirtus is a perfect blend of quality and economy. It has secured over 200 clients in less than 4 years. The hard work, dedication, and reliable efforts of its team say it all. All the services offered by Indivirtus are targeted to ensure health safety of humankind through **Pharmacovigilance, Clinical Trials, Toxicological Risk Assessment i.e., PDE and OEL calculations and Genotox evaluation and GxP and Regulatory Services.**

### About the team fuelling growth

Dr. Upendra K. Jain, the leading man behind Indivirtus, holds Masters' in Pharmaceutical Chemistry, from where he got his first professional role in American Remedies, focused on promoting a range of third-generation medicinal products. After spending about 15 years in marketing drug products, he saw another opportunity in Academia and worked for

12 years as Professor and Director at academia. He completed his doctorate in Pharmaceutical Chemistry and helped many students' graduate and secure good respectable positions in the industry. Ms Veena Kanwar is another significant pillar of Indivirtus, leading the company as MD. She did graduation which landed her to the first job as a human resource professional with a renowned pathological laboratory in Chandigarh. Meanwhile, she did her Master's in Arts and Public Administration (Dual Masters) and Bachelors in Education. Simultaneously she pursued a Master's degree in Management Studies with majors in Human Resources and Finance. Together they have spent 30 and 25 years, respectively in the pharmaceutical domain, taking on a variety of roles.

Dr. Ashish Jain - Director-Business Development, A Chartered Accountant by profession, 19+ Years of experience in Finance-Accounts-Taxation, Marketing & Business Development in various companies. He is a blend of confidence and a fearless attitude. His expertise is to juggle multiple projects simultaneously. He has Impeccable leadership skills. Dr. Ashish is a leader with a positive attitude and good negotiation skills. He is the glue keeping the Business Development strong for the company.

### The company in a nutshell

Inclined by clients' needs and team's visualization, mission of Indivirtus is to facilitate the customers with quality outcomes and financial prudence by creating and nurturing a team of highly competent & innovative professionals and state of art technology to deliver complete satisfaction with precise finesse and excellence. The road to Indivirtus wasn't an easy one, but Dr Jain did not give up and through his and team's undying efforts, Indivirtus in no time became the pioneer in the market for toxicological risk assessment i.e. PDE calculation and Genotox evaluation. This boosted the confidence of the duo and became the foundation of not only exponential horizontal and vertical growth but also helped in global expansion by opening the business offices in UK, USA and Canada in quick successions, Moreover, expansion in UAE, Russia & Australia is on cards.

Indivirtus aims to build overseas channels and networks to globally expand the business. A newly launched venture, in Jan'21, "Indivirtus Solutions Pvt Ltd." has been dealing with overseas connections in Accounting, Data Management, and Insurance Processing. Their vision is to be among the top ten globally competent consultants capable of providing timely and accurate solutions with the highest integrity, as well as to provide a challenging and growth-oriented environment to their team members so that they have a great sense of pride and achievement. ■

### AWARDS & ACCOLADES

- ▶ Indivirtus is featured in **Innovative Zone Magazine** as "Company in focus 2022".
- ▶ Recognized by **Forbes India** for "Promising Quality and Improving Economy" in July 2021.
- ▶ Listed amongst Top 10 Clinical CROs of India by **SwiftnLift Media and Tech LLP** in 2021.
- ▶ Indivirtus is recognized as a cost-effective service provider – **Prime Insight**.
- ▶ Indivirtus has been rated as the company of the year 2020 – **CEO Insights**.
- ▶ **Bharat Vikas Award 2016** for outstanding contribution in the field of education.
- ▶ Indivirtus has been awarded ISO 9001: 2015 certificate by **Delano Assessment Pvt. Ltd.**
- ▶ Award of Honour in 2010 presented by Governor of Punjab for organizing a blood donation camp with the highest amount of donation in a single day.



# Legacy of enrichment: Empowering Ayurveda with a modern touch



**Amit Burman,**  
Chairman, Dabur India Limited

Known as the 'Custodian of Ayurveda', Dabur marries age-old traditional wisdom with modern-day Science to develop products for consumers across generations and geographies. Dabur's FMCG portfolio today includes 8 Power Brands with distinct brand identities — Dabur Chyawanprash, Dabur Honey, Dabur Pudina, Dabur Lal Tail and Dabur Honitus in the Healthcare space; Dabur Amla and Dabur Red Paste in the Personal Care category; and Réal in the Food & Beverages category. In addition, Vatika is an International Power Brand.

Dabur today operates in key consumer product categories like Hair Care, Oral Care, Health Care, Skin Care, Home Care and Foods. The ayurvedic company has a wide distribution network, covering 6.7 million retail outlets with a high penetration in both urban and rural markets.

## Creating a niche

Dabur's products also have huge presence in the overseas markets and are today available in over 120 countries across the globe. Its brands are highly popular in the Middle East, SAARC countries, Africa, US, Europe and Russia. Dabur's overseas revenue today accounts for over 27% of the total turnover.

The 137-year-old ayurvedic company, promoted by the Burman family, started operating in 1884 as an Ayurvedic medicines company. From its humble beginnings in the bylanes of Calcutta, Dabur India

*Dabur India Limited is the fourth largest FMCG Company in India with Revenues of over Rs. 9,500 Crore & Market Capitalization of over Rs 100,000 Crore. Building on a legacy of quality and experience of over 137 years, Dabur is today India's most trusted name and the world's largest Ayurvedic and Natural Health Care Company with a portfolio of over 250 Herbal/Ayurvedic products.*

Ltd has come a long way today to become one of the biggest Indian-owned consumer goods companies with the largest herbal and natural product portfolio in the world. Overall, Dabur has successfully transformed itself from being a family-run business to become a professionally managed enterprise. What sets Dabur apart from the crowd is its ability to change ahead of others and to always set new standards in corporate governance & innovation.

Dabur India Ltd is one of the leading FMCG Companies in India. The company is also a world leader in Ayurveda with a portfolio of over 250 Herbal/Ayurvedic products. They operate in key consumer products categories like Hair Care Oral Care Health Care Skin Care Home Care and Foods. The company's FMCG portfolio includes five flagship brands with distinct brand identities Dabur as the master brand for natural healthcare products Vatika for premium personal care Hajmola for digestives Real for fruit juices and beverages and Fem for fairness bleaches and skin care products. The company operates through three business units namely consumer care division (CCD) international business division (IBD) and consumer health division (CHD). Their CCD business is divided into four key portfolios: healthcare personal care home care and foods. Their CHD business offers a range of healthcare products. Their IBD business includes brands such as Dabur Amla and Vatika. The company has 20 state-of-the-art manufacturing facilities spread across the globe. Of these 12 production facilities are located in India with key manufacturing locations being Baddi (Himachal Pradesh) and Pantnagar (Uttaranchal) besides seven factories located at Sahibabad (Uttar Pradesh) Jammu Silvassa Alwar Katni Narendrapur Pithampur and Nasik.

## Paving growth

In the year 1979 they set Dabur Research Foundation. Also they commenced commercial production at the most modern herbal medicines plant in Sahibabad. In the year 1986 the company was converted into a public limited company. In the year 1988 they launched the pharmaceutical medicines. In the year 1994 entered into oncology segment carrying forward their niche for innovation.

Standing tall on the core and its years of legacy, the company was ready to serve its new-age customers and it was in the year 2011 that the company launched its first-ever online shopping portal [www.daburuveda.com](http://www.daburuveda.com). With this the company became the first Indian FMCG company to launch a dedicated online shopping portal for its beauty products range. The portal became the online gateway for consumers to know understand buy and gift the exclusive Dabur Uveda range of skincare products. ■



“Dabur India Ltd is one of the leading FMCG Companies in India. The company is also a world leader in Ayurveda with a portfolio of over 250 Herbal/Ayurvedic products.”



# Osaka Group: Giving wings to opportunities to make travel accessible & seamless for all

*Osaka Air Travels Pvt. Ltd. is a distinguished Travel and Tourism Company was established in Kerala in the year 1993, Osaka Group comprises of six companies catering to the ever-emerging needs of the public in the travel & tourism sector and global education services.*

Osaka Group provides comprehensive services and holistic assistance like visa services, global air ticketing, insurance, passport services, tour packages and itinerary creation, foreign exchange, study abroad and other miscellaneous services. The company has also launched their flagship initiative- Osakaconnect.com, which is a unique portal integrating various travel-related services.

Dr. PB Boss has completed 28 years in business steering & guiding the Group's progress with vital decisions and innovating the business model so as to always ensure that he and his team is ready for the future. Born and brought up in big joint family residing in the rural areas of Ernakulam, Kerala. Dr Boss did his schooling in St. Augustine School, Thuravoor and St. Joseph High school, Kidangoor. His family was into the bureaucratic system, which created a lot of pressure on him to take the same career path. But his interest was always towards starting his own business. While he had no experience of running a business, he had ample determination and was inclined to start something ethical and helpful for the society. He always knew that if he doing things for the greater good, then no one can stop him from flying high. Meditations, research about technology advancement and travelling is what keeps him going.

## Staying on track

Dr Boss's cousin introduced him to the travel sector. Over the years of growth and fall, he had to face lot of struggles. During the initial



**DR. P B BOSS**, Managing Director with **BISSY BOSS**, Director

phase of the development, the company had a high initial investment but a low revenue record. This affected the growth as liabilities kept piling up. At that time, a friend introduced him to other investment pockets that could bring in a capital on a rotational basis. Gradually, he was able to sort out the existing liabilities and start focusing on the development of the company.

Replicating successful business models & using the experiences gained in the past 28 years in new regions are the near future plans of the Group. The team has already set up offices in Bangalore, Mumbai & Delhi as a part of the phase 1 in 2021 itself. For 2022 the group would be opening key metros covering the regions near to Chennai, Hyderabad, Ahmadabad & Chandigarh in the first few quarters of 2022.

The team is preparing for the digital transformation of the business by integrating technology to the way the team interacts through clients –CRM, the mode in which the enterprise maintains a check on their most valuable asset the Human resource by HRMS and to have a digital unique platform osakaconnect.com the world's first Digital Travel Hyper market.

All this would confidently take the leap of being an MNC with the latest tech based version of the customer interaction interface & a smart innovative product portfolio by 2025.

Their combined efforts are aligned to realize their vision of Osaka group as the industry's leading brand by 2030. If there is a question on what makes Osaka Group unique in one voice Dr. Boss & team would say

**“Being ready with technology & innovative interactive platforms that would help them to keep in pace with a world of customers getting immersed in Artificial intelligence & quantum Computing”**

The team is focussed on blending technology with the right proportion of Human emotional interactions thereby replicating the perfection in service delivery for customers across the Globe. ■

## AWARDS & RECOGNITIONS

### NATIONAL AWARDS

- ▶ Indian Glory Award 2020 for leading overseas education consultant
- ▶ Best Entrepreneur Award 2019 from BC Business Connect for osakaconnect.com
- ▶ All India Achiever's Award 2019 for leading emerging Indian Company
- ▶ 'Best travel company excellence award' at the National Seminar- Individual achievements and national development, New Delhi in 2019.
- ▶ Asia's Quality Entrepreneurship Awards 2019, New Delhi
- ▶ 'World Signature award 2019' for the Most Prominent Brand of the Year under Tour & Travel Kerala Category from APS Research & Median at Goa.
- ▶ Maha Shivaratri Puraskar 2019, Kochi, Kerala
- ▶ Nehru Award for excellence in Tour and Travel Management from Nehru Foundation Kerala State Committee in 2018
- ▶ Best Business Travel Agency in South India-India travels Award, Bangalore.
- ▶ The top seller in Kerala Awards from Tata AIG Insurance 2017
- ▶ Excellency award from Drisya media/ Dooradharshan Viewers Association in 2012
- ▶ Yuwashree Award 2010

### INTERNATIONAL AWARDS

- ▶ International Gold Star Awards for Business Excellence at the 12th International Achievers Summit, Dubai in 2019.
- ▶ 'International Achievers award for Hospitality and Tourism' at 11th International Achievers Summit at Bangkok in 2018.





# Promising state-of-the-art healthcare to the world, from India, by the Indians

*Biocon Limited is India's largest and fully-integrated innovation-led biopharmaceutical company. The company's business model spans the entire drug value chain from pre-clinical discovery to clinical development and through to commercialisation and focused on biopharmaceuticals custom research and clinical research.*

**B**iocon is an ISO 9001 ISO 14001:2004 ISO 9001:2000 ISO 15189:2003 and also OHSAS 18001:1999 certified for various levels. Biocon has two subsidiary companies for support namely Syngene International Ltd and Clinigene International Ltd. Biocon has rapidly developed a robust drug pipeline led by monoclonal antibodies and several other molecules at exciting stages in the biopharmaceutical value chain. Biocon Limited was incorporated in the year 1978 as a joint venture between Biocon Biochemicals Limited of Ireland and an Indian entrepreneur Kiran Mazumdar-Shaw. The company's pioneering spirit paved the way for biotechnology in India, and they continue to apply the same spirit in finding novel approaches to improve patient outcomes today for a better tomorrow. This drives them to continuously find new ways to treat diabetes, cancer and autoimmune diseases. Biocon's R&D focuses on prevention, alleviation and treatment and their medicines improve the lives of millions of patients in over 120 countries, by giving them access to life-saving therapies and relief.

## Building the core

Some of its key brands of Biocon are INSUGEN (rh-insulin) BASALOG (Glargine) CANMab (Trastuzumab) BIOMAb-EGFR (Nimotuzumab) KRABEVAA (Bevacizumab) and ALZUMAb (Itoлизumab) a 'first in class' anti-CD6 monoclonal antibody. The company has a rich pipeline of Biosimilars and Novel Biologics at various stages of development including Insulin Tregopil a high potential oral insulin. Biocon's R&D and manufacturing facilities received ISO 9001 certification from RWTUV Germany during the period of 1993. The commercial success of Biocon's proprietary fermentation plant led to a 3-fold expansion during the year 1996 and also in the same year the company leveraged its technology platform to enter biopharmaceuticals and statins. Biocon had spearheaded initiatives in human healthcare in the year 1997 through a dedicated manufacturing facility.

In the year 2000 Biocon commissioned its first fully automated submerged fermentation plant to produce specialty pharmaceuticals and also in the same year the company established Clinigene, India's first Clinical Research Organisation (CRO) to pursue clinical research and development. During the year 2001 Biocon became the first Indian company to be approved by US FDA for the manufacture of lovastatin a cholesterol-lowering molecule. Biocon created a buzz in the stock market in March of the year 2004 with its hugely successful IPO. Day 1 on the bourses closed with a market value of \$1.11 billion making Biocon only the second Indian company to cross the \$1 billion mark on the first day of listing. During the same year 2004 the Syngene had established new research centre and launched INSUGEN the new generation bio-insulin manufactured in Asia's largest human insulin plant.

## Partnering for growth

Biocon Limited and Vaccinex Inc collectively announced a broad strategic partnership to discover and co-develop at least four therapeutic antibody products. Biocon had signed a commercial agreement for supply of insulin API to Asia Africa and the Middle East during the period of 2005. During the year 2006 the company inaugurated Biocon Park India's largest integrated biotechnology hub comprising an integrated cluster of research laboratories and manufacturing facilities spread across 90 acres in KIADB (Karnataka Industrial Areas Development Board) industrial estate and also established Biocon Biopharmaceuticals



**Kiran Mazumdar Shaw**, Executive Chairperson

“The company's pioneering spirit paved the way for biotechnology in India, and they continue to apply the same spirit in finding novel approaches to improve patient outcomes today for a better tomorrow. This drives them to continuously find new ways to treat diabetes, cancer and autoimmune diseases.”

India's largest multi-product Biologics facility at Biocon Park. In 2010 Biocon and Bayer joined hands to create awareness for self-monitoring for diabetics.

What started in 1980, when Biocon acquired a 20-acre plot on Hosur Road, Bangalore for INR 600,000 to expand operations is today an empire that excels in healthcare and the company's fame has reached far and wide. On March 8th, 1980, the foundation stone was laid for the building that currently houses the company's corporate office, which today houses some of the great mind and has witnessed many big decisions and discoveries through decades. ■



# KeVa Kaipo: Reaching out for the sky by being rooted to a strong value system

*KeVa Kaipo Industries Pvt Ltd an ISO 9001-2015 Certified Company is positioned as one of the most trusted brand name & a conglomerate in Healthcare sector in India with a dominant network footprint contouring as one of the emerging Natural Healthcare company even since its inception backed by a strong track record of innovation. KeVa Kaipo Industries Pvt Ltd is a legitimate business opportunity and it follows Direct Selling Standards as per Govt. of India*

Life is brimmed with challenges, and only those succeed, who have the zeal to fight against all odds and fulfill dreams. The story of Dr. Karan Goel, Managing Director of KeVa Kaipo Industries, is a vivid narrative of determination, perseverance, and willpower for all those willing to grow. With a focused objective in mind, without any exposure in Direct Selling, Dr. Karan Goel has made a mark in the top leading Direct Selling companies. It has been a rise and rise journey for this entrepreneur who believes that every new venture is extremely risky but can also be highly rewarding. The entrepreneurial journey of Dr. Karan Goel is all about growth and success. Cumulatively, Dr. Goel firmly believes in 'No risk - No return' as one can never truly succeed without stepping out of their comfort zone.

## Raising a marquee company

Incepted in the year 2009, the company started Direct Selling Model in April 2010. This rising empire has been implementable in offering the best healthy living options in varied forms and is committed to providing a healthy life. A multi-faceted personality, Dr. Goel, is a connoisseur who has been bestowed with numerous accolades and recognitions at National and International levels. Starting his maiden business venture from a small space with just 5 products and operating with a team force of just 10, Dr. Goel had a firing passion strong enough to break the stereotypes which believed the concept of lineage entrepreneurship. The dominant position of KeVa Kaipo Industries at present is a clear picture of the hardships that this tough-minded man faced and built up a massive empire. Garnering a huge fame in a short span, Dr. Goel has achieved remarkable milestones who believes, "It was not a cake walk! I trusted my inner self and the masses relied me. This chain of faithfulness got stronger and I triumphed gloriously."

The company has 50 copyrights, trademarks, and patents. Dr. Goel recently got featured in Forbes India Special Marquee Issue named 'The Outperformers - **Indian Business Legends**'. He was facilitated with the CEO Of the Year award at South Asia Pacific Healthcare Summit & Business Awards 2019, Brand Excellence Award (Media Partner ET Now and ABP News). The 'Distinguished Services Award' was conferred to Dr. Goel that was bestowed upon him by Her Excellency Ms. Pratibha Devi Singh Patil, then Hon. President of India, in President House, for outstanding contribution in the field of Cardiology. On the occasion of the 57th National seminar, 'The Indian Economic Development & Research Association' presented 'Bhartiya Udyog Ratan Award' to Dr. Goel for "Outstanding Contributions to Nation Building & World Peace". In September 2010, Dr. Goel was presented the 'Indian Achievers Award for Healthcare Leadership' for "National Economic Development & Social Responsibilities".

## Growth on the cards

Immunity, nutrition, and wellness concerns are already having a growing impact on the minds of every customer, which is a sign of a huge growth opportunity. KeVa Kaipo Industries is constantly expanding its wings and moving forward in a progressive phase with a diversified plan. This will be achieved in a phased manner, which includes expanding operations and segments followed by robust distribution channels and riotous promotional activities.

Dr. Karan Goel said the future strategy of KeVa Kaipo Industries would entail products for all ages and cater to all segments of society.



**Dr. Karan Goel,**  
Managing Director

## AWARDS & RECOGNITIONS

- ▶ KeVa Kaipo Industries has been conferred with numerous awards and recognitions, including the 'Brand of the Year - Healthcare Products' Award 2021 in the presence of Smt. Rama Devi (Member of the Lok Sabha)
- ▶ The company got the 'Most Trusted Direct Selling Company in Healthcare & Wellness' Award 2021 in the presence of Mahesh Bhupathi (International tennis player)
- ▶ Got the 'Best Healthcare Products of the Year' Award in the presence of Mandira Bedi (Indian actress, fashion designer)
- ▶ The Best Nutraceutical Company of the Year" certificate from Zee Business
- ▶ The Best Nutrition Brand" certificate from Zee Business, Quality Excellence Award by ET Now and there are many more.



# Tying science & dedication to **business,** bringing about a **shift in ideas**

*Inventys focuses on high technology products which are not typically made by any other Indian company. Some of the Inventys products are not made by ANY OTHER company in the entire world. Inventys competes primarily with Chinese and European companies for its business.*

Inventys emphasised on serving the world's largest multinationals in the Pharma and Agro chemicals sector. By becoming a dependable and competent part of their global supply chains - Inventys has earned a reputation of being a research focused responsible chemical manufacturing company. For a few of the products the primary competition comes from Korea and Japan. Till 2019 Inventys had no customers in India. Its entire revenue was earned through exports to advanced countries in Europe and to Japan / USA. This year Inventys has also started supplying its products to Indian Pharma and Agro companies. More than fifty-five leading Indian companies have now approved Inventys products quality. Inventys mission is to help Indian and global supply chains to reduce their dependence on any single country by providing a better and more responsible alternative and to create respectable employment opportunities in India.

## About the Founder

Dr Deepak Birewar, Chairman & Managing Director, Inventys Research Company Pvt Ltd is a Chemical Engineer and a Scientist by training. He has obtained his undergraduate degree B.Tech. (1985) from IIT Mumbai and subsequently his doctorate Ph.D. (1989) from Carnegie Mellon University in USA. The PhD thesis focused on modelling supply chains and design optimization of chemical plants using large scale math programming models. After obtaining his doctorate - Dr Birewar worked at Dupont Corporation - at that time, the world's largest chemicals company - as a Research Scientist in their Central Research & Development (CR&D) at Experimental Station near Wilmington in Delaware USA. He later moved to the software industry and became Vice President of the semiconductors division in i2 Technologies - Dallas USA.

Dr Deepak is listed in Marquis Who's Who in Science & Engineering (1994). He has been interviewed by several reputed industry journals and has served as reviewer for technical journals. Along with multiple publications in reputed international technical journals Dr Birewar has presented papers/chaired sessions at the annual meetings of AIChE, TMS/ORSA, INFORMS & IFORS. In 1998 he started a software consulting company Rushi International in Dallas USA followed by another software company eCoNets Inc - again in Dallas. In late 2002, Dr Deepak moved back to India and joined his father's chemicals manufacturing company Multi Organics in Chandrapur (Maharashtra). In 2005, he started Inventys Research Company to focus on Custom Manufacturing business.

## Unlocking growth

Inventys provides state-of-the-art competence in process R&D, small to medium scale manufacturing conforming from ISO up to GMP-standards; as well as analytics



**Dr Deepak Birewar, Chairman & Managing Director,**  
Inventys Research Company Pvt Ltd

and quality control. The company, under the firm guidance of Dr Deepak is committed to deliver on-time, in-full and in-spec solutions, and continuous improvement of our services. Inventys practices responsible behaviour towards society, environment & people. Inventys capacities are WHO GMP, ISO9001, ISO14001 & ISO45000 certified. Inventys has invested in growth, with significant focus on internal R&D, engineering, process automation, and HSEQ capabilities. Today, Inventys is in the position to start a project with the molecular structure and go all steps up to a commercial production using exclusively internal capabilities. This includes first synthesis at a lab-scale, route scouting, process design, process scale-up, plant design with process safety analysis, and finally set up of production facilities followed by process implementation at a commercial scale.

Inventys has more than 300 employees. The manufacturing facilities are based on 15 automated production sections – consisting of over 90 reactors, numerous isolation, drying and recycling equipment. And today, keeping this backbone strong, the company is aiming to reach greater heights and aim for bigger projects to attain more growth and glory at every step. ■





# Pouring her heart and creativity to create unspeakable wonders

*Prachi Dhabal Deb the founder of Cake Decor India-Royal Icing Art has been recently honoured by World Book of Records for Most Number of Eggfree, Vegan Royal Icing Structures. She is known for award winning work and adds flavour to the world of confectionery with her touch of creativity and needless to say, all the structures she created were meticulously piped by hand.*

**P**rachi Dhabal Deb is an internationally award winning cake artist from Pune. She has brought justice to her art by making cakes and cookies in the most creative fashion. Her work is crisp and precise with a keen eye for detailing. She has mastered the art of creating royal-looking, luxurious bakes, which are majestic in their appeal and delicious in taste. She can be rightly called the queen of royal icing and her designs would justify the same. Taking inspiration from artistic elements from around the world, Prachi incorporates these in her designs. Her deft execution of the thin but evenly spaced strings of royal icing extension work is an epitome of perfection par excellence.

A master in cake icing art for over a decade now, Prachi is a financial analyst by profession. But, her sense of perfection and eye for detail is what helped her shine bright in this profession too, which she accepted by giving her passion an avenue for growth.

## Winning hearts with her art

Prachi was awarded the Cake Masters Royal Icing award for the year 2019 in Birmingham whilst having being nominated for these prestigious international awards in 2017 and 2018 as well.

She specializes in Royal-Icing art and is recognized as the top artist of Royal-icing in India. Royal-icing is a difficult medium to work with and is very fragile. Though highly prestigious, having being used for decorating the cakes for the British royal family, this delicate art requires high amount of patience and skills and finds very limited commercial success worldwide. Being traditionally egg based, the popularity was not much in Indian cake industry as well.

Understanding the customer base in India, she knew that to have maximum admirers of her art, she will have to make eggless cakes and royal icing, thus she came up with her own product, Vegan Royal Icing, in association with Sugarin—the same is available across popular online platforms nationally and internationally and has been a huge success. Apart from being one of the elite group of Cake Artists across the globe, Prachi also is an internationally acclaimed Judge for various competitions around the world.



**Prachi Dhabal Deb**

## AWARDS & RECOGNITIONS

- ▶ Felicitated by the Governor of Maharashtra, Shri Bhagat Singh Koshiyari at Bharat Leadership Awards, July 2020.
- ▶ Featured in Forbes as one of Modern India's Game Changers, March 2020.
- ▶ Featured in Economic Time as one of ET New makers from India, Nov 2020
- ▶ Featured as one of Times Women of Substance, March 2021
- ▶ Featured in Forbes India as amongst the WBR Corp UK Ltd 45 Under 45 – India Edition List
- ▶ Featured as one of Femina's Most powerful 2021
- ▶ Top 10 Cake Artist Of India 2017 by Cake Masters Magazine India
- ▶ Top 10 Cake Artist Of India 2018 By Cake Masters Magazine India
- ▶ Indian Cake Awards Judge 2019 for National Level Cake Award show in Mumbai for Indian Cake Industry
- ▶ Internationally Renowned Cake Artist award by Zee India Excellence Awards
- ▶ Women achiever of Pune for 2020 and 2021 by Lokmat Newspaper
- ▶ Top 4 Royal Icing Artists Cake Masters Awards Birmingham, 2017
- ▶ Top 4 Best Magazine Cover Cake Masters Awards Birmingham, 2017
- ▶ Top 4 Royal Icing Artists Cake Masters Awards Birmingham 2018
- ▶ Winner Royal Icing Artists, Cake Masters Awards, Birmingham, 2019



*Akums dedicates itself to humanity's quest for longer, healthier and happier lives, through innovative healthcare products. Since its inception, it has sourced its inspiration in the desire to serve humanity.*

Standing testimony to its contributions to society at large is its story of consistent growth. Akums has the distinction of adding new manufacturing plants to its ambit every year. Additionally, all the products manufactured by Akums come with an assurance of safety, with the company honoring all the regulatory compliances in place. It manufactures over 4000 types & varieties of medicines, OTC and allied products for a client base that surpasses the figure of 1100. Almost every pharmacy in India holds the inventory of its manufactured outputs. Consequently, the company commands an excess of 12% of the manufacturing market share across India for medicines.

## The inception story

India's largest Contract Research and Manufacturing (CRAMS) organization, Akums Drugs & Pharmaceuticals Ltd., manufactures more than 12% of the total drugs consumed in the country.

The foundation of the company was laid by two brothers, Sanjeev & Sandeep Jain. It got incorporated in April 2004 with Sanjeev Jain as the Director of Business Development & Marketing and Sandeep Jain as the Director of Operations. The company commenced its journey with a single manufacturing unit dedicated to oral dosage forms in Haridwar. Today, it has 10 dedicated state of the art production facilities equipped to produce all modern dosage forms such as tablets, hard gelatin capsules, soft gelatin capsules, powder in sachets, liquid syrups and suspensions, injections, eye/ear drops, ointments, creams, gels, lotions, Ayurvedic and herbal preparations, nutraceutical and cosmetic preparations, to mention a few.

## It is successfully running 10 pharmaceutical manufacturing plants –

- Akums Drugs and Pharmaceuticals Ltd, Haridwar (5 Plants)
- Maxcure Nutravedic Ltd, Haridwar
- Pure & Cure Healthcare Ltd, Haridwar
- Pure & Cure Healthcare Ltd, Guwahati
- Malik Life Science Pvt Ltd, Haridwar
- Akums Healthcare Ltd, Kotdwar

## Wide Gamut of Services

As India's largest finished drug manufacturer, the company conducts its operations with utmost responsibility. It ensures that every dosage unit that leaves its site meets the requirement of the most stringent quality standards. Akums offers a comprehensive range of services, ranging from formulation development to market launch. It manufactures products for almost all Indian and global multinationals, big & small Pharma & FMCG companies. The company vouch for its product quality, agility and transparent approach to business.

Akums manufactures not just in Pharmaceuticals but wide range of formulations in Cosmetics, Derma, Ayurvedic & Nutraceuticals. With decades of Pharma experience, focus remains patient centric & quality paramount.

For the same reason top MNC's and Pharma houses have kept their trust in Akums. To name a few Avon, Oriflam, The Mom's Co., Sun, Safola, GSK, Glenmark, Mama Earth, Emami Frankross, GNC, Abbott, Dr. Reddy's, Merck, Dabur, Cipla and many more.

With the highest number of DCGI & FSSAI permissions in the country, it has an edge over its competitors when it comes to developing therapies not previously known in the country.



## Embracing Innovations

Akums believes in core value of Quality thus constantly improvement in its product formulations and developing newer & innovative dosage forms, Akums finds support from its R&D and F&D segments. Akums has 4 DSIR approved R&D labs that caters the medicine development needs of India, regulated and semi-regulated countries.

Laboratories fully integrated with SAP and LIMS for physical and metallurgical testing, microbiological testing, chemical testing, pharmacological testing, stability studies, and effective controls of process, among others. From undertaking clinical trials to ensuring the domination of improved formulations in the market, Akums does it all.

## About Akums Life Sciences, API arm

Akums group has tapped into the backward integration by acquiring API manufacturing plants in India for development, manufacturing and marketing of active pharmaceutical ingredients. These facilities undertake contract research & custom synthesis of various chemical segments, including OEB5 level HPAPI. Currently, the API manufacturing plants are spread across 3 locations, one in Haryana and two in Punjab.

## Philanthropic Wing

The havoc wreaked by the COVID19 pandemic compelled individuals to practice physical distancing. Being a manufacturer of medical supplies, Akums came under the category of essential commodities & services. With high demand for lifesaving medicines for COVID as the need of the hour, the company to run its manufacturing units non-stop with a staff strength of 25-30% to ensure that the country was served with the best available resources.

With the local community in the need of urgent help, Akums established a 250 bedded COVID Care Center in Haridwar for timely treatment, medication, hospitalization & care. The facility offered 24\*7 service with the availability of food supplies, medicines, oxygen concentrators, qualified medical & paramedical staff and ambulance services.

## Global Imprint

Courtesy of its manufacturing expertise, innovative approach & assurance of quality, Akums enjoys a commanding presence in the Indian & global pharmaceutical space. With its export subsidiary UNOSOURCE PHARMA LTD, Akums has built a considerable global imprint, exporting to more than 53 emerging markets spread across South East Asia, Africa, LATAM. It has already filed 1500 product dossiers while adhering to the CTD, ACTD and the guidelines of the MOH of various countries. Plans are underway to enter into joint ventures in multiple countries, to set up manufacturing units and/ or packaging units for semi-finished products exported from Akums, India. Having spread its wings into different verticals Akums aspire to be the world leader in the pharma fraternity. ■

# Offering a backbone of convenience to people seeking medical care & attention



Dr. Mohammad Afzal Siddiqui

**M**arlin helps the patients who are looking for a good medical care services and treatment facility in India. You get an unseamed medical care services right from your first step towards us. The team assists the international patients who are sitting far off the borders and are looking for medical advices for their health concerns. At Marlin, the company assures to beseech the patients with the help of their experienced team.

Medical tourism requires EMPATHY. You have to treat patients as you are feeling their pain and find the best solution for them. With this motto, Dr. Mohammad Afzal Siddiqui, Founder President & CEO and Rahmat Alam, Co-Founder and COO started Marlin Medical Assistance Pvt. Ltd. Today, it is a zero debt company working with all major hospitals in India which are either JCI or NABH accredited. They have so far assisted more than 10,000 patients from Middle East, CIS and African Countries.

## Building Marlin

Dr. Mohammad Afzal Siddiqui a bestselling author and entrepreneur has more than 10 years of experience and is a Ph.D from University of Delhi, MBA (Tour and Travel Management) Singhania University. He got his basic education from Bihar and belongs to Champaran. How he started Marlin is a very interesting story. One of his friend who was working in Medanta the Medicity called him that one company is looking for an employee. If you are interested then come for an interview.

*Marlin Medical Assistance Pvt. Ltd. is an award winning & professionally managed international medical tourism company, based at New Delhi in India. MMA Pvt. Ltd. caters to the needs of Ministry of Health, Insurance Companies, Health Service Providers, Self-funded Business persons and Third Party Administrators besides individuals seeking affordable Medical Treatment and Travel Options.*

Without much interest, he went for the interview. Luckily he was selected and started to work for them. This is when he found that patients are very concerned about small-small things like where to stay, how to find cabs etc. He also found that hospitals are very good for their services but outside the hospitals their services are almost ZERO, so patients are suffering a lot and wasting time and money. From there he got an idea to start Marlin Medical Assistance (Previously known as Marlin Safe Med Journey). Marlin is metaphor that they provide fastest services to the patients like Marlin, which is fastest fish in the world. Eventually he was joined by Rahmat Alam Co-founder and COO for Marlin. Rahmat has completed his MA from Jamia Millia Islamia, New Delhi. He has a dynamic personality and his undying attention to detail and leadership abilities to drive results, has been helping bring growth and increase the overall efficiency of the company.

In the initial days, we found that big Corporate hospitals consider medical tourism companies as rivals which are taking their market share. It was difficult to convince them that we both are working towards patient's betterment and safety. We are supporting each other and not competing. Secondly, creating trust and authenticity among patients was a big challenge as nobody is going to trust their health easily to newer companies. But overcoming these challenges the company has come ahead in their journey.

## The three most promising aspects, which sets the company apart from its competitors are:

1. Treatment Triangle Assurance which caters Treatment, Recovery and Follow-up in medical journey and Accommodation, Transportation and Foods in support services.



Mr. Rahmat Alam

2. MMA Biz Health this is dedicated to corporate healthcare for prevention and cure.
3. Tech-based company which caters patients every needs starting with finding best doctors till booking flight and hotels. The company provides 360 degree assistance. ■

## AWARDS & ACCOLADES

- ▶ Indian Excelsior Awards 2021 "Best Medical Tourism Company 2021" by Bollywood Actress Prachi Desai at Goa organized by G-Town Magazine
- ▶ India Excellence Awards 2021 "Best Medical Tourism Assistance Company in India 2021" organized by Blindwink Magazine
- ▶ Most Preferred Medical Tourism Brand 2020 by Global MICE Luxury Travel Congress and Awards, at Taj Land Mumbai
- ▶ Global Healthcare & Medical Tourism Conclave, Awards and Expo 2019 "Best Medical Tourism Company 2019" organized by Lokmat Newspaper at ITC Maratha, Mumbai

## Dr. Mohammad Afzal Siddiqui got the following awards & recognitions

- Top 40 under 40 Industry Expert 2021, Given by Business Mint Magazine
- Global Healthcare & Medical Tourism Conclave, Awards and Expo 2019 "Young CEO of the Year 2019" organized by Lokmat Newspaper at ITC Maratha, Mumbai
- Medical Tourism Conclave and Awards 2017, Convenor organized by MTDA, India

# Winning smiles with **great food & impeccable service**

*Incepted in 2016, Momo Nation Café is all about our efforts & energy towards fulfilling customers' love for Momos as a leading fast-food option in the ever-changing dynamics of the tastes & preferences of the people, especially our youth.*

**W**hile the flagship offering & the brand's signature dishes remain to be different forms & types of "momos", their ever-expanding menu has been able to achieve quite a formidable acceptance from the customers in terms of their other product innovations & introductions serving as an epitome of the blend of skills, efficiency & dedication for the taste & quality, from time to time. Today, they are 70 plus units strong with a presence in 10 states across India.

## About the Founder

Chitra Manwani, Founder & Managing Director, Momo Nation Café, elder sibling to a younger brother & born to working parents have had the opportunity to imbibe some serious work culture & sense of responsibility within the confines of her family, right from her childhood days. She attained her early education from Delhi, further went on to do her Post Grad from FMS-IRM at Jaipur before donning some other certifications to her qualification.

Her business was commenced by her late husband Mr. Pradeep Patel who in all the true sense was the pioneer of this brand. While both of them had been for long associated with the franchising industry, Pradeep was very passionate about the F&B landscape & the huge opportunities that it entails & was convinced of setting up a successful franchise chain if only they were to hit the right chords at the right time, which she now thinks he very successfully did. They both had been very instrumental in setting up successful franchise models for various F&B brands in their respective careers over the years. So the expertise & confidence of doing something of their own also came for there.

Why momos? The market of momos in India, had even by then (2016) seen a phenomenal rise over the years. After rigorous research, travel, meet-ups, concept & ideation exchanges on the fast-food market, Pradeep had the foresightedness & the vision to choose momos as a product line around which their entire existence today revolves. And very successfully so.

## Empowering the business

Pradeep & she were no different than any other duo venturing out on an entrepreneurial journey, having no experience or background of owning or running



Chitra Manwani, Founder & Managing Director

a business. The risks were multi-fold, from putting their life's savings at risk, to putting their hard-earned reputation as 'franchise' consultants in the market at stake, to the risk of jeopardizing their only child's future; everything had the perfect ingredient to go horribly wrong. One wobbles from one risk to another, fight every battle in your mind to take that first step. And it isn't easy of course.

Chitra lost her husband to Covid 19's second wave in May last year. The man who started all of this! She humbly mentions that if she has survived that & managed to have a growth, which even he didn't witness till the time he was here, she is sure there's nothing that will stop this brand from achieving what her husband & she together once dreamt. She runs the business on four principles Integrity, ethics, honesty & management and wishes to extend the same to the entire value chain she touches. ■

## AWARDS & RECOGNITIONS

- ▶ Indian Achiever's award for Emerging Company 2020
- ▶ Indian achiever's award for Most Promising company 2021
- ▶ Global choice award for Fastest Growing food franchise chain of the year 2021
- ▶ Atmanirbhar Bharat award 2022 (Women Achiever)
- ▶ Businessmint Award (Under 40 Promising Entrepreneur)



# Building a premier institute with unfailing energy & futuristic vision

*In the pursuit of quality education in Healthcare sector, Lohiya MediTech aim to make students' employment ready, by their complete transformation in to a successful healthcare professional. Lohiya MediTech is providing quality education to equip youth with skills and competencies to take on future challenges and opportunities in the society: "21st century skills".*

Lohiya MediTech strives to provide the healthcare industry with motivated, responsible and disciplined youth, to cater the patient and industry needs with utmost care and human touch. The institute offers a wide range of challenging Degree / Diploma / Certificate courses in Paramedical, Nursing and Allied Health science, they are well equipped with all modern technology to make your learning simpler and applicable.

## About the Founder

Rajesh Kumar Prasad, Director of Lohiya MediTech, hails from Bokaro Steel City. Growing up in a middle class family, he has always been a good learner, innovative, and had positive attitude towards life and was always committed to his work. He graduated with a degree in Economics (Honours) in 1989. After that he went on to do a Master Diploma in Software Engineering. Even though he wanted to get a job after completing his education, to get a strong footing in life, he always wanted to be his own boss and soon with travelling he found his own passion. Travelling changes a better part of life. He says, "Life is all about grabbing the opportunity at the right Time".

Over the last 27 years, fighting every odds, Rajesh Kumar Prasad has walked his institute to great heights. He says, "Achievement defines any action, activity, and task that is accomplished successfully through our effort and skill. Over the years, excellence in service, training and education at Lohiya College and Regional College of Polytechnic has led many national recognition. We have been the proud recipients of many honours and awards. What is most important about these awards is not the recognition they bring, but what they represent. Being selected as outstanding contributors in our field means that we are meeting our goal of provide the best possible services to the students we serve".

## Building the institution

There have been ups and downs since I started my own college in the name of College of Computer Education- to help students pursue their career in computer field, in the year of 1997, but he wouldn't have it any other way. This has helped him continue to grow and learn how to maneuverer successfully in the business world. The truth is, he says, great success in business grows from just one, tiny seed. I combined my passions, strengths, personal qualities and vision that drove them to make their big idea a reality. Once you have figured out what you want to do, keep looking. Don't settle. Don't give up, don't take anything personally, and don't take no for an answer. Life is too short to do something you don't love.



Rajesh Kumar Prasad, Director

Apart from this, Rajesh Kumar Prasad has also initiated the Parivartan Social Welfare and Charitable Trust with financial resources from his own family and friends. Parivartan Charitable trust is committed to the welfare of people from the most underprivileged poor society without caste, creed or colour. He motivated, inspired, and brought like-minded people and humanitarians together to perpetuate an ingrained philosophy of philanthropy. Rajesh Prasad's life mission was to transform the lives of children, helping them to reach their full potential even if they come from the streets and the worst possible economic conditions imaginable. ■

## AWARDS & RECOGNITIONS

- ▶ Regional College of Polytechnic has received "India Education Excellence Award 2014" for "Best Polytechnic Institute in Uttar Pradesh" from Worldwide Achievers.
- ▶ "Global Education Excellence Award-2014" Conferred to Regional College of Polytechnic, Lucknow by the Prime Time Research Media Pvt. Ltd.
- ▶ Rajesh K. Prasad, Director, Regional College of Polytechnic, Lucknow has been awarded with the "BHARAT EXCELLENCE AWARD", "Best Personalities of India Award" & GOLD MEDAL for Outstanding Individual Achievements & Distinguished Services to the Nation. The award was presented by the Former Governor of Sikkim, Shri Chaudhary Randhir Singh with Dr. G.V.G. Krishnamurty, Honourable former Election Commissioner of India, on the occasion of National Seminar on "ECONOMIC GROWTH & NATIONAL UNITY" held on 26th July 2014 at C.D Deshmukh Memorial Auditorium at INDIA INTERNATIONAL CENTRE, Lodhi Garden, New Delhi.
- ▶ Regional College of Polytechnic has been awarded, "ICON OF THE YEAR 2015" as the "POLYTECHNIC COLLEGE OF THE YEAR" on the 35th Award ceremony conducted by Brands Academy held on October 9th 2015 at GOA..
- ▶ Regional College of Polytechnic (RCP), Lucknow has been Awarded "Partner in Progress Trophy" through CIDC, a joint establishment of the Planning Commission, Government of India and the Indian construction industry.
- ▶ Regional College of Polytechnic (RCP), Lucknow has been awarded "Iconic Achievers Award 2018" by WBR Corp.
- ▶ Lohiya College, Lucknow has been awarded "Iconic Achievers Award 2019" by WBR Corp.



# 1<sup>ST</sup> INDIAN TO ACHIEVE 174 WORLD RECORDS

*B K Dr. Dipak Suresh Harke's contribution to Brahmakumaris in spreading Spirituality, Peace and Humanity has been extraordinary*



Brahmakumar Dr. Dipak Suresh Harke receiving awards from Bollywood Actors Mr. Sonu Sood and Mrs. Madhuri Dixit

He has been one of the inspiring personalities who has been known for his extraordinary accomplishments in different walks of life. He is well known for his matchless contribution in motivating people by meditation and being the first Indian to achieve 174 Individual Records. He organized, coordinated and achieved 174 world records including World, Asia Pacific and Indian National records as on 26 January 2020.

Some of his records are as “World’s Largest Rangoli” at Ahmednagar on 26 November 2010, “Largest Children’s Dressed up as Mahatma Gandhi” at Ahmednagar on 02 October 2011, “Largest Children’s Dressed up as Rajyogini Brahmakumari Dadi Prakashmaniji” at Ahmednagar on 25 August 2012, World’s Largest Post Card at Nagthane on 22 December, World’s Largest Inland Letter Card on 18 January 2018 at Nagthane, World’s Largest Greeting Card on 24 February 2018 at Satara, Rose Bunch using 1151 Roses to Chhatrapati Udyanraje Bhosle, Rose Bunch using 1111 Roses to Saregamapa Winner Anjali Gaikwad, New Year message to 1 Crore Whatsapp Users in 24 hours on 01 January 2018, Holi Message to 1 Crore Whatsapp Users in 24 hours on 02 March 2018 and Rose Bunch using 1111 Roses to “Chala Hawa Yeu Dya” Team, “Smallest Badminton Racket” presented to Badminton Player Saina Nehwal on her marriage on 14 December 2018 at Hyderabad, “World’s Smallest Lotus” presented to Hon Shri Amit Shah at Mumbai on 15 September 2014, “World’s Smallest Watch” presented to Hon Shri Sharad Pawar at Ahmednagar, “World’s Largest Handmade Calender” presented to The Great Khali at Jalandhar, “World’s Largest Rose Bunch” presented to Badminton Player P V Sindhu at Pune on 01 January 2019.

He states that Meditation can be defined as a practice where an individual focuses their mind on a particular object, thought or activity to achieve a mentally clear and emotionally calm state. Meditation may be used to reduce stress, anxiety, depression, and pain. It may be done while sitting, repeating a mantra, and closing the eyes in a quiet environment.

Meditation has been practiced since antiquity in numerous religious traditions and beliefs. Since the 19th century, it has spread from its Indian origins to Western cultures where it is commonly practiced in private and business life. Meditation is under psychological,

B K Dr. Dipak Suresh Harke was born at Bhingar, Ahmednagar in Maharashtra. He completed his schooling in Bhingar. He graduated as Bachelor of Commerce from B P Hiwale’s Ahmednagar College, Ahmednagar. Owing to his rich knowledge and experience, he was awarded Hon Ph. D which has been approved by University of Berkeley, California. He also received Hon D Litt from Commonwealth Vocational University, Kingdom of Tonga in October 2021.

From the last 32 years, he has been deeply associated with the International organization Brahmakumaris to promote the cause of spirituality, meditation for well-being and serving humanity. He created world records with Brahmakumaris in promoting Universal Peace and Harmony to serve Humanity.

## Honor and Awards

- ▶ Pune Festival Award 6 September 2019 Indian Pride Award" by actor Vivek Oberoi in Delhi
- ▶ Indian Signature Brand Award" in Goa by actor Sunil Shetty.
- ▶ India Excellence Award by Actress Bipasha Basu on 15 December 2019
- ▶ Bharat Gaurav Award" by Union Water Minister Ratanlal Kataria in Delhi.
- ▶ Indian Glory Award 2020 by Actress Urmila Matondkar on 10 January 2020
- ▶ International Glory Award by Actress Madhuri Dixit on 05 December 2019
- ▶ Excellence Award at House Of Commons, British Parliament on 27 September 2019
- ▶ Bharat Gaurav Sanman on 21 November 2021 at Zurich, Switzerland by Global Health Guru Dr Mickey Mehta
- ▶ International Achievement Award presented by Actress Raveena Tandon on 24 February 2019 at Kolkata
- ▶ India Thai Friendship Award 2019 presented on 22 Jun 2019 at Bangkok Palace Hotel, Bangkok
- ▶ Global Peace Award on 02 October 2021 by First Vice President of Nepal Hon Shri Ramanand Jha at Kathmandu, Nepal
- ▶ Bharat Thai Friendship Award" in Bangkok by Dr. Abhiram Kulshrestha, Director General of National Institute for Education and Research and famous entrepreneur of Thailand Marissa Funkwapi
- ▶ Article published in Forbes India Marquee Modern India's Game Changers special issue about work done by Doctor BK Deepak Harke to promote and propagate Raj Yoga for the last 32 years

neurological, and cardiovascular research to define its possible health effects. He took deep interest in spirituality and promote the meditation as cause for well-being through alternative therapy and which could be endorsed by many as a part of integrative medicinal therapy. ■

# INDIA'S MOST TRUSTED NUMEROLOGIST

## Detailing to tap cosmic energy for the greater good



Arvind Rathan, Professional Numerologist & Scientific Vastu Consultant

Arvind Rathan an expert in Numerology methods such as Chaldean, Pythagorean and other numerological forms. He is an expert in Traditional Vedic Vastu, Scientific Vastu, Pyramid Vastu and Fengshui methods. According to his years of practice and expertise, he mentions that everyone can win through numbers. He has seen people of different faiths come and discuss their issues and ask solutions through Numerology.

This is a science, Numerology is a science of numbers, whether you are a believer or not, you may belong to different faiths. This science will give you results which is miraculous, Numbers tell you many things, the most important thing is the way you see it!

### Decoding Numerology

In his 14 years of research in the field of numerology and having studied many forms of numerology, he is confident to say, you can win through numbers provided you meet the right person who can guide you in a proper manner. In your daily life you meet many persons, you look at a person you feel like talking to him having a conversation or you will feel some good vibes. You would have also encountered a situation where you see a

*Mr. Arvind Rathan, is a dynamic consultant from Bangalore. Since more than 14 years, he has been professionally practicing the Art and Science of Numerology / Vastushastra / FengShui. His passion for guiding people, his systematic holistic approach, the talent and a sound knowledge on Numerology and Vastushastra has helped many clients across the globe.*

person and you don't want to talk to him or go near him, you have never spoken to him before, you have never known him before you will have some bad feelings. This is because Numbers attract and numbers repel, you will only attract people who respond to the frequencies of your numbers. Look at your close friends or ones who you most depend upon, you will see a pattern'. Understand the concept, understand your lucky numbers, have names which are lucky and can help you achieve what you want.

Arvind Rathan further mentions that we should look closely to see that most film stars or politicians we will find a pattern most famous film stars names will start with the Ra, Ri, Kha or Ka, Ba, Bhi, either this will be the start or they will have these vibrations in between the name. Name is the identity of a person, it is proven with a right name which synchronizes with their date of birth a man will have the force behind him which activates luck.

Further, he goes on to say that most of us have dreams of having a big home, luxurious car, Lots of cash to spend, and much more. When we look at some people, amazing things keep happening to them, they naturally attract luck and money, income keeps increasing for them day by day. Then we begin to think, what do they do right as compared to others?

This is where Numerology, Vaastu and other occult science elements explain how the force can be used to one's advantage. Whether a person is a believer or not, whether he belongs to any religion, the science works for everyone. So he notes, take action today,



understand the elements of your name, your lucky numbers, your lucky colours, and your house/office Vastu and make your life beautiful. ■

### AWARDS & RECOGNITIONS

- ▶ NATIONAL AWARD IN THE FIELD OF OCCULT SCIENCES AFFILIATED BY KARNATAKA SANSKRIT UNIVERSITY
- ▶ STAR GOLDEN AWARD 2021 FOR CONTRIBUTION IN THE FIELD OF NUMEROLOGY AND VASTU
- ▶ INTERNATIONAL GLORY AWARD 2021 FOR EXCELLENCE IN NUMEROLOGY BY MR SONU SOOD
- ▶ PROFESSIONAL ENTREPRENEUR OF THE YEAR BY GLOBAL BUSINESS ICONS
- ▶ INDIA'S TOP 100 PROFESSORS AWARD BY FOX CLUES
- ▶ EMINENT NUMEROLOGIST AWARD BY MAGIC BOOK OF RECORDS
- ▶ HONORARY DOCTORATE AND JYOTISHHYA VACHASPATHI AWARD BY GOLD TREE ASTRO
- ▶ INDIA'S MOST TRUSTED NUMEROLOGIST IN NATIONAL ACHIEVERS AWARD BY GLOBAL ICONS

# Commitment to value creation to **create a purposeful business with honesty**



PRESENT PERFECT



**Raj Kumar Tarani, Managing Director, Vee Ess sales Pvt Ltd**

**R**aj Kumar Tarani, Managing Director of Vee Ess Sales Pvt Ltd had a humble childhood and completed his schooling at Delhi. He later on went to pursue mechanical engineering and got an MBA in marketing. He considers his wife, who is a banking professional as his constant source of inspiration. His daughter is an engineer and son is an MBA and right now both pursue their careers.

## Starting an entrepreneurial journey

Raj Kumar Tarani had worked in corporates for 20 years to finally call it a day and start his own business. He started with the distribution of Nokia mobiles, and later started his own brand Airtel for mobile phones and mobile accessories. Having a financial set back and aloofness of partners forced him to enter the e-commerce space with a small portfolio of products in 2013. In these 9 years, he has created a strong position for Vee Ess sales Pvt Ltd in Fashion Accessories representing 25 + brands. His vision for the next 3 years is to surpass INR1000 Mn level and offer equity to strategic partners.

The growth journey entails change in business model from being only B2C aggregator to one present in omnichannel having foot print in B2B, GeM, Corporate, Offline distribution and retail. In everything he does, he considers his mother and wife to be the eternal source of energy and inspiration. All his bosses (while climbing the ladder of his professional journey) have helped him shape his career and life. Steven Covey & Robin Sharma have helped him dream big and not to give up, come what may. Teachings of Dr. Daisaku Ikeda of Soka Gakkai

*VEE ESS SALES PVT. LTD. is a leading e-commerce organisation since last 1 decade. They have good assortment in each brand as per the customer requirements, they are constantly leveraging their potential to source products with the help of their 40 Years of rich experience & relations with brands in fashion accessories, gifting segment, and home & kitchen utility space.*

International, Japan has helped him manifest the innate hidden potential which every human being possesses.

## Crossing over hurdles

Raj Kumar Tarani believes in the motto "You can transform and eradicate your karmas. Believe in your potential, believe in others' potential. Give to life your best, and best will follow you throughout". Keeping this at heart and learning from a harsh childhood and youth that he passed off managing responsibilities and ensuring a respectable standard of living, he wants to mold his life today with value creation, integrity, and hard work to positively impact the society. Today, he wants to make difference in lives of as many people as he can.

**“ You can transform and eradicate your karmas. Believe in your potential, believe in others' potential. Give to life your best, and best will follow you throughout”. Keeping this at heart and learning from a harsh childhood and youth that he passed off managing responsibilities and ensuring a respectable standard of living, he wants to mold his life today with value creation, integrity, and hard work to positively impact the society.**

Initially, deciding to be an entrepreneur by ignoring attractive job offers had been a very difficult and risky decision. Being an entrepreneur means taking risks every day in business and making decisions amidst ambiguity, fear, and uncertainty.

However, he has never looked back ever since he started with his business and he admits that India is on a fast track growth trajectory and going to become a super power sooner than later. Digital space unfolds unlimited opportunities. He believes and thanks the stars for the fact that his company is rightly positioned in its growth orbit. He lays a lot of emphasis on being fully compliant with the laws of the land, teamwork, and adding value to the business every day. ■

## AWARDS & RECOGNITIONS

- ▶ Featured in Forbes India magazine Nov2020
- ▶ Winners of Global quality awards
- ▶ 15 times consistently Rated Gold Level seller (Highest level) at Flipkart
- ▶ Premium Level seller at Amazon (highest level)
- ▶ Twice won trophy from SDMC for contribution towards Swachh Bharat Initiatives
- ▶ President of FeComs (Fraternity of E-Commerce sellers)
- ▶ President of Resident's Welfare Society, Janakpuri
- ▶ Active with NGOs & organisations making social and economical impact

# Leverage your financial growth with **the right guidance & mentor's advice**



*S K Sahu is an independent entrepreneur, mentor and strategist who has over 20+ years of experience in the media, branding and publication industry. Being son of a defense personnel, he inculcated a habit of strict discipline quite young. This quality has been instrumental for him in setting up multiple companies in the areas of publication, branding, pharma, entertainment and other advisory services. He has been featured on various television shows and magazines on entrepreneurship and branding and has been appreciated by known personalities from different walks of life for his contributions.*

## **If I have a business idea but no time and money to do it, can this idea be sold to anyone?**

MAY BE/ NO / YES - I am also confused but as per my experience 20+ years, I don't think you can sell your business idea to anyone. I think idea is not important, execution is most important. You can find thousands of ideas and Indians are full of ideas but they are not realistic and cannot be developed into successful businesses. In fact, if you observe all the start-ups in India are copied from the West like Paytm from PayPal, Flipkart from Amazon and many more so just the idea is not important. You need to have the full plan and execution to support it.

On the contrary, if you are scientist or inventor and you invest in something unique, then you can sell your idea to anyone. For e.g. if you invent COVID medicine formula, you invent wireless electricity, you invent flying car technology, you invent fastest rocket to reach any star in the galaxy etc. Like Elon Musk is selling his ideas and investors are purchasing them. But frankly speaking there are very few such people in the world who are this gifted.

## **How do you get your brand noticed and developed?**

There are two ways to increase your brand visibility.

1. By spending huge amounts of money - You can either spend your own funds or through investors' money like many startups do - Paytm, Grofers, BigBasket etc. They hire costly brand ambassadors and do extensive media coverage but then also it does not guarantee you 100% success. You can see many startup failure stories even when they had good brand visibility. So it's very easy to build a brand if you have a huge marketing budget but many startups do not have that much funding.
2. Organic development of brand - In this you only focus of customer satisfaction and your brand grows by mouth to mouth publicity like Lamborghini, Zara, Naturals Ice Cream, Rolls-Royce, Tupperware, Ferrero Rocher etc.

You can promote your brand through out of box thinking like Elon Musk does. He never advertises, but through his brand story or his

**S**K Sahu talks to us, answering a few of the most relevant questions we all have on our minds to give us a direction on our financial journey.

## **I have a business plan, should I hire a consultancy firm for making a project report before finding investors?**

Investors are not interested in business plans, they are interested in readymade businesses in which they can invest and then exit after some time. But yes if you are a scientist like Einstein, Newton, Tesla etc. and you are close to your invention then anybody can invest in your idea or business. Don't waste your time in making a business plan but yes if you want somebody to invest in your business then do that business yourself and make it profitable or scalable. After that you can go to investors. Remember this - first you have to make a rocket yourself then only you can demand for fuel.

vision story he gets huge attention in social media and through that he promotes his brand.

### Who exactly is a mentor? What do they do, and how do we find one?

Mentor is someone who teaches or gives help and advice to a less experienced and often younger person. A mentor can guide you in each stage of your start-up. A true mentor is very experienced person in running business, but you won't find true mentor just anywhere, especially not in the numerous available digital platforms. Maximum Self Proclaimed mentors available on digital platforms do not have extensive business experience. They are only good at talking and selling their experience. Apart from this they don't have any real achievement. You can find a true mentor in your real life. Please take a good look into your circle, check who all are successful entrepreneurs, then please call them and take advice. They will love to guide you. Always remember true mentors are not present in social media, you have to find one in the real world. For e.g. You're running an online store and if you want to increase your business and you are from Delhi, you can find many other businessmen who have built businesses ~ 100 CR. You can simply call them and take their guidance.

### Why should an entrepreneur have the ability to anticipate the trends of the market?

Have you played any game like tennis, cricket or football, if yes then you will understand this, you can ask any good batsman who practice 6 hours daily, he watches every movement of the bowler and he also anticipates his swing, like Sachin. Now you must understand he anticipates this because he practices daily so he got natural trait. On the same way some entrepreneur have ability to anticipate trends of the market because they think about business 24 hour and they also failed in many business venture, so they can easily understand market trend.

### Why is hiring brand consulting crucial for your business?

Brand Consultant is very important for your brand building. They build your brand from scratch. Let me give you one e.g. Maruti is household name in India its market share is 48% but in pre liberation times its market share was almost 80%. Maruti used to be a status symbol in pre liberation times as there was no competition. Now it is considered to be an affordable car brand so most people in India end up buying a Maruti. But after liberation i.e. after 1991 many car companies entered the Indian market due to which people have a lot of options. Even when the price of these other brands is higher than Maruti, people are



“ Don't waste your time in making a business plan but yes if you want somebody to invest in your business then do that business yourself and make it profitable or scalable. After that you can go to investors. Remember this - first you have to make a rocket yourself then only you can demand for fuel.

still buying them as their income has increased and they prefer luxury and safety over affordability. Therefore even Maruti had to diversify and launch Nexa range of cars which are comparatively high end than the other Maruti models. But even till date Maruti is seen as a brand for economy cars.

### Is advertising alone insufficient to achieve a desired positioning?

No, if advertising really works then anybody can advertise and earn profit. The real truth is that one day advertisement never give you result. If you really want to get value for money then invest in 360 advertising solutions in all forms of media like Digital media, Electronic Media, Print Media and social media for at least for 6 months.

### What are some good small business ideas that give a good profit?

All business idea are good it depends on entrepreneur how he execute whole idea. But as per my experience it also depends on your life goal if you want to

1. Start business only for investors
2. Start business for 5 year vision
3. You want to sell your business.
4. You only want to make low margin profit just to meet your family expense.
5. You want high volume business with low margin or high margin with low volume.

There are many goals which you have to decide once you are clear about this you can chose a business idea. I personally recommend that a business idea should be-

- A. SELF SUSTAINING
- B I prefer not to take any investment from outside.
- C Business Idea should be very creative so that I can make high profit.
- D I want my business to start making profit within 6 Months.

# Taking India to global shores through **undisputed research and Artificial Intelligence**



**Mr. Sunny Ralli, Director, Chief Research Officer (CRO)**

“ Praedico is benefiting the clients by delivering access to financial activities in rural and semi-urban areas with the help of Artificial intelligence that leads to cost-cutting and also saves the time of the clients as they don't have to travel across. Praedico's overall process includes working on top solutions where we decode the problems from the bottom.

**P**raedico Global Research Pvt Ltd conducts finance-related workshops all over the globe. They offer their services to clients trading on stock markets all around the world. They use financial research and neural network programming to develop hybrid products that can be used by traders and investors for better predictions of their Investments. The company has its own AI-based Trading Software and Industry expert trainers. Life in exposure in market hours and India's best training in the field of the stock market.

## Creating a difference

Neural networks for neural nets were inspired by the architecture of neurons in the human brain and Praedico Global Research Private Limited is the creator of these financial neurons in the field of stock market intelligence. They are India's first neuron developer who is using their specially designed neural networks to predict the performances of the stock market around the world accurately. They are a modern generation

*Praedico Global Research Pvt. Ltd. is India's first coordinated worldwide artificial intelligence based research company. They take a shot at the model of spreading financial literacy all over the globe and have their exploration model for India and worldwide stock trades.*

fintech company that believes in discovering new research products in the field of finance with the effective use of artificial intelligence. They believe in providing free world-class research to people across India with the highest accuracy.

Praedico is benefiting the clients by delivering access to financial activities in rural and semi-urban areas with the help of Artificial intelligence that leads to cost-cutting and also saves the time of the clients as they don't have to travel across. Praedico's overall process includes working on top solutions where we decode the problems from the bottom. The major problem is a financial problem and most companies don't prefer working in rural areas so we have created software through which all the fundamental and technical analysis will be done through an app that can be used all over India irrespective of Urban and rural areas. **Praedico is also working on neural networks usage in medical field.**

The Directors of the company are - Sunny Ralli and Sweety Gupta. The founders of the company are - Sunny Ralli and Priyank Gupta.

## About the Founders & Directors

Sweety Gupta - Mrs. Sweety Gupta is an M.Sc in Computer Science with more than 10 years of software programming and IT Industry experience. To boost women's empowerment, Praedico has recently appointed her as one of the Directors of the company. She has expertise in AI-based products, Machine Learning and Neural Networks. She has worked on patented projects of Praedico like Praedico Stock Trading Simulator, Praedico Portfolio Manager, and Praedico Neural Portfolio Assist. At Praedico Global Research she is Head of Software Development & Operations. She is currently working on World's first Research-driven trading platform under Praedico's innovative visual approach.

Sunny Ralli - Mr. Sunny Ralli is a B.Tech, M.B.A with more than 25000 hours of stock market trading experience. Being a seasoned Banker with over 7 years of experience with major brands like HDFC, CITI, AXIS & ICICI. He is a trading expert with over 10 years of trading experience in Indian & Global markets. He is a certified "Research Analyst" & "Investment advisor" from National Institute & Securities Markets. Apart from Indian stock exchanges experience he has worked closely on stocks of major global stock exchanges like NYSEC (New York Stock Exchange), EURONEXT(Brussels, Paris, Amsterdam) & Hong kong Stock Exchange. Mr. Sunny is a National Stock Exchange Certified Market Professional Level 5(Highest Accolade)He is also awarded NSE "Certified Investment Analyst Champion" & "Certified Derivative Pro" certification. He attained a mastership in both Technical & Fundamental analysis and has a special knack for picking profitable stocks with high accuracy. Mr. Sunny is a proud founder of "World's first 51 exclusive stock market strategies". ■



## Building an education ecosystem that is rooted in our culture & ethos

*Under the aegis of Manorma Devi Memorial Charitable Trust, the MD International School, Bijnor is positioned to be regarded as a centre of educational excellence. The MD philosophy is based on a set of strongly held beliefs which is put into action everyday by every member of the institution. It's a philosophy of treating each child in a sensitive manner and providing appropriate developmental programmes so as to encourage not just learning but also the love of learning.*



**Naina Jain, Additional Director, MD International School**

**N**aina Jain, Additional Director of MD International School, Bijnor was born on August 28, 1994. She completed her graduation (B Sc Hons) from IILM (University of Bradford) and diploma in interior designing from Pearl Academy, New Delhi. Since childhood it was her dream to do something valuable in the field of education and she has experienced that it has been a long cherished desire of the people of Bijnor to have a complete school that can provide a matching environment to compete with

the big town institutions of Delhi and Dehradun. Keeping this wish at her heart, Naina went on to fulfill the dream of the people of Bijnor through MDIS. Today, MDIS is doing best in the field of academics and other areas and standing out more than the expectations of people.

### **A center of excellence**

Naina's endeavour is always to make her institution stand out among its contemporaries and in order to that even during the pandemic,

when Business Continuity, Financial Management, Strategic and Operational Planning was a worry, the team sailed through to achieve 750 new 2021 admissions during the lockdown period. Further, bringing in a layer of technology and new-age administrative strategies, the team alongside Naina is pushing the growth of the institution.

### **AWARDS & ACCOLADES**

- ▶ Ms. Naina Jain – Additional Secretary of MDIS has been felicitated with “Most Promising Young Woman Award -2018” for excellence in woman entrepreneur category by Global Leader Foundation.
- ▶ Ms. Naina Jain has been honoured with “#BEST\_YOUNG DIRECTOR OF THE YEAR AWARD by GLOBAL EDUCATION AND CORPORATE LEADERSHIP AWARD 2018.
- ▶ Additional Director Ms. Naina Jain has been honoured with “SEAS Global Women's Achiever Awards 2018” in January 2019.
- ▶ Additional Secretary Ms. Naina Jain has been felicitated with “LEADERS OF TOMORROW AWARD” by GLOBAL LEADERS FOUNDATION.
- ▶ Ms. Naina Jain (Additional Secretary of MDIS) has been felicitated with Indian Legend Award, 2019 for outstanding contribution in education.
- ▶ Received “THE EDUCATION ICON OF THE YEAR 2020” award by Education Today.



## Building a technologically strong backbone for every business with innovation



**Mo Akram, Founder, Payiza**

**A**s a custom software development company, the team is proud of their experience in various industries for clients mainly in Dubai and India. Through a combination of software development and business solutions, they can cater to the most demanding customers. The company builds applications from scratch and also supports and develops existing products. Payiza Technologies is committed to providing substantive business value for each and every product developed and client engagement. Their abilities range from Information Technology planning, Custom Software Development, Web-Centric Software Solutions, ERP development and implementation, Creative Designing,

*Payiza Technologies specialize in building bespoke and customized solutions using cutting-edge technology. With 7+ years of experience in providing IT solutions, we deploy full-cycle enterprise systems, Blockchain solutions, web development, and mobile applications for Android and IoT, along with Internet of Things (IoT) development.*

and Digital Marketing based on industry-specific business analysis and the use of the latest technologies for the implementation of leading business solutions around the globe.

### **About the Founder**

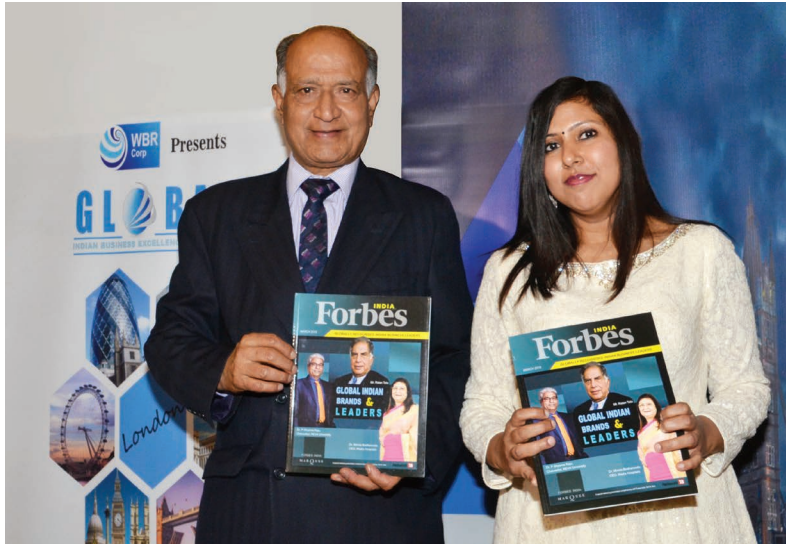
Mo Akram, Founder of Payiza is a Blockchain and Crypto Genius. With his extensive knowledge of technologies, it's fair to say that he is one of the Best Crypto Advisor. The serial entrepreneur has founded several financial and blockchain-based platforms. His most notable projects include Payiza and Colexion. All his projects have been driven by his tech expertise. He has always been the promoter and supporter of new technologies. He believes that blockchain is the future and is actively working on blockchain technology since 2016. This has led him to become a Blockchain Consultant. For his contribution in blockchain technology he has been awarded The 2021 Business Mint Award 40 under 40 industry expert in blockchain category.

Alongside running a successful business, he is also known for the Mo Akram Foundation, which is a non-profit organization born out of a dream to ensure a happier and precocious childhood for all the children across India. To date, the foundation has helped more than 500 poverty-stricken children by educating them free of cost and advocating quality school reform. Furthermore, it also spells hopes for millions of Indian dwellers by providing financial assistance to those in dire need of medical aid.

An entrepreneur driven by his passion and hard work, Mo Akram believes in teamwork and team unity. Whatever he does, his team comes first and he celebrates their efforts to grow bigger with the business. ■



# Changing the dimensions of branding with innovation and strategic partnerships



*World Business Review Corporation (WBR Corp) is one of the leading Brand Management Consulting & Research firms with its offices at London UK, New Delhi, India and Dubai, UAE. With extensive experience, the company's main strengths are its service and reputation.*

**W**BR Corp is a global name in the world of branding and is known to offer impeccable brand management services and organizing mega events at international platforms. After establishing a niche market for itself in Asia and Europe, the company plans to expand in the US market shortly. Since its inception, WBR Corp has continuously been involved in organizing prestigious business meets, summits, conclave, conferences that actually helped various individuals and companies to evolve as reputed names in the global industry.

WBR Corp is a multi-branding solution firm that not only focuses on the branding of companies but also indulge in raising social issues of the society. Their global events motivate people to participate for worldwide exposure. Brand consultation, Brand Licensing, Mega Events, Marathons, Walkathons are some of the key functions of WBR Corp. With over 1000 clients from industries as diverse as Education, Healthcare, Travel, Real Estate, Technology, Manufacturing and so on, WBR Corp has earned itself an enviable reputation over the years. The company specializes in providing branded content to TV channels in different genres and has also produced many TV shows for A grade news channels. The company also provides advertorial content to various business magazines.

## Strength for excellence

WBR Corp's team has years of experience in brand building and making long-term strategies for enhancing the business growth. WBR Corp offers the best solutions as per the needs of their valued clients. Innovation, Values and Ethics are some of the attributes of their company. They have rendered their services to a number of reputed companies across Asia. Their wide network helps the clients to establish a distinct image for their brand / services in the market.

Client Satisfaction is the most essential tool for growth and success as per WBR Corp. The company work on the philosophy of client satisfaction and hard work. They basically focus on providing unique opportunities to their clients that help them achieve success. With the help of their experienced professionals, they strive for innovation and continuous change to be amongst the topmost Brand Consulting Companies. They have organized many successful events like Global Indian Business Excellence Awards 2019 at The House of Commons, London, and Iconic Achievers Awards at Mumbai, The Most Enterprising Leaders of Asia at Mumbai, Asia's Greatest Brands & Leaders at Dubai, Indo-ASEAN Global Investment Summit at Thailand, Most Trusted Brands of Asia, and Asia Real Estate Excellence Summit etc.







Their upcoming ventures include “Asian UK Business Meet” at The House of Commons in London, UK in May 2022, Web Series on Forbesindia.com and a 13 episode original TV Series on History TV 18 and FYI TV 18 under the name of Modern India’s Game Changers. ■

**WBR CORP SERVICES INCLUDE THE FOLLOWING:**

- ▶ Business Analysis
- ▶ Brand Strategy
- ▶ Business Valuation
- ▶ Brand Enforcement
- ▶ New Product Development
- ▶ Product Positioning
- ▶ Strategic Business Plan
- ▶ Brand Protection
- ▶ Mega Event
- ▶ Public Relations



# Diversifying to craft a new-age identity, standing tall on a well-built legacy

*Kirloskar Group is an Indian conglomerate, headquartered in Pune, Maharashtra, India. For a period of over 130 years, Kirloskar Group, have focused on the progress of economic self-sufficiency and industrial growth in India.*

The flagship and holding company, Kirloskar Brothers Ltd established in 1888, is India's largest maker of pumps and valves. One of the Kirloskar companies is one of the major component supplier for the indigenous Arihant Nuclear Submarine program. Their first products, the iron plough and chaff cutters, were introduced to encourage modernization in the agricultural and farming sector in the early 1900s. Developed at a small-scale machine tool workshop behind a bicycle shop, the iron plough proved to be the first among many engineering innovations that the Group would pioneer in the future. Today, the company exports to over 70 countries over most of Africa, Southeast Asia and Europe.

## Building the organization

Inspired by the founders' vision and values, the Group has built its foundation on the basis of strong business ethics, growth driven innovation, quality products, commitment to corporate responsibility and ensuring the co-existence of industry and environment. They have also consistently believed in adopting the latest technologies and embracing global cooperation, whether through joint ventures or technical collaborations, and being one of the first in India to do so.

Despite the changing socio-political backdrop of India, Kirloskar has remained resilient and focused in driving economic growth. In pursuit of encouraging national progress, this group of companies have diversified and grown multifold to introduce a wide range of products from diesel engines to electric motors; agricultural equipment to industrial scale refrigeration systems and from compressors to road railers. Kirloskar group of companies, spearheaded by Rahul and Atul Kirloskar, have rejigged their respective business vision which involves infusion of new technologies, apart from new offerings including real estate and NBFC.

The plan will cover eight business areas,

# kirloskar



**Atul Kirloskar**, Executive Chairman, Kirloskar Oil Engines

“The NBFC venture is a wholly-owned subsidiary of Kirloskar Oil Engines Limited which is a zero debt company. It had a cash surplus balance of more than ₹1,000 crore in 2017.”

laying the foundation for the B2C domain whilst continuing to power robust growth in the B2B companies. This will include large investments over two-three years across all business lines. This is being done across Kirloskar Oil Engines, Kirloskar Chillers, Kirloskar Pneumatic, Kirloskar Ferrous Industries and Kirloskar Industries. Among the new consumer-facing businesses, there

will be significant investment in the realty business Avante Spaces and the financial services unit, Arka Fincap. Avante Spaces is developing the first-of-its-kind land parcels based on customer-centric and future-forward principles. The business is looking at a mixed-development offering that includes retail and commercial space in smart buildings, a press statement by the company added.

Arka Fincap was established last year as a subsidiary of Kirloskar Oil Engines and with a seed capital of ₹1,000 crore. It is focusing on structured term financing solutions for corporations and loans to MSME borrowers and the real estate sector. In three years, Arka Fincap will expand into retail lending and consumer finance.

## Transformation plan

Atul Kirloskar, Executive Chairman of Kirloskar Oil Engines, and Rahul Kirloskar, Executive Chairman of Kirloskar Pneumatic, along with Mahesh Chhabria, MD, Kirloskar Industries, revealed the company's transformation plan by deciding to monetise the asset base, cash, and the land bank. The NBFC venture is a wholly-owned subsidiary of Kirloskar Oil Engines Limited which is a zero debt company. It had a cash surplus balance of more than ₹1,000 crore in 2017.

Kirloskar's transformation exercise involves a revitalisation of the businesses from robust, engineering-led firms to solution providers that lead today's transformed industrial landscape. According to the company, a refreshed brand identity and colours have been adopted as a part of this exercise. While the logo has elements of human-centricity and future readiness, the colours allude to the legacy that the 130-year-old name carries, and the years put in to fulfil the dreams of those it has touched. Kirloskar Oil Engines, Kirloskar Chillers, Kirloskar Pneumatic, Kirloskar Ferrous Industries and Kirloskar Industries have refreshed their respective business vision. ■



# Asian-UK Business Meet

WBR Corp is organizing "Asian UK Business Meet" at London, UK in May 2022. Asia and UK greatest Brands & Leaders would get an opportunity to network with like minded businesses and professionals and would also be felicitated and recognized for their commendable work at The House of Commons, London, UK.



ASIAN UK  
BUSINESS MEET

MAY  
2022

AT

AT HOUSE OF  
COMMONS

*London*

FOR NOMINATION

Visit: [www.wbrcorp.uk](http://www.wbrcorp.uk)

CONTACT 

FOR MORE INFORMATION

WRITE TO :

[INFO@WBRCORP.UK](mailto:INFO@WBRCORP.UK)



# Big Business Starts Small

BRAND



**India**

**WBR Corp India**

D142A, Second Floor, Patel Garden,  
Dwarka Main Road, Delhi 110059



**UK**

**WBR Corp UK Limited**

3rd Floor 207 Regent Street, London,  
Greater London, United Kingdom, W1B 3HH



**UAE**

**WBR Corp UAE**

12103 A Business Bay Bridge,  
Dubai, UAE



For more information write to [info@wbrcorp.org](mailto:info@wbrcorp.org) OR Call 9582786995