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MODERN INDIA'S GAME CHANGERS

FORBES INDIA
MARQUEE

Network 18

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FROM THE EDITOR:

A visionary leader or a company that has contributed to or had a notable impact on the society is known as a game changer. India is a land of such game changers where a few modern Indians have had a major impact on India's development through their actions. These modern Indians have been behind creating a major impact on the nation's growth story. The ones, who make things happen, prove their mettle in current time and space and are highly skilled to face the adversities, are the true leaders.

These Modern India's Game Changers and leaders have proactively contributed to their respective industries and society at large. While these game changers are creating new paradigms and opportunities for the growth of the nation, they often face a plethora of challenges like lack of funds and skilled resources, ineffective strategies, non-acceptance, and so on.

Despite these challenges these leaders have moved beyond traditional models to find innovative solutions to solve the issues faced by them. Undoubtedly these Indian maestros have touched the lives of millions of people and have been forever keen on exploring beyond what is possible and expected. These leaders understand and address the unstated needs of the nation making them the ultimate Modern India's Game Changers. They create better, faster and economical ways to do things and do them more effectively and this issue is a tribute to all the contributors to the success of our great nation.



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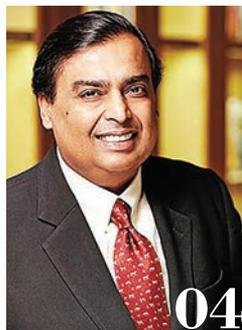
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FUELLING **THE NATION'S** **DIGITAL** DRIVE



Helping India adopt the digital way of life—Jio, founded by Mukesh Ambani, envisioned data as the driving force in the coming future.

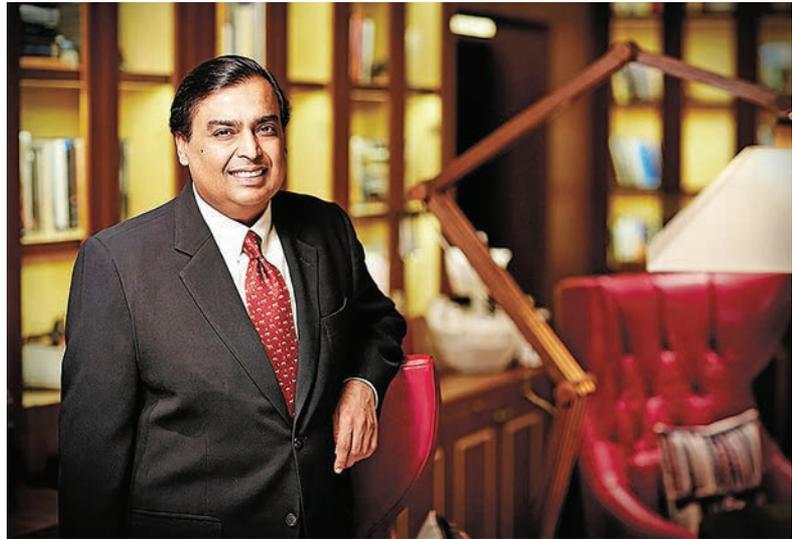
INCEPTION

With the telecom spectrum being bought in 2010, it was only launched for the general public in 2016 following a soft launch for employees in December 2015. Keeping in mind the fact that data is changing the way we behave or do business, it has become extremely important to have a strong network which offers uninterrupted performance. Since data is a powerful tool of communication it has opened new horizons for its users and thus, the idea of investing in infrastructure to support data is justified.

Having researched extensively at the time of inception itself the company has been focused on investing in futuristic and foolproof technology. As a result, Jio has India's first all IP based technology which is mandatory for future 5G / 6G onwards data options.

RISKS AND CHALLENGES

Enabling people, bringing them to accept the digital change, which was taking over like a storm and motivating them to start using data along with offering a whole new level of experience was the biggest challenge. However, Jio has eventually emerged as a game changer and completely disrupted the telecom industry in the country.



Mr. Mukesh Ambani
Chairman and Managing Director, Reliance Industries Limited

CUTTING EDGE TECHNOLOGY AND INFRASTRUCTURE

For seamless services Jio had laid out an elaborate plan which included laying of a fibre network, setting up Network Centres, Data Centres, and expansive Green Tower infrastructure backed by a PAN India spectrum. Jio's 4G coverage at present is greater than 2G coverage in India and it aims to reach 99% population, providing the best network experience and farthest reach.

THE DIGITAL SERVICES PROVIDER—CONNECTING INDIA WITH VOICE AND INTERNET

Jio introduced its smartphone brand—LYF—bringing 4G VoLTE handsets to India for the first time. Jio, a true Digital Service Provider, is an amalgamation of Service, Network, Content, and Device. Jio through its group affiliates has created a rich suite of applications and tools that encompass entertainment, news, information, commerce and self-service. Jio's digital suite of applications are already amongst the most popular in their respective categories and have won various accolades. Most popular ones include JioTV (630+ channels of live and catch up TV, across 16 languages and 11 genres), JioCinema (Video



on Demand, 10,000+ movies, 1,20,000+ episodes, 70,000+ music videos), JioSaavn (library of over 45 million tracks in 16 languages), JioNews (Personalised news app with use of AI and ML algorithms consolidating various content formats including Live TV, Short videos, News articles, Magazines and Newspapers), JioMoney and JioChat. Through the MyJio app, digital self-service and e-Care capability is offered, which proves to be a cornerstone of Jio's Digital proposition for its customers.

The JioPhone is an innovation that was designed and made in India. It provides Facebook, WhatsApp, Video Call, Voice Search, etc., facilities in a basic phone instrument developed keeping the common man in focus and is extremely user friendly. With the largest subscriber base in India of about 370+ million, it is the largest telecom company in India. The company has driven a sea change in the amount of data an average Indian uses from 300 MB/month pre Jio to over 10 GB/month at present. Jio is gearing up to launch its new e-commerce platform.



Recently, the telecom giant started offering—Fibre to Home – very high-speed data services, for residential subscribers with access to Jio TV+, Hotstar, Sony Liv, Zee 5, Voot, etc. It is ramping up sales across 1,600 cities.

At the India Mobile Congress (IMC) 2019, Jio showcased the world's 1st Native Video Call Assistant (Bot), an AI based product. Other technological initiatives by Jio include VR Classrooms, Virtual Table Tennis, and IoT products on home automation, healthcare, education, security, etc. Jio has also recently launched its Enterprise Services.

STRATEGIC PARTNERSHIP

Jio and Microsoft have embarked on a long-term strategic relationship aimed at accelerating the digital transformation of the Indian economy and society. This 10-year commitment combines the world-class capabilities of both companies to offer a detailed set of solutions comprising connectivity, computing, storage solutions, and other technology services and applications essential for Indian businesses.

UPCOMING TECHNOLOGY

Jio@Auto Expo 2020 showcased various use cases that demonstrate the role of connectivity, network and technology for connected vehicles of the future. The use cases bring together the benefits of connected life into the vehicle with connectivity, device management, application enablement & analytics. As an enabler of digital adoption across industries, including the Automobile sector, Jio has been working on new technologies to redefine customer experience.

IN SPOTLIGHT:

Jio had unveiled the world's 1st Native Video Call Assistant (Bot) at IMC 2019—the patented AI based customer engagement platform can make endless call hold on help-lines a thing of the past. The vision behind the revolutionary idea was that, Jio Bot maker tool will democratise AI by enabling small businesses to create their own Video Call Assistants. Jio and Samsung also showcased 5G and LTE Use Cases at IMC 2019—Reliance Jio Infocomm Limited (Jio) and Samsung Electronics together presented real-world use cases powered by next generation technology at the India Mobile Congress (IMC) 2019. Jio in association with Samsung has built the world's largest greenfield and all IP based 4G LTE network, which supports over 370 million LTE subscribers. **E**

AWARDS AND RECOGNITION:

- Best Use of Mobile for Socio-economic Development (JioPhone): Drivers of Digital Awards 2019
- Mobile Device Innovation (JioPhone): Global Telecom Awards 2019
- Mr. Mukesh D. Ambani featured in 'TIME' 100 Most Influential People in 2019
- Reliance Jio awarded IMC Digital Technology Award 2018
- Jio has won the Mobile Operator Service for Consumers' in the Global Mobile Awards 2018 at Mobile World Congress 2018 and the 'Best Mobile Video Content' for JioTV at the Global Mobile Awards 2018
- Reliance Jio ranked 17th in the 'American Business' magazine—Fast Company's 50 Most Innovative Companies list in 2018
- Mr. Mukesh D. Ambani won 'Global Game-Changer Award' in the seventh edition of the Marico Innovation Foundation Awards 2018
- Mr Mukesh D. Ambani won the ET Business Leader award for Corporate Excellence in 2017
- Mr Mukesh D. Ambani is the only Indian to be featured on 'Forbes' Global Game Changers list in 2017

SPREADING GREENERY WITH JOY

An Honorary PhD in Social Service—Yatin Gupte, CEO, Wardwizard Innovations and Mobility Limited (formerly known as Manvijay Development Company Limited), makes for the perfect person who can work towards conserving nature; he has been doing it successfully for 5 years now.

In the times when even the most mundane human activities are deteriorating the ecosystem and contributing towards climate change, Yatin conceptualised Wardwizard Innovations and Mobility Limited, with a clear vision of making a sizeable difference towards energy conservation and eco-protection with his stylish and tech-savvy range of electric vehicles; available at reasonable prices, offering cutting-edge technology and setting a benchmark for superiority in the Make In India - Electric Vehicle (EV) products.



Mr. Yatin Gupte
CEO, Wardwizard Innovations
and Mobility Limited

“Recognising the opportunity wasn’t rocket science for us as we just decided to cater to the need of the hour and electric vehicles are an incredible chance for the automobile industry, academia and regulatory authorities to collaborate for a sustainable growth at present. With continuous efforts to diminish the usage of fossil fuels, such battery-powered vehicles are of vast significance.”

“We are the only manufacturer in India with 8+ models of electric vehicles. The bike categories range from electric bicycles to performance bikes. Our recent addition to the quiver is the monster bike, where with just 4 hours of charge you can cover 75km. This is our *Solution to Pollution*,” said Yatin.

Looking at the statistics, cars, trains, planes, and vessels are majorly accountable for consuming almost a quarter of the world’s fossil fuel energy and they contribute severely towards pollution. Thus, the use of electric vehicles is bound to become widespread as it can lead to imperative climate benefits and reduce airborne diseases.

Not only do they help curb air pollution but also help decrease greenhouse gas emissions. Also, electric vehicles are cost-effective; the maintenance cost doesn’t burn a hole in one’s pocket unlike other vehicles. The list of

benefits doesn’t end here. Joy-e-Bikes produce a lot less noise, ensuring the surroundings remain calmer.

REMINISCING RISKS AND MOVING AHEAD

Remembering the risks he had taken, Yatin added, “We started manufacturing electric bicycles in 2016 with the idea that Electric Vehicles possess the power to change the face of transportation. When we completely embrace this new-age concept, we can conserve environment, reduce carbon footprint and aid in retaining good health. However, venturing into this new territory was a risk in itself.

A product like this had a niche of its own and thus, we had to invest in product awareness programmes, events, and exhibitions,” said Yatin.

Mr. Gupte’s story is also extraordinary like the man himself. Right from a young age, he had his future chalked out. He started working immediately after completing studies and saved every penny to set-up his dream business, but it wasn’t easy given the capital intensive nature of the business. Yatin feels that he has been able to scale the heights he had dreamt of fulfilling but still there is enough scope to go farther and hopes to strike the perfect work-life balance.

Finding the right people for his core team and crossing every hurdle in the way have been tough but he feels blessed to have the ability of stepping outside his comfort zone and yet managing everything thoroughly. But what worked in his favour was that despite there being big, established names in the automobile industry, not many had ventured into or made a mark in the electric vehicle production segment.

Talking of his future plans, Yatin with his proud A-team of just six people said, “Every consumer of ours is making the world a cleaner place to live in with every commute. In the coming days, we are coming up with Electric cars, which is under R&D to support the EV revolution as a whole,

alongside working on AI, cloud technology, database management, digital marketing, and software development to extend our green product to international markets as well. As of now, we have already made our presence felt in Uganda. We have envisioned and are working to empower 55,000 enterprises for prosperity. Wardwizard Innovations and Mobility Limited are aiming high and working hard to redefine the milestones. We are inclined to technology as well as to a cleaner environment. In this technology driven world, we are trying our hands in AI, cloud technology, digital marketing, hospitality, aviation, food industry, Ayurveda and software development.”

NOBLE DEEDS KNOW NO BOUNDS

Revealing about his another noble initiative Vyom, Yatin said, “In India, the rural areas are still suffering from shortage of power, safe drinking water, healthcare and so much more. Vyom is an initiative where we develop unconventional and revolutionary ideas that can benefit our society, especially the rural areas. Along with smart cities, we are looking to create smarter villages.”

AWARDS AND RECOGNITION:

- Outstanding Contribution for Environment Conservation and Innovative Product – Mr. Yatin Cupte (Wardwizard Solutions India Pvt. Ltd.) received at ‘House of Commons London, UK Parliament’, in presence of Hon. MP’s organised by WBR Corp and supported by ministry of Skill Development and Government of India
- Bharat Gaurav Awardee 2018 for Environment Conservation
- India’s Top 500 CEO Award – 2018, by Benchmark Trust, TQV
- India’s 5000 Best MSME Award - 2018, by Benchmark Trust, TQV
- Award for Best Innovation in Automobile Sector – Franchise India
- Best Corporate Innovative Product by Divya Bhaskar Eminence Award- 2019
- Best Corporate Innovative Product – 2019 by Times Icon of Vadodara
- Leading E-Bike Manufacturer Award – 2019, by Pride of Gujarat – News 18 Gujarati, Ahmedabad
- Best Electric Vehicle Manufacturing CEO – 2019 by Global CEO Excellence Award
- Innovative Electric Vehicle Manufacturer – 2019 by TV9 Gujarati
- Most Socially Responsible Company of the Year by MSMECCII Greentech Asia held at Vigyan Bhawan, Delhi

SHOULDERING RESPONSIBILITIES:

- Managing Director and CEO, Wardwizard Innovations and Mobility Ltd., formerly known as Manvijay Development Company Limited
- Executive Director at Orchid Securities Limited - NBFC
- Managing Director, Wardwizard Solutions Uganda Limited
- CFO and Director - Dhanwanthari Kerala, Ayurveda Super Speciality, Medicines
- Executive Director - Skyport Aviation
- Member - Telecom Advisory Committee (TAC), Department of Telecommunication and IT, Government of India
- General Secretary, India - Anti Corruption and Crime Prevention Council, Delhi
- Director - JZ Hospitality Pvt. Ltd.
- Trustee and Controller - Sree Ernakulathappan College of Engineering and Management (AICTE approved and affiliated to Calicut University)



THE MISSILE MAN OF INDIA

Late Dr. A. P. J. Abdul Kalam—revolutionary scientist and beloved former President of India who contributed to the nation’s glory will always be remembered for his exemplary contributions to the scientific development of India.

Few presidents in India have won over people’s hearts and made their impact as has Avul Pakir Jainulabdeen Abdul Kalam. Born to a Tamil Muslim family in India’s southernmost seaside pilgrimage town of Rameswaram, Dr. A. P. J. Abdul Kalam’s dedication to learn and lead India’s highest political office with his humble nature made him well-loved and an inspiration to many Indians. Kalam was associated with India’s civilian space programme and development of military missile programmes. Playing a crucial role in India’s Pokhran-II nuclear tests in 1998, his influence in developing ballistic missile and launch vehicle technology brought him the honorific label of Missile Man of India. His contributions in scientific research and defence technology earned him India’s highest civilian award, the Bharat Ratna, in 1997.



Late Dr. A P J Abdul Kalam
Ex-President, India

programmes. In 1974, he was invited to observe India’s first nuclear test by Raja Ramanna, the directing officer of the test, despite not being involved in the mission’s development. From July 1992 to December 1999, Kalam was the Chief Scientific Adviser to the Prime Minister and Secretary of the DRDO. During this period, India’s second nuclear test, Pokhran-II, was successfully conducted. Serving as the Chief Project Coordinator during the testing stage, media inclusion on him made him the India’s best-known nuclear scientist.

including intermediate range ballistic missile—Agni and tactical surface-to-surface missile—Prithvi.

At ISRO, formed in 1969, Kalam was appointed the project director of India’s first Satellite Launch Vehicle (SLV-III), responsible for launching the Rohini satellite into orbit in July 1980. In the 1970s, Kalam directed Project Devil and Project Valiant, ballistic missile

DEDICATED LEARNER

Although Kalam had average grades in school, he was known as a splendid and dedicated student, who spent hours studying mathematics. In 1954, Kalam graduated in physics from Saint Joseph’s College, Tiruchirappalli, and went on to study aerospace engineering from Madras Institute of Technology. After his graduation, Kalam joined the Aeronautical Development Establishment, of the Defence Research and Development Organisation (DRDO), as a scientist after becoming a member of the Defence Research & Development Service (DRDS).

FROM SCIENTIST TO PRESIDENT

In 2002, Kalam became India’s 11th President, with support from the ruling Bharatiya Janata Party as well as the opposition Indian National Congress. Kalam’s illustrious career began with the structuring of a small hovercraft. He worked under renowned space scientist Vikram Sarabhai in the INCOSPAR committee, which was formed to develop India’s space programme, superseded by the Indian Space Research Organisation (ISRO). Kalam was made chief executive of Integrated Guided Missile Development Programme (IGMDP), and under Kalam’s influence, many missiles were developed,

FOR THE GOOD OF THE PEOPLE

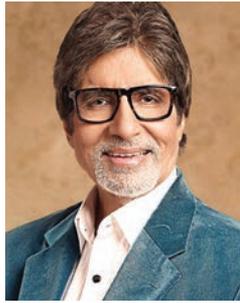
Apart from his prolific contribution to missile development in India, he also contributed to other scientific projects. In 1998, he developed a low-cost coronary stent, alongside cardiologist Soma Raju. In 2012, the same duo designed a rugged tablet for use in health care in rural areas. In 2012, Kalam also launched the What Can I Give Movement for Indian youth whose focal topic was overcoming corruption.

As president, Kalam supported the Uniform Civil Code. His connect to the citizens of the country earned him the affectionate sobriquet of the People’s President. After leaving office, he went back to his civilian life of education, becoming visiting professor at Indian Institute of Management (IIM) Ahmedabad, IIM Indore and IIM Shillong. He was also professor at many academic and research institutions across India, including Anna University, Banaras Hindu University and International Institute of Information Technology, Hyderabad. He was also chancellor of the Indian Institute of Space Science and Technology, Thiruvananthapuram and honorary fellow of Indian Institute of Science, Bangalore. **■**

HAIL **THE** SHEHENSHAH

The one who needs no introduction because his years of hard work in the entertainment industry have raised him to the level of being regarded as the Star of the Millennium or The Megastar—Amitabh Bachchan, Indian Actor—is the man with an unforgettable baritone.

Needless to say that he is the most accomplished Bollywood celebrity who has reigned throughout his career without any successor to his level of talent and contribution to the Indian cinema—Amitabh Bachchan, the ‘Angry Young Man’ of Bollywood, has evolved to be the undisputed star in the industry. Born to eminent poet Harivansh Rai Bachchan and his wife Teji Bachchan on 11th October, 1942, he is an internationally acclaimed personality, who shows active participation in social issues and connects well with the masses. The first living Asian to have a statue modelled in London’s Madame Tussauds Wax Museum, has also been honoured by the Government of India for his contributions to the art with Padma Shri in 1984, the Padma Bhushan in 2001 and the Padma Vibhushan in 2015. The versatile actor has narrated many stories in his power-packed and deep voice (something that he had been rejected for years ago by All India Radio) and has also worked in several path-breaking films like ‘Pink’, ‘Aankhen’, ‘Khakee’, ‘Bunty Aur Babli’, ‘Cheeni Kum’, ‘Sarkar Raj’, and ‘Piku’, which have been praised by audiences and critics alike. Beginning his film career with ‘Saat Hindustani’ in 1969; he has been a part of iconic films like ‘Anand’ (1970), ‘Zanjeer’, and ‘Namak Haram’ (1973). ‘Zanjeer’ was the movie which earned him the epithet ‘Angry Young Man’. Before joining Bollywood he had worked with a shipping firm in Kolkata. On the personal front his charitable works and humble demeanour has earned him much love from fans across the globe. His wife—Jaya Bachchan, son—Abhishek Bachchan and daughter-in-law—Aishwarya Rai Bachchan are all accomplished actors.



Mr. Amitabh Bachchan
Indian Actor

Harivansh Rai Bachchan Memorial Trust was founded by him and named after his late father in 2013. The trust works in association with Urja Foundation to power up 3,000 homes in India with electricity through solar energy.

For the polio eradication campaign in India, he was made a UNICEF goodwill ambassador in 2002. He donated a whopping ₹2.5 million to a charitable trust that works for the betterment of young girls called Plan India. He has also donated extensively to the Maharashtra Police Welfare Fund in 2013 and has successfully led the ‘Save Our Tigers’ campaign in India. He was a part of the Free Sunder Campaign initiated by PETA to help a 14-year-old elephant out of a temple in Kolhapur, Maharashtra where he was kept chained and being tortured.

BOOKS ABOUT BACHCHAN:

- ‘Amitabh Bachchan: The Legend’—1999
- ‘To be or Not To Be: Amitabh Bachchan’—2004
- ‘AB: The Legend (A Photographer’s Tribute)’—2006
- ‘Amitabh Bachchan: Ek Jeevit Kimvadanti’—2006
- ‘Amitabh: The Making of a Superstar’—2006
- ‘Looking for the Big B: Bollywood, Bachchan and Me’—2007
- ‘Bachchanalia’—2009

He himself authored a book titled ‘Bachchan Soul Curry for You and Me – An Empowering Philosophy That Can Enrich Your Life’ in 2002. In the early 80s, in a series titled ‘The Adventures of Amitabh Bachchan’ he authorised the use of his likeness for the comic book character Supremo. La Trobe University in Australia in May 2014, named a Scholarship after Bachchan. **E**

POLITICS AND BUSINESS

After a very short-lived stint as a Member of Parliament between 1984 and 1987, he gave up politics following certain controversies. Thereafter, he started his production company—Amitabh Bachchan Corporation Limited.

HUMANITARIAN CAUSES

He has been extremely kind and considerate towards the underprivileged. He donated ₹1.1 million to clear the debts of nearly 40 beleaguered farmers in Andhra Pradesh; ₹3 million to clear the debts of around 100 Vidarbha farmers; and cleared the debts of about 2100 farmers from Bihar in 2019. He donated ₹1.1 million to Resul Pookutty’s foundation in 2010 for a medical centre at Kochi. The

AWARDS AND HONOURS:

- First artist to receive the ‘Filmfare’ Lifetime Achievement Award, 1991
- Conferred with the Honorary Citizenship of the French town of Deauville in 2003
- Order of Afghanistan in 1991 presented by the then President of Afghanistan
- Honoured with France’s highest civilian honour—the Knight of the Legion of Honour by the French Government in 2007 for his exceptional career in the world of cinema and beyond
- Had the honour of carrying the Olympic torch in 2012 during the last leg of its relay in London’s Southwark



HITTING **THE** BULLSEYE

Manish Hathiramani, Proprietary Index Trader and Technical Analyst, Deen Dayal Investments (est. Sept. 2008)—one of the most successful and trusted proprietary trading firms in India—is rich with over 14 long years of experience in trading in the Indian equity markets; Website: www.manishhathiramani.com

Being among the very few analysts to feature on most channels such as ET NOW, CNBC TV18, and BloombergQuint, Manish continues to be among the youngest and most consistent faces to be seen on business media forums. Armed with over 600 media appearances, Manish has spoken at many international forums namely Dubai, Amsterdam, Moscow, Singapore and Hong Kong and has also been among the fortunate few to have spoken at the World Trade Organization (WTO) in Geneva. Speaking of his success, he now leaps beyond the shores of India by establishing India Futures Fund (IFF) in Singapore. IFF is a fund regulated by the Monetary Authority of Singapore (MAS) that trades the volatile movements of the Nifty Futures in a US dollar denominated contract exclusively on the Singapore Stock Exchange (SGX), also known as the SGX NIFTY.



Mr. Manish Hathiramani
Proprietary Index Trader and
Technical Analyst

Having spent the last 12 years focusing exclusively in trading the NIFTY, the benchmark index of the National Stock Exchange, India, Manish has absolutely specialised in it! And this translates into numbers as over the last 7-10 years, the returns delivered to clients have been between 20-30% on a per annum basis. The strategy used has been clear, a long-only or short-only approach. If the trend detected has been bullish, the fund has either bought futures or bought Call Options. Similarly, if the trend detection has been bearish, the fund has sold the futures or bought Put Options. Since the asset class is limited to only the index, the approach is extremely dedicated and focused. With his proprietary trading account and clients' funds, the Assets under Management (AUM) are approximately US\$ 110 million.

THE HISTORY BEHIND

“My fascination for the capital markets dates back to 1993 with trading personalities being featured in ‘The Dalal Street’ and ‘The Economic Times’; I wished to comment on and be recognised as an expert in the market. Between the two major market crashes in 1993 and 1998, I grew up to understand the markets more closely. The reason of remorse being investors losing with dipping stock prices, I pondered if people could benefit even when the markets fell. Tormented by such questions, I went to Bond University,

Australia to pursue Bachelor in International Business. Specialising in 4 majors - international finance, economics, global business strategy, and statistics; topics like Standard Deviation, Fibonacci Numbers and Regression Analysis helped shape my dream. Upon returning to Kolkata but still unsure of a future, I started training in Technical Analysis under Rahul Mohindar, an immensely successful trader. I spent 10-12 hours daily back-testing the studies and specialised in Index Trading – trading the NIFTY Futures & Options. Through Technical Analysis, I now trade every rise and fall of the market. The basic tenet is not to be married to

any one direction of the market,” avers Manish.

THE REAL STRUGGLES

“The biggest risk I took was to start on my own without any help or assurance of a fixed salary. With no lineage in trading, I had nobody to seek guidance from. It has been a long struggle of 16 years,” shares Manish. Dealt with discouraging remarks, Manish made honest attempts at getting a job in this field but was rejected everytime. Starting off with whatever he had, he was encouraged, reassured by his mentor of reaping rewards of his talent sooner or later. What followed was a series of television, newspaper, and magazine interviews recognising his work and that’s how his career-graph took-off. **■**

CAREER HIGHLIGHTS:

- Won the Young Achievers Award for Equity Trading & Asset Management from the National Achievers Association (NAA) in New Delhi in 2019
- Felicitated with the Mahatma Gandhi Samman Award for Global Excellence at the House of Commons in London in 2019
- Received the Indian Achievers Award for Business Excellence in New Delhi in 2019
- Was presented with the Business Television India (BTVi) Award for the Business Leader of The Year – Financial Sector, in Mumbai in 2019
- Awarded the Inspirational Leaders of Bengal Award in the field of Excellence in Capital Markets, in Kolkata in 2018
- Awarded the Sindhu Shree Award for Young Achievers by the Indian Sindhi Association, in Vijayawada in 2015
- Nominated for the 2019/2020 Australian Alumni Excellence Award under Industry Expert category

AFFORDABLE INNOVATOR AND COMPASSIONATE CAPITALIST

Making womanhood proud, Kiran Mazumdar Shaw, Chairman & Managing Director, Biocon Ltd., entered the elite ranks of the Indian business world as India's richest woman.

Born and brought up in Bangalore, Kiran Mazumdar Shaw graduated in Zoology from Bangalore University in 1973. Soon after, she moved to Melbourne, Australia to train as a Brew Master from Ballarat University. Kiran became India's first woman Brew Master and started working as a trainee brewer in Carlton & United Beverages in 1974; thereafter she worked at various positions in Kolkata and Vadodara.

With four years of work experience, she switched to Biocon Biochemicals Limited, which was then based in Ireland. Later that year she founded Biocon in India with an initial capital of just ₹10,000. Business for her was not easy due to lack of funds, as all the banks she approached for loans were hesitant to invest in a firm which dealt with biotechnology, which was an unfamiliar and a totally new concept in India at that time. Needless to say, her social identity too became a hindrance because a female entrepreneur was another rare idea for Indians and one bringing in a completely new field was even stranger. She faced great difficulty in hiring people to work for her, however, Kiran was not discouraged from this lack of support. Instead she worked hard with whatever she had and built a company that is now recognised as one of the leading firms in India.

With her undeterred and strong demeanour, Kiran steered the company towards growth and success. She helped Biocon achieve global recognition and develop markets by acquisitions, in-licensing and partnerships. Ranked as one of the leading biotech companies worldwide in 2007 by Med Ad News, Biocon is the 7th biggest biotechnology employer in the world. Kiran is responsible for Biocon's innovative abilities, worldwide reliability, and marketing and manufacturing activities at a global scale. From being an industrial enzymes manufacturing company to a fully integrated bio-pharmaceutical company with a well-



Ms Kiran Mazumdar Shaw
Chairman & Managing Director,
Biocon Ltd.

balanced business portfolio of products and research focused on autoimmune diseases, diabetes, and oncology, Kiran spearheaded Biocon's evolution successfully.

Kiran Mazumdar Shaw's belief in 'affordable innovation' has been the driving philosophy behind Biocon's expansion. Drawing inspiration from the need for affordable drugs in less-wealthy countries, she has looked for opportunities to develop cost-effective techniques and low-cost alternatives. She has also proposed that drug companies be cost-sensitive in marketing to developing

countries, so that people can afford the drugs they need, particularly for chronic therapies. In 2004, she started a corporate social responsibility wing at Biocon, called the Biocon Foundation. This Foundation focuses on health, education and infrastructure, especially in rural areas of Karnataka which lack healthcare facilities. Kiran dislikes the term 'philanthropy', believing that it often provides temporary fixes rather than addressing the root cause or the underlying situation; she prefers the term 'compassionate capitalist', believing that an ongoing foundation for sustainable social progress can be provided through business models that are properly applied. **■**

CAREER HIGHLIGHTS:

- Biocon received an IPO in 2004, making Kiran Mazumdar Shaw the richest woman in India
- Cracked 2000 high value R&D licensing deals between 2005 and 2010
- Named among 'TIME' Magazine's 100 most influential people in the world in 2010
- Listed on the 2011 'Financial Times' top 50 women in business
- Ranked 92nd on the Most Powerful Woman in the World by 'Forbes' in 2014 and moved to 85th position in 2015
- Voted the Global Indian of the Year by 'Pharmaleaders' Magazine in 2012

MENDING HEARTS

Cardiac Surgeon and Entrepreneur, Dr. Devi Prasad Shetty, Chairman and Founder, Narayana Health Chain, worked extensively to make healthcare affordable for the people in India.

Having performed over 15,000 heart surgeries, Dr. Devi Shetty is known for his commendable contribution to the field of affordable healthcare. A determined man by nature, he completed his post-graduation in General Surgery from Kasturba Medical College, Mangalore, followed by training in cardiac surgery at Guy's Hospital, UK. Narayana Hrudayalaya—a multi-speciality hospital in Bommasandra, Bangalore was founded by him in 2001, which has grown to 23 hospitals, 19 primary care facilities, 7 heart centres across India and an international hospital in the Cayman Islands. A surgeon by profession, but also a great thinker and a philanthropist by nature—keen to help the poor—all his efforts in the field of medicine are aimed at reduction in healthcare costs for the benefit of poor patients. And after years of research, he realised that healthcare costs could be reduced by 50% if hospitals adopted economies of scale.

Dr. Devi Shetty also founded Rabindranath Tagore International Institute of Cardiac Sciences in Kolkata. Given his success in so many hospitals in India, he was invited by the Government of Gujarat to set-up a 5000-bed hospital in Ahmedabad. Being the innovative man that he is, Dr. Devi Shetty managed to cut operating costs by using cross-ventilation instead of air-conditioning in hospitals, among other cost-cutting measures. All his hospitals operate at low costs, allowing surgeons to complete heart surgeries at one-tenth of the cost as compared to the hospitals in the United States.

Recognised for his path-breaking achievements, he has been the recipient of a number of awards and honours. Dr Devi Shetty has been given the title of Henry Ford



Dr. Devi Prasad Shetty
Chairman and Founder, Narayana Health Chain



of Heart Surgery. Another great accomplishment to his credit is the implementation of the world's cheapest comprehensive health insurance scheme at ₹ 10 per month. 4 million people in Karnataka have been covered under this scheme at present.

He is an active member of the European Association for Cardio-Thoracic Surgery since 1996 and a lifetime member of the Indian Medical Association. He was also a member of the Finance Committee of the 47th Annual Conference of the Indian Association of Cardiovascular and Thoracic Surgeons. Between 2010 and 2011, he was a member of the governing body of the Medical Council of India. **■**

AWARDS AND HONOURS:

- Felicitated with Rajyotsava Award in 2002 and Sir M. Visveswaraya Memorial Award in 2003 by the Government of Karnataka
- Awarded the Padma Shri in 2003 and Padma Bhushan in 2012 by the Government of India
- Received Dr. B C Roy National Award by the Dr. B C Roy National Award Fund under the category of 'Eminent Medical Person' in 2003
- Presented with the Entrepreneur of the Year Award - Start-up 2003 by Ernst & Young, India
- Given the Citizen Extraordinaire Award in 2004 by the Rotary Bangalore Midtown
- In 2014, he was awarded the Doctor of Science (Honoris Causa) by the Rajiv Gandhi University of Health Sciences, Bengaluru
- He received the 19th Nikkei Asia Prize, Economic and Business Innovation by Nikkei Inc. in 2014

BESTOWER OF MOTHERHOOD

She believes in turning hopes into life—Dr. Sumita Sofat MBBS, MD (Obstetrics and Gynaecology) has been dedicated to the noble cause of gifting the joy of a child and parenthood to infertile couples.

One of the pioneers of ICSI and IVF in Ludhiana, Dr. Sumita Sofat set-up her hospital two decades back, which has been named amongst the best IVF centres in Punjab.

Despite not having a medical background her thirst with medicine began in early childhood. Undeterred by hurdles, armed with a strong vision and will, she became a renowned Gynaecologist and Infertility Specialist. Scientific Director of Sofat Infertility and Women Care Centre, Director of Sofat Diagnostics and Cancer Detection Centre, and In charge of Dr Sumita Sofat Hospital, she has a commendable number of successfully delivered ICSI and test-tube babies to her credit. Besides working extensively towards developing and training specialists in the field of infertility, she has given innumerable lectures at national and international conferences, and hands-on training workshops in infertility (recognised by The Federation of Obstetric and Gynaecological Societies of India).

Touching the lives of many infertile couples she has been taking initiatives to organise awareness camps to dispel myths about infertility and drug de-addiction; campaigns about women hygiene and incorrect practice of female foeticide; and charitable work to help poor patients and give them free treatment and medicines to help achieve motherhood since 1997 and make them aware of drugs and steroids which cause infertility.

She is an esteemed member of Indian Medical Association (IMA), Indian Fertility Society (IFS) and State Coordinator of Indian Academy of Human Reproduction (IAHR). She is associated with the Society for Paraplegic People to aid people with spinal cord injuries enjoy parenthood.

MILESTONES ACHIEVED

Being the first qualified Gynecologist to start a dedicated, state of the art Test Tube Baby Centre in Punjab, she subsequently gave Punjab its first child born through the technique of Laser Hatching. She introduced Testicular Tissue Freezing technique for obstructive azospermic men and cadaver patients to prevent multiple surgical procedures for men with nil sperms and help a lady



Dr. Sumita Sofat
Scientific Director, Sofat Infertility
and
Women Care Centre

achieve motherhood after her husband's death, respectively. Developing Oocyte Donation technique for menopausal and premature ovarian failure females is also credited to her along with helping an elderly couples achieve parenthood. She introduced the concept of Uterine Balloon Therapy, which helped control excessive uterine bleeding in females without the removal of uterus. Her Infertility Unit has dedicated and trained in-house Embryologists for IVF patients; and was the first of its kind in Punjab to have a Modular Test-tube Baby Lab with climate control and positive pressure unit to increase the success rate of IVF. **■**



REACHING INTERNATIONAL SHORES

- She presented her study on Role of GCSF to Increase Endometrial Thickness and Recurrent Implantation Failure in Spain at the 4th International Congress of Gynaecology and Obstetrics in 2016.
- She represented the country at 7th World Gene Convention—discussed about DNA Test, Amniocentesis and Paternity Testing in India—in November 2016 in Shanghai, China.

ACCOLADES:

- Awarded young scientist award by World Association of Reproductive Medicine in Rome
- Recently she was felicitated with the title of Honorary Professor of the Academic Union Oxford, UK
- Received Socrates Nomination from Oxford UK by European Medical Association
- Honoured in Dubai for being a leader in Infertility in India by Sheikh Jashanmal
- Felicitated several times by prestigious names for her charitable work, training programmes and meritorious services in the field of Infertility, including awards from Chief Minister of Punjab, Health Minister of Punjab, Health Minister of India and Governor of Punjab
- Applauded for organising one of North India's biggest Test Tube Baby Show
- Awarded for her work in Infertility by the President of the Indian Academy of Human Reproduction

THE AMALGAMATOR OF REAL ESTATE AND HOSPITALITY

Having completed 13 long years in the Real Estate industry—Sahil Bhatia, Joint Managing Director, BAANI Group (est. 1982), has scaled heights through his sheer passion for work.

Sharing his life journey Sahil Bhatia moves down the memory lane and recollects, “Discipline was a priority for my parents and it was supplemented by St. Columba’s School, New Delhi, which elevated values. Thereafter, I pursued a degree in BBA from Lancaster University, England.” For him music and fitness hold a really special place and help him unwind in his own safe space.

RISING TRIUMPHANT

BAANI Group, which started out as a large fashion house, ventured into real estate in 2001. Young and brimming with ideas, Sahil Bhatia pursued hotel management after a degree in BBA. Remembering his early days, Sahil said, “Before I could join the business my father said, if you want to do this, you need to prove it to me, but more so to yourself.”

Proving his metal, Hilton Garden Inn, BAANI Square, opened its doors in 2011. This brought his love for the real estate and his dream to be in the hospitality industry together. Today, the hospitality vertical owns 2 hotels and the real estate arm owns over 10 buildings—with a total area of 2 million sq.ft.—leased out to all fortune 500 companies and managed by another vertical pertaining to professional facility-management company.

ACKNOWLEDGING THE CHALLENGING TIMES

He believes in drawing inspiration from experiences whether his own or of others. He emphasises, “Lessons in life influenced me and success stories inspired me. In my formative years, I took speed bumps a little too hard and I learnt that when I fall, I just need to get up, brush it off and keep running till I reach my destination.”



Mr. Sahil Bhatia
Joint Managing Director, BAANI Group



Considering how unorganised the real estate sector is, he considers recalibrating, embracing and moving forward with the unruly policy and governance changes, and faltering economy as a mark of real success.

ABOUT OPPORTUNITIES AND ACHIEVEMENTS

Being part of the ‘high the risk, higher the reward industry’, he had never been tempted by the grey shades. He runs a transparent business based on organic growth amidst a highly competitive market. He believes in working on a 5-year plan, where he knows where he wants to be and starts working backwards with 100 per cent efforts. Proving it he said, “The Hilton Garden Inn is now being recognised by the Hilton umbrella as above & beyond the performance and services of its global counterparts. We are in process of upgrading the brand to one that is more suitable.”

Talking about his achievements he said, “My achievement is the quantum of my hard work and perseverance. My pride and biggest achievement till date is that BAANI Group is a zero-debt company.” The road ahead will hopefully be reaching international shores with the Group looking for opportunities to acquire hospitality assets worldwide. **E**

HIGHLIGHTS:

- Hilton Garden Inn won TripAdvisor Award in 2014 and 2015
- BAANI Group has added another 5-star luxury business hotel under its ownership which will be completed by the end of 2020

HOME **AWAY FROM** HOME

Riding high on success Annu Talreja and Priyanka Gera, CEO and COO, Oxfordcaps have made studying away from home comfortable and fulfilling with their international standard students' residences.

ABOUT OXFORDCAPS

Offering a great living environment which is hassle free, including all kinds of basic and premium amenities and creating a technology-enabled, community-driven living experience designed for the Gen Z students in India and Singapore, Oxfordcaps has clocked a 75X growth in <11 months since its launch in India and has expanded from 200 beds to over 15,000 beds across 12 cities. It now aims to grow its operations across education hubs in India including Delhi, Bengaluru, Mumbai, Pune, Greater Noida, Dehradun, Indore, Jaipur, and Ahmedabad.

THE CO-OWNERS

Annu Talreja is an INSEAD graduate, with 11+ years of real estate development, transaction and asset management experience across APAC: Singapore, Indonesia, Australia, Malaysia, China and India. Extending her experience in the real estate & hospitality industry, she found her perfect partner, co-founder and COO for Oxfordcaps in Priyanka Gera, IIM-Calcutta and School of Planning and Architecture alumni. Speaking about their venture Priyanka said, "The idea of creating a branded chain of student accommodation germinated while I was an architecture student in Delhi. After her a decade-long experience in companies such as JLL and KPMG, I had a more definite and structured approach to solving this problem that plagues over 100 million students across Asia Pacific."

SHAPING THE IDEA

The two recently said in an interview, "Student Housing product has never been looked at from the lens of design thinking and technology at the core of the experience. The market size is estimated to be \$15 billion with more than 10.4 million students across India migrating to cities every year to pursue their academic dreams. However, student housing today suffers from a high level of fragmentation, lack of quality solutions, price transparency, reliability and complete lack of tech enablement of processes. We founded Oxfordcaps to address this gap and to meet up to the unmet demand of 36 million students pursuing higher education in India. The ecosystem is ripe with unorganised PG (Paying Guest) and poorly managed hostels. Oxfordcaps provides a custom designed and standardised Student Housing product with a full-stack model of services and amenities. We offer fully-fitted out and custom designed residences with full-stack service model including wifi, laundry, nutritious meals, professional housekeeping and an array of events and activities focused on career development and lifestyle for our students.



Ms Priyanka Gera
COO, Oxfordcaps



Ms Annu Talreja
CEO, Oxfordcaps

oxfordcaps

Oxfordcaps has received a cumulative funding of US\$10.4 mil till date from Investors including 500Startups, Times Internet and Kalaari Capital."

OF STRUGGLES AND OPPORTUNITIES

Having been blessed with supportive parents who gave her the opportunity to spread her wings with complete freedom, Priyanka feels that the only pressure or struggle was to establish herself as an example of right parenting in India. However, Annu had her share of struggles with establishing herself as a leader because unconscious biases often blocked her way. Though she has been successful in building a capable and passionate team of people who believe in the company's vision, and are willing to work hard for it, she has faced some bitter situations as well. Remembering the same she said, "Interviewees often asked if I worked as an HR/Administrator and at what time I left from work usually. As a woman in one of the most male dominated industries, I started focusing on the solution rather than the problem and this led me to focus on how I can break these biases and lead by example.

"I believe that the biggest risk is not taking any risk. I have made informed decisions knowing my passion and vision for life and aligning my actions with them. As a person, I am not risk averse at all so I may not even consider something risky enough if it is perfectly aligned with my goals and what I want to achieve", said Priyanka Gera. **E**

FELICITATIONS:

- Entrepreneur India Real Estate Startup of the Year Award, 2019
- Business World 40 Under 40 Achievers Award, 2019

THE **BIGBASKETEER**

A man of many unique ventures—Hari Menon, Co-founder and CEO, bigbasket (bigbasket.com).

Way before co-founding bigbasket, Hari Menon had ventured into the merchandising space with BiHari as the Co-founder, CEO and Head of Merchandising. He was the CEO of ‘Indiaskills’—the Vocational Education joint venture of Manipal Group and City & Guilds (UK), as well as gbasket.com!

Not only this but he had also co-founded and worked on many other projects prior to starting bigbasket. In 1999, Hari Menon along with four of his friends—V. S. Sudhakar, Vipul Parekh, Abhinay Choudhari and V. S. Ramesh co-founded ‘Fabmart’ an online retail website, making them the pioneers in the e-commerce sector in India. Even though they did manage to get some traction, as their idea was way ahead of its time they could not shake the masses and to worsen the whole deal, the dotcom bubble burst happened. That is when they decided to put the online business on the back seat and focused all their energies on ‘Fabmall’—the physical extension and retail chain of grocery stores.

Further, they merged this chain with another grocery retail chain called ‘Trinethra’ and in merely seven years, they expanded their business with 200 stores across Andhra Pradesh, Tamil Nadu, Karnataka and Kerala. Around the same time, they decided to sell-off the business to Aditya Birla Group and go back to their calling.

THE GAME CHANGER

That is when they reimagined and reshaped their original idea of an online grocery store. As their discussion deepened with Krishnan Ganesh—a serial entrepreneur—they concluded to go ahead with it. The idea was collectively seeded by seasoned entrepreneurs and angel investors Krishnan and Meena Ganesh. And finally in December, 2011, they launched bigbasket.com! Soon after the launch, they also received their first funding of \$10 million from Chryscapital, Co-founder, Raj Kondur



Mr. Hari Menon
Co-founder and CEO, BigBasket



and Ascent Capital. He had earlier invested \$4 million in Fabmart as well. Having already faced the heat with Fabmart, Hari said that the first six to nine months were the most challenging ones. The pressure was even more this time as they had to not just overcome the biggest challenge of creating but maintaining a building capacity to meet customer demands. They successfully pulled this off, and grabbed a growth of 25-30% of the overall demand, and 60-70% repeat-customers month-on-month. By the end of F.Y. 2013, bigbasket was closing 2,000-2,500 orders a day, or 75,000-80,000 orders a month, with an average monthly ticket size of ₹1500 per order.

They were now a strong team of 600 across three cities, and were drawing roughly ₹20 crores from Bangalore itself. The company has received a total equity funding of \$85.8 million in three rounds from five investors including Ascent Capital Group, Bessemer Venture Partners, Helion Venture Partners, ICICI Venture, and Zodius Capital. Facts state that the addressable market of grocery business in India is worth 400 billion dollars of which e-grocery accounts for only 0.1%.

Not only did bigbasket cross the 10 million successfully delivered orders mark but also delivered 1+ million orders in the month of May, alone. With their focus on faster delivery and innovations in website and mobile app to make grocery shopping a breeze, the company has evolved to be the preferred choice for grocery shopping of both professionals and homemakers alike. bigbasket is not just a dream but a well thought out plan that attracted and made its presence felt in the larger cities and went on to grow in the smaller cities by on-boarding Shah Rukh Khan as the brand ambassador.

By investing money into getting warehouses and increasing the delivery output, bigbasket plans on retaining its post as the largest grocery delivery platform in India as well as abroad. **■**

A TRAILBLAZING LEADER

Dr. N Muralidaran, Managing Director & CEO – NSEIT Limited and Chairman – Aujas Cybersecurity is focused on building a growth-oriented niche organisation, drive by Innovation with a happiness–embedded culture; Website: www.nseit.com

Dr. N Muralidaran is the Managing Director & CEO of NSEIT Limited (a 100% subsidiary and strategic technology arm of National Stock Exchange of India Ltd. (NSE)), Chairman of Aujas Cybersecurity, and serves as a member of the Executive Board of Directors. Dr. Muralidaran has been a key member of the core leadership team responsible for conceptualising and operationalising NSE; he has also worked in an advisory capacity representing different committees and as a member of the technology advisory committees of NSDL, PXIL, and NPCI. In a career spanning more than 30 years, Dr. Muralidaran, has held several leadership positions overseeing the strategy, execution, and growth of various business clusters in the information technology and financial services sectors.

Dr. Muralidaran's growth and turnaround strategies have enabled NSEIT to consolidate its brand value by clocking an exponential turnover of over ₹2 billion in F.Y. 2018-19. Leveraging the power of digitalisation, cloud, IoT, cybersecurity, artificial intelligence, and machine learning, he is now guiding the company through a rapid and comprehensive transformation to become a niche digital solutions partner for the global BFSI landscape. He dedicates his time in promoting sustainable business practices, achieving scale, designing blueprints to navigate shifting industry landscapes and investing in technologies that can impact the future.

From 1990 to 2004, Dr. Muralidaran was CEO & CTO of the IL&FS group. He was also instrumental in establishing the first 500+ people resource setup for offshore development centre supporting Japan, Singapore, Malaysia, and Thailand. Apart from this, he



Dr. N Muralidaran
Managing Director & CEO – NSEIT Limited
and Chairman – Aujas Cybersecurity



briefly worked at the prestigious Bhabha Atomic Research Centre (BARC) in the Reactor Analysis and Simulation Systems group and NELCO Ltd. He also had a stint as CEO of NSE Infotech Services Ltd., the captive IT services division of NSE.

Prior to NSEIT, Dr. Muralidaran was the Chief of Special Projects with NSEIL, leading its international business development and exchange collaborations, including strategic and futuristic technology initiatives. He joined NSE Group of companies in 2004, where he championed the technology transformation journey of the stock exchange trading infrastructure from a monolithic proprietary system to a horizontally scalable, layered messaging architecture in open platforms to support high throughput and low latency needs of modern market ecosystems.

With the forethought that cybersecurity is imperative to safeguard the infrastructure of financial businesses, Dr. Muralidaran led the multi-crore acquisition of Aujas Cybersecurity. His rich mentorship experience has enabled DEX (Digital Examination), a key business unit of NSEIT, to transform itself into a leading online examination ecosystem in India.

Dr. Muralidaran holds a Ph.D. from Birla Institute of Technology, Mesra for his work on Architecture Model for Scaling Mission Critical Real Time Applications for High Performance. He also holds a diploma in Computer Management and an MBA in Finance. He is passionate about nurturing young minds and mentoring professionals to develop next-gen leaders. He strongly believes that rapid adaptability and continuous learning are the two key drivers of organisational growth in today's fast-changing markets. **E**

YOUNG **AND** UNIQUE

*While most people dream of becoming an entrepreneur at a very young age, some of them like **Ritesh Agarwal**, Co-founder and CEO, OYO Rooms just make it come true.*

THE BREAKTHROUGH

Ritesh Agarwal—one of the most accomplished and famous young Indian entrepreneurs—is the co-founder and CEO of OYO Rooms, which is a high valued start-up in India and a hospitality chain consisting of franchised and leased hotels, homes and living spaces at pocket-friendly prices. Coming from a middle class Marwari family in Orissa, Ritesh was born and brought up in Bisam in Cuttack, Orissa.

He was just 19 when he started out, travelling extensively for months, he stayed at budget hotels, attended customer calls every day and immersed himself in every possible experience to learn about budget hotel seeking market and its expectations. Being an avid traveller, he soon realised that the budget hospitality sector lacked predictability. He presented his idea at the Thief Fellowship, a global convict for students, under the age of 22 just when he had started working on his new-found interest as well. His idea got listed amongst the top 10 ventures and he received a sum of \$100,000 from Peter Thiel, also the co-founder of PayPal and an early investor of Facebook.

HIS SHARE OF HARDSHIPS

With his new-found confidence, he worked even more rigorously but to his hard luck, the business model didn't seem to pick-up no matter how hard he tried, things just weren't falling in place. Putting his thinking cap on, Ritesh realised that, the biggest pain on the face of the earth while travelling was to find a good, affordable, and most importantly 'available' hotel to stay in but like always, most of us ended up staying at a crappy place with an inefficient staff, tasteless food, etc., which killed the entire experience of a good trip. This got him motivated again, to create an online social community to bring information about all good places together on one platform.

Ritesh tweaked the business model in 2013 and re-launched Oravel as 'OYO Rooms' with the key



Mr. Ritesh Agarwal
Co-founder and CEO, OYO Rooms



proposition of offering affordable and standardised accommodations. In a matter of no time he secured a funding of 30 lakhs from VentureNursery, a start-up accelerator firm, which brought together a bunch of story investors to nurture start-ups with sufficient money in their pockets. After launching OYO Rooms in Gurgaon, the company launched about 4000 hotels across 160 cities in India. Recently OYO Rooms expanded to venture into Malaysian market. Ritesh also launched the OYO Rooms app for iOS, Windows and Android phone users. With the help of this app, people can easily book hotels and rooms as per their budget and preferences.

SUCCESS SPEAKS

The professional journey of Ritesh Agarwal is truly amazing and inspiring because at the age of 21, Ritesh came to be known as India's Top Business Mate for a start-up like OYO Hotels, which is synonymous to India's largest budget branded hotel chain. His net worth was ₹ 2,600 crore in September, 2018. He made it to the world's Top 40 - Self Made Millionaires' list and is on the Most Successful Indian Entrepreneurs' list.

With OYO's presence in more than 800 cities in over 80 countries, including the United States, India, China, Europe, Malaysia, Britain, Indonesia, Middle East, the Philippines, and Japan, it is the third largest hotel chain in the world as per the official OYO blog July, 2019. **E**

CAREER HIGHLIGHTS:

- Ritesh had entered the 'Forbes' list of 30 under 30 in the consumer tech sector and ranked in the list of top ten Indian entrepreneurs' innumerable times
- He bagged the Businessworld—Young Entrepreneur Award in 2015
- Authored a book which was sold extensively on Flipkart

INNOVATING **LIVING** SPACES

Passionate about redefining living spaces; Seme Nadvi, Owner-Founder, Samay Innovation-Design Studio, is changing the face of interiors with exquisite designs and creativity.

Talented and vivacious, Seme Nadvi—postgraduate in interior designing—who established her designing studio, Samay Innovation-Design Studio in Ahmedabad, Gujarat is a one-woman army. Believing in herself and her dream of reaching the acme of her profession, Seme started quite early in life. Known for having a keen eye for detailing and paying attention to the tiniest aspects of any design, she leaves no stone unturned in execution and delivery of a project. Focusing on high-end residential and commercial projects including retail, hospitality, boutiques, and office spaces, Samay Innovation competes with the best in the market by emphasising on fusion of innovation and thought leadership in every project. They create extraordinary experiences and build never-seen-before environments. A perfectionist at her work, she spends quality amount of time understanding clients’ expectations and choices to make sure that the designs delivered are realistic as well as appealing to the clients’ senses. With her impeccable vision and leadership Samay Innovation has spread its wings across India and abroad.



Ms. Seme Nadvi
Owner-Founder, Samay
Innovation-Design Studio

spaces that she creates loaded with incredible creativity. Recognised for her eclectic style and chalking-out personalised interiors which complement the lifestyle of a client, she delivers designs which comply with Vastu norms and make the spaces positive and comfortable. The custom-made furniture and products used are an integral part of her designs. Samay Innovation-Design Studio is a one stop-shop for professional and efficient services in terms of designing, installation and finishing interiors. Seme is a game changer in the world of designing living spaces as her designs generate a sense of openness and easy movement by maximising the utility of small spaces. **14**



Alicante, Spain



Foyer in a Building in Sorrento, Italy



Lounge Area in a Bungalow Design



Master Bedroom Design

MILESTONES ACHIEVED:

- Awarded Best Green Compliant Interior Designer at India Excellence Awards 2019 for her Travel Agency in Alicante, Spain project
- Her projects have been published twice in ‘Interior Exterior’ Magazine, India and ‘Dé Modé’ Magazine, India-Italy
- She and her work have been covered by ‘Times of India’ in ‘Ahmedabad Times’ and ‘Rajkot - TOI’ in the Living and Wellness Edition
- She will be soon introducing her line of signature furniture with a tagline ‘Affordability with Uniqueness’

BUILDING ENTREPRENEURS

Dreaming of making India the entrepreneurial capital of the world—Bala Nadar, Director and Founder, Startupwala.com—has helped many Indians don the entrepreneur’s hat with ease.

Coming from a humble background—he did his early schooling in a government school in a village. Being the eldest child to parents who had moved from South India to Pune in search of a livelihood, he realised early on that he needed to support his family alongside studies. So, he started his first business at the age of 13, out of both necessity and curiosity. Along the way, he did a few part-time stints and completed his master’s in commerce, enrolled for Law course and became a certified company secretary. He is today a fellow member of the Institute of Company Secretaries of India (ICSI). Books, he says, kept him motivated through all ups and downs. With a keen interest in history and economics, he spends his time reading research papers and making sense of the past so as to derive meaningful inferences for the future.



Mr. Bala Nadar

Director and Founder, Startupwala.com

terms of ease of access, pricing and speed of service delivery. Hence, Bala Nadar founded Startupwala (earlier BMC Group) in 2009 when the online ecosystem was new—to simplify law. The entire service is technology-driven and built on world-class cloud infrastructure.

Convincing entrepreneurs to get their legal documentation done through an online process was a challenge but through robust implementation of cloud technology, they were able

to serve their initial clients well. At times they had to price their services as per the client’s budget but without compromising on the quality of services provided. Implementing this on a bootstrapped and revenue-dependent model was a challenge that they eventually decoded. With ample experimentation, they came up with price points that were attractive to customers and sufficient for the company to cover the overheads and innovation costs.

CAREER TRAJECTORY

“One day, I returned from college just to find my house half-demolished by a Government body due to a court case, which was initiated even before I was born. This episode shook me to the core. Looking back, it was one of the crucial events that taught me to handle things on multiple fronts, more so in legal terms,” avers Bala.

Startupwala is an online legal services platform for Startups, and Small and Medium Enterprises, which looks after a company’s registration, trademark, copyright protection, Registrar of Companies (ROC) compliances, GST filing, and funds for legalities. It strongly believes that India has the potential to become an economic superpower in the next 10 years, which is possible only when India becomes an entrepreneurial hub. However, the state of entrepreneurship in India is unstructured and unorganised in the form of proprietorships and partnerships, and unless they are converted into legal structures, scaling the economy up is difficult.

Even though new-age entrepreneurs want their legal processes in place, the legal ecosystem and service-providers have not risen up to their expectations in

THE STARTUPWALA FAMILY

Getting people on board was a task in the age where people wanted to work with established brands only. However, Bala feels that he was able to overcome that challenge too by not just finding but retaining the right talents and making them feel accountable for actions and results just like a company CEO. Along with a chauffeur-driven family-car, for any employee’s use for personal and family events, an initiative called ‘Who Am I’ and tools like DISC evaluation are used to identify the unique strengths and weaknesses of each employee and ways to work around the same. Starting with just two, the company today boasts of a squad of legal professionals, company secretaries, chartered accountants, business consultants, engineers and associates counting to 107.

“According to me entrepreneurs never take risk, what looks like a risk to others is a well thought of risk free option for an entrepreneur. It is only while executing it, certain things may go awry. Getting on and investing in cloud technology a decade ago when it hadn’t been tested from the Indian context, was a bit risky; however, it turned out to be the best decision which fuelled our growth

manifold. Now, the entire service is technology driven and built on world-class SAAS and PAAS infrastructure. No physical meetings with consultants or legal authorities make it simple and affordable for startups with every legal solution being just a few clicks away,” says Bala.

AN INSPIRATIONAL ODYSSEY

“Shivaji Maharaj and Mahatma Gandhi have influenced me profoundly, in that they both had mobilised marginal people and turned them into strong forces against erstwhile global powers. Their strategies and processes are valid for all disciplines, including business and economics,” said Bala acknowledging his sources of inspiration.

THE BIG MISSION

To make India the entrepreneurial capital of the world by empowering the entrepreneurial ecosystem; Bala wants entrepreneurship to be part of every school’s curriculum because as a child exposure to entrepreneurship changed the course of his life, and believes that such exposure can revolutionise the next generation and the society in turn.

To turn his dream into reality, he is empowering the entrepreneurial ecosystem and has launched:

- Startupwala Foundation for Employability and Entrepreneurship, a non-profit organisation to promote entrepreneurship among the youth and rural population
- India Institute of Startups and SMEs (IISS), a registered company to work with graduate colleges and to impart web-based training and coaching to existing small and emerging businesses and entrepreneurs so as to reduce early startup failures and focus on sustainable scaling up of businesses.

THE ‘PRINCIPLE OF EXTREME POSITION’

Through his varied exposure and study, Bala has derived the ‘Principle of Extreme Position’. The name of the principle is inspired from the Physics Theory of Mean and Extreme Position. Its about finding a Status Quo (Mean Position) in an Industry, Market or Society and identifying an exactly Opposite Approach (Extreme Position) and finding a Single Most Denominator (SMD) to focus upon

and carving a scheme or campaign to attract the end users or prospects so as to bypass the Efforts, Investment & Time (EIT) required to achieve the desired Result with whatever is available in hand at present.

Formula: Finding Status Quo, then Identify Extreme Position + SMD + Scheme/Process/Campaign to bypass EIT = Desired Result

There is a detailed presentation on the Principle published on Youtube titled ‘How to Make India a Developed Nation in 10 Years by Bala Nadar’.

A believer of trust being the only commodity that sells, Bala said, “If we are committed as a nation to shift our focus from employment to entrepreneurship and introduce an Entrepreneurs Pension Scheme (EPS) for those who have been in the business for a minimum of 10 years, employing a minimum of 10 people, then India shall become the entrepreneurial capital of the world in 5 years and a Developed Nation with high per capita income in 10 years, also the problem of unemployment will be permanently resolved.” **E**

MILESTONE ACHIEVEMENTS:

- Recorded 67,000+ paid customers and 1,80,000+ registered users
- India’s largest Trademark Filing and Company Incorporation company with 3% and 2.5% market share respectively
- In the last 80 years of Trademark history in India, Startupwala is the only trademark service provider to file more than 38,000 trademarks
- Within 2 days of launch of the mobile app on Google Playstore, it was Ranked #1 in Business Category in India (Top New Free - April 2016)
- Upon launch #Startupwala trended on Twitter at 2nd position for 8 hours straight
- Tracxn.com listed Startupwala as Interesting Startups in India in July, 2016 and on the World Legal Tech Report in December, 2016





INVENTING AND REINVENTING E-LEARNING

With three decades of professional experience including 17 long years of entrepreneurial experience—Ravi Pratap Singh, Co-Founder and Director, Learnnovators has been a game changer in the field of developing e-learning modules for workspaces; Website: www.learnnovators.com

Speaking of his unique venture Ravi Pratap Singh said, “Learning is the biggest differentiator of any business, in any sector, across the globe. This was as true in 2003 (when Learnnovators was incorporated) as it is today. But Learning & Development (L&D) as a service was, at that time, in its nascent stages (at least in India). Since both co-founders of Learnnovators came from a training background, we saw the opportunity to build a meaningful business in this space. However, instead of taking the traditional classroom-based training route, we ventured into the e-learning arena since we believed that the future of L&D lay online. This belief is what prompted us to set up our business.” His business model speaks for itself when one looks at the kinds of awards and recognitions it has had to its credit. Elaborating on the same, “Learnnovators is among the most awarded e-learning companies in India. In the past five years, we have won over 50 of the most prestigious e-learning awards from across the globe”, said Ravi.

With 200+ clients, 11,000+ hours of learning in 35+ languages and 50+ awards, Learnnovators has proved its mettle in the industry. What they have on offer are Custom eLearning, Mobile Learning, Gamified Learning, Moodle Customization, Localization and Flash to HTML5 services, which make for a learning experience that has never been had before.

For an idea like this to take shape, Ravi had the zeal to experiment and constantly innovate to stay ahead of his time. Just like every successful man, Ravi has had his sources of inspirations, which encouraged him to reach the epitome of his field. Forever looking for inspirations and influences come from fairly diverse sources, Ravi calls himself an inspiration seeker—from people and surroundings alike. From sports persons, musicians, actors, politicians, entrepreneurs, family, friends, colleagues, strangers, nature, et al, everything inspires him



Ravi Pratap Singh
Co-Founder and Director, Learnnovators

in some way or the other. However, to name a few, personalities like Mahatma Gandhi (for his strength of character), Steve Jobs (for his genius), Amitabh Bachchan (for his never-say-die spirit), Nelson Mandela (for his perseverance), Abdul Kalam (for his simplicity), Virat Kohli (for his passion) and Narayana Murthy (for his ethics) all of them have inspired Ravi to keep on climbing the mountain of success. With the constant practice of waking up as a little better person than he was the previous day—he loves to learn, unlearn and relearn all the time.

Learnnovators is the proud winner of several prestigious international awards and recognition. Some of the recent ones are listed below. 📄

AWARDS:

- 2 Awards (1 Gold, 1 Bronze) at Brandon Hall, USA, 2019
- 8 Awards (1 Gold, 3 Silver, 4 Finalist) at LearnX, Australia, 2019
- 2 Awards (1 Gold, 1 Bronze) at Brandon Hall, USA, 2018
- 4 Awards (1 Platinum, 1 Gold, 2 Silver) at LearnX, Australia, 2018

RECOGNITIONS:

- “E-Learning Company of the Year for 2019” by ‘The CEO Magazine’, India
- “Top eLearning Content Development Companies 2019” by eLearning Industry, USA
- “Top eLearning Gamification Companies 2019” by eLearning Industry, USA
- “Top Content Providers for Blended Learning 2019” by eLearning Industry, USA
- “Top eLearning Content Providers for Microlearning 2019” by eLearning Industry, USA

REVIVING **ROOTS**

With nearly three decades of surgery experience including a decade long experience precisely in hair transplantation, Dr. Krishan Kumar Arora, CEO and Owner, Satyam Hair Transplant, has been successful in helping people regain their confidence, which they had lost with falling hair; Website: satyamhairtransplantindia.com

Born in Rajpura, a small town in Punjab, Dr. Krishan Kumar Arora completed his schooling there. Following which, he pursued MBBS training from Government Medical College and Hospital, Patiala in the year 1986 and further obtained his M.S. General Surgery degree from Gandhi Medical College, Bhopal. He finally did super specialisation in the field of Plastic Surgery from Tver State Medical University, Russia.



Dr. Krishan Kumar Arora
CEO and Owner, Satyam Hair
Transplant



OPPORTUNITY IN REALITY

Lifestyle choices, hormonal imbalance or stress—baldness and a receding hairline often come across as a major factor responsible for lack of confidence and inferiority complex in men and women. Sharing his own example, Dr. Arora said, “I had myself been struggling with balding since a long time and had tried many remedies in vain. I happened to accompany my wife during one of the Aesthetics Conferences being held in Tamil Nadu. It was then, that I learned about the upcoming field (technique) of Hair Transplant. The idea of transplanting one’s own hair from one part to another which could then live and grow as naturally as before fascinated me. Having found a permanent solution to the problem, I researched about the procedure and decided to get formal training in Hair Transplant Surgery from Stockholm, Sweden.”

Proud to be one of the pioneers in this field in India, he is now successfully running his own hair restoration center in Ludhiana called Satyam Hair Transplant. A member of I.S.H.R.S (International Society of Hair Restoration Surgery) and A.H.R.S. (Association of Hair Restoration

Surgery, India)—his clinic boasts of 80% of the clientele being non-resident Indians, with world-class treatment in a state of the art Operating Room well equipped with the most modern facilities. Dr. Arora said, “Rising in my profession (while also providing for my family) with the limited resources I had, and little to no foothold in the medical and surgical community, gaining recognition, and building a patient base from scratch in a new city, were the biggest challenges as well as a real struggle. However, I feel working day in and day out has helped me fulfil my ambition.”

Quitting a well paying job as an Assistant Professor of General Surgery at Dayanand Medical College and Hospital, Ludhiana and starting a private practice in General Surgery was the biggest risk that he thinks he had ever taken. Further he says, “With an established practice in General Surgery, an even greater risk was when I decided to pursue further training in Plastic Surgery and Hair Transplant and opened my own Hair Transplant Unit. I believe that it is absolutely essential to keep yourself updated in your field and be bold enough to implement a new idea.”

“LOVE WHAT I DO, DO WHAT I LOVE”

“The best part I like about my profession is having the privilege to perform a surgery that gives “years” back to the patient and brings their self-esteem back. There are people who want to excel in their careers like the ones from the entertainment industry and always look young, confident and presentable like the ones working in civil services. Then there are people who just wish to maintain their looks. I help them all achieve or get what they aspire for,” said a happy and content Dr. Arora. **■**

CAREER HIGHLIGHTS:

- WBR Corp Global Business Award presented by Mrs. Madhuri Dixit in Mumbai, 2019
- ‘Dainik Bhaskar’ Legends of Ludhiana awarded by Union Minister of India Mr. Som Prakash, Ludhiana, 2019
- Best Hair Transplant in North India at Global Choice Awards Excellence in Healthcare awarded by Mr. Jackie Shroff, New Delhi, 2019
- ‘India Today’ Pioneer in Healthcare awarded by Health Minister of India, Mr. J.P. Nadda, New Delhi, 2017
- Jagran Business Barons of India, Ludhiana, 2016

REVOLUTIONARY **LEARNING**

Byju Raveendran, Founder, BYJU'S Learning App—can surely be called a mastermind as his entrepreneurial venture is the first in Asia to be funded by The Chan-Zuckerberg Initiative; Website: www.byjus.com

Born in Azhikode, Kerala, he received his primary education from a local school and went on to pursue B.Tech in Mechanical Engineering from a Government Engineering College in Kannur, Kerala. He had helped his friends crack the CAT examination with good marks and that's when his friends encouraged him to teach aspiring students for competitive exams and so the entrepreneurial journey of Byju began. Starting from a make-shift coaching on a friend's terrace, he would only teach MBA aspirants, guiding them about the tips and tricks, which would help them save time while attempting the mathematics questions. Soon he quit his job and took-up more courses to teach. Working on a model where he gave free-of-cost classes for a week and thereafter charging them for the quality education that he imparted only if the students wished to continue, worked in his favour.

As the number of students grew, he moved his classes from his friend's terrace to a classroom, and eventually, to an auditorium. With his growing popularity amongst students, he came to a point where he was teaching around 20,000 students across cities such as Delhi, Bangalore, Mumbai, Chennai, and Pune. Due to constantly increasing number of students, he started recording his lectures in 2009, and made them available to students across 45 cities.

MOVING UPWARDS

In 2010, a few IIM graduates approached Byju and proposed the idea of taking his classes to a new domain. Establishing a company called Think & Learn aimed at creating educational content for students, they decided to conduct Byju's classes online and offer them to millions of students. Following the success of his classes they created a mobile application called - BYJU'S – The Learning App and a website in 2011, which helped more aspirants gain access to the educational content that Byju had to offer to them. Parents and students alike adapted



Mr. Byju Raveendran
Founder, BYJU'S Learning App



to the application swiftly and it gained tremendous popularity. Just like his offline-class model, the application had many free videos on every subject, and if someone wished to view all the videos of a particular subject, they would have to subscribe to it. By 2015, the Android and iOS mobile applications had more than 5.5 million downloads and over 2.5 lakh annual subscriptions. In September 2016, Mark Zuckerberg and his wife Priscilla Chan's

initiative invested \$50 million in Byju Raveendran's company. As of July 2019, BYJU'S had crossed 11 million download mark on Android's Play Store and 35 million registered users.

The app designed runs on the free and paid models. Additionally, the users get 15 days of free registration on the app to access the content. There is content available for students of grades 1 to 12 pertaining to CBSE, ICSE and prominent state boards, along with training for IAS, CAT, NEET and other competitive examinations. They have designed several 15-20 minutes of videos based on Science and Maths concepts which come handy to students for revising or understanding a concept. **■**

MILESTONES ACHIEVED:

- As of 2018, the revenue generated by BYJU'S was recorded to be ₹ 520 crores
- Team BYJU'S targeted the company's profits for 2019 to be ₹ 1,400 crores
- Byju Raveendran's net worth is ₹ 3,300 crores
- Reportedly BYJU'S has around 33 million users including 2.2 million paid users
- Byju Raveendran cracked a sponsorship deal for the period of September 5, 2019 to March 31, 2022 with the BCCI, acquiring the T-shirt rights of the cricket team and replaced Oppo
- They secured \$ 700+ million in investments from Lightspeed Venture Partners, Sequoia Capital, and Tencent

DESIGNER **EXTRAORDINAIRE**

With his magnificent offering of formal and occasion menswear, Ajjay Mehrra, Owner, Ajjay Mehrra Label, has carved a niche for himself in the Indian design space.

INDIAN DESIGNER HONOURED ABROAD
THE FIRST INDIAN DESIGNER AWARDED "INTERNATIONAL DESIGNER OF THE YEAR" 2016
IN "THE HOUSE OF COMMONS" BRITISH PARLIAMENT



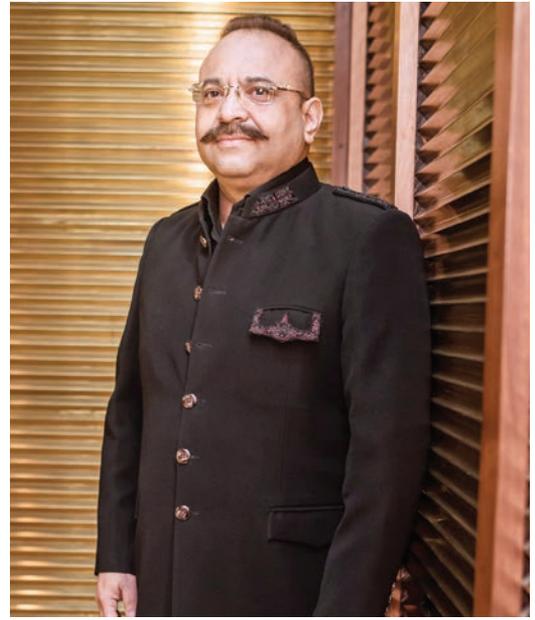
Designer Ajjay Mehrra has been catering to the fashion industry for over 35 years with the aim of providing finesse with unique designs. He is one of the oldest and most well-respected brand names in the world, famous for his signature designing, contemporary cuts and fine silhouettes.

Ajjay Mehrra has garnered many laurels over the years. With a client base that includes parliamentarians, diplomats and celebrities, Ajjay prides himself on having worked with iconic fashion designers across the world, including Gianni Versace. He has also designed the wardrobes of famous global personalities such as Keith Vaz, former Member of Parliament of the United Kingdom, and Indian personalities including parliamentarian Akhilesh Yadav and other prominent personalities such as Syed Shahnawaz Hussain, Rohit Roy, Stephen Fleming, Mitchell Santner, Faf Du Plessis, Sam Billings, David Willey, Shane Watson, Kagiso Rabada, Tommy Simsek, Dwayne Bravo, Eric Simons, and many more.

Ajjay Mehrra has also had the honour to design for Prince Charles and Hollywood producer Simon Cowell, among others. After designing exquisite couture for famed personalities across the globe—



Mr. Nawab Shah, Indian film actor (in an Ajjay Mehrra ensemble)



Mr. Ajjay Mehrra
Owner, Ajjay Mehrra Label

and especially catering to the UK and Europe markets for over three decades—the passion for providing exemplary clothing to Indian men has driven him to launch his exclusive brand at prime locations in India. The brand comprises extravagant wedding collections for men, including *sherwanis*, *bandhgallas*, suits, tuxedos and Indo-Western suits.

Today, the Ajjay Mehrra Label offers magnificent designs that every Indian man can resonate with. **E**



AWARDS AND ACCOLADES

- Received the Indian Designer of the Year Award by Brand Academy in 2017
- Felicitated with International Designer of the Year award by British Parliament in 2016
- Designed couture for Subrato Roy, Chairman - Sahara India Pariwar
- Listed in the Guinness World Record for Fashion Show on Wheels (fashion show aboard a running train), 1995

MAKING LIVES, MAKING A NATION

For over 25 years now, **AB Education (AB Tutorials / AB Education Research & Development)** has been empowering thousands of students by giving them the gift of appropriate education; **Websites:** www.abtutorials.com / www.aberd.co.in

Having held senior positions in many international companies in the area of maritime and international contracts in quasi-legal and operations, Gaurav Bhatara took a sabbatical in 2000 to return to India to take care of family matters after losing his father. Thereafter he worked as a senior partner with an international trading company. However, soon he left to join the exam training enterprise which was started as philanthropy by his mother, eminent educationist Dr. Anila Bhatara, under the guidance of her husband late Col. RK Bhatara, VSM. One thing led to another, and he found his life's calling in education and developed the exam training vertical AB Tutorials at New Delhi. He later diversified into education research & development with AB Education Research & Development (ABERD), headquartered in Delhi.



Mr. Gaurav Bhatara
CEO, AB Education (AB Tutorials / AB Education Research & Development)

HOLISTIC VIEW OF EDUCATION

Coming back to India after over a decade was a challenge for Mr. Bhatara. Another challenge he had was resisting the temptation of growth at the cost of quality, while retaining the holistic personal approach of the organisation. He quotes his mentor, Buddhist philosopher, educationist, and peace activist, Dr. Daisaku Ikeda, who stated that education “is not only the realising of an individual’s true potential but also the transmission of humanity from one generation to another.”

He states that an idea does not need to be fully developed in its conception stage. It evolves as you work and changes to take proper form and shape.

His mantra for achieving success is believing in one’s innate ability and leading a balanced life. Practising Nichiren Buddhism, he believes in helping others (who are unhappy) to the best of one’s ability. Quoting Nichiren Dashiin he said, “If you light a lamp for another, your way will be lit too.”

EMPOWERING STUDENTS

Since its inception over 4,000 students of AB Tutorials have joined top NLUs and become lawyers in India, and over 1 lakh students have been guided through ABERD, of whom 15,000 were guided in 2019 itself. Till date, Mr. Bhatara has personally mentored over 2,500 students to join top national law universities. What sets AB Education apart is the highest level of personalised attention that each student receives, and the strong holistic approach towards the students. Mr. Bhatara guides students to not only become accomplished lawyers but also accomplished human beings and create value in society. Even his wife Pallavi dedicates her time to helping women become self-reliant through her NGO, Ashi Foundation.

BEYOND BUSINESS

Mr Bhatara is a proud SDG Ambassador, thanks to his support and contributions to United Nations Sustainable Development Goal 4 (UNSDG4) to ‘ensure inclusive and equitable quality education and promote lifelong learning opportunities for all’ by 2030. The SDGChaupal 2030 initiative was launched with NITI Aayog as the lead agency and the first SDGChaupal was put on ground at Gorakhpur in the presence of Secretary General Commonwealth Secretariat Ms Patricia Scotland QC. He is currently setting up a road map to connect over 10 lakh youth in India into SDG literacy by 2030. **■**

AWARDS AND HONOURS:

- Received the Delhi City Icon Award – Excellence in Legal Education (Radio City), 2018
- Awarded the Coaching Institute of the Year – ‘The Higher Education Review’ Magazine, 2019
- Felicitated with the Education Company of the Year – ‘Silicon India Magazine’, 2019
- Awarded National Quality Excellence Award (India’s Top Law Exam Institute), 2019

LINGUISTIC AND MYTHICAL GENIUS

Amish Tripathi—a game changing literary personality from India has enlightened, pleased, and amused the world with his writings of ‘mythical’ proportions.

MASTER OF THE WRITTEN WORD

With the Shiva Trilogy, Amish Tripathi made mythology from ancient texts more accessible to young Indians. This not only propelled him to literary stardom but also changed the contemporary literary scene in India. Amish’s unique style of blending profound religious philosophy and symbolism with riveting storytelling was what catapulted him to the top, with film director Shekhar Kapur famously giving him the moniker of ‘India’s first literary pop star’ and spiritual guru Deepak Chopra praising his books for being ‘archetypal and stirring’. The Immortals of Meluha, the first of the Shiva Trilogy and Amish’s debut book, became a bestseller within weeks of being launched, and the rest has been a glorious history.



Mr. Amish Tripathi

CRAFTING THE TALE

Born in a religious household in Mumbai, the battle of good and evil in mythologies always enthralled Amish. With his grandfather being a pandit and a teacher at Banaras Hindu University, Amish’s middle-class upbringing encouraged him in both worldly and religious learning. This respect for learning and a voracious appetite for reading sparked a keen interest in history within him. However, while he longed to be a historian, fate had other plans for him. After completing his graduation in science from St. Xavier’s College, Mumbai, Amish pursued an MBA from the Indian Institute of Management, Calcutta, which led to a 14-year career in finance as marketing and product manager at companies including Standard Chartered, IDBI Federal Life Insurance and DBS Bank.

However, Amish’s curiosity for history was not quelled and even after holding a stable job in finance, his interest in the philosophical conundrums spurred him to pen down a thesis on the subject, at the encouragement of his family. This thesis transformed into a fictional story depicting the adventures of Hindu God Shiva. Taking nearly five years to complete, the book hit stores in 2010, wowing both

critics and readers alike, and paving the way for a prolific series.

SUCCESS WRITTEN IN HIS STARS

To date, Amish has six books to his name: The Shiva Trilogy comprising The Immortals of Meluha, The Secret of the Nagas, and The Oath of the Vayuputras; the Ram Chandra Series comprising Scion of Ikshvaku and Sita: Warrior of Mithila; and Immortal India: Young Country, Timeless Civilisation, his first non-fiction book. His books have gone on to be published in 19 Indian and international languages, with around 4 million copies in print to the tune of ₹ 120 crore in sales. Tripathi’s years of experience in marketing are credited to making his books into enormous success stories, pun intended. Apart from his marketing background, Tripathi claims that

his ideal role model, actor Aamir Khan, was his inspiration behind investing his creative energy in completing his book. **E**

AWARDS:

- Distinguished Alumnus Award (IIM Calcutta) 2017
- Icon of the Year Award 2017
- Raymond Crossword Book Award 2016
- ‘Dainik Bhaskar’ Literature Award 2016
- Pride of India Award (Literature) 2014 & 2015
- Communicator of the Year by PR Council of India 2014
- Society’s Young Achievers Award for Literature 2013
- Man of the Year by Radio City 2013

OTHER MILESTONES:

- ‘Forbes’ Magazine’s 100 most influential celebrities in India (2012, 2013, 2014, 2015 & 2017)
- ‘GQ’s’ 50 Most Influential Young Indians
- Eisenhower Fellow, a prestigious American programme for outstanding world leaders
- Appointed by Govt. of India as Director of The Nehru Centre, London, the Indian Council for Cultural Relations (ICCR)’s flagship cultural centre abroad

TECHNOLOGICALLY **HEALING**

Trained Clinical Professional Physiotherapist and MBA, Dinesh Verma, Chairman, V2U Healthcare, has worked extensively for 30 years to establish physiotherapy as a prime mode of treatment.

THE HUMBLE BEGINNING

After graduating from Institute for the Physically Handicapped, Delhi and completing MBA with a ‘Gold Award for Overall Top Performer’ from Henley Business School, UK, he realised he just did not want to be a practitioner but a promoter as well. Elaborating upon the same he says, “Having recognised the gap between industry and professionals, I directed my career path towards product and business development, and management.”



Mr. Dinesh Verma
Chairman, V2U Healthcare

“I guess my (unique) strength lies in multitasking—able to take multiple roles as a



senior management personnel, clinician and educator. My abilities to see the opportunities and seize them in a timely manner have worked wonders for me so far.”

He firmly believes in the famous quote written by Shiv Khera in his book *You Can Win*—“Winners don’t do different things. They do things differently.” “Adding value to what you create so that it can be differentiated from the rest is the source of win-win situation’ is his philosophy. **E**

LAYING FOUNDATION AND BRAVING CHALLENGES

He founded V2U Healthcare Pte. Ltd., in 2010, which deals in supplying physiotherapy, rehabilitation products, and clinical solutions across Singapore and other Asian countries. In 2002 and 2006, respectively he had also successfully established the Rehab Asia Pte. Ltd., and Physio Asia Therapy Centre in Singapore.

It was difficult for him to have a modest start with no resources in Singapore and to add to the challenges he faced hostile takeovers from the top players in the industry. Amidst the process of growing and building strategic partnerships with some leading agencies/representations, support from them was found to be slipping out of his hands due to change in directions by the Principals.

THE BIG RISK

With the only mantra in life—‘manage within the means’—he doesn’t acknowledge himself as a big risk taker. However, he feels that for a person with a clinical background, getting into the business world was in itself a great risk he had taken.

MAKING THE MOST OF OPPORTUNITIES

“My career began with finding an opportunity and seizing it. Acting as a bridge between Industry and Professionals—I first filled the gap successfully and then perhaps inspired many others on the way. We identified the need to provide clinical solutions—not just through technology—but with integrating our clinical strengths to provide total solutions. A successful example of the same is our Back Care Program - SCORES, with our Proprietary Technology and Clinical Expertise.

ACHIEVEMENTS SPEAK:

- Leading Singapore—Indian Entrepreneur Award, 2009
- Most Promising Entrepreneur Award—Asia Pacific Entrepreneurship Awards, 2011
- Awarded by CMO Asia & Asian Confederation of Business, Indira Leader and Achiever Award—“Making a Difference”, 2012
- Singapore Prestige Brand Award for Physio Asia Therapy Centre—Established Brand Category by ASME & Lianhe Zaobao, 2012 presented by Mr. Teo Chee Hean, Deputy Prime Minister of Singapore
- V2U Healthcare awarded with Midas Touch Asia Enterprise Award (Gold category), 2013
- Physio Ratna, 2014 awarded by Indian Association of Physiotherapists
- SICCI-DBS Singapore Indian Entrepreneur Awards finalist in the New Upcoming Entrepreneurs category, 2014. Also received the Overall Category Winner Award, 2014 presented by Prime Minister Lee Hsien Loong
- Recipient of Singapore Indian Business Leader Award and Book, 2016
- Asia’s 100 Leading Brands and Leaders—‘AsiaOne’ Magazine (India), 2017
- Physio Asia Therapy Centre, Singapore received Singapore Prestige Brand Award, 2018
- Physio Asia Therapy Centre received Finalist Award in the Promising Category from Singapore Indian Chamber of Commerce Entrepreneur Awards in 2019

REDEFINING DESIGNING

Two decades ago, a man with an IT Park design dared to present his way-ahead-of-the-time ideas to his mentors—**Ar. Aditya J. Begampure**, Founder, A B Design Studio, is that uninhibited designer; Website: www.abdesignstudio.in

Drawing being his favourite activity, Aditya was born to be a creator of creative spaces. He joined his father’s office to gain hands-on experience as well as theoretical knowledge. “I worked as an employee with my father, who is a renowned architect in Kolhapur. Fortunately, during the same time, we had started building our own house where I used to go daily to get on-site experience. This is when I became more serious about my career. I worked hard and became a rank holder once again”, said Aditya.

“Nearly 20 years ago, I chose IT Parks as the subject for my thesis, when they were a completely new concept. Despite it being designed in a very modern way, the design was rejected by my father as well as the professors. However, I was confident about it and taking it as an opportunity to prove myself, I presented the same thesis. To everyone’s surprise, I stood first in the university. And since then there has been no turning back”, added Aditya.

KNOWN FOR HIS CREATIVES

Blending use of local materials with contemporary style of execution—the focus is on providing optimum utilisation of space with a personal touch. The hospitality industry projects are conceived keeping the latest fashion, design and lifestyle trends in mind. A B Design Studio thus boasts of a vast clientele including Menon Bearings Ltd., Chitale Dairy, LMC Group, Sai Service Pvt. Ltd., Krystal Group and Dhartidhan Marble & Ceramic Group—providing one-stop-shop solutions to all architectural and interior design requirements. As a responsible architect he delivers worthwhile solutions in terms of display of creativity, lifestyle requirements and sustainability.

SCOPE OF WORK

Architecture – Trusted for design-based solutions, the expertise lies in constructing designs that are creatively resource-efficient and in line with present-day norms, along with keeping in mind the needs of the society in general.

Interior Design – Designs that make an impact—the idea is just not about decorating the walls. With a belief in presenting a masterpiece of art that one can show-off for years to come, the team of professionals works hard to carve out each space innovatively.



Ar. Aditya J. Begampure
Founder, A B Design Studio

Landscape Design – The garden of a home has the first impression on people and naturally, the landscape should be such that it leaves visitors astounded. Thus, execution of landscape ideas in accordance with the home décor plan is an important aspect of A B Design Studio. Managing such projects with panache, the outcome has always surpassed expectations.

AN ARTIST’S CALLING

Meeting the client’s expectations and delivering designs which bring contentment to an artistic mind are the two most important aspects of the architectural industry—having realised this he decided to venture out on his own and founded A B Design Studio.

Now serving in architectural, interior and landscape designing spheres, he extends turnkey solutions to his clients—A B Design Studio has made its presence felt with its brilliant work in multiple cities along with their first international project at Guyana in South America. **E**

CAREER HIGHLIGHTS:

- Received a citation for Excellence in Designing Weekend Homes at A&I Digest Awards, 2016
- Named Top Architecture Firm, Kolhapur under Corporate and Commercial at Architecture & Interior Design Excellence Awards, 2018
- Won the Best Architectural Firm in Maharashtra title at National Quality Excellence Awards, 2019
- Received the Best Interior Designer – Residential Award at GABA (Global Architect & Builder Awards, Dubai), 2020



MiracleDrinks®
For Prevention & Corrections of Health Disorders

RESTORING HEALTH, HERBALLY

S. M. Raju, Senior IAS Officer, Principal Secretary to the Government of Bihar, has made great strides in treating incurable health disorders by blending herbs to create health supplements, in accordance with Ayurvedic principles; Website: miracledrinks.in

Sulthanpet Munilakkappa Raju was born in Sultanpet, near Bengaluru, to a family that earned their livelihood from the region's traditional dairy farming and sericulture practices. Innovative and resourceful, S. M. Raju's ingenuity showed early in life when he used practical knowledge and his qualifications as an agricultural graduate to successfully formulate a theory for creating a good environment for rearing silk worms through proper ventilation and temperature regulation, which, unlike traditional methods, resulted in 100% yields. His method was adopted by the University of Agricultural Science, Bengaluru as a model of study for its students, and soon after by the rest of the state of Karnataka.



Senior IAS Officer S M Raju
Inventor, Miracle Drinks

in such a festive mode. This innovative approach has now become a national policy of the Ministry of Rural Development and Ministry of Road Transport and Highways, Government of India.

TREATING INCURABLE HEALTH DISORDERS

S. M. Raju has done extensive research on medicinal plants for more than 35 years, formulating different variants of supplements which help in treating several incurable health disorders including chronic kidney disease, dilation cardiomyopathy, lower ejection fraction, vessel stenosis, multiple artery blockage, cervical spondylitis and osteoporosis. Initially, he would use these supplements—developed using the knowledge he had gathered by studying medicinal plants in college—to treat his rheumatoid arthritis. He intensified his research when his father was diagnosed with acute renal failure and his son with acute myeloid leukaemia.

His research focuses on cell regeneration therapy through herbal compounds and prebiotic and probiotic and flax seed diet. Detoxification of the cells is done by inducing phytochemicals in the body through herbal compounds and lignans. Regulating the cellular metabolic activity and the cellular respiratory system is done through phytochemicals and Omega-3 and Omega-6 fatty acids. The beneficial microbes in the body are rejuvenated by inducing well-balanced amounts of prebiotics and probiotics (a follow-up on the research conducted by Nobel laureate Dr. Élie Metchnikoff). This enriches and promotes stable micro-flora in the gut, thus ensuring a consistent release of enzymes which helps in breaking down nutrients from the food efficiently. The best part is that these principles help in giving a new life to people who are suffering from many incurable health disorders, especially those that have no permanent solution for long-term relief. For example, people suffering from chronic kidney disease do not need to go through dialysis for the rest of their lives or opt for a kidney transplant if they follow the set-down protocols properly! All the herbs used have been declared as health supplements by the FSSAI in the amended 2006 FSSAI Act in 2015. It is no wonder that S. M. Raju's research has been endorsed by the Ministry of AYUSH as well as the Honourable Union Minister of State for AYUSH, Shri Shripad Naik. **■**

MULTI-FACETED PERSONALITY

As a District Magistrate cum Ex-officio Chairman of Mahabodhi temple, he redeveloped the Mahabodhi temple and its precincts in 1997. This project was sanctioned by the OECF (Overseas Economic Cooperation Fund) in 1988, but was pending ever since because his predecessors were unable to obtain a no-objection certificate from the archaeological survey of India. This scheme was due to lapse in 1998 when Mr. Raju took the initiative to ensure its redevelopment. His Holiness the Dalai Lama himself inaugurated the project.

As the Secretary of Rural Development Department, he conceived the innovative scheme for tree plantation under MGNREGA (Mahatma Gandhi National Rural Employment Generation Act). In this scheme, the wages were linked with the survival rate of the tree saplings for five years; these tree saplings were cared for by women and aged people who were incapable of other manual labour. On 29th August, 2009, while he was posted as the Divisional Commissioner in Tirhut Division, he targeted to plant (with the slogan) 'One Day One Crore Tree Plantation'. He mobilised three lakh people in six districts across 7000 villages; he was able to coordinate the plantation of 96.4 lakh tree saplings through gram panchayats. For this inaugural project, BBC titled him as the Indian tree planting guru. Dr. A.P.J. Abdul Kalam, the late ex-President of India, appreciated his approach of planting almost 1 crore plants by involving so many people



DRIVING **ACROSS** DESTINATIONS

Millennials grew up to experience next-level luxury when it came to public transportation with cab-on-call via mobile application—Bhavish Aggarwal, CEO and Co-founder, Ola Cabs is the brain behind this luxury.

An IIT Bombay graduate in Computer Science and Engineering (class of 2008), Bhavish hails from Ludhiana, Punjab. Something like Ola Cabs can only be thought of by an extremely tech savvy person, and needless to say, Bhavish is a great admirer of tech. Having said that, he had started his own blog before working on the Ola model. He started off his professional career with a reputed name Microsoft Research as a Research Intern and was soon promoted to the post of Assistant Researcher. With a good two years of experience of working with a giant like Microsoft, Bhavish made the perfect person to introduce the idea of transportation at your fingertips. He was frequent with the practice of hiring cabs, both for professional as well as personal travel, and had troubles quite a few times with the cab drivers. It wasn't something he had been planning for years but one fine day, an unpleasant experience while renting a cab turned into a big and successful business idea in the form of Ola Cabs. He realised that just like him, many other people must also be struggling with similar issues.



Mr. Bhavish Aggarwal
CEO and Co-founder, Ola Cabs

IDENTIFYING THE SCOPE

This is when he recognised the opportunity and saw great potential in the market for quick, easy, professionally structured, reliable, and quality cab services in India. That was it for him and he called it quits with Microsoft to pursue his entrepreneurial journey and build a marvel transportation model which we today know as Ola Cabs. In 2010, Ola Cabs was launched which was a re-branding of his previous venture. The online rental cab service built with an aim to make travelling within and across cities effortless and comfortable, Ola Cabs has truly been 'redefining mobility for billions'. Undoubtedly Ola Cabs have become the most preferred means of travel, there are over 4 lakh cars across 100 cities with approximately 1.5 lakh bookings per day, catering to discerning customers.

MORE THAN JUST EASY MOBILITY

It is said that there is a woman behind every successful man, however, behind the success of Bhavish there are

about 4 lakh taxi drivers who were not only able to buy cars at cheap prices but also received financing assistance in the form of loans after employment with Ola. In due course of time the company bought some development plans which benefited them hugely. They launched the Ola Mini service priced at an extremely affordable

price in Bangalore and Delhi (NCR) with 250 cars, which was another huge success with its popularity among the middle-class population. They began with a price of ₹ 12/km and a base price of ₹ 150 for the first 6 kilometres, thus making them the cheapest AC cab service running in India.

After having made its presence felt across metro cities, it was time for another great move, that is when Ola bought TaxiForSure (TFS) in March 2015. Talking of the present, Ola is the most popular mobile application for booking a ride, with a variety of options available like a bike, autorickshaw, compact car, or a luxury SUV. It has successfully outshone its contemporaries as well as the seniors in the market. Ola has raised a fund of \$ 676.8 million so far from investors like ABG Capital, Accel Partners, DST Global, Mauritius Investments, Matrix Partners SoftBank, Tiger Global Management, Sequoia Capital, and Steadview Capital. As per sources, the current evaluation of Ola is over \$ 3.5 billion. Bhavish Aggarwal's success story is not only thought provoking but also unfolds the hard work of a man who dreamt big and achieved big. **E**

ACCOLADES:

- Felicitated with the mBillionth Award South Asia, 2013
- Awarded for the Best start-up of the Year by Internet and Mobile Association of India (IAMAI), 2013
- Received the Hospitality, Healthcare, Aviation, Travel & Tourism - HATT Award; and was listed in 30 under 30, by 'Hindustan Times' and 'Forbes'
- Won the Entrepreneur of the Year Award by ET Award, 2017



RECREATING ROYALTY ON CAKES AND BAKES

When icing art meets royalty—Mrs. Prachi Dhabal Deb, Founder, Cake Decor India-Royal Icing Art—the hearts of sugar lovers are bound to melt at the sight itself; Websites: www.prachidhabaldeb.com; www.cakedecorindia.com

A former financial analyst by profession, Prachi Dhabal Deb, who is a multi-award winning cake artist based in Pune, India, found her calling in baking and thus, decided to turn it into her profession. Trained under the renowned artist Sir Eddie Spence MBE—known for some magnificent bakes for the British Royal Family—she has brought justice to her art by baking cakes and cookies in the most creative fashion. Her work is crisp and precise thanks to her keen eye for detailing. Cakes are no more just about delicious taste but also about the beauty that can be admired before indulgence.



Mrs. Prachi Dhabal Deb
Founder, Cake Decor
India-Royal Icing Art



and architectural elements on cookies and cupcakes. Her deft execution of the thin but evenly spaced strings of royal icing extension work is an epitome of perfection par excellence. To add to everyone's delight, one of the highlights is that she uses a self-developed and 100%

vegan royal icing. 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. Starting as a cake decorator, she feels that she was fortunate enough to have trained under some of the best artists in the world and her journey has been as sweet as the royal-icing. **F**

ABOUT HER WORK

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. Starting her journey in 2012, Prachi has come a long way with her work not only being recognised but also appreciated at both national and international levels. Her work has also been featured in various national and international books, magazines, and on television. Taking inspiration from architecture and clothing designs from around the world, Prachi has incorporated the essence and elements of floral arrangements, delicate embroideries, Mughal and European architectures and contemporary designs on her cakes. However, her art and talent display are not limited to cakes alone; she has mastered the art of recreating paintings, embroideries,



FEATHERS IN THE HAT:

- Felicitated with the Royal Icing Award at Cake Masters Awards, Birmingham in 2019
- Awarded as one of the Top 10 Cake Artists of India, 2017 and 2018 by 'Cake Masters Magazine'
- Listed as finalist for Royal Icing Category in 2017 and 2018; and Best Magazine Cover category in 2017, Cake Masters Awards, UK
- Serving as Country Manager (India) and an Official Judge for Global Sugar Artists Network
- Been on the judges panel for Indian Cake Awards
- Honoured as one of the Most Influential Women in the Year 2019 by Brij Bhumi Foundation
- Received the Best Internationally Known Cake Artist Award by India Excellence Awards

PENNING **VERSATILITY**

Call him an advertising professional, a dialogue writer, or a film lyricist and screenwriter—Mr. Prasoon Joshi, Indian writer, poet, and lyricist has donned many hats to please the masses with his heart-touching oeuvre.

Making his debut as a film lyricist with Rajkumar Santoshi's 'Lajja', Prasoon Joshi started getting offers for writing lyrics for more such big-banner films. He soon bagged Yash Chopra's 'Hum Tum' and a string of popular Bollywood films such as, 'Fanaa', 'Rang De Basanti', 'Taare Zameen Par', 'Black', and 'Delhi 6' followed suit. However, with 'Rang De Basanti' (2006), he turned a dialogue writer too.



Mr. Prasoon Joshi
Indian Writer, Poet, and Lyricist

Having spent his early years in Almora, Uttarakhand, his father, D.K. Joshi, served as a PCS officer with the Civil Service of the State Government and had later become the Additional Director of the state's Education Service. With a rich vein of the artistic life and a strong sense of music and culture, his daily life was marked with academic discipline as a child. Publishing his first book at the age of 17, he had developed fondness for the art pretty early in life. His book titled 'Main Aur Woh', a 'conversation with himself' was inspired by 'Thus Spoke Zarathustra' by Friedrich Nietzsche. A postgraduate in Physics, who pursued MBA from the Institute of Management Technology, Ghaziabad, he was already an established author by then with two other publications to his credit. His faculty for the commercial dynamic together with his love for art and culture led him to pursue a career in advertising.

Starting his career with Ogilvy & Mather in Delhi, he grew in the organisation and was appointed as the Executive Creative Director of the Mumbai office within 10 years. Thereafter, he joined McCann-Erickson as Executive Vice-President and National Creative Director in 2002. Further, he was designated the Regional Creative Director for South and South East Asia in early 2006 and by December, 2006 he was promoted to the level of Executive Chairman for McCann Worldgroup India and Regional Creative Director for Asia Pacific. Today, he is the CEO of McCann Worldgroup India and Chairman (Asia Pacific)—a subsidiary of global marketing firm McCann Erickson. Adding another precious feather to his hat of responsibilities in 2017, Prasoan was appointed as the Chairperson

of the Central Board of Film Certification.

Some of his famous advertising campaigns include 'Sach Dikhate Hain Hum' for NDTV India, 'Abhi Toh Main Jawaan Hoon' for Saffola and the Cannes-winning 'Thanda Matlab Coca-Cola' campaign with Aamir Khan apart from the ones for LG, Marico, and Perfetti (Alpenliebe, Chlormint). He is also the lyricist of CNN IBN's advertising jingle 'India

Rising' and Coke's 'Ummeed Wali Dhoop'. Bob Garfield of Advertising Age listed his Happydent TV commercial as one of his personal choices for the Cannes Gold in 2007, which was later chosen as one of the 20 best ads of the 21st century by a Gunn Report poll.

Prasoon was invited as the Cannes Jury chairman in 2008. In the following year, he was named among the exclusive 10-member Cannes Titanium and Integrated Jury at the Cannes Lions International Advertising Festival. He was seated on the judges' panel of 'Dhoom Macha De'—a singing reality show aired on NDTV Imagine in 2007. He shared the panel with Shyam Benegal and Javed Akhtar in a select three-member Core Creative Advisory Committee for the Commonwealth Games 2010 opening and closing ceremonies. **E**

AWARDS AND ACCOLADES:

- Won the 'Filmfare' Best Lyricist Award—2007, 2008, and 2014
- Felicitated with the National Film Award for Best Lyrics—'Taare Zameen Par' (2007), and 'Chittagong' (2013)
- Honoured with Padma Shri for his contributions towards the field of Arts, Literature and Advertising by the Government of India in 2015
- Chosen as a 'Young Global Leader 2006' by the Forum of Young Global Leaders—affiliated to World Economic Forum

SHAPING IT RIGHT

A quest for perfection and imparting confidence drove Dr. Sahebgowda Shetty, (Proprietor) Dr. Shetty's Cosmetic Centre, to becoming the best cosmetic surgeon in Bangalore; Website: www.drshettys.in

Helping people look good and feel confident about their appearance—Dr. Shetty's Cosmetic Centre, with certified and experienced doctors who have performed more than 12,000 procedures, is known as one of the best cosmetic centres in the IT City of India. With scores of surgeries to his credit, Dr. Sahebgowda Shetty owns the centre and is himself regarded as being one of the best cosmetic surgeons in Bangalore. He describes cosmetic surgery as a surgical process that involves restoration, reconstruction or alteration of the human body. Its goal is to improve appearance by enhancing the way one looks.



Dr. Sahebgowda Shetty
Consultant Plastic Surgeon, Bengaluru

activities. He has given numerous medical presentations and regularly attends various conferences and seminars related to the medical field, especially surgeries.

Dr. Shetty is working as a Consultant Plastic Surgeon in Dr. Shetty's Cosmetic Centre. Board Certified in Cosmetic Surgery, he has 16+ years' experience, having performed over 6,000 successful plastic surgeries, for which he has received awards such as:

- Nadaprabhu Kempegowda Award, 2018
- India's Most Valuable Face in Plastic & Cosmetic Surgery, 2017
- Time Cyber Media Awards - Top Leading Cosmetic Surgeon of South India, 2017
- Service Excellence Award from 'The Times of India', 2019

FACING DIFFICULTIES

With the economic improvement of the society, the aesthetic needs of people began to increase, especially those related to one's physical appearance. However,

Dr. Shetty attributes his success to his focused and service-intensive nature, coupled with his tenacious



the facilities were not in tandem. Recognising this opportunity, he decided to bridge the gap. Although Dr. Shetty 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 en masse. 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.

GETTING ACCLAIMED

Gifted with clinical acumen, the surgeon from Bangalore has offered many innovative ideas, especially for research

pursuit of perfection. At his centre, work is worship, with the divinity acknowledged in every person they treat.

Dr. Shetty specialises in:

- Stitch-less nose reshaping
- Stitch-less lipoma removal
- Stitch-less sebaceous cyst removal
- Stich-less birthmark removal
- Permanent cure for melasma and dark circles
- Scar-less mole removal
- Giga liposuction
- High definition body shaping
- Liposuction of multiple lipoma **1**



Sept , 2020
Novotel
Hotel, Mumbai

▶ Iconic Achiever's Awards **Winners**

Sonu Nigam , Harpal Singh Sokhi, Gurmeet Choudhary, Hina Khan, Samir Soni, Nikita Datta, Deepa Maliks, Geeta Kapur, Delnaaz Irani, Jannat Zubair Rehmani, Nakuul Mehta, Mohammed Iqbal Khan, S Sreeshanth, Ranvir Shorey, Anupam Kher, Jaspinder Narula , Amit Sadh & more...

▶ Iconic Achiever's Awards **2020 Nominations**

Iconic Achievers Awards is an initiative to recognize Iconic Achievers and brands from all across the nation. This event is a token of appreciation or recognition to honour the individuals and businesses who are visionaries behind today's outstanding lifestyle.



WBR Corp, one of Asia's most reputed branding companies, organizes a splendid mega event every year named the Iconic Achievers Award. This prestigious award Ceremony commemorates celebrities and visionary leaders across all walks of life on the same platform. The prestigious ceremony is an excellent networking opportunity for celebrities and corporates. The main motive of organizing 'Iconic Achievers Awards' is to recognize the topmost Iconic personalities from different sectors from all across the nation on the same platform. This year's ceremony would take place in September 2020 at Mumbai, India.

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INDIA Forbes

UPCOMING MARQUEE SUPPLEMENT BY WBR CORP



High Performing **HUMAN ASSETS**

MAKING **INDIANS** BANK

Uday Kotak, Executive Vice Chairman and Managing Director, Kotak Mahindra Bank is the Game Changer in the banking industry with his non-banking finance company—Kotak Mahindra Finance Ltd.—being the first to receive a banking licence from the Reserve Bank of India in 2003.

Known today as an Indian billionaire banker, Uday Kotak started Kotak Capital Management Finance Ltd. (which later became Kotak Mahindra Finance Ltd.) after completing his MBA. He chose to start-up on his own in the early 1980s when India was still a closed economy and economic growth was muted. The next few years were spent diversifying his business into various areas of financial services, establishing a prominent presence in bill-discounting, car finance, investment banking, life insurance, mutual funds, and stockbroking.

His wealth was estimated to be \$ 14.8 billion in 2019 by 'Forbes'. Ending a 14-year partnership with Goldman Sachs in 2016, he acquired its 25% stake in two subsidiaries for \$ 72 million.

What we today know as a financial services conglomerate was built from a bill-discounting start-up with a seed capital borrowed from family and friends amounting to less than \$ 80,000. As of March 2014, the assets of this financial services conglomerate were estimated to be \$ 19 billion, making it the second largest schedule commercial bank—with over 1250 branches—by market capitalisation in India (private and PSU). Kotak entered in the general insurance business to start a small payments bank in 2015 by partnering with telecom magnate Sunil Mittal's Bharti Airtel.

Not only has he made a prodigious fortune in a period of less than two decades but has also earned a brand name in the banking and investment industry. Currently, Kotak Mahindra Bank ranks among the top five banks on the Largest Private Sector Banks in India list. Uday had his share of ups and downs in his journey as he had



Mr. Uday Kotak
Executive Vice Chairman and Managing Director,
Kotak Mahindra Bank



to face a lot of challenges in the form of investments gone sour when companies like ABCL, Matrix Information Services, etc. failed to give returns. However, he did not take much time to recover from such tough times with his superior entrepreneurial skills, thereby regaining his position as the top Indian banker of his era. Along with his affinity for numbers, commendable dedication, and outstanding calibre, it is his ability to channel the efforts of his workforce to maximise the possible benefit, and that in turn helps him in achieving milestones.

Social responsibility is an integral aspect of his persona and recognising the same he established 'Kotak Education Foundation' in association with his wife, aimed at catering to the educational needs of the underprivileged children. **E**

ACCOLADES:

- Awarded the Most Valuable CEO overall, 2010 by 'Business World'
- Featured as one of the Global Leaders of Tomorrow at the World Economic Forum's annual meet at Davos
- Earmarked amongst the Top Financial Leaders of the 21st century by 'Euromoney' Magazine
- He is an honourable member of the Board of Indian Council for Research on International Economic Affairs, Mahindra United World College of India and the Indian School of Business

SHAPING THE SKYLINE OF HYDERABAD

Dr. G.V. Rao, Chairman and Mr. Rajkumar Kurra, Managing Director, SAS Infra—have come a long way in their entrepreneurial journey by delivering some fabulously designed and resourcefully structured projects; Website: www.sasinfra.com

Two varied personalities, Rajkumar Kurra (a graduate in Computer Science with several international trainings’ experience on topics like Environmental Monitoring Systems/Technologies and Augmentation of Existing Facilities); and Dr. G.V. Rao (a graduate in Veterinary Science with keen interest in organic farming) came together to build SAS Infra. While Dr. Rao holds more than two decades of experience in various walks of real estate industry, Mr. Kurra is an experienced corporate professional and has been successful in establishing his own corporate empire and is currently managing Eurotek Environmental Pvt. Ltd., a professional, award winning water filtration and waste water treatment company.

Mr. Kurra talking about his foray in the real estate industry said, “I had always been passionate about starting my own venture. After eight years of experience in environmental products, I started my business in 2005 and established the first manufacturing facility in the year 2009. However, it was Dr. Rao who introduced me to the world of real estate. His encouragement and guidance fuelled my passion of doing things innovatively and the outcome is iTower, a project by SAS Infra.” Dr. Rao attributes his entry into the real estate sector to his brother-in-law Mr. Maharaju Chowdary.

Talking of the sources of growth and challenges on the way Dr. Rao said, “The unstable socio-economic conditions during the time of great recession, made me maneuver my business out of economic turmoil and survive the harsh market conditions which provided me with valuable experience needed to manage business efficiently.” Dr. Rao further added, “My grandparents—who through sheer grit and determination established themselves from scratch—and their hardwork is my inspiration.” Making the most of the opportunities available, Mr. Kurra said, “The market in Hyderabad looks very promising and will grow to greater heights, reasons being—stable government, resources, and strong infrastructure.”

Speaking about their current projects Dr. Rao said “I always had a dream to create something unique which will forever be etched in history of Hyderabad. That dream is turning into reality in the form of iTower.



Mr. Rajkumar Kurra
Managing Director, SAS Infra



Dr. G.V. Rao
Chairman, SAS Infra



“Raj has always been a constant source of support and a pillar of strength for me to fall back on. He shares my vision and puts his maximum effort to make that vision come true,” Dr. Rao added, discussing about the relations with his partners.

SAS INFRA

SAS Infra is known for creating a revolution in Hyderabad’s real estate market for its innovative designs. It has bought together the experience of multitude of professionals from international arenas and a rock solid local network to create products such as ‘iTower’. iTower will revolutionise the way spaces and niches are utilised. The dream project is currently being materialised adhering to strict timelines winning over the confidence of investors. SAS Infra believes in ‘thriving on trust’ which is invested in them by their customers as communicated by their tag line ‘We Build Trust’.

HIGHLIGHT:

- Felicitated with the Best Innovation Award

UNIFICATION OF BEAUTY AND BUSINESS



A Marketing Professional and an Interior Designer, Mr. Anurag and Mrs. Vinita Gupta, Director and Co-director, Shear Genius Unisex Salon, Shear Genius Academy & Services Pvt. Ltd., make the perfect pair for bringing a good salon to life.

THE FOUNDATION

“I have imbibed the essence of integrity, discipline and hard work from my father; he and my mother have always been my pillars of strength and moral support,” says Anurag. An alumnus of IIMC Kolkata, his education has always been of the grade that is personally and professionally fulfilling. Rich with extensive professional experience of having worked with some top brands in the market like Heinz, ICICI Bank, Reliance Communications and A Little World as Vice President India, Anurag surely had enough experience for establishing a brand of his own.

Mrs. Vinita Gupta was raised to be a strong and free-willed woman. Speaking about her work she said, “Backed with my degree in Interior Designing, I had always wished to make homes cosier and more comfortable places to stay until I met Anurag. He made me realise that we can do a greater good to the society by grooming a person’s outward appearance. I’ve witnessed some fantastic changes in regular people like you and me only with the change in the way they wear their hair. Since I come from a humble town, Dehradun, I feel proud of being able to contribute to the hopes and aspiration of so many.”

THE STEP AHEAD

For Anurag, giving-up on a highly rewarding and comfortable job as a Vice President and dreaming to be an entrepreneur was a huge risk in itself. However, he quickly realised that retail business was changing between 2005 and 2007. Making the most of it, he said, “After quitting my job and all geared up with my education and experience, I found a cavity in the retail end of the wellness sector. I saw this as a great opportunity and chalked-out a detailed plan—that is when I introduced the concept of Unisex Salons in tier two towns, back in 2007.”

Anurag and Vinita carved the road ahead for themselves—establishing the brand with their ‘One Step at a Time’ approach, they opened a salon every year. Today, Shear Genius Unisex Salon has made its presence felt PAN India with an academy and over 20 salons running successfully in cities like Dehradun, Bhopal, Indore, Raipur, Hyderabad, Visakhapatnam, Vijayanagaram, Pune, and Chennai. The power couple is proud to say that they were the pioneers



Mr. Anurag and Mrs. Vinita Gupta

Director and Co-director,
Shear Genius Unisex Salon,
Shear Genius Academy &
Services Pvt. Ltd.



and a major role-player in grooming of the society at large with their Unisex Salon chain.

THE BEND IN THE ROAD

Inspired by game changers like Dhirubhai Ambani, Ratan Tata, Mahatma Gandhi, and Steve Jobs, Anurag and Vinita had their share of challenges with shortage of skilled manpower, to begin with. “When I decided to start my chain, we faced a dire scarcity of skilled resources. In the initial years we struggled to get trained people aboard and then decided to build our own army by training recruits as per our standards.” Another challenge was the capital intensive nature of the business but to combat the issue they came up with a smart and scalable model—where they introduced their idea to selective people and helped them begin their entrepreneurial journey and the rest is history.

Having started from scratch and built a chain of salons across India in a span of just 10 years, Anurag strongly advocates that persistence, hard work, planning, and execution are the essential cornerstones of any successful enterprise. He gently smiles and says, “It would be hard to picture a sound and stable entity in the absence of any of these.” **E**

FEATHERS IN THE HAT:

- 1st Prize—Runway to Success / Pioneering Spirit in 2011 (‘ET Now’)
- Most Upcoming Salon Chain of the Year
- Salon Chain of the Year for three consecutive years (2014-15-16) for Non-metro, Franchise India
- Most Promising Chain of Salon, 2019

LIFE **IN** PORTRAITS

An artist at heart and an entrepreneur by profession, Ms. Riya Sharma, Founder & Executive Director, Band-aid Foundation, has touched life differently through her awe-inspiring pictures.

She adorns a hat decorated with many feathers—an online fashionista, gallerist, social media influencer, speaker, digital painter, award-winning artist, traveller, and a lot more. With a keen interest in capturing almost anything and everything, Riya literally turned her passion into her profession. She said, “I realised that it brings me great amount of joy but I couldn’t see myself taking it up as a profession and so I took up engineering. However, soon after my undying love for art made me push the conventional ideas of getting into a secured job and I dropped out of college to pursue my urge to create something new every day.” A free-spirited lady who believed in doing what she loved and by changing the world with what mattered to her the most, decided to bring forward the brighter side of India through her artworks.



Ms. Riya Sharma

Riya Sharma

a month via her involvement with the popular platform.

ONE FOR A GOOD CAUSE

“Nothing would delight me more than to have my work represent rural India in a more positive light. It was 2016’s artwork exhibition held in New York that helped bring considerable exposure to my style, fashion and work.” Having travelled extensively and seen the challenges that life throws at people across the globe she found Band-aid Foundation, an NGO, which emerged out of a pursuit to inspire and support communities. “In line with three essential tenets: good thoughts, good deeds,

and good words, I always try to do good things to other people and do my best in my own life endeavours.” Her organisation is driven by progressive ideas, bold actions, and a strong foundation of support.

MAKING THE BEST OF SOCIAL MEDIA

Displaying her artworks on platforms like Instagram gave her national and international recognition and also opportunities to collaborate with brands like Being Human, Daniel Wellington, Ritu Kumar, Myntra, Soch, All About You, Grand Hyatt Mumbai, Shein, Better Me, House of Marigold, Actofit, ZARA, Desi Music Factory, EverPret, The Kettlery, and Burberry. **■**

She pursued courses in Professional and Travel Photography from New York Institute of Photography (NYIP) through distance learning method. Having completed the two courses, she became the first person from Kalol, Gujarat to get a press card from NYIP, followed by the inauguration of her art gallery; she made her parents proud of her success without an engineering degree. “My visit to Brick Lane Gallery Exhibition in 2015 helped me learn more and boosted my confidence so much that upon returning I transformed the first floor of my house into Riya Art Gallery—the first and only gallery displaying artworks which I created using photographs and digital elements.”

Being fond of the internet and getting clicked for social media, she decided to turn this hobby into a business as well. Throwing light upon her journey, she said, “I started building my own brand on social media after I was appreciated for my photography. It all started with a brand contacting me for work association and my journey as a social media influencer began.” Starting with merely 50, she today has more than 3.5 lakh followers on Instagram, with new brands approaching her for collaboration or endorsement, nationally as well as internationally. Her Instagram handle boasts of over 82,000 unique views and earns between \$ 2,800 and \$ 5,000

AWARDS AND ACCOLADES:

- Two Entries in World Book of Records—Largest Collection of Portraits Related to Social Issues Photographs Displayed at Riya Art Gallery and Maximum TikTok Videos in 3 Minutes - 30th August, 2018
- Pride of India Award, 2018 (WBR)
- Woman Leader with a Purpose Award, 2019
- Novotel Accor Hotels - Unsung Hero Award
- Asian Award Nominee, London
- American Art Award, 2016
- ATIM Top 20 Photographers, 2016 Miami
- ATIM Top 60 Masters, 2017 New York
- International Casanova Award, Italy
- Shakespeare Award Italy 2017
- International Culture and Arts Federation, 2017 South Korea

MAKING HABITATS CLEANER AND SAFER

Through his noble venture—Mr. B. V. J. Basker, Managing Partner and Mrs. Asha Basker, Partner, Innovative Pest Control have set about getting rid of pests thereby safeguarding the health and wealth of the society.

With a view to protect society from health concerns arising from pest nuisances, Mr. B. V. J. Basker founded the Innovative Pest Control (IPC) in 1999 in the small but prosperous town of Bhimavaram in Andhra Pradesh, known for its aqua food processing industry and called as the Las Vegas of Andhra Pradesh.



Mr. B. V. J. Basker and Mrs. Asha Basker
Managing Partner and Partner, Innovative Pest Control

The company's vision and ideology is to protect the society from the damage caused to their health and wealth due to pest infestation. IPC's intention is to create awareness about the importance of keeping the surroundings clean and dry and the necessity for a hygienic and pest-free environment. It's no hidden secret that most dreaded diseases are caused by pests and to avoid them IPC uses all possible methods like biological, toxic and non-toxic pesticides in all forms of chemical state i.e., solid, liquid and gaseous form on the damage-causing pests.



CONSTITUTION OF THE COMPANY

Mr. B. V. J. Basker and Mrs. Asha Basker are not only life partners but also business partners of IPC. He is the managing partner and technical expert. His technical expertise and never-give-up attitude has proved vital for building the client network and gluing the business relationship. With his perception and perseverance, he has perfectly sculpted the organisation and acted as a catalyst to stretch its presence in the entire east coast of the country. Now IPC is having 9 branches (Bhimavaram, Bhubaneswar, Chennai, Guntur, Hyderabad, Kakinada, Kolkata, Puducherryan and Visakhapatnam).

Mrs. Asha Basker is the administrative partner. She is blessed with exceptional administrative skill and her organisational talent ensures seamless coordination between a team of 230

employees. Her innovative staff welfare schemes have earned her respect and regards from all employees. Undoubtedly she is the backbone of the organisation. Her contribution to the success of the organisation is invaluable.

Their technical expertise, quick response, respect for clients, dedication and professional commitment have helped them reach the pinnacle of success. IPC's perfection and professionalism were above and beyond the expectation of all its clients, and hence it earned much appreciation and confidence.

Today, IPC is successful due to the strong and efficient partnership of the Baskers. Their ability to overcome all crisis and blockades and their knack for recognising the opportunities that came their way and making the best of them are the causes that propelled the company to become a trustworthy name among their clients. **■**

HIGHLIGHTS:

- IPC is the member of internationally renowned associations like IPCA (Indian Pest Control Association New Delhi), NPMA (National Pest Management Association, USA), BPCA (British Pest Control Association, London), and FAOPMA (Federation of Asia and Oceanic Pest Managers Association, Hong Kong). It is an ISO 9001:2015 certified organisation.
- IPC was selected by NDTV Good Times and Brands Academy in the year 2015 and received the Award for Most Promising Pest Control Service Provider in Andhra Pradesh from Mr. Vir Sanghvi, Journalist and editor of NDTV, Mr. Amar Singh, veteran leader of Samajwadi Party, and Mr. Navin Raheja, Chairman and Managing Director of Raheja Group.

ATTESTED **WATER** PURITY

*It has been nine long years that **B.M. Balakrishna, Founder, AQUAPOT RO Technologies** (founded in 2011) has been serving the society by providing purified elixir of life to mankind; Website: www.aquapot.in*

Starting off his career right after his diploma in automobile engineering as a car washer, who earned ₹ 400, he shifted to a marketing job and worked for 13 years in that field before setting up his RO business with an investment of ₹ 1.27 lakh. Today, the turnover is around ₹ 25 crores with AQUAPOT being one of the leading water treatment companies in South India. He believes that when you own a business, every day is a challenge but he has successfully conquered all making AQUAPOT Hyderabad's biggest 'RO Super Store' (of about 20,000 sq. ft. area) containing RO components.



Mr. B.M. Balakrishna
Founder, AQUAPOT RO Technologies

is a one-stop shop solution to all the problems with products being manufactured using premium grade raw material and components sourced from certified vendors locally and overseas. Working extensively on manufacturing quality products and keeping up with the changing times, AQUAPOT assures quality control at every step and delivers excellence to reputed clients in Industrial and Commercial Segments all over India.

For Mr. Balakrishna opportunity lies in consistency and commitment towards the customer; and understanding the customer's point of view is the key to maintaining consistency in services. He attributes his honesty and dedication towards everything that he does as the ingredients of his success.

ABOUT AQUAPOT

AQUAPOT unlike many others earned a reliable brand name (comprising of recognition, trust, customer loyalty, and market reputation in a very short span of time. One of the innovations by AQUAPOT, using renewable energy for water treatment with a patent design, has been recognised as a game changer and listed as Indovation of 2015 by Ministry of Drinking Water and Sanitation. For having a growth-friendly and sustainable business model innovation is the most important aspect and AQUAPOT vouches for working towards ensuring community development and environmental replenishment along with monetary success.

"AQUAPOT may be one of the few brands which got recognition due to customer acceptance rather than marketing blitzkrieg," said Mr. Balakrishna.

AQUAPOT takes pride in its operations being backed by a team of professionals with vast experience and expertise in water treatment equipment. From domestic equipment models to commercial RO plants and softeners AQUAPOT

CSR INITIATIVE AT AQUAPOT

AQUAPOT adopted more than 15 government schools in Telangana and Andhra Pradesh and provided them with safe drinking water. **F**

COMPANY TIMELINE

- 2011** **FOUNDED** with 1.27 lacks investment
- 2012** Innovated Solar Water Purifiers
- 2013** Milestone project of 10,000 LPH & 24000 LPH Installed Successfully
- 2014** Milestone project of biggest softener for Hyderabad Metro Rail, Crossed 1Cr. Turnover
- 2015** Selected for Indovation 2015 by Ministry of Drinking Water & Sanitation
- 2016** Awarded Best upcoming Company & Innovative Use of Renewable Energy Water Digest Awards
- 2017** Awarded "Emerging Business Entrepreneurs - VIT"
- 2018** Asia's Greatest Brands - 2018
- 2019** India Leadership Award
- 2020** 51 Fabulous Global Water Leaders



AWARDS AND ACCOLADES:

- Blue Crusaders – Water Digest
- The Weekend Leader VIT- Amazing Entrepreneur
- Zee Business – Dare To Dream
- Asia One - Asia's Greatest Leaders
- India Leaders Awards

A STICKLER FOR QUALITY

Manmohan Singh Chaggar, Marketing Director of M/s Crystal Electric Co. Pvt. Ltd., is a visionary whose adherence to quality and market insights have led his company to new heights.

A commerce graduate, Mr. Manmohan Singh Chaggar made his foray into business while he was studying, where he led the development of Onload Changeover Switches without any domestic or international collaboration. In 2001, the switches were launched under the brand name 'Crystal'. With his precise designing skills, the company was able to venture into the power transformer segment. His risk-taking capabilities stood in his favour and thus, the company ventured into new geographies, reaching new customers. Today, Crystal Electric is brilliantly led by Mr. Chaggar's father Mr. Surjit Singh Chaggar, the Managing Director of the company, who is a mechanical engineer with 52 years of experience, while Mr. Manmohan Singh Chaggar acts in the capacity of Marketing Director.



Mr. Manmohan Singh Chaggar
Marketing Director of M/s Crystal
Electric Co. Pvt. Ltd.



record of satisfying local, national, and international customers.

A NOD TO QUALITY

The company follows a classified manufacturing process to ensure Crystal products like On-Load and Offload Changeover Switches, Fuse Switch Combination Units, Miniature Circuit Breaker (MCB), Molded Case Circuit Breaker (MCCB), Wires, and Cables deliver a top-notch performance and a unique identity in the market. In 2004, Mr. Chaggar started a new project for development of MCCB, which he completed without any collaboration in 2014. His innovative nature and will to go against the tide helped take the business to new heights. This led to his venture in exports with the association of three companies.

QUEST TO LEARN

With a passion to explore new dimensions of the industry, meetings and training sessions are conducted from time to time, to ensure that the company is up-to-date on market trends. Recently, Mr. Chaggar completed his Faculty of Management Studies from the National American University and was conferred with a PhD in Business Administration and Innovation on 22nd June, 2019. Mr. Chaggar also holds a Diploma in Tools & Dies from CTR I. **IF**

HANDS-ON APPROACH

To ensure top-notch performance, Mr. Chaggar is actively involved in the design and selection of technology, while also keenly supervising project management. He plays a major role in providing strategic directions and effective business planning to deliver products that meet national and international specifications. He has a long

HIGHLIGHTS:

- Leading Switchgear and Breaker Manufacturer of the Year Punjab in January, 2020
- Punjab State MSME Award by Punjab Investors Summit in December, 2019
- Brand Excellence in Electrical Products by the Making of Developed India Awards, Mumbai in February, 2019
- Most Popular Brand in Electrical Products by the International Achievement Awards, Kolkata in April, 2019
- Bharat Gaurav Award in August, 2019
- Gold Medal from Transworld Trade Fair and State Awards



MCCB
CX1
SERIES



LED LIGHTING
SYSTEM
CX2
SERIES



WIRES & CABLES
CX3
SERIES



SWITCH GEARS
CX4
SERIES



MCB AND DB'S
CX5
SERIES



HOME
APPLIANCES
CX6
SERIES

A BENEVOLENT SOUL

Pradeepkumar Shingavi, Founder and President, Snehalaya Social Trust, Solapur, has honoured his late daughter's wish by bringing about social reformation in rural Maharashtra;
Website: snehalayasocialtrust.org



• Help us to help others. •

Since the last 20 years, Project Snehalaya, a Social Charitable Trust, has been rehabilitating sexually exploited women and their children. Providing a home full of love and affection, the ISO 9001-2000 certified project, which came into existence on 5th January, 1999 at Gursale village near Pandharpur, Maharashtra, was the dying wish of the founder Shri Pradeepkumar Shingavi's daughter Late Ku. Rupali, who suffered from thalassaemia.



Shri Pradeepkumar Shingavi
Founder and President, Snehalaya Social Trust, Solapur

GETTING STARTED

Initially, women from the red light areas, of Solapur, Osmanabad, Latur, Barshi, Temburni, and Pandharpur, were helped with basic needs like water, house repair, medical check-up, AIDS awareness, etc. Later, 21 children were given admission to Snehalaya, where they were fed nutritious vegetarian food to improve their health. A cowshed, Snehadhara Kapilnagari, was then inaugurated with 67 cows, to supply milk. Upon admission, the National Award-winning project provided beneficiaries a medical check-up followed by medical assistance, if required, at a fully equipped medical unit at the Snehalaya campus. Dr. Anil Kulkarni is the medical advisor, who frequently visits the place.

PROVIDING SPECIAL CARE

Apart from nutrition, children of sex workers required more care, as they had been exposed to opium and other drugs. For this, the project coaxed their mothers to leave the responsibilities of the children with Snehalaya. On 5th June, 2003, Snehalaya shifted to a well-furnished building in Karamba village near Solapur city. Late Seth Rasiklalji Jethmal Shigavi had donated a 1.50 lakh sq. ft. land, adjacent to Snehalaya, where in 2005–06, the Seth Rasiklalji Jethmal Shingavi Vidyalyaya was started. Functioning under the Snehalaya Education Foundation, the children of sex workers receive education from LKG to 10th Standard.

At present, the project houses 112 children, while 268 are on the waiting list for admission due to lack of funds. In 2020, the project plans to accommodate 30 new children beneficiaries.

The children at Snehalaya are provided with the same facilities enjoyed by upper middle class children, ranging from sports like football, cricket, kho-kho, and badminton, to activities like karate, horse riding, pranayama, and classical music lessons in harmonium, tabla, and other vocal musical instruments. Children can also study in the English medium Ku. Liya Aayasha Binoy Gardi, which currently offers schooling for Nursery, LKG, UKG and 1st standard. Snehalaya has managed to provide free education, including midday meals and free transportation to and fro, to about 380 children from poor and needy families from the neighbouring

rural areas and 112 children from Snehalaya. It has also taken responsibility of the children of farmers who have committed suicide. The Snehalaya institute has also done a commendable job of rescuing women who work in red light areas. Some more noble contributions are as follows:

- About 360 of them have been rescued; 22 girl children were freed from red light areas with help from police. 40 women affected by AIDS have also been rehabilitated.
- Till date, the project has also helped 78 Snehalaya girls and gotten them happily married.
- Snehalaya has also provided counselling to settle disputes between husband and wife, saving 513 families.
- 850 girls and boys were rescued from red light areas by Snehalaya and are being provided good education at Snehalaya run Seth Rasiklal Jethmal Shingavi Vidyalyaya.

Further, Snehalaya is also creating job opportunities through self-help groups, like Papad Udyog, for poor women. It also started a 'Go Green' campaign to promote vegetarian food and eradicate drugs. Helping to get rid of the stigma surrounding blood donation in rural areas, Snehalaya runs biannual blood donation camps.

EXPANDING SERVICES

At present, construction of a new school building, nearly 75,000 sq. ft., is going on. Snehalaya also plans to provide more vocational training to women and girl students, a counselling centre for farmers in suicide-prone areas, an agro training centre, a permanent centre to settle family disputes, a free medical service catering to the neighbouring rural poor, and an orphanage. **F**

MAKING THE MOST OF SUNSHINE

Nidhi Gupta, Director/Owner, Rays Power Experts (P) Ltd., has been utilising the power of the sun to light up the lives of many; Website: www.raysexperts.com

Privileged to have been exposed to schools and education from 5 different cities, Mrs. Nidhi Gupta feels humbled to have shared her life especially during the growing up years with different people and attributes it as a blessing in disguise. “My idol and pillar of strength—my mother has been supportive of me during all dire times,” acknowledges Nidhi.

After graduating with an engineering degree in Computer Science, she began assisting her brother in his business—a solar company, which he had recently started. Soon she found her calling and her love for adventure was also being fulfilled because she was required to travel across countries for business. She said, “My work is not just work for me anymore, it has become an enjoyable and inevitable part of my life.”

Her dream was to get into the Air Force but when that did not happen she decided not to make a software engineering employee out of her just for the sake of a career.

Recalling her first experience as a help to her brother at the tender age of 21 she said, “I travelled to our first solar plant under construction where some goons had stopped our work at the site and were demanding work and money. An hour into the situation, I found myself negotiating with 15 of them at such a young age. I realised I can do things which demand courage and stayed at the site in peak summers until the project was over. This became my passion and today, I handle the entire operation of Rays Experts.

“Rays Experts itself has grown to become among top 10 solar companies, where I initially handled projects, then moved to procurement and project and now, manage complete operations of the company. In 2019, when we decided to explore South East Asia, I opened our office



Mrs. Nidhi Gupta
Director/Owner, Rays Power Experts (P) Ltd.

RaysExperts
a solar culture...

in Singapore and got into business development too. Since then, I look after international business with my team.”

“Running a company in a developing nation like ours is full of challenges. We have never raised any equity from investors and have grown too fast. This also brings up the biggest challenge of keeping cash flows intact. We have managed to keep 90% market share in our business model and hence, constant attack from competitors challenging our position is something we face bravely.

“We manage 250+ prestigious clients, and in order to keep their faith in us, we constantly try to keep our processes smooth and agile. There is execution risk involved in many projects but problem-solving being my favourite activity, I ensure that I deliver the best with my strong team of people.

“We were boot strapped and had no capital when we started off. Thus, we focused on the magnanimity of the business and came up with the concept of solar park. After overcoming several challenges we became the largest private solar park developer of the country and soon made a solar park on 1200 acres of land in just next 5 years.

“Carving our niche in the market and acing the price war are two most important things to make the most of the opportunity at hand. We made a park, created opportunities for mid- or small-investors to own a solar plant in their own capacity and this not only set us apart from the giants in the business but also helped us reach where we are today,” averred Nidhi. **E**

AWARDS AND RECOGNITIONS:

- Women Entrepreneur Award
- Asian Power Award
- Top 10 companies to watch
- India SME 100 Award



SPRINGS OF **SPIRITUALITY**

Born and brought up in Bhingar, Maharashtra and associated with international organisation Brahmakumaris since 30 years now, he is a strong promoter of spirituality, meditation for well-being, and serving humanity.

They are known for their path-breaking contribution in motivating people for meditation. There are many records in his name such as the World, Asia Pacific and Indian National Records as on 26th January, 2020. Brahmakumar Dr. Dipak Suresh Harke and Brahmakumari Dr. Suvarna Tate have 30 and 20 years of experience in Spiritual Meditation, respectively. Both of them have been awarded Hon. PhD approved by University of Berkeley, California. They have been consistent in their efforts at spreading humanity and peace messages and making the world a better place.

RAJA YOGA MEDITAION

Raja Yoga is an ancient system of meditation and spiritual understanding. It enables us to return to a state of inner peace, personal power and self-worth through re-kindling the soul's original qualities and virtues. It provides many answers to age-old questions relating to our identity and purpose and opens up a pathway to true peace of mind and a natural state of happiness.

Raja Yoga gives you a clear spiritual understanding of yourself, helps you re-discover and use the positive qualities already latent within you. It helps you to create new attitudes and develop new responses. Like any skill, this requires practice. By doing a little meditation every day, it soon becomes a natural and easy habit, which generously rewards you for the effort it involves.

Raja Yoga meditation is an open-eyed technique that can be used by anyone, anywhere. Whether you want to learn how to relax, need to be more concentrated and creative or are searching for personal enlightenment, Raja Yoga Meditation can satisfy each of those needs.

Dr. Dipak Suresh Harke has been the proud recipient of:

- International Achievement Award presented, 2019
- National Excellence Award by World Book of Records
- Pune Festival Award, 2019
- International Glory Award, 2019



The surrender sister of the Brahmakumaris—Dr. Suvarna is the in charge of Brahmakumaris Nagthane Branch in Satara, Maharashtra. Born at Nagthane, Satara in Maharashtra, she spent her years of education in Satara itself till the time she received postgraduation degree from Chattrapati Shivaji Mahavidyalaya. **E**



Dr. Dipak Suresh Harke
Brahmakumar

*1st Indian to achieve 174 world records for spreading peace messages—**Brahmakumar Dr. Dipak Suresh Harke—possesses 30 years of experience in Spiritual Meditation.***



Dr. Suvarna Tate
Brahmakumari

*1st Indian woman to achieve 100 world records for spreading peace messages —**Brahmakumari Dr. Suvarna Tate—possesses 20 years of experience in Spiritual Meditation.***

AWARDS WON BY BOTH OF THEM INDIVIDUALLY INCLUDE:

- India Thai Friendship Award, 2019
- Excellence Award at House of Commons, British Parliament, 2019
- India Excellence Award, 2019
- Indian Glory Award, 2020

REDEFINING THE HOUSING MARKET

With 22 years of industry experience, Bharat Jain, Director, Iris Park - Aadish Venture Pvt. Ltd., is a name to be reckoned with in the market catering to building townships.

Hailing from a small town in Madhya Pradesh, Bharat Jain's bitter experience while building a home led to the start of his own venture pertaining to building houses and turnkey projects. After facing hassles with the builders who were constructing his dream home, Bharat wondered what problems the common man would face to afford a quality home. With this thought in mind, he decided to leave a comfortable job—that he had worked hard for—to start Aadish Venture Pvt. Ltd.



Mr. Bharat Jain
Director, Iris Park - Aadish Venture Pvt. Ltd.



and a direct connect with the construction labour under his firm have given him an added advantage.

OUTLOOK FOR TOMORROW

Bharat states that the new policy by the present government, the Pradhan Mantri Awas Yojana 2020 that aims to provide affordable housing for all

HUMBLE BEGINNINGS

With a dream to do something big, when Bharat first came to Indore, he started his carrier in the field of accounting and taxation, but these fields would not have helped him fulfil his goals. He then decided to start a small business to cater to the dreams of individual home owners. His modest upbringing and hard-working background motivated him to provide the best-in-class quality and service. His journey began with the purchase of a small plot, where he built a home to rent out. This led to more projects coming his way. To shore up his business, no capital was withdrawn from the profits earned till three years.

Bharat wanted to create quality affordable homes for all and the idea stems from his modest beginnings in the city. He had just one vision—deliver “apna ghar apni pasand se”.

CARVING A NICHE

Bharat noticed that while there were many buyers in the market, there was a dearth of investors. Now that he has delivered more than 1,500 homes to satisfied customers in Indore and upcountry, his company has generated sound goodwill in the real-estate sector from relations as well as word-of-mouth publicity. He ascribes his success, in the crowded construction market, to providing quality homes that are customised to fit the budget of the house owner. Also, his direct approachability, down-to-earth personality,

by 2022, will boost the market. Being an esteemed member of Confederation of Real Estate Developers' Associations of India (CREDAI) he aims to be instrumental in fulfilling this milestone project. On the personal front, the attributes of honesty and transparency instilled in him by his father have been his biggest lesson, which he will continue following in his life and business.

SHINING BEACONS

For Bharat, his late father who worked for the government and supported a joint family, remains his guiding light in life. The caring and benevolent nature of his father inspires him to strive harder. He also credits the blessings he has received in life to his mother's prayers. Bharat is also grateful to the guidance of his dedicated teachers Shri Tapan Mukherji Sir and Shri Rajan Baveja. **E**

ACHIEVEMENTS:

- Felicitated with the Times Icon Award for Most Promising Township 2018 by Sonal Chouhan
- Received the 'Dainik Bhaskar' Eminence Award for Most Promising Township 2018 by Centre Minister, Ashwini Kumar Choubey
- Honoured with the 'Dainik Bhaskar' Eminence Award for Most Promising Township 2019 by Chief Minister of M.P., Kamal Nath



EPITOME OF EMPOWERED ELEGANCE

Undoubtedly one of the most successful Indian women entrepreneurs—Ekta Kapoor, Joint Managing Director and Creative Head, Balaji Telefilms—is a Game Changer in the field of Indian Television and Film Production.

Born to Bollywood superstar Jeetendra and his wife Sobha Kapoor; after completing her graduation in Commerce, she set-up her production house ‘Balaji Telefilms’ in 1994. Though the idea and financial support to establish the production house came from her father, the first few ventures failed sadly. However, the production house soon managed to impress the audience with ‘Hum Paanch’, a comedy series in 1995. Followed by shows like ‘Captain House’, ‘Dhun Dhamaka’, ‘Mano Ya Na Mano’, ‘Itihaas’, and ‘Padosan’, the production house managed to just earn well.



Ms Ekta Kapoor
Joint Managing Director and
Creative Head, Balaji Telefilms

Thereafter, Balaji Telefilms made a comeback with the two most famous daily soaps of Indian Television ‘Kahani Ghar Ghar Ki’ and ‘Kyunki Saas Bhi Kabhi Bahi Thi’—the two shows brought a revolution and were telecasted in the year 2000. It was for the first time that shows were more matriarchal. It was a risk for Ekta to have invested in women oriented plots but it turned out to be worth every penny. The two characters of the shows are considered legendary in the history of Indian Television. Connecting with the audience differently, the two serials, which enticed audiences for 8 long years, portrayed women characters as the centre of the respective families. Fondly called the ‘Reigning Queen of Indian Television’, she has produced more than 100 different television programmes across 5 languages.

THE ‘K’ FACTOR

There was no looking back for Ekta after the two classic shows. For a very long time the Indian Television was flooded with the serials produced by Balaji Telefilms and all of their titles had one common factor—the first letter

‘K’. A firm believer of astrology and numerology, Ekta adorns several auspicious stones for success and good health. The ‘K’ factor worked so much so that the success of Balaji Telefilms skyrocketed in the following years. Some of them were ‘Kasamh Se’, ‘Kasautii Zindagii Kay’, ‘Kasturi’, ‘Kayamath’, ‘Kesar’, etc. However, movies like ‘Kuch To Hai’, ‘Krishna Cottage’, ‘Koi Aap Sa’, which were produced by her failed to impress the audiences despite the

K factor.

ON THE BIG SCREEN

Ekta has produced some really successful Bollywood films such as ‘Love Sex Aur Dhokha’, ‘Mission Istanbul’, ‘Once Upon a Time in Mumbai’, ‘Ragini MMS’, ‘Shootout at Lokhandwala’, ‘The Dirty Picture’, and so on. Proud to be listed amongst ‘Asia’s Most Powerful Communicators’ by ‘Asia Week’ Magazine and ranking 3rd in the ‘50 Most Influential Women in the Indian Marketing, Advertising and Media Ecosystems’ list by ‘IMPACT’ magazine; she is a recipient of Asia’s Social Empowerment Award - Freedom Through Education, 2012. Some other awards presented to her are:

- Ernst & Young Startup Entrepreneur of The Year Award and The American Biographical Institute Woman of the Year Award, 2001
- ‘The Economic Times’ Businesswoman of the Year, 2002
- Stardust Award Film of the Year, for ‘The Dirty Picture’, 2011

Ekta Kapoor established Institute of Creative Excellence, a media training school through her production house. In the last few years, the Content Czarina has launched 40 web TV series on the ALTBalaji app. Recently, she has also launched her fashion series with EKLabel. **E**

AWARDS AND RECOGNITION:

Ekta has received innumerable prestigious awards as a Producer, some of them include; 3rd and 4th Boroplus Awards; Apsara Awards; Asian Television Awards; Asia’s Social Empowerment Award; BIG Star Entertainment Awards; Dadasaheb Phalke Academy Awards; ETC Bollywood Business Awards; GR8! Women Awards; Indian Telly Awards; Kalakar Awards; Lions Gold Award; National Media Network Film and TV Awards; New Talent Awards; Pune International Film Festival; Star Parivaar Awards; Stardust Awards; Screen Awards; The Global Indian Film and TV Honors; The Indian Television Academy Awards; Zee Gaurav Puraskar; and Zee Rishtay Awards.

MOVING **AHEAD OF HIS** TIME

Satyanarayan Satapathy, Director, Creation Infoways Pvt. Ltd., can be hailed for building a business on sheer genius, hard work, and a lot of risk; Website: creationinfoways.com

Satyanarayan Satapathy had always been a scholar with a score above 95% at school. He completed his graduation from FM University, Odisha, with distinction. This quest to excel and stand out was extended to his work life, when in 2000 he started a digital marketing company. Renamed in 2007 to Creation Infoways Pvt. Ltd., the business idea was extremely new in the Indian market in those years. Involved in providing digital marketing solutions for business growth, SEO, Google Adwords, Facebook Ads and application development services—today, they have come to specialise in e-commerce website sales.

India has a huge population, with a majorly young demographic, which he knew would work well in the favour of online businesses. So the company was born to create targeted ads for the e-commerce industry after understanding the market base.

CONQUERING CHALLENGES

Having no exposure to running a business, Satyanarayan had to face a lot of struggles initially. People took time to believe in his brand; however, the quality work he offered spoke for itself. One of the biggest business risks he took was to offer 15-day free trials to new clients. This won the business a lot of projects, which paid off when the clients were



Mr. Satyanarayan Satapathy
Director, Creation Infoways Pvt. Ltd.



happy with the services and continued with the company. He believes that being polite and keeping commitments are sure shot path to success. **■**

BUILDING **SKY-HIGH** DREAMS

Sharad Agarwal, Director, Skyline Infra Heights Pvt. Ltd., has been delivering world-class infra projects in Kanpur for more than a decade now; Website: www.thepeakskyline.com

Atributing curiosity, hard work, and detailed planning as the keys to his success, Sharad Agarwal, who comes from a family of jewellers had always performed excellently in academics. He got attracted to the real estate sector and ventured into it in 2006—at a time when the real estate industry was witnessing phenomenal growth. He takes inspiration from Robert Kiyosaki, the author of ‘Rich Dad Poor Dad’ and is an avid follower of his books as well as videos.

RISKS AND OPPORTUNITIES

Talking about the struggles and challenges faced he said, “I have faced many legal challenges and bureaucratic hurdles in getting approvals for my projects but fortunately I have overcome them successfully each time. However, that’s not all. Many times I have taken projects which required capital more than what I had—‘The Peak’ is one of the examples. Fortunately, I was able to complete them every time with the help of trusting clients and investors.” His regular habit of reading newspapers and magazines to keep himself updated, helped him identify the opportunity. He kept looking for lucrative sectors to invest in and thus, decided to work in the real estate arena. However, his investments and plans were well thought of as he tried to gain knowledge from the people who were already a part of the market. His firm determination to achieve the set goals and the way he plans every aspect of the model before starting off helps him in executing his projects with absolute flawlessness. Sharad believes that this quality and work approach sets him apart from the rest in the business. **■**



Mr. Sharad Agarwal
Director, Skyline Infra
Heights Pvt. Ltd.



EXCELLENCE **IN** EDUCATION

In Prof. Mahesh Purandare's own words, "Teaching is passion", and this drove a three-time rank holder from Pune University to ditch a white collared job and pursue his love for teaching.

Having secured First Rank in Advanced Costing in B. Com. and in Advanced Statistics in M.Com., Professor Mahesh Purandare broke stereotypes when he started his venture Mahesh Purandare Classes at his residence with just two students in 1986. After 33 successful years, teaching 14-hours a day, his institution has been successful in providing thousands of students from Grade 11 to C.A., C.M.A. and C.S. aspirants affordable and quality education that is par excellence.



Prof. Mahesh Purandare
Owner, Mahesh Purandare
Classes

Mahesh Purandare Classes, prospered with its three branches in Pune at Sadashiv Peth, Bhandarkar Road and Karve Road. His wife, Mrs. Archana Purandare (M.Com. and C.M.A.) has been avidly instrumental in his success. She was felicitated with 'Life Time Achievement Award for Contribution in Education' and 'Outstanding Woman Achievers Award' in 2019-20 in Education Service Excellence.

AWARDS AND ACCOLADES:

- Best Professor in Mathematics (Maharashtra)
- International Education Excellence Award
- National Achievement Award for Academic Excellence
- Excellence in Innovative Education Award
- Most Trusted Coaching Institute in Pune
- Best Coaching Institute in Pune, Pride of Indian Educational Awards
- Best C.A. and C.S. Institute in Maharashtra, Global Business Awards
- Sakal Award for Excellence in Education

Prof. Mahesh Purandare has modelled his classes to provide education beyond textbook learning. Prof. Purandare—who has authored books on Mathematics, Accounts and Taxation Laws—has helped students score a perfect 100 in board examinations, top the university examinations and secure a spot in All India Merit Lists of C.A., C.M.A. and C.S. **E**

CURING **CANCER WITH CARE**

Passion for medicine runs in his system—Dr. Rishi Sharma, Director and Founder, Candrol Centre of Oncology has brought about a revolutionary change in the way cancer and cancer patients are treated.

Brought-up in a family of doctors and inspired by his father Dr. V. K. Sharma, who is his mentor till today, Dr. Rishi started his journey quite early. Dr. M. Kasturi, his school principal played a pivotal role in enlightening his path and shaping his career by motivating him to opt for medicine. Fascinated and greatly interested in perusing a career in Oncology, he fulfilled his purpose of serving humanity by being an Immunotherapy Oncologist. With ethics like value the human being, he and his siblings were nurtured to serve the complete humankind with equal amounts of care and affection.

A strong believer of 'holier are the hands that help than the lips which pray', he began his practice in 2010. Dr. Rishi gives back to the society in the form of services and free camps to needy patients as he believes that money should not be a hindrance in a patient's treatment. However, his noble thoughts were challenged by the sky-high costs of immunotherapy in India. He now works in his own set-up with self-developed protocols for treating cancer using immunotherapy and explaining the role of natural extracts and various combinations of compounds to achieve a specific aim in cancer treatment along with preventing its future recurrence. It's because of his constant efforts and



Dr. Rishi Sharma
Director and Founder,
Candrol Centre of
Oncology

result-driven approach that he is visited by patients from across the globe. He strongly believes in the combination modality where multiple modalities of treatment can be run in a patient to achieve better outcome in a cancer patient. "Dr. Devi Shetty, Chairperson, Narayana Hridayala is my role model. His ideologies 'medicine for all' and 'affordable treatments' in India give me strength to work on similar principles", he said. **E**

CAREER HIGHLIGHTS

- Best Oncologist in Rajasthan, 2018
- Best Immunotherapy Oncologist in India, 2019 by Time Cyber Media
- Leading Immunotherapy Oncologist in India, 2019 by WBR Group

GIFTING **QUALITY** EDUCATION

Anand Kumar Agrawal, Chairman, Vedic Group of Institutions, has changed the future of students by imparting international quality education while bringing in innovative practices; Website: www.vedic.ac.in

After working for four years in the corporate sector—an MBA graduate—Anand Kumar Agrawal's yearning for experimentation led him to start his own business. His initial project was the state-of-the-art Mall of Odisha. His fondness to do something for kids and their teachers compelled him to start the Vedic Group of Institutions in 2008. Today, the school provides international-level curriculum that focuses on empowering students both academically and behaviourally.

When Anand started the mall, bringing in professionals and starting process-oriented work in a third-tier town was a challenge. Later, when he started the school, it was tough getting people to understand the benefits of international-standard teaching. After the school was under heavy debt, everybody advised Anand to shut it. However, he knew things would bounce back, so he convinced the board that he would take responsibility in the event of a failure. Seeing his resolve, they relented and today, Vedic stands out for its commitment to change the future of students for the better. Inspired by his father, who did not cease working even at 74 and always took risks, Anand hopes his success will also encourage others to innovate and take risks. **E**



Mr. Anand Kumar Agrawal
Chairman, Vedic Group of Institutions



AWARDS:

- National Excellence Award, 2017
- ASSOCHAM Education Excellence Award, 2018
- ISA Dubai, 2019
- Bhumiputra Award

NURTURING **TENDER** BUDS

Deepa Bhardwaj, Director/Owner, Udgam Pre-school has been avidly instrumental in laying a strong foundation of better Indians for 16 long years; Website: www.udgampreschool.com

Deepa Bhardwaj said, "Education has always been close to my heart." She believes that it is a tool of empowerment and her ardent desire to make education accessible and affordable at pre-primary level led her to set up Udgam Pre-school. A B.Com graduate from Delhi University she is strongly supported by her family in her endeavours and makes the best of her observations from travelling around the world to enhance her persona constantly.

She believes education is the key to success and she took charge of imparting it to as many children as she could. Talking about her journey she said, "I started my career with one playschool at Delhi in 2008. However, we now have a total of 5 schools, one each in Noida and Gurugram and 2 in Dehradun—all of them give me a feeling of great satisfaction."

CAREER HIGHLIGHTS:

- Young Achievers Award (Pre-school Education), 2007-08 and 2014-15
- AAS Award for Contribution towards Cancer Patients
- Vridh Sewa Samman 2017 from Vishram Vridh Ashram Sheows
- Awarded at Holi Milan 2019 by Nishkam Foundation, DLF-II, Gurugram

Deepa has a never-say-die attitude and has always thrived to overcome challenges. Her philosophy 'Failure is not the opposite of success rather it is a stepping stone towards success' proves the same. She attributes her success to her brother Mr. Luv Bhardwaj, who is her mentor, guide, strength, and inspiration. Speaking of how she identified the opportunity, she said, "It was important to feel the pulse of the people. I conducted a market survey, explored indirect opportunities, made a competitor analysis, and then decided to provide and expand the scope of quality education." **E**



Ms Deepa Bhardwaj
Director/Owner, Udgam
Pre-school



THE **GAME CHANGERS** IN **BRAND MANAGEMENT** ARENA

WBR Corp has been involved in organising prestigious business meets, conclaves, summits, and conferences that have helped various companies as well as individuals in evolving as a reputed name in the global industry.

A leading Brand Management Consulting & Research firm in London UK, World Business Review Corporation (WBR Corp) has its offices in New Delhi, India and Dubai, UAE. With extensive experience, the company's main strengths are its services and reputation. It is a global brand name that offers brand management and mega-events organising services at international platforms. Having carved a niche market for itself in Asia and Europe, the company plans to expand in the US market, shortly. It is a multi-branding solution providing firm, which also indulges in raising social issues of the society; WBR Corp's global events motivate people to participate for worldwide exposure. Catering to over 1,000 clients from a diverse range of industries such as education, healthcare, manufacturing, real estate, technology, travel, and so on, WBR Corp has earned itself an enviable reputation over the years. The company specialises in providing branded content to TV channels in different genres. WBR has not only produced several shows for A-grade news channels but has also provided content to various business magazines.



They believe in working together for a same goal, to achieve it effectively and efficiently. With a team of professionals, which has years of experience in brand building and making long-term strategies for enhancing the business growth—WBR Corp offers the most suitable solutions, which are tailor-made as per the need of their valued clients. Some of the attributes of their company are ethics, innovation, and values.

Their intelligence and expertise in this field help them to take their clients to another level. They are proud to have rendered their services to a number of reputed companies across Asia and their wide network aids clients to establish a distinct image for their brand/services in the market.

WBR Corp believes that client satisfaction is the most essential tool for growth and success, and thus, they work hard to stay true to their philosophy. They basically focus on providing unique opportunities to their clients that helps them achieve success. With the help of experienced professionals, WBR Corp believes in innovation and continuous change to be amongst the topmost Brand Consulting Companies.

They have also organised successful events like Global Indian Business Excellence Awards, 2019 at The House of Commons, London, 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, Asia Real Estate



Excellence Summit, etc. Their upcoming ventures include 'Asian UK Business Meet' at The House of Commons in London, UK in May, 2020, a web series on Forbesindia.com and a 13-episode original TV series on History TV18 and FYI TV18 under the name of Modern India's Game Changers. **■**

BRAND CONSULTATION, BRAND LICENSING, MARATHONS, MEGA EVENTS, AND WALKATHONS ARE SOME OF THE KEY FUNCTIONS OF WBR CORP APART FROM THE FOLLOWING SERVICES:

- Product Strategy
- Training Strategy
- Franchise Consultancy
- Market Research
- Pricing
- Sales
- Advertising
- CRM
- Consulting

LEADERSHIP PERSONIFIED

From a humble beginning to a multidimensional business empire—Ajay Piramal, Chairman, Piramal Group, is an idol for the working population of the country.

Counted amongst India's billionaire industrialists, the chairman of the Piramal Group—Ajay Piramal, leads a conglomerate with interests in healthcare, pharmaceuticals, glass packaging, real estate, financial services, and analytics. Born on 3rd August, 1955, he is a business tycoon, who hails from Bagar, a small town in Rajasthan. Brought up in Mumbai, Maharashtra, his grandfather, Seth Piramal Chaturbhuj Makharia had a cotton business, who later, in 1920, after getting hold of India's oldest, and first registered cotton mill 'Morarjee Mills,' established the Piramal business empire. Seth Piramal Chaturbhuj had earned a lot of fame through his philanthropic works for the development of Bagar in the 1920s.



Mr. Ajay Piramal
Chairman, Piramal Group



Laboratories, an Australian MNC—the company, which then competed with the likes of Pfizer and Glaxo, in 1988. Making the best use of three redundant Piramal factory buildings in Mumbai, India's first major shopping mall, Crossroads was developed.

FULFILLING CORPORATE SOCIAL RESPONSIBILITIES

Piramal Group has a philanthropic arm called the Piramal Foundation, which develops innovative, replicable, and impact-oriented solutions to resolve issues that are critical roadblocks towards India's economic potential growth. The guiding light of the organisation in carrying out its responsibilities towards the society are the Group's core values—Knowledge, Action, Care, and Impact. The Foundation has taken several initiatives for improving

health and education, and providing safe drinking water, namely Piramal Swasthya, Piramal Foundation for Education Leadership and Piramal Sarvajal, respectively. It has partnered with the NITI Aayog, to work towards transforming 25 'Aspirational Districts' across 7 states in India. Impacting over 90 million lives across 21 states the Foundation works mostly in partnership with state governments. The Foundation has not only developed innovative approaches and programmes, but has also built strong partnerships with technology partners and international organisations including Harvard Graduate School of Education, Michael & Susan Dell Foundation, and World Diabetes Foundation. **F**

THE JOURNEY

After graduating with B.Sc. (Hons.) from the Jai Hind College, and acquiring a Master of Business Administration from Jamnalal Bajaj Institute of Management Studies, Mumbai, he went to the US for Advanced Management Programme from the Harvard Business School, in Boston, USA. Crippling and violent strikes that started in 1982 had brought the textile industry to its knees; affecting 7,000 employees in the textiles business adversely. In 1986, Piramal walked out for a meeting with 4,000 workers, and suggested that the workers accept a separation package, as the business was being wound down. Ajay bought Nicholas

AWARDS AND HONOURS:

- Received the CEO of the Year Award by World Strategy Forum in 1999; Rotary International (District 3140) Certificate of Appreciation and Four-Way Test Award in 2001
- Awarded the Ernst & Young's Entrepreneur of the Year (2004) in the Healthcare & Life Sciences category
- Listed as Global Leaders of Tomorrow by the World Economic Forum, 2004
- Felicitated with the Corporate Citizen of the Year Award by AIMA Managing India Awards, 2016
- Honoured with Entrepreneur of the Year Award of UK Trade & Investment Council, 2006
- Given the India Innovator of the Year 2008 Award by CNBC TV 18
- Won the Kriyasheel Global Achievers Award in 2010
- Nominated in the Outstanding Philanthropist category for the Forbes Philanthropy Awards 2013
- Piramal Family was felicitated with the Distinguished Family of the Year by Forbes Philanthropy Awards, India, 2014



**ASIAN UK
BUSINESS MEET
2020**

FOR NOMINATION

visit: www.wbrcorp.uk

WBR Corp is organizing "Asian UK Business Meet" at London, UK in May 21, 2020. 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.

ON May 21st, 2020

AT HOUSE OF COMMONS

London



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