

NOVEMBER 2020

INDIA

# Forbes

High Performing

# HUMAN ASSETS

# VOCAL 4 LOCAL



FORBES INDIA

MARQUEE

A special marketing presentation complimentary with Forbes India. Not for Sale.

Network 18



**SHILPA GUPTA**  
DIRECTOR, WBR Corp

To read this issue online, visit:  
[globalindianleadersandbrands.com](http://globalindianleadersandbrands.com)

### WBR Corp Locations

#### UK

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

#### INDIA

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

#### UAE

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

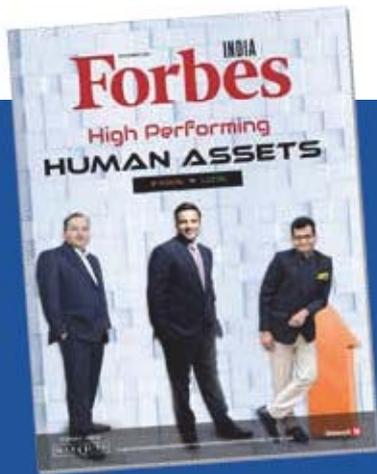
## From The Editor

With COVID-19 pandemic engulfing the world and continuing to cause illness and demises all around, “Unprecedented” is the word that we have heard a lot in the past few months. The governments around the world have taken “unprecedented” measures to shut down their economies by closing stores and ordering citizens to shelter-in-place in order to combat the pandemic. Undoubtedly it has had a devastating impact on markets and economies, and driven unemployment rates through the roof. In the midst of fighting the worst health crisis the world has seen in 100 years, central banks, fiscal authorities, and international organisations mobilised to take extraordinary steps to respond to the market distress.

The novel coronavirus pandemic has put us all through a situation—which has risen for the first time in the recent history of the planet—that triggered the largest industrial shutdown since the World War II. From factories being shuttered to airlines being grounded and borders sealed. It is for the very first time that Oil producers are paying suppliers to take excess oil due to lack of storage capacity. It can be called the ‘Great Lockdown’ recession and is the worst since the Great Depression of the 1930s, where the developed countries are likely to post a negative growth rate of around 6 per cent. It has been estimated by the World Food Programme (WFP) that around 265 million people in low- and middle-income countries could face starvation by the end of 2020. In the 21st century, with all the connectivity and technology at our command, it would be a colossal human tragedy and a shame on the whole world.

The lockdown had given us the breathing space to prepare the medical infrastructure required to deal with the pandemic but, it has also costed the economy an estimated Rs 2 lakh crore a week and brought abject misery to the poor. With two of the three large engines of the economy—services and manufacturing—comprising of 70.6 per cent of GDP and employment of 43.9 per cent of the workforce being shut; the epidemic is taking its heaviest toll on India’s urban centres known for economic importance: 35 of these, largely state capitals, contribute to 20 per cent of the country’s GDP. However, the third engine of our economy—agriculture—is beginning to tick. Though at 17 per cent farming is among the smallest sectoral contributors to GDP, it employs over half of India’s total workforce. Growing at a meagre 2.8 per cent per annum, this year, due to an extended winter and favourable rainfall, a record 106 million tonnes of wheat is to be harvested making the government’s godowns overflow with over 77 million tonnes of foodgrain, enough to last a year. Since India is the world’s second-largest producer of cotton, fruits, groundnut, rice, sugarcane, vegetables, and wheat; the largest producer of milk and pulses; and the top exporter of basmati rice, it is not on the WFP’s list of countries in danger of starvation. The crisis has demonstrated that governments and individuals are capable of taking strong and rapid actions in the face of an overarching challenge. It is worth reflecting on the other systemic actions that are needed to shift towards a more sustainable and resilient economy whilst India looks to shore up its economy.

Recognised widely as fast learners and being adaptable to different situations, we Indians with our hard work, empathy, and culture have always been regarded very highly by nations worldwide. This special Marquee Edition is a commendation of the work that Businesses and Professionals continue to do in these tough times.



**Cover Image**

© WBR Corp

**Marketing:**

Jitendar Gujar

**Advertising Sales:**

- Preeti Sahni
- Mitu Midha
- Atishay Singh
- Girish Sharma
- Anil Bhatia
- Divya Bhatia

**Distribution:**

Subhadra Bose  
Kaushal Pillai

**Advertising Operation:**

- Chaitali Karia
- Krishna Gupta
- Smita Suvarna
- Prashant Rane

All Rights Reserved © 2009 Forbes LLC, as to material published in the edition of Forbes Asia. All Rights Reserved.

Designed by



**Issue Editor:**

Anushka Singhal

**Designer:**

Komal G.  
Prathamesh

**DISCLAIMER**

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

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

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

# CONTENTS



**Abhishek Bansal**  
Founder Chairman,  
Abans Group



**Sudhir Kumar Agarwal**  
MD, Rishita Developers  
Pvt Ltd



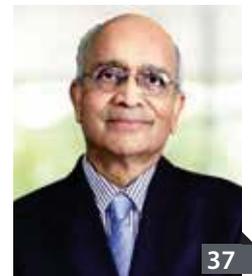
**Dr Aneel Kashi Murarka**  
Managing Director,  
Mirachem Industries



**Indra Nooyi**  
CEO (2006-18) and  
Chairman of the Board,  
PepsiCo, Inc



**Virat Kohli**  
Indian Cricketer



**R C Bhargava**  
Chairman,  
Maruti Suzuki India Ltd



**Aditya Puri**  
Managing Director,  
HDFC Bank



**Taapsee Pannu**  
Indian Film Actress

## High Performing Human Assets

Amit Burman	15
Nusli Wadia	16
Vinkesh Gulati	17
Avanish Singh Visen	18
Dilip Shanghvi	19
Mudhukar B Parekh	20
Narotam Satyanarayan Sekhsaria	22
Ashok Kumar	24
P Rajah Sundar	30
M P Nageshwaran	33
Diljit Dosanjh	48
Shikhar Dhawan	50



**ABHISHEK BANSAL**  
 Founder Chairman, Abans Group

## The Synonym of Versatility and a **Powerhouse of Talent**

### THE REAL ABHISHEK BANSAL

Born in Mathura, Uttar Pradesh, Abhishek is married to Shriyam Bansal. The couple has three children, Kaamad (born in 2013), Arni & Arnima (twins born in 2015). He shares a passion for holistic, healthy living and well-being. Despite his numerous professional commitments and strong responsibilities of managing the group of companies, Abhishek relentlessly pursues certain hobbies which reflect upon his being.

Being a religious and devoted person with a keen interest in reading religious scriptures, Abhishek recites the Ramcharit Manas by Tulsidas ji. He is an admirer of the works of Mr Harivansh Rai Bachchan and Mr Kumar Vishwas and he preaches his love for poetry by reading and reciting Hindi poetry to his family members, close friends, and colleagues. However, his interest and talent is not limited to reading and reciting poetry and religious scriptures. Abhishek takes interest in a diverse range of subjects such as physics, psychology and spirituality and is also currently writing a book on science and spirituality. He loves to keep fit and walking is his favourite way of keeping healthy and like a true Mumbaikar, he loves to take a walk by the sea at Marine Drive in Mumbai. Practising the fine art of meditation, spending quality time and travelling with family, Abhishek as an ideal parent to his three gems focuses on imbibing the right values in his kids. He loves providing motivational support to his colleagues, besides also being a loving husband to his wife Shriyam.

Abhishek drew inspiration from Steve Jobs and his trademark is his speed. As an experienced professional, he has an enlightening piece of advice for all budding entrepreneurs, he says, "It is good to be intelligent, but even more so to be wise. Focus on wisdom, try to digest what you have achieved, and try to digest success."

### EARLY CAREER AND RAPID EXPANSION OF ABANS GROUP

Abhishek's unending drive and passion speaks volumes about the beginning of his career as a trader at the tender age of 15. His drive and passion coupled with a rare knack of understanding of all sectors of the financial markets has led to Abans dealing in equity derivatives, currencies, and commodities across domestic as well as international markets with the group offering global financial services and solutions to clients across India, Dubai, China, Hong Kong, Singapore, United Kingdom, and Mauritius.

### THE ABANS GROUP

It is a globally diversified organisation engaged in Investment Management, Trading, Broking, Gold Refining, Non-Banking Financial Services, Agricultural

A recipient of an Honorary Doctorate—Abhishek Bansal, Founder Chairman of Abans Group—founded a diversified business group, comprising of several companies, including a NBFC, a public listed company and overseas companies in Dubai, China, Hong Kong, Singapore, United Kingdom, and Mauritius.

### HIS PHILOSOPHY:

*"Adversities and losses are the GURU DAKSHINA that we pay to our greatest teacher — LIFE"*



“ *It is good to be intelligent, but even more so to be wise. Focus on wisdom, try to digest what you have achieved, and try to digest success* ”  
 – **Abhishek Bansal**

Trading, Pharmaceuticals Distribution, Software Development, and Real Estate Development.

Under his stewardship, Abans Group has evolved multifold from being just a trading house to a quintessential diversified business group, providing expertise in Broking Services, Non-Banking Financial Dealings, Financial Services, Agri-Commodity Services, Warehousing, Realty & Infrastructure, Gold Dore Refinery & Manufacturing and Trading in Metal Products, Pharmaceuticals, Software Development, and Wealth Management.

Abans has achieved exponential growth within a relatively short span of time and has now grown into a team of nearly 400 people, including professionals, dealers, and traders. It is also at the forefront of advocating and embracing the latest available technologies.

Abhishek's belief that human beings are invaluable, technology is inevitable, and finance is the future, has also paved the path for Abans developing new and innovative Fintech products. He is also an authoritative figure on the Commodities and Derivatives Markets, and along with voicing his opinions in various business forums, he is also frequently quoted in prominent print and digital publications.

#### CSR INITIATIVES

In addition to his focus on business, the cause of the wider community is central to his vision. He has contributed to the Swachh Bharat Abhiyan by lending support towards the cleaning up of villages in the Azeem district of Mathura, Uttar Pradesh and simultaneously created employment opportunities for people in the village by employing local personnel.

## AWARDS AND RECOGNITIONS



During the course of his extraordinary entrepreneurial career, Abhishek has been the recipient of numerous awards, accolades and recognitions.

The Confederation of International Accreditation Commission conferred upon him the “Doctor of Excellence Honoris Causa” for his excellence in the field of Management in the year 2017. He is also an active contributor to the development of the commodities and derivatives markets in India.

His business leadership and sound business acumen on various subjects has been recognised by several leading corporates and community organisations and he has been conferred with several prestigious awards such as:

- ▶ Business Leader of the Year by Morpheus Enterprises in 2019
- ▶ India's Most Admired Business Leader by White Page International in 2019
- ▶ Most Enterprising Leader of the Year by WBR in 2018
- ▶ Young Achiever of the Year in Financial Services by Icon of the Year Awards in 2017
- ▶ Young Entrepreneur of the Year by Commodity Equity Outlook (CEO) Awards in 2017
- ▶ Udhog Ratan Award by Institute of Economic Studies for excellence and outstanding contribution in the Financial Services Industry in 2016



**SUDHIR KUMAR AGARWAL**  
MD, Rishita Developers Pvt Ltd

One of the primal names in the act of changing the face of the city of Nawabs—Lucknow—Sudhir Kumar Agarwal, Managing Director, Rishita Developers Pvt Ltd; Website: rishita.in

*Sudhir Kumar Agarwal, who hails from Faizabad, moved to Lucknow in 1996. The city's infrastructure and the possibilities of development intrigued Sudhir and he decided to step into the Real Estate business after much research and contemplation in 2008. The journey that Sudhir had set on included plethora of multi-dimensional challenges; moving away from family's finance business and stepping into a highly volatile sector such as real estate was the biggest risk and challenge that he had taken. With Lucknow becoming popular for fresh establishments in the healthcare and education sectors, Sudhir identified the right potential at the right time and ventured into real estate business.*



# The Dependable Developers

## ABOUT RISHITA DEVELOPERS

Established with a progressive thought and focused vision in 2008, Rishita Developers Pvt Ltd (RDPL) has delivered exclusive developments—an amalgamation of traditional and contemporary designs—ever since its inception. RDPL envisions not just homes but a valuable legacy, which is fuelled by a passion for creating vibrant and sustainable communities. Aimed at enhancing the pride of the owner, the company builds dream homes that complement the lifestyle needs in a defined budget.

Known for pioneering fresh technologies, bold design, and precision engineering to create a landmark residential townships, the company is driven by the idea of changing expectations and taking living standards a notch higher, thereby transforming the skyline of the city. Sudhir says, “We don't want to be the biggest real estate company, nor the richest, but we intend to be the best.” Augmented with an experience spanning over 25 years into finance and real estate, Sudhir believes that honesty and dedication towards committed values and propositions are the key success factors of the organisation. RDPL has ushered in an era marked by higher standards of living and global lifestyles with its four prestigious flagship projects (RERA Registered; Promoter Regn. No. UPRERAPRM4294 | www.up-rera.in ) across Lucknow.

## RISHITA MULBERRY HEIGHTS

Offering the most open and refined lifestyle that one can wish for—Mulberry Heights (2, 3, and 4 BHK apartments) is synonymous with a luxurious haven bedecked with modern and handpicked features. The project is spread over an area of 21.45 acres, comprising enigmatic towers with state-of-the-art facilities and amenities that meet global standards. The township is set amidst a vast green landscape with 80% open spaces—the Golf view facing project vouches for a holistic lifestyle. The spaces are well guarded and impart a wholesome experience of life with absolutely no hassles and worries. Key Features of the project:

- ▶ Club house sprawling 60,000 square feet
- ▶ Double height entrance lobby in selected towers
- ▶ Spacious & ventilated rooms
- ▶ Multipurpose hall
- ▶ Aerobic & yoga centre
- ▶ Spa & salon
- ▶ Bar area
- ▶ Space for indoor games
- ▶ Cycling track
- ▶ Tennis court
- ▶ Kids play area
- ▶ Skating rink
- ▶ Gym
- ▶ Restaurant
- ▶ Ease of access to reach other areas within the city
- ▶ Amphitheatre
- ▶ Lawn for meditation
- ▶ Ample seating spaces.



Mulberry Heights-Artistic Image

## RISHITA CELEBRITY GREENS



Celebrity Green-Actual Image

With skyscrapers being in trend, Rishita Celebrity Greens (spread across seven blocks) offers exceptionally crafted 2 and 3BHK high-rise residential apartments. The USP of the project lies in the fact that it is not only well connected by various modes of transport but is also in close proximity to all civic utilities. It is well thought of and researched project right from the aspects of fundamental design to other minutest details which ensure wellness and sustainability. Key Features of the project:

- ▶ Club house and banquet area
- ▶ Multigym
- ▶ Dedicated play area
- ▶ Swimming pool
- ▶ Ease of access to reach other areas within the city

## RISHITA MANHATTAN

Inspired by the towering skyscrapers of Manhattan positioned amidst lush green meadows of Lucknow—Rishita Manhattan defines luxurious life in a freshly contemporaneous way. Located in Gomati Nagar Extension, Lucknow, sprawling across 11.5 acres of which 80% is an open area, the project is blessed with a strategically favourable location. Offering radically modern design aesthetics which go beyond four walls and has a taste of global lifestyles infused with a rich tradition of Lucknow ethos; it is a perfect blend rendered to impart a sense of pride to its owner. The project has been modelled to elevate the senses and work as a reflection of the buyer's persona. Features of the project:

- ▶ A premium club
- ▶ Restaurant, gym, yoga centre, swimming pool, multipurpose hall, and options for indoor games
- ▶ Indoor theatre with reclining seats
- ▶ Landscaped lawns
- ▶ Jogging track, basketball & tennis court
- ▶ Wi- Fi enabled campus
- ▶ Power backup for common areas
- ▶ Site serviced by road from three sides
- ▶ Gated community access control at entrance
- ▶ CCTV surveillance
- ▶ Double height entrance lobby in selected towers

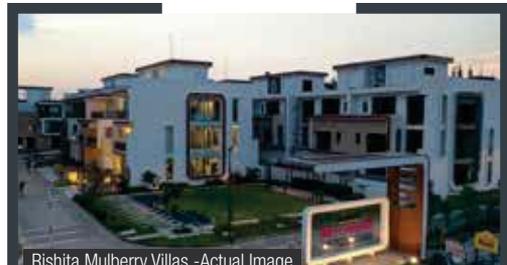


Rishita Manhattan -Actual Image

## AWARDS AND RECOGNITIONS



- ▶ U.P. Ratan Samman, 2019
- ▶ U.P. Brand Leadership Awards for 'The Most Trusted Real Estate' presented by ABP News



Rishita Mulberry Villas -Actual Image

## RISHITA MULBERRY VILLAS

Envisioned to become a landmark of Lucknow, the city that graciously exudes elegant charm, which sets it apart from all other cities. Rishita distils the essence of Lucknow and crystallises it in its projects of which Rishita Mulberry Villas is the best ever in terms of luxurious style, elegance and modernity. Key features of the project:

- ▶ Exclusive gated community
- ▶ Lush green ambient open space
- ▶ Wellness zone
- ▶ Unique outdoor gym
- ▶ Play zone
- ▶ Proximity to golf course
- ▶ Home automation
- ▶ Modular kitchen
- ▶ Independent lawn



# The Man Who Defines Humanity with His Philanthropy

**F**ostering the Spirit of Giving!—  
*Dr Aneel Kashi Murarka, MD, Mirachem  
Industriies, and Founder of Social Enterprise  
Ample Misiion is known for his generosity  
and magnanimous personality who does what is  
right for fellow Indians and makes his impactful  
presence felt coupled with a strong hopeful future.*

## THE BIG CHANGEMAKER

Known as the Common Man's Philanthropist—Dr Aneel Kashi Murarka believes, “A man's true wealth is the good he does in this world.” For over the past three decades, Aneel has touched the lives of the needy and of those who he feels are setting an example for others through their good deeds. A personality that is worth taking inspiration and learnings from about generosity—Aneel loves to help with all his might, time, and money. His may not be a story of a person moving from rags to riches but he definitely is the one who uplifts and helps the people of the society to write one such story of their own. He is the embodiment of kindness which exudes how imparting happiness brings joy to your own self.

He believes that his giving nature is nothing but a way of thanking God and his fellow beings for all they have done for him. The humility and genuineness of his soul make him a person who believes in giving unconditionally.

## THE BACKBONE

Family plays an impactful role in determining what a child becomes and what he or she accomplishes. Aneel was born in Mumbai, to Mr Kashi and Mrs Meena Murarka had a legacy to take forward and live up to his family name. Being the eldest grandson, Aneel was bestowed with responsibilities. It was his grandfather who instilled the principles of nationalism and social service in him. He groomed him to be benevolent. “During the last 7-8 years of his life when he was bedridden, he

would talk a lot about social service. He told me to always keep in mind that we had just one life and, hence, should make the most of it by doing something for the society.” He would say, “Whether I am there or not this work should continue.” While Aneel’s father Mr Kashi Murarka was the first in the family to venture into business without any financial backing and rise from the ranks of a simple trader to become a manufacturer of certain repute – founder of Mirachem Industries. Aneel was next in line to prove his mettle.

Aneel had started enjoying his stint as a trainee at the age of 15 in Mirachem Industries. After college hours he used to join his father and started overseeing all aspects of the business. The steady progress he was making on the work front added greatly to his self-confidence and enthusiasm. By the time he was a young man, he had gained enough work experience and a fair insight regarding the working of the factory and the business at large. Added to that were his father’s teachings of being honest and communicative with both the customers as well as the employees. Just like his father Aneel never shied away from hard work, he devoted himself to establishing the business.

As a young businessman, Aneel took Mirachem Industries to newer heights. From the domestic market, he went a step ahead and entered the international arena. With new settings came new challenges, paramount among those was to make the business environmentally sustainable. “When we manufacture chemicals for textile it becomes our duty to see to it that we are not spoiling our mother earth. We totally work on green chemistry. For example, the waste that goes to the sea should not affect marine life, which is very important.” He tries to work on zero waste policy at his manufacturing unit.

### GENEROSITY IN HIS GENES

The man who lives for others—Aneel—there is nothing else that describes him better. He earnestly believes in bringing about a social change. As the third-generation crusader of a modest Marwari family, he has two compelling and dynamic influences in his life that have deeply impacted him and transformed his outlook towards life. Aneel’s grandfather Late Chiranjilal Murarka, who fought for India’s independence alongside stalwarts such as Chandrashekhar Azad and Bhagat Singh and his father Mr Kashi Murarka, who works tirelessly for the betterment of the society even today. For Aneel philanthropy is not just a CSR project but a value and



Aneel with his parents and siblings

learning which has come down the generations to serve the fellow human beings. “I’m fortunate that my son Sidhaant Murarka, all of 19, has imbibed the same values, and has embarked on his journey already,” he says with a sense of pride.

Professionally, Aneel has achieved great heights and his company, Mirachem Industries, is a name to be reckoned with in the national and international markets. However, his accomplishments on the social front are greater still. An entrepreneur, a humanitarian, producer of public awareness films, a writer, and a driving force behind his social enterprise ‘Ample Mission’ which has a pan-India presence that focuses its efforts on alleviation of poverty, employment creation, providing education to the underprivileged children and other burning social issues including communal harmony, empowering women and marginal communities, and stand up for the voiceless or the unheard.

### TURNING NEGATIVES INTO POSITIVES

The media and public have often questioned the motivations of entrepreneurs like Aneel who indulge in philanthropy and say a lot of negative things about their noble initiatives but Aneel feels that this would soon change. Aneel says, “As mortals, we all desire genuine praise, acceptance and recognition for our good work, but with it also come brickbats and criticism.”

Philanthropy in silence is a trend of the past and now the millennial or the post-millennial generation thinks that philanthropy news should be shared to inspire others. It is with this thought process that Aneel’s son Sidhaant prompted him to talk about his work on social media; this made Aneel a social media influencer and indeed inspired many. Thus, it can be said that Aneel is the culmination of this old and new thinking. Philanthropy is building yourself and then helping others to build so as to have a sustainable society. Aneel as the trustee of the family-owned SAMARP (C B Murarka Charitable Trust), has been involved in the establishment of several public utility projects along with his family members, which are now strongholds in the local community both in Mumbai and his hometown Lachhmangarh, Sikar-Rajasthan.

### SOME OF THE DEVELOPMENTS ARE AS FOLLOWS:

- ▶ A one-of-a-kind crematorium, named ‘Shivdham’, in Goregaon, Mumbai.
- ▶ ‘Narayani Dham’ – A sprawling Temple Complex at Lonavla. Through Narayani Sewa Trust, he is serving people from backward areas of Maharashtra.



Aneel with his wife Sangeeta and their son Sidhaant



The Murarka Family

**“We are a close-knit family and I’m indeed blessed to have such a wonderful set of parents. I would rather quote very honestly that my counterpart, my better half... my wife Sangeeta has stood by me like a rock throughout my life journey and has made me capable of being wherever I stand today,” says Aneel.**

- ▶ First-of-its-kind, a fully air-conditioned bus stand in Rajasthan.
- ▶ A Multistorey lady police living quarters, a Hanuman Temple, lawyers’ chambers, multi-purpose community hall, and public toilets with modern amenities.

Aneel feels that the true essence of being a human being lies in the fact that you can give back to the society in whichever way possible and doing so brings him immense satisfaction. Keeping a realistic approach and a practical thought process, Aneel understands the need for the right kind of philanthropy in India. “In India, we need to focus more on social welfare issues such as reduction of poverty, affordable healthcare for the poor, employment, and right to education,” he opines. Despite being a businessman by profession Aneel found his true calling in being a humanitarian. He strives to bridge the gap between mainstream society and marginalised communities.

## IMPACTING LIVES THROUGH SHORT FILMS

“Film is an art form to create social change,” says Aneel. With cinema having the power to spur a sea of emotions and inspire thousands together, Aneel understood co-relation between mass media and social outcomes and decided to use his knowledge judiciously. For him short films are a powerful tool for social change, all that’s needed is the belief in the power of story to inspire the masses. Aneel says with conviction, “In India, only two things attract the masses, one Bollywood celebrities and the other is fear of God...so I infused both these elements in my short films to have the maximum impact on people.”

“Short films can educate, raise awareness, and inspire change like few other forms of media. In a world where visual media dominates and social media is the channel through which we communicate, there is no better tool for changing hearts and minds than the short film segment. All that’s needed is the belief in the power of a concept to inspire social change,” he says. His films have successfully addressed many important social issues like smoking & tobacco use, cleanliness & Swachhta Abhiyan, menstruation & sanitary pads, teen suicide, breast cancer, road safety, drink & drive, girl child empowerment, and patriotic themes. Recognising his work, Aneel was appointed as one of the ‘Swachh Bharat’ Ambassadors - An honour hitherto reserved only for national celebrities by the Ministry of Urban Development. He began a rapid toilet construction programme



Aneel celebrating inclusivity at Times Fashion Week



and built hundreds of toilets in remote villages of Bihar and Kashmir. Aneel feels that more and more people should indulge in philanthropy for the betterment of our nation and its people. So far, he has produced over two dozen Public Awareness Short films through his social enterprise Ample Missiion but has never sent them to any film awards for nominations.

### ABOUT AMPLE MISSIION AWARDS AND SOCIAL INITIATIVES

Ample Missiion was founded by Aneel along with his son Sidhaant and it deals in organising inspirational Award Shows. Its strength lies in conceptualising of unique social initiatives for the people and communities all through the year. The thought of celebrating the heroic achievements of the unknown, the unrecognised, and the unappreciated—the common men speaks volumes about the nobility Aneel’s venture. Transparency of the selection and winning process and a grand celebration in the honour of the changemakers makes these awards unique.

The Shoorveer Awards honour lion-hearted individuals i.e. people who have known no fear and pursued extraordinary acts of bravery often at the expense of their lives. Bharat Prerna Awards honour those who have risen above their conditions, whether it be a physical disability, mental illness or sensory deprivation, and shown extraordinary feats of courage. Awards Zindagi Ke honours the supreme valour, courage, and dedication of the unsung heroes – the men in uniform, who have selflessly devoted and sacrificed their lives for our country. Translating intentions into actions is an important catalyst for social change, thus Aneel begins by identifying a specific problem or opportunity to tackle it, and develops a strong drive to bring about a change for better.



Aneel & Sidhaant Murarka



Aneel at an Award Function with Mr Amitabh Bachchan



Aneel with Ace Cricketer Virat Kohli

Aneel’s deep knowledge, understanding, and constant connection with people at different social levels help him create a more sustainable environment and a tolerant society. Along with his son Sidhaant Murarka, Aneel is leading a range of social upliftment programmes which include:

- ▶ Educational initiatives for slum and rural children through weekly coaching and computer learning, Adivasi upliftment activities ranging from healthcare to employment creation through ‘Warli Art’, sporting and talent hunt camps for tribal kids and Adivasi youth.
- ▶ Ample also conducts hunger elimination programme for urban poor with free distribution of meals to homeless and in turn providing livelihood opportunities for housewives who are engaged in preparing the meal packets from home; showcasing the talent of Transgenders through innovative approaches, creating livelihood options for Acid attack survivors are a few other opportunities which Aneel has created.
- ▶ He created rural healthcare facilities for women and children living in villages, encourages Anti-Plastic movement, organises large scale tree plantation drive in Mumbai and other states, potholes filling activities for accident prevention in cities, organising cleanliness-hygiene workshops for school kids and women, providing equal opportunities for differently-abled individuals and many more such signature campaigns that are widely known in the local community for their impact.

In 2019, Aneel with Team Ample Missiion created history at Bombay Times Fashion Week, the show on inclusiveness curated by Aneel himself with designer Archana Kochhar. Transqueen India winner Navya Singh and Transgender activist Laxmi Narayan Tripathi were the showstoppers. The concept and initiative both were received with thunderous applause in Mumbai. Aneel did a repeat feat of the same in 2020, this time he teamed up with designer Rohit Verma and the show was titled “Sindoor Khela”, which was inspired by the Times of India #NoConditionsApply campaign. The collection aimed to empower women to challenge norms that lead to unfair traditions imposed on them for the last many years. The models were acid-attack survivors, single moms, widows, and transgenders.

Amidst the global pandemic, Aneel with Team Ample Missiion, spearheaded urgent humanitarian initiatives across India at different levels both in terms of online awareness and reaching out to hundreds of affected individuals at large. This included daily wagers, homeless people, stranded inter-state migrant labourers, transgenders, acid-attack survivors, dwarf actors, and slum families. He provided them with financial assistance, and dry ration kits with daily use items along with essential medical items for survival including Corona safety kits, PPE suits, gloves, masks, and sanitizers.



Shivdham Crematorium

Shri Chiranjilal Badamidevi Murarka Bus Stand Lachhmangarh



## NOT WITHOUT HIS FAMILY

The traditional values of living in a joint family are still very much a part of the Murarka household. Aneel, being the eldest of the three siblings, has always been the protective elder brother to Manish and his sister Manisha. “We are a close-knit family and I’m indeed blessed to have such a wonderful set of parents. I would rather quote very honestly that my counterpart, my better half...my wife Sangeeta has stood by me like a rock throughout my life journey and has made me capable of being wherever I stand today,” says Aneel. The family that serves together stays together, true to this saying his family members are actively involved with him in the field of social work and together they serve society with shared responsibilities towards common goals. “Like my son Sidhaant, my wife Sangeeta, brother Manish and niece Dipanjli are quite active in our philanthropic works and they back me up in my quest for a better society and nation at large.”

Aneel is widely covered in news media and honoured at award functions for his outstanding work for society. Aneel is a hope for people to have more empathy for others. Aneel does not intend to stop and believes that there is a long journey ahead where he needs to continue doing his duty as a human with utmost honesty and not worry about anything else.

## THE ROAD AHEAD

Through Ample Mission, Aneel aspires to change the world into one that operates on the principles of mutual respect, collaboration and civic partnership. Ample Mission focuses on diverse causes and initiatives with over 115 social projects and campaigns to its credit since its inception. He tells his son that change doesn’t happen overnight and a step a day slowly help them construct the bigger picture. Philanthropy solves problems differently than the government. It tends to be more inventive, experimental, quicker, more efficient, and personalised. Philanthropy for Aneel is not for scaling heights but just doing the little good that one can

Aneel seen indulging in philanthropy



*I have long learned that live life as if there is no tomorrow, end of our journey on Earth is inevitable, why not do what’s best possible for others,” says Aneel.*

do till the end of their existence and also pass on the value to the future generations. Selfless community service is his life’s mission and philanthropy is as natural as breathing to him. Dr Aneel Kashi Murarka is definitely one such person in contemporary times, who is on an unstoppable streak to make the world a better place for fellow citizens. “I have long learned that live life as if there is no tomorrow, end of our journey on Earth is inevitable, why not do what’s best possible for others,” says Aneel.



Marriott Marathon



Old Age Home

Go 'vocal for local': PM Modi appeals people to endorse local products  
 The Times Of India May 13, 2020



**Go 'vocal for local'**

PM Modi on Tuesday urged people to buy and endorse local products like khadi, stating that Covid-19 time has made us realise the importance of local traders, craftsmen and brands. "Time has taught us that we must make 'local' the mantra of our lives," the Prime Minister said in an address to the nation.

READ 373

आत्मनिर्भर भारत



स्वदेशी अपनाए, मजबूत भारत बनाएं

*In India the fast-moving consumer goods (FMCG) industry, particularly in food, Indian brands have been following Prime Minister Narendra Modi's 'vocal for local' or localisation vision, which emphasises on a self-reliant, or 'aatmanirbhar', India.*

TRAVEL MANAGER

#SAVE TOURISM



TOGETHER LET'S BE VOCAL FOR LOCAL

TRAVELMANAGER HOLIDAYS INDIA PVT. LTD.  
 No. 113,17th 'B' Main Road, 11th Cross, 4th Sector, HSR Layout, Bangalore - 560102, Karnataka, India

# Raising Homegrowns to Power

## INDUSTRIES' VIEWS ON VOCAL FOR LOCAL

The government has asked to manufacture products in India not just to boost the 'Make in India' campaign but also for the promotion of local brands, manufacturing, and supply chain. Elaborating upon the idea RS Sodhi, MD, Amul, told BusinessLine, "When the Prime Minister said go 'vocal for local', he meant that products be made competitive vis-a-vis global brands. It didn't mean that one must only buy products that have a logo 'made in India' logo on it." "The Prime Minister's 'vocal for local' and 'local for global' mantra has also brought out the significance for our local brands to have a global presence. India is the biggest and the fastest-growing market in the world for majority of the product categories," added Sodhi.

## BY INDIA, FOR INDIA

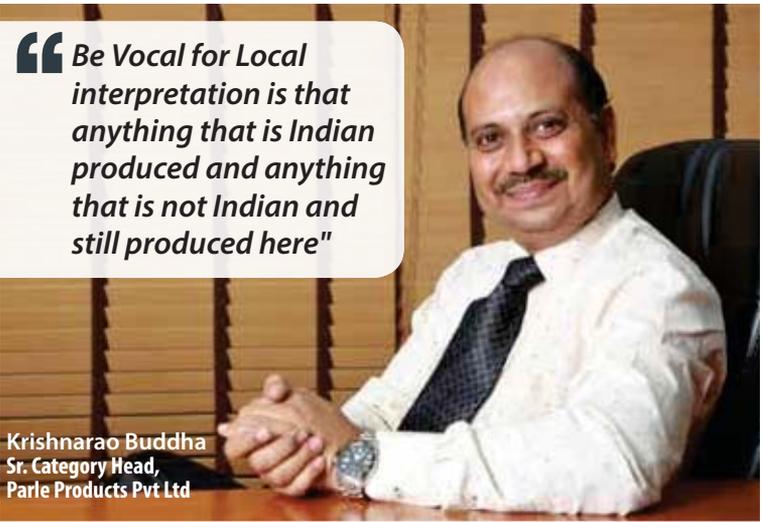
While Indian brands are a leading name in 'Indian categories' such as hair oils, *chyanprash* health supplements, international brands have been leading in 'international categories' such as shampoos and toothpastes, in the Indian FMCG market affirmed Lalit Malik, Chief Financial Officer, Dabur India Ltd. "...Indian brands have also been gaining market share even in these highly competitive categories such as toothpastes with their highly differentiated offering," he added.

"The trend within the food industry is totally 'vocal for local' when it comes to consumer demand," said Sodhi. "Over 30 years ago, they would have bought a foreign brand because the (Indian) brands weren't there at that time. Along with that, there was a concern of trust on the local bands as far as the manufacturing is concerned. Now, there are a lot of national food brands, and they have developed over the years. More than 60 per cent of the brands in the food industry are local brands unlike personal hygiene, cosmetic,



“Be Vocal for Local interpretation is that anything that is Indian produced and anything that is not Indian and still produced here”

Krishnarao Buddha  
Sr. Category Head,  
Parle Products Pvt Ltd



and consumer durable segments,” he explained.

The spokesperson at ITC said that the company has invested extensively in developing a portfolio of Indian brands, with 25 brand names created from scratch. “Investments in cutting-edge R&D and state-of-the-art manufacturing drive these winning Indian brands,” said the ITC spokesperson.

Campaigns to promote ‘vocal for local’ have been underway and ITC has been undertaking a ‘proudly Indian campaign’ on its social media platforms, while Dabur has also launched a series of advertisements as well as special videos, as a part of the campaign. “Having a 135-year-old heritage of caring for every Indian households’ health and well-being Dabur has been highlighting the Indian roots of the company,” said Malik.

As for Amul, Sodhi said, “We have been undertaking such campaigns since the mid-1990s for instance ‘Amul, the Taste of India’. So, we don’t think we need to shout ‘Made in India’ over the top of our voices separately. It’s a compilation of everything,” he said.

## THE THORNS AND PRICKLES

“Amul was launched in India in the mid-1950s, at the time when the Indian market was dominated by multinational brands that had more capital than Amul, however, the government of India’s efforts to ensure ‘vocal to local’ at least in the food industry have been pretty obvious. The government’s efforts to try and make sure that more and more people opt for Indian brands and promote local produce as much as they can, as well as ban lower-graded

ingredients is worth acknowledging and appreciating,” said Sodhi.

“The government could consider levying a uniform 5 per cent GST for Ayurvedic products and medicines comprising classical, proprietary, and OTC products,” said Malik. “Currently, over 80 per cent of Ayurvedic products fall under the proprietary and OTC categories that attract a GST of 12 per cent,” he added.

## LOCAL FOR GLOBAL

Why do we need to promote ‘Local for Global’ just like ‘Vocal for Local’? Sodhi answers, “For any commercial organisation, the brand is its most valuable asset. When a brand sells in the global market, irrespective of where it is produced, sold or ultimately consumed in the world, apart from royalties in technical fees, the owner of the domestic firm enjoys appreciation in the valuation of his brand. This is also a proven MNC strategy. I feel this is also consistent with the PM’s stand of not being a part of the RCEP agreement and opting for a complete make in India policy.”





# The Blessing Called Ayurveda



**AMIT BURMAN**  
Chairman, Dabur India Ltd

Mr Amit Burman, Chairman of Dabur India Ltd has been instrumental in presenting the nation with a reliable source of accessing the benefits of Ayurveda.



*The brand Dabur signifies 'Trust and Health' in the minds of their consumers. This campaign truly signifies our long-standing commitment to the nation and the millions of lives that we have touched over the years," said, Ms Minoo Phakey, Head of Marketing Services, Dabur India Ltd. Deep-rooted in India and its culture, Dabur with its Ayurvedic and Natural healthcare products is the brand to lean on, in every home. So to dream of a film for "Vocal for Local" was just about expressing this pride. Anusha Shetty, Chairperson & Group CEO, Grey Group India feels grateful and delighted to partner with Dabur on this journey.*

## TAKING THE LEGACY FORWARD

Dabur Real and Hommade, the two popular household names are to Amit's credit. The man behind driving all business strategies, development, and communications at Dabur Foods (a wholly-owned subsidiary of Dabur)—Amit took on the responsibilities as the CEO of Dabur Foods in 1999 and forayed into the processed foods business with a range of ethnic cooking pastes, chutneys, and packaged fruit juices. Amit had stepped down as the CEO of Dabur Foods when the company was merged into Dabur India Ltd in July 2007. He was then appointed the Vice Chairman of Dabur India Ltd and took charge as the Chairman of Dabur India Ltd in 2019. At the onset of Amit's career at Dabur he was in the Industrial Engineering Department with responsibilities like induction of machinery, method improvements, manpower reduction, and improving product packaging.

Amit—an MBA degree from University of Cambridge and an M.Sc. degree in Industrial Engineering from Columbia University, USA—had obtained valuable experience at Colgate Palmolive, New York in the Manufacturing Strategy Department, before starting off at Dabur.

Speaking about the major challenge that company had to face by the Covid-19 lockdown Amit said, "The COVID-19 pandemic and ensuing lockdown managed to 'wipe out' all the gains made by Dabur India Ltd in the initial months of the fourth quarter." Discussing how Dabur has been overcoming these challenges and what the government can do to support the industry during this time he said, "Dabur India Ltd continued to surge forward on its growth track through the first two months of the fourth quarter of 2019-20, with quarterly revenue from operations growing by 4.5 per cent till February-end. Companies continue to face challenges, particularly in the manufacturing hubs, with regards to sourcing manpower. With migrant workers moving back to their villages, the availability of adequate manpower has become a serious issue, hampering scaling-up of production to pre-COVID levels. We are increasing the sourcing of local manpower from nearby areas around our manufacturing units to meet the growing need for workmen. The government should also consider levying a uniform 5 per cent GST for the entire Ayurveda products and medicines categories, comprising classical, proprietary, and OTC products."

## DABUR ON VOCAL FOR LOCAL

Dabur India Ltd has launched a new 'Vocal for Local' campaign showcasing its Indian roots and the 135-year-old heritage of being dedicated to the Health and Well-being of every household. The campaign, with the anthem 'Ye Bharat Hai Hamara, Ye Dabur Hai Hamara', seeks to showcase the strong legacy of the various Dabur brands and their role in the everyday lives of the consumers. This campaign takes forward the vision of Prime Minister Narendra Modi for an Aatmanirbhar Bharat and responding to PM's call for supporting indigenous businesses, lauding homegrown brands, and encouraging the country to celebrate and honour self-reliance by coining the term 'Vocal for Local'.



THE WADIA GROUP



**NUSLI N WADIA**  
Chairman, Wadia Group

A well-known industrialist, Chairman of Wadia Group companies and an esteemed Director on the Boards of several Indian companies—Nusli N Wadia has a distinct presence in public affairs and has been actively associated with leading charitable and educational institutions.

*Married to Maureen Wadia, who heads Gladrags Magazine, they have two sons together, Ness and Jehangir. As of 2011, while Jehangir is the managing director of Bombay Dyeing, Ness heads GoAir, which has earned a repute in the domestic aviation space.*

# The Royal Indian Industrialist

Mr Wadia, who is known for his contributions in the deliberations of various organisations such as the Associated Chambers of Commerce & Industry has the following positions of prestige to his credit:

- ▶ Former Chairman of Cotton Textiles Export Promotion Council (TEXPROCIL), Mill Owners' Association (MOA)
- ▶ Member on the Prime Minister's Council on Trade & Industry from 1998 to 2004
- ▶ Convenor of the Special Group Task Force on Food and Agro Industries Management Policy in September, 1998
- ▶ Member of the Special Subject Group to review regulations and procedures to unshackle Indian Industry and on the Special Subject Group on Disinvestment
- ▶ Member of ICMF from 1984-85 and 1990-91
- ▶ Trustee of the Executive Committee of the Nehru Centre, Mumbai
- ▶ Chairman and Director of the Bombay Dyeing and Manufacturing Company Limited since 1977 and 1968 respectively
- ▶ Chairman of the board of Bombay Burmah Trading Corp Ltd since 1982 and a Director since 1980

The Indian Parsi entrepreneur and one of the savviest businessmen in the corporate arena, Mr Wadia was born to Neville and Dina Wadia, and is the grandson of Muhammad Ali Jinnah, founder of Pakistan. With one of the largest land banks in the city of Mumbai, the Wadia Group stands at a whopping Rs. 6,157 crore. 'The epitome of South Bombay's old money and genteel respectability,' that is how The Economic Times once described Mr Wadia. Mr Wadia proved to be an astute and imaginative businessman with the introduction of the retail shops and the development of the Bombay Dyeing brand.

## THE BATTLES FOUGHT AND WON

When Neville Wadia decided to sell Bombay Dyeing to Kolkata-based industrialist R P Goenka and settle abroad, a 26-year-old Nusli with his sheer brilliance and presence of mind prevented the deal. By the late 1970s, 'Polyester War' broke between the two textile giants, Wadia and Ambani. However, Wadia won the legal battle after 42 court hearings and 2,500 pages of interrogation. The challenges returned in the 1990s when he had to rebuild the textile business and an investment in Bombay Burmah yielded a gold mine in terms of hidden assets followed by the cookie affair, Britannia.

With a dream of entering the biscuit business, Mr Wadia negotiated with the ailing Huntley and Palmer biscuits to take over Britannia in India, but, Huntley and Palmer itself was taken over by American cookie giant Nabisco. However, with the turn of events in his favour and a long media battle Mr Wadia got the control and became the Non-Executive Chairman of the Board of Britannia Industries Limited. Britannia has grown rapidly and today, with a market capitalisation of around Rs 2,000 crore and a profitability of Rs 175 crore, it is doing better than Bombay Dyeing.



## VINKESH GULATI

Managing Partner, United Automobiles and Senior Vice President, United Group of Institutions

A fine human being and an astute entrepreneur with over 3 decades of experience—Vinkesh Gulati, Managing Partner, United Automobiles and Senior Vice President, United Group of Institutions has successfully displayed his business acumen in the industry.

### AWARDS AND RECOGNITIONS



- ▶ Best Dealer Award and President's Delight Award – Mahindra & Mahindra
- ▶ Transport Yuva Award – All India Motor Transport Congress
- ▶ President – Federation of Automobiles Dealership Association
- ▶ Member Governing Board – Automotive Skill Development Council
- ▶ Advisor – Ishwar Saran Degree College, Allahabad
- ▶ Chapter Chairman (2016-19) – Indian Industry Association

# Revolutionising Automobile Dealership Experiences

Born in the sacred city of Allahabad, at the confluence of the holy rivers Ganga, Yamuna and Saraswati, Vinkesh attributes his personal and professional growth to his hometown. “There is a sense of candor and humility that a small town instills in you and these qualities have helped me in my professional and personal life.”

A post-graduate in Commerce and Law, Vinkesh joined the business at an early age of 18, which helped him understand its underpinnings. He feels fortunate to have married his soulmate and source of strength, Mrs. Pooja Gulati. Vinkesh's grandfather Late Shri Shiv Ram Das Gulati, who left Pakistan during the Partition and settled in Allahabad, lived by a set of rules which became the guiding principles of his life. Talking about the inspiring role of his grandfather, Vinkesh says, “His focus on efficiently managing business in a financially astute way and giving back to the community has helped me become the person I am today.”

Vinkesh grew up listening to discussions around managing and expanding the joint family business and his inclination towards cars and bikes motivated him to venture into automobile dealerships with Mahindra, Yamaha, and Bajaj. “The Entrepreneur in me always pushed me to explore new ventures and the complexity and uncertainty involved never deterred me. In my career spanning over 32 years, I have expanded the dealership business to eleven showrooms across 4 cities,” said Vinkesh. He believes that honesty and integrity are extremely important principles that one must follow in life. He always strives to keep his employees motivated and in high spirits through his emphasis on collaboration and team-work.

### ABOUT UNITED AUTOMOBILES:

With Mahindra and Bajaj dealerships in Allahabad and Faridabad, the company has over 500 employees. Over the past 32 years, United Automobiles has emerged as a pioneer, winning a multitude of awards for dealer satisfaction and sales as well as gaining recognition for its excellent service and quality.

Vinkesh has closely witnessed the rapidly changing auto industry and he believes it is imperative for him to be aware of the ground realities to be successful. Interacting with customers and understanding their needs is an indispensable part of his day and helps him develop long-lasting interpersonal relationships with them. According to Vinkesh, an entrepreneur is never out of opportunities, but they should be able to adapt to the changing dynamics to meet the evolving demands of the industry. Shedding light on the future of the automobile industry in India, he says “India is a future superpower and with such a young population, there is no dearth of opportunity. India has the potential to soon become the third-largest automobile market in the world.”



*The Entrepreneur in me always pushed me to explore new ventures and the complexity and uncertainty involved never deterred me. In my career spanning over 32 years, I have expanded the dealership business to eleven showrooms across 4 cities” – Vinkesh*



**AVANISH SINGH VISEN**  
Chief Executive Officer, DCJ Group

Possessing an industrial experience of working seamlessly for over a decade—Avanish Singh Visen, Chief Executive Officer, DCJ Group, Encraft India Private Limited has proved his mettle across several sectors primarily in Supply Chain, Operations, Business Management, and Sourcing Management. Website: [www.ecraft.in](http://www.ecraft.in); [www.applindia.co.in](http://www.applindia.co.in); [www.dcjgroup.in](http://www.dcjgroup.in)

## AWARDS AND ACCOLADES

- ▶ Fastest Growing Brand and Leader-19-20
- ▶ Most Trusted Brand and leader- 19-20
- ▶ Achievers world wide- Business Leaders Awards 19-20
- ▶ Most Trusted Brand and Leader 20-21
- ▶ National Awards for Business excellence 2020
- ▶ Times SME Icon of India 20-21
- ▶ Power Brands - 20 Rising Stars of 2020
- ▶ Most Trusted CEO 20-21
- ▶ India's Inspirational Brands & Leaders 20-21
- ▶ 50 Most Inspiring CEO 20-21



# Redefining Designer Spaces

## UP CLOSE AND PERSONAL

Avanish describes his childhood as an unforgettable period of stories which were both fun and touching. Coming from a family in a small town with a background in farming, he said, “My childhood memories are intricately shaped by my family and friends.” Avanish’s grandfather and his father taught him to never give up on his dreams and maintain integrity. Unlike other children Avanish said schooling was rather fun for him because he loves to learn and explore. This trait of his helps him to continue learning through a lot of self-exploration. He credits his energy and confidence to his loving wife, Mrs Kamini, who has been by his side through thick and thin and has been extremely loving and caring towards him. Speaking about his children, he said, “My daughter Trisha, is my stress buster, her smile makes me forget all my worries and my son Aarabhya is the one I love going on a drive with.” Avanish enjoys spending time with his world—his parents and his family when he is off work and loves to indulge in meditation and poetry writing.

Avanish, who has completed 17 years in the business is a Mechanical Engineer with Masters in Supply Chain Management, Avanish sees every challenge as an opportunity. He believes in embracing the problems and tries to look for joy and stay positive even in the darkest of situations. Avanish considers speed to be the success mantra of his life, which helps him achieve all his goals. He also believes that taking risks is a process that makes him more resilient and confident.

## THE ENCRAFT FACTOR

ENCRAFT is a product brand of ENCRAFT India Pvt Ltd ENCRAFT—a leading manufacturer of uPVC Doors and Windows Systems in India, which are engineered with precision and are masterpieces of art. Incepted under the leadership of an Austrian Engineer with over 40+ years of experience in uPVC tooling and extrusion, one of the UK’s leading fenestration solution providers, ENCRAFT offers a lifetime of style, strength, and security. With a wide range of customised designs and wood shades to match with all décors, ENCRAFT has combined advanced technology with high-tech machinery. Ensuring maximum satisfaction delivery using a strong network of over 90 fabricators across India, ENCRAFT is known for addressing every requirement at different stages in the process with keen precision.



Play School Project, Location : Gurugram



Showroom Encraft India Private Limited , Plot no 70, Okhla Industrial Estate, Phase 3, New Delhi- 110020



Villa Project, Location: PUNE



**DILIP SHANGHVI**  
 Founder and Managing Director,  
 Sun Pharmaceuticals

An Indian business tycoon reckoned amongst the richest persons in the country—Dilip Shanghvi, Founder and Managing Director, Sun Pharmaceuticals (a multinational pharmaceutical company).

## AWARDS AND HONOURS



- ▶ CNN-IBN Indian of the Year Award in the business category, 2011
- ▶ Padma Shri—the fourth highest civilian award in the nation— by the Government of India, 2016

# Changing the Face of Pharma in India

Born to a wholesale drug distributor in a small town—Dilip worked with his father as a young man. The idea of opening his own drug manufacturing unit struck him when he was helping his father in his wholesale generic drugs business. Though he did not have a formal education in Science, Dilip established Sun Pharmaceutical Industries with just a two-man marketing team and five products. Dilip Shanghvi's Sun Pharmaceuticals—the largest chronic prescription company in India—offers formulations in diverse therapeutic areas ranging from psychiatry, neurology, gastroenterology, cardiology to diabetology. Having started small, he focused on gradually growing the company and within a few years, he was exporting his products to neighbouring countries. Progressing further, Dilip soon began acquiring other companies—his notable international acquisitions include America's Caraco Pharma and Israel's Taro Pharma—and grew his business manifold. In 2014, Sun Pharmaceuticals—after acquiring Ranbaxy—became the largest pharma company in India and the fifth largest specialty generic company globally. Dilip oversaw the completion of the company's \$3.2 billion acquisition of generic-drug rival Ranbaxy Laboratories from Japan-based pharmaceutical giant Daiichi Sankyo Co. In 2015, Dilip became the richest person in India, overtaking Mukesh Ambani.

Dilip founded Sun Pharmaceutical Industries Ltd (1983) soon after graduating with a bachelor's degree in commerce in 1982 from the University of Calcutta (now Kolkata). The company, which initially marketed only a small number of psychiatric drugs opened its own research and manufacturing facilities and added product lines in the fields of cardiology and gastroenterology by the early 1990s. The company was made public in 1994 and three years later, the company made its first international acquisition when it bought Detroit-based Caraco Pharmaceutical Laboratories followed by taking equity stakes in two prominent Indian drug manufacturers namely Tamilnadu Dadha Pharmaceuticals Ltd and MJ Pharmaceuticals Pvt Ltd.

Sun Pharma continued to expand at a rapid rate under Shanghvi's leadership, acquiring more than a dozen brands and companies between 1999 and 2012. The firm purchased a controlling stake in Taro Pharmaceutical Industries in 2010—following a three-year takeover battle—which almost immediately doubled its US revenues to more than \$1 billion. Dilip is also an active personal investor and has notably invested in the field of renewable energy. In 2018, he became a member of the Reserve Bank of India's central board.

**“In 2014, Sun Pharmaceuticals—after acquiring Ranbaxy—became the largest pharma company in India and the fifth largest specialty generic company globally. Dilip oversaw the completion of the company's \$3.2 billion acquisition of generic-drug rival Ranbaxy Laboratories from Japan-based pharmaceutical giant Daiichi Sankyo Co.**



## A Business that **Builds Stronger Bonds**



**MADHUKAR B PAREKH**  
Chairman, Pidilite Industries

Passionate about carving a niche for himself in the chemical business—Madhukar B Parekh, Chairman, Pidilite Industries has converted an ‘unexciting’ product into one of the country’s top brands – Fevicol in his four-decades-long journey with the brand.

### AWARDS AND RECOGNITIONS



- ▶ EY Entrepreneur of the Year Award in Consumer Products category, 2014
- ▶ Most Promising Company of the Year at the CNBC-TV18, 11th India Business Leader Awards (IBLA)
- ▶ ICC Lifetime Achievement Award by Indian Chemical Council in the year 2017

Soon after Madhukar’s stint with Abbot Laboratories in the US, which he had joined immediately after completing his Masters in Chemical Engineering from University of Wisconsin, his journey with Pidilite commenced in 1972. Being a scholar by nature, Madhukar chose to study chemical technology from the University Department of Chemical Technology (UDCT) (now known as Institute of Chemical Technology (ICT))—a premier chemical technology research institute in India over IIT in which he had ranked number 4 all over India.

Madhukar has taken the legacy overseas, towards making Pidilite a true Indian MNC along with steering the company to become the market leader in the adhesives and sealants segment in India. Pidilite’s market leaders and key brands such as ‘Fevikwik’, ‘Dr. Fixit’, and ‘M-seal’ have high shares in their respective segments. To enter international markets, enhance its product portfolio and its market presence Pidilite has acquired several companies under Madhukar’s guidance.

Under his visionary and valuable leadership, Pidilite has clearly differentiated itself from the competition in this otherwise generic market by continuing to focus on product and brand innovation. The company has been quick to identify new opportunities and has invested heavily in the R&D centre at Kondivita, Mumbai and it has also set up a step-down subsidiary, Pidilite Innovation Centre in Singapore.

With a vision to take Pidilite a notch higher and build an organisation not just for today, but for centuries to come in a people-friendly, global atmosphere has attracted top-class talent. It can be said with pride that Pidilite’s workforce is a happy balance of experienced professionals and young talent, which contributes and adds impetus to the company’s growth. Pidilite offers an opportunity to work with unique brands and that is what makes the company attract a diverse pool of talent, interested to work across B2B and B2C market segments.

Taking personal interest in the company’s social endeavours, Madhukar contributes in the areas of education, health and rural development, amongst others.

Committed to good corporate governance, the company complies in all material with respect to the requirements specified in Listing Regulations. It is ensured that each endeavour that the company undertakes ensures that highest standards of ethical and responsible conduct are met. They believe in and practice taking ethical business decisions and conducting business with a firm commitment to values while meeting their stakeholders’ expectations.

It is imperative at Pidilite to manage company affairs in a fair and transparent manner as it is vital to gain and retain the trust of their stakeholders. The company’s corporate governance framework ensures that effective engagement with their stakeholders takes place which eventually helps them evolve with changing times.



*The company has been quick to identify new opportunities and has invested heavily in the R&D centre at Kondivita, Mumbai and it has also set up a step-down subsidiary, Pidilite Innovation Centre in Singapore.*



**VIVEK SINGLA,**  
Managing Director,  
Zoic Pharmaceuticals

## Touching Lives Herbally

A complete family man—Vivek Singla has a loving & supportive wife and two beautiful souls as his children. Born and brought up in Chandigarh, Vivek completed his Engineering degree from a university in Delhi. The foundation of Zoic Pharmaceuticals was laid by Vivek with an objective of providing world-class affordable healthcare products in the times when the market is being ruled by multinational companies. Vivek's idea is not limited to just giving access to affordable healthcare products but also involves improving everything from scratch like procurement, packaging, and supply chain management. For him it is very important for a country like India, which has the second largest population in the world and is the birth place of Ayurveda to have the right healthcare products and his initiative is one step closer to his idea of making it possible. Vivek believes in being better than his own self every time and also motivates his teammates to give their best.

### ABOUT ZOIC PHARMACEUTICALS

Zoic's mission is to provide standardised and researched herbal healthcare products. With a sturdy QMS system which implements the Total Quality Management in their entire group concerns, the unit is accredited with ISO 9001:2008 certification and has been awarded W.H.O-G.M.P Certificate. Zoic Pharmaceuticals relentlessly emphasises on quality, hygiene, traditional values, and latest technologies along with continuous up-gradation of the unit and upholding high ethical standards. The measures so taken have ensured them a pre-eminent position in the ayurvedic medicine market with their unit manufacturing over 400 special Ayurvedic medicines at present.

The brand is synonymous with Ayurveda and has earned its reputation by being a leading brand for over 30 years now. A Zoic product offers its customers an assurance of the best-in-class quality and makes the brand stand out as a dependable name that denotes trust coupled with quality. In Vivek's own words, "We at Zoic Pharmaceuticals are determined to take Ayurvedic Medicines to the realms of scientific research, development, and production."

The healthcare products at Zoic are a judicious mix of proprietary and shastric (classical or generic) medicine. Zoic's proprietary medicines have been developed after careful study and trials to fulfil some of the gaps that shastric products do not address. Zoic endeavours to manufacture shastric products in the true Ayurvedic tradition with a classical approach that has been handed down the ages. The book of reference is followed with reverence and the methods employed are purely traditional. Zoic products cater to almost all ailments in all age groups. With an impeccable record of a healthy employee-management relationship, the company vouches for strengthening the team with the help of a layered management system that empowers every employee to deliver the best.

Established in 1990 by Vivek Singla, Managing Director, Zoic Pharmaceuticals—the company is a leading name in the National Herbal Healthcare Sector, which aims at improving the quality of life.

### AWARDS AND ACCOLADES



- ▶ Most Promising Ayurveda Manufacturing Company, 2019
- ▶ Leader in Ayurvedic Segment
- ▶ Best Herbal Ayurvedic Manufacturer, 2020



**Ambuja  
Cement**

# Building a Stronger India



**NAROTAM SATYANARAYAN  
SEKHSARIA**  
Founder, Ambuja Cement Ltd (ACL)

An acclaimed business personality—Narotam Satyanarayan Sekhsaria, Founder, Ambuja Cement Ltd (ACL) has nurtured his venture into one of the most efficient and profitable cement companies in India.

### **NS Sekhsaria – The Philanthropist**

*Narotam Sekhsaria Foundation—an NGO, established in 2002—supports students for overseas education. In addition to this, the Narotam Sekhsaria Foundation—inspired by the vision of a socially, culturally and economically vibrant India—enables non-profit organisations and social entrepreneurs to make a positive, lasting, and sustainable impact on society. Supporting civil society initiatives in sectors such as education, governance, livelihoods, health, civic issues, art and culture, and youth and urbanisation, it strives to encourage excellence besides supporting socially and economically challenged communities.*

Being the Principal Founder-Promoter of the company, N S Sekhsaria was the Chief Executive and Managing Director of Ambuja Cement (since its inception in April 1983 until January 2006). N S Sekhsaria is the driving force behind the company, under his supervision, the company has expanded its production capacity from 0.7 million tons to 27.25 million tons, its market capitalisation has increased from Rs 18 crore to Rs 15,200 crore, and it has been transformed into a pan-India company from a single unit. NS Sekhsaria along with Suresh Neotia—one of the Founding-Promoters and the Chairman of Ambuja Cements Ltd, who stepped down from the Board due to personal reasons—set up the company's first cement plant with a capacity of 0.7 million tons in Gujarat in 1983. The production began in 1986 under the company named Gujarat Ambuja Cements Ltd but in 2006 it was changed to Ambuja Cements Ltd (ACL) when global cement major LafargeHolcim Ltd, acquired management control of the company, holding a little over 50% equity.

One of the leading cement companies in India, ACL is known for its hassle-free home-building solutions. The most trusted brand in India, its unique products are tailor-made for Indian climatic conditions, sustainable operations, and initiatives that take the company's philosophy of contributing to the larger good of the society forward.

With 8 cement grinding units and 5 integrated cement manufacturing plants across the country, ACL enjoys a reputation of being one of the most efficient cement manufacturers in the world. Being the most profitable and innovative cement companies in India, its environment protection measures are on par with the finest in the country. The first Indian cement manufacturer to build a captive port along the country's western coastline with three terminals, the company owns a fleet of ships to facilitate cost-effective, environmentally cleaner, and timely shipments of bulk cement to its customers. Pioneering the development of the multiple bio-mass, co-fired technology for generating greener power in its captive plants, ACL adopted the latest dry process precalcination technology incorporating five-stage preheater for the main pyro processing system of the cement plant. The company has installed the latest air-swept roller mills of polysius design—which are extremely energy efficient—for grinding the raw material. To produce consistently high-quality cement with maximum productivity, a computerised process control system (with field instruments supplied by Larsen & Turbo) was also installed.

Electronic packing machines were obtained from Haver & Boecker, West Germany, and reverse air baghouse equipment from Zurn Industries, USA. ACL entered into an agreement with Krupp Polysius AG, (KP) West Germany, for the supply of plant, equipment, and service for the project including complete engineering of the plant, technical documentation and information, and supervision of erection and commissioning.



## INDRA NOOYI

Former CEO and now Chairman of the Board, PepsiCo, Inc

Indian-born American businesswoman—Indra Nooyi, CEO (2006-18) and Chairman of the Board, PepsiCo, Inc has been instrumental in the lucrative restructuring and diversification of soft-drink manufacturer's brands.

*She was promoted to the post of President and Chief Financial Officer of the company in 2001. The company's spin-off of its restaurants—which included KFC, Pizza Hut, and Taco Bell—into Tricon Global Restaurants (which later became Yum! Brands, Inc.), as well as the PepsiCo's bottling operations were spearheaded by Indra, who was responsible for guiding a major restructuring.*

# Leading by Example

An alumni of Madras Christian College (batch of 1976) Indra earned a bachelor's degree in Chemistry and an MBA from IIM Calcutta in 1978. She received another master's degree in Public and Private Management after moving to the US in 1980 from the Yale School of Management. For the following six years, Indra worked as a consultant for the Boston Consulting Group, followed by holding executive positions at Motorola, Inc., and Asea Brown Boveri (an engineering firm, now called ABB).

Indra joined PepsiCo as Senior Vice President of Corporate Strategy and Development in 1994. She was promoted to the post of President and Chief Financial Officer of the company in 2001. The company's spin-off of its restaurants—which included KFC, Pizza Hut, and Taco Bell—into Tricon Global Restaurants (which later became Yum! Brands, Inc.), as well as the PepsiCo's bottling operations were spearheaded by Indra, who was responsible for guiding a major restructuring. She also oversaw the acquisition of Tropicana Products in 1998 and a merger with the Quaker Oats Co. in 2001 as part of the company's strategy of diversifying into more healthy foods and drinks.

In 2006, Indra was promoted to the level of CEO and the following year, she became Chairman of the Board as well. Creating history as the first woman to ever lead PepsiCo, Indra was the fifth Chairman and CEO in PepsiCo's 42-year history. Indra focused on making PepsiCo a well-balanced consumer-products company, which was just not dependent on the sales of its flagship soft drinks. Aggressively pursuing international expansion, PepsiCo's revenues increased from \$35 billion in 2006 to \$63.5 billion in 2017 under her leadership. For a health-conscious world, Indra is working to cut fat, salt, and sugar from several Pepsi products by 2025. The company began selling 'Simply Organic Doritos' in 2020.

### AWARDS AND RECOGNITION

- Named one of the Best CEOs in the World by the CEOWORLD Magazine in 2018
- Ranked on the 2008 through 2017 lists of 'The World's 100 Most Powerful Women' by Forbes Magazine
- Fortune Magazine has named Nooyi number one on its annual ranking of Most Powerful Women in business for years 2006 to 2010
- Named one of America's Best Leaders by the US News & World Report and was elected to the Fellowship of the American Academy of Arts and Sciences in 2008
- Elected as chairwoman of the US-India Business Council (USIBC) in 2008, she leads an assembly of more than 60 senior executives representing a cross-section of American industry
- Named CEO of the Year by Global Supply Chain Leaders Group, 2009
- Considered as one of The TopGun CEOs by Brendan Wood International, an advisory agency in 2009
- Titled as one of the 25 Greatest Global Living Legends by NDTV in 2013
- Felicitated by the then President of India Pranab Mukherjee at the Rashtrapati Bhavan in 2013
- Listed on the Institutional Investor's Best CEOs list in the All-America Executive Team Survey from 2008 to 2011
- Selected as one of the American Portrait Gala honorees by the Smithsonian's National Portrait Gallery in 2019
- Received the Bower Award for Business Leadership from the Franklin Institute Awards Programme in 2019
- Honoured with the Outstanding Woman in Business Award by the League of Women Voters of Connecticut in February, 2020



# Raising the Bar of Education



**Mr ASHOK KUMAR**  
MD, The Indian Public School

Nearly 3 decades of knowledge and expertise in the education sector—Mr Ashok Kumar, Managing Director, The Indian Public School had the seeds of interest in education sown in him during his early childhood by his professor parents.

“Entrepreneurial skills and leadership qualities always kept me striving. Attending a Government school in a small city gave minimal exposure to me during childhood, however, with the independence to dream and strive, I travelled the road to success and overcame the hurdles of command over a foreign language and gathering funds. Given the capital-intensive nature of the venture and slow returns led to leveraging all that I had, to its brink, during the initial years.

I believe that I am a catalyst to my team's success. Making a change in others' lives, and being the difference gives me the most satisfaction. I believe change is the norm.”

— quips Ashok

Website: [www.tipsglobal.org](http://www.tipsglobal.org)

Born into a middle-class family of first-generation graduates, Mr Ashok Kumar attended a government-aided school in Coimbatore. Being passionate about technology from childhood, he graduated from the Govt. College of Technology, Coimbatore, majoring in Electrical Engineering. To further satiate his desire to expand the horizon of his knowledge, exposure, and experience, he moved to the USA in 1991 to pursue masters in Electrical Engineering. His first job at Xerox Corporation as a Technical Sales Analyst exposed him to the corporate world and kindled his interests as an entrepreneur. However, learning did not stop for him and he took up an executive MBA program while working at Xerox. Quality time of 7 years spent at Intel Corporation serving in various business leadership roles laid the foundation to his varied experiences and skills. However, when he moved to Microsoft to Senior Sales Development role covering regions in America, Europe, and Asia, the road to varied entrepreneurial arenas was paved for him in over 5 years. While these professional years saw him scale up the career ladder, the home front saw him as a blessed parent of twin boys.

## FROM PERSONAL TO PROFESSIONAL

While Mr Ashok was managing South Asia for Microsoft, his children were in India. Looking forward to have the educational continuum for his twin boys, Mr Ashok realised the dearth of a curriculum meeting the world standards. He saw himself in the precipice of challenge flashing back from his past, but this time for his children. The dearth of curriculum choices, which could conform to international standards within affordable prices made him realise the gap that needs to be bridged. Knowing himself as a problem solver Mr Ashok took the opportunity to be the change and make the much needed innovation-Education at its best, and affordable. With his years of international experience and entrepreneurial skills he drew a plan to have a cluster of schools in Tamil Nadu starting from Coimbatore. After rigorous research and visits to some of the best international schools across Asia, he decided on International Baccalaureate (IB) curriculum for his school and educated himself on IB through their leadership and school leader programme before setting-up the first IB Primary School in Tamil Nadu in 2006—The Indian Public School (TIPS). The overwhelming response that he got helped him spread his wings to cities like Chennai, Kochi, Tirupur, etc.

Having made such paradigmatic shift in the curriculum choices, Mr Ashok emerged as a differentiator in bringing international education at doorstep to all who longed for this change, years at length. This phenomenal change emerged true as envisioned by Mr Ashok's cluster-schools.

In 2013, the venture was taken to global grounds when TIPS partnered with NACE—like-minded multinational school group with cluster-schools primarily in France and Spain—and established itself in countries like the UK and the USA. In 2017, in a bid to further strengthen the group, major equity investment from Providence Equity was accepted, which resulted in expansion across 10 countries with over 60 schools. 2019 saw the group evolving and rebranding as 'Globeducate', while maintaining the country-specific brands. Mr Ashok takes pride in touching several lives by being a catalyst in the growth of many. His efforts and vision have been recognised and acknowledged for several years in a row with the Best International School Awards to his credit.



**Akums Drugs & Pharmaceuticals Limited—a company that believes in ‘Vocal for Local’ and ‘Local for Global’—Asia’s largest Contract Research and Manufacturing (CRAMS) Organisation**

## Backing Pharmacy, Strengthening Healthcare

Seldom we realise the existence and contribution of the companies built in a backyard with a purpose to serve the society at large. Akums Drugs & Pharmaceuticals Limited is a company which manufactures over 4000 types and varieties of medicines, OTC, and allied products for more than 700 clients. Today, almost every pharmacy in India holds an inventory of its manufactured products and the company commands over 12 per cent manufacturing market share in India for medicines.

Started by the brothers, Sanjeev Jain and Sandeep Jain in April 2004, the company began with a single manufacturing unit and today owns 11 state-of-the-art manufacturing facilities, equipped to produce all modern dosage forms such as tablets, hard gelatin capsules, soft gelatin capsules, powder in sachets, liquid syrups and suspensions, injections, eye/ear drops, ointments, creams, gels, lotions, ayurvedic and herbal preparations, nutraceutical and cosmetic preparations, and many more.

Akums manufactures products for almost all Indian and global multinationals, in both Pharma and FMCG sector, including the like of Abbott, Allergan, Bayer, Boehringer Ingelheim, Cipla, Dr. Reddy’s, Emcure, Fresenius Kabi, Glenmark, GSK, Hetero, Intas, Lupin, Merck, Micro Labs, Novartis, Oriflame, Sun Pharma, Torrent, and UCB to name a few. With sales to over 40 countries, Akums has built a substantial global presence. The industry swears by Akums product

quality and its agile, transparent business approach which as a culture has enabled it to maintain long-term relationships with its stakeholders. Hence, it is easy to say, that if benchmarking in Industry is done for manufacturing for pharmaceuticals in India, it has to be Akums.

### AKUMS UNDER SPOTLIGHT

Attributing its success to more than 10,000 employees, Akums has plant-wise R&D and F&D departments equipped with best in class technology and manpower. Team Akums comprises of well-experienced, qualified, and competent technical personnel in departments like Quality Assurance, Quality Control, Production, Personnel & Administration, Engineering, Warehouse, and several others. New products developed and offered by Akums are at par with global companies with 750 DCGI approvals, 353 FSSAI approvals, 2 patent grants, and 61 filed patents.

By acquiring and setting up API manufacturing plants in India, Akums has recently stepped-up backward integration possibilities. Looking forward to riding high on a digital wave, the company has welcomed technology start-ups to run pilots using AI, ML and Blockchain technologies, solve counterfeit issues, and transform its business processes using new generation technology tools. Ten years down the line, Akums plans to transform its manufacturing processes using best-in-class IIoT solutions. Akums has consistently strived towards achieving highest standards of quality, at par with international benchmarks.

### AWARDS AND ACCOLADES



- ▶ India Pharma Leader Award by Department of Pharmaceuticals, Government of India
- ▶ National Award for Excellence in Product Quality and Outstanding Entrepreneurship by Government of India
- ▶ Best Emerging Companies Excellence Award and Best Corporate Governance Award by Business Today
- ▶ India Pharma Award for Excellence in Contract Research – Formulation Development by UBM India for 3 consecutive years
- ▶ The company’s growth and contribution to the pharmaceutical industry earned it a well-deserved position in the list of India’s Next Fortune 500 companies, with an overall sector ranking of 3



**VIRAT KOHLI**  
Indian Cricketer

## AWARDS AND ACCOLADES



- ▶ Received the Sir Garfield Sobers Trophy—ICC Cricketer of the Year in 2017 and 2018
- ▶ Awarded ICC ODI Player of the Year in 2012, 2017, and 2018; ICC Test Player of the Year in 2018; ICC ODI Team of the Year (under his captaincy) in 2016, 2017, and 2018; ICC Test Team of the Year (under his captaincy) in 2017 and 2018
- ▶ Felicitated with Polly Umrigar Award for International Cricketer of the Year in the years 2011–12, 2014–15, 2015–16, 2016–17, and 2017–18
- ▶ Won the Wisden Leading Cricketer in the World Award in 2016, 2017, and 2018
- ▶ Awarded the CEAT International Cricketer of the Year in 2011–12, 2013–14, and 2018–19
- ▶ Received the Barmy Army - International Player of Year in 2017 and 2018

# The 'RUN' MACHINE

## FACT CHECK

Currently functioning as the captain of Indian National Cricket Team and an IPL franchise 'Royal Challengers Bangalore'—his passion for the game, lifestyle, social initiatives, and flamboyance have earned him fame. Virat is an inspiration for millions of young boys who dream of representing their country. His fervor and vigour for the game help him scale new heights in every tournament. Today, with a fan base across the globe, Virat who was born and brought up in Delhi had been a part of the Indian Cricket team at various age-groups before finally making the big debut in 2006. He had successfully captained India team to victory in 2008 at the Under-19 World Cup in Malaysia, and a few months later, made his ODI debut against Sri Lanka at the age of 19. Starting off as a reserve batsman in the team, he soon proved his mettle and was even a part of the 2011 World Cup winning squad. Virat became the captain of the team across all three formats in 2017. Recognising his achievements and hard work—a stand at Arun Jaitley Stadium was named after him as 'Virat Kohli Stand' in September, 2019.

## RETURNING THE LOVE

The Virat Kohli Foundation (VKF) Kohli helps underprivileged kids and conducts various events to raise funds for charity. Talking about the foundation Kohli said, "VKF works with select NGOs for creating awareness, seeking support, and raising funds for various causes." With 20638 runs in International cricket, 68 centuries, and an ODI average of 60.31 Kohli can be called the next God of Cricket. However, the ace cricketer has keen interest in football as well and has captained the All Heart Football Club—owned by VKF during charity matches.

## MILESTONES ACHIEVED

- Fastest Indian to reach 1,000 runs and 10 centuries in ODIs.
- Fastest Indian and third fastest in the world to reach 5,000 runs in ODIs.
- Fastest Indian and second fastest in the world to reach 6,000 and 7,000 runs as well as 15, 20 and 25 centuries in ODIs.
- Fastest player in the world to reach 8,000, 9,000, 10,000 and 11,000 runs in ODIs as well as 30, 35, & 40 centuries and 15,000 international runs in ODIs.
- Second fastest in the world to reach 1,000 runs in T20Is.
- Joint fastest batsman with Hashim Amla to reach 50 centuries across all forms of international cricket.
- Fastest batsman, in terms of innings, to score 17,000 runs in international cricket (363) and 20,000 runs in international cricket (417).
- Crossed 900 ratings points in the ICC rankings in both Tests and ODIs—second batsman after AB de Villiers to do it simultaneously.
- First batsman to score 500 runs in a bilateral ODI series.
- Fastest in the world to score 2,000 runs in terms of innings in T20Is (56).
- First Indian cricketer to score three successive centuries in ODIs and most double centuries for India in Tests (7).
- He has the second highest number of centuries and the highest number of centuries in run-chases in the world.
- In December, 2018, Kohli became the first Asian captain to win test match in England, Australia and South Africa.

NOMINATIONS  
OPEN  
**NOW**



Sept , 2021  
**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 **2021 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.

[www.wbrcorp.org](http://www.wbrcorp.org)

[info@wbrcorp.org](mailto:info@wbrcorp.org)

9582786995

# Brand Consultancy Services

We help our clients succeed by creating brand identities.

## ABOUT OUR AGENCY

## CORPORATE BUSINESS BRANDING

Our company is providing services as per the set international standards to ensure client satisfaction. We have a team of experienced staff and reliable vendors who enable us to render premium branding and consulting services to our clients.



### Market Analysis

A market analysis is a quantitative and qualitative assessment of a market.



### Publishing & Printing

PRINTING AND PUBLISHING. The shift from script to print in early modern communications was both dramatic and gradual.



### Branding & PR

A major aspect of branding and PR is linked to attracting a client's interest in product advertising.

Let's Work Together

FOR MORE INFORMATION CONTACT US



**RAJ KUMAR TARANI**  
 MD, Vee Ess Sales Pvt Ltd

With Nearly two decades of experience in the profession, Raj Kumar Tarani, Managing Director, Vee Ess sales Pvt Ltd has gained a valuable name in Fashion Accessories - Watches, Bags, Eyewear, Gifts, and Home & Kitchen Essentials in the E-commerce space.

Websites: [www.presentperfect.co.in](http://www.presentperfect.co.in)  
[www.airnetindia.in](http://www.airnetindia.in)

### AWARDS AND RECOGNITIONS

- ▶ Winners of Global Quality Awards
- ▶ 10 times Gold rated seller at Flipkart
- ▶ Member of Top 5000 selling partners club at Amazon
- ▶ Best Debutant at Shopclues.com
- ▶ President of FecomS ( Fraternity of E-commerce Sellers)

Raj takes pride in being a trusted businessman, the President of Residents' Welfare Association, C2 Block , Janakpuri, a Covid warrior, a Regular Blood Doner, a registered Eye Doner, and a natural anchor & emcee. He believes in being happy & making others happy, and that everyone has an innate potential to defeat all adversities.

# The Determination Diaries

## THE BACK STORY

Born and brought up in a humble space, Raj Kumar Tarani's youth was eclipsed by the loss of his father. His struggle started quite early at the age of 17. Yet he completed his Engineering degree and MBA and took the responsibility for himself and his three younger siblings. Raj feels blessed to have a supportive and understanding life partner and two grown-up children who are nicely giving shape to their professional careers & lives.

## THE INCEPTION AND JOURNEY OF VEE ESS SALES PVT LTD

Raj attributes his foray into e-commerce to a burning desire for not being defeated and a never say die attitude with ambitions to grow. After incurring losses in 2012 in telecom venture, Raj ventured into e-commerce in 2013 with a humble beginning at Snapdeal, dealing in mobile phone accessories. In the last seven years, Raj has been successful in building a healthy relationship and garnering the online distribution rights of some of the top brands such as Titan, Fastrack, Sonata, Tommy Hilfiger, Fossil, Diesel, Skagen, Emporio Armani, Armani Exchange, Michael Kors, Guess, Guess Collection, Seiko, Citizen, Victorinox, Genie, Kanvas Katha, and Wildcraft. Vee Ess Sales is today amongst the top 5 sellers in every category at major online market places like Amazon, Flipkart, Tata Cliq, Paytm, Limeroad, First Cry etc.

Raj continues to grow despite all the odds he had to face in life on personal as well as professional front. He plunged into business line without any financial backup and tried the latest technologies from SEO to digital marketing & kept himself abreast with changes in environment and economy to establish himself and grow. He shuffles the pages of Economic times daily for past 3 decades and regularly connects with CII, PHD chamber, and FIEO and has also been active on networking forums like VC Circle, Tajarba, Linked In groups, e-commerce Sellers' forums and other business associations with vendors and customers, besides often seeking advice from friends for valuable inputs. Having registered 13X growth in 7 years in e-commerce, they are now launching own website [presentperfect.co.in](http://presentperfect.co.in) with a dream of creating a one-stop-shop for Personalised Gifting Solutions for every occasion suggesting a huge assortment of traditional and lifestyle offerings helping people not to be stressed out with the question - What to gift?

Raj attributes all his success to his lifetime mentor Dr Daisaku Ikeda, President Soka Gakkai International and life-transforming philosophy of Nichiren Daishonin's Buddhism which he and his family have been practising since 2003. Life stories, learnings and teachings of Steven Covey, Robin Sharma, Sachin Bansal, Kunal Bahl, R S Wazir (his Ex-boss), C.P. Batheja (his ex-boss), and Coach Ameet Parekh have always guided and inspired him. He feels ever indebted to his mother and his wife for being extremely supportive of him.



*On asking Raj for a piece of advice for budding entrepreneurs, he promptly suggested: Life is what you make it, never give up on values, believe in self. Don't Worry about failures, you only have to be right once.*



Mr. P. Rajah Sunder Singh and to his right Mr. P. Sam Prasad  
Directors of Madras Security Printers Private Limited.

With over 4 decades of experience as an entrepreneur—P. Rajah Sunder Singh, Madras Security Printers Pvt. Ltd. (Part of Eagle Press Group) is proudly taking his father's vision and hard work ahead; Website: [www.madrassecurityprinters.com](http://www.madrassecurityprinters.com)

## Taking the Legacy Ahead

Rajah, an MBA from Loyola College, Chennai was born to a first-generation entrepreneur Mr M.J. Prathapsingh, who had started Eagle Diaries more than 60 years ago. Looking at his father establish the diversified Eagle Group of today, Rajah became interested in business from a very young age. He understood work ethics, the importance of commitments and hard work that was required to be successful.

Eagle Press—involved in manufacturing high quality stationery and commercial printing—realised the need for high-security printing in India right when the economy was expanding in the 70s. Since most of the high-security products were being imported, they started Madras Security Printers in 1985 to meet the market needs and became one of the first companies in India to be recognised as a High-Security Printer by the government authorities.

Since then, the company has expanded and has been successful in providing turnkey solutions to its esteemed clientele. With a complete range of IT solutions for government authorities and large enterprises, they indulged in large IT practices providing e-Governance and technology solutions for smart cities along with several state-of-art technology projects. With the largest card manufacturing capacity in India, they provide card-based and digital identification solutions in India and abroad.

The road to success came with its share of prick and thorns—to begin with, they had to compete with the existing and established players in the market. It was at that time that they had to put in a lot of hard work and be at the forefront of technology to build up the brand and the company. Their recent innovations include Intelligent Traffic Management System, Integrated Command Control Center, Digital Track and Trace System, Digital Identity Platform, and other Smart Governance Solutions.

Investing a huge capital in a fresh plant and machinery when they established a new division in the late 2000s was the biggest risk for them, however, it was a well-calculated one. Subsequently, they were able to gain a foothold in the industry and that risk made them a leader in their field. Rajah has always had an open mind and a broad vision which enables him to foresee the evolution of the market and identify the opportunities that will eventually emerge. Rajah's life lessons such as having a positive attitude, working hard, aiming high, thinking big, and striving to achieve success have helped him achieve his goals.

### AWARDS AND RECOGNITIONS



- One of the 10 Most Promising Government and Public Sector Solution Providers, 2020
- Best Implemented e-Governance Solution in India from E-India



**PARVEEN SARASWAT**  
Chairman & Managing Director

Athrav Pharmaceutical Pvt Ltd—an experienced Ayurvedic research company established by Parveen Saraswat and Sanjay Chaudhary taking inspiration from Pt Murari Lal Ji to pass the benefits of Herbal, Jaivic and Ayurvedic medicines to the masses; Website: [www.athravpharma.in](http://www.athravpharma.in)

## AWARDS AND ACCOLADES

- ▶ Winner of International Healthcare Award 2016 for Best Emerging Pharmaceutical Company in Delhi - NCR
- ▶ Innovative Health Concept of the Year Awards 2017 at India Innovation and Excellence Awards
- ▶ Entrepreneur of the Year Award for Mr Parveen Saraswat at Global Entrepreneurship Awards 2018

# The Rare Treasures of Indian Medicine

## THE COMING INTO BEING

Athrav Pharmaceutical Pvt Ltd is unit of Pran Sanjeevan Aushadhalaya, which was established in 1910 by Ayurveda Acharya Pt Murari Lal Ji of Haveli Kharagpur, Munger, Bihar. Decorated as the Rajvaidya by Maharajas of various riasats of that time—Pt Murari Lal Ji was respected and honoured for his devotion and selfless service to the common man and people of the royal family. Its sole purpose was to treat the poor and needy patients. He had a deep faith in the power of Ayurveda and believed that Jaivic, Herbal, and Ayurvedic treatments are not only long-lasting but also cure the root cause of the diseases, besides being extremely effective, safe, and economical. A good quality, traditional ayurvedic product has these simple features, which set it apart from the other products:

- Made of natural ingredients sans any chemical additives.
- Manufactured solely on the basis of herbs.

Athrav products are available on various online portals like Amazon, Flipkart, e-bay, Ecwid, etc. for easy access of consumers along with franchise opportunities available for prospective sellers.

## THE PRODUCTS

The most loved products of Athrav Pharma are 'Dee Veda Kit', which is meant for curing Diabetes and 'Ayush Kwath - Kadha', which is used as a preventive solution to COVID 19. The products are preferred and loved for their zero side-effects quality and are also 100 per cent organic. The team ensures 100 per cent product satisfaction guarantee. The ingredients are completely natural and absolutely safe.

## ABOUT TEAM ATHRAV

Mr Parveen Saraswat, Chairman and Managing Director, Athrav Pharmaceuticals Pvt Ltd is a visionary thinker with a global perspective and entrepreneurial drive. He is a proven catalyst in the development of the company and a strategic futurist who makes the impossible come true. He is a dynamic professional with a commendable experience of 15 years in areas such as Profit Centre Management, Strategy Planning, and start-up operations.

Mr Sanjay Chaudhary, Director, Athrav Pharmaceuticals Pvt Ltd is a young, enthusiastic, and dynamic sales and marketing professional with an efficacious track record of over a decade in the real estate sector.



**SANJAY CHAUDHARY**  
Director



**Kantilal Premji Maru (Gijubhai)**  
 Founder, Classic Steels  
 —who stepped into the steel market in 1980—has come a long way since the company began its journey in 1985.

**ACHIEVEMENTS**

- ▶ PhD in Hindu Philosophy in 2011 from Trinity World University
- ▶ Receiver of Vyapaar Ratna Award in 2011 presented by St. Steel Merchants Association
- ▶ Recipient of Maharashtra Gaurav Award in 2012 presented by Gujarati Samaj

# Redefining Stainless Steel Kitchenware

One of the leading stainless steelware brands in India, a popular household name and one of the largest stainless-steel utensils manufacturer in Mumbai—Classic Steels has been an integrated stainless-steel utensils manufacturer for more than three decades with a network of about 500 distributors and over 5000 retail shops spread across India. With manufacturing facilities in Bhayandar (Thane, Maharashtra), Ahmedabad (Gujarat), and an office in the heart of Stainless-Steel market at the C.P. Tank, Mumbai, the company is a result of an inspiring vision of Mr Kantilal Premji Maru, Born in Kutch, Gujarat.

The company manufactures various excellent quality products ranging from Tea Jar/T-Kettle, Kitchen utensils to entire ranges of dinner/wedding sets., lunch boxes, tiffins, etc. They have expanded their range of products by introducing stainless steel bottles, copper bottles, vacuum thermos/flask /bottles. They have also introduced premium triply stainless steel cookware which redefines the cooking experience. With over 1000 products, they have the largest portfolio of products which are very well appreciated by retail and corporate clients. Innovation coupled with a desire to provide excellent quality products at economical prices is the prime factor, which works as the driving force of the company's consistent growth. Their commitment of 'Quality You Deserve And Reliability You Can Count On,' has taken the company's products to almost each and every corner of India. Classic Steels' products come with a lifetime guarantee, which brings them on the priority list of every buyer who seeks excellent quality products.

**Classic STEELS**  
 LIFETIME WARRANTY  
 PREMIUM TRIPLY COOKWARE  
 TRI-PLY CONSTRUCTION  
 TRI-PLY ADVANTAGES  
 Quality You Deserve & Reliability You Can Count On

G69, Sarvodaya Nagar, 1st Panjrapole Lane, C.P. Tank, Bhuleshwar, Mumbai 400 004.  
 Ph No. 022 22421091 Mobile No. +91 9920591994  
 Email ID: classicsteels.in@gmail.com  
 Website www.classicsteelsmumbai.com

**ABOUT THE FOUNDER**

Kantilal Premji Maru's successful administrative skills and prudence of achieving more in the future, helped him establish Classic Steels in 1985. Crowned as the Secretary of the Stainless-Steel Merchant Association, Mumbai, in 1990, he was acknowledged for his vast knowledge in business law, tax law, labour law, and above all humble nature. Kantilal fondly known as Gijubhai has also earned a valuable name as a hotelier, builder, and film producer. Gijubhai believes in building strong relationships not just with his clients but also with his employees. His objective is to acknowledge the skills of the right people to build a team that is strong and motivated. He is a strong believer of 'Simplicity is dignity and honesty is the best policy'.

**CORPORATE SOCIAL RESPONSIBILITY**

Gijubhai has taken Shri Narendra Modiji's 'Beti Bachao, Beti Padhao' slogan ahead by adding 'Beti Basao'. He has helped over 260 girls by arranging and sponsoring their marriage in areas like Kolkata (WB), Lucknow (UP), Patna (Bihar), Kanpur (UP), Kudal (MS), Ratnagiri (MS), and Surendranagar (Gujarat). He always says, "Jo jita hai apne matlab se unka koi aarth nahi hota, seva hoti hai jin hatho se, wo jivan kabhi vyarth nahi hota."

**BUSINESS WITH FUN**

Every Year Classic Steels Sponsors Classic Cricket Cup For St. Steel Merchants and Traders Association, Mumbai and Shri Bhayandar Stainless Steel Association. Business partners of Classic Steels eagerly wait for Classic Steel's National and International Conferences.



**Mr Girish Rambhia      Mr Devendra Shah      Mr Rajesh Anjaria      Mr Himay Maru**

**CLASSIC STEELS MANAGEMENT TEAM**



**NAGESHWARAN M. P.**  
Pro-Chancellor, PRIST University

A decade of moving the family legacy ahead, a lifetime of envisioning and shaping careers—  
Nageshwaran M P,  
Pro-Chancellor, PRIST University;  
Website: [www.prist.ac.in](http://www.prist.ac.in)

With a ringside view of his father's genius at work and tutoring, combined with his own innate sense of innovation and differentiated thinking, Nageshwaran has transformed himself into a person with his own charisma and character, closely aligned with his father's vision

**AWARD**



Times Business Awards - Young  
Educationist of the Year, 2020

# Imparting A Fundamental Right

Born and raised in one of the cradles of Tamil culture and legacy, now a quaint little city of Thanjavur, Nagesh is creating a legacy of his own, transcending geographical confines of his origin and inheritance. Founded by his father Prof Dr P Murugesan in 1985, PRIST University had its humble origins as an institute teaching computer Science and technology. Over the years his passion and genius have metamorphosed into an institution of character and depth expanding in its scope and boundaries and stands as it does today as one of the premier private universities in this part of the country.

With a ringside view of his father's genius at work and tutoring, combined with his own innate sense of innovation and differentiated thinking, Nageshwaran has transformed himself into a person with his own charisma and character, closely aligned with his father's vision and values, yet distinct in his management style and methods.

He started off as a management trainee, with no trappings or privileges that are normally accorded to a 'prince in waiting'. The potent combination of his thinking prowess and passionate commitment to responsibilities at hand saw him soon rise to become Finance Secretary within a few years. In 2016, he became the Pro-Chancellor of the university. Over the next couple of years, most administrative, operational and management responsibilities got added to his portfolio.

His stint at the top has seen almost a manifold increase in admissions. He has undertaken significant initiatives to bring in further academic excellence, put in place a very robust financial management process, expanded the reach of the university beyond Indian shores and has signed strategic institutional collaborations and academic tie-ups. He has recently concluded a successful academic collaboration with one of the premier universities from Malaysia, to offer their medical degrees here in India through an 'Off-shore campus' model.

Though Nageshwaran is today, a personality of his own standing, yet he takes pride in calling himself a protégé of his beloved father, and still seeks his father's counsel and guidance in all critical and strategic initiatives. He does not bat an eye in attributing all his success, to his father's influence. He also counts Mr Piyush Nagar as one of his inspirations and mentor. They say a lit lamp cannot be hidden under a bushel for long. Days are not far when he will emerge from the shadows of his benevolent father, and lead them onward and upward march of 'PRIST' brand across the country and beyond.

Nageshwaran gives a lot of importance to physical fitness. He is an early riser and an avid reader. His pro-active and quick decision-making style, relentless pursuit of his vision, his uncanny predictive instincts sharpened by his extensive reading and research, help him innovate and stay ahead of the pack. He truly is a leader and a star in ascent, of whom much will be spoken of and written about in times to come.



*He has undertaken significant initiatives to bring in further academic excellence, put in place a very robust financial management process, expanded the reach of the university beyond Indian shores and has signed strategic institutional collaborations and academic tie-ups.*



**INDERJEET SINGH**  
Director, Shantiratn Foundation

# Journey From Streets to Seats

Shantiratn Foundation is a pious name because it is an amalgamation of the names of Inderjeet's parents. The foundation of Shantiratn was laid with a 100 yards centre and today, they have four branches in total of which three branches are for male inhabitants with a record of over 1900 patients cured successfully and one for female inhabitants with a record of 289 patients cured successfully. Inderjeet gave up addiction to mend his personal life and it then became his life's motive to help other addicts recover from the ill effects and lead a healthy life just like he does now. The centres have a ritual of celebrating a person's recovery birthday to give them the much-needed support and confidence as they move out and set on an addiction-free journey.

## TRYST WITH ADDICTION

Inderjeet Singh, who had been under severe influence of addictive substances for about two long decades held himself together and pulled his way through the dark tunnel by getting himself admitted to a renowned rehab centre and winning the battle against addiction. Knowing what drugs, alcohol and other such substances do to you and your loved ones, Inderjeet founded Shantiratn Foundation in 2014 to help people win as he did and lead an absolutely drug-free life. Ever since then there has been no looking back for him.

## LIFE AT SHANTIRATN FOUNDATION

It can sometimes be really hard to treat someone with all such addictions because their consumption has reached a dangerous level. However, over the years, the team at Shantiratn has been successful in treating people with their skills, knowledge, and experience. Shantiratn maintains a 100 per cent confidentiality and privacy policy with up to 95 per cent recovery rate. With an aim of providing the best, safest, and the most secure treatment to their patients, Shantiratn follows a 12-step programme from detoxification to outpatient facilities, etc. The treatment spans over a period of 5-6 months where every patient is given the opportunity to tread on the road of recovery with necessary comforts and a strict routine to facilitate a complete cure.



A paradise of purification—Shantiratn Foundation, a trusted drug and alcohol rehabilitation centre based in Delhi, established by Inderjeet Singh in 2014 to help people detoxify and free themselves of life-threatening addiction.



## AWARDS AND ACCOLADES

- ▶ Best Rehabilitation Centre of the Year 2019 awarded by Asia's Healthcare Excellence Awards
- ▶ Most Promising Rehabilitation Centre in North India awarded by International Service Excellence Awards
- ▶ Leading De-Addiction & Rehabilitation Centre in Delhi - NCR awarded by Global Service Excellence Awards
- ▶ Best Rehabilitation Centre in North India awarded by Global Iconic Awards
- ▶ De-Addiction & Rehabilitation Centre in (Delhi – NCR) awarded by Rising Brands & Leaders Summit
- ▶ Best Rehabilitation Centre in North India for Female Addicts awarded by Global Excellence Awards
- ▶ India's Most Trusted Rehabilitation Centre awarded by International Service Excellence Awards 2019-20
- ▶ Most Promising De-Addiction & Rehabilitation Centre in Delhi awarded by Brands & Leaders of Tomorrow
- ▶ India's Best Rehabilitation and De-Addiction Centre of the Year 2017 awarded by Best Doctor & Healthcare Awards 2017
- ▶ Social Impact Award (2018-2019)
- ▶ Best De-Addiction Centre in New Delhi awarded by National Quality Excellence Award 2017
- ▶ International Business Awards 2018
- ▶ National Icon of The Year (Rehabilitation Sector) 2018-2019



**LOHIYA COLLEGE**  
LUCKNOW



**Regional College of Polytechnic**



**REGIONAL INSTITUTE OF TECHNICAL & SKILL DEVELOPMENT**  
LUCKNOW

# For A Better Skilled India

## TECHNICAL AND VOCATIONAL EDUCATION (TVET)

A special type of higher education—defined as a comprehensive term referring to those aspects of the education process, which involve the study of technologies and related sciences, and acquisition of practical skills, understanding, attitudes, and knowledge relating to occupants in various sectors of economic and social life. With less theoretical study, there is an emphasis on hands-on and actual working capacity. Vocational Education (VE) is considered appropriate for professions like automobile mechanics, electricians, plumbers, etc. It is seen as a strategy that contributes to increasing efficiency in education investment.

The skills of the workforce of a country reflect its economic competitiveness. The competencies and skills of the workforce are, in turn, dependent upon the quality of the country's education and training systems. Thus, VE is perceived as one of the crucial elements in enhancing economic productivity. Schools should prepare and supply future workers with appropriate knowledge and skills to enhance their productivity and, therefore, promote economic growth on the basis of a social efficiency theory.

## THE PROS

TVET is particularly important for promoting expanding employment size, economic development, and improving employment quality. Cooperation of vocational schools and industrial enterprises is the most effective method for imparting quality vocational education. The rising demand for expertise and high-quality workforce in various fields has led to a new round of development of vocational education. In the global market place, skilled workforce is the key to competitive prosperity. Governments around the world are working on their education and training systems to meet the demand for an appropriately skilled workforce in an evolving global economy. VE is positioned as an important foundation of social and economic development and strategic focus of education.

VE helps change one's behaviour to enhance the quality of life through work and values, with or without formal schooling. It enhances the self-employment and economic productivity of people to fight the war against poverty in a constructive way. VE is life and need-based education which can convert an unskilled, inexperienced, and illiterate population into skilled human resources. VE helps people hone their skills to be better at their workplace while making money. It increases the chances of getting employed at one's dream job without worrying about devoting time to it rigidly. VE bridges the demand and supply gap by producing skilled and efficient workers. The hands-on experience provided allows direct application of acquired knowledge without getting trapped in a formal education set up which has a rigid chronologically graded structure and inflexible nature. VE programmes focus on the acquisition of appropriate skills, abilities, and competencies as necessary equipment for the individual to adapt to the real work situation and contribute to the development.

## RAJESH KUMAR PRASAD

Director, Regional Institute of Technical and Skill Development Council (RITSDC), Regional College of Polytechnic, Lohiya College

Rajesh Kumar Prasad, Director, Regional Institute of Technical and Skill Development Council (RITSDC), Regional College of Polytechnic, Lohiya College believes 'Technical and Vocational education and training is an engine for economic growth and social upliftment.'

## OBJECTIVES OF VOCATIONAL EDUCATION

- ▶ Provision of technical knowledge, professional studies, and vocational skills necessary for having trained manpower which can lead to development.
- ▶ Training people to be skilled personnel, who will be enterprising and self-reliant.
- ▶ Reforming and restructuring the education system at various levels to respond effectively to the challenges.

# A Step Ahead in Property Consulting



**RAHUL VISHNOI**  
 Founder & Director, REDBRICS Realty

REDBRICS Realty has been in the business for overcoming the shortcomings of the conventional real estate broking and providing a one-stop-shop solution with credible investments to its esteemed clients;  
 Website: [www.redbricsrealty.com](http://www.redbricsrealty.com)

## AWARDS AND ACCOLADES

- ▶ National Excellence Award 2019—Best Emerging Real Estate Advisors for NRIs
- ▶ International Brand Equity Award 2019—Best International Property Consultant Startup

With a humble birth and a modest beginning to his life in Moradabad, Rahul led his days devoid of passion. Like an ideal boy of a middle-class household, Rahul too completed his graduation and post-graduation before he joined a telecom MNC, which gave him an opportunity to explore his talent in the Brand Management arena followed by India's big business conglomerates like DLF, Bharti, Indiamart, etc. Breaking-free from the shackles of mediocrity, Rahul realised that he did not want to spend his life being a slave to work. He began pursuing his bigger dreams after being encouraged to build a career in the real estate sector, a calling he heard when he made trips abroad.

Talking about his dream venture, Rahul said, "REDBRICS Realty is an NRI property consulting firm which takes care of the end-to-end property buying process for NRIs."

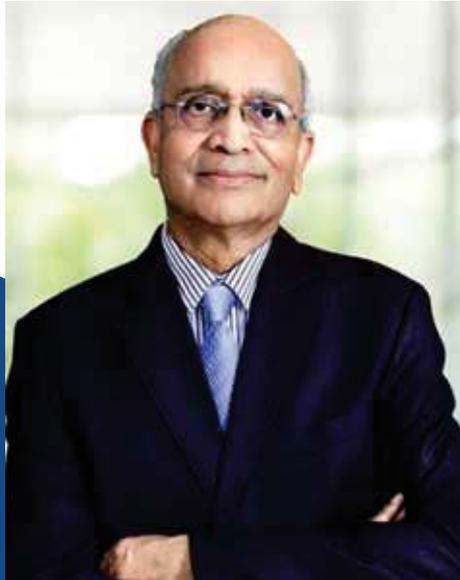
"At REDBRICS, we understand the client's taste & preferences and propose investments accordingly. We have emerged as a partner for real estate developers and positioned their brands and projects in the right direction with proper hygiene and transparency. REDBRICS is on its way to being the first choice for our partners and customers because we strongly adhere to a professional and ethical approach in real estate transactions," added Rahul.

After working with NRIs from across the world, he learnt about their undying penchant to invest in the Indian real estate market for which they often seek unbiased opinion from the who's who of the real estate industry. Rahul identified the opportunity in the form of a genuine demand for a transparent and trustworthy service to a person who lives 1,000s of kms away. He wanted to bridge the gap between services offered and delivered in terms of property identification, home loans, NRI taxation, legal rights, property management and right terms.

Rahul is a risk-taker and is not afraid of failure, he believes that one cannot achieve anything if he/she doesn't take risks. The biggest risk that he took was to set-up a business of his own after quitting a job that guaranteed a fixed income every month. Rahul's father inspired him with his hard work and a teaching, "Either you work hard when you are young and relax when you get old or you enjoy your youth and work hard when get old." So, Rahul chose the first one!

Rahul believes, "Nothing comes easy in life, even Santa comes with a clause." Converting his fears into his strength, Rahul started REDBRICS. Rahul says, "If you want to have a good life with a successful career, emotional satisfaction, and trustworthy friends you have to work hard. Luck can take you only so far and the rest is entirely up to you, the amount of effort you put in every day, and the ability to learn from your mistakes. Don't think for a moment that someone else is going to fight your battles with the same vigor and devotion as you would." According to Rahul, becoming an entrepreneur can be emotionally draining and time consuming because it takes a lot of patience and capital along with the faith and support of the loved ones to make a business successful.

**“At REDBRICS, we understand the client's taste & preferences and propose investments accordingly. We have emerged as a partner for real estate developers and positioned their brands and projects in the right direction with proper hygiene and transparency” - Rahul Vishnoi**



**R C BHARGAVA**  
Chairman, Maruti Suzuki India Ltd

Former CEO and current Chairman of Maruti Suzuki India Ltd—the largest automobile manufacturers in India—Ravindra Chandra Bhargava, joined the company after serving twenty-five years as an Indian Administrative Service officer.

**AWARDS AND RECOGNITIONS**



- ▶ Awarded the Padma Bhushan in 2016
- ▶ Conferred with Order of the Rising Sun Gold and Silver Star by the Emperor of Japan in 2011
- ▶ Lifetime Award for Management by the Economic Times and the All India Management Association
- ▶ Received the Forbes (India) Leadership Award for Lifetime Achievement
- ▶ Inducted into the Hall of Fame by CNBC-TV 18

# The Changing Face of Automobile

Taking charge as the second Managing Director in 1985, Mr Bhargava had joined Maruti (Udyog) in 1981. Between 1990 and 1997 he was the Chairman & Managing Director but around a year ago, he was back as Chairman of Maruti Suzuki. An IAS officer from the 1956 batch, he has had stints with Bharat Heavy Electricals Limited as Director and served as Joint Secretary, Cabinet Secretariat, Government of India.

Mr Bhargava has been on the Board of Directors of a number of leading companies in India and has also been on the Boards/Chairman of leading educational institutions. He authored a book titled, 'The Maruti Story' and a book in Japanese on Suzuki's strategy in India.

Mr Bhargava believes that a better quality of life can only be imparted if the nation has enough wealth. "When I looked at Japan, I saw a country that had taken manufacturing to heights beyond what any Western country could do, despite not having either energy or material resources. It is my ability to manufacture cars, but I can only manufacture as many cars as customers are willing to buy. So, demand is a key factor for determining at what rate an industry will manufacture and grow," he said.

According to him, "In India, we have always believed that manufactured products are meant for the rich and because we wanted to bring in socialism, we thought we could do that by pricing products for the rich. So, taxes were levied which increased the prices so much so that the products were accessible to very small segment of the population and that segment doesn't grow very fast and hence, the industry does not grow fast."

For him, development is all about the middle class being able to afford products used by the rich and improve their living standards. "Cars in India are taxed at probably the highest rate in the world. Around 1998, China and India were at par in terms of the number of cars produced. In 20 years, China's production has become something like seven or eight times ours despite it being a communist country," he added.

Suzuki will be testing 50 electrical vehicles for operations in Indian conditions and analyse the modifications needed. He believes the need is to provide mobility which reduces the burden of imported fuel on the government, makes for a cleaner atmosphere, and which is sustainable. Apart from electric vehicles, the ones which consume way less fuel will be produced because one of the biggest challenges today is the very high cost of imported oil. Looking at the future in terms of fuel consumption, Mr Gadkari CNG, of hybrid technologies said, "We have to look at the use of biofuels."

At present, reviving demand or contemplating the ill-effects of a pandemic, which is a temporary phenomenon should not be the focus as per Mr Bhargava. He said, "The growth rate at which India needs to grow normally would require it to bump-up manufacturing and auto industry being a major contributor to manufacturing needs to grow at double digits."



**ADITYA PURI**  
Managing Director, HDFC Bank

One of the most successful and revered bankers ever to emerge from India—Aditya Puri, Managing Director of HDFC Bank, India's second-largest private sector bank.

## MR PURI ON COVID-19

*Sharing his views on Covid-19, the continuously surging numbers, and rising panic due to the pandemic, Mr Puri said, "The current crisis is biological and not financial and therefore, a lockdown was necessary to curb the spread of the virus outbreak, although cash flows of companies would be impacted." Voicing his views on reviving the economy, he said, "It is all dependent on how fast the virus goes away."*



# The Banking Genius

**A** Bachelors in Commerce from Punjab University and an Associate Member of the Institute of Chartered Accountants of India, Mr Puri was the Chief Executive Officer of Citibank, Malaysia from 1992 to 1994 prior to joining HDFC.

Taking charge since its foundation in September 1994, Aditya Puri is the longest-serving head (26 years) of any bank in the country and is known for scarcely putting a foot wrong in the volatile Indian environment which comes with his over four decades of experience in the banking sector in India and abroad.

Piyush Gupta, DBS Chief—is one of many who—considers him a mentor. Mr Puri, who is set to retire after his 70th birthday in October, has already prepared for his exit as he sold the vast majority of his shares in the lender in July—7.4 million of his 7.8 million shares—for Rs 8.43 billion.

Known for providing outstanding leadership as the Managing Director and contributing significantly to enable the Bank scale phenomenal heights under his stewardship, Mr Puri has been instrumental in helping the bank achieve a ranking amongst the top 10 Indian banks with regards to market capitalisation, profit after tax, and balance sheet size. Over the years, the Bank has made good and consistent progress on key parameters like total deposits, net revenues, earnings per share, and net profit during his tenure and has led to the Bank and him winning numerous awards—a testimony to the tremendous credibility that Mr Puri has built for himself and the Bank over the years.

The Bank has been led through two major merges during his tenure in the Indian banking industry i.e. the merger of Times Bank Limited and Centurion Bank of Punjab Limited with HDFC Bank Limited. Under his valuable leadership, the subsequent integrations have been smooth and seamless.

## MR PURI IS AN ESTEEMED MEMBER OF THE FOLLOWING COMMITTEES OF THE BOARD OF THE BANK:

- ▶ Stakeholders' Relationship Committee
- ▶ Corporate Social Responsibility Committee
- ▶ Risk Policy and Monitoring Committee
- ▶ Credit Approval Committee
- ▶ Customer Service Committee
- ▶ Fraud Monitoring Committee
- ▶ Premises Committee
- ▶ Review Committee for Willful Defaulters' Identification
- ▶ Review Committee for Non-Cooperative Borrowers
- ▶ Digital Transactions Monitoring Committee

# A NEW DIRECTION... TOWARDS INTERDISCIPLINARY EDUCATION

When the future is uncertain, leaders plan ahead with their vision. At a time like this - when the world is experiencing a huge discontinuity due to the coronavirus pandemic - **Edupreneur Ritesh Hada** is launching a new school with a focus on interdisciplinary education

**C**uriosity, compassion, creativity, and innovation are the need of the new age education. Ritesh Hada, a visionary edupreneur and the Managing Trustee of Karnavati Medical & Educational Trust has created an interdisciplinary ecosystem that is embracing all of these concepts on the beautiful campus of Karnavati University in Gandhinagar, Gujarat.

Hada was just 24-years-old when he first stepped into the world of education with Karnavati School of Dentistry in 2003. An alumnus of Calcutta University and Leicester Business School, De Montfort University, UK, Hada is a first-generation entrepreneur with businesses in textiles, real estate, IT, hospitality as well as FMCG sectors. But it's the education sector that he holds closest to his heart.

**“Universities offer much more than academic benefits. It is during college life that students understand their identity, their roles, dreams, and set goals for life. Karnavati University preps students to face the real world by offering not just formal education but also opportunities for personal development,”** says Hada.

Under his indomitable leadership, within a short span of time, the group added the **Unitedworld School of Business (UWSB), the Unitedworld Institute of Design (UID), Unitedworld School of Law (UWSL), Unitedworld School of Liberal Arts & Mass Communication (USLM)** to its collegiate.

Hada is now putting finishing touches to a very innovative curriculum on **Artificial Intelligence, Data Science, Robotics, and Machine Learning – to be launched under the Unitedworld School of Computational Intelligence (USCI)** later this month.

**“Students with a combination of skills in design, business, technology, and the arts are the future of industries around the world. USCI will cut across several disciplines and subject-matter lines, bringing together various aspects of the curriculum into a meaningful association,”** Hada shares.

The initiatives by each of the constituent colleges of Karnavati University along with the university's CSR wing – Heal The World Foundation - has brought smiles to numerous families. The Legal Aid Centre that offers free legal aid to the poor, the regular Blood Donation camps, the Dental Aid camps, De-addiction campaigns, and numerous other activities speak volumes of the university's part in making a positive impact on the society.

Ritesh Hada believes in embracing new ideas and taking them to newer heights. The university is the first to have an LGBTQ chair and a module that highlights the issues related to the community.

**“We take our social responsibility very seriously and spearhead initiatives that contribute to society. We firmly believe that the choices we make in our daily operations affect society directly or indirectly, which is why we have pioneered many initiatives that**



**Ritesh Hada,**  
President,  
Karnavati University

affect societal change. We basically operate on the principles of adding value and improving lives in whatever we endeavour,” says Hada, who also runs the Singapore International School in Mumbai and Ahmedabad.

**In 2017, Karnavati University was granted Private University status by the state of Gujarat through the Gujarat Private Universities Act.** Over the years, the university has fostered relationships with other universities and institutions with an aim to capitalise on complementary strengths. Among the global alliances and partnerships that Karnavati University has are with Domus Academy- Milan, Koln International School of Design, De Montfort University - Leicester, Nuova Academia Di Belle Arti - Milan, Nottingham Trent University, Polimoda, University of Derby, University of Northampton, University for the Creative Arts – England, Willem de Kooning Academie – Netherlands, AMD Akademie Mode & Design – Berlin, Arts University Bournemouth, BTK College of Design, Coventry University, and Curtin University.

Uniquely located between the heritage city of Ahmedabad and the state capital Gandhinagar, Karnavati University brings together over 5000 students from more than 20 states in one thriving hub of excellence. The campus is nestled in lush greenery with open spaces to allow the community to think and grow.



Karnavati University,  
907/A, Uvarsad, Dist. Gandhinagar.  
[www.karnavati.edu.in](http://www.karnavati.edu.in)  
+91 96670 48555



# Bringing Indian Fashion to the Forefront

## ABOUT THE COMPANY

Ishita House Factory Outlet—India's Biggest Factory Outlet in Surat, Gujarat—is a leading name and a sought-after brand, which manufactures and trades in a wide variety of sarees, dress material, catalog kurtis, lehenga-choli, fancy silk sarees, their range consists of highest grade, premium quality material available in attractive patterns that are lightweight as well as easy to clean and wear. Ishita House Factory Outlet makes desirable fashion available at affordable prices with the variety being highly appreciated among their patrons. Designed with perfection, the customers have the privilege to choose their favourite from a host of colours and pattern options available without worrying about burning a hole in their pockets.

Team Ishita House Factory Outlet focuses on comprehending the demand for all fancy variety in the market. In addition to this, they organise various training workshops to enhance the skills and knowledge of their professionals about business dynamics under the valuable guidance of their quality management team. Later, the entire gamut goes through a series of tests to verify the understanding and learning process. The company under the visionary guidance of Mr Sumit Patil (Sunil Patil) has been progressing continuously towards higher strides of growth in the market. He has been instrumental in guiding the organisation on implementation of modern ideologies to provide satisfactory quality products and services to all its associates and build effective relations.

Understanding and acknowledging the demand for diversity by its clients, they have been working on manufacturing and trading in a broad assortment of regular and fancy variety of sarees, dress materials, catalog kurtis, lehenga-choli, fancy silk sarees, and much more. Ishita House Factory Outlet products are admired for not only being skin friendly but also extremely easy to use.



**SUNIL PATIL**  
CEO, Ishita House Factory Outlet

A visionary entrepreneur— Mr Sunil Patil, CEO, Ishita House Factory Outlet established the company a year ago which is a pioneer in manufacturing and trading an extensive array of Bollywood sarees; Website: [ishitahouse.in](http://ishitahouse.in)





**ARUSHI JAIN**  
Executive Director,  
SarvaGunAushdhi Pvt Ltd

Arushi Jain, Executive Director, SarvaGunAushdhi Pvt Ltd (StayHappy Pharmacy) started her entrepreneurial venture that looks way beyond generating revenues, and aims at benefitting the society in the earnest; Websites: [www.Stayhappy.com](http://www.Stayhappy.com), [www.corporate.stayhappy.com](http://www.corporate.stayhappy.com)

#### AWARDS AND ACCOLADES

- ▶ Woman Leader with a Purpose Award 2019 at the 4th Edition Future Woman Leader Summit & Awards, 2019
- ▶ Young Entrepreneur Award by Indian Achievers Forum
- ▶ Guest Speaker at Amity Institute of Pharmacy at the RCP – HC – 2018 Conference on Role of Clinical Pharmacist in Advancing Healthcare
- ▶ Woman Entrepreneur of the Year Award at the 2<sup>nd</sup> Annual SHE leads Summit & Awards, 2018 organised by International Business Intelligence

# Making Healthcare Affordable

Being a responsible elder sibling to her younger brother and a helping hand to her working mother, Arushi believes that if she really puts her mind into something, she can manifest it in her life. Despite being a science student, Arushi pursued Chartered Accountancy due to her deep love of and fascination with numbers. “This was not simply a course for me, but a journey which really strengthened me as a person and further strengthened my belief in self-discipline, focus, and hard work,” said Arushi.

Since Arushi’s family has been in the pharmaceuticals industry (manufacturing, retail, and distribution), she was aware of the basic dynamics of the industry and had also worked for a few healthcare clients during her stint at Ernst & Young, India.

Founded in January 2018, StayHappy tackles one of the most pressing concerns of the society today, i.e. availability of affordable, quality medication to those in need; a true societal cause to it very core.

Talking about the biggest risk that she has taken, Arushi said, “StayHappy Pharmacy has its own range of generic medicines which are priced 30-90% less than branded medicines. The biggest risk was to launch the initiative with a very big and comprehensive basket of products (600+) across the country at once, at a time when this concept was very nascent and disruptive for the pharma industry, alongside two big brand ambassadors.”

“There is about 2 per cent of India’s population that moves directly into poverty because of high healthcare expenditure. Seeing the reality, we set out with a mission to set StayHappy pharmacies across the country and taking high and approved quality, affordable medicines to every corner and every needy household of the country. It gives us a great sense of fulfilment to help our consumers save significantly on their monthly medicine expenditure,” said Arushi.

#### About the Company

An initiative of SarvaGunAushdhi Pvt Ltd, StayHappy Pharmacies stock medicines—allopathic, Ayurvedic, herbal, cosmetics, wellness products, and nutraceutical preparation—used commonly and in specialised cases along with surgical items and medical devices.

In order to provide maximum value at minimum prices to its customers, StayHappy Pharmacy has partnered with India’s leading pharmaceutical manufacturing firms that deal in a wide range of medicines and medical products audited and certified by multiple internationally recognised regulating authorities like US FDA, WHO GMP, USNFE, NABL, PICS, ISO 9001-2008, and ISO 14001-2005, to name a few. So far, StayHappy has its franchise in Delhi, Mumbai, Haridwar, and other 70+ cities.

#### The StayHappy App—*Health Bhi Happy, Pocket Bhi Happy!*

The one-stop-shop to over 2 lakh generic and branded medicines along with thousands of OTC products, right at the doorstep. StayHappy Pharmacy is a nationwide retail pharmacy chain that provides high-quality generic medicines—identical to branded drugs in terms of active ingredients, dosage form, strength, route of administration, quality, performance, characteristics, and FDA certification.



# A Revolutionary Changemaker



**PATNALA NOOKA RAJU**  
Founder and CEO,  
Karthikeya IAS Academy

6 years in a profession which aims at producing the flag-bearers of change in the society—Patnala Nooka Raju, Founder and CEO, Karthikeya IAS Academy, Visakhapatnam has been passionate about education and social well-being; Website:

[www.srikarthikeyaiasacademy.in](http://www.srikarthikeyaiasacademy.in)  
[www.karthikeyaiasacademy.com](http://www.karthikeyaiasacademy.com)

## AWARDS AND ACCOLADES



National Quality Excellence Award 2019 in the category of Best Civil Services Coaching in Andhra Pradesh

The fact that he hails from a small village, Rajavommingi did not restrict the talent and genius in Raj. With a disciplined childhood and brilliant scores, Raj joined NCC and actively participated in social activities. Raj, a gold medalist in Chemistry, attributes his success to his pillars of strength, his wife Vanaja and his beloved mother; and his rays of hope, his son Karthikeya and daughter Udaya Keerthana. Being an exemplary leader, Raj adopted a girl child named Mansa to take care of her and give her all the affection that she deserves.

According to Raj, success and struggle have a linear relationship. Having worked as a scientist in Pharmaceutical organisations of repute, Raj heard in his inner calling for civil services and pursued a career opportunity in UPSC Civils, which he successfully cracked. During his days of struggle, Raju identified the gap between an aspirant's dream and having the right mentor to guide them through the process of cracking the most coveted exam. Raj believes commitment is the key to results and thus, he has led hundreds of aspirants to come through and live their dream by instilling the feeling of commitment in them

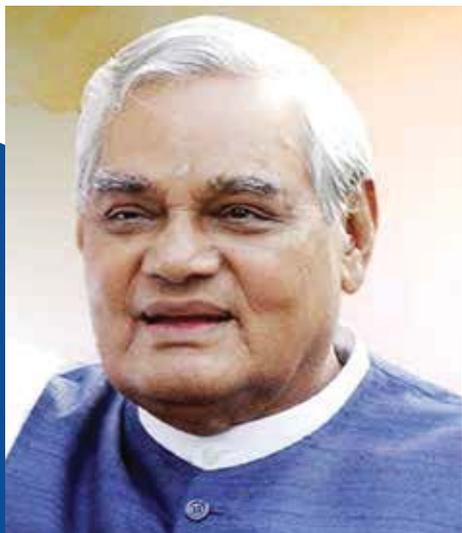
In 2014, Raju donned the hat of UPSC Civils mentor and started Karthikeya IAS Institute in Vishakhapatnam. Today, the institute tops the Google search list as the best IAS coaching institute in Vishakhapatnam for all the serious aspirants. The success of the institute can also be validated from the fact that top institutes across India have approached for tie-ups and franchisee offers, which Raju—who is passionate about working in his institute, where he can experiment and implement all his innovative pedagogy in making the dreams of several aspirants come true—turned down politely.

## FROM STRUGGLES TO SUCCESS

Having lost his father at an early age, Raju's career aspirations were supported by his mother. He took a huge leap of faith when he resigned from a steady job in an MNC and decided to establish his institute with little capital and fruitful commitments. Raju, who never waits for an opportunity and instead tries to create it with the possibilities at hand believes that quality education comprising of good ethical values and disciplined structure of academic planning coupled with a proper mentor can open doors to some great opportunities. Quality, trust, honesty—the three principles that he follows in life, helped him identify the difference between academic and competitive knowledge and thus, he decided to bridge the gap and establish his own institute to support the dreams of civil services' aspirants personally.



*During his days of struggle, Raju identified the gap between an aspirant's dream and having the right mentor to guide them through the process of cracking the most coveted exam.*



**LATE ATAL BIHARI VAJPAYEE**  
10th Prime Minister of India

The revolutionary leader, poet, and Indian politician, Late Atal Bihari Vajpayee is fondly remembered, lauded and looked upon as the game changer Prime Minister of India.

### AWARDS AND HONOURS

- ▶ Received the Padma Vibhushan in 1992; Best Parliamentarian Award in 1994; Lokmanya Tilak Award in 1994;
- ▶ India's Highest Civilian Award - the Bharat Ratna in 2015
- ▶ Honoured with D Litt by Kanpur University in 1993
- ▶ Bestowed with the Bharat Ratna Pandit Govind Ballabh Pant Award in 1994
- ▶ He was conferred Bangladesh's Liberation War Honour on 7th June 2015 by the Government of Bangladesh

# THE EXEMPLARY STATESMAN

The Prime Ministerial tenures of the 10th Prime Minister of India include three non-consecutive terms—the first for 15 days (from 16th May, 1996 to 1st June, 1996), the second for a period of 13 months (from 19th March, 1998 to 26th April, 1999), and the third for five years (from 13th October, 1999 to 22nd May, 2004).

Born and brought up in Gwalior, he did his graduation in Hindi, Sanskrit, and English from Victoria College, now known as Laxmi Bai College. Thereafter, he completed his MA in Political Science degree with first division from DAV College, Kanpur. His tryst with politics began in August, 1942 at the time of the Quit India Movement. Vajpayee and his elder brother Prem were arrested for 23 days. Later, he joined the newly formed Bharatiya Jana Sangh in 1951 under the guidance of Shri Syama Prasad Mookerjee and served as the President of the party from 1969 to 1972. Over the course of his political career, he was elected nine times to the Lok Sabha and twice to the Rajya Sabha of the Parliament. He contested from four different states – Madhya Pradesh, Uttar Pradesh, Delhi, and Gujarat – in different elections. He first won the election from Balrampur Lok Sabha (parliamentary) constituency of Uttar Pradesh in 1957. He also served as the Minister of External Affairs in 1977 when the Janata Party had won the Lok Sabha elections and Morarji Desai had become the Prime Minister of India.

### VAJPAYEE AS PRIME MINISTER OF INDIA

- Under his governance in May, 1998 five underground nuclear tests were conducted in the deserts of Pokhran in Rajasthan.
- He initiated the diplomatic peace process in late 1998 and early 1999, with Pakistan for resolving several conflicts including the decades-old Kashmir dispute, and as a result in February, 1999 the historic Delhi-Lahore bus service was inaugurated.
- During his tenure the militants' and Pakistan's non-uniformed soldiers' infiltration in the Kashmir Valley and their subsequent capture of border hilltops and posts centering the town of Kargil was well-handled.
- Under his guidance, the Indian army launched Operation Vijay, which was successful in pushing back the Northern Light Infantry soldiers and Pakistani militants, recapturing around 70% of the territory.
- When the Indian Airlines flight IC 814 was hijacked by five terrorists and flown to Afghanistan to demand the release of Maulana Masood Azhar in December 1999, the Indian government had to send the then External Affairs Minister, Jaswant Singh with the terrorists in Taliban-ruled Afghanistan to get a safe passage for the passengers.
- The government led by Vajpayee introduced several economic and infrastructural reforms, encouraged investments from private and foreign sectors and stimulated research and development.
- In March, 2000, the then American President Bill Clinton had visited India marking the first visit by a U.S. President to India in 22 years.
- Vajpayee invited Pervez Musharraf, the then President of Pakistan for a joint summit in Delhi and Agra, in an attempt to break the ice once again. However the peace talks failed to attain the breakthrough.
- On 13th December, 2001 the Parliament faced a terrorist attack in which the security forces gunned down the terrorists successfully. Subsequently, his government passed the Prevention of Terrorism Act.
- The country's GDP grew at record levels, surpassing 6-7 per cent, during his tenure as the PM. It resulted in improving the country's international image with the modernisation of industrial and public infrastructure; increased foreign investments; booming of IT industry; creation of new jobs; industrial expansion; and improved agricultural harvests.



**SK SAHU**  
Branding Expert & Serial Entrepreneur

He has more than 20 years of experience and has established more than 300 brands. He has been instrumental in executing more than 250 award shows in India and abroad. Due to his keen interest in Media, he has also launched and produced many TV shows on leading channels like Zee Business, CNBC, Times Now, etc. He was recently honoured at the House of Lords in London, UK. He has helped in NAAC Accreditation of more than 150 educational institutions. He is also a recipient of Young Entrepreneur Award by Honorable Shri Kalraj Mishra.

# The Brand Builder

Best known for consulting work with Start-ups and SME organisations across India, he has created more than 300 brands, and has mentored more than 100 entrepreneurs, who are successfully running their companies.

## Why is India not able to produce world-class brands like the United States?

As compared to the West, we got our independence only 70 years ago, therefore, we did not have the benefit of time. Also, we Indians do not think global like Americans. The companies in The United States focus on creating brands rather than short-term profits. Amazon, Walmart, Google, and Facebook are a few examples of this approach. These companies invest hugely in R&D and People Development. Due to the short-term profit approach of Indian companies, they usually end up making only 10-15% profit, while—due to strong brand identity—the companies in the West make way more profits and are recognised worldwide.

## How much time do you need to build a brand?

Earlier it took about 50-70 years to create a brand but nowadays a brand is made every 2 years but the sustainability of the brand depends on the product/service quality. In fact, the brands that once had a good reputation in the market (such as Nokia) have now been outperformed by new brands. "Many Start-ups focus on Brand Building with an intention to get high valuation but they fail to understand that first you have to make the rocket then only you can demand fuel.

## How do you help SMEs and Start-ups?

I specialise in branding for SMEs and start-ups. I work towards helping them cross the first two stages of the product cycle. Micro companies and start-ups do not have enough funds for branding, advertising, etc., so we provide them with tailor-made solutions at a very affordable price. If a brand diligently follows our advice for 2 years, we guarantee them a 20-30 per cent increase in brand visibility and increase in profits.

## What are the challenges in India for Start-ups and SMEs?

The biggest challenge faced by start-ups and SMEs in India is getting the right kind of resources at the right time. These include:

- Difficult and costly bank loans
- Inadequate government support
- Lack of skilled labour
- Complex tax structure

## Do you think of India as a country which copies concepts from the West?

Yes, indeed. However, copying is not the problem but it is how fast you execute your concept in the market. We are copying from the West because they got independence 200 years ago. So, they have already explored all the concepts and we don't have much choice but to look up to them for inspiration. In fact, most of the patents and copyrights are with the Western Countries ranging from TV Programmes, Pharmaceuticals to Defence Equipment, etc. So, either we take the license or we copy with some differentiation. But most of the times, despite creative concepts, we don't get good mentors at the right time to provide us with proper guidance.

### What is Digital Branding?

The latest trend that everybody is following blindly is digital branding. A lot of companies can be seen making their Facebook and Instagram handles just to attract new business but without proper knowledge. This makes them end up attracting only the people whom they already know such as employees, vendors, friends, and relatives. These people are not real buyers. You don't always need to be on digital platforms because it all depends on your products and services. We have helped a lot of companies to establish themselves in the digital space. For instance, usually, an online platform selling clothes targeted at the right segment tends to get a better response than a household equipment manufacturer or a Business Coach gets more visibility than a Motivational Speaker.

### How is a branding agency different from a PR/Advertising/Marketing agency?

All PR agencies work on a retainer model. They need at least 3 months to deliver results and most PR agencies are not able to deliver results as per their client's satisfaction. As far as advertisements are concerned, it is a very costly affair. We suggest customised solutions to our clients as we work on cost-effective measures.

### What is Personal Branding?

A personal brand is a person whom everybody knows regardless of their field like Sachin Tendulkar, PM Modi, etc. Usually, personal brands are built by a person's hard work, but sometimes people

“

*Many Start-ups focus on Brand Building with an intention to get high valuation but they fail to understand that first you have to make the rocket then only you can demand fuel!”*



are not able to showcase their work. We help them with this aspect but for personal branding, one should be very talented in their field. Sometimes people make a blunder by creating artificial personal branding, using the paid medium.

### What is the success mantra for brand creation?

- Nurture your brand like your baby
- Accept challenges
- Think out of the box
- Keep experimenting
- Quick decision



**DR AMIT KUMAR SRIVASTAVA**  
Director & CEO, Being Arogyam  
Herbals Private Limited

Dr Amit Kumar Srivastava, Director & CEO, Being Arogyam Herbals Private Limited—a PhD in botany and an MBA in finance—has earned expertise in new business setups.

## A Seasoned Entrepreneur



Spearheading and managing expansion, administration, brand building & positioning, and sales & marketing—Dr Amit had worked with different multinational companies such as Bajaj, Reliance, Birla, and Bank of Baroda Group for over 15 years at various positions of high repute.

### ABOUT BEING AROGYAM HERBALS PRIVATE LIMITED

Herbal health products and supplements have become a billion dollar industry. Natural products are popular because they are safe, non-toxic and affordable. The Indian herbal market is one of the fastest growing markets and may attain thousands of crores by 2022 with a CAGR of 25%.

With 100% natural products, Being Arogyam aims to improve the quality of health of the people across the globe by providing them with world-class natural products, supplements, and immunity boosters. Their diverse range of products include Ayurvedic medicines, personal care products, homecare products, and toiletries. They also have a wide variety of natural honey with giloy, tulsi and ginger; dry fruits; and natural honey with walnuts is one of their signature products. They also have hygiene and safety products such as herbal hand sanitisers and surface disinfectants (floor cleaners) and immunity boosting products developed by CSIR-CIMAP, Lucknow. The company has also been recognised as a start-up by the DPIIT of the Government of India.

5 years ago, Dr Amit had started a pizza chain named 'Go69 Pizza' and in a very short span of time he had established 'Go69 Pizza' as the country's very own pizza brand with over 65 outlets across 17 states. 'Go69 Pizza' has received several prestigious awards as well.



**Dr Shweta Singh**  
Founder & CEO, Ennoble IP

A successful woman entrepreneur running her own enterprise and empowering women across the globe for over half a decade—Dr Shweta Singh, Founder & CEO, Ennoble IP, WIEF & CIIR is truly a role model for many;  
Website: [www.ennobleip.com](http://www.ennobleip.com)

## From One Woman To Another

**B**orn to lead—Dr Shweta Singh has been instrumental in making ways for others to lead. A Post-Graduate in Biotech, an MBA, a PhD and Patent Law, Shweta believes being educated is synonymous with being skilled. Dreamt of being an entrepreneur since forever, Shweta believes that the biggest risk lay in her being one. Talking about her journey, Shweta said, “I decided to venture on my own with an idea that no woman should face the problems of lack of exposure and awareness in their professional journey. Today, I stand as a successful woman entrepreneur running four successful enterprises empowering women and society.”

### ABOUT HER VENTURE

With one-stop-shop solutions to start-ups and SMEs, Ennoble IP offers expertise in Patent, Trademark, Design, Copyright, Commercialisation, and Training. Quality solutions to protect IP assets and intellectual property management at a reasonable cost along with taking care of the entire lifecycle of building an IP starting with research on patents, trademarks, copyright, and designs.

Further at WIEF (Women Innovation Entrepreneurship Foundation) financial empowerment and independence of women through skill development is focused upon. WIEF educates and skills rural women through vocational training programmes. It helps them capital through various government schemes, grants, loans, CSRs, and other social funds. WIEF also provides support in building their market, scaling products, and building their brands.

### AWARDS AND ACCOLADES

- ▶ WEF Women Iconic Leader and Exceptional Women of Excellence, 2019
- ▶ Iconic Woman of the Year
- ▶ 40-40 IAAIF & Association of International Wealth Management of India
- ▶ CEO of the Year
- ▶ Women Entrepreneur of the Year
- ▶ IPR Leadership Award by Niti Agog
- ▶ Indian Achiever Award



**AKIB SAYYED**  
Founder, Matrix Shell

Akib Sayyed, Founder, Matrix Shell, is an entrepreneur, an engineer, and a security expert, who engineered a company known for giving services and develop solutions for Telecom Operators to overcome telecom related security issues.

## Safeguarding Data Diligently



**A**kib—an engineer with a specialisation in computers—has always been the one who wanted to change the perspective about security in telecommunication. Having worked with telecom operators in the Middle East, African, and South-Asia Pacific countries, he continuously strives to update his knowledge about upcoming cybersecurity attacks. Akib aims to protect against cyber threats and provide feasible solutions to telecom companies. Taking a step forward towards his dream of making his company a global leader in providing security solutions, Matrix Shell became an associate member of the GSMA Association.

In this fast-evolving world, Matrix Shell offers a proactive approach to analyse the risks and damages and reduces threats by providing protection against telecom security attacks. Protecting every bit of data as a highly valuable entity, their approach makes it difficult to carry out a cyberattack, as they design the systems that can detect and determine known attacks and perceive security breaches by unknown exploits based on Monitoring Solutions, which enables them to quickly react to any violation in a manner that minimises the damage.

Cybersecurity threats affect businesses and identities of customers, thus, they are developing more advanced solutions and services for a better and more secure network. Having worked with national and international clients, they are evolving on a day-to-day basis to fulfil the needs of their clients. They have automated most of telecom security processes eliminating human interaction, time-consuming manual process, and reducing human errors. The company has telecom network labs and a dedicated team for performing Telecom Security research.



With over 35 years of experience—Girdhar Maheshwari, Director, Happy Point Group of Schools, takes pride in turning his passion into his profession; Website: [www.happypointgroup.com](http://www.happypointgroup.com)



## Laying Strong Foundations

Possessing a host of degrees in the Arts and Commerce domain—Girdhar took up teaching at a tender age of 13. Understanding the nobility of the profession Girdhar started teaching because he wanted to bridge the gap between weak students and teachers. In 1983, he got associated with a friend Mr O.P. Gupta, who was a Govt. Teacher and was running his own school. For the initial three years, he gained experience and in 1986 he began opening his own schools: Bagru Public School, Bagru in 1986; Jaipur Public School in Phulera (1988); Tantoti (1989); and Rajgarh (1990).

Having worked for 10 years in the industry, Girdhar moved back to Jaipur and introduced an English Medium School—‘HAPPY POINT SCHOOL’—in association with Mrs Chandresh in 1998. After its success, they introduced more branches in 2000 in partnership with (Ms) Shilpa Bendre, as Principal, Happy Point School. She introduced there the French language as an additional subject along with Interactive Sessions by native French faculties twice a year as routine hence, Happy Point became a renowned brand due to their extra features like Swimming, Horse Riding, Martial Art - Judo Karate, and Reasoning, particularly for further competitive exams. Being a devoted authority of the organisation, Ms Bendre has maintained 100% board results. In 2015 one more school was introduced—Happy Point International School, Ninder-Jaipur and recently has taken over 2 leading schools i.e. Shristi International High School, Malhotra Nagar, Jaipur and Star Academy, Manglam Vihar, Sikar Road, Jaipur —under supervision of Ms Bendre who has vast experience of 20 years.

Member: Rotary Club Jaipur.

### AWARDS AND RECOGNITIONS

- ▶ International Level Award from ISA, Dubai in 2018.
- ▶ International Education Award from IEA, New Delhi in 2019.
- ▶ Global Excellence Award in 2020.
- ▶ 14 National Level Awards during last 5 years.
- ▶ Accredited by My FM 94.3, A Unit of Dainik Bhaskar Group; Jaipur Plus News; Mega Media 4 U, New Delhi; Rotary Club Jaipur; and Praxis Media, New Delhi, WBR Corp, New Delhi etc.



**DR SACHIN ISHWAR MADAVI**  
Founder, FW FuturesWings Product and Services Pvt Ltd

Committed to growth of humankind—Sachin Ishwar Madavi, Founder, Future Wing Product and Services Private Limited (est 2017) envisions security, safety and healthy lifestyle for all; Website: <https://www.futureswings.org/services.html>

## Improving Livelihoods



Coming from a small town, Sachin, who was previously worked for a bank left the job and began a new inning with Future Wing Product and Services Private Limited. He started it as a project from an undeveloped area in Maharashtra which is neither equipped in terms of transportation nor in terms of resources even today. Sachin has really worked his way up the ladder and thrived hard to bring the company to being and provide employment to several jobless people with all his products priced reasonably so that it can reach the masses. The company aims at providing custom-made services to its esteemed clientele, which are in coherence with the prevailing market conditions.

The company deals in a diversified range of products and services provision with appropriate long-term development programmes for its customers. The management continuously innovates new technologies and systems to cope up with the ever dynamic environment. Ever since its inception, the company has believed that success comes from people and wherever there are people, there is an opportunity to serve mankind.

### COMPANY AWARDS

- ▶ Empower Awards in 2019
- ▶ International Food Security Award
- ▶ Best Health & Personal Care Awards
- ▶ Best FMCG Company Maharashtra
- ▶ Best Home Care Awards
- ▶ Outstanding Performance Company Maharashtra

### COMPANY CEO AWARDS

- ▶ Udyog Ratan Awards
- ▶ International Global Achievers Awards at Almaty (Kazakhstan)



International Food Security Award - 2019  
Presented by Shri Ashwini Kumar Choubey  
Hon'ble Minister of State of Health & Family Welfare Govt. of India



**DILJIT DOSANJH**  
Indian Singer and Actor

A singer, an actor, a television presenter, an entertainer, and above all an artist—Diljit Dosanjh, who is known for his work across Hindi and Punjabi cinema and music industry.

*Having earned a Filmfare Award for Best Male debut (2016) for the crime thriller Udda Punjab, he went on to win many hearts with his performance in a supporting role in the Hindi comedy Good Newzz (2019), and also a received nomination for Best Supporting Actor at Filmfare. Diljit has won the most (five) PTC Award for Best Actor, as of 2020. He has also appeared on the jury panel of the reality show Rising Star for three seasons. Following the release of his tenth album G.O.A.T., Diljit recently entered Social 50 chart by Billboard. The album also made it to top 20 on Canadian Albums Chart.*

# The Melodious **Pride** of Punjab

Recognised for his heart-warming performance in Udda Punjab—the ‘Putt Jatt Da’ has given some commercially acclaimed movies and some of the most successful Punjabi movies in history, including Jatt & Juliet, Jatt & Juliet 2, Punjab 1984, Sardaar Ji, Ambarsariya, Sardaar Ji 2, Super Singh, Sajjan Singh Rangroot, and Shadaa.

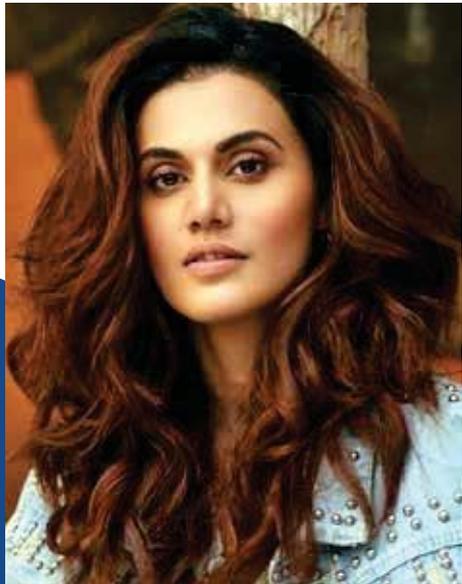
A humble man with a golden heart, he used to sing kirtans at the gurudwaras and wanted to be a singer ever since childhood. He was neither pampered, nor had exceptionally high demands. Diljit being a die-hard fan of Kylie Jenner, he considers her as his inspiration for his song ‘Do You Know’ and wishes to collaborate with her for a pop song in future.

Diljit had collaborated with Badshah in 2013 to release one of his finest compositions with one million views on YouTube within a fortnight, Proper Patola, which became the first Punjabi song ever to be featured on Vevo. His songs are often played on loop and the lyrics and music are not only energetic but soulful as well. His most popular numbers include Laembadgini, 5 Taara, This Singh is so Stylish, Jind Mahi, etc. Apart from chartbusters, Urban Pendu—inspired by the title given to him by his fans—and WEARED 6 are two famous clothing brands which he owns.

Talking about his foray into acting and the advice he received against being an actor and giving up his turban, he said, “An actor is more than his ethnicity and his religion. A filmmaker, a director has to be convinced and should be able to envision someone in a role, regardless of being a Sikh or not, if the filmmaker feels you suit the role, then that’s perfect.” Diljit was sure of not sacrificing his turban and with each successful film, he slowly gained faith that Sikh actors could also be successful in the Hindi film industry. After his acting debut in 2011 with The Lion of Punjab, he stepped into Bollywood in 2016 with Udda Punjab.

Diljit launched an NGO named Saanjh Foundation in 2013 with an aim to work with underprivileged children and seniors. The Foundation works on relevant issues such as self-confidence, career development, and mentoring. The inspiration for Saanjh Foundation came through when Diljit celebrated one of his birthdays alone and thus thought of sharing the joy with orphan kids. Meeting the kids compelled him to do something for them. He also attributes his thought to a teaching in the Sikh religion—Dasvandh, which means 10th part of the income for the good of the society. He strongly believes that everyone must try and follow this to help the society grow.

*The inspiration for Saanjh Foundation came through when Diljit celebrated one of his birthdays alone and thus thought of sharing the joy with orphan kids.*



**TAAPSEE PANNU**  
Indian Film Actress

The one who doesn't shy away from calling a spade a spade—Taapsee Pannu, Indian Film Actress is the fierce, unapologetically herself, bold, and athletic Delhiite with childlike exuberance and a mantra to live life to the fullest.

## AWARDS AND RECOGNITIONS

- ▶ Lux Golden Rose Awards - Rising Star of The Year 2016 and Breakthrough Beauty of The Year in 2017 for *Pink*
- ▶ Hindustan Times India's Most Stylish 2017 - Breakthrough Performer of The Year (Female) for *Pink*
- ▶ International Indian Film Academy Awards - Woman of The Year in 2017 for *Pink*
- ▶ Zee Cine Awards - Best Actor - Female (Viewers' Choice) in 2019 for *Mulk* and Best Actor - Female in 2020 for *Badla*
- ▶ 65th Filmfare Awards - Critics Award for Best Actress and 26th Screen Awards - Best Actress (Critics) in 2020 for *Saand ki Aankh*
- ▶ Appears in Forbes India's Celebrity 100 List since 2018

# Ahead of the Pack

Discussing and emphasising on having a plan B or a plan C in life, one can feel totally at ease with her like while talking to a long-lost friend. However, once the camera pans, Taapsee sincerely gets in her professional space like a diva who enamours the world instantaneously. Taapsee feels that beauty is a manifestation of a healthy self-image. Taapsee is totally unpredictable, confident, and full of life.

Taapsee, who works across the Hindi, Tamil and Telegu film industry debuted with the 2010 Telugu film *Jhummandi Naadam*. In 2013, she entered the Tamil film industry with *Arrambam* and made her Hindi film debut with the *Chashme Baddoor*. Her most cherished and appreciated roles include the courtroom drama *Pink* (2016), the war drama *The Ghazi Attack* (2017), the action-comedy *Judwaa 2* (2017), the mystery thriller *Badla* (2019), and the space drama *Mission Mangal* (2019).

The choice of her characters has been brazening like her and befit her as a person. Taapsee acknowledges the great space that she is in and credits it to the changing times, which has resulted in a paradigm shift in the kind of roles that are written for actresses as the lead. She believes in taking up challenging roles, which push her every day to be better.

Taapsee has been busy shooting for Vinil Mathew's *Haseen Dibruba*—a romantic thriller written by Kanika Dhillon and would soon start shooting for *Rashmi Rocket*—the story of a sprinter from Kutch, Gujarat, directed by Akarsh Khurana. Taapsee has been training hard for the role and it will be followed by training in cricket for a biopic on former Indian Women's National Cricket Team captain Mithali by Shabaash Mithu. An excited Taapsee said, "I love watching cricket but I've never played it so it will be challenging. I've learnt a few batting strokes from her and plan to grow my hair in a style similar to Mithali's."

Taapsee also dons the entrepreneurship hat with her venture The Wedding Factory—a wedding planning company—founded in association with her friend Faraj Parvaresh and her sister Shagun Pannu aimed at providing unique experiences within a budget. She also owns a badminton team named the Pune 7 Aces. True to her words, Taapsee has been different from the pack and has proved her excellence by continuously venturing outside her comfort zone with the projects and roles which she has chosen over the past decade.



*Taapsee acknowledges the great space that she is in and credits it to the changing times, which has resulted in a paradigm shift in the kind of roles that are written for actresses as the lead. She believes in taking up challenging roles, which push her every day to be better.*



**SHIKHAR DHAWAN**  
Indian Cricketer

Fondly recognised for his earring, the famous twirled moustache and intricately inked biceps—Shikhar Dhawan, Indian Cricketer takes the field by storm every time with his skills and performances.

*Shikhar ruled the pitch in the 2015 World Cup in Australia where he not only scored India's highest but also played a pivotal role in the team's semi-final appearance. What followed was a series of hit and misses but he bounced back as the top run-scorer in the Champions Trophy 2017. Shikhar, who has been a consistent performer for the IPL (Indian T20 League) franchise Hyderabad since its inception in 2012 was also instrumental in their title triumph in 2016.*

## Setting and Shattering Records

A rather soft-spoken man, Shikhar began his journey from being a simple cricket-loving youngster going through the grind of domestic cricket to taking the cricketing world by frenzy and scoring the fastest century on Test debut. However, the road to success has been quite bumpy for the left-handed batsman as he toiled his way in the domestic circuit year-after-year to finally receive a Test call-up in his ninth year of first-class cricket. Shikhar first made waves at the U-19 World Cup in 2004, amassing 505 runs from seven innings to become the leading scorer. With a stable opening combination of Virender Sehwag and Gautam Gambhir, Shikhar had to wait for his big breakthrough in the big league. However, his patience and fine performance paid off in October 2010 when he was called up to the Indian team to play three ODIs against Australia.

Replacing Virender Sehwag, Shikhar made his Test debut in Mohali, which earned the distinction of fastest hundred by any batsman on debut – off 85 balls. Smashing a 187 off 174 balls against Australia in his Test debut, Shikhar left the Aussie bowlers in utter disdain and flipped the course of the game with India winning the Test by six wickets. Appreciating his praiseworthy run, he was included in India's Champions Trophy squad. He was titled as the 'Player of the Series' in ICC Champion's Trophy with 363 runs in 5 matches and was awarded a gold bat in 2013.

Proving his mettle yet again, Shikhar ruled the pitch in the 2015 World Cup in Australia where he not only scored India's highest but also played a pivotal role in the team's semi-final appearance. What followed was a series of hit and misses but he bounced back as the top run-scorer in the Champions Trophy 2017. Shikhar, who has been a consistent performer for the IPL (Indian T20 League) franchise Hyderabad since its inception in 2012 was also instrumental in their title triumph in 2016. Currently, he has been bringing glory to the game and his team Delhi Capitals with his back-to-back centuries at the IPL 2020.

Shikhar is a self-made cricketer whose timing and elegance have made him an amazing batsman and a delight to watch on the field. His research on opponents, formulation of multiple game plans and leashing in (or letting loose) his aggression on the pitch as per the game help him set the tempo for himself. After a few disheartening scores, he re-established himself in the top order in the subsequent tour to Sri Lanka, with a comeback knock of 190. Recently, his exceptional talent was acknowledged by the BCCI by boosting him into its newly-introduced Grade A+ contract system, which got him a 1,300 per cent compensation hike in the bargain.

Also fondly called as Gabbar, Shikhar got the moniker due to his habit of lurking near the batsman and often reciting the dialogues from the famous movie Sholay. Described as an enigma by his close friends and team members, Shikhar is adored as a warm and absolutely unperturbed person who is never taken down by challenges on and off the pitch.



# Asian-UK Business Meet

WBR Corp is organizing "Asian UK Business Meet" at London, UK in May 2021. Asia and UK greatest Brands & Leaders would get an opportunity to network with like minded businesses and professionals and would also be felicitated and recognized for their commendable work at The House of Commons, London, UK.



**ASIAN UK  
BUSINESS MEET  
2021**

**MAY  
2021**

**AT**

**AT HOUSE OF  
COMMONS**

*London*

**FOR NOMINATION**

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

**CONTACT** 

**FOR MORE INFORMATION  
WRITE TO :**

**INFO@WBRCORP.UK**

# Small Business, Big Impact



 **India**

WBR CORP India  
D142A Second Floor, Patel  
Garden Dwarka Main Road,  
Delhi 110059

 **UAE**

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

 **UK**

WBR CORP UK LIMITED  
3rd Floor 207 Regent Street, London,  
Greater London, United Kingdom,  
W1B 3HH



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