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PRAHALADBHAI
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SHYAM SUNDER
CHHUGANI

DR. NEELAM MOHAN

K. SHYAM PRASAD

POWERFUL PERFORMERS 2021

MANISH
HATHIRAMANI

NARENDRA GOEL

DR. HEMA DIVAKAR

JASMINE GANDHI

SATISH WAGH

FORBES INDIA

MARQUEE

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OVERVIEWS

They say when the going gets tough, the tough gets going. The COVID-19 pandemic has thrown up myriad, unforeseen challenges and continues to do so even today. People have responded to the 'new normal' in different ways. Some took a step back and went into survival mode. Others, however, not only stepped forward and to use a baseball term, strategically opted to 'swing for the fences,' but also reached out to others in need, supporting and empowering them.

This edition features some of the shining examples from the latter category, who have proven to be 'Powerful Performers.' With their assertive mindset, positive approach and steadfast refusal to back down in the face of seemingly insurmountable obstacles, they have played a very significant role when it comes to providing impetus and enabling India's revival efforts as a nation. In these pages, you will find stories that are motivational and also light up the way forward. Read on and get inspired.

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WINNERS PODIUM

FRONTRUNNER FORMULAS FOR FINISHING FIRST

VISUALISING VICTORY TO SPUR YOU ON AND MAKING AN INTENSE EFFORT TO SURGE FORWARD AT THE KEY STAGE IS A TRULY COMPELLING RECIPE FOR SCRIPTING SUCCESS STORIES AGAINST ALL ODDS, SAYS VIJAY PANDYA

Have you ever seen someone struggling to open a new jar of jam or a bottle of ketchup? They keep trying, again and again, changing their grip, rotating from one hand to another, but all their efforts remain unsuccessful. Eventually, after a deep sigh, accompanied by elaborate shrugging of shoulders and rolling their eyes, they approach the person who is known to accomplish the task, based on prior experience. Surely enough, that person, even though totally engrossed with some other task, absent-mindedly takes the jar or bottle, twists it open with one seemingly effortless turn and hands it back. If it is a sibling or spouse, there's a sarcastic 'you had to interrupt me for that?' glance thrown in while doing that.

This oft-repeated scenario has a key takeaway that applies to the editorial theme for this issue. Sometimes, the same task, carried out by two different people in very different ways, can have results that are the opposite of what you had expected. Someone making

THERE IS ANOTHER FACET OF 'POWERFUL PERFORMERS' THAT PUTS THEM IN A LEAGUE OF THEIR OWN; THE TERM 'SELF-MADE' SEEMS TO HAVE BEEN CREATED SPECIFICALLY TO DESCRIBE THEM AND THEIR VENTURES

intense efforts over a prolonged time should logically achieve better results compared to another who puts in minimal time and effort. However, as we have noticed many times, there are situations where this logic does not compute.

The differentiator or extenuating factor in such cases is that the tasks are accomplished by 'Powerful Performers' who set themselves apart by their ability to make managing apparently difficult tasks appear almost easy in comparison to those who attempted them earlier. The same principles apply in the world of business, finance, healthcare, academia, even social service. Among us, there are a select few who take just about everything thrown at them in their stride, resolve seemingly insurmountable challenges and stand at the finishing line flashing the 'V for victory' symbol.

They know that it requires a different level of vision and focus to conceptualise the required strategy and its implementation to not just handle but also overcome a crisis. They personify adages like 'The best defence is a good offence' by identifying hidden or emerging opportunities and seizing them with both hands. They are well aware of the risks, the potential downside and despite knowing that, mentally prepared to take that leap of faith because they believe in themselves above everything else. Most of them have also built a core team and

possess the ability to encourage every member of their workforce to do better, especially during the darkest days.

There is another facet of 'Powerful Performers' that puts them in a league of their own; the term 'self-made' seems to have been created specifically to describe them and their ventures. They set their targets and formulate their blueprint for the future. Rarely will you ever find them trying to copy someone else's strategies or see them rehash

COMPREHENSIVE CATALYSTS

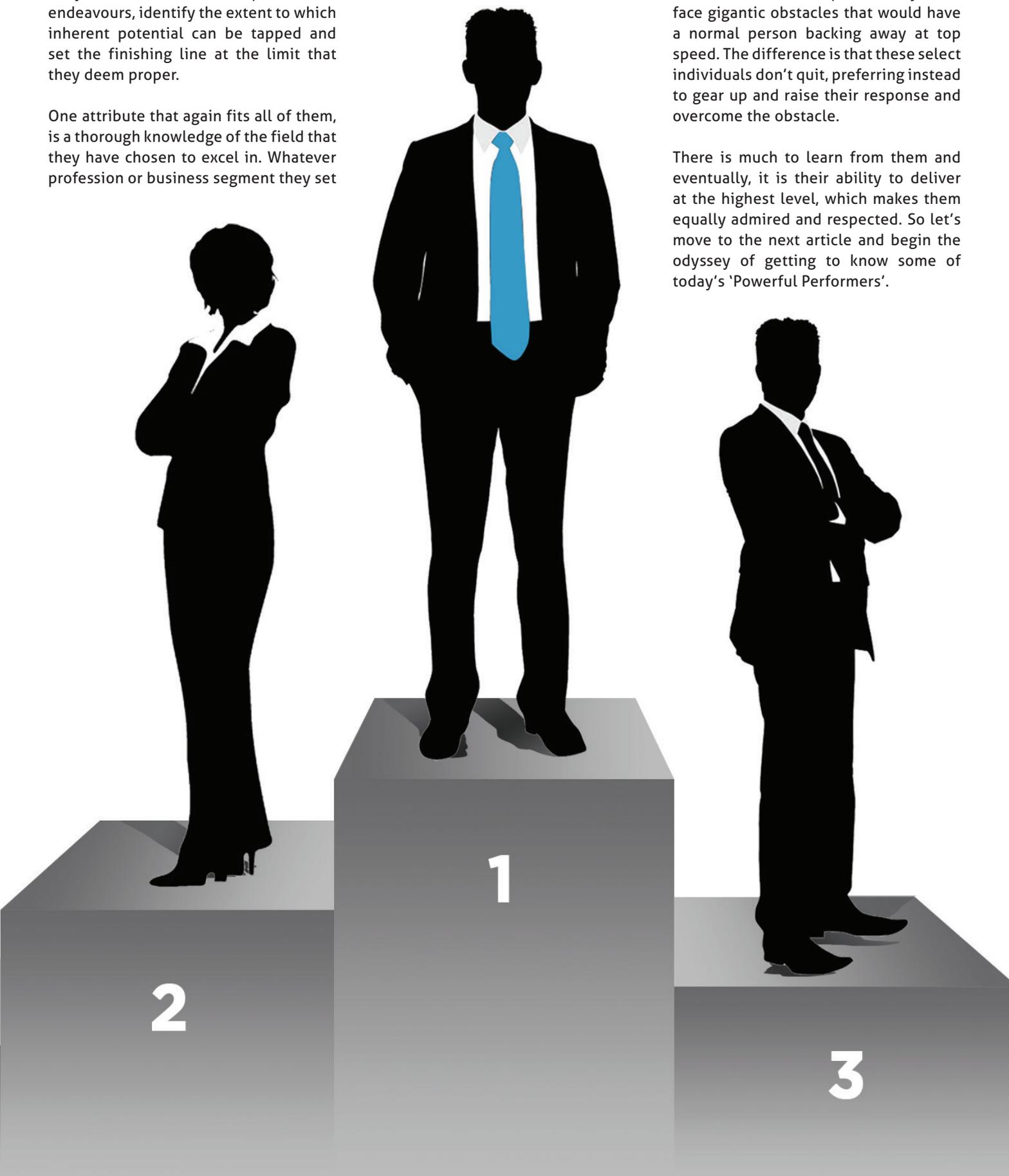
They also touch countless lives, both directly and indirectly. Whatever people-impacting activity they take up, be it related to HR or CSR, their initiatives will be thought-provoking and a class apart. It can be something that facilitates the workforce in their units or the residents of areas nearby; some try to uplift those living in their native place, the village where they were born and brought up. The ultimate objective is always, to make a substantial difference rather than half-hearted attempts at window dressing.

a tried and tested approach that is symbolic of another person's success. They alone define the scope of their endeavours, identify the extent to which inherent potential can be tapped and set the finishing line at the limit that they deem proper.

One attribute that again fits all of them, is a thorough knowledge of the field that they have chosen to excel in. Whatever profession or business segment they set

foot in; they are driven to be the best. And it is not as if their path is an easy one, strewn with rose petals. They often face gigantic obstacles that would have a normal person backing away at top speed. The difference is that these select individuals don't quit, preferring instead to gear up and raise their response and overcome the obstacle.

There is much to learn from them and eventually, it is their ability to deliver at the highest level, which makes them equally admired and respected. So let's move to the next article and begin the odyssey of getting to know some of today's 'Powerful Performers'.



NARENDRA GOEL

INNOVATION IS BUILT INTO OUR DNA

THIS VISIONARY BELIEVES THAT ANY STRUCTURE IS ONLY AS GOOD AS THE FOUNDATION IT STANDS ON AND HAS ENSURED THAT THE MULTI-FACETED VENTURE EXEMPLIFIES TRUST, QUALITY, INNOVATION AND RESPONSIBILITY



NARENDRA GOEL

Concepts like 'doing things for 'the greater good' and 'contributing to 'the nation's economic growth story' are easier said than implemented. This is why Narendra Goel, Managing Director, **Shri Bajrang Power & Ispat Ltd (GOEL GROUP)**, is such a revered and respected figure in the business community. This commerce graduate possesses vast experience in the steel and power sectors, coupled with expertise in project planning and execution well ahead of time. He has 'walked the talk' and ensured that the benefits of his initiatives are not just restricted to the group itself but also have a positive impact on India.

Taking his vision forward, the company invented a state-of-the-art technology of direct rolling of hot continuous cast billet to produce TMT bars without any intermediated reheating arrangement. In 2014, the **Ministry of Steel, Government of India, recognised M/s Shri Bajrang Power & Ispat Ltd, as the inventor of 'Direct Rolling Technology'** and the company also has bagged the National Energy Conservation Award from the Ministry of Power, Government of India for creating a benchmark in the steel rolling mills sector. More than 500 rolling mills have adopted direct rolling technology and in the coming days, this shall be adopted by all units having induction furnace and rolling mill in the same complex. This will result in huge savings of Rs. 5000 crore and that too in foreign currency.

"In the last three decades, we have grown leaps and bounds. Such gigantic leaps within a short span of three decades have been only possible due to the strong foundation we stand upon. If today, we can boast of being a leader in long products in central India, it is largely due to our single-minded focus on the commitment of our entire workforce to produce quality products. We believe that it's our employees who make our company and attribute every bit of success to them for having adopted our vision and adhered to the philosophy of our organisation to turn it into a formidable force that is ready to take on any challenge," Narendra Goel underlines.

The company also has a strong thrust on Corporate Social Responsibility (CSR) with focus areas being education and health, by which they are moving towards a more sustainable growth of entire surrounding areas where its industrial units are in existence. "We, as a family and a business group have always believed in giving back to society.

Commenting on the unprecedented COVID-19 pandemic, he affirms, "I am sure that we are emerging out of this crisis stronger, more resilient and wiser. Let me take this opportunity to pay our sincere gratitude to everyone working tirelessly at the frontline. The company has extended all kind of support including health insurance and medical support to all employees and their families too. Our entire workforce has worked tirelessly with due care following preventive measures."



Goel Group was honoured with the National Level Award Gold Trophy in the composite category of TMT/ Wire Rod products under the DRI – EAF/ EIF – RM process route for the first time. Seen here Narendra Goel, Managing Director receiving the award from Chaudhary Birender Singh, Minister of Steel, Government of India, in recognition of Excellent Performance for the Secondary Steel Sector – 2016-17. S. K. Goyal, Director, Shri Bajrang Power & Ispat Ltd, is also seen alongside.

GOEL GROUP HAS SUCCESSFULLY CONVERTED THE COVID-19 CRISIS INTO AN OPPORTUNITY WITH RECORD PRODUCTION, WHICH IS A GREAT LESSON TO BE LEARNT BY ONE AND ALL

“Our vision is to make quality steel available to all sectors at affordable cost with a mission to make it a profitable business that serves its customer through efficient servicing, understanding and cutting edge products and value for business excellence, reliability, integrity, friendliness and transparency. With the steel industry’s environment becoming



more and more challenging, to maintain this trust and quality of our products, the only way is to innovate. Innovation is not present just in our processes and practices but also in our mindset. In many ways, innovation is built into our DNA. We believe it is our responsibility to give back to Mother Earth what we take from her. At Goel TMT, we proactively innovate to ensure that our products are environment-friendly. Further, innovation in the world of Rounds/Tubular /Square / Rectangular section (GOEL PIPES) has been implemented,” Narendra Goel points out.

Under renewable energy development programme, 36 MW Hydro Power Project is in operation and another 45 MW is in advance stage of execution. 40 MW Solar PV Plant also being implemented to off-set energy drawal from State Grid.

As a part of diversification programme, we have entered into the frozen food segment under the brand name “GOELD” (ready to eat/ ready to cook – Indian Breads, Snacks & Desserts). Viewing future growth and expansion plan, MoU has been signed by Shri Bajrang Steel Corporate Limited for investment of Rs. 1400 crore to set up integrated steel plant in District Raipur.

A DIVERSIFIED CONGLOMERATE

M/s Shri Bajrang Power & Ispat Ltd. is a fully integrated steel unit right from Mining of Iron Ore to manufacturing of finished products under the brand name GOEL TMT and GOEL PIPES. The Company has been progressively expanding across the value chain of Iron and Steel sector encompassing Sponge iron, Iron Ore Beneficiation, Iron Ore Pellets, Wire Rods, Ferro alloys, SMS, TMT Re-Bars, Rounds, Binding Wire, HB Wire, Angles, Channels and Beams, Pipes etc. besides Thermal & Hydro Power Generation. Today it is one of the most reputed business houses in central India across the core sectors of Mining, Iron & Steel and Power (Thermal & Hydro) etc. With its proven track record of growth and performance of highly experienced professionals and endowed with modern equipment to produce finished steel over 0.6 million tonnes per annum and has built a conglomerate with revenues of over Rs. 3000 crore.



At an industry spokesperson level, he has been recently associated with CII Chhattisgarh State Council, holding the position as Vice Chairman from 2018-19 and Chairman from 2019-20. Under Narendra Goel’s leadership, CII has achieved a lot and scripted many success stories with the active cooperation and wholehearted support from his team members.



SATISH WAGH

A GROWTH CENTRIC APPROACH

WITH A FOCUSED APPROACH HE HAS BEEN LEADING PROJECTS AND PEOPLE THROUGH THE VARIOUS INITIATIVES UNDERTAKEN OVER THE LAST THREE DECADES

With a vision to conduct ethical business and provide employment opportunities to those who truly deserved it, Dr. Satish Wagh founded Supriya Lifescience Ltd in 1987. As the Founder and Chairman, his focus has primarily been providing employment opportunities while simultaneously contributing to the growth of the economy. As of today, the company has provided employment to over 1000 people; the turnover stands at a staggering Rs. 315 crore and is projected to touch about Rs. 1000 crore over the next five years.

The company has also built a strong global presence in 120 countries and harnessed over 2000 customers along with building an assorted portfolio of over 40 Active Pharmaceutical Ingredients (APIs). Wagh's leadership has enabled the company to achieve outstanding milestones like gaining approvals from health authorities in countries like USA, Europe, Japan, Latin America, Canada, Australia, China, etc. As the largest producers of Anti-histamines range, it has put India on the world map in the pharmaceutical sector.

Wagh's association with CHEMEXCIL (Basic Chemicals, Cosmetics & Dyes Export Promotion Council) as Chairman has witnessed noteworthy accomplishments. His endeavours for getting CHEMEXCIL appointed as a nodal agency for 'REACH Regulation' enabled member exporters to pre-register and register their products in EU countries. He also played a key role in including the reimbursement of 50% of ECHA registration fees to chemical exporters, vigorously worked towards providing 'Product Registration' for Agro Chemicals and also pioneered the Chemical Inventory Program.



SATISH WAGH



As the Chairman of CHEMEXCIL, Wagh has closely worked with the Ministry of Commerce & Industry to strategise promotions of exports that are under the purview of the Council. He also participated and contributed in High Level Meetings, handled liaising and resolving grievances with the Government of India. Wagh has also provided insights on drafting the Annual Action Plan for promotion of exports coming under its purview, covered Budget Proposals for participation in various international exhibitions and Buyer Seller Meets held in India and abroad and provided important insights for Free Trade Agreements.

AS THE CHAIRMAN OF CHEMEXCIL, WAGH HAS CLOSELY WORKED WITH THE MINISTRY OF COMMERCE & INDUSTRY TO STRATEGISE PROMOTIONS OF EXPORTS THAT ARE UNDER THE PURVIEW OF THE COUNCIL

As Chairman, his role saw him further bring direction and give the Council an added thrust through capacity building seminars, workshops, and interactive meetings on prevailing issues pertaining to DGFT, CBIC, GST, Banking, and REACH etc. And he also acknowledged and honoured exporters for their outstanding performances by

organising Export Award functions in collaboration with the Union Ministers.

As Chairman of CETP (Lote Parshuram Environment Protection Co-operative Society Limited), Wagh has played a significant role in generating Rs. 46 crore from the Ministry of Commerce & Industry for upgrading CETPs in the industrial areas of Lote and Roha in Maharashtra. By getting an approval for zero discharge in three plants in Maharashtra worth Rs 100 crore, running on PPP basis, he provided support to all the industries in Maharashtra. After getting the treated effluent from industrial areas such as Tarapur, Taloja, Lote, Roha in Maharashtra taken to the deep sea for discharge, he initiated a Rs. 7 crore project for Testing Analytical Laboratory at the Lote Industrial Area for SME units under ASIDE scheme.

He has also supported states and districts affected by national disasters through donations. He donated wheelchairs in several hospitals in Ratnagiri and donated Rs. 28.43 lakh during the pandemic



by distributing medicines, masks and sanitisers to front line workers such as the Ratnagiri Police, The Collector's Office Ratnagiri, the Gram Panchayat and underprivileged villagers.

Wagh's vast experience has been recognised over the years and featured in various magazines and journals like 'Indian Economy & Market' and 'India Business Journal' among others.

He has been conferred with a number of awards and certificates during his three decade career which include the API / Bulk Drugs - Rising Star award, NIRYAT SHREE Award, Research & Development efforts in Small Industries - Second National Award 1999, Quality Products in Small Scale Sector - National Awards 2003, Outstanding Entrepreneurship Efforts - National Award 2007, Research & Development Micro & Small Enterprises - National Award 2010, Export achievement for Basic Chemicals, Pharmaceuticals & Cosmetic Products (MSME) 2015-16, Export achievement for Basic Chemicals, Pharmaceuticals & Cosmetic Products (SSI) 2016-17, Export achievement for EXPORT HOUSE 2015-16 and Export achievement for EXPORT HOUSE 2016-17.

TRANSFORMING INDIA

Wagh has also been passionate about socially uplifting Maharashtra. He strongly believes that education is the key to transform and uplift India's future. He has supported the education sector by donating about Rs. 2.37 crore for building schools, colleges and auditoriums and by regularly conducting lectures for business and entrepreneurship across various prestigious institutions like IIM, Ahmedabad; Symbiosis International University, Pune; and IIFT, Delhi.

DR. HEMA DIVAKAR

ADVOCATE FOR QUALITY HEALTHCARE AND CAPACITY BUILDING

AS THE CEO AND CHAIRPERSON OF ASIAN RESEARCH & TRAINING INSTITUTE FOR SKILL TRANSFER (ARTIST), SHE IS A STRONG INFLUENCER FOR SOCIAL AND LEGAL ISSUES RELATING TO WOMEN'S HEALTH

Dr. Hema Divakar is a leading medical professional of India with a vision to improve the healthcare services ecosystem for the welfare of women. She has over the last three decades, been a game changer in healthcare, establishing new benchmarks, standards and touching women's lives in the process. A practicing OB/GYN consultant and being the CEO of ARTIST, Dr. Hema's immense contributions over the years have established her as a name to reckon with.

Dr. Hema Divakar is the Medical Director of The Divakars Speciality Hospital established in 1990, in Bengaluru, a centre of excellence in women's healthcare. In 2005, Asian Research & Training Institute for Skill Transfer (ARTIST) was incorporated, a premier institute for learning, with a mission to offer cost-effective training without a compromise on quality. Through ARTIST – the Advocacy, Research and Training wing of Divakars Speciality Hospital - the team is committed towards impacting professional development; pioneering innovative research and influencing

national level policy changes and building capacity through skill transfer. ARTIST partners up with appropriate and relevant organisations and governments and carries out various surveys, campaigns, camps, projects, training and awareness programmes.

Her focus areas have been women's healthcare, innovative research, and impacting policy changes at the national level. As the president of the Federation of Obstetric and Gynaecological Societies of India (FOGSI) in 2013-2014, she unveiled the landmark 'Vision 2022' aimed at the overall well-being of women folk, including better healthcare services and societal perception, some of which are now state policies. With flaming enthusiasm, she has built a dynamic team of like-minded members, by exploring the individual talent. She has prompted, prodded and promoted the youngsters to the centre stage and enjoyed their success.

Dr. Hema considers that while passion is a crucial factor for any project, purpose is necessary to sustain the momentum. This is why



DR. HEMA DIVAKAR,
CEO & Chairperson, Asian Research &
Training Institute for Skill Transfer (ARTIST)

**IT IS ONE THING TO
BE POWERFUL AND
INFLUENTIAL. BUT
IT IS ANOTHER TO BE
MEANINGFUL SAYS**

**DR. HEMA DIVAKAR WHO
BELIEVES IN CREATING AN
IMPACT THROUGH PASSION
AND PURPOSE**



she has undertaken various impactful and purpose driven activities over the years in her mission to create a large scale social impact. With her experience through organisational leadership and entrepreneurial spirit with resilience, Dr. Hema believes that the key to establishing a successful medico-social enterprise is to reach out to as many people as possible. For this, she has integrated and collaborated with various sectors like IT, NGO, advocacy, biomedical engineers, overseas collaborators and others. The energy and passion to convince others to join – to collaborate and discipline to align strategy with financing for sustainable development.

An opinion leader and a member of Technical Advisory Group (TAG) for

Ministry of Health and Family Welfare; Government of India, an advocate for delivering quality healthcare and capacity building Pan-India, Dr. Hema, says, "What drives us? An entrepreneurial spirit – implementing innovations, tenacity to solve the problem no matter what – persistent efforts with all sectors, an undying hunger for social change – in women's health sector, and a big vision – to bring our initiatives to scale. India has a long way to go in improving the healthcare services for women. We have just made a beginning. There is a lot more to be done and I want to accomplish them with the support of my fraternity and the government backed by policy framework. Women's healthcare needs a lot more work," emphasises this passionate, forceful and effective advocate who has

her action plan with the synergies of collaborations to 'Skill India.' She believes that every girl, every woman has the right to receive care with quality, safety, dignity and respect.

"One thing we know as 2022 arrives, women and girls are a powerful force. We also acknowledge that women and men are wings of one bird. Both are needed for humanity to ascend unto great heights," Dr. Hema Divakar affirms.

ORGANISATIONAL POSITIONS

Dr. Hema Divakar has held additional important positions of great responsibility within the country as well as in Asia.

- FOGSI, national organisation with the largest community of 40,000 obgyns specialists headed by Dr Hema Divakar, President, FOGSI 2013–2014
- FIGO, international organisation bringing together obgyns from 138 countries - International Vice-Chair for FIGO PNCD Committee 2015 till date.
- FIGO Executive Council Member and FOGSI Ambassador to FIGO 2016-2018



Dr Hema with Dr G V Divakar, Managing Director, ARTIST

AWARDS AND ACCOLADES

- FIGO Women Achievers Award 2015
- Global Asian of the Year 2018
- Excellence in Women's Healthcare - Ministry of Maternal Health
- Social Entrepreneurship award -USAIDS & MSD for Mothers
- CME Excellence Award for ARTIST
- Next Brands Award for ARTIST for HER
- CSR Times Award
- CSR Impact Award for Divakars Service Trust

SHYAM SUNDER CHHUGANI

MARKETING MAVEN BOOSTS GROWTH

SONA SIKKA IS A WELL-ESTABLISHED BRAND, REFERRED TO AS LIQUID GOLD IN THE EDIBLE OIL INDUSTRY SINCE ITS INCEPTION IN 1984 AND THE LEGACY CONTINUES TO DEVELOP WITH THE NEXTGEN COMING ON BOARD

Exponentially increasing the sales of an edible oil brand from an initial number of 1400 tins per month to a quantum of 1,00,000 tins per month is not an easy task. It is a vindication of the visionary and a reflection on the smart strategies outlined and implemented by him over a sustained timeframe. Meet Shyam Sunder Chhugani, an exceptionally dedicated businessman who gave impetus to the Sona Sikka brand's awareness and built up its equity through sheer dint of commitment and exemplary efforts.

Let's step back a few decades to examine the origins and initial phase of Sona Sikka. Established in Rajasthan in the year 1984, Sona Sikka has the distinction of being the first unit with an edible oil refinery in Rajasthan. Founded by the late Tejumal Chhugani, father of Shyam Sunder Chhugani, it was the first step in a success saga that has been duly marked and recognised in the chronicles of brand marketing. Today, just mentioning the brand name is enough to define it all, with Sona Sikka being considered to be the equivalent of liquid gold in the edible oil industry.

"Since our inception, I have a strong belief that success follows those who follow their heart. When we started in 1984 I knew that the choice to live a healthy lifestyle and eat right was not just a trend. It was a transformation people looked at making for the long term. So we set out on a journey to constantly work towards innovation and development to improve the groundnut oil we bring to you today. Our goal is simple; to ensure safety and maintain quality. Keeping various parameters in mind it is an honour to offer our consumers the best



SHYAM SUNDER CHHUGANI

for themselves and their families," Shyam Sunder Chhugani, declares.

Sona Sikka was acquired by Shyam Sunder Chhugani in 1993 under the family division. After that, the business was carried forward by him in a manner that reflected his utmost dedication and extremely hard work. After taking charge, Shyam Sunder Chhugani took stock of the situation and decided that there was scope for not just additional sales but taking them way further with the multiplier effect. He conceptualised and implemented extensively effective marketing measures.

THE CONCEPT OF CORRUGATED BOXES IN THE PACKAGING OF EDIBLE OIL WAS FIRST INTRODUCED BY SONA SIKKA IN 1993 ACROSS INDIA

Many different types of incentives and schemes were formulated for dealers from time to time by Shyam Sunder Chhugani. Given the Indian reverence for precious metals, gold coins and silver coins and many more such gifts were given to them. Foreign trips were also arranged for dealers and distributors, which did not have any sales targets or specific eligibility norms. They were just fun-oriented family trips to increase the Sona Sikka brand loyalty. Today, a network of 200-250 dealers is associated with Sona Sikka.

Initially, Sona Sikka refined groundnut oil used to have a monthly sale of 1400 tins. Through his extensive sales measures and personal marketing connect, going from shop to shop on a scooter, he raised sales to 1,00,000 tins per month, an impressive feat that earned him the admiration of one and all.

Keeping in mind aspects like the quality and packing from time to time, Sona Sikka has upgraded the packing of the brand through new technology. The concept of corrugated boxes in the packaging of edible oil was first introduced by Sona Sikka in 1993 across India.



The packaging of Sona Sikka is given so much attention so that there is no duplication of the product in the market. This way, the feelings and trust of the customers are retained and ensured with a product so superfine in terms of quality and purity, which is maintained through several years. This is why the labels of this product were also lensed with new technology. The crimp on spout on top of the tin is also of the highest quality, 15 times better than that of other brands in the market.

Recently, in the year 2020, two new products were also launched; Sona Sikka

premium mustard oil and Sona Sikka filtered groundnut oil. The response has been immensely positive. Both products are of international level in terms of production and packaging, excelling on all parameters. There are plans to introduce many more products in the FMCG category in future.

NEW DIMENSIONS TO THE BUSINESS

Shyam Sunder Chhugani's legacy is now being taken to an even higher level with the NextGen also having joined the business. His son Rohit Chhugani and daughter Neha Chhugani came on board as Directors from 2011 onwards. Together, they have repositioned the business with their sensible, modern-day approach and intelligent understanding. They have started highlighting the Sona Sikka brand online through social media and digital marketing and organised many promotional concepts and contests. Through this, customers have been able to connect directly with Sona Sikka via their preferred platforms.



K. SHYAM PRASAD

QUALITY OVER QUANTITY

BUILDING HIS BUSINESS STEP BY STEP, THE ENTREPRENEUR HAS MAINTAINED A CONSUMER FIRST APPROACH TO BUILD M/S VIDYA HERBS PVT LTD INTO AN EMPIRE BACKED BY RESEARCH AND ADAPTABILITY

A first-generation entrepreneur, K Shyam Prasad, Founder, President and Managing Director of M/s Vidya Herbs Pvt Ltd, began his career as a chemist in a pharmaceutical company. In 1990, he entered the field of Natural Chemistry five years later after quitting his job. Having finished his Masters in Natural Product Chemistry, Shyam Prasad established a trading firm for buying and selling botanical extracts with an aim to apply his knowledge in the world of business.

A Gold Medalist in the field of Natural Chemistry, he worked with Bangalore Pharmaceutical Research Limited for six years before starting his own venture. As a result, he ventured in the manufacturing business by setting up Vidya Herbs in 2001 by setting up a small facility on a 10,000 sq. ft. land with a shed.

The time, energy and money invested by Shyam Prasad for manufacturing of herbal extracts, food products, Ayurvedic medicinal products, etc., are now seeing very good returns in not just national but even international markets. Vidya Herbs has evidently established its position in the field of manufacture and supply of herbal extracts, coffee curing, instant coffee, DE caffeine, Pro Biotech, and Chilly Oleoresin.

Today, Vidya Herbs has established five factories and runs commercial productions and as a result the company has witnessed an extraordinary business growth. The unit uses advanced technology and in-house research and development facilities which focus on production systems, systems control,



K. SHYAM PRASAD

quality control, as well as the more visible precise mechanical automotive component elements. The company gives top priority towards safety, traceability, efficacy and innovation.

The company's large production capabilities, three extraction facilities, custom manufacturing and offices

around the world, ensures quick and reliable service that meets customer's expectations and demands. A highly experienced quality control team constantly monitors the procedures for the final product at every step of the production. All its extracts are 100% natural, authentic, and without solvent residues. The organisation's experienced



team of R&D constantly provides solutions and support for today's health and nutrition related markets.

The main credit behind this continuous innovation goes to founder Shyam Prasad whose ideas for business development and creative insights have helped Vidya Herbs grow in different sectors. His emphasis has been on 'Make in India' and nurturing a high-performance work environment backed with autonomy, stretch, and teamwork.

VIDYA HERBS' MISSION HAS CONSISTENTLY WORKED ON DELIVERING RESEARCH BASED NATURAL PRODUCTS TO IMPROVE THE QUALITY OF LIFE AND STANDARDS OF LIVING IN RESPECT TO HEALTH

The Biomedical Research Laboratory Division of Vidya Herbs makes sure that they provide premium ingredients and latest research to support nutraceutical and pharmacological industries.

Stating that success is a journey and not a destination, he also credits his employees as being the most valuable assets for

business and provides them with an ideal work-life balance. He states, "I always try to actively support and reward their efforts to pursue their passion in the workplace, at home, and in the community. I listen to each idea from every employee and incorporate it in the day-to-day workings of Vidya Herbs, so they stay confident and motivated." In addition, Shyam Prasad has been determined to contribute to the communities in which they operate and aims to build long-term relationships with local groups and farmers.



BASIC PRINCIPLES

Since its inception, Shyam Prasad has built his organisation one step at a time and maintained a 'Quality First' approach to produce herbal extracts and value-added products. With a consistent growth, Vidya Herbs today is a reputed herbal extraction company in India with over 600 employees. And the organisation, under Shyam Prasad's leadership has expanded its presence to advanced markets like the USA, Europe, UK, Korea, Japan, Australia, Vietnam, Sri Lanka, Dubai, and has established a high reputation among the customers.

Apart from this, the business includes Vidya Coffee whose coffee plantations are situated at Chickmagalur, in the Western Ghats. It is the only coffee company in Asia to have a 'Berries to Cup' concept facility, and the roasting facility (spray roasting) is also imported from LILLA, Brazil. The coffee is grown under 3 tiers of shade and has a unique ecosystem. Vidya Coffee has its own in-house curing facility and warehouse that ensures complete control over the curing quality of the coffee being exported. The state-of-art lab facility for quality analysis and in-house cupping lab ensures that each lot is cup tasted and checked for quality.

In all of these various endeavours, Shyam Prasad states that the most common attribute in each part of his journey has been tenacity. He also attributes his success to strategic thinking, staying passionate and focused on obtaining goals he set for himself. He acknowledges that the journey is not easy, but giving up was not an option. For him the difference between the one who will make it, and the one who will not, is simply not enough follow through. Not enough push!

MANISH HATHIRAMANI

FINDING BALANCE ON A VOLATILE GROUND

THE YOUNG PROPRIETARY TRADER & TECHNICAL ANALYST HAS CONTINUED TO GROW STEADILY WHILE MAINTAINING A GROUNDED APPROACH IN THE WORLD OF NIFTY

At just 37 years of age, Manish Hathiramani has amassed a wealth of expertise and experience owing to his abilities and ambitious persona. Hailing from Kolkata, his forte lies in trading the NIFTY, the benchmark index of the National Stock Exchange, India. His list of achievements and accolades over the last few years reflect the success he has tasted in the volatile world of NIFTY.

His fascination for capital markets began all the way back in 1993, when he was just 10 years old! Enamoured by 'The Big Bull' of the trading world, Harshad Mehta, a young Manish dreamt of one day being recognised as a leading expert on the subject. His understanding of the markets grew and the infamous 1993 and 1998 stock market crashes made him ponder that there must be someone who is exulting while the markets crack in the southward direction.

After La Martiniere for Boys School, Kolkata, Manish went on to study International Business in Australia's Bond University in 2002. He specialised in four majors - international finance, economics, global business strategy and statistics. His curiosity and interest in the markets continued to be piqued and he developed a better understanding of topics like Granger causality and Regression Analysis.

Starting in an industry which was beyond his field of education and not a family business, the risks were higher for Manish. He faced rejection everywhere, until he got a glimmer of hope from the advice from his mentor Rahul, "Start your own trading firm and commence with



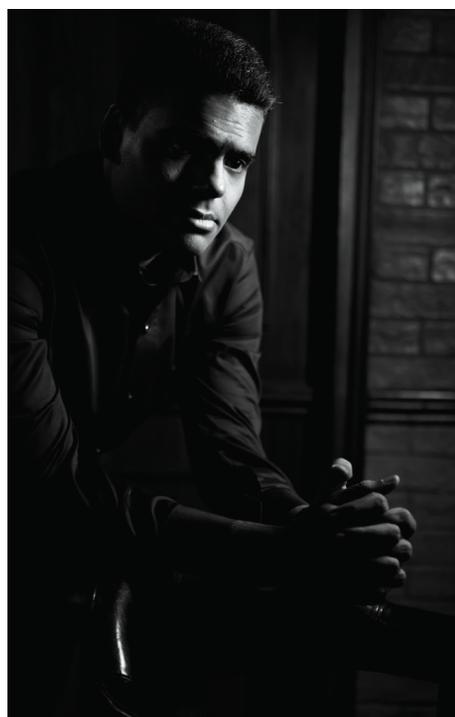
MANISH HATHIRAMANI

whatever little you have. Build it up and if you are good in your analysis, people will recognise you sooner than later”.

Ultimately, his journey led him to being interviewed by prominent publications like Bloomberg, CNBC TV18 and ET NOW. Manish states that, “I was being introduced to wealthy individuals both onshore and offshore. Apart from my proprietary corpus, I now run operations in India, Singapore and Dubai with a wide range of clients from industrialists and businessmen to professionals and celebrities.”

**IF THE CHARTS INDICATE
AN UPSIDE, I RIDE THE
RALLY UP. IF IT SUGGESTS
A DOWNSIDE, I SHORT SELL
THE INDEX AND RIDE THE
SLOPE DOWN**

Manish specialises in trading the NIFTY Index and is now setting up independent regulated fund structures in Mumbai and Dubai which will be functional by June 2021. He explains, “I do not trade stocks, only futures of the Nifty index. I have been doing this consistently for over 10 years and am content with my success.” Manish has also established India



Futures Fund (IFF) in Singapore under the aegis of Taurus Wealth Advisors Pte Ltd., a regulated Monetary Authority of Singapore (MAS) fund.

Today, with 2000 plus media appearances Manish is among the youngest and most consistent faces to be seen on business media forums and international conferences, including conferences in Dubai, Amsterdam, Moscow, Singapore and Hong Kong. Moreover, he has also had the privilege of speaking at the World Trade Organisation (WTO) in Geneva.

He continues to be grounded, focused, and diligent, and has immense faith in the Almighty and the eternal Law of Nature. He credits these aspects in his life to his maternal grandfather and spiritual Guru who taught him that, “Life is the drums of destiny and The Creator looks after His creation.” After a hectic day, Manish prefers spending quiet quality time with his family or read, listen to music, or play squash, golf and chess.

RECOGNITION & AWARDS

- **March 2021:** Featured in The Forbes India in the section “Indian Business Legends”.
- **February 2021:** Received the ET NOW “Business Leader of the Year” award for the “Proprietary Trader of the year” in Mumbai.
- **March 2020:** Featured in The Forbes India in the section “Modern Game Changers of India”.
- **December 2019:** Received the Young Achievers Award for “Equity Trading & Asset Management” from the National Achievers Association (NAA) in New Delhi.

- **October 2019:** Received the “Mahatma Gandhi Samman Award for Global Excellence” at the House of Commons in London.
- **June 2019:** Received the “Indian Achievers Award for Business Excellence” in New Delhi.
- **February 2019:** Received the Business Television India (BTVi) award for the “Business Leader of the Year – Financial Sector” in Mumbai.
- **June 2018:** Received the “Inspirational Leaders of Bengal” award in the field of “Excellence in Capital Markets” in Kolkata.
- **November 2015:** Received the Sindhu Shree Award for young achievers by the Indian Sindhi Association in Vijayawada.



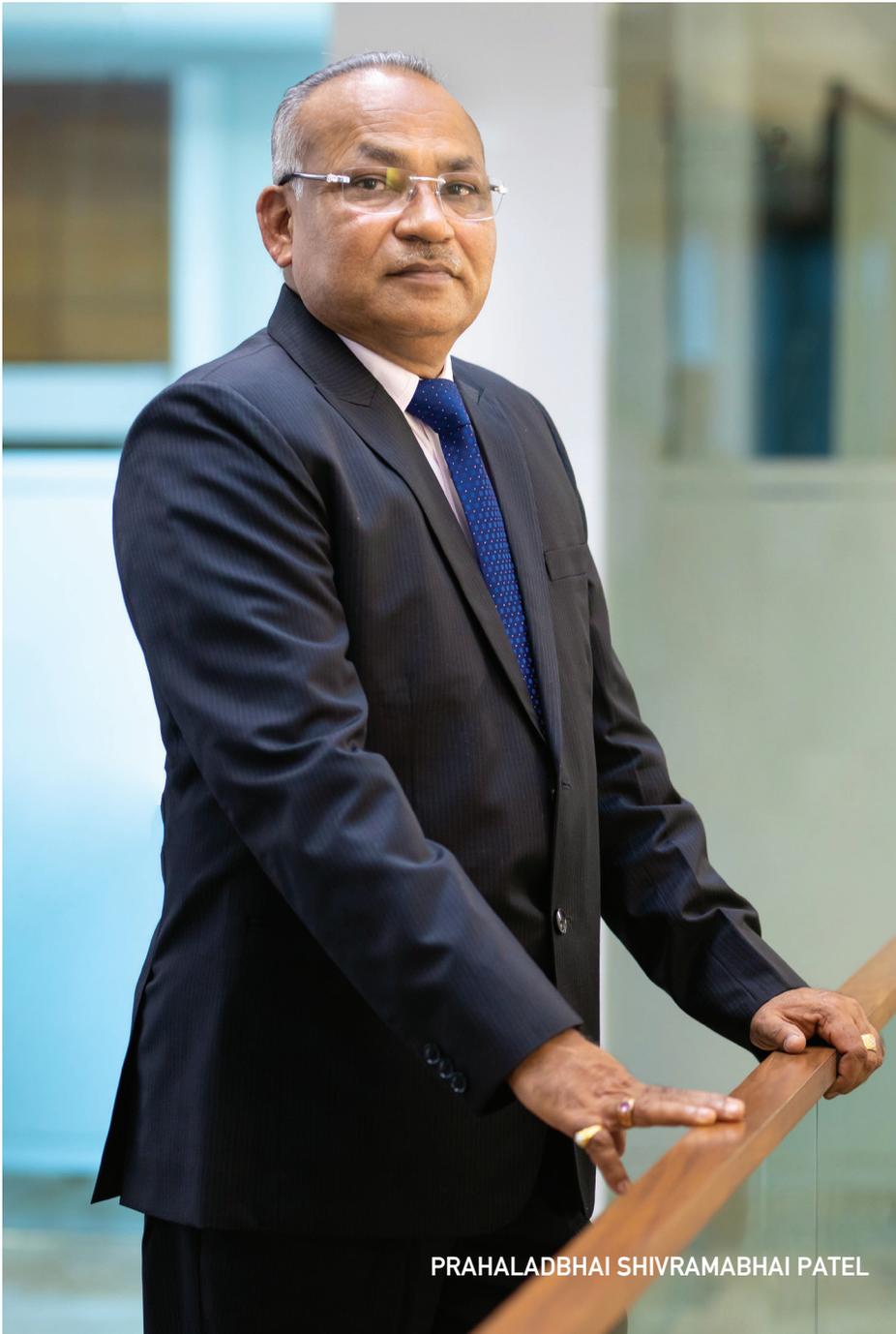
HIS GUIDE AND MENTOR

Realising that in order to make money in both directions of the market i.e., bullish and bearish, Manish had to first begin by honing his analytical skills. And therefore, he returned to Kolkata after completing his graduation in 2004 and started training in Technical Analysis under Rahul Mohindar by mid-2005. An immensely successful trader, Rahul Mohindar’s extremely meticulous approach coupled with him being a hard task master worked in good stead for the young and driven Manish. And to this day, Manish continues to respect and give all the credit to his mentor.

PRAHALADBHAI SHIVRAMABHAI PATEL

HIGH RISER WITH A CONCRETE FOUNDATION

THIS FIRST GENERATION ENTREPRENEUR'S APPROACH EMBODIES QUALITIES LIKE DISCIPLINE, INTEGRITY AND COMMITMENT IN LIFE AND HE HAS BEEN TOUCHING COUNTLESS LIVES WITH HIS PHILANTHROPY AS WELL



PRAHALADBHAI SHIVRAMABHAI PATEL

A popular adage states that if you are planning for a year, sow rice; for a decade, plant trees and for a lifetime, educate people. Prahaladbhai Shivramabhai Patel's exemplary approach towards life and work embodies this showing how the principles instilled during formative years at school can create a foundation that is 'built to last.' Born and brought up with a farming family background, he credits attending Sainik School (Army School) Balachhadi Jamnagar, a residential school for imbibing in him the importance of discipline, integrity and commitment in life.

The Promoter, Chairman, Managing Director & CEO of PSP Projects Limited a first-generation entrepreneur and inspiring role model for countless aspirants. A Bachelor's Degree holder in Civil Engineering from Saurashtra University, he joined a private organisation as an engineer after his post-graduation in 1985. His meteoric rise was visible even there as he first became a partner and then a 40% stakeholder in the same company. In 2006 he started operations as a sole proprietor and later, he founded PSP Projects Limited singlehandedly in 2008 with an initial capital of just Rs. 2 lakh.

Today, PSP Projects Ltd is a multidisciplinary construction company offering a diversified range of construction and allied services across industrial, institutional, government, government residential and residential projects in India. They provide services across the construction value chain, ranging from planning and design to construction and post-construction activities including MEP work and other interior fit-outs to private and public sector enterprises.

Focused on the private sector and taking on selective government projects, the company's prestigious clients include Zydus Cadila Group, Torrent Group, Intas Group, CEPT University and IIM Ahmedabad. It has a presence in six Indian states and astutely invested over Rs. 150 crore in plant and machinery. With over 1400 employees and 14000 plus contractual labour, it provides livelihood to many. Registering turnover of Rs. 1499.26 crore in 2019-20, it has completed over 150 projects over the last decades.

In 2011 they got the mandate to construct 'Swarnim Sankul 1 & 2' in the Gujarat Chief Minister's office during Narendra Modi's tenure. The high-profile project elevated the company's perception and was also highly appreciated by him. PSP Projects got listed on BSE and NSE in May 2017 within nine years of establishment. It reflected the firm's evolution from a Gujarat-based to a national player and contracting firm to among India's top construction companies. The prestigious Rs. 1575 crore Surat Diamond Bourse mandate received in September 2017 is a feather in its cap with completion by April 2021.

KEY AWARDS:

- Second Fastest Growing Construction Company in Small Category" & "Top Challengers" Awards - Construction World Global Awards 2020
- ICI-Ultratech Outstanding Structure Awards 2020 In Three Different Categories For Its Three Projects
- The Ace Achievers Award by Tv9 Gujarati 2019
- Second Fastest Growing Construction Company in Small Category" & "Top Challengers" Awards -Construction World Global Awards 2019
- Gujarat Vidhan Sabha felicitated as 'IGBC New Building - Gold 2019'
- Fastest Growing Construction & Engineering company by CREDAI during CREDAI's Gujarat Growth Ambassadors Summit, 2019
- Company of the Year – Construction by Zee Business 'Dare To Dream Awards'
- Construction World's Top Challengers of 2017-18
- Hercules Award 2017 by Gujarat Innovation Society
- CSR Excellence for 'Outstanding Contribution'



- Jury Award by Gujarat Contractor Association
- Most Admired Multidisciplinary Construction Company of the Year (Gujarat) 2015-16
- Excellent Contractor of the Year 2015-16
- Multi-tenanted office at Gandhinagar, Gujarat worth Rs. 130.50 crore
- Civil/ structural works for FMCG company at Ahmedabad, Gujarat worth Rs. 99.73 crore
- Residential complex for pharma company at Dahod, Gujarat worth Rs. 78.93 crore

NOTEWORTHY PROJECTS:

- Surat Diamond Bourse, main contract works at Surat, Gujarat worth Rs. 1575 crore
- Medical colleges and hospitals at various locations at Uttar Pradesh worth Rs. 1491.34 crore
- EWS Housing Project at Bhiwandi, Maharashtra worth Rs. 601.40 crore and Affordable Housing Project at Pandharpur, Maharashtra worth Rs. 157.55 crore
- Development of Shri Kashi Vishwanath Dham at Varanasi, UP worth Rs. 339 crore
- IIM Ahmedabad worth Rs. 328.01 crore
- Phoenix Mall at Ahmedabad, Gujarat worth Rs. 139.09 crore
- Zydus Hospital at Baroda, Gujarat worth Rs. 106.91 crore
- Construction of medical college at Dahod, Gujarat worth Rs. 225 crore
- Hospital on lump-sum turnkey basis at Sitapur, Gujarat worth Rs. 77.39 crore
- Super-speciality block of medical college at Bhavnagar, Gujarat worth Rs. 78.60 crore



PLAUDITS AND RECOGNITION

Prahaladbhai's overall experience of 35 years in the field of construction is studded with memorable milestones and recognition including being featured in the book 'Business Game Changer: Shoonya Se Shikhar' by Prakash Biyani and Kamlesh Maheshwari, receiving the 'Most Respected Entrepreneur Award' in the field of Construction by HURUN Report India, the 'Dena Bank Hercules Award' by Gujarat Innovation Society for Innovation Quality, Times Inspiring Entrepreneur Award for Fastest Growing Construction Company of the Year 2020 and Patida Patidhar Udyog Ratna Award by Sardardham in 2020. An active philanthropist, he is associated with various charitable trusts. Under Prahaladbhai's aegis, PSP Projects upgraded and redeveloped the infrastructure of the village where he was born investing Rs. 2.6 crore to enhance the quality of life of 2500 native residents.

DR. NEELAM MOHAN

PIONEERING THROUGH PERFECTION

THE COVID WARRIOR HAS BEEN DRIVING VARIOUS MILESTONES IN THE COUNTRY'S HEALTHCARE INDUSTRY WITH A STRONG FOCUS ON MAINTAINING A HUMANE APPROACH WHEN LOOKING FORWARD

The last year was undoubtedly the most challenging year for every person across the globe, but it was more so for medical professionals everywhere who were relentlessly working 24X7 amidst a number of unforeseen challenges. One such warrior is Gurugram based Dr. Neelam Mohan who has been working every day during the pandemic to combat the COVID-19 challenge.

Founder of the first COVID helpline number pan India, Dr. Neelam has been one of the 25 doctors in this project who has provided guidance and vital information to people at a time when apprehension and fear around this new virus was at its peak. In addition to this, she has also been instrumental in donating a number of PPE kits and masks to various hospitals during the same period. And these efforts haven't gone unnoticed as she has been a recipient of several certificates and awards, which have recognised her as a COVID hero.

But these achievements and milestones go far beyond 2020, as she is also the recipient of the Dr. B C Roy Award, the highest award in medicine by President of India, for her pioneering work in the fields of liver transplant and hepatology in India. In the field of paediatric liver transplant she is credited with several firsts in the country and few world records. She has received several awards including Zee Swasth Bharat Samman Award, DMA 'Vashisht Chikitsa' Award, National Health award by IMA jury.

Furthermore, she has been instrumental in drafting global as well as national guidelines on treating various illnesses like hepatitis B and C, liver and diarrhoea in children. She is an advisor to Pradhan Mantri – Jan Arogya Yojna and National Boards of Examination.

Dr. Neelam believes that both men and women must be educated on the subject of women empowerment. And for this, there is a strong emphasis on parenting as she



DR. NEELAM MOHAN, Director, Department of Paediatric Gastroenterology, Hepatology and Liver Transplantation, Medanta Medicity Hospital, Gurugram; President - CHILD Society

firmly believes that ideal parenting should teach about equality and respect for all genders. With this philosophy, her approach as a mentor is to first focus on being a good human being before focusing on being a good doctor. In addition, this aspect of her journey is fuelled by her own story to success. With a dream to achieve a lot of things, she continued her studies even after her marriage by finishing various courses over a span of 10 years. All the while also maintaining a fit lifestyle as a doctor and ensuring that her physical health is also perfect.

As a self-confessed perfectionist and multitasker, Dr. Neelam strongly believes that every woman has the capacity to handle various tasks at any given point. And she has scientific studies to back this claim as she has continued to maintain that women are genetically better at multitasking as they have a high EQ along with IQ, and they can do even better in an equal environment.

This approach has also been instrumental in shaping her in leadership roles. Believing that whatever field you get into, it is important to first get relevant training from

experts, she first enrolled into leadership courses at Harvard and also did a course in health management from ISB. Post this, she took up various leadership and mentoring roles in order to effectively share her knowledge. As a leader she continues to emphasise on first developing empathy and humanity to be a good doctor. For her this is more crucial to look at before looking at the performance of the person as a doctor.

Since she closely works with children, Dr. Neelam's foundational motto for her department is, 'To treat each child as our child.' With an insistence on maintaining perfection and personal care, the results in her department being among the highest nationally and internationally, her approach is evidently effective. Reflective of the statement that, 'Success is not me, it is we,' Dr. Mohan has continued to take the responsibility as a leader in order to take her team forward.



Receiving the 'Dr. B.C Roy National Award' in recognition of her services in the field of 'Recognition of best talents in encouraging the development of specialties in different branches in medicine'

As President of Commonwealth Association of Paediatric Gastroenterology and Nutrition, she emphasises that every child has the right to receive a healthy life. Dr. Neelam Mohan has been ensuring that nutrition as a subject is highlighted among doctors and parents as well

With her success mantra being that one should be able to enjoy the journey without facing burnout, she has stated that success is simultaneously also about being respected by your peers. For this her approach is to be honest while knowing that it is impossible to please everyone. Prominently, as a mentor she has formulated several national modules under the Indian Academy of Paediatrics (IAP) on diarrhoea, nutrition, constipation, parenting and maternal health, wherein more than 30,000 paediatricians are educated on recent guidelines to treat children and guide parents with a vision to have healthy children in our nation.

Dr. Mohan has been ensuring that nutrition as a subject is highlighted among parents as

well. She has emphasised that malnutrition in under 5 years children and obesity with its dreaded complications such as fatty liver, type 2 diabetes and cardiac issues are at a rise globally, which can be easily prevented by educating the masses on the importance of healthy eating practices.

She has continued her philanthropic activities throughout the course of her career. By providing medical assistance to various patients coming from lower economic backgrounds, Dr. Mohan has

always believed in practicing the art of giving. Her point of view has been that when you give to someone the happiness you feel, makes you feel better and calmer, so in a way it is both giving and receiving at the same time. These principles have also been crucial in her decision to come back to India after completing her studies in UK as she wanted to give back to her country and contribute to growing this field in India. And Dr. Mohan has no plans to take a break anytime soon despite these milestones as she believes that she still has miles to go.

CLINICIAN, MENTOR AND KNOWLEDGE DISSEMINATOR

She has pioneered paediatric liver transplant programme in India and runs one of the busiest paediatric gastroenterology, hepatology and transplant services. Dr. Neelam's endeavours to spread her knowledge in the world of academics, clinical treatments and even teaching are reflective of her mentoring methods as well as individual beliefs. With an aim to inspire people to reach various milestones through focus and dedication, she has also trained a number of doctors to ensure that more people can receive the right care. She wishes to see and lead a dedicated state-of-the-art Children's hospital in the country.

MS. JASMINE GANDHI

A VISIONARY EDUCATOR

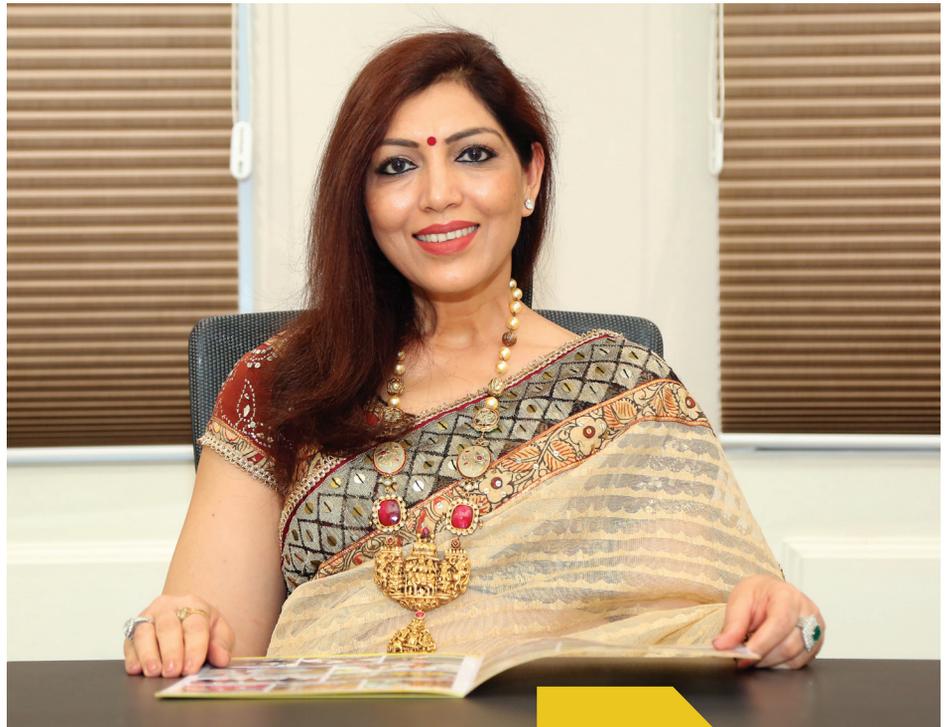
REINVENTING THE EDUCATION SYSTEM BY INCULCATING GOOD VALUES IN HER STUDENTS, SHE ENCOURAGES THEM TO HAVE A POSITIVE OUTLOOK IN LIFE AND GROOMS THEM TO FACE THE OUTER WORLD WITH CONFIDENCE

For a long time, education in India was restricted to a 'one size fits all' approach where all students were compelled to adjust and comply with the prescribed format. Thankfully, that situation no longer exists and the credit for that goes entirely to Ms. Jasmine Gandhi, an accomplished entrepreneur and a passionate leader who pioneered a much-needed transformation in the field of learning.

In a radical departure from conventional thought process about imparting learning, she insisted that it was each student's ability to absorb knowledge that should be the yardstick for setting the pace. With an emphasis on facilitating each individual's development and overall focus being on sustainable growth rather than just moving them to the next standard, she enabled those who wanted to study, helping them overcome obstacles like poverty, gender bias or being differently challenged through a variety of thoughtfully conceptualised and implemented initiatives.

BHIS Noida has a distinct centre named Sanchetna (the special wing), situated within the same campus and designed especially for children with special needs including learning disorders or multiple disabilities. Since 2009, its Individualised Educational Plan (IEP) has assisted students in bridging the gap and making remarkable progress with occupational therapy, speech and language therapy, psychological intervention and special education facilities.

"The intention is to let students grow in their own space. We don't force students; rather our teachers change the pedagogy according to their requirement. We are



here to nurture their future with the least pressure and stress imposed upon them. We believe every child has the potential to bring something unique and special to the world. We are here to support and nurture children with abundant opportunities to develop their creativity, learning curve, reasoning skills, and build scientific temperaments", shares Ms. Gandhi.

"We are committed to sensitising our young learners to the needs of the community besides inculcating values like integrity, fortitude, dedication and respecting diversity so that they become compassionate and confident human beings through ample opportunities of social interactions, responsibilities and information sharing," Ms. Gandhi affirms.



When the voice of each student is heard, the environment evolves where students feel free to express themselves

— MS. JASMINE GANDHI,
Director, Billabong High
International School (Noida)

Her innovative mindset and impactful endeavours have earned Ms. Jasmine Gandhi multiple plaudits over the years. She was named in the Top 25 Women Leaders



in Indian Education Sector Award for 2018-19 and has also received the BlackSwan Award for 'Women Empowerment by ASIA ONE 4th Edition, Pride of the Nation Series, India's Greatest Brands & Leaders Awards & Business Summit 2018-19 at Hotel Taj Lands End, Mumbai in 2019.

Under her leadership, BHIS has emerged as one of the finest schools in Noida, receiving various awards and accolades for its incredible curriculum and fostering holistic development. These are some of the most recent:

- Ranked 2nd in Times School Survey 2020 under 'Noida Challengers' category
- Received 'Experiential Learning Award' by Education Today at India's Top 50 Prestigious Jury Awards 2020 (Jury's Choice Award)

- Ranked 5th in Noida, under 'Co-Ed Day Schools' by Education World India School Ranking 2020-21
- Ranked No.1 in India under Top CBSE Schools – Parameter wise for 'Community Services' by Education Today India's School Merit Survey, 2020
- Ranked India's 2nd, Uttar Pradesh's 1st and Noida's 1st in Environment-Friendly Schools in Education World Grand Jury Awards 2020-21

www.billabonghighschoolnoida.com



A PIONEER AND PROTAGONIST

Ms. Jasmine Gandhi comes from a joint family background rooted in family values and human compassion. She was initiated into the journey of an entrepreneur as a Director in Special Tools Private Ltd, the family business of Automotive Fittings & Components. Her dream of serving society started when she collaborated with Lina Ashar to establish Kangaroo Kids and Billabong High in Noida. Her philanthropic nature is evident in another centre founded by Ms. Gandhi, the Swarn Vidya Classes, to impart free education and life skills to every underprivileged girl child to make them independent individuals. It enables them to develop their skills and helps them to chart their path to success.



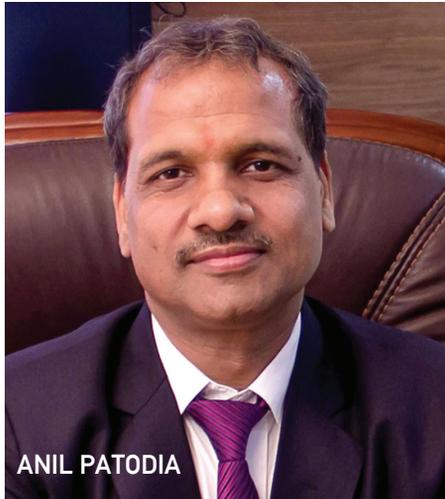
ANIL PATODIA

BLENDING QUALITY AND COMFORT

THE PIONEER WHO REDEFINED THE HOSPITALITY SECTOR WITH HIS UNIQUE CONCEPT OF 'AFFORDABLE LUXURY' AND PURE VEGETARIAN GLOBAL CUISINE IS EXPANDING HORIZONS

Identifying an existing gap in a prominent sector is an achievement. Coming up with an innovative idea, which bridges that gap is outstanding. Successfully implementing that unique concept in a way that raises customer satisfaction to the level of customer delight is the hallmark of a game changer. Meet Anil Patodia, Chairman and Managing Director of The Byke Hospitality Ltd., a pioneer who conceptualised an exceptional brand that has revolutionised the hospitality sector.

Anil's ability to take two seemingly contrasting concepts - affordability and luxury—and come up with his unique blended concept of 'Affordable Luxury' is among the aspects that sets him apart. Coupled with an uncompromising attitude when it comes to quality, it is this consummate approach that has ensured 'The Byke' being an ideal choice for discerning customers.



ANIL PATODIA

The story began in 2006 with the first Byke Hotel in Matheran, having 82 rooms, which marked the first step in his ambition of having a chain of pure vegetarian hotels and resorts Across India. Today, The Byke Hospitality Ltd. has an impressive presence in 9 states and 16 cities with 21 hotels having a total of 1,255 rooms.

An emphasis on combining comfortable accommodation with best in class hospitality, provided at a price that enables most aspirants to make their family's lifestyle holiday dreams come true, has made The Byke Hospitality Ltd. their first preference. This all-encompassing management style has propelled the brand forward, distinguishing it as one of India's fastest growing hospitality group.

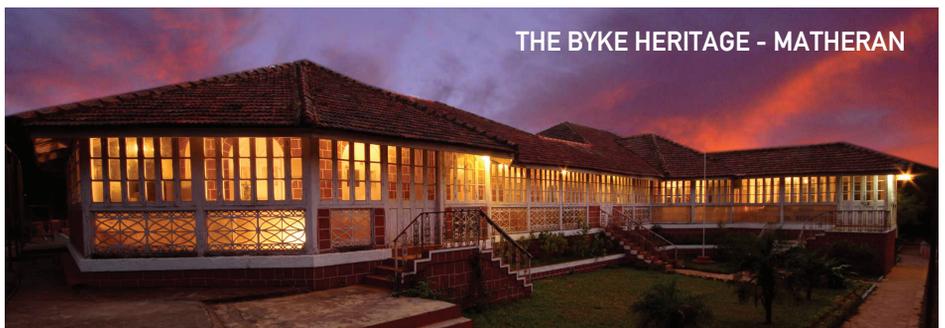
Another speciality that sets hotels and resorts of The Byke Hospitality Ltd. apart is the delicious, pure vegetarian global cuisine served at on-site fine dining restaurant, Farm Fresh. The team of professional chefs is constantly coming up with traditional as well as fusion food variants to wow customer taste buds. Each of 'The Byke' hotels and resorts also offer spacious banquet facilities and lawns which are suitable for social gatherings as well as corporate events.

This trend-setter is among the most admired hospitality brands, having bagged awards and recognition at various forums. Most recently, The Byke Hospitality Ltd received The Economic Times Award 2021 for Best in Hospitality for creating a niche in affordable luxury resort stay. It has also been awarded for 'Value for Money Hotels and Resorts Group 2019', 'Iconic Pure Vegetarian Hotels and Resorts 2018', 'India's Best Value for Money Hotel 2018', 'Rocheston Distinguished Restaurants 2018', 'Best Pure Vegetarian Hotel Chain in India 2015' and more.

PAN-INDIA PRESENCE

The Byke currently has a presence at prime locations such as Matheran, Goa, Manali, Jaipur, Thane, Shimla, Bengaluru, Kochi, Kovalam, Junagadh, Bodhgaya and Ooty. These destinations are ideal for all occasions, ranging from honeymoons to family getaways, meditation and spiritual retreats to conducting business negotiations. With an existing network of 21 hotels with a total of 1,255 rooms in 16 cities across 9 states Pan-India, The Byke will soon open properties at Borivali, Dwarka, Nashik, and other tourist destinations.

Delivering contemporary hospitality services along with a touch of traditional Indian culture, The Byke exemplifies the 'Atithi Devo Bhavah' mindset



THE BYKE HERITAGE - MATHERAN



The Byke Group of Pure Vegetarian Hotels & Resorts

The Byke Heritage
Matheran



The Byke Brightland
Matheran

The Byke Grassfield
Jaipur



The Byke Sunshine Grand
Ooty

The Byke Nature Vilas
Shimla



The Byke Neelkanth
Manali

The Byke Suraj Plaza
Thane



The Byke Suraj Apartment
Thane

The Byke Puja Samudra
Kovalam



The Byke Spice Heritage
Kochi

The Byke Signature
Bengaluru



The Byke Old Anchor
Goa

The Byke Suraj Club
Junagadh



The Byke Niranjana
Bodhgaya

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