



# PERSON OF THE YEAR 2018-19



## 5th Edition World's Greatest Brands & Leaders 2018-19



INDIA INR 200 | UAE AED 30 | SINGAPORE S\$ 15 | HONG KONG HK\$ 15  
QATAR QAR 30 | KUWAIT KWD 2.0 | OMAN OMR 1.5 | BANGLADESH BDT 500  
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**I**n one of his most famous quotes Napoleon Hill says, "There are no limitations to the mind except those that we acknowledge."

Well, creating a remarkable ingress into the Asian economy, our Platform of Excellence, Asian Business & Social Investor Roundtable Forum, has already organized 11 Summits in Dubai, Singapore and Mumbai, where more than 1800 felicitations have been delivered in 16 industries, including Healthcare, Real Estate, Education and so on, and 7,000 pages of international-quality content has been created for prestigious winners.

Though each economic opportunity holds in its heart limitless opportunities of business, investment, joint ventures, collaborations and expansions, the role of banks and NBFCs has come under fire of late, and a Platform of Excellence such as Asian Business & Social Investor Roundtable Forum has become immensely relevant for exploration of economic opportunities for those who believe in embracing excellence in their businesses.

Some extraordinary torchbearers have led India through constant endeavours, and have brought India to a position of zenith today. Such extraordinary leaders deserve exclusive recognition, from an exceptional organization. AsiaOne's Bharatiya Mahanatham Vikas Puraskar (BMVP) is custom-made for such extraordinary leaders who have dedicated their lives to the greatest development of India!

Our 12th Edition of Asian Business & Social Investor Roundtable Forum (ABSIF<sup>12</sup>) is going to take place in Mumbai on 16th September 2019, which would create an exceptional and extraordinary clique of 30 to 40 investors, whose powerful association is going to create a watershed in the Asian economy, giving a boost to the world economic engine and creating never-before considered tracks of investment.

Supported by about 50 countries in our investment initiatives with active help from their Ambassadors and Consul Generals, we are creating fresher avenues

for our participants.

For this year's AsiaOne Person of the Year, the following have graced our Cover Page: H.H. Sheikh Ahmed bin Saeed Al Maktoum, Gautam Adani, Sajjan Jindal, Ahmed Akbar Sobhan, Asfar Khair, Ziauddin Adil, Nawab Mir Nasir Ali Khan, Ashish Shah, Lal Chand, Sohani Hossain, Dr. P. Shyama Raju, Dr. GSK Velu, Dr. Satyajit Kumar Singh and Dr. Hema Divakar.

Bringing Divergent Ideas from Diverse Landscapes of the World, Consul-Generals in Dubai from Republic of Ghana, Republic of Indonesia, Republic of the Philippines, Republic of Turkey and Japan have empowered our Cynosure.

Holding enormous economic mutual opportunities in multiple sectors, India and the UAE have entered a golden era of growth, showing stout intent to expand and rise together. We present an analysis of their Supporting Stability & Strength in Mutual Economic Corridors.

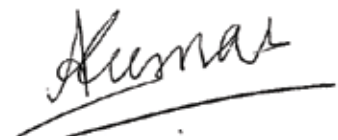
With an increasing number of empowered women, India is poised to become the most powerful marketplace and a world engine of growth in the next decade. We share deep insights into the encouraging stories of some prominent women of Asia & GCC, including Sania Mirza.

If you are looking for a push in your entrepreneurial endeavours, please flip through the pages to read how some ambitious Brands became World's Greatest Brands. Then, read further about the Fastest Growing Brands of Bangladesh and India in a separate section. Their contributions to the Bangladeshi economy, Indian economy and the world economy have been recognized duly.

Finally, finish with our interview with Lara Dutta Bhupathi, a lethal mix of beauty and brains, who shares how she has been Reigning the Universe with her Wit, Grit & Charm.

A Readers' Page is being introduced in our subsequent issues. We want to keep it an open arena, where we expect our readers to pour their hearts out on any topic of regional, national, international

or personal importance (social, economic, political or emotional). You may send your articles to me for the Reader's Page and then some constructive feedback on our endeavours and the stories. I'm available at [anam@asiaone.co.in](mailto:anam@asiaone.co.in) for all that you feel is valuable and want to share.



**ANAM KUMAR**  
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A lethal mix of beauty and brains, Ms. Lara Dutta Bhupathi is one such famous personality whose popularity has no bounds. Besides conquering the universe as an international beauty queen, she has also tasted immense success as an actress especially renowned for super hit films like No Entry, Housefull and others

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## EX-PRESIDENT PRATIBHA PATIL AWARDED MEXICO'S HIGHEST CIVILIAN AWARD



Former Indian President Pratibha Patil was honoured with 'Orden Mexicana del Auguila Azteca' (Order of the Aztec Eagle), the highest civilian award of Mexico for foreigners. Mexico's Ambassador to India, Melba Pria, presented the award at a special ceremony.

Ms. Patil, India's only woman President, has also become the second Indian President after S. Radhakrishnan to receive this award. This is also the first time the Mexican government has proffered 'Aztec Eagle' award to a woman. The award is bestowed to foreigners to acknowledge their outstanding services to the Mexican nation and humanity, and for any contribution in strengthening bilateral relations between Mexico and the country of the recipient. The award was created in 1933 by the then

Mexican President Abelardo L. Rodriguez as a reward to the services rendered to Mexico or humankind by foreigners. A Sash of Special Category, Plaque, Collar, Venera, and Insignia are the five degrees of the award. It is offered to prominent heads of the state or government, ambassadors who have served in Mexico and eminent personalities who have contributed to serving countries or its people.

Previous recipients who have received this award under various categories include: Queen Elizabeth II, Prince Philip (Great Britain), Emperor Mohammed Reza (Iran), King Juan Carlos I, Queen Sofia (Spain), Josip Broz Tito (Yugoslavia), President Charles de Gaulle (France), President Dwight D. Eisenhower (USA), King Mohammed VI (Morocco), etc.

## WORLD'S 1<sup>ST</sup> MALARIA VACCINE LAUNCHED IN AFRICA

The World Health Organization (WHO) acknowledged the initiative of the Government of Malawi at the launch of the world's first and only malaria vaccine through a part of a landmark pilot program. After the combined efforts of over 30 years Malawi has made the vaccine available to children in Africa. In the coming weeks,



Ghana and Kenya will also introduce the vaccine.

WHO coordinated the pilot program with a collective effort from health ministries of Malawi, Ghana, and Kenya and other partners including non-profit organizations, and GlaxoSmithKline, the vaccine developer.

The vaccine, known as RTS,S, is the only of its kind that has demonstrated positive results in significantly reducing malaria in children. Malaria, is one of the world's leading killers, and has resulted in the death of 250000+ children in Africa. Children under the age of 5 are most affected due to its life-threatening complications.



# THE ART OF BUILDING A LEGACY

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\*Based on the Golden Globe Tigers 2018 award ceremony for Excellence and Leadership in Healthcare Management held on 23<sup>rd</sup> April, 2018. #Based on internal data.

^Based on the URS AsiaOne award ceremony held on 10<sup>th</sup> September 2018.



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## NASA'S CURIOSITY ROVER DETECT HIGH LEVELS OF METHANE ON MARS



**A** team of scientists from Nasa's Mars Science Laboratory Rover, Curiosity, has detected the largest amount of methane on Mars. According to Nasa, the rover has found about 21 parts per billion units (ppbv) by volume of methane, the largest amount of gas ever measured.

The finding came from the rover's Sample Analysis at Mars tunable laser spectrometer that measured that 21 billionths of the volume of air is methane. According to Ashwin R. Vasavada, the project scientist for the mission, a new set of instructions were sent to the rover to follow up on the readings through mission controllers on Earth.

As per the statement released by NASA, 'It is exciting because microbial life is an important source of methane on Earth, but methane can also be created through interactions between rocks and water.' However, due to current technological limitation, the rover is not capable of finding whether the source of methane is biology or geology, or even ancient or modern.

During the course of the mission, the rover has detected methane many times. The curiosity team noted the seasonal fluctuations in the background levels of the gas. However, the team knows little about the sudden spikes of methane or whether how long these transient plumes last.

## NAOMI & NOVAK ARE WORLD NO. 1

**A**s per the latest Women's Tennis Association (WTA) and Association of Tennis Professionals rankings, Naomi Osaka of Japan and Novak Djokovic of Serbia continue to be World's Number 1 tennis players. The recent ATP and WTA rankings were announced before 2019 Wimbledon Championships.

In an unchanged top 20 WTA rankings, Naomi Osaka has retained the World's Number 1 spot by being 252 points ahead of World's Number 2 Ashleigh Barty of Australia. Similarly, for the men's championship, Novak Djokovic leads the men's ATP raking ahead of Rafael Nadal (French Open winner 2019) and former World's Number 1 Roger Federer. Men's top ranking remains unchanged even after Rafael Nadal claimed the Roland Garros title in the final

with a victory over Dominic Thiem. The results for 2019 Wimbledon Championships have also been declared. It is a Grand Slam tennis tournament that took place at the All England Lawn Tennis and Croquet Club in Wimbledon, London, United Kingdom.

The defending Gentlemen's singles champion Novak Djokovic retained his title, while the defending Ladies' singles champion Angelique Kerber lost in the second round to Lauren Davis. Simona Halep won the Ladies' Singles title.

Colombia's Juan Sebastian Cabal and Robert Farah beat French pair Nicolas Mahut and Edouard Roger-Vasselin to win the Wimbledon men's doubles final. Hsieh Su-wei and Barbora Strýcová won the women's doubles title, defeating Dabrowski and Xu in the final.



## KASSYM JOMART TOKAYEV ELECTED AS KAZAKHSTAN PRESIDENT

**T**he interim and incumbent President of Kazakhstan, Kassym Jomart Tokayev won the country's presidential elections by receiving 70.96 percent votes. With more than 50% votes in his favor, he was recognized as the elected President by the Member of Central Election Commission (ECE), Lyazzat Suleiman.

The new President took oath at the Palace of Independence in the country's capital, Noor Sultan. Tokayev was the Interim President after former First President, veteran ruler, and former leader Nursultan Nazarbayev gave his resignation. He had sworn an oath after receiving a presidential certificate from the Chair of Chief Election Commission, Berik Imashev

and addressed a gathering of around 2500 people including members of the Government, member of Nur Otan party and diplomatic corps.

The total voter's turnout for all seven presidential candidates was 77.5 percent that includes Daniya Yespayeva, the country's first woman candidate. The nearest rival of Tokayev was Amirzhan Kossanov of the Ult Tagdyr United National Patriotic Movement who received 16.23% votes.

The new President emphasized following the footsteps and strategies of Nazarbayev including The Third Modernization, 100 Concrete Steps to Implement Five Institutional Reforms and Digital Kazakhstan program.



## MALDIVES CONFERRED COUNTRY'S HIGHEST HONOR ON PM MODI

**D**uring the 2-day state visit by Indian Prime Minister Narendra Modi to the Maldives, he was conferred with country's Highest Honor "Rule of Nishan Izzuddeen". The award was bestowed upon him by Maldives President Ibrahim Mohamed Solih during a ceremony in Male for his role in strengthening bilateral relations between India and Maldives. It is Maldives' highest honor accorded to foreign dignitaries. The award

was given in 3 degrees that include a Collar, a Badge, and a Sash. Upon arrival, PM Modi and President Solih exchanged pleasantries and were also accorded the guard of honor. This was the first bilateral-level meeting held between the 2 countries in the last eight years. It was also the first meeting after the Maldives imposed an emergency by the then President Abdulla Yameen.

It was PM Modi's first foreign visit after re-election as the 15th Indian PM.

## INDIA, JAPAN & SRI LANKA SIGN MoC TO DEVELOP ECT



**T**he governments of India, Japan, and Sri Lanka, through a tripartite agreement, have decided to develop a container terminal at Port of Colombo.

A Memorandum of Cooperation (MoC) was signed in Colombo by Sri Lankan Port Minister Salaga Ratnayake, Indian High Commissioner to Sri Lanka Taranjit Singh Sandhu, and Japanese delegate to develop East Container Terminal (ECT).

According to media reports, the new container terminal is located at the recently developed south part of Port of Colombo and will enable the related countries to develop a facility for large container ships.

After getting approval from the Sri Lankan cabinet, the three countries will set up a company to operate the terminal.

The cost of developing the container terminal is estimated around \$500-700

million and is owned by Sri Lanka Port Authority holding 51% majority stake and rest 49% jointly by India and Japan. Japan is going to provide a soft loan at an interest rate of 0.1% for the duration of 40 years with a grace period of 10 years.

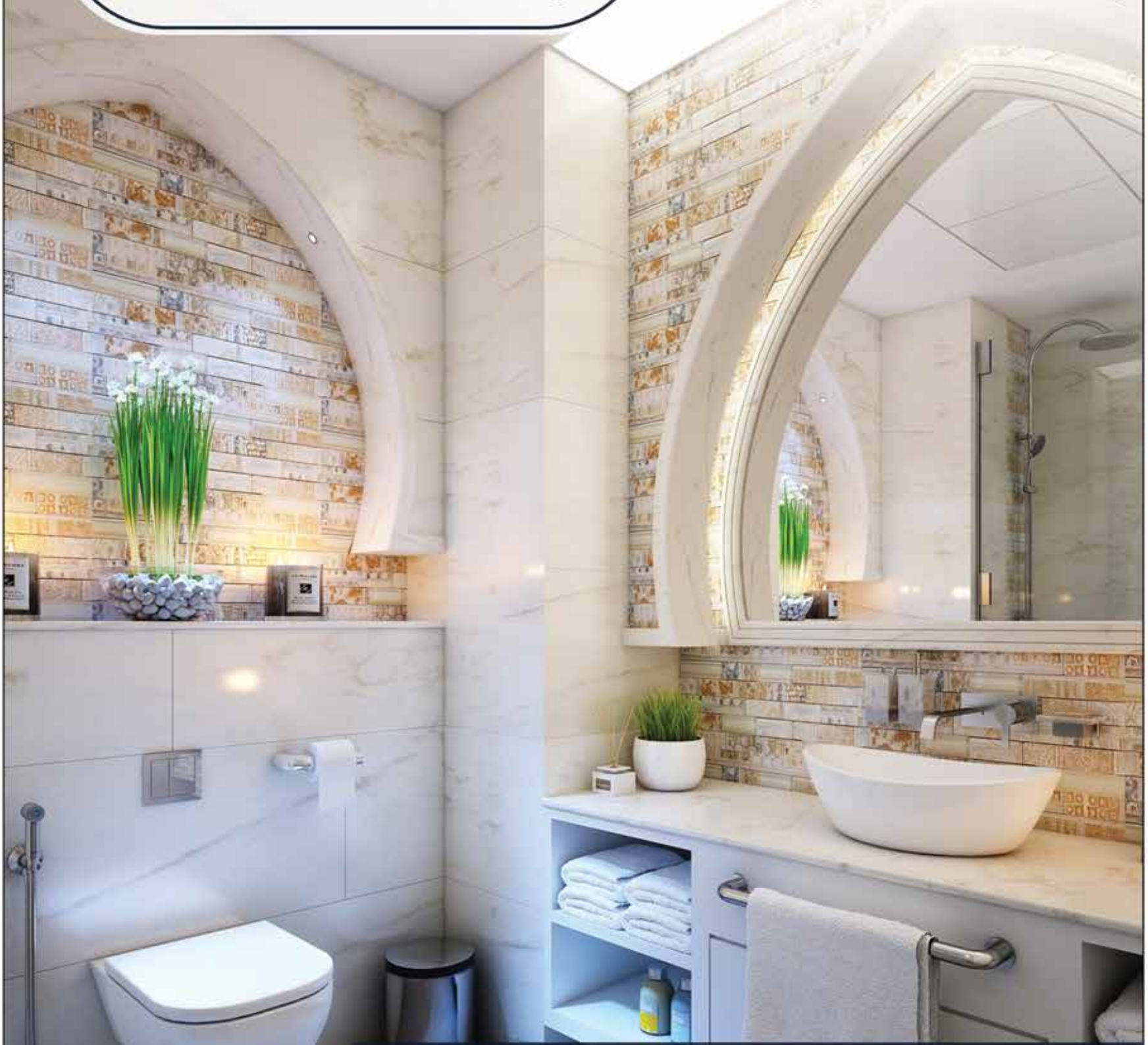
Participation of India and Japan in the development of Sri Lanka's container terminal is being seen as strategic development as more than 70% of India's transshipment is handled at Colombo ports. Moreover, it's going to neutralize the growing Chinese influence over the island nation in which the country has poured money under its Belt and Road Initiative (BRI) plan.

This new East Container Terminal will be developed next to \$500 million Colombo International Container Terminal whose majority 85% stake is owned by China and rest 15% by Sri Lanka's SLPA.



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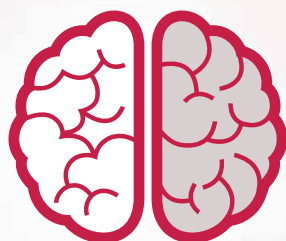
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## UAE LAUNCHED GOLDEN CARD PR SCHEME

The United Arab Emirates recently launched the “Golden Card” Permanent Residency Scheme for expatriates. The scheme, launched by the UAE Prime Minister Sheikh Mohammed bin Rashid Al-Maktoum, is meant to pursue and attract wealthy individuals and exceptional talents such as doctors, engineers, scientists, students and artists from all over the world.

Dubai’s ruler took to social media and stated, “We want them to be permanent partners in our journey. Residents are an indispensable part of our country. The first batch of 6,800 investors with Dh100 billion worth of investments will be granted

the “Golden Card.”

According to General Mohammed Ahmed Al Marri, Director General of the General Directorate of Residency and Foreigners Affairs in Dubai (GDRFA), the department has started issuing permanent residency to the first batch of qualified individuals from over 70 countries.

The scheme of “Golden Card” comes after the last year’s announcement that the country would grant five or ten year residency visas to investors, entrepreneurs, doctors, scientists, and outstanding students to facilitate business and investment environment. The scheme offers a permanent residency with a slew of unprecedented benefits.



## HONG KONG STOCK MARKET BECOMES WORLD’S 3RD LARGEST

Hong Kong’s stock market has overtaken Japan to become the World’s 3rd largest stock market. The city’s equity market has become the 3rd most valuable, and just closely behind the US and mainland China.

The market value of the companies listed on Hong Kong bourses stood at \$5.78 trillion, overtaking Japan’s stock market value that pegged at \$5.76 trillion. Hong Kong’s

stock market benchmark Hang Seng Index rose 17% since the beginning of the year, adding \$937 billion of market value for stock trading with a major contribution from Tencent Holdings Ltd. that gained 22%. The bourse closed at its highest since June 2015. During the same period, Japan’s Topix Index climbed 8.3%. A stronger 2019 is predicted for Hong Kong and China expecting positive trade relations between China & US.

## FACEBOOK ANNOUNCED NEW CRYPTOCURRENCY ‘LIBRA’

Facebook, the online social media and social networking service company has announced a new digital currency called Libra, for simplifying payments. This new digital currency is based on the blockchain technology and allows billions of users to make financial transactions across the globe. It’s a simple digital currency and financial infrastructure that is developed to create a more inclusive financial system. Its three most promising features are:

- It is created on a completely secure, scalable and reliable

blockchain.

- It’s backed by a reserve of real assets that are meant for building trust in its intrinsic value.
- It is governed by an independent Libra association that consists of diversified businesses, non-profit and multilateral organizations and academic institutions.

For every Libra created, a cache of bank deposits and short-term government securities is set aside in Libra Reserve. This reserve will be administered by Libra Association that will



ensure preserving the value of the currency. The initial members of this association will work for finalizing the association’s charter and become the ‘founding members’ upon its completion. The current members include Mastercard, PayPal, PayU, Visa, Stripe, eBay, Facebook, Lyft, Spotify AB, Uber, Vodafone Group, Bison Trails, Coinbase,

Inc., Xapo Holding, Ribbit Capital, Thrive Capital, Kiva, Mercy Corps, Women’s World Banking, etc.

For many banks, payment wallet companies & credit card companies, this could be a real game changer. With more than 2.40 billion worldwide Facebook users, this new digital currency is set to revolutionize the global payments and transfers.

*Knowledge is endless and the sources are outspread for the curious. A fusion of sources indisputably offers a rich enhancement of soulful experiences to the scholars, intellectuals and the well-travelled. Sharing deep insights into various aspects of their own countries*

# **DIVERGENT IDEAS** **LANDSCAPES**

An aerial photograph of a city at sunset, with a multi-lane highway filled with cars in the foreground and middle ground. The city buildings and hills are visible in the background, all bathed in a warm, golden-orange light from the setting sun.



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*and the world-famous tourist destinations and opportunities through AsiaOne magazine,  
Excellencies from Japan, Republic of Indonesia, Republic of Ghana, Republic of the  
Philippines and Republic of Turkey present exclusive stories*

# **S FROM DIVERSE OF THE WORLD**

An aerial photograph of a city, likely Manila, Philippines, taken during the golden hour of sunset. The sky is a deep orange and yellow, casting a warm glow over the urban landscape. In the foreground, a multi-lane highway is visible with several vehicles. The middle ground shows a dense residential or commercial area with various buildings and structures. In the background, a large, forested hill rises, and a tall communication tower is visible on the right side. The overall atmosphere is serene and scenic.

**GHANA**  
**LAND OF**  
**GOLDEN FUTURE**



*An exciting tourist destination of myriad adventures, Ghana blends the charms of a tropical beach vacation, and offers a thrilling opportunity to explore its fascinating historical heritage, rich culture, and captivating wildlife in its famous national parks. Making consistent progress in the society, economy and culture, Ghana has set several examples before the world*

**By Her Excellency Samata Gifty Bukari, Consul-General in Dubai, Republic of Ghana**

some of the facilities.

The voiceless, particularly women and children, do not get fair opportunities. As a result, men always take advantage. For example, the girl-child is vulnerable and should be counseled and guided well enough to have secular education. Unfortunately, for some of them poverty leads them into falling prey to teenage pregnancy or early marriages. Some migrate to the cities to seek greener pastures, popularly called ‘Kaya aye’, meaning head porters.

Education and sensitization are required to guide the girl-child in all aspects of her life so she grows up to become a good citizen for the nation. There is this saying that if you educate a man, you educate an individual. But if you educate a woman, you educate a nation.

His Excellency the President of the Republic of Ghana has prioritized education, and therefore has made SHS education free for all Ghanaian Children. Though in Ghana the population of women is about 52 per

**A** country located in western Africa and situated on the coast of the Gulf of Guinea, Ghana is one of the leading countries of Africa. Its prosperity is due to two reasons: it has considerable natural wealth and it was the first black African country south of the Sahara to achieve independence from the colonial rule.

It is famous for its lush forests, diverse animal life, and miles of sandy beaches along a picturesque coast. Its rich history dates back to 10,000 BCE. It had developed a great medieval trading empire located northwest of the modern-day Ghana, until its demise in the 13th century. Direct sea trade with Europe, established in the 15th century, helped it develop further. It had active trade links with the Portuguese, Dutch, British, and other Europeans. Trading mainly consisted of gold, and later cacao, the source of cocoa beans. Introduced there in the late 19th century, cacao continues to provide an important export for Ghana.

Modern-day Ghana gained its independence in 1957, and the

colony’s drive for independence was led by nationalist and Pan-African leader Kwame Nkrumah, who believed that “Our independence is meaningless unless it is linked up with the total liberation of the African continent.” Inspired by Ghana, more than 30 other African countries declared their independence within the next decade.

Ghana has progressed well, especially since the 1990s, and is today considered exemplary to successful economic recovery and political reforms in Africa.

**SOCIAL PROGRESS FOR WOMEN**

Being a woman, I’ll highlight women-related issues here in the hope that they are addressed and solved. Social issues in Ghana range from health, sanitation, education, food security, shelter to transportation. It is the responsibility of governments to create the necessary and conducive environment for all issues mentioned above to be solved, goals achieved and progress enjoyed by the people. However, there are inequalities and unfairness, and they hold people to enjoy the benefits of





## **“WOMEN NEED TO BE MORE PROACTIVE IN ALL SECTORS OF ECONOMY SO THERE IS A HOLISTIC DEVELOPMENT OF THE NATION”**

cent, men dominate in the decision making process. Women are very few at higher positions. Women need to be more proactive in all sectors of the economy so there is a holistic development of the nation.

Conflicts should be avoided so we have a peaceful coexistence in this world. Conflicts and wars mostly affect women and children. There should be respect for one another for us to have a just and fair society. Women need to sit up in society, work hard, gain confidence and contribute to nation's development.

Some traditional and cultural practices also affect the development of the girl-child, for example early marriages and fostering to extended family members. Opinion leaders and

chiefs can help sensitize people to entreat the girl-child to have secular education in order to build her capacity and contribute meaningfully to society in future. Civil society and NGOs have contributed to the education of the girl child in order to complement government's efforts. Given fair and equal opportunities, the girl-child can contribute to the development of the nation.

The few women who have been holding high positions include the Chief of Staff, Her Ladyship, the Chief Justice, Chairman of the Election Commission, and Ministers & women Members of Parliament. We commend them and acknowledge their hard work. However, women need to work harder to bridge the gap.

### **PROGRESS IN ECONOMY**

Ghana's economy is a mixture of private and public enterprises. National income is derived primarily from agricultural and mineral output and only to a limited extent from manufacturing and services. Most of the cash crops and mineral products are for export.

After independence of the country, the government established a large number of state-owned enterprises in agriculture and industry. In order to make up for the local shortage of capital and entrepreneurial skills, measures were adopted to attract foreign investors to operate independently or in partnership with the government.

Under the restructuring program sponsored by the World Bank in the late 1980s, foreign companies and private entrepreneurs were encouraged to invest in private or joint private and public ventures and to assist in the rehabilitation of the economy; in general, the trend was toward increased privatization of the economy.





Beginning in the late 1990s, the government concentrated on improving economic stability and transparency, and it continued with privatization efforts. In the 21st century, Ghana is considered a model of African economic recovery and political reforms, and has qualified for substantial debt relief measures, including relief from the World Bank and International Monetary Fund.

## TOURISM OPPORTUNITIES

Gorgeous beaches, interesting historical heritage, rich culture demonstrated in multiple ways, and amusing wildlife make Ghana an exciting tourism destination. Some of its main tourism destinations include the following:

**Kakum National Park:** The park is an undisturbed rain forest, extending over an area of 357 square km with

some of the trees as high as 65 meters. The park's fauna includes more than 550 butterfly species, 200-plus bird species (such as the Frazer-eagle owl, African grey, parrot, bee-eaters, hornbills, and knight-fishers), more than 40 mammal species (including different monkey species, red river hog and the threatened bongo and forest elephant species) and about 7 primates.

Visitors may take a walking tour or a canopy walkway through the forest or a self-guided hiking, all of which offer an opportunity to see the indigenous plant life of Ghana and the various fauna.

**Wli Water Falls:** Located 20 km from Hohoe in the Wli Natural Reserve, it flows throughout the year, and the water descends from a height of about 1,600 feet. It is located at the edge of the Agumatsa Wildlife

Sanctuary, which has hundreds of fruit bats and a few monkeys and antelopes.

**Aburi Botanical Gardens:** It is more than a hundred years old and offers a rich collection of tropical flora that attracts different birds and butterflies species.

**Ankasa Conservation Area:** It is a twin Wildlife Protected Area comprising Nini-Suhien National Park and the Ankasa Resource Reserve. Being the area with the highest rainfall in Ghana, Ankasa is the richest forest in terms of botanical diversity in the country.

**The Bamboo Cathedral:** The spectacular Bamboo Cathedral is not a church building and has no human Bishop, a priest or a creed. The site showcases nature's perfect architectural design, as the bamboo plants, forming a canopy, give the semblance of a cathedral over which the breeze offers a perfect opportunity for relaxation.

**Bia National Park:** It is bordered to the south with a 563 square kilometer Resource Reserve and is an International Biosphere Reserve Park. The reserves are situated in the transition between the moist evergreen and semi-deciduous tropical forest and cover much of the drainage for the Bia river.

**Coastal Wetlands Ramsar Sites:** The Ramsar sites are the relaxation and feeding grounds for over 70 water bird species. The birds flock in larger numbers and are a delight to watch. The sites also serve as the breeding grounds for about three marine turtle's species. The Ramsar sites include the Densu Delta Ramsar Site, the Sakumono Ramsar Site, and the Songor Ramsar Site.

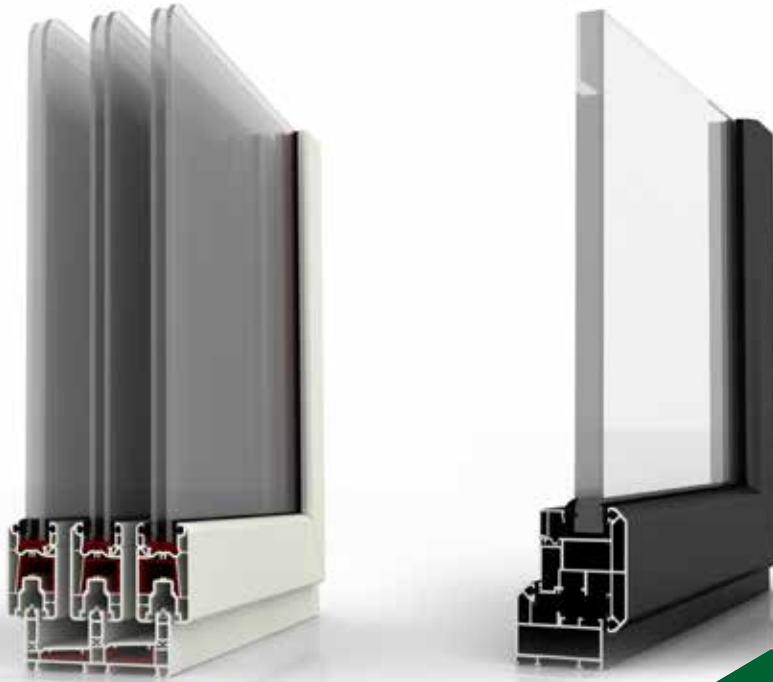
**Densu Delta Ramsar Site:** This Ramsar site lies just West of Accra. The Densu River which feeds the wetland is about 116 km long.

**Digya National Park:** Created in 1971 with an area of 3,478 sq. km, Digya is located on a lowland peninsula west of the central shores of the Volta Lake. The vegetation of the Park is largely savannah woodland and gallery forest along the riverbanks. Mammals include elephant, buffalo, water buck, hartebeest, bush pig, baboons and five other species of monkeys.

## "GORGEOUS BEACHES, HISTORICAL HERITAGE & RICH CULTURE MAKE GHANA AN EXCITING TOURISM DESTINATION"







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## **INDONESIA** **LAND OF MYSTERIES & EXCITEMENTS**

*Made up of thousands of volcanic islands, Indonesia – a Southeast Asian nation – has shown excellent progress in tourism. Home to hundreds of ethnic groups, it is world-famous for its stunning beaches, live volcanoes, Komodo dragons and elephants, orangutans and tigers roaming in jungles. As the island of Java represents Indonesia's vibrant, sprawling culture, Jakarta and Yogyakarta are known for fun and traditions*

**By His Excellency Ridwan Hassan, Consul General in Dubai, Republic of Indonesia**

**H**olding a distinguished vision, the current administration is focused on sovereignty in political, economy and cultural area. “Indonesia Progresses” has been the basic theme of all positions. Narrowing down to our priority on international relations, Indonesia focuses on maintaining sovereignty, protecting all of Indonesian citizens abroad, boosting economic diplomacy, and

increasing Indonesia’s role in regional and global arenas.

### **MY EFFORTS TOWARDS CORDIAL RELATIONS**

Indonesian Consulate in Dubai focuses on improving economic cooperation between the two countries. The Consulate has been actively supporting the participation of business entities on various trade

exhibitions in Dubai, in order to promote Indonesia’s innovation and diversification in trading products and businesses. Also, the Consulate is keen on facilitating various business forums to match any business opportunities between Indonesia and Dubai. Indonesian Consulate, collaborating with Indonesia Trade and Promotion Center (ITPC) Dubai, facilitates potential buyers from Dubai





and Northern Emirates to attend “Trade Expo Indonesia (TEI)”, an annual exhibition on trade, tourism and investment sectors that have been creating many profitable business deals.

#### **TOURISM OPPORTUNITIES**

Tourism industry is the 4th largest sector that supports Indonesian economy to grow, among goods and services export sector. For the record, tourism in Indonesia is ranked as the ninth-fastest growing sector in the world, the third-fastest growing in Asia and the fastest-growing in Southeast Asia. Indonesia has targeted to attract about 20 million visitors by 2019. Some of its main tourism destinations include the following:

**Medan:** This is the largest city in Sumatra Island, and due to its ethnically diverse population, it is known for scrumptious delectable

culinary spots, rich with many flavours. Some examples include Bolu Meranti, Bika Ambon Zulayka, the Durian fruit or cake, and the sweet passion fruit Markisa. Here, one may also visit the Maimoon Palace that gives a glimpse of the royal heritage. Other attractions include Lake Toba, the Samosir Island, Berastagi.

**Raja Ampat:** For those who are looking for a pristine paradise full of Mother Nature and warm friendly people, Raja Ampat is full of exceptional, beautiful, enchanting, magnificent, and fascinating wonders. This island-regency in West Papua Province holds spectacular wonders above and beyond its waters, on the land and amidst the thick jungles. Raja Ampat literally means ‘The Four Kings’. It is an archipelago comprising more than 1,500 small islands, cays, and shoals surrounding the four main islands of Waigeo, Batanta, Salawati

and Misool.

The sheer number and diversity of marine life at Raja Ampat and its huge pristine coral reef systems are a fascinating experience for scuba divers and snorkelers, as pigmy seahorses, Manta Rays, wobbegongs, schools of Tuna fish, giant trevallies, snappers, batfish, and barracudas swim around you.

**Bali:** Known as the Land of the Gods, Bali is famous for its natural beauty enhanced by looming volcanoes and lush terraced rice fields that offer visitors peace and serenity. Bali is also considered a surfers’ paradise. It is full of dramatic dances, colorful ceremonies, arts, crafts, intricately carved temples, luxurious beach resorts and exciting nightlife. As Bali is located 8 degrees south of the equator, its climate is typical tropical, warm and humid all year round with only two main distinctive seasons: Dry Season and Rainy Season. So visitors may find the several peaks over 3,000 meters above sea levels around Bali’s central mountains cooler and worth exploring.

Then, Bali’s white beaches and a variety of water sports are a favourite

**“OUR CONSULATE IN DUBAI FOCUSES ON IMPROVING ECONOMIC COOPERATION BETWEEN INDONESIA & DUBAI”**



destination for family holidays, where visitors would definitely like banana boats, parasailing or jet skiing, swimming or sunbathing by the sea. Mountain climbers would like Gunung Agung and Mount Batur.

One may also enjoy the dramatic Kecak dance – telling the story of Ramayana wherein prince Rama’s wife, Sita, is abducted by the ogre Rahwana – in the open air on a cliff, by Uluwatu temple. The sun slowly lowering in the sea over the horizon beyond this beautiful temple is an unforgettable experience for the visitors.

After a day’s tiring explorations, one must relax and rejuvenate for the next day at world-famous Balinese spas found all over Bali. Balinese spa products are not only to be enjoyed during the stay, but can also be brought home as souvenirs.

**Banyuwangi:** Literally meaning Aromatic Water, it is the eastern-most city of Java Island, is full of lush green, and is also the most densely populated island. Its southern beaches are brushed by the Indian Ocean, and it owns the impressive Mt Raung (3,282 meters) and Mt Merapi (2,800 meters) above sea level. Here, one may watch wild animals roam freely in the Alas Purwo Reserve, trek through the savannah of Baluran, or revel on the Pulau Merah or G-Land beach or Sukamade Beach. Visitors who hike up Banyuwangi, also find it amazing that blue flames spring out from the yellow sulphurous rocks that are cut and gathered manually by traditional miners.

**Bintan:** Known for its high-end resorts, world-class golf courses, and magnificent coastal beauty, it is considered a heavenly getaway for leisure and adventure seekers. It is also world-famous for organizing marathons, triathlons, extreme sports and golf challenges. Some of the famous locations at Bintan include the stunning Bintan Lagoon Resort, Penyengat Island, Trikora Beach and Senggarang and Sebung Village. Bintan Lagoon Resort covers 23,000 hectares of sandy white coast facing the South China Sea. There are currently ten independent beach resorts, four designer golf courses, as well as a range of recreational facilities and attractions located within the fully



integrated Bintan Resorts. Penyengat Island holds historical monuments and relics of the past, an interesting blend of Javanese and Dutch architecture, and the Sultan of Riau Grand Mosque. Trikora Beach is interesting for its breathtaking long stretch clear crystal water beaches, and picturesque and stunning surroundings. Senggarang and Sebung Village is a small fishing village filled with rows of fishermen’s stilt houses and ancient Chinese temples, and is famous for seafood served in Kelong-style restaurants.

**Jakarta:** It is the capital city of the Republic of Indonesia, home to people with diverse ethnic backgrounds, and is a conglomeration of villages known as kampung. Here, one would find the iconic landmarks such as Monas, The Merdeka Palace, The National Museum, Istiqlal Mosque, The Jakarta Cathedral and Monumen Selamat Datang or the welcome monument widely renowned as Bunderan HI. Visitors would also enjoy the Taman Impian Jaya Ancol or Ancol Dreamland containing Dufan Theme park, Seaworld, Atlantis Water Adventure Park, Ecopark, Art market, etc.

**Yogyakarta:** Together with its twin city Surakarta (Solo), Yogyakarta is the cradle of civilization on Java. It is famous for the magnificent temples of Borobudur and Prambanan in the 8th and 9th century and the Mataram kingdom of the 16th and 17th century. Visitors would certainly enjoy the living museum of The Kraton or The Keraton (Sultan’s Palace), the famous Alun Alun, or even silversmiths working at amazing jewellery at Kotagede. Parangtritis, Indrayanti, Pok Tunggal,

Siung, Krakal, and Jogan beaches are located here. Puncak Becici, Pinus Pengger, and Jurang Tembelan are also counted among the exciting back-to-nature destinations in Yogyakarta.

**Bandung:** It is known worldwide for the historic Bandung Conference, also known as the first Asian–African Conference in 1955, in which 29 newly independent countries from the two continents representing over half of the world’s population met, including the legendary leaders such as Jawaharlal Nehru and Indira Gandhi, King Norodom Sihanouk of Cambodia, Gamal Abdel Nasser of Egypt, Prime Minister Zhou En Lai of China and Indonesia’s President Soekarno. Bandung is also famous first as a University City, most prominently known for its Institut Teknologi Bandung (ITB), from where Indonesia’s first President Soekarno graduated, and then also as a Creative City, where millennials and students are encouraged to express their exuberant creativity in art, music and innovative digital creations.

**Makassar:** The largest city in eastern Indonesia, it is Indonesia’s busy air hub, connecting Sumatra, Java, Bali and Kalimantan in the west with Sulawesi, the Moluccas and Papua in the east. Visitors interested in Makassar’s history must visit Fort Rotterdam, which is a well-preserved bastion from the Gowa Sultanate, dated back to the 17th century. It also owns the Losari Beach and an iconic dessert called Es Pisang Ijo, which is a banana wrapped in thin green dough, shaved ice, some syrup and sweetened condensed milk.





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GOA WAREHOUSE







**PHILIPPINES**  
**LAND OF LEGENDARY  
PEOPLE**

*The third-largest English-speaking country in the world, the Philippines has a rich history combining Asian, European, and American influences, with a Walled City comprising European buildings and churches. Filipinos are freedom-loving and fun-loving people, who celebrate every day. Their vibrant democracy is marked by several English national newspapers, national television stations, hundreds of cable TV stations, and thousands of radio stations*

**By His Excellency Paul Raymund P. Cortes, Consul  
General in Dubai, Republic of the Philippines**





**F**ilipinos always had a rich culture and traditionally traded with the Chinese and the Japanese. The Spanish colonization in 1521 brought about the construction of Intramuros in 1571, a Walled City. In 1898, they won their independence through the efforts of leaders such as Jose Rizal and Emilio Aguinaldo after 350 years and 300 rebellions.

In 1898, the Philippines became the first and only colony of the United States, following the Philippine–American War, and United States brought widespread education to the

islands. The Philippines had fought with Americans during World War II, at the famous battle of Bataan and Corregidor, and also waged a guerilla war against the Japanese from 1941 to 1945, finally regaining their independence in 1946.

Their long history of Western colonial rule and rich trading links brought to them diverse cultures and they have evolved into a people of a unique blend of east and west, both in appearance and culture.

Warm hospitality is one trait displayed by every Filipino, and this

**“WARM HOSPITALITY IS ONE TRAIT DISPLAYED BY EVERY FILIPINO, AND THIS HAS MADE THEM LEGENDARY PEOPLE”**



has made them legendary people in Southeast Asia. Filipinos are emotional and passionate about life.

There are two official languages – Filipino and English, and Filipino is the national language. There are eight major dialects spoken by the majority of the Filipinos: Tagalog, Cebuano, Ilocano, Hiligaynon or Ilonggo, Bicol, Waray, Pampango, and Pangasinense. There are about 76 to 78 major language groups, with more than 500 dialects.

Carrying of any lighted tobacco product in public vehicles, schools, health centers, elevators, cinemas, malls and in places where fire hazards are present is prohibited in the Philippines. Smoking is also banned in recreational facilities for minors.

**TOURISM POLICY**

According to the Tourism National Strategy, an integrated sustainable tourism management plan for Central Philippines is to be formulated, identifying viable critical environmental, infrastructure and community-based projects to link and integrate the tourism development of the area. Thus, the Tourism Management Plan provides a comprehensive planning framework for the development of tourism so that it can play a key role in the development

of the regional economy, elaborate a vision of the future direction and content of tourism development, which can help to focus and guide the actions of the various stakeholders towards a shared goal, identify areas for tourism development, related tourism facilities and supporting infrastructure, and specify the major programs, roles and responsibilities of key players, institutional arrangements and resource requirements for achieving the vision.

The Central Philippines possesses a wealth of ecological and cultural attractions including pristine white sandy beaches, diverse marine life, volcanoes, forests and wetlands and heritage sites. These natural resources support a range of tourism products and facilities to include national parks, ecotourism sites, beach resorts, scuba diving, golf courses, trekking and festivals.

Nature and ecotourism sites form a significant component of tourism in most of the destinations within the Central Philippines. There is a wide range of nature products which include dolphin watching, bird watching and mangrove tours. In the development of nature products, ecotourism principles are being consciously applied. The National Ecotourism Strategy formulated by the DOT and DENR has given impetus to the development of various community-based ecotourism products. Nature and ecotourism sites assisted by LGUs, NGOs and the DOT/DENR include the Olango Bird watching tour in Cebu, the Cambuhat River Cruise and the Pamilakan Island Dolphin Watching (Marine Life) tour in Bohol.

**TOURISM OPPORTUNITIES**

Some of the Philippines’ main tourism activities and destinations include the following:

**Scuba Diving:** It attracts a lot of visitors, and is a major market driver for many coastal and marine destinations.

**Festivals and Events:** Major festivals such as the Ati-atihan, Dinagyang and Sinulog festivals in Akian, Iloilo and Cebu are one- or two-day events which appeal both local people and

international visitors.

**Golfing:** The Philippines is growing consistently as a tourism attraction for international golfers.

**Yachting & Marinas:** The waters of the Central Philippines are ideal for yachting, and it is also growing consistently.

**Cruising:** It is well established in South East Asia, and it is steadily growing in the Central Philippines.

**Hiking/Trekking:** The Central Philippines has the natural resource base to offer a unique experience of hiking/trekking through designated trails, informed guides and supporting tourism facilities of hotels and inns.

**Banaue Rice Terraces:** Banaue is often described as a place where land merges with the clouds to meet the heavens, because of its high altitude, and the rice terraces are considered the stairway to the sky. Visitors always find Banaue as adventurous and fit for cultural immersion. During the day time, visitors and locals indulge in activities such as strolling, biking, and trekking, and during the evenings, they hold campfire chats at a village or warm indoor cossetting at the lodges and inns. Banaue rice terraces are a leading tourism destination in Asia. Starting from the base of the Cordilleras, they reach up to several thousand feet high, and if its length

were to be stretched from end to end, it could encircle half of the globe.

One would definitely love to relax in the spring-fed stream of Guihob and the magnificent Tappiya Waterfalls after trekking through the terraces, and shopping and buying souvenir items from the curio stores. One may also decide to go on a village visit, watch a family demonstrate their native craft and then haggle for a better price on their product.

**Chocolate Hills:** There is a series of 1,268 perfectly symmetrical, haycock-shaped hills, known as the Chocolate Hills, which rise some 30 meters above the ground. These are unique rock formations formed after millions of years of evolution and are the Philippines' National Geologic Monument.

These are called Chocolate Hills because of their resemblance to chocolate bonbons when their grass cover turns to brown at the onset of summer. Other hills worth visiting include Banat-I and Elly in the capital city of Tagbilaran, Himontagon in the town of Loay, Sampoangan in Calape and Ilihan in Jagna.

**Boracay:** It is a fascinating white beach where visitors love to walk barefoot, swing to the discos, and go for soothing massages under the shade of coconut trees. It's a great big party

place.

**Cebu:** It is a perfect fantasy place that offers balmy weather, pristine beaches, crystalline waters, and luxurious resorts, with a sea valley and mountains. It is also the political, economic, educational and cultural center of the Visayas, with hotels, shopping malls, entertainment halls, casinos and golf fairways.

**Davao:** It is the world's largest city in terms of land area, as it covers 244,000 hectares, and is famous for agriculture-based industries, as it is a major exporter of bananas, citrus, mangosteen and other tropical fruits, is also the biggest producer of cultured flowers in the country, and is a rich source for commercial fishing.

**Manila:** It is the capital, and obviously the heart and soul, of the Philippines, setting the rhythm of life and blending the Oriental with the Occidental, the quaint with the modern, and the mundane with the extraordinary. It is also famous as a center for the performing arts in Asia.

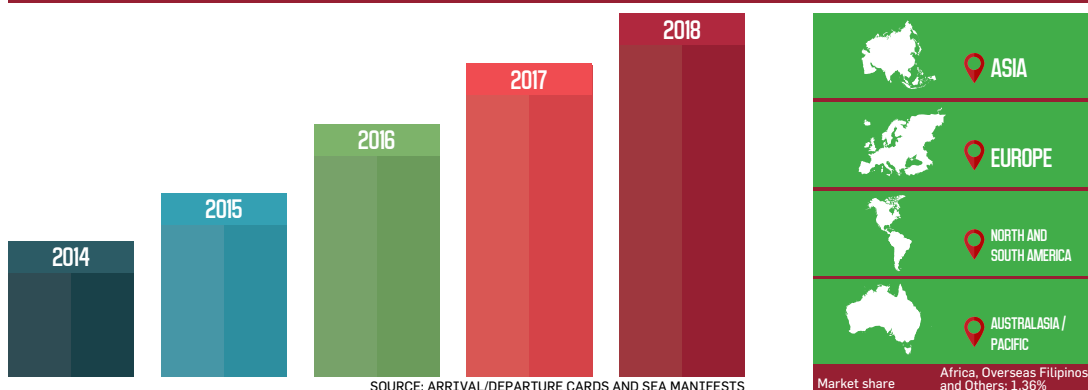
**Palawan:** It has bountiful resources, an abundant wildlife and extraordinary natural beauty, and was once a United Nations Vietnamese Refugee Center. It boasts of skyscraping dark cliffs, a thick green forest, a white-sand beach, sparkling water and magnificently sculpted jade islands.

**Vigan:** It holds centuries-old edifices of a once royal city, founded in 1572 by Juan de Salcedo who patterned its design to that of Intramuros (Old Manila). It also became the seat of the Archdiocese of Nueva Segovia and was called Ciudad Fernandina in honor of King Ferdinand.

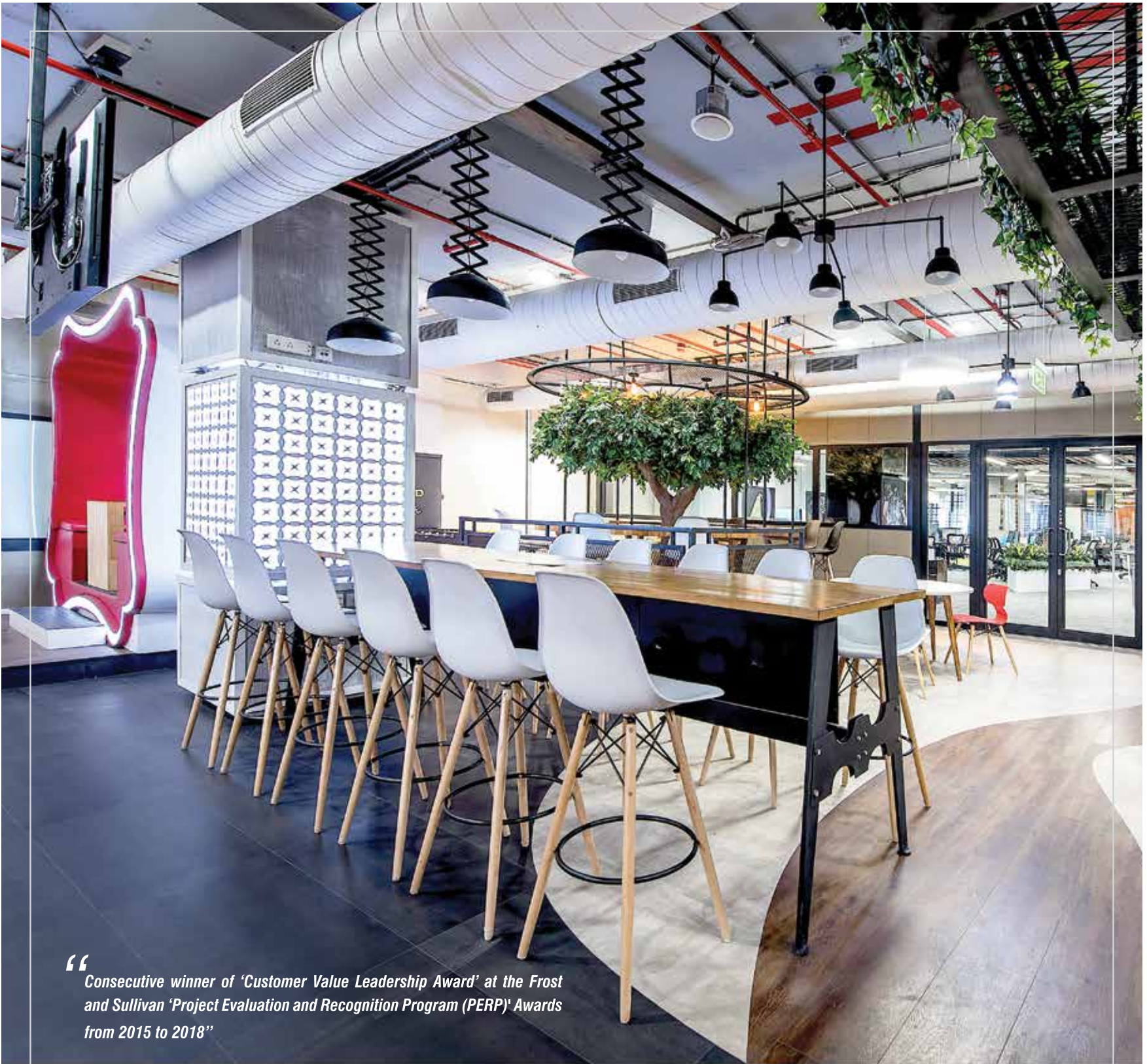
Vigan's 18th century Castilian architecture is evident in some 150 stone houses in the town's Mestizo District, and some of these ancestral homes have been turned into cozy inns, museums, and souvenir shops. The majestic St. Paul's Cathedral built by the Augustinian friars features Neo-Gothic and pseudo Romanesque motifs, and west of the cathedral is Plaza Salcedo, the oldest monument in Northern Luzon. The Archbishop's Palace is a rich repository of religious artifacts from the Ilocos region. Visitors would also love horse-drawn calesa (rig) in the streets.

**"THE NATURE AND ECOTOURISM SITES FORM A SIGNIFICANT COMPONENT OF TOURISM IN CENTRAL PHILIPPINES"**

**INDUSTRY PERFORMANCE FOR TRAVEL AND TOURISM**







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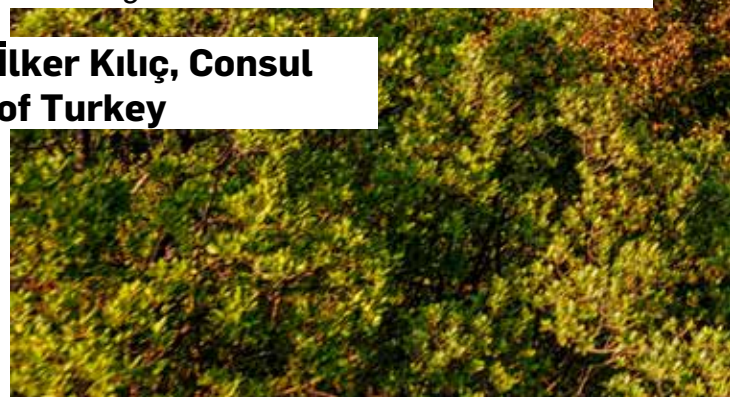
**TURKEY**

**A WONDERFUL BLEND OF PRE-HISTORY AND MODERNISM**



*One of the leading tourism destinations in the world, Turkey boasts of stunning scenery, rich historic legacy, popular holiday destinations, beautiful coastline, spectacular icons, exciting events and cultural festivals, and offers fun, joy, happiness and a never-ending journey of sensual experiences. Its ancient civilization of faith and mystery dates back to 7,000 years before the Giza Pyramids and 6,000 years before Stonehenge*

**By His Excellency Mustafa İlker Kılıç, Consul General in Dubai, Republic of Turkey**



**A**s 2019 has been declared as The Year of Gobekli-tepe by the Turkish Ministry of Culture and Tourism, the excitement level has risen, because expectedly the mysteries of Gobekli-tepe would encourage visitors to revel in the secrets of early humans, including the world's first-ever temple complex, a place that would definitely change their understanding of early society. Actually, Turkey beckons all visitors to discover Gobekli-tepe in all its glory.

**CAPTIVATING & CONTEMPORARY**

Turkey holds in its heart an intermingling of modernism and antiquity, and a mix of the East and the West. Turkish people are fun-loving

and have imbibed a vivid lifestyle, a rich variety of cultures and traditions, because of their centuries-old customs blended with the recent heritage. It proffers a great deal of exotic and surprising experiences, which are also reassuringly familiar.

No doubt, Turkish culinary is world-famous as it is considered to be one of the three main cuisines of the world owing to the variety of its recipes and flavours. One would always find fresh, local, regional and seasonal items cooked by heart, as Turkish people are passionate about food, and draw their inspirations from various corners of the former Ottoman Empire. One would love the traditional Raki drink, local beer, Turkish tea, Turkish coffee,

Ayran, cherry juice and peach nectar.

**CULTURE & ART**

Accommodating the extremes of Eastern and Western culture, Turkish culture is unique in the world, as it carries harmony in diversity. Turkish people accept everyone for who they are: whatever religion you are from, whichever country you come from, whatever language you speak, you are God's Guest. Turkish people are very friendly and go out of their way to assist and happily spend time chatting with visitors.

Turkey has been home to all the three great revealed religions of Islam, Judaism and Christianity for centuries, and remarkably is also the only Islamic country which is a secular

**"2019 HAS BEEN DECLARED AS THE YEAR OF GOBEKLITEPE BY THE TURKISH MINISTRY OF CULTURE AND TOURISM"**





state. Minorities are respected, and the Constitution guarantees freedom of religion and the right to worship. This religious diversity has been preserved since the Ottoman Empire and people of many different faiths have continued to live harmoniously.

Turkish language is the world's 7th most widely used language, and about 70 other languages and dialects are also spoken in Turkey. Turkey has a rich musical tradition, and its music forms great examples of a mix of cultural influences, comprising Turkish folk, classical and pop music to military and mystical sounds, as it lies at the axis of the cultures of East, West, Mediterranean, Middle East and Islam. Some distinguished music festivals of Turkey include the

Aspendos Opera, Ballet Festival, and Istanbul Music and Jazz Festivals.

Turkey is often called an open-air museum of the world's great architecture as it possesses buildings from Hellenistic, Roman, Byzantine, Seljuk, Ottoman and, of course, modern Turkey. The traditional houses are influenced by climatic factors, natural resources, and the old Turkish culture brought from Central Asia by the Turks. In North Anatolia, visitors would find the wooden houses from rich forests alluring; in Central Anatolia, the stone and sun-dried brick houses and in West Anatolia, stone houses would entice them; and in South Anatolia, stone and wooden houses are engrossing.

The history of the people, their

legends, their mysticism, and the stories of political and social changes have been survived through the rich Turkish literature, which may be divided into three periods: the period up to the adoption of Islam, the Islamic period and the period under western influence. The oldest literary legacy of the pre-Islamic period are the Orhon inscriptions in northern Mongolia, written in 735 on 2 large stones in honour of a Turkish king and his brother.

Yasar Kemal was one of Turkey's leading writers, who received 38 awards during his lifetime and was also a candidate for the Nobel Prize in Literature for Ince Memed. The Nobel Prize in Literature for 2006 was awarded to the Turkish writer Orhan



Pamuk. Other world-famous Turkish writers include Atilla İlhan, Aziz Nesin, Elif Safak and Nazim Hikmet.

Turkey's unique traditional sports include camel wrestling, historical Kirkpinar oil wrestling, Kafkasor bullfighting and the game of jereed.

## TOURISM OPPORTUNITIES

Some of the main tourism destinations of Turkey include the following:

**Kabak Bay:** Adventurous visitors would love to visit the tranquil Kabak Bay, and may also go for a hike.

**Butterfly Valley:** The charming Butterfly Valley offers you options to laze around in a hammock, explore various exotic drinks or enjoy campfire and music.

**Patara:** It is the longest beach in Turkey, and watching the sunset and the moonrise simultaneously from the top of a dune is absolutely enchanting.

**Princes' Island:** Visitors love this place for its tranquility as horse-drawn carriages and bicycles dominate the place not motorized vehicles.

**Cappadocia:** One would definitely find this place evolved out of volcanic eruption as deeply attractive.

**Mount Nemrut:** This is a historic site and is considered the 8th wonder of the world, boasting of a huge statue of King Antiochus I Theos of Commagene, flanked by two lions, two eagles and various Greek and Persian gods.

**The City Of Ephesus:** It is an ancient city full of ruins, in which structures such as The Great Theatre and the Library of Celsus would be fun to visit, and is also a modern active commercial center.

**The City of Izmir:** The third-largest city of Turkey, it is its frontier and sunshine-city surrounded by mountains and bays, and is famous for figs, olives and grapes.

**Topkapı Palace:** Visitors who find historical places attractive would find it spellbinding. It was built in the 15th century and the palace remained both the symbolic and political home of the Ottoman Empire until 1853. It was converted into a museum after the fall of the Ottoman Empire in 1924.

**Ani:** It is famous as the ancient ghost city of Turkey, and owns extraordinary beautiful churches, and striking surroundings and landscape.

The ruins of Ani are included in the UNESCO World Heritage sites.

**Pamukkale:** Literally meaning cotton castle in Turkish language, it is loved by tourists from all over the world because of its cotton-look terraces – surreal, brilliant white travertine terraces.

**Selimiye Mosque:** Falling in the European part of Turkey, it has political and religious significance. It is built in the Ottoman and Islamic architectural style, and was designed by one of the most distinguished architects of the Ottoman Empire, Mimar Sinan. The Selimiye Mosque and its Social Complex have been recognized as a World Heritage site by UNESCO.

**Erzurum:** Considered a paradise for architecture by the history lovers, it owns incredible Seljuk, Saltuk, Mongol and Ottoman mosques and Seminaries, and is surrounded by mountains and steppes.

**Sumela Monastery:** Considered one of the oldest monasteries to be built in the entire world, its construction dates back to the 4th century. It is stunning in its style, standing on the cliff of the Zigana Mountain and is dedicated to Virgin Mary.

**Aladağlar National Park:** Sprawled over 55065 hectares of land, it is a mountainous park, established in 1995 and is famous as Alps of Turkey.

Visitors love it for its trekking, hiking and mountaineering sports.

**Ankara:** It is the capital of Turkey and its second-largest city. Located in the very heart of the Eastern Edge of the great High Anatolian Plateau, it is known for its beautiful and long-spread yellow wheat fields, young volcanoes and a large number of the Steppe.

**Bodrum:** Once a pleasant fishing village of a few thousand people, Bodrum has transformed into one of the most popular vacation hotspots of Turkey. One must visit the Bodrum Castle, the Museum of Underwater Archaeology, Myndos Gate, and the ancient Bodrum Theatre.

**Akdamar Island:** It is situated in the Salty Lake Van, and though its famous attractions are in ruin, one must visit the Holy Cross, Church, and other Armenian Monasteries. The famous Akdamar Church is now transformed into a museum, whose relief carvings on the exterior walls depict the Biblical scenes with Adam, Eve, Abraham, Jesus, David and Goliath. The Island is surrounded by steep rocks and mesmerizing almond trees.

**Çanakkale:** It holds the Gallipoli battlefields and the ruins of Troy, and connects the Marmara Sea and the Aegean Sea. The famous Archaeological Site of Troy is also added to the World Heritage Cultural List of UNESCO.





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**JAPAN**

**AMAZING LAND OF MYRIAD INSIGHTS**



*Japan is such an amazing country for tourism that travelling there once is never enough! Mixing action and adventure, people prefer rides on rollercoasters boasting serious speed, climb Mt. Fuji in the summer months, and enjoy themselves to the fullest skiing and snowboarding in the winters. There are cycling routes that give fantastic views, including a ride across a 70 km bridge connecting Hiroshima with the island of Shikoku. Other options include flying down to the subtropical islands of Okinawa where one may enjoy kayaking or exploring mangroves in Yanbaru National Park*

**By His Excellency Dr. Akima Umezawa,  
Consul-General in Dubai, Japan**







Tourism is considered a pillar of growth strategy in Japan. Japan is ranked as the 4th competitive country in the travel and tourism sector among 141 countries in the world. This is the highest in Asia! Japan has scored remarkably higher points in almost all aspects, such as health and hygiene, safety and security, and cultural resources and business travel. Japan is especially proud of its traditional cultures, foods and four season's nature.

Last year, Prime Minister Shinzo Abe had announced that the government would boost efforts to achieve its target of 40 million visitors to Japan by 2020, as it seeks economic growth through tourism. The number of tourists visiting Japan has drastically

increased in the last decade, and it has also updated its historically highest record every year, such as 28.8 million in 2017 and 31.2 million in 2018.

Prime Minister Abe has also pointed out that "The target of 40 million visitors to Japan in 2020 is now within our reach. We will swiftly work toward it," in a Cabinet meeting on tourism strategy at his office. During the meeting, the Japan Tourism Agency reported that the number of visitors and their spending in 2017 had increased 3.5-fold and quadrupled, respectively, compared with those in 2012. The agency added that the total number of foreign visitors staying in regional areas quadrupled in the same time period.

Japan is hosting the Rugby World



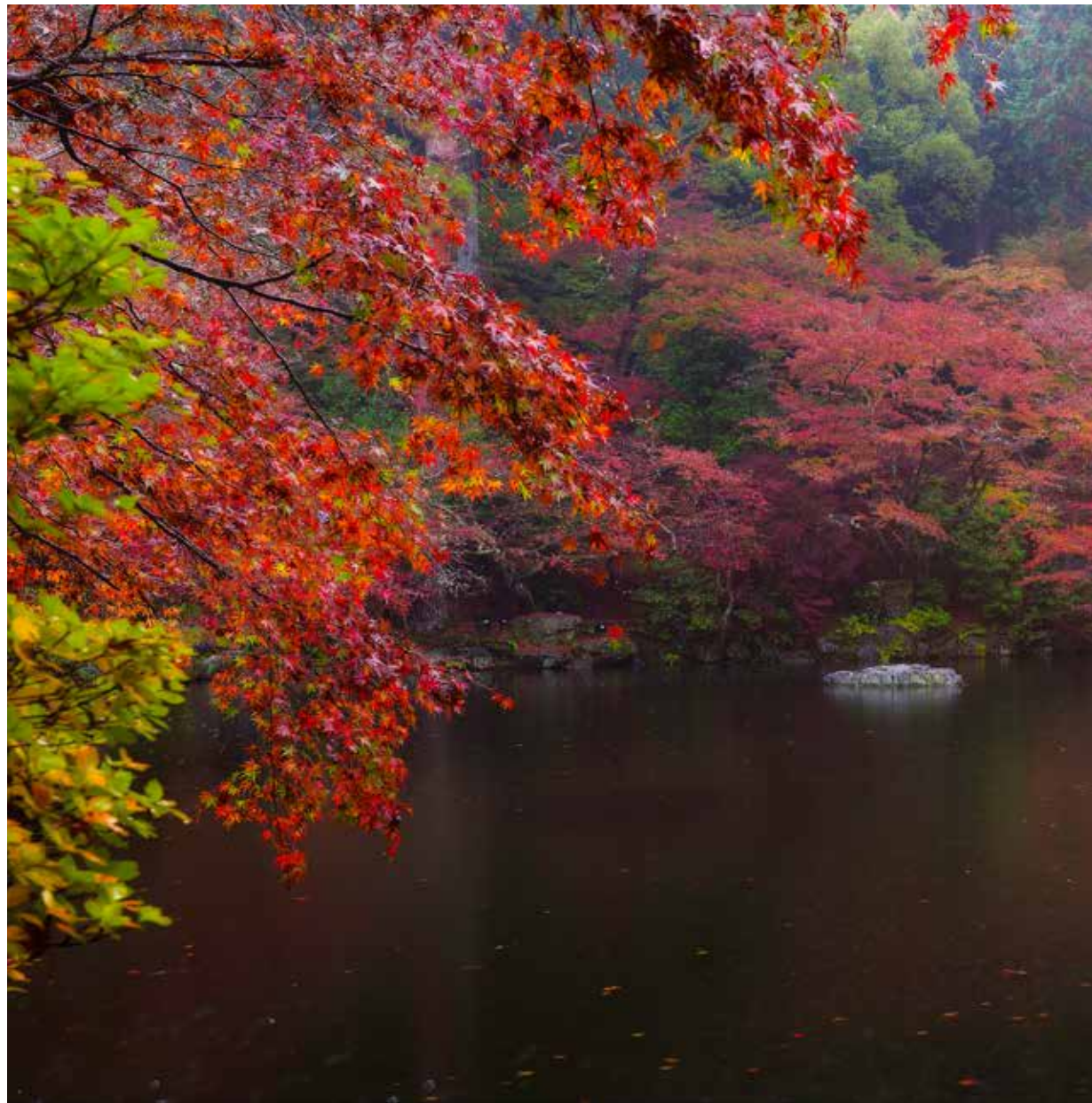
Cup in 2019, as well as Olympics and Paralympics in 2020 in Tokyo. Thus, it views tourism as a pillar of its growth strategy. It has eased visa requirements for many friendly countries, especially for India and the UAE in the last couple of years. It has also increased the number of low-cost carriers and other flights to boost inbound tourism. Tourism-related facilities and services have expanded dramatically especially for tourists from foreign countries.

### THE RECENT FUTURE

Now, Japan has grand ambitions to bring more than 60 million visitors to the country by 2030. In the meantime, the country isn't just dreaming a huge target, it's encouraging enormous concrete actions too. Thanks to concerted country-wide endeavors by governments, local municipalities and private sectors to transform the Japanese tourism economy, the country seems on track to achieve this vision, according to the Japan National Tourism Organization.

Japan will soon host several international events, including the Rugby World Cup (2019), the G20 Global Summit in Osaka (2019), the Olympics and Paralympics in Tokyo (2020), and the Kansai World Masters Games (2021), among others. The Rugby World Cup 2019 is a tournament like no other. Asia's first Rugby World Cup has captured the imagination of Japanese and fans around. It kicks off by a match between Japan and Russia on 20 September. Qualified 20 national teams compete through having the 48 enthusiastic matches in 12 cities from North to South. Final match held on November 2 decides the World number one in Yokohama.

Tokyo also is gearing up to host the 2020 Olympics and Paralympics. Tokyo 2020 will see over 15,000 athletes from 207 nations participate in what will be the most innovative, inclusive and inspiring Olympics yet. The world's best athletes will arrive in Japan for the games starting on July 24, 2020 with a spectacular opening ceremony, and would run until August 9. Shortly afterward, the Paralympic Games will begin on August 25 and end on September 6. There are 33



Olympic sports and 22 Paralympic sports which will be held across 43 cities all around Japan.

Furthermore, in 2020, the world's first Nintendo-themed park opens in the Universal Studio Japan. "Super Nintendo World" features Nintendo's legendary worlds and characters, presenting the exciting world of Nintendo, such as an all-new "Mario Kart" attraction. In 2022, Tokyo DisneySea opens the newest theme port, "Fantasy Springs". It consists of three areas inspired by Disney films that are loved by guests of all ages – Frozen, Tangled and Peter Pan. The four attractions, three restaurants, and one new hotel will also be opened in Fantasy Springs.

### ENJOY MY JAPAN

In the past, foreign travelers focused on Japan's "Golden Route," of Tokyo, Hakone/Mount Fuji, Kyoto/Osaka. Today's clients are now demanding one-of-a-kind experiences such as seasonal festivals or time-sensitive attractions like the annual cherry blossom season. Here in the UAE, it's a peak travel season to Japan in cherry blossom months, i.e. late March to early April.

Furthermore, Japan has solidified itself as a top tourism destination, with a wide appeal for both corporate and leisure clients. New digital marketing and public relations initiatives – including the 2018 Enjoy My Japan global campaign – have been put in





**"JAPAN IS RANKED 4TH COMPETITIVE COUNTRY IN TRAVEL & TOURISM SECTOR AMONG 141 COUNTRIES IN THE WORLD"**

place. Now, summer in Japan is full of fireworks, festivals and fun in the sun. Although, across much of Japan the summer is characterized by hot and humid weather, many locals opt for cooler climates near the ocean or up in the mountains when taking refuge from the heat.

**ART & ARCHITECTURE**

Japan's art, design and architecture

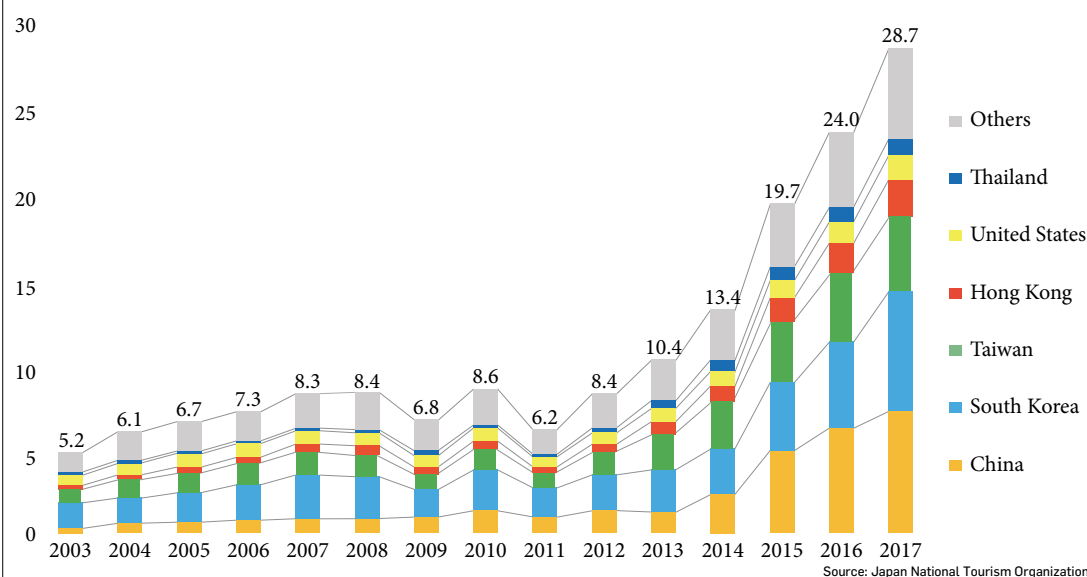
are enjoyable for all tastes, as it blends both the ancient and the modern styles. The 21st Century Museum of Contemporary Art in Kanazawa holds everything that is modern, while The National Museum of Art Osaka in Osaka or the Tokyo National Museum would offer a perspective on older things. If one is visiting specially for a deeper understanding of the Edo period (1603–1867), pop-artist

Katsushika Hokusai and his ukiyo-e wood block prints, one must go to the Hokusai Museum in Nagano Prefecture.

Even buildings in major cities offer architectural inspiration, and therefore simply roaming around in the streets of Japan gives one a feeling as if they are browsing a design museum. One would discover structural surprises at every turn while going to the cavernous Tokyo Station or the Mikimoto 2 or Prada buildings in upmarket Tokyo districts. However, if one wishes to visit actual design museums, then one would find Tokyo's 21\_21 Design Sight or the Archi-Depot Museum acutely interesting.



Foreign tourists visited Japan (million)



**EXCITING CULTURE**

Japanese rousing culture may be experienced everywhere in the country, as it is reflected not only through the country’s ancient shrines and temples, but also in the trendy streets of Harajuku, at a friendly izakaya, or at a lively festival.

One may even stay at a temple for a taste of temple life, or take a walk through one of the country’s ancient trails, or even get creative with a traditional craft at a local studio. Long-lasting memories may be created while visiting traditional Japanese theater, avant-garde art installations and local festivals ranging from the regal to the raucous.

**FESTIVALS**

Matsuri in Japanese, meaning festivals, are an innate part of Japan’s culture. Some are small and peaceful, and others are large and fiery. During summers, Japanese like to light up the skies with spectacular, colorful displays through hanabi in Japanese, meaning fireworks. Some festivals such as the Gion Festival in Kyoto or

the Aomori Nebuta Festival in Aomori would reveal the traditional aspect of Japan.

During winters, festivals include anime characters, historical and political figures, and famous architectural wonders, which are carved into snow and ice, and lanterns are lighted throughout the paths that are also lined with igloos. The Sapporo Snow Festival and the Nozawa Fire Festival are popular in winters.

During spring, festivals include flowers, as spring is also the season of cherry blossom and other flowers. During immensely fulfilling spring festivals such as the Hirosaki Cherry Blossom Festival and the Kakunodate Cherry Blossom Festival, one must enjoy the food, drink and friendly atmosphere under trees, in parks, around castles, and along rivers.

During fall or autumn, momiji in Japanese, meaning the red maple leaves, dominate the outdoor festivals. Fall festivals are generally held around temples and shrines, such as the Fujiwara Autumn Festival in Hiraizumi, and the Kawagoe Festival,

and showcase different areas’ history with historical parades, noh (skill) performances and seasonal food. During autumn, international events such as the Tokyo International Film Festival, Tokyo Motor Show and Tokyo Comic Con are held.

**WORLD HERITAGE SITES**

Japan boasts of several world heritage sites such as Himeiji Castle, Hiroshima Peace Memorial, and the historic villages of Shirakawa-go & Gokayama, and several more. All of them offer you deeply interesting examples of Japanese history. Aizuwakamatsu in Fukushima Prefecture is known as the land of the samurai, and Tsuruga Castle also showcases samurai culture. For ninja fans, one must visit the village of Iga Ueno in Mie Prefecture, or the Koka region in Shiga Prefecture.

The southern islands of Okinawa are famous for the stone walls of the long-lost Ryukyu Kingdom, where one may discover extraordinary artistic, musical and culinary traditions.

Coastal regions of Tokyo help visitors enjoy stunning beaches and saw-toothed coastline. Those who like trekking may go deep into the mountains. A trek to the top of Tokyo’s highest mountain – Mt. Takao – takes a day from the capital, while those who have several days to spare may walk the pilgrimage routes that wind through the Kii Mountain Range in western Japan.

Other attractions include bubbling, geothermal waters at Japan’s many hot-spring resorts. A soak in the warm waters is a dip into traditional Japanese culture, and offers relaxation for body and soul. One may visit the mountains of central Japan, or down south to the island of Kyushu and relax in rocky baths overlooking the ocean or in high-class mountain retreats.

Japan’s deep-rooted tradition of craftsmanship has led to world-famous Japanese products that are of the highest quality in the world.

Japan offers you all kinds of soulful experiences: lovingly brewed sake and prized porcelain that would remind you of the centuries-old crafting style, modern gadgets and fashion. Japan is for all, young and old, traditional and modern!

**“JAPAN HAS SOLIDIFIED ITSELF AS A TOP TOURISM DESTINATION, WITH AN APPEAL FOR CORPORATE AND LEISURE CLIENTS”**



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**SUPPORTING STABILITY & STRENGTH**

BY ANAM KUMAR





# INDIA & THE NATIONS

COOPERATION IN MUTUAL ECONOMIC CORRIDORS





**HOLDING ENORMOUS ECONOMIC MUTUAL OPPORTUNITIES IN MULTIPLE SECTORS, INDIA AND THE UAE HAVE ENTERED A GOLDEN ERA OF GROWTH, SHOWING STOUT INTENT TO EXPAND AND RISE TOGETHER. BOTH SIDES HAVE SHOWN GREAT EXCITEMENT TO BUILD BRIDGES AND SPAN THE GULF TO SHAKE HANDS AND WORK TOGETHER ON CREATING OR ENHANCING SEVERAL NEW AND OLD AVENUES. VISITS OF TOP LEADERS FROM BOTH SIDES HAVE RENEWED BOTH COUNTRIES' RESOLVE TO MOVE POSITIVELY TOWARDS MUTUAL ECONOMIC STABILITY AND GROWTH**

**T**hough Indo-UAE cultural, religious and economic relations are age-old, new paths were paved after the accession of H.H. Sheikh Zayed Bin Sultan Al Nahyan as the Ruler of Abu Dhabi in 1966. When UAE Federation was created in 1971, formal diplomatic relations between the two countries were initiated, as the UAE Embassy opened in India in 1972 and the Indian Embassy in the UAE in 1973.

Understanding the political and economic importance of each other, both countries sincerely and consistently worked on improving relations & business, and occasionally gave momentum with visits of top leaders from both sides.

### **NEW COMPREHENSIVE & STRATEGIC PARTNERSHIP**

The initiation of the current golden era took place in 2015 with the historic visit of PM Narendra Modi to the UAE. This led to consolidation of the existing relationship in the old sectors, and exploration of newer areas for taking the bilateral relations to an altogether new level.

Acknowledging each other's growing importance in the world economy and

to create more win-win situations, H.H. Sheikh Mohamed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces, visited India in 2016. This took the discussions and agreements to the next level, and the following wide-ranging and far-reaching agreements/MoUs were made/signed carefully considering the bilateral, regional and multilateral concerns: Facilitation of Institutional Investors in Infrastructure, Cooperation in Renewable Energy, Cooperation in Combating Cyber-Crimes, Cultural Exchange, Space, Skill Development, Insurance and Currency swaps.

H.H. Sheikh Mohamed bin Zayed Al Nahyan visited India soon again in 2017 as the Chief Guest for India's Republic day celebrations. These two visits created an unprecedented momentum, and both countries held several Ministerial-level visits and established institutional mechanisms for sustained action on sector-specific opportunities. Such institutional mechanisms include Joint Commission for Economic and Technical Cooperation (JCM), Strategic Dialogue, Foreign Office Consultations (FOC), High Level

Task Force on Investment (HLTFI), Joint Committee on Security Matters (JCSM), Joint Committee on Consular Matters (JCCM), Joint Defense Cooperation Committee (JDCC), Joint Working Group (JWG) on Renewable Energy and Joint Committee on Manpower Resources (JCMR).

In addition to the above mechanisms, a local coordination and grievance redressal mechanism, in the form of a Local Coordination Committee (LCC), has also been put into place, which redresses grievances of the Indian community in the UAE. LCC comprises officers from the Embassy and their UAE counterparts, meets regularly and resolves consular,



**Narendra Modi,**  
Prime Minister of India

*"Under His Highness Mohamed bin Zayed Al Nahyan's visionary leadership, our strategic ties have reached new heights. This friendship is contributing to the peace and prosperity of our people and planet."*

*"UNDERSTANDING THE POLITICAL AND ECONOMIC IMPORTANCE OF EACH OTHER, BOTH COUNTRIES CONSISTENTLY WORKED ON IMPROVING RELATIONS & BUSINESS, AND OCCASIONALLY GAVE MOMENTUM WITH VISITS OF TOP LEADERS FROM BOTH SIDES"*

manpower and community-related issues.

The significance and enhancement of bilateral relations between India and the UAE may be understood by observing that ministerial visits between the two countries have become a regular phenomenon to initiate, get the ball rolling and to finally implement: Mr. Piyush Goyal, Minister of State (Independent Charge) for Power, Coal, New & Renewable Energy and Mines, visited the UAE in January 2017; Dr. Subhash Bhamre, Minister of State for Defense, visited the UAE in February 2017; Mr. Suresh Prabhu, Minister of Railways, visited the UAE in March 2017; Mr. M J Akbar, Minister of State for External Affairs, visited the UAE in April 2017; Ms. Sadhvi Niranjani Jyoti, Minister of State for Food Processing, visited the UAE in August 2017; Mr. M J Akbar, Minister of State for External Affairs, visited the UAE again in October 2017; Mr. N. Chandrababu Naidu visited the UAE in October 2017; and Mr. M J Akbar, Minister of State for External Affairs, visited the UAE a third time in November 2017.

### **IMPROVING COMMERCIAL RELATIONS**

India is the largest trading partner of the UAE, and the UAE is the third-largest – after China and the US – trading partner of India. UAE is also the second-largest export destination of India, and the tenth-biggest investor in India in terms of FDI.

The huge business community from India has played a major role in the economic development of the UAE, and it makes an annual remittance of several billion USD. The contribution of the Indian community in the development and prosperity of the UAE has been duly acknowledged by the UAE Government, and it has also taken steps for developing efficient grievance-redressal mechanisms for the Indian workers in the UAE. The Indian Embassy has developed Guidelines for Indians in the UAE so they avail maximum benefits, a comprehensive online web-based NRI registration system has been developed for Indians resident in the UAE, and an online web-based portal



called E-migrate system has also been established for recruitment of Indian workers in the UAE.

### **HISTORICAL CULTURAL RELATIONS**

Historical ties between both countries have led to regular cultural exchanges both at official and people-to-people levels. The Indian Embassy regularly organizes various cultural activities at its own as well as by collaborating with Indian Associations/Cultural Organizations based in the UAE, and in addition to business forums, celebrates International Yoga Day, Gandhi Jayanti, and other events such as unveiling stamps on Ramayana.

The Embassy supports cultural events organized by various expatriate Indian Associations, as the Indian Community in the UAE is the largest expatriate community in the UAE, and their involvement makes a positive impact on the public and cultures of both nations.

### **FOREIGN POLICY**

Narendra Modi's PM-level visit to the UAE in 2015 took place after a gap of

34 years, as the last Prime Minister to visit the UAE was Indira Gandhi in 1981. However, more important are the follow-up visits and subsequent actions that took place after Narendra Modi's visit, as since 2015, both countries have created unprecedented momentum of discussions and actions, which has not only achieved a lot on the ground, but has also given a message to the world that both India and the UAE are serious about business growth and stand together powerfully on every matter of concern.

India and the UAE have taken several steps in the recent years to build strong bilateral relations. Some of them include:

- The UAE's Abu Dhabi National Oil Company (ADNOC) and its partner Saudi Aramco have jointly taken a 50 percent stake in the planned \$44 billion refinery-cum-petrochemical complex at Ratnagiri in Maharashtra. Aramco and ADNOC will together own 50 percent of the planned project. The remaining 50 per cent stake is held by India's state-owned Indian Oil Corporation, Bharat Petroleum



## **BILATERAL RELATIONS**

Corporation Ltd. and Hindustan Petroleum.

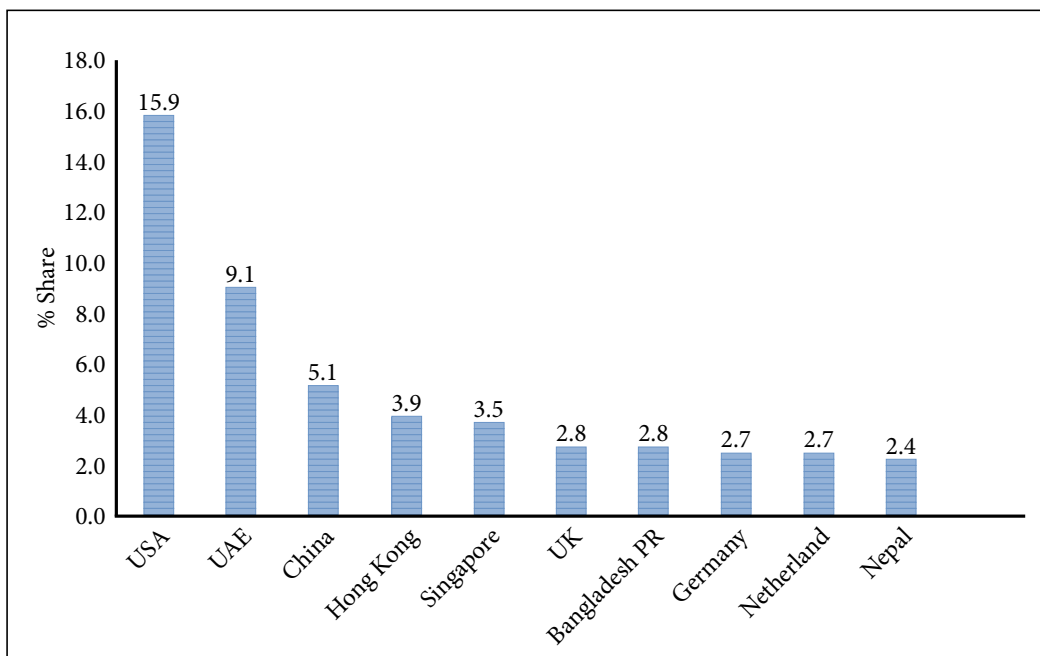
- India has built 5.33 million tonne of emergency storage that is enough to meet its oil needs for 9.5 days, in underground rock caverns in Mangalore and Padur in Karnataka and Visakhapatnam in Andhra Pradesh. It has allowed foreign oil companies to store oil in the storages on condition that the stockpile can be used by New Delhi in case of an emergency.
- India and the UAE have signed a currency swap agreement to boost trade and economic relations. The agreement is expected to reduce the dependency on hard currencies like US dollar and give a push to the local currencies of the two nations. It will also reduce the impact of volatility in exchange rate arising from the dependency on a third currency.

India and the UAE bilateral trade stood at \$52 billion in 2017, with non-oil trade accounting for \$34 billion. India's FDI into the UAE in 2016-17 was \$6.6 billion while the UAE's investment in India stood at \$5.8 billion.

- A Memorandum of Understanding (MoU) has been signed by India and the UAE to explore opportunities for mobilization of up to \$75 billion long-term investment in the National Investment and Infrastructure Fund (NIIF). The objective of NIIF is to maximize economic impact mainly through infrastructure development in commercially viable projects, both greenfield and brownfield, including stalled projects, especially in railways, ports, roads, airports and industrial corridors and parks. NIIF will solicit equity participation from strategic anchor partners.

*"BILATERAL RELATIONS BETWEEN INDIA AND THE UAE WERE TRADITIONALLY BASED ON OIL AND GENERAL IMPORT & EXPORT OF COMMODITIES. HOWEVER, AS THE UAE DECIDED TO AGGRESSIVELY DIVERSIFY ITS ECONOMY, IT REACHED OUT TO THE WORLD"*

### **Top 10 Export Destination of India in 2018-19**



Source: DGCI&S, Kolkata

- The UAE has actively worked with India to hand over terrorists and terror masterminds in the past decade. The UAE has also shown its seriousness in its partnership with India against terrorism by showing its preference towards India as a key pillar of its Look East Policy amid growing disenchantment with traditional ally Pakistan. The UAE has even deported Indian-origin sympathizers of the Islamic State (IS), and has voluntarily shared



**Dr. Khyati Shetty**  
Head – School of Business & School of Humanities, Curtin University Dubai

*"2.6 million Indians, accounting for the highest expatriate population living in the UAE are the 2.6 million vibrant threads that speak volumes of the depth and dynamism of the Indo-UAE relations. We have witnessed a landmark progress and extraordinary momentum where Indo-UAE relations have steadily moved from bilateral trade relationship to a more comprehensive strategic partnership across a spectrum of shared interests. The slew of agreements and projects over the past couple of years across fields of energy, space, counter-terror cooperation, education, and technology stand testament to this bonhomie. Ideas are being shared, goals have been set, and implementation has begun."*

information with India on terror operatives and their networks.

- Extradition of Christian Michel, the alleged middleman in the INR 3,600-crore AgustaWestland VVIP chopper deal has been a diplomatic victory for India. Two other accused in the case were also extradited from the UAE later. This shows how close both countries have come on extradition matters as things that did not happen years were done in one day.
- To improve ties further, for the first time Indian firms have been given a stake in Abu Dhabi's oil and gas field. This happened when an Oil and Natural Gas Corporation (ONGC)-led consortium of Indian state oil firms was awarded 10% stake in Abu Dhabi's offshore Lower Zakum Concession for \$600 million. The current production of this field is about 400,000 barrels of oil per day and Indian firms' annual share shall be about 2 million metric tonnes. The field output is set to plateau at 450,000 barrels per day by 2025. This mutually beneficial partnership will create opportunities for ADNOC to increase its market share in the fast-growing Indian market. By delivering high-quality crude to India's expanding refining industry, it will help India meet its growing energy demand.
- The UAE and Saudi Arabia have decided to make India as a base for food security for the countries and plan to invest in both organic and food processing industries. The Indian government has identified products to be exported from each district, and has divided them into clusters for better results. For example, Nasik has been identified for grapes, Nagpur for oranges and Ratnagiri for mangoes. The UAE and Saudi Arabia showed interest in investing in Indian agriculture after the new export policy removed restrictions on the export of both organic and horticultural products.
- India has achieved a major diplomatic breakthrough with an invitation as a guest of honour to the meeting of the Organization of Islamic Cooperation (OIC) foreign ministers. This fact is more

important in the light that Pakistan is a founding member of the OIC, and it tried blocking India's attendance at OIC. The UAE was the host, and it stood firm behind India. This was a message to the world that voice of moderation was gaining strength among OIC member states, with the UAE leading from the front.

### ANALYSIS

The growing relations have been very ambitious, and have a distinct pattern, as analyzed below:

- Bilateral relations between India and the UAE were traditionally based on oil and general import & export of commodities. However, as the UAE decided to aggressively diversify its economy, it reached out to the world. Indians, who comprise the largest expatriate community in the UAE (at over 3.3 million people, it is also one of the largest Indian expatriate community in the world), were quick to reap the benefits of this outreach, and at a balance of trade figure of USD 57 billion, have become the largest trading partner of the UAE.
- Back in 1982 (Indira Gandhi was the last Indian Prime Minister before Narendra Modi who visited the UAE), foreign trade between India and the UAE stood at USD 182 million. By 2016–17, it had reached USD 53 billion. Today, we have explored fresher sectors for trade, such as IT, space technology, tourism, defence manufacturing and renewable energy.
- India's foreign policy, economy and global reputation have exceptionally improved since 1981, as India has become the fastest-growing major economy in the world. During Indira Gandhi's time, the world knew India as the friend of Soviet Union. Currently, we have friendly relations with all the countries of the world. This offers us an opportunity to create multidimensional beneficial relations with the UAE.
- India's image before the world is that of a non-interfering, peaceful country that wants security and stability with its neighbours and all over the world. In addition, India has projected an image that it is willing



**Prof. Aftab Kamal Pasha,**  
Chairman, Centre for West  
Asian and African Studies, SIS,  
Jawaharlal Nehru University

*“Though I don't think India's growing relations with the UAE will help India improve ties with the entire Arab world, as India already has vast, good ties with almost all Arab states and the UAE is a relatively new comer in India's West Asia policy, it has some advantages like oil & gas, largest trading partner and huge surplus funds to invest. I feel UAE's reckless foreign policy – in Yemen, Libya, Syria, etc.; their anti-Iran policy and clandestine military ties with Israel are a few negatives. As a democracy, India has to keep this factor in mind and always be with the people's aspirations. We also have to maintain normal relations with the UAE, because any close identification with the UAE may harm our ties with other Arab states.”*

- to take actions and decisions on mutually beneficially opportunities. Its foreign policy appears mature, proactive and dynamic. This sure has attracted the UAE to match the willingness to embrace and explore newer avenues. The two countries are not simply good to each other; they have started acting and implementing together.
- Fight against terrorism has brought both countries together. Defence cooperation and combating extremism and ideologies of hatred



## **BILATERAL RELATIONS**

have encouraged them to work together and find mutual solutions.

- The growing opportunities and population in India have also increased a demand for jobs. Indians have been seeking job opportunities in the UAE very actively, and this gives an additional commercial opportunity to both the countries, as these Indians are not only helping in the development of the UAE, but these more than 3.3 million people are the largest source of remittances to India – close to USD 15 billion.
- India is the fastest-growing major economy in the world; its markets need investments; it's the third-largest consumer of oil; on the other hand, the UAE has sovereign funds with a corpus of over a trillion dollars. It makes complete sense that their relations are improving.
- Very different from earlier actions taken to improve bilateral relations, high-level visits from both sides have been followed by a formation of a rigorous structure of committees. This has transformed the relations into a comprehensive strategic partnership, as these committees are working full time for definite results and improvements in relations. These committees meet once or twice a year, and explore how investment opportunities and foreign direct investments between both nations can be increased.
- Increase in investment platforms such as the UAE-India Economic Forum or the Asian Business & Social Forum has helped increase the interactions between various stakeholders, and has also helped take the relations at the next level.
- The Indian diaspora of more than 3.3 million is not passive. With a record 1,000-plus flights a

week between India and the UAE, tourism between the two countries has risen immensely. The UAE has significantly eased visiting visa norms for Indians, as anyone carrying a US visa or a Green Card or a UK or EU visa or holding a residency gets a visa on arrival in the UAE. Reciprocating vision and intention, India has set up an e-visa scheme for Emiratis, under which UAE nationals get almost instantaneous visas at 16 airports across India.

- Such visits have also helped both countries offer opportunities in the fields of education, investments, medical treatments, or vacation tourism.
- Prime Minister Narendra Modi has been awarded the Zayed Medal, the highest civil honour of United Arab Emirates (UAE). Though because of the timing, many considered it a pre-poll move to boost his image, it must be understood that the UAE always wanted to recognize PM Modi's long and concerted efforts towards developing strong ties with the Gulf countries. The award also reflected PM Modi's special efforts towards boosting relations between the Emiratis and Indians.
- PM Modi's efforts are more than conspicuous as he has visited 10 West Asian countries since 2014, more than his four predecessors combined. His efforts definitely yielded results as despite large volumes of trade, and several million Indians remitting several billion dollars back home each year from Gulf States, investments didn't improve for decades. Matter of factly, things started changing under PM Modi, Indo-UAE relations improved immensely,

*"INCREASE IN INVESTMENT PLATFORMS LIKE THE UAE-INDIA ECONOMIC FORUM OR THE ASIAN BUSINESS & SOCIAL FORUM HAS HELPED INCREASE INTERACTIONS BETWEEN VARIOUS STAKEHOLDERS AND HAS ALSO TAKEN RELATIONS AT THE NEXT LEVEL"*



**Alok Jha,**  
Managing Director –  
CyberPlat

*"India is in many ways leading innovations in Fintech and it's subsets – like Lending tech, Insuretech, Edutech, Foodtech and Retail tech, to name a few. This is where both the countries can collaborate to share knowledge and build businesses. UPI is another interoperable system that is unique and can help UAE create an interoperable system within the country. Possibilities are immense in areas of cross-border remittances interoperable bank-led wallets and blockchain. Other areas are surely artificial intelligence, data analytics, cyber security, robotics and internet of things where lots of work is happening in India."*

and gradually but strategically the UAE emerged as a partner in fields such as defence and counter-terrorism.

Because PM Modi has adopted a bold approach in foreign policy not only with our neighbours, but throughout the world, his efforts have also generally improved India's stance in the Arab world.

India's strategic demographic and geographic connections with the entire world give it power to amicably resolve several global and international issues.

The growing closeness with the UAE and powerful trade relations with Iran would definitely help India continue its stable relations with the entire Gulf.



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H.H. Sheikh Ahmed Bin Saeed Al Maktoum



Gautam Adani



Dr. P. Shyama Raju



Dr. GSK Velu



Sajjan Jindal



Ahmed Akbar Sobhan



Dr. Satyajit Kumar Singh



Asfar Khair



Ziauddin Adil



Dr. Hema Divakar



Nawab Mir Nasir Ali Khan



Ashish Shah



Lal Chand



Sohani Hossain

# LEADER OF THE YEAR



*To reach the top at the global level in any field is highly competitive; however, it is also highly satisfying and respectful once you are there. Acknowledging the dreams, the journey, the vision and implementation, and then the act of some great people who choose to turn back and extend a helping hand so others could also gather courage to dream high and ease their journey, AsiaOne Magazine carefully prepares a prestigious annual list of AsiaOne Person of the Year. Evaluating each name on several parameters including growth, vision and compassion towards the society in general, and downtrodden communities and the less fortunate in particular, the final list is an exhibition of greatness and humility blended into perfect human beings, rightfully worthy of a coveted title, AsiaOne Person of the Year*

# ASIAONE PERSON OF THE YEAR 2018-19







H.H. SHEIKH  
AHMED BIN SAEED  
AL MAKTOUM

# CONNECTING THE WORLD WITH SKY-HIGH EXCELLENCE

*As the Chairman & CEO of Emirates Group, the Chairman of Dubai Airports and President of the Dubai Civil Aviation Authority, HH Sheikh Ahmed Bin Saeed Al Maktoum has been at the forefront of Dubai's remarkable economic development and has been successfully leading the expansion of the aviation sector, which supports around 28 per cent of Dubai's GDP. Of late he has played a major role in formulating economic strategies in support of the emirate's overarching vision*

BY  
**RICHA SANG**



**A** graduate from the University of Denver, Colorado, USA, Sheikh Ahmed has been efficiently spearheading the aviation sector of Dubai for more than three decades now and is well known internationally for his contribution to the development of aviation in the region. In addition, he holds a number of government positions and plays an increasingly pivotal role in leading Dubai's finance and energy sectors. Despite his numerous business

activities, he is actively involved with many charitable organizations and has also received numerous accolades from various governments and multi-nationals.

**BOOSTING DUBAI'S AVIATION SECTOR**  
Sheikh Ahmed embarked on his career in the aviation industry in the year 1985 when he was appointed as the President of the Dubai Department of Civil Aviation (DCA) – the governing body for overseeing



the activities of Dubai International and Dubai Duty Free, among others. In the same year, Emirates Airline – Dubai’s international carrier was launched under his leadership as Chairman. Presently, he is the Chairman and Chief Executive of Emirates Airline & Group, which includes dnata – the region’s leading travel services and ground handling company, and other aviation related entities.

Under his quintessential leadership, the DCA underwent an organisational restructuring in April 2007, which resulted in the creation of the Dubai Civil Aviation Authority (DCAA) as the local regulatory body, and Dubai Airports as the owner and operator of Dubai’s airports – Dubai International and Dubai World Central. Post the restructuring, he became the President of DCAA and Chairman of Dubai Airports.

Sheikh Ahmed has played a significant role in establishing Dubai as the region’s leading tourist destination and business, trade and transport hub. Owing to his consistent and dedicated efforts, Dubai International has come a long way from humble beginnings to being the world’s fourth busiest airport for international passenger and cargo traffic

to traffic at Dubai International and features over 820 flights per week.

Anticipating traffic growth driven by the rapid expansion of Emirates airline and flydubai, Sheikh Ahmed initiated the opening of Concourse A – the world’s first purpose-built A380 facility – in early 2013 a part of a \$7.8 billion expansion plan which was designed to boost capacity at Dubai International to 90 million passengers by 2018. Under his leadership, the spectacular opening of Dubai International’s Terminal 3 in October 2008 was widely acknowledged in the industry as the most successful launch of a terminal of its size. It was followed by the launch of Dubai World Central (DWC) – Dubai’s airport of the future – in June 2010 and was another historical moment for Dubai as the first major step towards establishing the emirate as the world’s most preferred aviation and logistics hub. The development of the Dubai World Central airport complex, is an integral element of Dubai’s vision for the future of aviation in the emirate, along with the Dubai Logistics Corridor, which links the new airport to Jebel Ali Port and Jebel Ali Free Zone. Together they create one of the most sophisticated multi-modal supply chain transit facilities in the world.

**“THE OPEN SKY POLICY MODEL WAS REALLY THE PLUS ... WE HAVE A SMALL POPULATION BASE TODAY, WITH A POPULATION OF SAY 8-10 MILLION. AND YET WE ARE SEEING 90 MILLION PASSENGERS [A YEAR] COME TO [DUBAI] AIRPORT”**

with a network of over 260 destinations served by more than 140 airlines. To add icing on the cake, Emirates has grown from being a regional airline with just two leased aircraft and three destinations, to an acclaimed international airline with a fleet of more than 200 aircraft, including the world’s largest fleet of Boeing 777s and Airbus A380s. Flying to more than 130 destinations across six continents, Emirates is the world’s fastest growing intercontinental carrier. In addition, the airline has reported profits for 25 consecutive years, a rarity in the airline industry. Further, Dubai Duty Free has become one of the biggest single airport retail operations in the world in terms of turnover.

Under his guidance as Chairman, with the launch of flydubai – its own budget carrier – Dubai added another first to its long list in June 2009. Within three years of its launch, flydubai emerged as the second largest contributor

#### **TAKING CHALLENGES IN HIS STRIDE**

A man with an extremely optimistic bent of mind, Sheikh Ahmed is skilled at taking challenges in his stride and often turning them into opportunities. He is of the view that climate change and rising costs are huge challenges for the aviation sector and realizes that responding effectively to them is not easy and requires decisive action. As he puts it, “You always have to look at your costs.” He further adds, “Cost is very important, regardless of what you’re doing and how successful you are ... There is always somebody else who will come along and try to offer that service as well as you are doing for much lower cost. Those airlines will be successful.”

He is of the view that that fuel prices and currency are a major factor in the profitability of airlines. Declaring the company’s half-year results in November 2018, Sheikh



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**H.H. SHEIKH  
AHMED BIN SAEED  
AL MAKTOUM**

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Ahmed said that the aviation sector was facing “myriad challenges”, including economic and political uncertainties, both globally and closer to home. He was concerned about the relentless downward pressure on yield as competition heightened and capacity grew.

Even though the general scenario in the aviation sector appears somber, he is quite hopeful of the future and believes in establishing bilateral agreements with other countries that enable the continuing expansion of not only Emirates, but also of Dubai and the UAE as a high priority. “What we have achieved today as a global business has put Dubai on the map,” he declares proudly.

He further emphasizes, “The Open Sky policy model was really the plus. When you talk to any country, they say this model is working. We have a small population base today, with a population of say 8-10 million. And yet we are seeing 90 million passengers [a year] come to [Dubai] airport.”

#### **MARCHING TOWARDS A BRIGHTER FUTURE**

Sheikh Ahmed is of the view that the increasing geopolitical risk makes it more important than ever to develop new routes. His focus is on key markets such as China, the Indian subcontinent and Africa. He believes that investment in world-class infrastructure has been critical to Dubai’s aviation success. But equally important, according to him, is the service that you provide. For him, investment in technology is a key part of the equation. “We are pushing technology and that technology will have to process more people, either coming in or out or in transit,” he says. “The focus on technology will save a lot of costs in the future.”

#### **RECOGNITIONS & AWARDS**

The Royal Aeronautical Society, one of the industry’s oldest and most respected professional associations honoured his achievements in aviation with a fellowship of the Society at the 1994 Farnborough Air Show in the UK. In May 2013, he was presented with an honorary Degree of Doctor of Science from City University London – Cass Business School in May 2013 in recognition of his outstanding leadership in the development of professional sectors including aviation, finance, banking and entrepreneurship among others in the UAE.

He is a recipient of *Commandeur de l’Ordre de la Legion d’Honneur* (the Legion of Honour) the highest French civilian award. He has also received *Verfassungsportugaleser*, one of Germany’s highest honours, for outstanding services to the City of Hamburg. He also won Ernest & Young 2011 Entrepreneur of the Year Award.

One of the most influential names in global aviation, Sheikh Ahmed has been at the helm of Emirates since its launch in 1985 and has seen the Dubai-based airline emerge as one of the leading carriers of the world.





# BLAZING TRAILS, STEADY FEET, EYES ON THE GOAL

*Chairman and Founder of the multinational conglomerate Adani Group whose main functions involve port development and operations in India, Gautam Shantilal Adani is an Indian billionaire industrialist who likes to give equal importance to his business and empowerment of society. His forte is expansion of his Group with a special synergy among its business units with which they stay together and make each other more productive and competitive*

BY  
**ANAM KUMAR**



**B**orn to Shantilal and Shantaben Adani – who had migrated from the town of Tharad in the northern part of Gujarat – Gautam Adani has seven siblings. His father was a textile merchant.

Gautam Adani was keen on starting his own business, so after studying at Sheth Chimanolal Nagindas Vidyalaya in Ahmedabad he took admission for a BCom degree in Gujarat University, but dropped out after the second year, and instead of

joining his father's textile business, travelled to Mumbai in 1978 to work as a diamond sorter for Mahendra Brothers.

Learning the craft and the secrets of the trade, he wasted no time and after 2 to 3 years established his own diamond brokerage firm at Zaveri Bazaar, Mumbai. However, holding a white heat of desire in his heart to grow, succeed and do something even bigger, he joined his elder brother Mansukhbhai Adani in 1981 to



manage the operations of a plastics unit in Ahmedabad, recently bought by Mansukhbhai. This venture turned out to be Gautam Adani's gateway to global trading through polyvinyl chloride (PVC) imports. Growing rapidly, by 1985 Gautam Adani started importing primary polymers for small-scale industries. Success came naturally because of his consistent and ingenious efforts, and in 1988, he established Adani Exports Limited, which is currently known as Adani Enterprises Limited and which is the holding company of the Adani Group. Adani Exports started with exports of agricultural and power commodities, and as due to the economic liberalization in 1991 trading and exporting became favorable for his company, he diversified and expanded his businesses into trading of metals, textiles and agro products.

Then, it happened which catapulted Adani Group into unprecedented global success, recognition and respect. In 1993, the Government of Gujarat announced managerial outsourcing of the Mundra Port and in 1995, Gautam Adani bagged the contract. The same year, he set up the

Limited – the power business arm of the Adani Group, and generated success in all verticals together. Holding thermal power plants with a capacity of 4620 MW, Adani Power Limited is the largest private thermal power producer of the country. It is also India's largest closely held thermal coal producer and the largest coal trader.

Entering the power generation business in 2006, he acquired Garmichael Coal in Queensland and Abbot Point Port in Australia. In 2018, he completed the acquisition of the power business of Anil Ambani's Reliance Infrastructure in Mumbai. He has also entered the petrochemicals sector in a USD 2.6 billion joint venture with Germany's BASF and has also won bids to run 6 domestic airports.

#### PEERLESS ENTREPRENEURIAL VISION

Rapidly succeeding as one of the fastest-growing professionally owned enterprises in India, while maintaining world-class quality standards and a customer-focused approach, Adani Group had reached a milestone of more than INR 250 billion by 2009 itself, in just two decades, and in the process, had also become one of India's most trusted and diversified trading houses.

Known for quickly taking decisions and believing in fast

**“THE MACROECONOMICS OF INDIA HAVE NEVER LOOKED STRONGER  
AND OUR CONTINUED INVESTMENT HAS BEEN DRIVEN BY OUR  
CONFIDENCE THAT WITHIN 2 DECADES, INDIA WILL BE ONE OF  
THE TOP 5 ECONOMIES IN THE WORLD”**

first jetty, and began port functions from the Mundra Port & Special Economic Zone; later shifting them to Adani Ports & SEZ Limited (APSEZ). Initially, Gautam Adani took approval from the Gujarat government to set up a harbor facility to handle its own cargo at Mundra Port; however, sensing the potential in the project, he decided to turn it into a commercial port, and built rail and road links to it by individually negotiating with more than 500 landowners across India.

Growing consistently, Adani Ports & SEZ Limited has become the largest private multi-port operator in India, and Mundra Port is the largest private sector port in India, with the capacity of handling close to 210 million tons of cargo per annum.

In the meantime, Gautam Adani focused on developing other verticals and in 1996 itself, founded Adani Power

growth, Gautam Adani asserts, “If you analyse a problem too much, you will never tap the opportunity”.

Today, the Adani Group has diversified into more than 50 companies dealing in resources, logistics, energy, agriculture, defence, aerospace, real estate, ports, special economic zones, IT-enabled services and several more, while its core businesses include commodities trading, edible oil manufacturing, Mundra port operations and distribution of natural gas.

A special pattern visible in Adani Group's expansion is the synergy among its business units with which they stay together and make each other more productive and competitive. The Group emphasizes on converting partnerships into winning relationships and is committed to satisfy its stakeholders by constantly delivering good returns. Ranked as the 4th most powerful person in India,



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## GAUTAM ADANI

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his net worth is estimated to be around USD 11.6 billion as of July 2019.

He shares, “The macroeconomics of India have never looked stronger and our continued investment has been driven by our confidence that over the next two decades, India will easily be one of the Top 5 largest nations in the world fuelled by the demand of its own population and energised by the sheer potential of a young workforce unparalleled anywhere else in the world.”

### REWARDS & RECOGNITIONS

Gautam Adani has led the Adani Group to several prestigious national and international awards and honors for its corporate performance, and has bagged numerous awards himself for his professional commitment, entrepreneurial success and unique vision. Adani Group has received the Dun & Bradstreet – Rolta Corporate Award for outstanding performance in Trading, the Five Star Export House award, the FIEO’s Niryat Shree Gold Trophy, the ICSI award for Excellence in Corporate Governance, the GCCI Export Appreciation Award, the International Code for the Security of Ships and of Port Facilities (ISPS) for compliance by Ministry of Shipping Govt. of India, the SRTEPC award, etc. Its Mundra Port and SEZ has been awarded the Port Authority Award by Lloyd’s List for the Best Port in Middle East and Indian subcontinent. Gautam Adani himself has been honoured with the Excellence in Management Award by Chief Minister of Gujarat.

### OFFERING BACK TO THE SOCIETY

Gautam Adani is the President of the Adani Foundation, and together with his wife Priti Adani, has been leading it passionately and ingeniously. Founded in 1996 as the corporate social responsibility arm of the Adani Group, it works in the spheres of education, community health, medical aid, rural infrastructure management & development, sustainable livelihood management and charitable initiatives not only in Gujarat, but also in Maharashtra, Rajasthan, Himachal Pradesh, Madhya Pradesh, Chhattisgarh and Odisha.

The Foundation initially worked with a few rural communities around the Adani port at Mundra, and gradually developing a team of committed professionals who have been painstakingly planning and implementing developmental and growth programmes in rural communities, it has enabled holistic development of several communities it has worked with. The Foundation follows a participatory approach to ensure a sense of ownership for the services it provides and the community wealth it creates, and through institutional and individual grants for education and medical relief has brought about tangible changes in the lives of rural communities.





# DREAMING BIG, AND EMPOWERING PEOPLE

*A man of steel, full of energy and playful, who holds a soft heart – this is how Sajjan Jindal may be observed. Chairman & Managing Director of JSW Group of companies that offers diversified products and services in the spheres of steel, mining, energy, sports, infrastructure and software business, he is credited with several high-level global strategic tie-ups to meet his ambitious plans to not only grow the JSW Group to zenith, but also contribute to nation building*

BY  
**ANAM KUMAR**



All dreams are made of a magical concoction whose ingredients comprise passion, grit and an insurmountable determination to work hard and win against all odds. Sajjan Jindal inherited this magical concoction and chiseling his dreams, developed one of India's leading business houses, with a workforce of over 40,000. Diversifying his Group gradually to master other verticals, he forayed into cement, infrastructure,

energy and so on, with a dream to help build a new nation.

Leading India's largest private steel producer, Sajjan Jindal has displayed mettle of steel as he has guided JSW Steel through the strategic tie-up with the world's sixth-largest and Japan's second-largest steel producer JFE Steel.

Son of the Indian businessman and parliamentarian, Om Prakash Jindal and India's richest woman, Savitri Jindal, Sajjan



Jindal belongs to the highly revered Jindal family and the JSW Group, whose net worth is USD 13 billion.

He and his brothers, Prithviraj, Ratan and Naveen, each run their own businesses that were primarily inherited from their father. Married to Sangita Jindal, who is the Chairperson of JSW Foundation, they have two daughters, Tarini and Tanvi, and a son, Parth.

He holds B.E. in Mechanical Engineering from M S Ramaiah Institute of Technology, Bangalore being affiliated from Visvesvaraya Technological University, Belgaum, Karnataka. Joining the family business right after his graduation, he moved to Mumbai to look after the western region operations of O.P. Jindal Group in 1983. He promoted Jindal Iron and Steel Company Ltd. (JISCO), for manufacturing of Cold Rolled and Galvanized Sheet Products in 1989, promoted Jindal Vijaynagar Steel Ltd. (JVSL), JSW Energy Ltd. (JSWEL), Jindal Praxiar Oxygen Ltd. (JPOCL) and Vijaynagar Minerals Private Ltd. (VMPL) to

all verticals of the Group: Steel, Energy, Cement and Infrastructure. Believing in creating values of the highest order, he has invariably focused on creating superior strength of products & services, a differentiated product mix, state-of-the-art technology, and then excellence in execution and focus on sustainability for assured success and growth.

Like all great leaders, he too initiated with small steps and a humble beginning in the steel sector of India; however, with consistent efforts guided his Group to expand its presence across India, South America, South Africa and Europe.

He reminisces, “Big rewards never came without the big risks. But not reckless ones! We had the remarkable ability to take measured but worthwhile risks, to go down uncharted territory knowing very well what could go wrong – and being prepared for it!”

Under his charismatic leadership, JSW has always been the strategic first mover to venture away from status quo, have the conviction to make fundamental changes and drive operational excellence on its quest to become better every day.

He shares, “Bettering ourselves helps us make ‘better’

**“WITH A CLEAR VISION, DOWN-TO-EARTH ATTITUDE AND UNCEASING DETERMINATION, HE STEERED HIS COMPANIES TO GREAT HEIGHTS AND REPUTATION IN NO TIME, THUS SETTING NEW BENCHMARKS FOR MANY ASPIRING ENTREPRENEURS”**

ensure complete integration of the manufacturing progress in 1995. In 2005, he merged JISCO and JVSL to form JSW Steel; their holdings group has the same name, JSW.

#### **HELPING INDIA GROW**

Commanding one of India’s fastest growing conglomerates, JSW Group which is a USD 13 billion company and an integral part of the O. P. Jindal Group, Sajjan Jindal has developed some of the major projects in India and has played a key role in nation building.

He asserts, “We pursue growth zealously. In the face of all challenges, the most effective way to overcome them was to grow. Faster than the market, bigger than the competition.”

Guiding JSW to become one of India’s top business houses, his innovative and sustainable ideas have helped

happen for everyone else. We help ‘better’ happen for all the lives we touch – that means our employees, our business associates, our customers and the communities around the plants and facilities and the industry fraternity at large.”

Learning immensely from his parents, as he is a second-generation entrepreneur, and having already proved himself as an accomplished business leader, Sajjan Jindal has been instrumental in building national infrastructure in sync with national philosophy of growth.

Firmly believing in the Make in India philosophy, he has taken care that JSW should not be recognized as a mere billion-dollar conglomerate, but should develop as a mark of trust and quality that millions of customers around the world depend on, and all stakeholders and the citizens of India must understand that it is a responsible partner in India’s progress.



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## SAJJAN JINDAL

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### **DESERVING RECOGNITIONS & RESPONSIBILITIES**

He has received the Willy Korf/Ken Iverson Steel Vision Award for his contribution to the steel industry, the Outstanding Business Leader of the year 2018 award, CEO of the Year award, JRD Tata Award for Excellence in Corporate Leadership in Metallurgical industry, National Metallurgist Award in Industry category instituted by the Ministry of Steel, Government of India, Best CEO award, and several other prestigious national and international awards.

An ex-President of the Associated Chamber of Commerce and Industry of India (ASSOCHAM), he is a renowned and respected practitioner of sustainable business practices, and holds several other prestigious positions such as Member of the Executive Committee of the World Steel Association (WSA), President of Indian Steel Association (ISA), Council Member of the Indian Institute of Metals, as well as the former President of the Institute of Steel Development & Growth (INSDAG).

### **OFFERING BACK TO THE SOCIETY**

Taking an active interest in CSR projects, Sajjan Jindal has ensured to participate in and initiate activities that assist in improving those areas of India that lack resources. Together with his better half, Sangita Jindal, he has committedly given back to the society in his bid to improve as many lives as possible through the JSW Foundation, focusing on providing the means to empower individuals to bridge the socio-economic divide and contribute to the creation of a more equitable and sustainable community. The Foundation is proud to have touched the lives of over 1 million people by providing them with opportunities for a bright and sustainable future.

Bringing positive transformation to every life his Group or his Foundation touches, he is building, then transforming and then earnestly giving back. Following his personal philosophy, his Group's every activity is centered on building something new or bettering something that already exists.

Always eager to act beyond just business responsibilities, or fulfilling customer obligations, his professional and personal actions unfailingly positively impact the lives of his business associates, his customers, his employees, and, of course, the communities that he serves through his Group and the Foundation, and then the nations in which he operates.

These are extraordinary achievements when seen in the light of his efforts which are remarkably targeted towards prosperity of the society by building world-class infrastructure, creating inventive solutions, deploying world-class capabilities, and empowering people.





# WORKING DAY AND NIGHT FOR A PROSPEROUS NATION

*The Founder & Chairman of Bashundhara Group — one of the largest business conglomerates of Bangladesh spread over diverse sectors — Mr. Ahmed Akbar Sobhan is an optimistic, daring and visionary leader who is driven by the vision of 'For the people, for the country'. He is not only building an economically prosperous nation by creating a strong and capable human resource but is also bringing a positive change in the society through his philanthropic endeavours*

BY  
**RICHA SANG**



**B**orn in a respectable Muslim family in Islampur in old Dhaka, Mr. Sobhan is the youngest son of Mr. Alhaj Abdus Sobhan and Ms. Umme Kulsum. His father was a renowned lawyer at the Dhaka High Court. Despite being a member of an affluent and wealthy family, he never discriminated against the common folk at his neighbourhood. In fact, even today, Mr. Sobhan is friends with people from all walks of life.

After graduating in Business Studies from the University of Dhaka, he entered the field of sports as a hockey player and subsequently became an entrepreneur with a vision of creating a strong and resourceful self-reliant business organization.

#### **AIMING COLLECTIVE WELFARE**

A noble personality, Mr. Sobhan always had the collective welfare of the society and nation in mind and his each and every



endeavour was directed towards building a prosperous nation. He asserts, "I have had an innate desire to work for the betterment of our country and its people. I wanted to do things that will benefit the people and the country. For me, it has always been about the greater good of the society. There is no joy in working for one's own betterment. My aim has always been the collective wellbeing of the others around me. It is this sense of collective growth that has motivated me to embark upon this journey."

#### **BUILDING A GRAND EMPIRE**

As a ship without a compass is bound to get astray in the mighty ocean, similarly a man without a goal would not achieve success. On the other hand, a man with dreams works hard as they do not allow him to sleep. Such is the case with Mr. Sobhan who worked really hard and consistently to make his dreams come true. Undistorted aim, absolute integrity, patience and untiring efforts are the secrets of his unobstructed success. Reminiscing about his interaction with an eminent industrialist, the late Mr. Jahurul

Limited. I didn't have to look back since then. I have been blessed with immense success."

By dint of his deep insight and forethought, he realised the pressing requirements for modest accommodations and ventured into the sphere of real estate. As he puts it, "I noticed that there were many small, stray strips of almost uninhabitable lands around, which with proper curation, could be turned into liveable places for the people. I talked to the owners of these lands, and bought them at market rate. Soon, I started developing the lands that I had purchased, and the result is the massive housing project we have today. The aim was to provide the city dwellers with the opportunity to fulfil their dream of a safe and secure abode in the heart of the capital, at affordable cost."

Gradually, with his consistent and dedicated efforts, he ventured into newer industrial enterprises. He adds, "Over time, we branched out and now we have fifty large and medium ventures including real estate, cement manufacturing, paper and allied products, food and beverages, energy, steel products, LP Gas, shopping complex, local and international trading, media and shipping."

Taking pride in his achievements, Mr. Sobhan says "By the grace of Almighty Allah, Bashundhara Group has been

**"BASHUNDHARA IS NOW A GROUP OF MORE THAN FIFTY LARGE & MEDIUM BUSINESS ENTITIES. IT IS MY GREATEST PLEASURE TO SEE THE GROUP'S CONTRIBUTIONS TO NATIONAL GROWTH, WHICH IS OUR MAIN GOAL"**

Islam, he recollects, "It was during the time when I was still contemplating on what I could do to create a positive impact on people's lives, that I had the opportunity to interact with an eminent industrialist, the late Jahurul Islam. While discussing his business philosophy one day, he told me, "Start a venture that will create a shield between the people and the sky." I asked him if he meant providing affordable housing to the people; in response he just said, 'May be.'"

He further adds, "It was the beginning of my journey; my struggle. I have been involved with sports from my university life – hockey and football had become a part of my life. I had to forego my passion for sports to focus on my work. A five crore Taka bank loan enabled me to start my venture. After days of contemplation and consultation with my family and friends, I decided to establish Bashundhara Housing Society Limited, under a mother company, called East West Property

able to gain the people's trust with its international standard products and impeccable services. Today we are the market leaders; and we are resolute in our commitment towards working for the wellbeing of the country, of the people."

#### **TURNING OBSTACLES INTO OPPORTUNITIES**

An innate optimist, Mr. Sobhan has the remarkable ability to perceive every challenge that he comes across in a positive manner and turn it into an opportunity. Describing the challenges he faced in his journey, he says, "In order to reach the point where I am today, I had to overcome many challenges. The biggest challenge perhaps was the fear of embarking upon a journey which was shrouded with myriad of uncertainties and dangers. I was faced with self-doubt and I kept asking myself if this was the right thing to do. When I first considered the idea of my start-up, there was



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## AHMED AKBAR SOBHAN

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no guarantee that it would become successful; there was no surety that I would be able to realize my dream of doing something meaningful for the nation and the people. It was uncharted water for me, but I knew that I wanted to test it and try my luck.”

Talking about the significant role of a support system in his success, he adds, “Thankfully, I had the support of my better-half who believed in me even when I questioned myself, and I had the blessings of my family and friends who have always stood by my side.”

### **WORKING FOR A BETTER SOCIETY**

Deeply inclined towards giving back to society, Mr. Sobhan is making a positive difference in the lives of umpteen people through his noble initiatives. He undertook different development tasks for the Group under the ambit of Corporate Social Responsibility (CSR) and is also actively associated with various socio-cultural and humanitarian activities for the development of the society. He comes across as an epitome of humility, when he declares, “I prefer not to discuss my personal charity activities; but Bashundhara as an organisation has initiated many CSR activities across the nation.” He further delineates, “Bashundhara Foundation is the pioneer in providing interest-free micro-finance in Bangladesh with the aim to eradicate extreme poverty from the rural areas. Bashundhara Ad-Din Hospital provides healthcare services, especially maternal and neonatal healthcare, almost free of cost. Bashundhara Eye Hospital organizes free eye camps throughout the country for the underprivileged people.”

### **GARNERING GLORY**

As recognition of his outstanding contribution to the country’s housing sector, the Government of Bangladesh conferred him with the “President Gold Medal” in 1994. He was also awarded with “Kazi Nazrul Islam Medal” for significant roles in social development in 1992, “Janata Bank Prime Customer Award” and “USA Summit International Award” in 2002, “Bangladesh Cultural Foundation Award” in 2009 and Agrani Bank Best Client Award in 2010. He has been honoured with the “Mother Teresa International Canonisation Award” for his contribution to social welfare in Bangladesh. He is one of the recipients of prestigious award “Dashabhujia Bengali-2019” from St. Xavier’s College in Kolkata for his valuable contribution to the business sector.

However, in spite of achieving immense success and recognition in life, at both national and international levels, Mr. Sobhan remains a humble down-to-earth man. He has become a role model for umpteen aspiring entrepreneurs and others who look forward to follow his lead. His message to them is “Dream big, set your goal and chase it with honesty.”







ASFAR KHAIR

# INTENSIFYING THE DIGITAL INDUSTRY OF BANGLADESH

*Committed to his vision of making a difference in the satellite channel industry of Bangladesh, Asfar Khair planned his moves carefully, and first foregathered the necessary skills and knowledge essential for his business, and then progressed strategically to make Bengal Group a formidable leader in the entire South Asia, after ingeniously envisaging the potential of cable TV business and the importance it has in the development of ICT infrastructure for Bangladesh*

BY  
**ANAM KUMAR**



**H**olding the powerful positions of Vice Chairman, Bengal Group Limited; Executive Chairman, Bengal Communications Limited; and Executive Chairman of Nationwide Media Limited, Asfar Khair has been leading his organizations with dynamism and a unique leadership style. He has impressed everyone in the industry by his well-timed investments in acquisitions, technology, HR, re-engineering of business processes, and

painstakingly creating a team of seasoned professionals from different fields to the cable TV distribution business in Bangladesh. His judicious decisions have helped Bengal Communications Limited (BCL) to become the only Cable TV Service provider that has cable networks in different regions in Bangladesh, also making it a clear distant leader in cable TV business in Bangladesh in terms of business volume.

He has led the diversification of



Bengal Group Limited into different business aspects in Bangladesh, improving its involvement in different sectors of the economy such as Cable TV Pay Channel Distribution, Cable TV Operations, Magazines, Publication, Manufacturing of Carbonated Beverage, Hotel & Resort, Real Estate, Jute Carpet, Jute Yarn, Music Record Label & Studio, Art & Culture and Restaurant business.

#### **STEADY & INSIGHTFUL PROGRESSION**

Displaying an extraordinary example that good leaders are not dependent on any particular type of business for success, he joined pay channel distribution business of Bengal Group in 2003, and quickly led the satellite channel distribution business under the banner of Nationwide Media Limited and Total Entertainment Limited to grow rapidly, distributing major TV broadcasters, like Star Sports, Zee, Sony, Discovery, Ten Sports, Turner, etc. in Bangladesh.

He shares his decision and dreams, "I got involved with the cable business in 2003. At that time, our cable service was limited to Dhaka only. Gradually, I expanded

business in Bangladesh, and is renowned as a maverick who created through Bengal Communications Limited (BCL) and its subsidiaries a vast cable network in different regions of Bangladesh, established Bangladesh's first true digital cable TV network in Dhaka in 2016, and promoted Direct to Home (DTH) technology within Bangladesh landscape.

Experiencing his own share of challenges before he achieved stupendous success, he shares, "Lack of skilled and experienced resources was a big challenge when I started this business. We allocated significant amount for the training and development of human resources in our business plan. Very disappointingly, it was the most difficult job to retain a potential resource as the cable industry is not an attractive place for the job seekers. I had to invest a lot for retaining people and build a team.

"Also, earlier no one tried to build a "Brand" for cable TV service. When anyone tries to build its "Brand", he or she feels the importance of his commitment to the customers, which results in building a proper "Service Oriented business". I tried to introduce a Brand Concept in cable TV business through Bengal Digital."

His extraordinary success is due to his staunch belief

**"ONE MUST BELIEVE IN ONESELF. OFTEN THERE ARE PRESSURES AROUND YOU TELLING YOU THAT YOU'RE NOT ANYBODY UNLESS YOU HAVE THIS OR THAT. DON'T WORRY ABOUT BEING PERFECTLY NORMAL, FOR THAT DOESN'T EXIST"**

the business to the five major cities Chittagong, Bogra, Satkhira, Rangpur and Cox's Bazar. Cable business was the most disorganized and unstructured business in Bangladesh. But I had the dream of providing TELCO standard service to the Cable TV viewers. The thought of introducing digital cable TV service was seeded around mid-2014 when I visited StarHub in Singapore. I planned to build the platform for digital cable TV service with the similar technology used by StarHub. We used THOMSON's video compression system and NagraVision's conditional access system (CAS) in our digital cable TV platform. My decision to use globally renowned solutions is proven correct at the end. Bengal Digital has become a reliable brand for digital cable TV service."

He has proved to be one of the strongest all-time leaders of satellite channel distribution and cable TV distribution

in the latest inventions and his understanding that people can positively change their lives through technological innovations. Holding a tight grip on the pulse of the market, he has developed several ingenious plans to penetrate the market further with other technology service offerings.

#### **A TRAILBLAZER WITH FUTURISTIC IDEAS**

His tenacious pursual of goals with incessant hard work towards building a media conglomerate that is recognized and respected worldwide, has resulted in continued and infectious success for him, which has in turn brought him several prestigious responsibilities including the position of a board member of the world-renowned Set-Top-Box (STB) vendor, Homecast Co. Ltd., which is a market leader of STB manufacturing business both in Satellite and Cable segments.



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## ASFAR KHAIR

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Renowned as a man who envisioned and brought digital entertainment to Bangladesh, Asfar Khair's contribution to the Electronic and Digital Media and Entertainment Industry in Bangladesh is unparalleled.

He feels that, "One must believe in oneself. Believe in your own uniqueness as a person. Very often there are pressures around you telling you that you're not anybody unless you have this or you have that. Don't worry about being perfectly normal, that doesn't exist. Do not worry too much about what other people think. It is worth finding what you want to do with your life and to get in touch with that."

As his efforts have been recognized well nationally and internationally, Bengal Digital, a subsidiary of Bengal Group, has been praised profusely for under his leadership and guidance it has dared to do something which no one has done before. Elaborating on his role in Bengal Digital's success, he says, "If I didn't do it, perhaps someone would have done it later, but now digital entertainment is the norm, the government is going to make it mandatory. I invested a lot into this, and people thought it was not worth it, but I could see the future. It was working in countries around me, so why wouldn't it work in Bangladesh?" However, he still feels that, "Cable TV is now available even in a small village. Thousands of cable operators built this huge infrastructure with their own effort. This business needs support from the Govt. and policy makers to become one of the most import revenue generating industry for the Govt."

The pace of progress and direction & insights generated by Asfar Khair has led to Bengal Digital's emergence on the world map as a brand to be reckoned with. However, he asserts that the best is yet to come. "Bengal Digital has already built a platform for providing IPTV and OTT services in the country. Bengal Screen, the brand of Bengal's OTT service is available at Google Play Store now."

Dreaming and planning the best future for Bengal Digital, he believes in advancing technologies and strongly desires to bring to Bangladesh the latest digital platforms that are being developed around the world and helping them perform successfully. He shares, "Technology will carry on advancing, but we have to keep up with it and if something is working somewhere else there is no reason we cannot make it work here. However, the producers in Bangladesh must realize that no matter the quality of the platform, content is ultimately the king, and if they do not rise to the occasion of making higher-quality content, we will lose out in the long run."

A trendsetter, Asfar Khair rules the broadcasting industry of Bangladesh, consistently endeavouring to bring betterment and upgradations, always keeping one step ahead of its competitors, and bringing the latest technologies to offer fresh experiences to the people.







ZIAUDDIN ADIL

# CREATING RARE EXCELLENCE IN BANGLADESH MEDIA

*Popularly known worldwide as the Living Archive of Media, Ziauddin Adil's resolute efforts and pursuit of excellence for the last two decades have helped him grow stupendously to become a paragon of talent and knowledge in the media industry of Bangladesh. His rich experiences of working with the World Bank, British American Tobacco, and Grey & Top of Mind have helped him sharpen his expertise in the fields of Media, Brand Marketing and Marketing Research in Bangladesh*

BY  
**ANAM KUMAR**



**E**very step or turn Ziauddin Adil has taken in his life is marked with prodigious success, as he has a penchant to turn adversity into his favour in any field he embarks upon.

Born in the city of trade & commercial capital of Bangladesh, Chittagong, from where Adil finished his higher secondary education, he moved to Dhaka and later did his Business Graduation from North South University. Joining British American Tobacco

Company in 1996 and working there for over a year in the fields of Marketing Research and Media communication, he focused on quickly grasping the trade tricks. Next, he joined the World Bank and worked with the consultant team as an active member for over 1 year.

By the time, he joined Grey as Associate Director Media in 1998, he had decided to utilize his strong base of knowledge he had been building up painstakingly to make



a difference in the media industry. During his extensive career of 9 years at Grey, he moulded himself into a true Gem with in-depth knowledge of the Bangladeshi Audience.

Giving shape to his entrepreneurial instincts, and confident that he would be able to do justice with his offerings and the expectations of the customers, he started his own AOR Agency, Top of Mind, in 2007.

His acute understanding of the market and the passion towards Media & PR has helped him move up quickly and in slightly more than a decade, he has guided Top of Mind to emerge as one of the leading houses in Bangladesh Media as it handles several local and global brands. Adil shares, "Along with the main AOR solution services, Top of Mind has become the 360 degree Media Solution Hub with PR, Digital Media, Brand Solicitation, Outdoor & Production Services SBUs. I am proud to lead the team that has shaped TOM Group into becoming Bangladesh's largest, most integrated and one-stop solution for media Investment for many clients."

Digital Media agency for Digital Branding & Social Media advertisement in Bangladesh. Brand Cart is a young, independent and specialized event, activation, marketing, branding, production & advertising agency in Dhaka. TOM Creations is the largest production house in Bangladesh.

Serving global and local brands for about two decades, Adil has also won the sponsor rights of Bangladesh cricket team, and has also been instrumental in creating the first-ever Bangladesh Media Forum as the governing body of the media industry in the country.

Winning contracts with global giants has become a way of life for Adil, as Top of Mind and other companies of the Group have been offering best-in-class services to some top MNCs. Coca-Cola is one such example where Top of Mind is its AOR (the agency of record) for its corporate affairs in Bangladesh. Coca-Cola is no doubt a worldwide leader in its own industry and beyond, and it has chosen Top of Mind, above all its competitors, as the innovative AOR solutions provider with a practical, hands-on approach to media planning and media buying solutions spanning across TV, Print, Digital, Radio and Out-of-Home.

Adil shares, "Coca-Cola without a doubt is one of the most recognizable brands around the world. Strategizing

**"WITH A CLEAR VISION, DOWN-TO-EARTH ATTITUDE AND UNCEASING DETERMINATION, HE STEERED HIS COMPANIES TO GREAT HEIGHTS AND REPUTATION IN NO TIME, THUS SETTING NEW BENCHMARKS FOR MANY ASPIRING ENTREPRENEURS"**

#### **VARIOUS SHADES OF EXPERTISE**

Adil has not only been the Executive Producer of the blockbuster movie Aynabaji, his grasp of diverse media verticals has helped him establish multiple companies as a part of a closely integrated Group. Top of Mind is the second biggest AOR agency of the country serving clients such as Banglalink, Marico, Brac Bank, OLX, Micromax, etc. Masthead PR is the leading PR agency of Bangladesh, serving various Bangladeshi and multi-national companies such as Coca-Cola, MasterCard, Banglalink, Brac Bank, Qubee, Nestle, Marico, OLX, etc.

TRACKER is a leading media monitoring and research firm of the country serving clients including Democracy International, International Finance Corporation (IFC), National Human Rights Commission (NHRC), ALSTOM, Banglalink, etc. Melonades is the most trendy & professional

and leveraging such a brand in the local market calls for a keen insight and vision. We look forward to using our decade-plus expertise in the market to take Coca-Cola's business in Bangladesh to new horizons."

Another example is Axiata, which has also chosen Top of Mind for its corporate campaigns and media requirements in Bangladesh, because of its peerless expertise in TV, Print, Digital, Radio and Out-of-Home.

Adil feels, "We at Top of Mind are excited to work for such a prestigious company like Axiata; we are going to use our years of expertise in the field of corporate media campaigns to take Axiata's business to newer and higher prospects."

Adil's streak of successes has resulted in winning another AOR contract with the Gazi Group, a leader in Bangladesh's rubber and plastic sector. Sharing his excitement, Adil said,



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## ZIAUDDIN ADIL

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“Gazi Group is one of the most respected business Groups in the country with a strong position across a number of industries. We at Top of Mind are excited to work with such a Group, and use our decade-long expertise in the field to take the business to new horizons.”

### HELPING BANGLADESH MOVE UP GLOBALLY

A popular global leader, he is always available to share his insights about his success and leadership initiatives to help his country’s youth and contemporary entrepreneurs. He is a favoured choice as a participant in seminars and panel discussions at prestigious events organized by the Office of External Affairs (OEA). He acknowledges that, “The next generation leadership will be smarter and faster. They will work more swiftly and skillfully. By using their knowledge and expertise, they will take mature decisions and will not fear challenges.”

Adil’s committed efforts towards nation building and upliftment of the underprivileged in the society have been duly recognized at prestigious local and international platforms, as he has won the Star Quality Award, Digital Marketing Award, Commward, and has been appointed Consul General of the Democratic Republic of Congo in Bangladesh. Prestigious international platforms have been regularly felicitating him as a global leader who has incessantly contributed to the industry with unparalleled excellence. An outstanding alumnus of North South University, he has also represented Bangladesh in the Festival of Media Asia Pacific as an eminent Jury member.

He asserts, “I have always felt pleased and honored to accept prestigious international awards. Through my leadership, I always try to work for the industry and consumers for the development of my region. And I believe my valuable recognitions will surely boost my work spirit to help me give, in turn, more positive results to the industry and the consumers.”

### OFFERING BACK TO THE SOCIETY

While moving rapidly up, Ziauddin Adil has invariably given importance to his roots, and strengthening his personal and professional bonds with the society, he has actively participated in several social development activities in health and education sectors. Among various public initiatives, he has launched eye camps for villagers, has raised significant amount of donation to support flood victims, and has held summer camps for underprivileged students.

Adil has also founded a school for underprivileged children, and has organized knowledge workshops such as the Kudret-e Khuda Science Fair, and has been dedicatedly working for the growth and development of students in Bangladesh.







NAWAB MIR  
NASIR ALI KHAN

# THE REAL KING OF REALTY

*The scion of one of the most renowned Aristocratic families of Hyderabad in India (descendents of the Syeds of Bukhara from Uzbekistan), Nawab Mir Nasir Ali Khan is not only a highly successful and renowned entrepreneur in the realm of real estate but is also an ardent philanthropist who is actively contributing to the social cause. His royalty, generosity and leadership reflect in his entrepreneurial accomplishments and philanthropic endeavours*

BY  
**RICHA SANG**



**R**enowned for his unique leadership skills, Nawab Mir Nasir Ali Khan is a postgraduate in Business Management and possesses more than 20 years of experience in Construction and the Real Estate Industry. After completing his Masters degree, he established his real estate business by initiating the development of his ancestral properties in India. In addition, as the Promoter & Managing Director, he has been successfully spearheading Frontline

Constructions Ltd., which has constructed a number of prestigious residential and commercial properties in prime locations across Hyderabad.

## **BUILDING A GRAND EMPIRE OF DREAMS**

With a clear vision, down-to-earth attitude and unceasing determination, he steered his companies to great heights and reputation in no time, thus setting new benchmarks for



many aspiring entrepreneurs. His exemplary leadership, passion and enduring work ethics inspire numerous budding entrepreneurs who aim to follow his lead.

No wonder as the Promoter and Managing Director of MAK Projects and Rooshna Constructions (reputed construction companies in Hyderabad, India, which possess an excellent track record of commitment, quality and project capability), Nawab Sahib has been the driving force behind the construction of various landmark projects in Hyderabad in both residential and commercial sectors, catering mainly the hi-end clientele, large corporates and multinationals. Under his leadership, MAK Projects has developed “BTR GREENS”, a world class gated and guarded community with a 9-hole executive golf course spread over 250 acres in the heart of Hyderabad’s emerging knowledge city. BTR is a luxury integrated housing Project designed by the internationally renowned architects SAA International with the interiors done by Juterus Design Workshop of Malaysia, in a fantastic contemporary style. The villas offer a lifestyle statement with modern amenities and comfort.

His infrastructural marvels have added to the charm of

He has served on the Board of Directors in TiE’s Hyderabad chapter and as a charter member, he is dedicated to the mission of TiE and the virtuous cycle of wealth creation, engaging and giving back to the community, with a strong desire to help other entrepreneurs in the community. With a strong community of over 15,000 members, including over 3,000 charter members in 61 chapters across 14 countries, TiE is generating and nurturing the next generation of entrepreneurs.

#### **MARCHING TOWARDS A GLITTERING GOLDEN FUTURE**

With his vision of achieving excellence in his each and every endeavour, Nawab Sahib is currently working on developing Four Ultra Luxury Projects with his son Mir Osman Ali Khan, who is earnestly following his footsteps.

One of his upcoming projects is Equestrian Gated Community with a polo arena and luxury mansions where each mansion would be equipped with exclusive private theatre, swimming pool, elevator, salon and personal office. The project is coming up in the city of Hyderabad and it will be the first of its kind in India. The Polo Mansions will be offered only by Invitation.

His another exciting venture is Open Air Mall, which is based on a unique concept of housing different segments

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the historic city of Hyderabad, which has not only been a centre of attraction for the tourists from different parts of the world since ages but has also recently emerged as the second most dynamic city among the top 20 most dynamic cities in the world according to the World Economic Forum.

#### **COLLABORATING FOR PROGRESS**

Nawab Sahib has been associated with various professional associations and earnestly contributes his rich insights for mutual growth and collaboration in the sphere of business. He is a Life Member of The Confederation of Real Estate Developers’ Associations of India (CREDAI) and has served as the Vice President of CREDAI – Hyderabad. Set up in 1999, CREDAI is the apex body of all registered real estate builders and developers in India and has 11940 members with 23 state level and 177 city level chapters.

under a single roof such as restaurants, cafes, parlours, entertainment and games arenas – indoor golf, box cricket, virtual sports – Laser Tag, Virtual Reality, Nerf, E-Sports and more including indoor bumper cars and indoor kart racing.

Keeping up with the latest trend, Nawab Sahib is working on converting a Heritage Palace to a luxurious 5 Star Hotel with focus on the Mughlai cuisine which was developed during 15th to 19th century in the court of the Mughal Emperors, who considered cooking as a form of art. He also intends to build a Luxury Mall in Jubilee Hills, Hyderabad consisting of luxury retail shopping, fine dining restaurants, gaming and entertainment zone and a multiplex.

#### **CHERISHING A STRONG SUPPORT SYSTEM**

Nawab Sahib is married to Begum Meher Fatima Khan,



## NAWAB MIR NASIR ALI KHAN

who is his pillar of strength. A philanthropist who actively contributes towards the community especially the underprivileged women and children, she inspires and motivates him to work for the welfare of humanity. An efficient multitasker, she balances her home, business and social activities incredibly well.

Residing in an exquisitely designed mansion 'Xanadu', named after the Summer Palace of Kublai Khan of Mongolia, with their children, they make an exemplary family where rich traditional values and modernity goes hand in hand.

### MAKING THE WORLD A BETTER PLACE

Bent on giving back to the society in every possible way, Nawab Sahib is actively involved in organizing Blood Donation Camps in association with the Indian Red Cross Society (ICRS), a voluntary humanitarian organization which is a part of the International Red Cross and Red Crescent Movement and works on the mission of protecting human life and health across the world. In addition, he continually organizes medical health camps for the underprivileged in association with Apollo Hospitals, Hyderabad.

### AN UNENDING SERIES OF AWARDS

Owing to his exemplary work in the realm of real estate and social work, Nawab Sahib has received numerous awards and recognitions. He was awarded with "Global Achievers' Award" for "Business Leadership" in recognition of his outstanding achievements on Corporate Social Responsibility by Economic Development Forum 2013. He was also awarded with "Rajiv Gandhi Excellence Award" for "Outstanding Achievements" by Indian Solidarity Council 2013. He received "Rashtriya Udyog Ratan Award" for "Outstanding Contribution and Lifetime Achievement Award" by Indian Organisation for Business Research & Development 2013.

Under his leadership, MAK Projects was awarded for "Best Amenities in Mixed used Township "BTR Greens" Award by Times Realty Icons Award 2018 and "Environment Friendly Project of The Year – Residential" Award for BTR Project by Indywood Film Carnival 2018. It was also awarded India's No. 1 Brand 2018 Award by IBC Info Media Pvt. Ltd., (A Division of International Brand Consulting Corporation, USA). Rooshna Constructions was awarded the prestigious award for the most "Outstanding Concrete Structure of Andhra Pradesh" for the year 2010 by ICI A.P. Hyderabad Chapter and Ultratech Endowment Award for building the – The Park, Hotel Hyderabad.

Besides being a blue blood and a very successful entrepreneur in the realm of realty, Nawab Mir Nasir Ali Khan also possesses a heart of gold and is actively contributing to the welfare of society through his various philanthropic activities and associations.





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# CREATING A NEW WORLD OF EXCELLENCE & FULFILLMENT

*Renowned in the real estate industry as a dynamic young entrepreneur who has redefined benchmarks of success, Ashish Shah – CMD of Shree Balaji Group – has led his organization to extraordinary success as one of India's fastest growing enterprises. Developing ultra-luxurious lifestyle projects is his signature style, and focusing completely on sustainability and high quality, every project he has worked on has exceeded customer satisfaction*

BY  
**ANAM KUMAR**



**D**eeply respected for his fresh insights that he has introduced in the real estate sector and his organization, Shree Balaji Group, Ashish Shah has always stayed a step ahead of his competitors, and has emerged as an A-list tycoon in the Indian business circuit. Regularly recognized and felicitated for his leadership skills and various prestigious successes, he has continued to grow and has also helped others move up.

Ashish has gradually made his presence felt in the real estate industry due to his steadfast commitment to excellence and success, and several world-class luxurious bungalows and apartments in several cities are credited to his vision and hard work.

His experience and expertise into ventures such as Retail, F&B and Entertainment Segment have been equally rewarding. His youthful passion, visionary insights and ambitiousness have helped him immensely



in growing his expertise in the luxury real estate sector of Ahmedabad, Mehsana, Baroda and Mumbai.

Displaying inexhaustible youthful energy, he realized unprecedented success in the fuel business in the beginning of his career, and then fuelling his own inspirations towards greater success, he made a giant leap into the real estate business, with a commitment to transform Vadodara's horizon. Rapidly implementing one super-successful project after another, he invariably delivered international construction quality and world-class structures.

Achieving excellence through unparalleled vision, Ashish has helped Vadodara's burgeoning middle class fulfill their dreams and long for more by offering them high-quality properties at affordable prices.

Speaking about his efforts towards excellence and sustainability, he says, "The huge success and the accolades we have garnered from our completed projects, inspire us to work with increased zeal and dedication in creating new quality benchmarks in an eco-friendly model with focus on delivering excellence and sustainability in the realty sector."

Green Valley, Shree Balaji Wind Park, and so on.

Due to his keen sense of understanding customers' expectations and satisfaction, he has ingeniously created a powerful image of Shree Balaji Group by delivering unprecedented quality and design, best suited for customers' direct requirements through projects such as Shree Balaji Heights – the city's first commercial space with a vertical garden, and Shree Balaji Agora Mall – the high-end destination with 7 Premium Restaurants, Games, Entertainment and much more.

Taking a personal interest, he has invariably ensured that all his projects achieve the highest quality and world-class sustainable designs. He asserts, "The interiors of Shree Balaji Heritage Villa exhibit an inimitable grace, and are generously furnished with tasteful Italian Furniture, elegant Italian Flooring, classy Crockery, Sophisticated Modular Kitchen and Fully Automated VRV System amongst many others. It is just a warm gesture of ours to help you occupy your space anytime you wish, especially when you are not prepared enough to move in."

Confident of creating properties to the maximum satisfaction of his clients, he has designed and structured spaces that elevate their residents to new heights –

**"I HAVE A SIMPLE PHILOSOPHY. EACH YEAR WE MAKE OUR SHARE OF MISTAKES BUT WE NEVER MAKE THE SAME MISTAKE TWICE. THE IDEA IS TO LEARN FROM ALL OUR MISTAKES AND INCH CLOSER TO PERFECTION ONE STEP AT A TIME"**

#### **CREATING LANDMARK ADDRESSES**

Eager to learn continuously from all parts of the world, he observes minute details, and drawing his inspiration from leading architectural landmarks globally he has been envisioning and then implementing his vision through properties of unparalleled craft and finesse in India. Contributing to nation building by improving the infrastructure of the country, he has created a new dimension of architecture, design and technology on the Indian cityscapes.

Possessing profound understanding of the real estate business blended with an acute desire to make a positive change in the society, Ashish has executed some of the most prestigious land development projects of Gujarat, including the ultra-premium properties, and the limited designer bungalows, such as, Shree Balaji Heritage Villa, Shree Balaji

realistically and metaphorically, such as Shree Balaji Wind, a mixed-use project overlooking the beautiful city of Vadodara, where fantasy embraces reality, nature weds technology, opportunity meets success and entertainment flirts with elegance.

#### **MAN OF UNIQUE LEADERSHIP**

Invariably inspiring others while carving fresh paths of success, he has always believed in teamwork. He shares, "I have a simple philosophy for myself and my team. Each year we make our fair share of mistakes but we never make the same mistake twice. The idea is to learn from all our mistakes and inch closer to perfection one step at a time."

He has led Shree Balaji Group to incredible success through his visionary leadership and his bold stance and attitude in operating the business. Keeping a close



## ASHISH SHAH

watch on the pulse of the market, Ashish is known for his powerful ability to capitalize on the emerging trends and directions, as is evident from his great successes over the years. Among the several feathers in his cap are included exceptional projects such as Narmada Canal Project, the Special Economic Corridor passing through Gujarat, and the GIFTS city in Gandhinagar, Gujarat.

Consistently offering people way better quality beyond their imagination, Ashish has successfully transformed people's perception of quality, as he believes in competing with himself, and with every successfully completed project, he redefines benchmarks. His continuous efforts to improve quality have helped him deliver world-class premium luxury spaces in a sustainable ecosystem to his customers.

He shares, "Our vision is not merely a representation of what we want to be, but an insight into what we believe in. By helping each other realize our full potential, we hope to create an unparalleled legacy of excellence."

Displaying unequalled passion at work and staying committed to delivering world-class premium luxury residential and commercial spaces, he has made innovation, state-of-the-art design and global quality standards a way of life in his organization, thus easily getting an edge over their competition. He shares, "We are focused on putting our customers' needs and comfort first and we maintain transparency at all stages of the project. With ardent business ethics and strict adherence to all Government norms, we deliver more than what we commit and make our customers happy."

### BRINGING GLORY TO ORGANIZATION

Under Ashish's wholehearted leadership, he has led the Group to achieve diverse successes, which have been duly recognized by the industry and customers. Some major recognitions for the Group under his leadership include Shree Balaji Agora City Centre at Karelibaug, Vadodara receiving the Award for Best Commercial Project in Gujarat; and Shree Balaji Heritage Villa being awarded as the Luxury and Designer Project of the Year.

Due to Ashish's dedication towards his work, recognitions at various levels are a regular part of his professional life, as is evident from the fact that Ashish and Shree Balaji Group have also been awarded as The Residential Real Estate Developer of the Year, and Shree Balaji Wind Park – an architectural creation inspired from Spain – has been awarded as The Luxury Residential Project.

Ashish's insistence on delivering true comfort and convenience, cocooned in elegance and luxury has resulted in Shree Balaji offering vast open spaces, fine luxury and unparalleled lifestyle amenities, inspiring people to live a grander and bigger life!







LAL CHAND

# PROMOTING THE NOBLE CAUSE OF UNIVERSAL WELLNESS

*To work for one's own betterment is human. To dedicate one's life for the welfare of others is truly noble. One such noble personality is Mr. Lal Chand, whose sole mission in life is to see the world evolve into a better, peaceful and happier place. The charismatic leader has been dedicatedly and untiringly focusing all his energy, time and resources towards attaining the wellbeing of people through his organisation – LC Well*

BY  
**RICHA SANG**



It is an indisputable fact that the mind is the most powerful tool that humans possess; it can be used to attain success or drive one to the depths of failure. Thus, mastering the art of conquering the mind is one of the most difficult feats to attain. In fact, today's highly competitive world is full of anxious and raging souls and it is rare to come across a business leader who is calm and determined. A person who never gets disturbed or agitated even when things don't

go the way he wants; a visionary who does things by his foresightedness and believes that all individuals have the responsibility to give back to the society; he is none other than Mr. Lal Chand – an accomplished industrialist and a philanthropist – the man who is on a mission to make the world a better place to live in.

Having built many businesses over the years, with wide range of business interests ranging from real estate, software,



restaurants to general trading, he ultimately decided to put the society above himself. With a dream to build a society based on love, trust and wellbeing, Mr. Lal Chand has set up LC Well, a world wellbeing organisation, headquartered in London and operating from Dubai. His noble endeavour to start a wellbeing organisation is the need of the hour considering the fact that the today's world is under the grip of rising stress levels and people are increasingly turning towards wellness organisations to seek solace.

#### EARLY LEANINGS

Born in a little town of Taluka Bhatoro, located in Sindh province of Pakistan, Mr. Lal Chand was a sincere student. His father Mr. Gangaramrana had a flourishing wholesale business called Gangaram Kothi. But the situation changed five years after his birth, with the outbreak of the Indo-Pak war and other crises which started impacting the family business. The business went from bad to worse during the 1971 war and ultimately, went into default, when he was a student of 6th standard. But he was lucky to have a calm atmosphere prevailing at home and the comforting

town Bhatoro. Thereafter, he shifted to Hyderabad to pursue his college and at the same time he went about improving the Gangaram Kothi business. Soon, he joined Mehran University and obtained a Civil Engineering degree. After passing out from college in 1985, he became a sub engineer and even worked as a lecturer in the university. He also started a private company, Lal Associate in 1989 in Hyderabad, Sindh, for real estate, construction & development of properties. In 1990, he ventured into the stock exchange business and shifted to Karachi to expand his property business and stock exchange business in 1993.

#### DUBAI – A LAND OF OPPORTUNITIES

A man of immense calibre, Mr. Lal Chand never shied away from exploring opportunities. He shifted to Dubai from where he started a property business as well as Bhatoro General Trading company. The businesses did well and in 2005 he went to London to start the stock exchange, property and other allied business. He also started SG Sports – a betting company in Milton Keynes in partnership with Shahab Gauri. The business did extremely well in Ascot and other horse racing tracks as well as through telephone betting.

Then he came back to Dubai and opened another company in JAFZA – LC BIZ LIMITED for property, general trading

**“I BELIEVE THAT THERE WOULD BE HARMONY IF PEOPLE HAVE THE STRENGTH OF CHARACTER - KINDNESS, OPTIMISM, LOVE & GRATITUDE. I BELIEVE THAT INDIVIDUALS CAN BE HAPPY THROUGH THE WELLBEING REVOLUTION”**

presence of his parents who were deeply influenced by the Sufi philosophy of universal wellbeing and humanism. He also got influenced by them and before long he started taking regular bus trips to the shrine of Sufi Shah Inyat Shaheed at Jhok Sharif, a small village, where Hindus, Muslims, Sikhs came together without any discrimination.

Tragedy struck Mr. Lal Chand when he was in class 8. His mother passed away due to heart attack since they could not afford to do the required by-pass operation. This incident motivated him to become well-educated and earn lots of money which would help him to take care of not only his family, friends but also actively take part in bringing about the wellbeing of people all over the world.

Thus, he toiled day and night and secured a first position in 10th standard and slowly started supporting his brother Sadadram in the business on a part time basis in the

and investments. During the 2008 recession in the Dubai property market, he invested a lot of money in property which doubled his returns in a few years. He also ventured into software and other allied businesses in Dubai. In 2015, he entered into the property business in Cyprus which enabled him to obtain a European passport.

#### LAYING THE FOUNDATION OF LC WELL

In 2018, he started LC WELL, a non-profit organisation in UK and also started in JLT - Dubai, LC WELL DMCC with the objective of giving back to world and promote universal wellbeing.

Under his leadership, LC Well essentially offers free classes on yoga, meditation, counselling and everything related to stress management and healthy lifestyle. All a person has to do is register on the website, avail its



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## LAL CHAND

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membership and then receive all benefits including access to lectures, workshops, meets with psychologists, wellness videos and campaigns to name just a few – without paying a penny.

Mr. Chand feels that the business, economic and technical revolution hasn't really translated to a happy society. It is his quest to create a more equitable, peaceful and tolerant world where individuals would think of not just of their own happiness but of those around them too, that resulted in the creation of LC Well. What differentiates it from other wellness organisations is the fact that while most of the latter charge high fees and are essentially profit-making enterprises, this is entirely charitable in its approach and free for users. The membership has grown from 500 to 10,500 in a short span of time. Even now, there are about 15-20 people who register every day for counseling, yoga, etc. The online meditation and yoga classes and lectures are conducted on a regular basis which give a lot of satisfaction to Mr. Lal Chand.

### THE ROAD AHEAD

Under the guidance of the visionary leader, LC Well will veer into e-merchandising during July 2019. This is a project that aims to sell essential products of high quality at a very inexpensive rate to the masses. The merchandise includes a wide range of T-shirts with positive thoughts on wellbeing, watches, bags, apparel and other accessories. The profits from the sales will be ploughed back into wellness activities.

### TOWERING SATISFACTION

A residential tower in Silicon Oasis, the construction of which is likely to begin soon, is Mr. Lal Chand's dream project. The venture will be ready in about 15 months and is targeted especially at those who want to make wellness a part and parcel of their living.

The building will be designed to be most environmentally friendly with solar panels and the like. There will be commercial units but enough importance will be given to health and wellbeing. Thus, a meditation and yoga centre will be part of the structure. Once again, the USP will be the pricing and the homes, with top notch facilities will be sold at very reasonable rates (around Dhs 400,000 onwards for a well-appointed studio). The idea is to create a township of sorts based on universal principles of brotherhood, peace and harmony. The project has already attracted the interest of premium buyers including top Bollywood stars and industrialists.

Through his limitless endeavours, this noble philanthropist wants to devote every bit of his energy and resources in promoting real happiness. In his own words, as he nears his sixtieth decade, he doesn't want to 'retire but rewire'.





# MAKING A POSITIVE DIFFERENCE IN THE WORLD

*The lighthouse of the Bengali literature and culture, Ms. Sohani Hossain impresses with her incredibly realistic artifacts. The art of creating is the most important vocation for her and by lending her own individualistic interpretation to the concepts of nation, race and nature in her creations; she has been successfully ruling the hearts of her ardent fans. She is not only a brilliant littérateur, but is also a powerful businesswoman and a philanthropist with a golden heart*

BY  
**RICHA SANG**



It is a proven fact that environment plays a major role in shaping one's personality. Ms. Sohani Hossain had a rich upbringing which facilitated her all-round development and nurtured her creative streak. She is not only industrious but also a very creative person and efficiently handles the responsibility of employing around 10,000 people in her corporation – Universal Group – in the capacity of Managing Director. As she herself puts it, “I was born in a cultural

family. In my house there were always the magazines, Begum and Chitrani. In my childhood, I was a class Captain and after that I became involved in politics. I protested wrong doings since an early age. When my husband became infected with cancer, my first priority was my employees and as a result of my dedication, Universal Group is where it is today.”

Talking about her Late Father-in-law and husband, who have been a constant source



of inspiration for her, especially in the world of business, she says, "I am very fond of these two people in my life. I was beside my husband when he built this corporation. My father-in-law was involved in the cinema hall business. Due to his interest in the cinema hall business, my husband built 21 halls in the northern part of the country. Even I was inspired to make films and I received recognition for them. My husband was in the food industry and pharmaceuticals business. Also, my uncle-in-law was the founder of the first milk based community 'Milkvita' in Bangladesh." She further states, "My husband created 'Universal Tasty Saline' thinking of the working class people after a long day at work. We have also worked to popularise 'Universal Hajmi' in Bangladesh."

#### **AN OPTIMIST TO THE CORE**

Despite having faced various ups and downs in life, Ms. Sohani is an eternal optimist who always sees the proverbial glass as full. Sharing her success mantra, she elaborates, "My life is divided into many parts. In my opinion working

to help, humans would be able to solve these problems."

After the demise of her husband Mr. Mobarak Hossain Ratna, despite braving cancer she kept going through her sheer will and determination, and helped every person in difficulty, including the employees of the Universal Group. She paints her own vision for the people and the society. With a view that every human being is equal and possesses the right to have a respectable living, she works for the upliftment of the marginalized people, especially the women who have been abandoned, abused and exposed to drugs, the so-called 'untouchables' and the third gender community in society. By including them in societal works, giving them education and by providing them with jobs in her own organisation, she has provided them with the opportunity to live life with dignity and has left no stone unturned to help them return to normal lives. She asserts, "To me everybody is equal and my battle is against the discrimination of people in this society. They are no less than any other employee in my corporation."

Describing about her inclination towards empowering women, she further adds, "As a woman, I feel responsible for other women. They are my power, my inspiration. My battle is for them." Talking about the predicament of a

**"IN MY DICTIONARY THERE IS NO WORD SUCH AS FAILURE. I KEEP ON PERSISTING UNTIL I SUCCEED. I AM A CANCER SURVIVOR. I SEE THE BEAUTY IN OTHER PEOPLE AND IN OTHER THINGS, AND THIS ABILITY MEANS SUCCESS TO ME"**

against opposition brings success. In my dictionary there is no word such as failure. I keep on persisting until I succeed. I am a cancer survivor. I see the beauty in other people and in other things, and this ability means success to me. I always kept knowledge of cultural activities and events all round the world and I was also a class captain during my school days. I am always working to never be an instrument and to always portray an institution first; this is my story to success."

#### **GIVING HER BEST FOR THE WELFARE OF HUMANITY**

Ms. Sohani has dealt with social problems decisively and believes that one must adopt a compassionate and humanistic approach for best solutions to world's social problems. She feels that "by having compassion or a strong feeling of sympathy for other people's suffering and a desire

former convict whom she employed in her organisation, Ms. Sohani describes, "Due to problems, these women turn to drugs. Everybody criticizes but no one supports them. She is a talented girl and my corporation is for these victims."

No wonder she is usually referred to as 'Maa Durga' at the work front. Elaborating on the reason behind this, Ms. Sohani explains, "Durga means a protector. I believe in equality and promote equality. If anyone asks for my help I try to do so as per my abilities. Perhaps this is why my Universal family knows me as Maa Durga."

Ms. Sohani's compassion is not limited to humans as she is an ardent pet-lover as well. Reminiscing about her childhood days, she says, "Dogs and cats were part of my family, I have seen my mother taking food out of her plate and feeding it to the dogs. My compassion started a very early age."



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## SOHANI HOSSAIN

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### **GARNERING NUMEROUS AWARDS & ACCOLADES**

An innate philanthropist and a popular author, Ms. Sohani has received numerous awards and recognitions for her contribution to the welfare of humanity and her works of art. For her social work, she received the 147th Dadasaheb Phalke Award and the 15th Mother Teresa International Award in India. She has also been awarded by South Korea International Taekwondo Federation. Her works for the 3rd gender community brought her recognition from the 3rd gender people's shelter in Pabna.

For her contributions as a Bangla songwriter, Ms. Sohani received the Global Music Award in Dubai. She acquired the Achiever Award for the roles in the Bangla Film Industry. She was also recognized as a female film personality in the Khajuraho Film Festival.

For her part in literature, she received the Chokh Sahitya Award in Kolkata. Kolkata's Pet Wellness Society awarded her with the title of 'Prani Hitoishi'. She received the Nobochetona Sangskritik Sangathan recognition and was acknowledged by the Bangladesh Cultural Association.

Ms. Sohani has been awarded many times within the country and outside but she regards these recognitions as her country's achievements. She is of the view that her biggest accomplishment is people's love and affection for her and not these awards. Extremely passionate about art, she has been consistently writing for more than two decades despite her busy schedule and other obligations.

### **AN INSPIRATION**

Ms. Sohani believes that the most essential ingredients for success are "Honesty, unity and dedication." She adds, "I always dedicate some of my time to God." Her mantra for success is "making good use of opportunities." Her strength and resilience are apparent from her never-say-die attitude. She asserts, "I am a warrior. I can swim in deep waters." Her advice to those who are struggling in life is "Don't give up; if I can survive cancer then you can survive anything."

Being extremely positive about the present socio-economic scenario in Bangladesh, she believes that everybody should contribute at their individual level for the prosperity of the nation. Her optimism and love for her country is quite explicit from her words, "Everybody is doing their own work, the government is working hard to improve the country's ranking and the individuals are also working hard. Even though there are limitations but there are also possibilities. If everybody works hard together our country and our people can prosper. We have to understand that we are the country, the nation who gave blood for our own language and for our own freedom. If only we have love for our country and commitment towards our country we can help it develop."





# LAYING STRONG FOUNDATION FOR A BRIGHT FUTURE

*Bringing together the best of both worlds – Education & Real Estate – to build a bright future for the nation, Dr. P. Shyama Raju is efficiently spearheading DivyaSree Developers Pvt Ltd and Reva University and is driving them towards new horizons of success. An epitome of unceasing dedication, he is credited with iconic constructions and infrastructural marvels in Bengaluru, Chennai and Hyderabad, and is an exemplar of excellence in the realm of education as well*

BY  
**RICHA SANG**



**S**pearheading one of the most trusted brands of India in the sphere of education and real estate is no mean feat and Dr. P. Shyama Raju is leading with much finesse and élan owing to his zealously enterprising forethought. As the Chairman of the Board and Managing Director of DivyaSree Developers Pvt Ltd, he has been playing an instrumental role in the transformation of the urban India. On the other hand, as the Chancellor of REVA University and Chairman

of Rukmini Educational Charitable Trust, he is richly contributing to the world of higher education with the same ardour and commitment. His rise to the highest stratum in the sphere of education in a significantly short time is nothing less than extraordinary.

#### **REVA UNIVERSITY – SHAPING THE LEADERS OF TOMORROW**

Dr. Raju is a visionary who is bent on serving the society through all possible means



and resources. His vision is a defined chasm of ideas and groundbreaking work. REVA has stemmed out of his unquenchable thirst for excellence. Owing to his sincere and dedicated efforts, the University has established itself as a catchall for the best practices in education, academics, research, arts and industry. Under his leadership, REVA has emerged as not only a strong upholder of the belief that knowledge created should be shared but also as a propeller in creating new knowledge societies in the world. Research has an organic existence in the university, due to his stimulating bent towards innovation that motivates the faculty to pursue the conceivably impossible objective.

Under his quintessential leadership, REVA University is today a torch-bearer in the field of higher learning, moving steadily and consistently up the rankings in excellence. His penchant for excellence, intention of inculcating values in the youth, and promotion of research and innovation have enabled REVA University to adopt a global approach towards every knowledgeable medium that taps the latent and innate possibilities in the young minds.

Coming from a small village in Andhra Pradesh, his could have been just another tale of mundanity, but instead of conforming, he took off, and undertook the biggest risk of his life by establishing DivyaSree. The commercial, residential developments and projects by DivyaSree today are nothing less than extraordinary. DivyaSree Chambers is a pioneering example of one of the best Commercial spaces in the country, for its smart plan, use of space, molten design and imposing structure.

Mr. Jayaram, a confidante and friend of Dr. Raju from his struggling days, rightly throws lights on his personality; he recalls, "A nuanced approach to every aspect of building and construction, was a rarity to find in someone so young. His humility continues even though he has soared higher and achieved so much in the field of education and as a developer."

Owing to his unceasing efforts, DivyaSree today is a well-recognized name in India and is associated with quality, International Standards in Design and Conception and Architectural Fluidity that defines all other aspects. Like a painter leaving his signature on his work, Dr. Raju's heart and mind forms the nucleus of all his works and he adds a personalized touch to each one of them, without being

**"DR. P. SHYAMA RAJU IS A MAN WHO WEARS MANY HATS – A STRATEGIC THINKER, AN IDEALISTIC PHILOSOPHER, A GLOBAL LEADER, AN EDUCATIONIST, AN ENTREPRENEUR AND A MAN WHO BELIEVES IN FAMILY ABOVE ALL"**

Dr. Raju is the man who has not only taken 'the road less travelled' but has also paved a unique path to perfection for others to follow his lead. He founded REVA University, a place for higher learning in Bengaluru, to celebrate his passion for education and research and with a vision to transform. Elaborating on Dr. Raju's artistic sensibility, Mr. Bhaskar Raju, the Managing Director of DivyaSree, says, "Like all his other works, REVA too is an architectural anecdote of his philosophy and artistic sensibility. But what has shaped the University, is his enthusiastic zeal as the Chancellor".

**DIVYASREE – A TALE OF THREE CITIES**

Dr. Raju didn't begin with a legacy behind him, nor is his saga a journey of sheer luck. In fact he has built an empire of his dreams and scripted his own fate owing to his exuberance, determination and an attitude of not settling for less.

personally attached.

Under his exemplary leadership, each project of DivyaSree was rendered with sincerity and diligence, forming a legacy and a signature that spanned decades and took roots in three major cities of the South. Starting with Commercial and Residential projects in Bengaluru, Dr. Raju launched it in Hyderabad and then in Chennai. His vision is reflected in all his projects that illustrate the perfect balance of art, technique and technology.

"Not only has Dr. Raju created a timeless heritage with DivyaSree Projects but also etched his name on the infrastructural history of the City of Bengaluru, having witnessed and participated in building it to what it is today. One of the most prominent and noteworthy works that the company revels in was the completion of Mekhri Circle Underpass in 2003 and many such contributions to



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## DR. P. SHYAMA RAJU

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developing the urban landscape of Bengaluru”, says Dr. Somashekar, a friend of Dr. Raju.

### **BUILDING A BETTER SOCIETY**

The singularly overpowering philanthropic streak of Dr. Raju’s personality has awakened the humane conscience of his settings and plunged them into action. Surrounding himself with likeminded individuals, those who lead by example, he has spearheaded many social causes that directly impact civic understanding and contribute to a better society. As Dr. S Y Kulkarni, the Vice-Chancellor of REVA University, puts it, “Dr. P. Shyama Raju, a philanthropist, a humanitarian has been part of many social initiatives ... REVA University has begun an engagement with the Educational, infrastructural development of parts of rural Karnataka.” He was also actively involved in ‘Jagruti’ – a voting awareness campaign by students and faculty of REVA – which made the nation sit and take notice of how real change is possible with the right intent. Under his guidance, not just altruistic, but environmental challenges are being battled at REVA by building environmental conscientiousness; he has made a macrocosmic ecofriendly utopia in REVA.

### **A LIFE LESS ORDINARY**

A practitioner of simplicity in everyday life, Dr. Raju promotes a healthy, unpretentious and unadorned life. “To learn and then unlearn, is the philosophy we hear him propagate. He is a thinker and a revolutionary, he never stops, never rests,” Mr. Umesh S. Raju rightly delineates. Staying abreast with times, Dr. Raju has a deep spiritual side to him. His public persona often defies his innate personality. He is radical, rooted but never conforming; in fact all actions steered by him come from a very unique thought. He can surprise you with a sudden surge of idea, pushing you to make it happen and sometimes he can go into deep thought, analyzing it thoroughly. Dr. Raju has created a standard for himself and adheres to it; it is no surprise that he expects the same dedication from all around him. He is a man who wears many hats – a strategic thinker, an idealistic philosopher, a global leader, an educationist, an entrepreneur and a man who believes in family above all. He owes his success very humbly to the people who stood by him. The ones close to him know that it is his love for learning that makes him who he is.

“How dull it is to pause, to make an end, To rust unburnish’d, not to shine in use!” These famous lines from Tennyson’s Ulysses sum up Dr. Raju’s passion for work and his jest to contribute meaningfully to the society. Just like the protagonist of the poem – who wishes to continue his journey and not remain stationary – Dr. Raju also intends to keep moving on the path to progress and never ever stop or deviate from his mission of serving the nation.





# MAKING HEALTHCARE ACCESSIBLE & AFFORDABLE

*A multifaceted personality, who is adept in dexterously handling multifarious roles of a technocrat, serial entrepreneur and healthcare industry expert, to name a few, Dr. GSK Velu's chief aim is to bring healthcare within everyone's reach and has enabled tens of thousands of people across the globe to have cost effective access to medical technology, diagnostic services, eye care, dental care, super speciality hospital care and dialysis services*

BY  
**RICHA SANG**



**A**s the Chairman & Managing Director of Triviron Healthcare Group of Companies – the largest Indian medical technology organisation in the world with over 100 years of combined manufacturing experience, 9 manufacturing facilities of international standards located in India, Turkey and Finland – Dr. Velu is efficiently working as torch bearer of 'Make in India' initiative in the medical devices segment.

## **TAKING THE ROAD LESS TRAVELLED**

Always brimming with a positive bent of mind, Dr. Velu is a man who has turned every challenge that came his way into an opportunity. Describing his initial leanings, he says, "I was born in a lower middle class family. I was good in studies and I always wanted to pursue higher education in medical science. I scored well throughout my academic years however, due to certain unavoidable factors I could not afford to go



a medical school. I harboured deep interests in life sciences and I completed my graduation in pharmacy (as that was something very close to medical science).”

He further adds, “After my graduation from BITS Pilani, rather than pursuing higher education I had to choose a job in a medical distribution company to support my family. I remember I was earning just Rs 2000 as salary in 1988. However, I always dreamt of being in medical field and do something worthwhile for a larger section of our society.”

Sharing his success mantra, Dr. Velu elaborates, “I transformed my dreams into passion and kept on following it, combining it with hard work and dedication. During the course of my entrepreneurial mission I experienced lot of setbacks and turbulences but my passion never waned and I never lost focus. I established Trivitron in 1997 with a vision to provide affordable healthcare solutions because I saw a few of my family members suffering due to lack of proper and affordable healthcare support system in my village. Initially, I had a bumpy ride but eventually, my hard work started to pay. I am a great believer of belief and

me the value of hard work, dedication and passion, but it also developed a ‘never say die’ attitude in me. Encountering multiple setbacks, I never lost hope. I always saw the silver lining and kept on following my dreams to overcome those hurdles. For me, staying updated is highly important. We need to constantly upgrade our knowledge bank on a regular basis. There is no alternative to continuous learning.”

#### **A REFORMIST TO THE CORE**

An ardent advocate of reforms in the healthcare sector, Dr. Velu is concerned about the fact that “India spends much more on curative than on preventive healthcare, as a consequence of which, a major share of spending goes for unwanted drugs, investigations and hospitalization.” According to him, “We need to come up with policies that are focused more towards the prevention of certain maladies. Health departments must roll out nationwide screening programs for early detection of certain disease so that treatments can be initiated before the ailment can cause grave harm.”

He adds, “Both public and private sectors need to play their roles effectively. On one hand public sector should do away with red-tapism, unwanted delays and ensure effective

**“DIRECTING YOUNG MINDS TO DO SOMETHING WORTHWHILE IS WHAT  
KEEPS ME CONNECTED WITH MILLENNIALS. I MAKE USE OF EVERY  
OPPORTUNITY I GET TO HELP PEOPLE & FEEL BLESSED THAT I  
CAN BE OF SOME HELP TO SOMEONE”**

positivity.”

#### **OVERCOMING CHALLENGES WITH ÉLAN**

Adversity is a fact of life. However, resilient personalities like Dr. Velu perceive every challenge as an opportunity to prove themselves. Rather than letting difficulties or failure overwhelm them and drain their resolve, they find a way to bounce back with a mightier force. As he puts it, “In my opinion, challenges are a part of life that gives you a variety of experiences, learning, and make you wiser. For me, it was quite challenging to continuously keep going.”

Describing the challenges he came across, he says, “In a volatile market dominated by western healthcare giants, sustaining a highly competitive business is not easy. The challenging environment brought the very best out of me. Life being a continuous learning opportunity, did not only teach

implementation of policies, private sector must support the government in all its undertakings and shall avoid overcharging patients.”

Deeply inclined to contribute more and more for the welfare of society, he asserts, “I frankly think I am yet to reach the threshold of my contributions towards the society. All my businesses are directly or indirectly related to healthcare. With the passage of time, I have had learned new rules and tactics of the game. Day by day the industry is evolving with newer possibilities being developed every other day. I am contented with the bright future ahead. I started my business with trading of medical technology products and eventually ventured into manufacturing and R&D activities. I wish if I had the power to rewind, I would definitely like to get into the Manufacturing and R&D in the initial phase of my business as it would have helped us to penetrate the market with high



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## DR. GSK VELU

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end technology based products at an affordable cost which would have helped the rural population in a big way.”

### **MERIT RECOGNISED**

Dr. Velu has received several recognitions and has been named as “parallel entrepreneur” by an international magazine and has often received the title of “first generation serial entrepreneur”. Talking about his moments of triumphs he adds, “I have been bestowed with numerous awards and recognitions, and for me, each one of them is equally important and close to my heart. Happy customers and happy employees in a true sense, make me feel triumphant, which gives me zeal to contribute more for my people and for the society.”

### **LEAVING NO STONE UNTURNED FOR THE WELFARE OF HUMANITY**

A man with a heart of gold, Dr. Velu is continually inclined to work for the welfare of humanity. Describing his philanthropic endeavours, he says, “Trivitron has always been working for the upliftment of the masses. Our business ventures are directed towards providing cost-effective quality healthcare services. We have always been at the forefront in giving back the society. Our CSR initiative ‘MITR’ has constantly been working to provide quality education to needy children with prime focus to girl child. We have been sponsoring Higher education for girl child. We organize health camps and eye camps for the underprivileged. We also sponsor dialysis for needy patients. Additionally, in the event of any natural calamity, we are at the forefront in providing the required assistance to the government.”

### **A ROLE MODEL FOR THE YOUTH**

A true leader, he is bent on helping the youth. As he puts it, “Helping and empowering others is what motivates me the most. Directing young minds to do something worthwhile is what keeps me connected with millennials I make use of every opportunity I get to help people and, I feel blessed that I can be of some help to someone. The thought that I might offer a solution to someone’s problem is what motivates me to do a good job every day.” He further adds, “My message for them is that they keep following their passion and stay focused. Agreed, there may be setbacks, but I want them to realize their potential, and bounce back with more enthusiasm. My mantra of “Belief & Positivity” will help them to manage all ups and downs in their life.”

With his noble vision, determination and futuristic approach to make healthcare accessible and affordable to one and all, Dr Velu has been successfully rendering yeomen’s service to fellow humans for more than 30 years now and keeps on devising newer ways of serving humanity with each passing day.







DR. SATYAJIT  
KUMAR SINGH

# SERVING HUMANITY WITH UTMOST CARE & CONCERN

*Completely dedicated to serving his motherland, Dr. Singh gave up bright and lucrative prospects of settling abroad and returned to India to provide world-class multi-speciality facilities at an affordable cost and promote superior clinical excellence based on distinctively personalized ethical healthcare practices through his dream venture – Ruban Memorial Hospital*

BY  
**RICHA SANG**



**N**urturing a dream of setting up a hospital in his country, Dr. Singh gave up lucrative jobs abroad, firstly as a Consultant Urologist in West Midland, England, and thereafter in the Middle East. With a noble mission of providing quality healthcare services in Bihar at par with multi-speciality hospitals in metros with a constant and relentless emphasis on quality, excellence in service and compassion and respect for the individuals, he set up Ruban

Memorial Hospital.

#### **A RICH UPBRINGING BASED ON VALUES**

Born to social activist parents, who were inclined to the left wing political philosophy, Dr. Singh was brought up in a middle class family in Patna, Bihar, and had always been exposed to a healthy cultural environment. The marital harmony of his parents left a very positive impact upon him. They ingrained in him the values of humility and kindness.



His father gave him 2 books during his college days, 'Dr. Kutnish Ki Amar Kahani' and 'Citadel'. Being the narratives of the protagonists' dedication and hard work, these left an indelible impression on Dr. Singh and motivated him to work hard and remain focused toward his goal.

#### **THE MAKING OF AN ACTIVIST**

During his tenure as an MBBS student at Patna Medical College, the multifaceted personality Dr. Singh got the opportunity to don varied hats; he was involved in different social activities; and took keen interest in theatre and acting as a medical volunteer.

Being socially-inclined from the very beginning, he always volunteered for social causes and once he himself arranged a group of medical students and teachers to work in flood affected areas during break out of an epidemic.

Displaying exemplary leadership skills, during his third year MBBS course, Dr. Singh organized a medical camp at West Dinajpur-Pakistan border for refugees when a Civil War broke out in Erstwhile East Pakistan (current

operation successfully.

#### **GARNERING GLOBAL EXPOSURE**

Dr. Singh arrived at England in the year 1979, and started working from Grantham, East Midland but soon joined in Scotland near Glasgow. After completing his FRCS from Glasgow, he went on to pursue his MS in Urology from Institute of Urology in London.

Even though he had scarce resources to fund his education, his dedication towards his profession and refinement of character won the hearts of all and he was successful in passing the Diploma course in Urology from London University and thereafter joined Belfast City Hospital as senior registrar in Urology and transplant surgery in February 1989.

Within a year he was offered a job of a Urology Consultant in Chase Farm Hospital in London. However, he consistently nurtured a goal to serve the people of his country, and was longing to return home and settle in Patna, but his hands were tied due to lack of funds for setting his own practice.

Then chance played its part and he was offered a job at a prestigious Saudi Hospital managed by American Medical Institute at more than thrice the salary than what

**“POSSESSING A HEART OF GOLD, DR. SINGH WAS ALWAYS WILLING TO GO THE EXTRA MILE FOR HIS PATIENTS AND EVEN ACTED AS A SOCIAL REBEL, DURING HIS INTERNSHIP, FOR PROVIDING ENTITLED FACILITIES TO POOR PATIENTS”**

Bangladesh) in March, 1970. Despite the fact that he missed his semester, he continued to serve earnestly at the camp for around four months and also motivated his fellow doctors to join him. His dedicated efforts to serve the people didn't go unnoticed and he was awarded College colour and a letter of appreciation from Mukti Wahani commander who was treated in the camp.

Possessing a heart of gold, Dr. Singh was always willing to go the extra mile for his patients and even acted as a social rebel, having frequent confrontations with PMC hospital administrators, during his internship, for providing entitled facilities to poor patients. For instance, once he was deeply agitated due to postponement of his patient's operation thrice due to non-availability of blood from the hospital's blood bank, and himself arranged the blood after negotiating with the authorities and carried out the

he was getting at London Hospital. He accepted the offer instantly as he required funds to pay back loan which he had borrowed for pursuing his diploma course.

Displaying sheer courage and passion for his goal of establishing a hospital in India, Dr. Singh stood firm on his decision of accepting a job in Middle East even when he had received the news of a war between Iraq and Kuwait. Despite enjoying a healthy multicultural environment, he always longed to return to India to materialize his dream of serving the people of his country.

#### **INDIA - THE BELOVED HOMELAND**

Finally returning to India in the year 1996, Dr. Singh collaborated with his brother, Col. A. K. Singh from AFMC for setting up a modern, minimally invasive treatment centre in Patna. Utilizing his hard-earned savings from



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## DR. SATYAJIT KUMAR SINGH

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Saudi Arabia & England, along with some finances from his brother, Dr. Singh laid the foundation of Ratna Stone Clinic in November 1996.

For the welfare of numerous patients, Dr. Singh introduced the technique of laser stone removal, a non-invasive method of stone removal – a concept relatively recent for India and only available in the metropolitan cities, even though it had been prevalent in Europe for more than 10 years.

Spreading awareness about this new technique of stone removal, he collaborated with various doctors in Bihar and shared his insights and experience in this method of treatment and even advertised in newspapers to enable more and more patients learn about this new technique.

It was a very challenging task to convince the patients and doctors alike about the new non-invasive method of treatment; and despite being dissuaded by some conventional surgeons against setting up the stone clinic, Dr. Singh left no stone unturned to pursue the path of his dreams of setting up his own clinic.

Even though he received a very dismal initial response from the patients and doctors of Patna, but Dr. Singh remained composed as the value of perseverance was deeply instilled in him right from his childhood. To support him in this crucial hour, his wife had to mortgage her all ornaments to pay back the overdue loan. However, he didn't lose hope and after initial results of treatment, after more than two years, the hard work of Dr. Singh bore fruit and patients started flocking up his clinic through the word-of-mouth publicity.

### **AN ABODE OF HIS DREAMS — RUBAN MEMORIAL HOSPITAL**

Receiving overwhelming success in the next couple of years, Dr. Singh shifted from small clinic with 3 beds to a multi-speciality hospital with 45 beds and by 2012-13 Ruban had become a popular brand in healthcare but still lacked many specialities and related facilities, hence there was need for further expansion in the number of beds and facilities.

Under his leadership, Ruban moved to new premises and expanded to 200 beds with 45 critical beds, 5 modular and 2 non-modular theatres, Cath lab and all radiological as well as laboratory facilities, in February 2014. Today, it is renowned for open heart surgery, kidney transplant, arthroscopy and arthroplasty as well as brain and spinal surgery apart from previous routine urology and general surgeries.

With a vision to establish a new hospital comprising 500 beds and a school of Paramedics, Dr. Satyajit Kumar Singh aims to continue serving the people of Bihar by providing them with the best, newer and innovative services in healthcare.





# CHANGING THE FACE OF INDIA'S HEALTHCARE SECTOR

*A popular name in India and abroad for her exceptional work in the field of women's healthcare, Dr. Hema Divakar has committed her life in service of the society and the nation, as she staunchly believes that improving the healthcare industry and serving the needy positively leads to building the nation. She is highly respected by the government and private players for her unparalleled expertise, highly innovative vision and action plan for global change and progress*

BY  
**ANAM KUMAR**



An accomplished specialist in the field of Obgyn care, Dr. Hema Divakar, Medical Director at the Divakars Specialty Hospital in Bangalore has developed her organization as a center of excellence for women's healthcare and also a center for Skill Enhancement. She is also the CEO and Chairman of ARTIST – Asian Research and Training Institute for Skill Transfer – with research and capacity building activities through onsite and digital

platforms.

She 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.

Before initiating her professional journey and then during the course, Dr. Hema has gained several academic achievements such



as a Masters in Alternative Medicine, an MD from Wadia Maternity Hospital in Mumbai, a Postgraduate Diploma in Medical Law and Ethics, a Diploma from All India Institute of Management, and a PG Diploma in Preventive and Promotive Healthcare.

She shares, “There is never a dull moment in my life. I studied MBBS at a time when not many girls explored this profession.”

As she realizes that every day, hundreds of women die worldwide because of pregnancy-related health problems, and 99 per cent of these problems occur in developing countries, she has been tirelessly working to improve the women’s healthcare services in India.

Specializing in high-risk pregnancies, she has set up clinics that deal with miscarriages, foetal medicine, and diabetic obstetrics, and to support women and children in rural India she has also founded the Divakars Services Trust. She asserts, “Women’s healthcare is one of the most neglected issues in the country. India has a long way to go in improving the healthcare services for women. We have

address major health issues affecting the population of the nation, particularly the womenfolk.”

As she is also a Member of the Technical Advisory Group (TAG) for Ministry of Health and Family Welfare, Government of India, she has contributed not only towards capacity building in the healthcare sector, but also towards policy making regarding the social and legal issues concerning women’s health in India. Her contribution to nation building through determined efforts in the entire healthcare industry is commendable.

#### WEARING SEVERAL HATS

Diversifying her expertise, Dr. Hema currently holds an exhaustive list of important positions of great responsibility within the country as well as in Asia: She is a speaker, an activist, technical advisor to Ministry of Health and Family Welfare, Vice Chair of the NCD committee at FIGO-international obgyns, National Co-ordinator for FIGO FOGSI WDF on Diabetes in Pregnancy, National Co-ordinator for FOGSI MANYATA Quality initiatives, and an adviser at India Institute of Public Health and IIM Bangalore. In the year 2013, she was the PRESIDENT of FOGSI (Federation of Obstetric & Gynecological Societies of India), with 32,000

**“WOMEN’S HEALTHCARE IS ONE OF THE MOST NEGLECTED ISSUES IN INDIA. IT 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”**

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.”

To improve the overall women’s healthcare services in India for long-term results, she has been contributing to nation building in her own capacity. To change the fact that the MMR in India is poorer than that of Bangladesh, she has launched two flagship initiatives: Helping Mothers Survive (HMS) and Save Mothers, which have now been institutionalized in a few states of India.

She says, “It is a fact that whichever country had a healthy population prospered on all fronts. About 30 per cent of India’s population is in the age group of 10–19 years. It is estimated that there are almost 331 million adolescents in India. They represent a resource for the future whose potential has to be nurtured. We have to

specialists on roll as the members.

She says, “To head the FOGSI was the high point of my career because the initiatives launched then are policy programmes for some progressive states today. The FOGSI Vision 2022 captures our aspirations and goals to make India a vibrant and healthy nation.”

She regularly contributes to publications and textbooks, and conducts educational workshops all over India.

She has been instrumental in getting March 10 declared as the Gestational Diabetes Mellitus (GDM) Day, the first by any country, as the number of diabetics in India is very high. She explains, “We conducted a survey and our findings revealed that approximately 10 per cent of women, who get pregnant every year, developed diabetes during the gestation period. Even with 10 per cent, the numbers in this country are whopping, as it works out to about three



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## DR. HEMA DIVAKAR

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million women every year. This is an alarming trend, which cannot be ignored. From being called Diabetes Capital of the world, we want India to be Diabetes Care Capital of the world.”

Working with the Karnataka Government on several issues through The Asian Research & Training Institute for Skill Transfer (ARTIST), which she started as a premier institute for learning, she has initiated a public-private-partnership with the National Rural Health Mission (NRHM) to adopt and manage the First Referral Units (FRUs), exclusively dedicated for maternal healthcare services, in several economically backward districts of Karnataka.

Further, she has also collaborated with the state government to make 2,00,000 women workers in garment factories of Bengaluru Anaemia-free.

### DESERVING RECOGNITIONS

Dr. Hema has been creating waves in the entire Asia for her complete focus on making a positive change in India's healthcare industry. She shares, “To be recognised with other achievers of Asia thrusts on me a greater responsibility and ownership to reform the women's healthcare ecosystem in an innovative and impactful manner.”

Her ingenious work in the healthcare industry has received worldwide recognition and praise, as they directly improve the people's requirements in the healthcare industry of India. She understands and is deeply emotional about the fact that Indian women and children don't have easy and affordable access to quality healthcare, especially in rural areas. So, she has set out to changing the face of the country's healthcare sector where it's most relevant.

Offering speciality services, she has worked on lesser known issues of women, and has catered to basic pre- and post-natal care. Her committed efforts have been recognized well, as she is the only recipient of the Lifetime Achievement Award from the World Diabetes Foundation (Diabetes in Pregnancy Study Group of India) and the fifth Indian woman to receive the prestigious FIGO (International Federation of Gynaecology & Obstetrics) Women Achiever's Award. She has received the honorary fellowship from the Royal College London, Icons of healthcare Award in Singapore, and even Greatest Leader and Global Asian Awards. The hospital follows the philosophy of Dr. Hema, and like her, every employee at the hospital possesses exemplary determination, expertise in his/her own area of function, and a high consciousness for quality.

Her resolute efforts have resulted in the development of Divakars Speciality Hospital as a center of excellence in women's healthcare focusing on all age groups, before and beyond pregnancy, offering the complete range of consultative and specialized services to meet the needs of adolescent, reproductive age and postmenopausal women.





# DR. MOHAMMAD SALEM OMAID

President & CEO, Azizi Bank, Afghanistan

**Everyone has a success story. What's yours?  
Please share in detail for our readers.**

*I have been associated with the bank since its inception. I started my career with the bank as a Finance Officer in 2006, have seen the bank grow from its roots to its current position, have also witnessed the highs and lows in the growth story, and have come across various political and economic turmoil in the country. However, having said that, I have always envisioned a bank in Afghanistan with world-class banking.*

*Seeing the bank today, as one of the most digitally advanced bank in the country with superior products and services, and a bank of customer's choice makes me feel really proud and I consider it as my highest success professionally. However, this has not happened in one day. There have been the superlative efforts of each and every member of my team for the last 12 years barring all the challenges in bringing the bank to its present summit. It has been a complete team effort.*

*Nonetheless, we still have a long road to cover and I have a larger dream of seeing my bank go international soon. I've been blessed to have people in my team who have the zeal and passion to dream big, and they help me to execute the vision I have.*

**Please share with AsiaOne some specific challenges that you must have faced. What specific did you learn while overcoming those challenges? What techniques did you employ to overcome those challenges?**

*Afghanistan's biggest economic challenge is finding sustainable sources of growth. Economic recovery is slow as continued insecurity is curtailing private investment and consumer demand. Agricultural growth has been constrained by unfavourable weather conditions in the past years. The fiscal position has remained strong, driven by improvements in revenue performance, although the government remains heavily reliant on donor grants. Afghanistan faces numerous political challenges as it fights the insurgency. Presidential elections together with the country's district-council elections are due in 2019.*

*Fiscal management has remained strong. An overall fiscal surplus of around 0.7 percent of GDP was achieved in 2018. Despite slow growth, domestic revenues reached a record high of Afs 189.7 billion, an increase of 12 percent from 2017 levels. Strong revenue growth was supported by improved tax administration, with estimated arrears collection of Afs 10.5 billion and a surge in non-tax revenues.*

*However, challenges always come with opportunities and as a banking unit, we are prepared to cope up with any challenge. Azizi Bank had a defined strategic plan for 2020, which has been further updated & revised till 2022. This strategic plan is discussed in detail in the board meetings and is further discussed at the departmental level for strict implementation. Policies are revised and framed accordingly as per the mission and vision statement and the strategic plan. A clear working plan is framed for each department to ensure effective implementation of all the activities as targeted.*



Azizi Bank makes a detailed analysis of the current economic situation of the country while the strategies are analysed or developed. It also takes into account the factors of its performance in the preceding last 3 years and makes the assumptions for the next 3-5 years. Analysis of the competition bank in the country in terms of its growth, both macro and micro, is made as well while the strategic plan is implemented. Prior to finalizing the strategies, series of discussion involving all the stake holders are held on how it perceives the growth following the market conditions. A detailed market analysis is made prior to finalizing the strategic plan. The participants in the process of making the strategic plans involves the CEO, board of management members and other senior management member including Audit, Risk and Compliance.

**What are your KEY business, operational, and human resource STRATEGIC CHALLENGES and advantages associated with organizational SUSTAINABILITY?**

Key business includes retail & corporate business, trade finance and remittance business. Afghanistan is an import-driven economy as more than 90% of the goods are imported into the country. It is also a USD-driven economy. Afghanistan is also a challenging economy having its own political challenges for more than 2 decades. It was under the FATF sanctions until June 2017 where it was barred to have USD inter-bank cooperation with banks around the world. This challenge of USD Nostro is still a big challenge in the country with most of the banks.

Amidst all the challenges, Azizi Bank has shown a sustained growth over the years and has been successful in ensuring its leadership in the country.

**How do Senior Executives in your bank act as role models and develop future leaders?**

The senior executives are experienced expatriates with an average experience of more than 20 years and have worked with major banks across the world. They have the requisite knowledge to understand the sustainability requirement and to ensure mitigation of risk in line with processes laid for the organizational growth. Azizi Bank has a defined structure of capacity building measures wherein the expatriates take regular classes of the local Afghans within the bank on the various topics related with their department. This is a regular affair and an average of 5 classes per month is a mandate set by the board. The classes not only cover the various banking subjects but also assist the local people on how to improve communication, learn the professional methods of customer service and what is happening around the world on banking and fintech.

**Give details of resilient operational planning and control, with focus on achievement of key objectives and goals.**

Azizi Bank has a structured and defined operational plan that clearly defines actions it will take to support the strategic objectives and plans of the management. The key objectives are well defined with focus on quality standards and key performance indicators (KPIs). The plan also carries the timelines and a defined process for monitoring progress. Forecasting, Planning and Controlling with Adjustment are clearly defined to achieve the key objectives and goals.

**How does your organization link innovation with growth?**

The unifying theme at Azizi Bank ever since it started over 12 years ago, is its goal-driven investment on experience and innovation, which it took as its starting point when it developed the bank's corporate motto. With its strong customer-centric approach, extensive knowledge of the industry, and dedicated employees, Azizi Bank has been successful in becoming the leading bank in the Islamic Republic of Afghanistan.

**Please share with us your personal and professional moments of triumphs, including any awards you may have received. How has your family supported you in your journey? What inspires you to do better in your profession and life?**

In my career span of more than 12 years with Azizi Bank, I am grateful to almighty Allah for showing me the right path and bringing along with, its moments of accolades. My family have been always supportive and have consistently encouraged me on my endeavours. Apart from national awards for developing the banking sectors, I have also received various international awards and it is listed as below:

- Awarded by the Parliament of Afghanistan for playing an effective role in the development of the Afghan Banking Sector.
- Awarded by the Ministry of Defense for establishment of a proper & transparent salary payment system for the Afghan soldiers.
- Queen Victorian Badge by the Socrates Committee of the Europe Business Assembly, United Kingdom
- Best Private Banking CEO, Afghanistan 2016 & 2017 by the South Asian Partnership Summit, a SAARC Country initiative
- Best Retail Banking CEO, Afghanistan – International Finance Magazine, London
- Promising Young Banker Award by the Asian Banker, Singapore. The only Afghan to receive one.

**I am also associated with various autonomous bodies as**

- Chairman – Afghanistan Banking Association (ABA)
- Chairman – The International Chamber of Commerce, Banking Commission, Afghanistan
- Member – Thames Valley Chamber of Commerce, United Kingdom
- Member – Europe Business Assembly
- Member – The World Confederation of Business, United States of America

**Please share how you have been giving back to the society, which has been instrumental in your amazing success. What CSR activities have you been involved with personally and professionally?**

Azizi Bank is the only banking institution in the country with a sustained CSR Policy and Responsible Banking. We consider CSR as one of the important aspects for the growth, and support the important cause of the govt. in terms of sustainability initiatives and also support the society at large. Our involvement in CSR initiatives has made a great impact of our brand in the society. The bank has been quite active for the last 4 years on various initiatives across the country and has received considerable amount of appreciation from the govt. and the society at large. From community services perspective, we have supported multiple hospitals and homes in terms of providing medicines, essential utilities, infrastructure development, food materials, and stationeries, and have also organised blood donation camps, etc. From environmental sustainability perspective, we started the go-green initiative by planting thousands of trees across the country, campaigns on saving water, pollution control, etc. We have recently partnered with the National Environmental Protection Agency (NEPA) of the Govt. of Afghanistan in terms of a MOU wherein we will be working jointly on various other initiatives. From capacity building perspective, we have been providing free trainings to college graduates and management students on various subjects related with banking, finance, economy, etc.

**What message would you like to give to the youth, especially young generation, who look up to you as their role model?**

The world is suffering from globalized sameness. For that specific reason, I deeply believe that we need a new diversity. The world needs young people who have the eagerness to learn and open up their own imagination. You have the unique chance to design a new world that can even be better than the one we live in. Have the courage to suffer, because suffering is often a moment of clarity when you can no longer deny the truth of a situation and when you are forced into uncomfortable change. Have the courage to be fearless and to take risks. Try everything you think you might want to do professionally before accepting whatever backup plan you have in the back of your head. Some people dream of great accomplishments, while others stay awake and do them. The adult world is not full of gods. It's full of people who have acquired skills and habits that work for them. So develop your own skills and habits around your unique strengths and passion.





# *Black Swan Women Entrepreneurs 2018-19*

*It is a widely recognized fact that talent is genderless and an inclusive environment which nurtures a diverse workforce makes any organization more productive, innovative, agile and more receptive to the internal as well as the external environment. In sync with UN Women, AsiaOne Magazine and URS Media are dedicated to gender equality and the empowerment of women, while endeavouring towards accelerating progress on meeting their needs worldwide. AsiaOne's BlackSwan Women Empowerment Entrepreneur Awards is our attempt to recognize not only the achievements of ambitious women who have left indelible impressions of glory in their respective spheres owing to their determination, perseverance and passion to make it big, but also their efforts in helping economies thrive, spurring their productivity and growth*







# SANIA MIRZA

A GLORIOUS SAGA OF GRIT & DETERMINATION

*Adjudged as the best Indian professional tennis player in both the categories – singles and doubles – Sania Mirza has left an indelible impression on the global sports arena by the virtue of her remarkable performance. The rising sun of women empowerment, she is an inspiration for umpteen women who look up to her and intend to follow her lead*

**B**orn to a sports journalist, Imran Mirza, Sania was introduced to the game by her mother Nasima Mirza. Touted as one of the finest doubles players in the world and without doubt the finest women's tennis player to have ever represented India, Sania Mirza's achievements also include laurels like Arjuna Award, WTA Newcomer of the Year, Padma Shri, Rajiv Gandhi Khel Ratna and the Padma Bhushan to name a few. She has won 13 medals for the country. Sania is the highest ever ranked singles player in the men and women category in the last 30 years and has been ranked as 27th in singles and the world number 1 in doubles.

## MAKING A MARK

Her remarkable journey is replete with memorable singles wins over Svetlana Kuznetsova, Marion Bartoli, and Vera Zvonareva. The world number one tennis doubles player acquired this position by recording notable triumphs over the existing toppers of the sport, which included Martina Hingis, Victoria Azarenka, and Dinara Safina. Her powerful strokes and effective style of playing made Sania one of the highest paid and extremely successful high-profile public figures not only in India but internationally as well. As the first Indian woman to win six Grand Slam titles, she has set really high benchmarks for numerous other sportspersons who wish to join her league.

## TENNIS – HER CHILDHOOD PASSION

Born and brought up in Hyderabad, Sania's journey began at the age of six at Nizam Club Hyderabad. She received her initial training in tennis by C.K. Bhupathi, father of another tennis ace Mahesh Bhupathi, for the initial training. After obtaining professional tennis training from Sinnet Tennis Academy, Secunderabad, Sania joined the Ace Tennis Academy in the United States.

As a junior tennis player, she won 10 singles and 13 doubles titles, which proved that she was meant to make it big in realm of tennis. Since then, there has been no looking back for the champion. In February 2005, she defeated the

ninth-seeded Alona Bondarenko in the A.P. Tourism Hyderabad Open finals. This enabled her to grab a WTA title, making her the first Indian woman to have achieved this feat.

## THE UNDAUNTED TRAILBLAZER

Despite financial pressures and infrastructural constraints, she chartered her distinct course to success owing to her determination and passion for the sport. While 2007 was the golden year for the tennis player as she was ranked the highest in her career as 27th singles player in the world; the year 2008 brought a brief halt to the professional player's career while she represented India in the Summer Olympics. She got eliminated from the singles tournament at the event because of a severe wrist injury. The injury led to her withdrawal from the famed tournaments, including the French Open and the US Open Grand Slams. Although it was a major injury, she didn't stop and continued with the doubles championships.

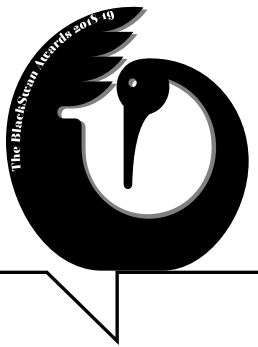
## GARNERING GLORY

The 'Pride of the Nation', Sania Mirza has been featured by various national and international publications. An international magazine has named her as one of the '50 Heroes of Asia'. She was also listed among the ET's '33 women who made India proud'. She was appointed as the UN Women's Goodwill Ambassador at the 'International Day to End Violence Against Women' awareness event in November 2013. Time magazine listed her as one of the '100 Most Influential People in the World' in 2016.

Having played the singles, doubles and mixed doubles formats, Sania Mirza has chosen to share her wealth of knowledge and will join broadcasters Star Sports as an expert to analyze the day-to-day action of the ongoing Wimbledon for fans across the country.

**"SANIA MIRZA'S ACHIEVEMENTS INCLUDE LAURELS LIKE ARJUNA AWARD, WTA NEWCOMER OF THE YEAR, PADMA SHRI, RAJIV GANDHI KHEL RATNA AND THE PADMA BHUSHAN"**





# ANANYA BIRLA

A TALE OF MIND, MELODY & MIGHT

*The multifaceted personality, Ananya Birla is not only a successful entrepreneur, singer and songwriter but is also a quite popular youth icon as well. Besides successfully venturing into the realm of business with her first start-up Svatantra Microfin at the tender age of 17, she has been consistently making great strides in the international music industry and is riding high the success wave with her latest single "Unstoppable," which celebrates womanhood, and stands for liberation and change*

**A**part from being a karmayogi, who is living the dream, she is driven by the vision to bring about a positive change in society. Her venture Svatantra Microfin supports women entrepreneurs in the rural areas to grow and become financially more secure.

## PLAYING PLEASANT NOTES

Ananya always chose to do things differently. A quiet, observant and introspective child, she had an interest in music since an early age. She learnt to play santoor when she was just 11 years old. As she grew, so did her interest in music. She taught herself to play the guitar with the help of video tutorials on the web. This was the beginning of a passion that continues to grow even today. She is an acclaimed singer who writes her own songs. 'I Don't Want to Love' is her much acclaimed song which first brought her to the music scene. She was signed as an artiste by the Universal Music Group (India). Her debut single 'Livin the Life' was launched worldwide in November 2016. 'Meant to Be' is the second international single to be released in July 2017. Ananya has been certified 'PLATINUM' as per the standards followed by the Indian music industry, which makes her the first Indian artist to go Platinum.

## EMBRACING LEARNING FROM ALL DIRECTIONS

Ananya studied at the Oxford University, UK, where she pursued degrees in Economics and Management. As a student, she developed keen interest in music and started singing and playing the guitar; while still managing her microfinance venture Svatantra over Skype calls with a capable team back home in India.

During her stay in London, Ananya also worked as a counsellor for a student welfare charity. She met and interacted with many young people of her age who were suffering from anxiety and

depression. This experience shook her from within and after returning to India, she set up a mental health initiative called MPower along with her mother Neerja Birla. MPower works to stamp out the stigma towards people with mental illness in India. The organization also sensitizes people towards mental illnesses like anxiety and depression that are so common in our society today and can be controlled with family's cooperation and a strong social support system. She felt a greater need to start Mpower because in India, it is difficult to change perceptions related to mental health, so she decided to take up the challenge of repairing the innate conditioning of the people which perceive mental illness as an evil.

Her venture MPower is a timely step in this direction as it is high time to fight for rights of people with mental illness and help them to be understood and treated supportively like any other person who is unwell. Under her able leadership, The MPower centre provides holistic mental health care solutions to children, young people, and adolescents, and their families. The foundation helps people with psychological difficulties lead meaningful lives without social exclusion. It also helps create awareness by organising workshops for the youth.

Ananya's entrepreneurial instincts led her to start an e-commerce platform - Curo Carte - which is a global e-commerce platform that provides handmade and high-end luxury products, curated from nine countries. The online portal is an amalgamation of design, beauty and lifestyle and offers around 1500 products across 70 categories.

An inspiration to today's youth, Ananya Birla exemplifies the courage to let go of the comfort zone and pursue one's dreams by working hard to be the best at each and every endeavour, and light up the way for others simultaneously. Despite being the third-generation scion of the Birla family, Ananya is a completely grounded personality and comes across as an epitome of humility. Besides making her mark in the realm of music and business, she also tops the popularity charts owing to her immense contribution to social welfare.

**"BESIDES MAKING HER MARK IN THE REALM OF MUSIC AND BUSINESS, SHE ALSO TOPS THE POPULARITY CHARTS OWING TO HER IMMENSE CONTRIBUTION TO SOCIAL WELFARE"**









# H.E. DR. SARA AL MADANI

LEADING THE WAY

*Owner of 6 businesses, member of 2 government boards, achiever of an honorary doctorate degree and an epitome of women empowerment – Dr. Sara Al Madani has many feats to her credit. Venturing into the field of entrepreneurship at a nascent age of 15, she has come a long way by establishing herself as an influential fashion tycoon, restaurant owner, techpreneur, entrepreneur and public speaker. She is an inspiration to umpteen women across the world who look up to her and wish to follow her lead*

**D**r. Sara is an embodiment of confidence and positivity and has been constantly adding feathers to her heavily embellished cap. Starting her own business at a tender age of 15, she gradually established herself as a talented young entrepreneur. Her creativity, passion and hope encompass her business, fashion, education, travel and life. Impressed by her multifaceted personality, she was selected by none other than His Highness Sheikh Dr. Sultan bin Mohammed Al Qasimi to be a board member of the Sharjah Chamber of Commerce & Industry in 2014. Taking pride in being the youngest board member at this organization, she attributes it to her hard work. In 2017, she was also chosen to be a board member of the UAE SME Council at the Ministry of Economy, Dubai.

## LAUNCHING HER DREAMS WITH EARNESTNESS

Born to a Bahraini father and Emirati mother, Dr. Sara showed entrepreneurial spirit even at a very young age. Having brought up by parents who enforced that rewards are a result of hard work, she was enthused to be ambitious. She believes the support of her parents was a major childhood influence. Though many thought she was just a child going through a phase, she was determined to prove herself.

Dr. Sara financed her business herself at 15 years old by selling electronics and doing small-scale jobs. Boldly, she started her fashion line with not much information on the fashion industry other than a vision to give a makeover to the traditional clothing. Her attempts at the creation of novelty and her mission of starting a fashion line that would disrupt the traditional Abaya style and evolve it, while still keeping it modest, are really commendable. Steadily, the fashion business started to grow. Even when the business saw turbulent times, she bounced back as a more capable business person and feels that she has gained more knowledge and wisdom in that process.

Learning through her experience and evolving as an entrepreneur with each passing day, Dr. Sara learnt the tricks of the trade mainly through her passion for excellence. After the success of her fashion line - Sara Al Madani Fashion Design (previously Rouge Couture) - she went on to launch

a restaurant Sharbarbush based in Dubai and a creative consultancy - Social Fish - which provides creative ideas for other businesses. She is also a partner in a technology company 'Hulatek' in Los Angeles.

Juggling so many tasks in one day, Dr. Sara never feels that she needs to have a work-life balance, and in fact, she does not believe in such a concept. Since she is also a mother, she is aware of how to prioritise her tasks as for her, family and relationships always come first.

## SHARING WISDOM

As a role model for the youth and women, she is always keen to share her knowledge and wisdom with everyone around her and declares that she teaches women, and sometimes young men, the ways of doing business and sustaining in the fashion industry, and at times shares the techniques of managing business with them. She believes that knowledge and experience are for free so we should always share them with everyone around and be the change we want to see in the world.

Her advice to all Emirati women is to always believe in themselves, trust their instincts and focus on their goals. She stresses upon the fact that one should never be scared of making mistakes, because mistakes are a strong element in building one's personality, character and experience. Having met with so much success and having won many awards in a predominantly men's world, Dr. Sara feels that more women should enter the entrepreneurial world. Being natural multi-taskers and fundamentally being more responsible with money does give women an edge. Motivated to inspire the women of the UAE and the younger generation, she started her journey as a public speaker. Dr. Sara believes that it is essential to inspire as well as to perspire, and by this virtue, she has shared her knowledge and experience through more than 200 events and keynote speeches.

**“DR. SARA BELIEVES THAT IT IS ESSENTIAL TO INSPIRE AS WELL AS TO PERSPIRE, AND BY THIS VIRTUE, SHE SHARES HER KNOWLEDGE AND EXPERIENCE THROUGH KEYNOTE SPEECHES”**





# MANDIRA BEDI

ALTERING OUTLOOKS AUDACIOUSLY

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*Having been a part of the entertainment industry for more than two decades, Mandira Bedi is a renowned personality who has always been ahead of her times. As an actor, anchor, sports presenter, fitness enthusiast and a designer, Mandira prefers following her own terms. She cherishes both ups and downs of life and firmly believes that there can be no success without failures. Undoubtedly, she is a force to reckon with*

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**T**he year was 1994 when Shanti — the first daily soap on Indian television was just launched. Though the show was the talk of the town, it was Mandira Bedi, the lead actress who indisputably caught everybody’s attention. As ‘Shanti’, Mandira Bedi catapulted to great heights of success unheard of till then and quickly became a household name. From that moment, no matter what she did, she was always conspicuous. It was not just the finesse in her work but also the way she carried herself that won everyone’s heart.

Her fearless attitude, optimistic outlook on everything, humble nature, and a spirit that never backs down inspire her to experiment with new things in life. Her role as a cricket presenter was also much talked about and she believes it was the turning point in her life and career. Unquestionably, Mandira was also a game changer at a period of time when sports presenting was considered to be a man’s job. Shattering stereotypes, she went on to host a string of cricket championships including 4 cricket World Cups, 2 Champions Trophies and 3 IPLs for various channels that got her name to be synonymous with sports presenting.

## CHARTING HER OWN COURSE

Instead of taking everything that is handed to her, Mandira prefers taking up influencing roles that fascinate her. She has been taking on riveting author-backed and powerful roles both in movies and web series. She has also been a host for a variety of reality shows. Mandira revealed her adventurous side when she did the Indian version of the cult show, Fame X.

## A COMMITTED FITNESS ENTHUSIAST

Mandira takes her fitness very seriously. This vibrant woman attributes her productivity and the ability to bounce back after the birth of her son to her strong fitness regime. Mandira’s no-nonsense attitude towards food and being mindful of

her health gives serious fitness goals to anyone around her. She has proved that age is not a factor in fitness and it is never too late to take up an exercise routine.

She lives by her mantra which is to stay strong and fit not just physically, but emotionally and mentally too. She loves taking on new challenges. Her sense of adventure made her drive a 12 ton goods carrier truck, across the Himalayas, over 6 of the highest motorable passes in the world.

## A POPULAR ANCHOR

Mandira has hosted a series of cricketing championships including 4 Cricket World Cups, 2 Champions Trophies and 3 IPLs for various channels that made her a name synonymous with sports presentation. Apart from that she has hosted a variety of music reality shows like Indian Idol and the Indian Version of Fame X and has also been an integral part of the Indian adaptation of the cult show 24. Since then she has continued to engage with audiences by successfully slipping into different roles. She never hesitates to speak on any issue, and is very candid in nature.

## A RESERVOIR OF CREATIVITY

Mandira ventured into the fashion industry in 2013 and launched her trademark saree store. Though it may seem like a new step in her life, she knew very well that it was right up her alley and she would definitely excel in this business. With professional poise, she debuted as a fashion designer during Lakme Fashion Week in 2014 with both quirky and classic sarees. As an animal lover, she also has promoted faux leather.

As a person who strongly believes in giving back to society, she is associated with Magic Bus Foundation and St. Anthony’s Home for the Aged. A vibrant and capable actress, she also readily plays varied roles in life. With exemplary management skills, she finds time for everything in her life and is a devoted wife and mother.

Even though Mandira has tasted immense success, she feels that she has a long way to go and is keen on exploring life.

**“HER SENSE OF ADVENTURE MADE HER DRIVE A 12 TON GOODS CARRIER TRUCK, ACROSS THE HIMALAYAS, OVER 6 OF THE HIGHEST MOTORABLE PASSES IN THE WORLD”**









# CELINA JAITLEY HAAG

THE QUEEN OF HEARTS

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*A renowned Indian actress, beauty queen, UN Equality Champion, brand ambassador, humanitarian, activist and writer – Ms. Celina Jaitly Haag can be delineated in numerous ways. A deadly mix of beauty, brains and a heart of gold, she has been consistently garnering glory as social reformer who has played a significant role in spreading awareness regarding the right to equality for the LGBT communities all over the world*

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**H**ailing from an army background, Ms. Celina Jaitly Haag inherited the traits of discipline, strong determination and never-say-die attitude from her father Colonel Vikram Kumar Jaitly who served in the Indian Army. Owing to his transferable job, she was raised in numerous cities across India and received her education from a dozen of schools in Lucknow, Kashmir Valley, Ranikhet, Odisha and Kolkata. Inspired by her father, Ms. Celina wanted to serve the Army as a pilot or a doctor. However, destiny had some other plans for her in store and she ventured into modelling at the age of 16, while she was still a student.

In 2001, she participated in 'Femina Miss India' pageant and won the coveted Miss India title. Further, the beauty icon represented India at the world's biggest beauty pageant – 'Miss Universe Pageant' – and earned 4th position among the beauty queens across the world.

## SHINING AT THE SILVER SCREEN

Ms. Celina's success in the beauty pageant paved way for her career on the big screen as well. Her first movie as an actress was 'Janasheen' directed by Feroz Khan. Since then, she has done many successful films and has established herself as an accomplished actress. Her blockbuster movies such as 'No Entry', 'Golmaal Returns,' 'Apna Sapna Money-Money' and others have established her as a comedy queen in Bollywood. Apart from Hindi films, she has also worked in English, Telugu and Kannada films. By the virtue of her popularity, she has endorsed a range of brands worldwide as their brand ambassador including Sepang Circuit Malaysia, Ayur, Ponds, Margo, Gitanjali Diamond Jewels, Jashn, Richfeel, Proactiv international skin solutions and many more prominent products.

## MAKING THE WORLD A BETTER PLACE

Ms. Celina has been participating actively in many social causes since the age of 16. She is associated with many non-governmental organisations and is providing her services to many noble causes that include spreading awareness about Human Immunodeficiency Virus (HIV),

Acquired Immunodeficiency Syndrome (AIDS), rehabilitation of sex workers and fighting for the rights of LGBT community in India. She has also been supporting the families of soldiers who have lost their lives in the line of duty. Being an animal rights activist, she is also a PETA ambassador who is leading many campaigns for animal rights worldwide. One of the most prominent campaigns conducted by her was against animal testing at AIIMS (All India Institute of Medical Sciences) and the plight of animals in the Indian zoos.

## A STRONG SUPPORTER OF THE LGBT FAMILY

Ms. Celina is one of the celebrities who is a staunch supporter to the cause of LGBT equality and has vowed her support to the 'Free & Equal Campaign'. She is the first Indian celebrity to become one of the United Nations' Equality Champions in order to fulfil her broader goal of winning the respect and acceptance of the existence of LGBT community. She has played an influential role in driving people's concern towards Section 377 of India's Criminal Code, which criminalises homosexual activities in India, despite facing many hindrances including cultural objections and even life-threatening situations. Her tremendous efforts paid off when the law was finally revoked in India.

## MERIT RECOGNISED

In addition to the various beauty titles, Ms. Celina has earned the 'Best Actress Award in a Comic Role' twice. She was also honoured at Cairo International Film Festival for Contribution to Cinema (CCIF) Award.' She has received 'Humanitarian Award' from PETA India for bringing the attention of people to the plight of captive elephants. She was recently awarded the very prestigious Harvey Milk Foundation's "Lilla Watsons Award" for her decade long work as a humanitarian.

**"MS. CELINA  
WAS RECENTLY  
AWARDED THE VERY  
PRESTIGIOUS HARVEY  
MILK FOUNDATION'S  
"LILLA WATSONS  
AWARD" FOR HER  
DECADE LONG WORK  
AS A HUMANITARIAN"**





# DR. RAJA AL GURG

CHARTING MULTIPLE TRAJECTORIES OF SUCCESS

*The Vice Chairperson & Managing Director of the Easa Saleh Al Gurg Group LLC (ESAG), Dr. Raja Al Gurg has significantly contributed to the multiple industrial divisions operating in the Middle East. From building and construction to retail and real estate, she owns tremendous expertise in operating each and every section of the market efficiently. Her valuable insights have played a major role in the growth and expansion of ESAG*

**D**r. Raja Al Gurg completed her graduation in English Literature from Kuwait University in 1977. Soon after, she began her career as an educationist by serving at Zabeel Secondary School for Girls as the headmistress from 1978 to 1989. She also enhanced her repertoire of skills by attending advanced courses in Management, Sales and Marketing, Human Resources and Personality Development.

#### AN INFLUENCER BY NATURE

A leading international magazine named her as the third most influential businesswoman in the list of the top 100 Most Powerful Arab Businesswomen for 2017. Her determination and dedicated efforts in serving the different niches that Easa Saleh Gurg Group LLC, or ESAG, operates in has made her acquire and hone various skills. She is very well-versed in areas of work such as real estate, building and construction, industrial, retail, and joint ventures.

In addition, she was also ranked 90th in the 'The World's 100 Most Powerful Women' list by Forbes in 2017. Her innovative approach and out-of-the-box thinking made her the lead delegation of Dubai businesswomen to the United States' Arab Economic Forum along with Sheikha Lubna Al-Qasimi in September 2003.

#### EXPLORING HER MULTITASKING TALENT

Following her journey as the headmistress, Dr. Raja became a member of the Board of Directors of the ESAG and is currently the Managing Director of the Group. Dwelling in Dubai, the U.A.E., she has become one of the most influential personalities of the Middle Eastern region owing to her active and bold decisions in her diverse ventures. Besides this, the leader is known for handling multiple positions at a time, including being the board member of the Dubai Chamber of Commerce and Industry, or DCCI. She is also the President of Dubai Business

Women Council along with being the Vice-Chairperson of the Board of Directors of Dubai Healthcare City Authority.

Ms. Gurg is also the first woman from the U.A.E. to be on the board of HSBC Bank Middle East Limited. In addition, she holds a significant position on the advisory board of Royal Bank of Scotland Group's wealth section, the Coutts Bank. She is also one of the members of the board of trustees for the Middle East's one of the largest development and community foundations, the Mohammed Bin Rashid Al Maktoum Global Initiatives.

#### WORKING DEDICATEDLY TOWARDS STRENGTHENING THE SOCIETY

Under her leadership, Easa Saleh Al Gurg Group LLC not only focuses on generating revenues but also aims to keep a certain amount for the growth and development of the underprivileged sections of the society through ESAG Charity Foundation.

In 2010, ESAG Charity Foundation was established by HE Easa Saleh Al Gurg based on the order of His Highness Sheikh Mohammad Bin Rashid Al Maktoum, the Prime Minister of the Emirates and Ruler of Dubai. The foundation completely focuses on offering all kinds of support to the charitable housing projects, including orphanages, old age home, academic institutions, public libraries, and so on.

The Foundation also aims at providing equal educational opportunities to the kids of all sections of the society; thereby, offering significant study and research grants to the deserving candidates. In addition, it also plays an important role in ensuring the best medical facilities and rehabilitation services for the people of the Middle East.

With her contribution to every field that needs emphasis in the region from real estate to development of old age homes and from retail to medical facilities, Dr. Raja Al Gurg is a socially-driven personality along with being an ideal businesswoman. Her awards such as the honorary Doctorate for her services to business and commerce at Queen's University Belfast recognized her efforts in the business world. Her accomplishments have proved the inevitable business skills and the flawless devotion she possesses.

**"A SOCIALLY-DRIVEN BUSINESSWOMAN, SHE CONTRIBUTES TO EVERY FIELD FROM REAL ESTATE TO DEVELOPMENT OF OLD AGE HOMES AND FROM RETAIL TO MEDICAL FACILITIES"**









# HABIBA AL MARASHI

WORKING DILIGENTLY TO MAKE THE WORLD A BETTER PLACE

*Nurturing a dream for a cleaner and greener future, Ms. Habiba Al Marashi established Emirates Environmental Group (EEG) in the year 1991 for ensuring the protection of the environment through awareness, education, and active participation of the public, irrespective of nationality, gender, or age. As the Co-founder and Chairman of the organisation, she is playing a significant role in securing the natural environment for future generations*

**U**nder her leadership, EEG has been initiating programs to involve students, families, as well as corporate groups to enhance the living conditions for humans as well as other living creatures around. The reason behind the success of the EEG environmental campaigns is the active participation opportunities that Ms. Marashi keeps on introducing for the public across the Middle East from time to time.

Besides the involvement of people as individuals, her campaigns have also seen the willingness among various local and federal government agencies, schools, colleges, and universities for participating in the environment-friendly programs and sessions that are scheduled and conducted every now and then.

## **PRESERVING THE MOTHER NATURE**

Ms. Marashi partnered with 12 like-minded people, who shared the common desire to make the environment worth living in for mankind, including flora and fauna. Today, her socio-economic venture has become a voluntary organisation having a large network beyond the local and national borders.

Her humble and down-to-earth nature can be assessed from the fact that she never hesitates in attributing the credit of the success of the environmental entity to her employees, staff members, contributors, as well as the public, who have come forward and walked hand-in-hand with her at every stage of the process of environmental protection and sustainability.

Ms. Marashi has been quite active in designing the operational and management framework of EEG. It has been her efforts and methodical approach that made EEG the first environmental NGO in the world to receive the ISO 14001 accreditation.

## **SPREADING AWARENESS**

Since environmental ignorance among the masses is the result of lack of information, Ms. Habiba Al Marashi feels responsible enough to spread awareness pertaining

to the different perspectives of the environment. She, therefore, undertakes various activities to inform and educate people about different global ecosystem challenges.

As the EEG chief, she makes sure to connect with the concerned authorities and implement various programs and projects to achieve her set goals. Her relentless efforts of creating and spreading environmental awareness have come a long way in fostering the level of participation with regards to the environment from all across the globe.

Since the environment protection campaign is not only about planting the trees, Ms. Marashi has always focused on waste management to ensure a healthy and hygienic environment all around. Through EEG, she has been making the public aware of the recycling of certain products to control the wastage of resources to a great extent.

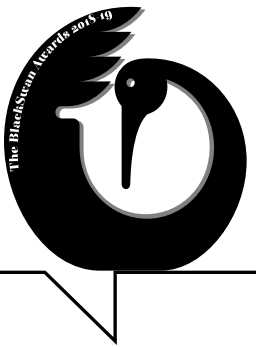
Ms. Marashi adheres to EEG's motto: 'Together for a Better Environment' in every aspect of her life, with this motto, the innovative programs initiated by her, in association with different members, have given birth to a completely new generation of environmentalists who are replete with novel ideas. This is what Ms. Habiba Al Marashi has always wanted and achieved while also looking forward to many more innovations and opportunities in the years to come.

## **EFFICIENTLY PLAYING MANY ROLES**

Owing to her ceaseless determination towards protecting the environment, Ms. Marashi has been actively associated with various organisations and initiatives. She is one of the board members of the UN Global Compact (UNGC) — the world's largest voluntary corporate citizenship initiative. What's more, she is also the President of the UNGC for the GCC (Gulf Cooperation Council) States.

**“SHE IS A BOARD MEMBER OF THE UN GLOBAL COMPACT (UNGC) INITIATIVE AND IS ALSO THE PRESIDENT OF THE UNGC FOR THE GCC (GULF COOPERATION COUNCIL) STATES”**





# GITA JAGANNATHAN

TRANSFIGURING THE EDUCATION SYSTEM WITH ÉLAN

*Ms. Gita Jagannathan has put in huge efforts and timeless exploration for the establishment and smooth functioning of the Academy of Personalized Learning or APL Global School. Founding the institute was the beginning of her journey of transforming the education system. Her unique endeavours to make a positive difference in the education sector are far better and more practically-driven as against the conventional form of pedagogy that has been globally followed for so long*

**“W**here the mind is without fear and the head is held high, where knowledge is free. Where the world has not been broken up into fragments by narrow domestic walls...” These lines summarize Mrs. Gita Jagannathan’s vision for APL Global School, Chennai, which is inspired by Tagore’s vision for an awakened India. She draws from a wealth of life experiences; wide exposure from traveling and living in small towns and cities; enriching walks, talks and discourses with parents who lived through India’s freedom movement; debates and discussions with extended family who were erudite scholars with strong opinions on a plethora of social and human issues. All these have shaped her thoughts about education.

#### AN EXPLORER BY NATURE

She has a penchant for exploration and thirst to constantly evolve; attributes that reflect her growing-up years when she had to make sense of the cumulative experiences of travelling through 8 different schools, her father having been in a transferable job. Gita is a Reiki & Seichim Grand Master, a hypnotherapist and a student of Yoga. This spiritual sensibility in combination with her skills in psychology and counseling alchemically contributed to the birth of APL school as a space to experience personalized learning for students, faculty members and all stake holders.

#### PERSONAL EXPERIENCES PAVED HER PATH

As a student Gita enjoyed the companionship of school friends, the open playgrounds, the lush vegetation of school, the structured games, music, dance and theatre sessions at school. She thus felt that schools should provide for a range of experiences that address children’s holistic developmental needs. Academy for Personalised Learning (APL) was born out of this need to create a nurturing environment that celebrates individuality and diversity. An Inclusive School that fosters a person-centered

education was the natural outcome of a need to create a happy space in which people are supported to realize their potential. Bhutan’s Gross National Happiness Index, UNESCO’s Happy School Project, Index for Inclusion etc., guide the development of APL pedagogy and practices. A happy individual is naturally eager to learn.

#### A CONSTANT LEARNER

Gita looks at school as a safe space in which students are given the resources and guidance to develop a sense of self. This self identity then extends to the community and the world they live in. Learning to be self-aware, to determine their role in society and to take responsibility, be responsive to the environment is main purpose of an education. Giving children opportunities to problem-solve, to make informed choices and to retain individuality while being a contributing member of society is the mission of school. At APL the school climate is designed to address all these through sustainable living practices.

APL Global School is a unit of Ramaniyam Real Estates, Mr. Jagannathan’s real estate enterprise. Both Mr. and Mrs. Jagannathan were always interested in making a meaningful contribution to society. APL and Ramaniyam Sankara Matriculation School were born out of that inclination. Mrs. Jagannathan, enjoys mentoring and advising Mr. Batcha the founder of Ramaniyam Sankara Matriculation School in their development while Mr. Jagannathan takes an active interest in the infrastructural development of both schools.

Their two daughters’ Giftedness led Gita to learn about the varied educational needs of children and led to the APL model of education that is responsive to individual needs. The school system accommodates students’ needs rather than forcing the child to fit the system. The world today values innovation leading to a wide range of career choices; allowed to be themselves everyone finds their own niche. And APL strives to make that journey finding one’s niche a rich and joyful life experience.

An eternal learner, Gita continues to read voraciously and to spent time with her family, friends of all age groups, as well her pets.

**“WITH HER PEDAGOGICAL, PSYCHOLOGICAL, & SPIRITUAL INCLINATIONS, SHE HAS COME UP WITH AN EXTRAORDINARY INITIATIVE – APL GLOBAL SCHOOL”**









# JASBIR BASSI

SHAPING THE FUTURE OF MOBILITY

*A charismatic entrepreneur of remarkable wisdom and great vision, Ms. Jasbir Bassi has been striving to offer a variety of innovative travelling solutions. She has been instrumental in providing these solutions for both individual and corporate clients through luxury bus rental services in Dubai. She has been successfully driving her venture "Car Fare Dubai" to new heights in the hospitality industry through intelligent planning, mergers and association with the market leaders*

**A** Dubai-based non-resident Indian businesswoman, Ms. Jasbir Bassi along with her husband Mr. K S Bassi launched Car Fare Dubai in 1997 for providing comprehensive and flexible transport solutions to people looking for comfortable and safe travel needs in Dubai.

Ms. Bassi has devoted more than 2 decades to steer the company to a leading position as a provider of specialized service in the rental and leasing of passenger and commercial vehicles. Acting as the Managing Director of the company, Ms. Bassi ensured that Car Fare Dubai offer unmatched top quality luxury bus rental services for a range of occasions and events to its customer.

## SETTING HIGH STANDARDS

Ms. Bassi possesses sharp business acumen and her distinguished methodologies combined with sharp decision-making skills have been the catalyst behind the company's evolution as a market leader in the vehicle rental and leasing solutions in the UAE. She has set very high standards in maintaining high quality of car hire service to match the ever-demanding distinguished customer demands.

Under her exemplary leadership, the company has earned huge reputation and has successfully constructed a niche market in the vehicle rental and leasing business in the UAE over the years.

## REDEFINING TRAVELING WITH NEXT-LEVEL COMFORT

Under her able guidance, Car Fare Dubai has established itself as a leading public transport service provider in Dubai. It offers a wide spectrum of services in its fleet, including short-term rentals, long-term leasing, commercial vehicle leasing, bus rentals, passenger transport services and luxury vehicles.

An exceptional marketing strategist, Ms. Bassi offers one-stop solutions for customized car rental services at reasonable cost. One can avail the services according to his/her requirement, e.g. rentals are available on daily, weekly, and monthly basis.

Having established Car Fare Dubai as renowned brand in the UAE Ms. Bassi has various plans of expanding the company in the Middle East as well as Asia.

The visionary business woman has led Car Fare to a path of rapid progress by offering dedicated and personalized service, unmatched vehicle range at a reasonable cost and flexibility of choices, making it the most popular car rental company.

## CONTRIBUTION TO SOCIAL CAUSE

Peter Drucker has rightly said that "One of the great movements in my lifetime among educated people is the need to commit themselves to action. Most people are not satisfied with giving money; we also feel we need to work." This holds true in case of Ms. Bassi. Besides being an exemplary entrepreneur and an epitome of women empowerment, this gritty business woman also possesses a generous heart to promote the humanitarian cause when it comes to helping the poor and destitute. She is always prepared to provide her help and support for a noble cause and makes a point to take out time from her busy schedule for philanthropic activities.

Recently she visited 'Jyoti SarupKanyaAsra', a home for orphans and homeless girls in Chandigarh, India, and distributed more than 100 blankets, stationary items and other things of daily use to the needy children.

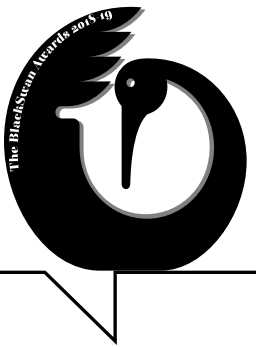
Ms. Bassi has associated herself with the organization permanently. She provides immense support towards the needs of the girls on day to day basis.

She also plans to build a new shelter for the girls with a modern infrastructure, including a sports facility to encourage the spirit of sporting.

Ms. Bassi also sponsors a child at Special Needs Future Development Center (SNF) in Dubai.

**"MS. BASSI HAS LED CAR FARE TO A PATH OF RAPID PROGRESS BY OFFERING PERSONALISED SERVICE, UNMATCHED VEHICLE RANGE AND FLEXIBILITY OF CHOICE"**





# MONIKA CHOUNDHARY

CREATING AWE-INSPIRING ARCHITECTURAL WONDERS

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*The Co-founder and Creative/Executive Director at Habitat Architects + ZNera, Ms. Monika Choudhary is a well-known and reputed architect and designer with years of hands-on experience to stand her in good stead. As a Strategy Head leading Business Development activities at the company, she has been highly instrumental in giving strategic direction to the company. Ms. Choudhary has a plethora of experience working extensively across the country offering unique and novel design intervention solutions*

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**U**nder Ms. Choudhary's able leadership and guidance, Habitat Architects + ZNera has created a distinctly unique style that is peculiarly characteristic. Her architectural marvels radiate quintessential Indianness combined with contemporary design inspiration from all corners of the world. She is known for creating superior and distinctive homes and textiles that are received well by clients due to their seamlessly clean lines, minute aspects of detailing, and global appeal.

#### **AN EXCELLENT LEADER AND MENTOR**

Approaching each design as an art form, drawing from the country's rich and varied heritage and astute knowledge of global cultures, Ms. Choudhary has been paying attention to detail to offer simplicity in design for more than two-and-a-half decades now.

Acting as a mentor and principal designer to a vast team of architects and interior designers at Habitat Architects + ZNera, Ms. Choudhary has successfully and timely delivered a number of projects across all scales and buildings typologies.

#### **A PERFECTIONIST WITH ZEAL TO LEARN**

Ms. Choudhary carefully analyzes each project considering the context — what it is, and what it can be developed into — other than considerations of functional concerns to enhance, embolden, enliven and enrich the living experience of the clients.

With a thorough understanding of cultural and contextual variations, as well as differences in scale and environment, Ms. Choudhary is rightly the preferred choice of many who seek quality and timelessness in their projects.

Intrigued and fascinated by how design could improve the way we live, and positively affect mood and behavior,

Ms. Choudhary has been continually exploring the innumerable possibilities architecture and seamless design configurations can offer by getting involved with as many projects she can manage.

Ranging from small projects designed with careful artistry to highly specialized expressions of interior design to mid and large architectural projects for individuals, corporations, and institutions, Ms. Choudhary is equally comfortable working on both ends of the design spectrum.

#### **GIVING HER BEST SHOT EVERY TIME**

Ms. Choudhary has never lived by any common practice. Possessing a lot of skill and sensitivity, she likes to invent and improvise the freedom of forms that is closely linked to the architecture and structure design.

Being a renowned architect, Ms. Choudhary takes any challenge head-on to strike a perfect balance between responsibility and creativity in all projects to arrive at holistic structural and design solutions. Her designs have been appraised for simpler and undeviating solutions of problems with reference to the general functionality, appeal, economics, aesthetics and adaptableness to the climate in context.

By giving an invigorating and new approach to create ultramodern, stylish and contemporary trends in design and construction, Ms. Choudhary has been lauded and acknowledged for designs that signify excellence, technical superiority and efficient management of complex, large-scale projects.

Continuously exploring and innovating, Ms. Choudhary has enabled Habitat Architects + ZNera to establish itself as a renowned brand not only for its pioneering ideas and impeccable design solutions, but also for its superb customer service, which has created a nationwide impact in the field of architectural design. Her magnificent works have helped the organisation earn numerous awards and accolades including "Designers of the Year" in 2012 and a feature in "Best Interior Designers" in Architectural Digest's Top 50.

**"SHE TAKES ANY CHALLENGE HEAD-ON TO STRIKE A PERFECT BALANCE BETWEEN RESPONSIBILITY & CREATIVITY IN ALL PROJECTS TO ARRIVE AT HOLISTIC DESIGN SOLUTIONS"**









# NAYLA AL KHAJA

CARVING HER DISTINCT PATH TO POPULARITY

*A Trailblazer who is transforming the UAE's cinematic landscape, Ms. Al Khaja is the first female film director in the country. This revolutionary woman is also the founder of Dubai's first film society – The Scene Club. Over the years, she has overcome significant obstacles to build a successful career in a non-traditional field. Undoubtedly, she is an inspiration for umpteen women who look up to her and aim to follow her lead*

**W**omen are capable of creating wonders when the right opportunity comes to them. Today, if more women are entering the cinema industry, it is solely due to the efforts of Ms. Al Khaja.

## A VISIONARY FILMMAKER

Though the film industry has traditionally been a male dominated one, things are now changing. Today, Ms. Al Khaja is one of the few women creating a notable change in the industry. This film-maker's work precision, creativity and passion are turning heads everywhere. Her commitment to foster the UAE's film industry is laudable. Apart from being a renowned personality in the field of cinema, Ms. Al Khaja is also a successful entrepreneur, influencer, cultural consultant and motivational speaker.

## BREAKING BARRIERS

Growing up in a conservative home with protective parents, Ms. Al Khaja had to overcome many odds in her journey to reach this paramount position. Her determination and relentless spirit pushed her to chase her dreams. From a very young age, she fell in love with movies and the impact a visual story could create. This film connoisseur had to overcome many hurdles before finally enrolling in a filmmaking course at Ryerson University (Toronto, Canada).

Despite facing financial obstacles, she released her documentary 'Unveiling Dubai' with the support of H.H. Sheikh Nahyan bin Mubarak Al Nahyan, the UAE's Minister of Higher Education. As the first Emirati woman who made a career out of films, she has won praises and accolades from all corners.

Though Ms. Al Khaja has a few short films to her credit, the most impactful one is 'Arabana'. This film on child abuse, which was made with the support of UNICEF in 2006, was her first commissioned short film. After the success of 'Arabana', she went on to make three more short films that year. Notably, her work has been showcased at over 42 film festivals worldwide.

She made history at Cannes as the first Emirati filmmaker

ever to have a project accepted by the festival's prestigious Producers' Network. Her screenplay for Animal, the feature-length version of her own 2016 short of the same name, beat competition from thousands of other entrants to become one of 500 entries submitted to the network, which for 15 years has linked filmmakers from around the world with the biggest names in production and funding.

## THE VERSATILE CREATOR

Nayla Al Khaja Films, previously known as D-Seven Motion Pictures, has always been local at heart, be it the production of projects or casting of regional talents. Among the company's work is a pilot for an American reality show based in Dubai that is focused on empowering women and exhibiting the best of Dubai. The firm has shot a behind-the-scenes video for 'Star Trek Beyond', on behalf of Dubai Film and TV Commission, which promotes Dubai as a rapidly growing filming hub. Apart from that, the company also works on creating promotional videos for many local and international brands. To establish a platform where film lovers can celebrate and discuss cinema, she started 'The Scene Club' a decade ago. Today, this non-profit film club, with over 22,000 registered members, showcases the best of world cinema and hosts discussions with renowned filmmakers.

## AN INSPIRATIONAL FIGURE

Apart from being a trailblazer in cinema, Ms. Al Khaja is also quite natural at public speaking. In order to motivate the younger generation, she has made many empowering speeches and participated in TEDx events. With cinemas opening up in Saudi Arabia, she is excited about being a part of the cultural transformation in the region. Despite achieving so much at a young age, she doesn't believe in resting on her laurels and intends to explore new frontiers.

**"SHE MADE HISTORY AT CANNES AS THE FIRST EMIRATI FILMMAKER EVER TO HAVE A PROJECT ACCEPTED BY THE FESTIVAL'S PRESTIGIOUS PRODUCERS' NETWORK"**





Keynote speech by Rajat Shukal at Indo-UAE Business & Social Forum 2018-19



Mohammed Nasser Hamdan Al Zaabi felicitating Dr. Ram Buxani with Guest of Honor Award



(Left to Right) H.E. Dr. Akima Umezawa, Nayla Al Marashi, H.E. Ridwan Hassan

# 5th Edition Pride of Asia & GCC Series; Indo-UAE Business & Social Forum 2018-19

Fifth Edition of WGBL 2018-19 and Pride of Asia & GCC Series; Indo-UAE Business and Social Forum 2019 were organized on 1st May 2019 at Emirates Ballroom, JW Marriott Marquis Hotel, Dubai, by AsiaOne Magazine & URS Media Consulting PL. In addition to Mr. Mohammed Nasser Hamdan Al Zaabi, Director of Trade Promotion Department in Ministry of Economy & Hon. Ambassador of Foreign Investment Promotion – Korea, Chief Guest and Opening Speaker at the Forum, Ambassadors of Japan, Republic of Ghana, Republic of Philippines, Republic of Turkey, and Republic of Indonesia, attended the Forum.



(Left to Right) H.E. Dr. Akima Umezawa, H.E. Dr. Sara Al Madani, Sania Mirza and H.E. Ridwan Hassan



(Left to Right) Sania Mirza, Habiba Al Marashi and H.E. Ridwan Hassan



Jasbir Bassi receiving Black Swan Women Empowerment Award from Sania Mirza



Presenter



Radio Partner



Partner





Al Khaja, Sania Mirza and H.E. Ridwan Hassan



Sania Mirza receiving Black Swan Women Empowerment Entrepreneur Award 2018-19 from Mohammed Nasser Hamdan Al Zaabi



Rajat Shukal welcoming Mohammed Nasser Hamdan Al Zaabi with Guest of Honor Award



Eminent dignitaries at Indo-UAE Business & Social Forum 2018-19 unveiling the upcoming cover of AsiaOne Magazine



Dr. P Shyama Raju receiving AsiaOne Person of the Year Award from Mohammed Nasser Hamdan Al Zaabi



Lal Chand receiving AsiaOne Person of the Year Award from Mohammed Nasser Hamdan Al Zaabi



H.E. Dr. Akima Umezawa receiving Knight of Honor Award from Mohammed Nasser Hamdan Al Zaabi



Dr. Satyajit Kumar Singh receiving AsiaOne Person of the Year Award from Mohammed Nasser Hamdan Al Zaabi



Black Swan Women Empowerment Entrepreneur Award 2019



Eminent Guests at Indo-UAE Business & Social Forum 2018-19



Dr. Hema Divakar receiving AsiaOne Person of the Year Award from Mohammed Nasser Hamdan Al Zaabi





ride of Asia & GCC Series; Indo-UAE Business & Social Forum 2018-19 was a high-level Business Summit where the growth engines of the entire world were felicitated, and relevant discussions on the world economy were held.

**AsiaOne Person of the Year 2018-19**

Only par excellence leaders & brands from across the world are worthy of being selected as AsiaOne Global Person of the Year 2018-19, and only 11 exclusive “AsiaOne Person of The Year” were felicitated at the Summit for their special work in the industry and society: Mr. Ahmed Akbar Sobhan, Chairman, Bashundhara Group; Dr. GSK Velu, Chairman & Managing Director, Trivitron Group; Dr. P Shyama Raju, Chancellor, REVA University; Dr. Hema Divakar, Chairperson, Divakars Specialty Hospital; Nawab Mir Nasir Ali Khan, Managing Director, MAK Projects; Dr. Satyajit Kumar Singh, Managing Director, Ruban Memorial Hospital; Mr. Ashish Shah, Chairman & Managing Director, Shree Balaji Group; Ms. Sohani Hossain, Managing Director, Universal Group; Mr. Asfar Khair, Executive Chairman, Bengal Communications Ltd.; Mr. Ziauddin Adil, Chief Executive Officer, Top of Mind; and Mr. Lal Chand, Founder, LC Well DMCC.

**Main Brand Awardees include:**

Danube Properties, Bashundhara Group, Therapiva Pvt Ltd, BLAU, Pran RFL Group, San Academy Group of Schools, Azizi Bank, 361 Degrees Design Solutions LLC, LPH Financial Services, Barakat Quality Plus, FMS Dental, Gr8 Homes, Blue Horizon Developments, Shathabdhi Townships, Siva Sivani Institute of Management, Springdale High School, Al Adil Trading, Mulk Healthcare Enterprises, Al Rawabi Dairy Company, Divakars Specialty Hospital, EDMAC Engineering Consultant, BRB Cables, Hamriyah Free Zone Authority & Sharjah Airport International Free Zone, GRP Industries, Kreston Menon, Kolers Healthcare Group, Unitech Group & Avalon Heights World Private School, ITCAN, AGI Infra, Fast Track Pvt Ltd, Radha TMT, Safeline Group, Al Jameel

International Group, Advanta Seeds DMCC, Fiona Environs, Fetchr, ARK Group, Siraj Finance, Abdul Monem Limited, Homes 4 Life Real Estate, Saimon Group, IS Paradise (Unique Builders), Body Revival, Pioneer World School, Priydarshini Polysack, Ascent Technology Consulting, Signature Blankets, Habitat + ZNera Architects, Zeeba Basmati Rice (Supple Tek Industries Pvt. Ltd), HPM Chemicals & Fertilizers Ltd, Bengal Communications Ltd, NMC Healthcare, StayHappy, Orange Tours & Travels, Livpure, LadyCare, Vijaya Diagnostic Centre, Neuberg Diagnostics, Adarsh Developers, ARD Estates & Projects, Tripada International School, Paul Merchants, Isprava, MedsIndia, M.J. Biopharm, Fozet and many more.

**Main Leader Awardees include:**

Rizwan Sajjan, PranavAdani, Dr. Sujit Paul, Ziauddin Adil, Prtiam N. Sanghvi, Raaja Kanwar, Priya Suresh Televane, Dr. Superna Tiwari, Manoj Lakhani, M. Anis Ud Dowla, Deipakk Bawa, Andres Pira, Mohammad Salem Omaid, K Srinivas Reddy, Dr. Sailesh Sampathy, Dr. Shahnaz Ahmed, Dananjay Datar, Dr. Nawab Shafi Ul Mulk, Dr. G.V Divakar, Shakeel Imam, Md. Parvez Rehman, His Excellency Saud Salim Al Mazrouei, Sudesh Aggarwal, Raju Menon, Dr. D Vijaya Krishna, Vinod Kumar Sharma, Amit Sujjan, Prabhu M, Akshat Saraf, Aboobacker K, Mahmoud Akrin, Bhupen Dubey, Shalini Bhatnagar, Idriss Al Rifai, G Ram Reddy, Mohamed Rusan Fyroze, A.S.M. Mohiuddin Monem, Deepti Gehani, Yami M. Saleh, Vibhishek Pal Singh, Dr. Munir Khan, Deepti Reddy, Kundan Shekhawat, Mohinder Singh Kochar, Zafar Choudhary, Ramneek Singh, Ashok Aggarwal, Mohinder Singh Kochar, AsfarKhair, Dr. B.R. Shetty, Nitin Seth, Mir Murtuza Ali, Rohit Vilas Kharche, Pijus Kanti Pal, Pankaj Nagpal, Rahul Jain, Girish Arora, Ankur Jain, Dr. Joshoda Jibon Debnath, Syed Mostahidal Hoq, Sania Mirza, Mandira Bedi, Celina Jaitly Haag, H.E. Dr. Sara Al Madani, R Archana, Sippy Sujjan, Gita Jagannathan, Monika Choudhary, Tapasya Goel, Jasbir Bassi, Habiba Al Marashi, Nayla Al Khaja, Chandrani Prasad, Dr. Raja Al Gurg, Sarah Dong, Mayssa Maghrebi, Dr. Farooq Ahmad Wasil, Prof. Christopher Abraham, Uday S Karthekeyan and many more.



(Left to Right) Dr. Hema Divakar, Vibha Aparna Jadhav and H.E. Mustafa İlker Kılıç



(Left to Right) Dr. Hema Divakar, Raaja Kanwar and H.E. Mustafa İlker Kılıç



(Left to Right) H.E. Samata Gifty Bukari, Nitin Seth and H.E. Ridwan Hassan



Panel Discussion 2 in progress - Nations Have Consistently Worked and Failed on Fixing Social Issues Plaguing the World: What Transformations Do We Need in Our Priorities, Concerns and Attitudes? (L-R) H.E. Dr. Akima Umezawa, Dr. G.V. Divakar, Delpakk Bawa, Aboobacker K and Anam Kumar





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**PIROJSHA GODREJ**  
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**ANANYA BIRLA**  
Entrepreneur, Singer & Songwriter



**40 MOST INFLUENTIAL  
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Iconic International Tennis Player

**RISHABH MARIWALA**

Co-founder, Soap Opera N More  
Director, Sharrp Ventures

**MANASI KIRLOSKAR**

Executive Director & CEO, Kirloskar  
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Round Cornered Squares (RCS)	50, 55, 60, 63, 65, 70, 75, 85, 90, 95, 100, 103, 110, 118, 125, 130, 136, 140, 147, 150, 160, 180 mm
Rectangles	160 X 70, 180 X 80, 160 X 140, 150 X 100, 150 X 190, 170 X 130, 170 X 140 mm

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# CHANDRANI PRASAD

STRENGTH PERSONIFIED

*Fearless and free-spirited — these two words aptly describe Barrister Chandrani Prasad. As the founder of C & V Associates, she has been providing superior legal services to people since 1999. This association of experienced and perceptive lawyers was put together to offer a wide array of legal services and has gathered a wide base of satisfied clients over the years. A person of strong will power and splendid skills, she is leading by example and empowering umpteen women in the process*

**T**ill a few decades ago, not many women joined the legal profession. Those who did had to claw their ways to success and it is still true to some extent. Though, the situation has improved over the years, law is still considered a male-dominated profession.

#### A TOWERING PERSONALITY

Against all odds, Ms. Prasad, being a powerhouse of confidence and optimism, has become a predominant name in the legal profession. Apart from being a prominent lawyer and mediator, she is also a successful entrepreneur running one of India's most eminent law firms. For the past two decades, her passion for righteous justice has been the biggest factor for her steady rise in the legal field.

#### GLORIOUS ACHIEVEMENTS

When Ms. Prasad started her journey, she did not have a huge backing or much support on her side. But, these hurdles and criticism amplified her desire to succeed as a lawyer. Fervour coupled with hard work made her dreams possible and helped position her as one of the celebrated experts of her field. She practices in the Supreme Court of India, Indian High Courts, Districts Courts and other Judicial Forums and Tribunals and also plays her part in the Royal Court of London (UK) and Wolverhampton Court (Sydney, Australia).

With a mediation degree from a reputed US-based institute, she is adept in arbitration and dispute resolution and is one of the best mediators in the country. As a founder of a rapidly growing law firm - C & V Associates - and a member of the Society of Indian Law Firms (SILF), she also has an excellent reputation among the NRIs.

#### DISCIPLINARY TEAMWORK

Under Ms. Prasad's guidance, C & V

Associates makes strides efficiently and with strong attributes like teamwork, attention to details, and client-centric approach. She readily connects with the clients and gains a deep understanding of the clients' business to offer practical solutions and advice to any predicament.

As a mentor and a companion, she values the input of her team members and encourages them to work independently, holding their hand only when required. Ms. Prasad is a perpetual source of positivity and enthusiasm in the work environment. She considers her team as a second family and doesn't hesitate to extend her support.

#### A CHAMPION OF WOMEN'S RIGHTS

Ms. Prasad takes up women's issues with great passion. The cause of women empowerment is very close to her heart and through Society of Indian Law Firms (SILF) and the Bar Council of Delhi, she is actively involved in providing education regarding women's rights. She specialises in dealing with matrimonial disputes and also battles against social issues such as dowry disputes, domestic violence and gender discrimination. She believes mediation and arbitration are good routes to resolve marital issues in a fair manner. She also provides legal assistance to the destitute women and mentors her team to handle CSR cases as well.

She is at times more than a lawyer for her clients and she becomes a friend and a guide for a client who is emotionally disturbed. She provides mental strength to them and helps them gain confidence. Not only a stalwart in her profession, but she is also an amazing role model. Breaking the social stereotypes imposed on a woman's career choices, Ms. Prasad has proved to be a leader with an outstanding ability to bring new ideas of litigation strategy and business practices to the fore and transform the workings of the industry.

She envisions a world where women are provided with equal opportunities to chase their dreams. A champion of women's rights, she is consistently working hard to empower women around her.

**"THROUGH SOCIETY OF INDIAN LAW FIRMS (SILF) AND THE BAR COUNCIL OF DELHI, MS. PRASAD IS ACTIVELY INVOLVED IN PROVIDING EDUCATION REGARDING WOMEN'S RIGHTS"**









# TAPASYA GOEL

A CHANGEMAKER IN THE AGRIBUSINESS SECTOR

*A vivacious and dynamic personality, Ms. Tapasya Goel is efficiently spearheading HPM Chemicals and Fertilizers as the Executive Director. She has been consistently pushing the boundaries of the agribusiness industry and with great diligence she has channeled her vision to take the company to newer heights. As social causes are close to her heart, she also plays an active role in the CSR activities of the organization*

Over the years, many women have tasted success in the entrepreneurial world and have turned into invaluable role models for others. Ms. Goel is one such unique leader. With an undeterred mindset and a positive outlook, she has handled leadership roles across different business pursuits. Her leadership skills and strategic planning ability have turned her into the driving force of her company. Proficient in revenue generation, resource allocation and product advancement, Ms. Goel has utilized her skills in transforming HPM into an industry heavyweight.

## A LEADER PAR EXCELLENCE

Ms. Goel exhibited exemplary time management and people skills even in her childhood. Her formative years gave her a solid educational foundation. Growing up, she developed an interest in the agribusiness industry. Her passion for this industry motivated her to come up with unique solutions.

As an agro-analyst, she has interacted with many farmers and paid careful attention to their problems. Working with them has helped her formulate many agro-solutions, which in turn have helped HPM gain a huge customer base. Today, she works on comprehensive methods to address the issues concerning farmers and turn their dreams into reality.

A strategic planner, innovative thinker and fearless risk-taker with good conflict resolution skills, Ms. Goel constantly devises innovative approaches for the growth of the organization. Her experiences in multiple areas, locations and agribusiness functions have helped her evolve into an authentic leader.

Ms. Goel has worked widely to fortify HPM's reputation at a global level. She has guided the company in acquiring a huge customer base for agrochemicals at a global level. She has created multiple new world-class manufacturing facilities involving diverse technologies that have raised HPM's agrochemicals manufacturing capacities from more than a thousand tonnes to about 9 thousand tonnes per year.

She has built a culture of mentorship at HPM and is keen on guiding her team members. Her emphasis on collaboration

has encouraged teams to work together and overcome challenging obstacles. A good listener, she encourages innovative ideas from all the stakeholders and values their contribution.

She upholds values and Business Ethics principles in every action and decision. Professional and personal honesty, dedication and commitment are the landmarks of her success. She also promotes Health, Safety and Environment (HSE) Culture both internally and externally in HPM's manufacturing units.

## HIGH COMMITMENT TO SOCIAL RESPONSIBILITY

Being a socially conscious individual, Ms. Goel also takes a keen interest in CSR. She has successfully piloted 'Girls Adoption CSR', an initiative meant to provide a better life for less fortunate girls. Through this programme, she has adopted 9 girls from a village and takes care of their education and welfare.

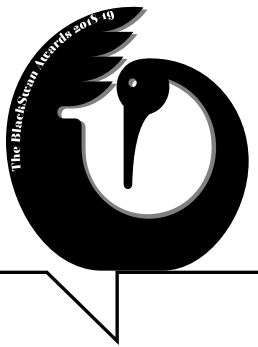
Through HPM, she has made a considerable donation towards children's education. She deeply cares about the environment and has spearheaded a significant green initiative by planting about 10,000 saplings all over the country.

To make a lasting impact on the lives of farmers, Ms. Goel works towards ensuring their growth goes hand in hand with that of the company. She has cumulatively touched the lives of many farmers in over 20 villages across various locations. She has taken the path of inclusive development to address their basic needs and has been consistently working hard to work for their welfare and growth.

With unwavering dedication, she focuses on the improvement of products and processes as well as ensures safety at all the manufacturing units. By upholding high ethical standards that influence all her decisions, Ms. Goel has turned into a leader worthy of emulation.

**"PROFICIENT IN REVENUE GENERATION, RESOURCE ALLOCATION & PRODUCT ADVANCEMENT, SHE HAS TRANSFORMED HPM INTO AN INDUSTRY HEAVYWEIGHT"**





# SIPPY SUJAN

A MULTI-FACETED PERSONALITY

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*Ms. Sippy Sujan, a passionate entrepreneur & the Co-founder of ITCAN Pte. Ltd., is a multi-talented personality. She firmly believes that every individual should set inspiring life goals so that the hurdles of life become less annoying and more amusing. Her confidence and positive attitude enable her to smile even in the face of adversity. Besides being a dynamic business person, she is also a daring leader who never hesitates to go the extra mile to achieve what she believes in*

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**M**s. Sippy Sujan embodies the persona of an ambitious individual whose ceaseless efforts and high aspirations have taken ITCAN to new heights of success. Under her quintessential leadership, the company has witnessed record-breaking growth. No wonder she was one of the top finalists for Singapore Indian Women Entrepreneur of the Year Award 2018.

#### **SINCERE AND DEDICATED**

In a short span of 13 years, she has transformed ITCAN Pte. Ltd. from a two-member company into a massive organisation consisting of more than 1900 employees. Ms. Sujan primarily attributes her success to two main factors namely gaining diverse experiences, and taking calculated risks. She has consistently been a calculated risk-taker and has always managed risks and crisis dexterously.

Ms. Sippy firmly believes that with hard work, dedication and determination, positive results just fall into place. Her zest for innovation is the reason behind ITCAN's immense popularity in the market. Her nifty business acumen, combined with people skills, and confidence, compliments her knowledge in sales, marketing, application development, professional services, and systems. Apart from dealing with business development, she also provides her strategic leadership for new initiatives.

#### **CREATING A PRODUCTIVE WORK CULTURE**

ITCAN has clients spread over a wide range of industries, including Financial Institutions, Banking Sector, Insurance, Healthcare, SME, Hi-Tech, and more. Managing such a huge client base is no doubt, a Herculean task, but she has always succeeded in demonstrating skilful administration by means of strategic planning.

Ms. Sippy has even managed to form a tight-knit work environment and

collaborative work culture. She takes great care in recruiting the right talent and retaining the best employees. She also emphasizes on the skill development of her workforce. She is greatly interested in targeted networking and regularly participates in corporate events for discussions.

She also operates ITCAN Can Club that focuses on employee welfare. A number of initiatives are taken through the Club to strengthen the bond between the company and employees. Ms. Sippy is a down-to-earth personality who is always ready to lend a patient ear to the employees and provide instantaneous solutions to their concerns.

#### **MAINTAINING RELATIONSHIPS**

Being a woman entrepreneur is definitely challenging, but Ms. Sippy believes in work and life integration, rather than work-life balance, which she hopes to achieve through time management and strategic planning.

While focusing on the business, she also believes in maintaining good health. She relies on a strict fitness regime for physical and mental fitness. Ms. Sippy is also adept at multitasking and constantly finds time for her family and friends. As a mother of three, she strives to be a mentor to her kids. A strict disciplinarian, Ms. Sippy aims to instil the requisite values and principles in her children; especially the fact that success does not come easy and needs to be earned. For Ms. Sippy, her friends and family are her greatest support system.

#### **DEEPLY INVOLVED IN CHARITY**

Ms. Sippy is passionate about giving back to the community and hopes to make a difference by working towards change. She has a huge role in organising sponsored charitable events and humanitarian projects, apart from boosting brand recognition. As a responsible citizen, she contributes to society as much as she can and also inspires others to do the same. She is highly respected for her personal values and social contribution. Such social activities keep her motivated and running. She aspires to maximize opportunities in each and every aspect of life.

**“IN A SHORT SPAN OF 13 YEARS, SHE HAS TRANSFORMED ITCAN FROM A TWO-MEMBER COMPANY INTO A MASSIVE ORGANISATION OF MORE THAN 1900 EMPLOYEES”**









# R. ARCHANA

MOULDING THE CITIZENS OF TOMORROW

*A name to reckon with in the academic circles in Chennai, Ms. R. Archana continues to be at the forefront of educational influencers who possess an exemplary vision of education for young minds. She has created an atmosphere of learning which is both enjoyable and enriching for children. Under her leadership, San Academy is playing a significant role in holistic development of the students while keeping them culturally rooted in their traditional value system*

**O**ver the past decade, Ms. Archana has successfully given shape to her dreams and created a model of learning with joy and enthusiasm with the San Academy Group of Schools. She introduced the first school at Velachery, and subsequent schools at Pallikaranai, Kamakoti Nagar and The New Age School of Global Perspective at Tambaram in the metro city of Chennai.

## **NURTURING YOUNG CHILDREN WITH REAL EDUCATION**

Ms. Archana aspires to instil the right attitude, values and vision in the young minds. This is to help them realize their true potential and prepare them for a lifetime of joyous learning, application, assimilation and achievement.

She is a strong believer in freedom of choice and action and has nurtured her schools as platforms where children enjoy learning which is automatically followed by achievement and excellence. According to her, quality education and the right atmosphere for learning can make every child shine in his area of interest and talent. This forms the primary premise which lays the firm foundation of real education at San Academy Group of Schools.

## **SPEARHEADING ONE OF THE BEST CBSE-AFFILIATED SCHOOLS IN CHENNAI**

Ms. Archana with her educational foundations in engineering and management truly understands that young minds are impressionable. They can be moulded and polished during their education in school and this is a big responsibility of the school towards the students and their parents. San Academy students are provided with the best practices in learning innovations to make learning a delightful and amusing process.

The process enables every child to experience, learn and absorb a lot more. Learning is turned into a creatively-crafted experience which the children look forward to, everyday at school.

A confluence which offers the best of both worlds and equips every student to face the challenges apart from

achieving academic excellence is inculcated in San Academy Group of Schools. The students uphold the core traditional values in everything they do with responsibility, respect, integrity and precise judgement. This is the dream which drives Ms. Archana and her team of academic professionals at San Academy Group of Schools.

San Academy Group of Schools has emerged as one of the leading CBSE schools in Chennai as a result of the dedicated efforts and sincere implementation of best practices in the group institutions under the leadership of Ms. Archana.

## **CONTRIBUTING TO THE WELFARE OF SOCIETY**

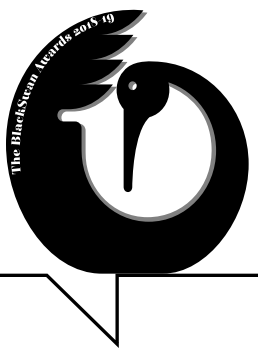
Besides being a progressive educationist, Ms. Archana is also an open-eyed citizen and is firmly committed to giving back to society. She takes a keen interest in educational and healthcare projects. As a part of her social responsibility, she helps organize blood donation camps and medical camps for the general as well as under privileged sections of society.

Under her guidance, San Academy Group of Schools have set a marvellous example by holding classes for helping children from economically-weaker sections, after regular school hours. This is a reflection of Ms. Archana's deep commitment to the importance of education for all. Such values and her zeal are truly reflected in the outstanding educational institutions she has nurtured and continues to guide them to greater heights.

Ms. Archana is dedicatedly leading the San Academy Group of Schools towards excellence by maintaining international standards of education. No wonder the glorious and enviable achievements of her students is a result of their firm foundation in an ideology of cultural understanding, awareness and values.

**“BESIDES BEING A PROGRESSIVE EDUCATIONIST, MS. R. ARCHANA IS ALSO AN OPEN-EYED CITIZEN AND IS FIRMLY COMMITTED TO GIVING BACK TO SOCIETY”**





# TAIM AL FALASI

*RULING THE SOCIAL MEDIA WITH ÉLAN*

*Middle Eastern social media influencers are enjoying their moment in the sun. One such internet sensation is Taim Al Falasi, who rose to fame through her own radio show. Today, through her compelling and unique content, she has amassed over 2.5 million followers on Instagram and 550,000 subscribers on YouTube. Her eye-catching feeds give us a glimpse into her impeccable fashion sense and luxurious lifestyle*

**A** graduate in Visual Communications from Zayed University, Ms. Taim Al Falasi always dreamed of making it big in the media industry. She achieved this goal by getting involved in all kinds of media projects and ultimately turning herself into a brand.

In the initial stages of her career, she assisted in the production of the Dubai Film Festival, which is one of the predominant film festivals held in the Middle East.

#### **THE SUCCESSFUL MEDIAPRENEUR**

Ms. Al Falasi's claim to fame is her online radio programme, 'The Taim Show'. This Arabic radio series, in which she interviews celebrities, discusses new apps and even gives film reviews, has over 40,000 listeners from all over the region.

Apart from being a radio show host, she is also an Internet filmmaker and the owner of Taim Al Falasi Network or TAN. The latter is a new teenage TV channel based in Dubai, which has cleverly been designed to deliver active mash-up music and pop culture in a fun and catchy way.

#### **THE STYLE ICON**

This young media entrepreneur is considered to be a style icon all over the world. Not only does her chic personal style inspire the youth but her followers are equally fascinated with her logical views and bold opinions as a young and ambitious woman living in the Middle East. It comes as no surprise that this charismatic young woman has a lot in store.

#### **A STAR IS BORN**

To say Ms. Al Falasi is popular on YouTube would be an understatement. Having more than 550,000 YouTube subscribers, she is a member of the coveted YouTube Star list. Her informative vlogs, filled with bold and inspirational topics, have made her one of

the most engaging influencers in town.

Apart from her soaring popularity on YouTube, Ms. Al Falasi enjoys a significant fan following of 120,000 on Twitter and over 2.5 million on Instagram. Celebs Trends Now has even listed her as the most famous celebrity in the UAE. Her feeds, which reflect her interest in learning about new cultures and meeting new people, has helped her tug at the heartstrings of her followers who seem fascinated by the cultural transformations taking place all over.

Whether it is through her online presence or digital initiatives, this young influencer has always tried to use her voice to make a positive impact on society. She stays on top of the game by keeping herself updated on the cultural and technological changes that are part of the evolving social media landscape.

#### **TURNING CHALLENGES INTO OPPORTUNITIES**

For Ms. Al Falasi, this journey to fame hasn't always been a smooth one. One of the biggest obstacles she faced was her father's disapproval when she expressed interest in becoming a TV presenter. When she was eight years old, he threw the newspaper away when she showed him an advert asking for children to be TV presenters. Gradually, she managed to win him over and now, he buys every single publication that she is featured in and never misses out on any of her interviews on TV.

From a girl who started doing radio shows in her bedroom to becoming one of the strongest female voices emerging from the Middle East, Ms. Al Falasi has certainly come a long way. For this self-made woman, the journey ahead is one that holds a lot of promise and excitement.

#### **AWARDS & RECOGNITIONS**

Owing to her massive popularity and influence as a style icon, Ms. Al Falasi has been chosen by Arabian business magazine as one of the most powerful women in the region, and two times as the World's Most Influential Young Arabs in 2015 & 2016. In addition, she has won The Stylist Arabia Magazine awards in 2 categories namely travel and vlogging in 2016.

**"WHETHER IT IS THROUGH HER ONLINE PRESENCE OR DIGITAL INITIATIVES, THIS YOUNG INFLUENCER HAS ALWAYS TRIED TO USE HER VOICE TO MAKE A POSITIVE IMPACT ON SOCIETY"**





# VIP *Natural* HAIR COLOUR SHAMPOO

**5in1**

**100% GREY  
COVERAGE ON**

**HEAD  
MUSTACHE  
BEARD  
CHEST AND  
HANDS**



**CAN BE  
APPLIED WITH  
WET HANDS**



**1**

**WET YOUR HANDS**



**2**

**PUMP OUT / TAKE OUT**

**3 APPLY LATHER ON**



**HEAD**



**MUSTACHE & BEARD**



**ANY HAIR LENGTH**



**CHEST**



**HANDS**



**4**

**WASH HANDS IN 3 MINUTES**



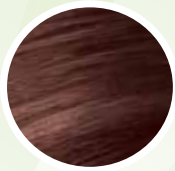
**5**

**WASH HAIR AFTER 15 MINUTES**

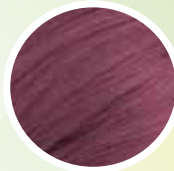
**LONG-LASTING • PLEASANT FRAGRANCE • 100% GREY COVERAGE**



BLACK



BROWN



BURGUNDY



FROM USA



WWW.VIPHAIRCOLOURSHAMPOO.COM



SHAMPOO - HAIR COLOUR - CONDITIONER

AVAILABLE IN ALL RETAIL STORE AND SUPERMARKET



*To be called great requires being popular among the general public, and popularity comes through consistent quality, reputation and satisfaction in the eyes of the consumers. Success of a brand is also dependent on regular application of renewed ideas in packaging of the brands, constant enhancement of existing products, brand building programs and creative inputs. Then, brand extension, co-branding, launching new brands and annual turnovers are also considered. Finally, adding to all the above-mentioned variables, customizing experiences and*

# **WORLD'S GREAT**

An aerial, high-angle photograph of a modern city skyline during sunrise. The sun is low on the horizon, creating a bright, hazy glow and casting long, golden shadows across the buildings. Several prominent skyscrapers are visible, including a large, distinctive building with a unique, angular design. A large bridge or overpass structure is visible in the foreground, and the overall scene conveys a sense of urban grandeur and architectural achievement.



*striking the right chord with the consumer, CSR initiatives and impact on the purchase decision of the consumers make a brand truly great. After examining every aspect on several levels, a final list of World's Greatest Brands is prepared by experts, as presented in this section.*

**Process Advisors: Deloitte Touche Tohmatsu LLC India**



# WORLD'S GREATEST BRANDS 2015-19



**S**ince its establishment in the year 1931, the Bajaj Group has garnered the reputation of being able to cater to their extensively spread customer base with utmost loyalty and trust not just within India but across the world.

**AN EARLY START IN THE MARKET**

The company's cornerstone of foundation was laid by the revered freedom fighter and philanthropist Mr. Jamnalal Bajaj, who also happened to be a close confidante of Mahatma Gandhi. The company started off as a sugar mill in Uttar Pradesh's Lakhimpur Kheri district. It has been moving ahead ever since, on the road to success with its consistent attempts at diversification and a strong interest in the establishment of new ventures.

**EFFECTIVE DIVERSIFICATION**

At the time of its initiation, the Bajaj Group was one among the 30 exclusive sugar factories that bore the onus of pioneering the sugar industry in the country. Eventually, the Group came to be recognised as not just India's but also Asia's premier sugar manufacturing company. It successfully secured a position among the top four global manufacturers in the industry. The company has earnestly spread its branches to several other fields and is the proud owner of Bajaj Auto, Bajaj Housing Finance Ltd., Bajaj Allianz General Insurance Company Limited, Bajaj Electricals as well as the Bajaj Holdings and Investments Limited.

The Bajaj Group has made a remarkably strong presence felt in the market over the past few decades by diversifying their interests in sugar industry along with

automobile productions, electricals, several finance ventures and the life insurance market. Despite the Group's diversification to several other markets in the past 80 years, the flagship company of the Group proudly continues to be Bajaj Auto Ltd.

**GUIDING THE GROUP TO SUCCESS**

The business conglomerate is immensely proud to have

ventured into varied markets and owes its entrepreneurial success to the present chairman of the Group, Mr. Rahul Bajaj. His guidance and support has led the company to achieve immeasurable success ever since he controlled the reigns of the company in the year 1965. Having attended the Harvard Business School for an MBA, the business mogul's acumen has proven highly beneficial for

**BAJAJ GROUP**  
RIDING HIGH ON WAVES OF SUCCESS

*The Bajaj Group has risen today to be recognised as one of the most well-reputed business groups of the country in spite of having humble beginning about 80 years ago. With ample scope for expansion, the Group has endeavoured into a wide variety of business areas and has been consistently multiplying its huge base of satisfied customers*

his Group. Under the aegis of its visionary chairman, Mr. Rahul Bajaj, the annual turnover of Bajaj Auto has risen from INR 72 million to a whopping INR 120 billion. He has also guided the company towards a vibrant expansion of the company's portfolio, driving the company to the prime position in the international market.

**SERVING THE SOCIETY**

The business conglomerate is immensely proud to have touched the lives of millions of people through their various contributions to the society especially in the field of education and healthcare. It has often been applauded for spending around US\$1.4 million every year on its CSR ventures.



**H**amriyah Free Zone Authority was set up on 12 November 1995 in Sharjah through Emiri Decree No. 6 of 1995 to add value to the country's economy by drawing reputed asset-based industries, quality trading and commercial organisations to invest in the United Arab Emirates, and at the same time, facilitating them to operate profitably and safely with responsibility towards the environmental and socio-economic concerns. A hub for 6500+ businesses from 163 countries across the world, Hamriyah Free Zone Authority is spread across 26 million square metres.

**STRATEGIC LOCATION IMPARTING A COMPETITIVE EDGE**

Situated at the intersection of Asia, Europe and Africa, Hamriyah Free Zone is home to a growing number of business avenues, giving them on-the-spot trading license and the luxury of setting up their business within an hour in addition to world-class facilities that include offices, warehouses, factories and executive office suites, and over 15 on-site important business services like banking and auditing firms, currency exchanges, conference rooms and staff accommodation.

It is easily accessible to transport goods in and out of Sharjah as it is connected with important highways through Sharjah's road network to 6 other emirates as well as Oman, Bahrain and other countries. With access to 230+ global cities, Sharjah International Airport provides an edge to the zone in managing the diverse requirements of dynamically evolving markets.

The other advantages offered by the free zone include permission for full foreign ownership; strong land, air and sea connectivity;

**HAMRIYAH FREE ZONE AUTHORITY**

**THE GATEWAY TO GLOBAL BUSINESS**

*Established with an aim to attract leading commercial and asset-based industries in the UAE, Hamriyah Free Zone Authority has established high credibility among the key business organisations across the world in a short span of time, and offers world-class facilities and business services to serve a growing market of 1.5 billion people*

repatriation of capital and profits; no income, import or export taxes; issuance of a variety of licenses, including commercial, service and industrial; purpose-built office accommodation, warehouse and factory units; renewable long-term lease; access to the UAE and Gulf Cooperation Council markets; cost-effective labour; 24-hour security within the zone; special value-added tax advantages; on-site staff

accommodation; access to a 14-metre deep port and 7-metre deep inner harbour; on-site customs facilities and a single window system for all administrative services.

Well-equipped to offer integrated solutions in refinery, petrochemical and power generation for downstream projects in the UAE, Hamriyah Free Zone is the second largest petrochemical hub in the country with easy access to



the Asian and distant eastern markets. As a green free zone, Hamriyah Free Zone Authority also provides the recycling companies a platform to facilitate environment friendly and sustainable solutions.

As an acknowledgement of its commitment towards business excellence, leadership and best practices with innovative strategies to promote business, Hamriyah Free Zone Authority received 'The Bizz Awards 2018' in Prague. It has been awarded Superbrands since 2017 (3 years in a row).

With affordable start up packages and streamlined procedures for setting up a company, Hamriyah Free Zone Authority promotes an entrepreneurial spirit in the country.







**E**stablished 50 years ago in the UAE, Galadari Brothers has earned its reputation as a global supplier of a wide array of products and services all across the UAE, Asia, and Australia. A joint initiative of the Galadari Family and the Investment Corporation of Dubai (ICD), Galadari Brothers has a team of experienced professionals that hold an excellent track record of developing the most suitable infrastructures. Having launched 30 global brands in the UAE in a span of over 50 years, Galadari Brothers has proven its expertise in global business with its multi-industry, multi-product, multi-service, and multi-national business operations across Asia, Australia, and the Gulf region. With a vast network of services and operations across the globe in the field of media, automobiles, food, real estate, and hospitality, the Group is making inroads into the markets of Saudi Arabia, Qatar, Oman, Bahrain, Sri Lanka and Australia with consistent growth. Galadari Brothers Group adheres to the spirit of fair business. It provides the best infrastructure and positive work culture. The Group assigns individual responsibility to its employees according to their capabilities so as to encourage them to reach their potential to the fullest; this, in turn, helps the organisation to generate significant profit.

**BACKED BY A SUPPORTIVE TEAM**

Established 50 years ago in the UAE, Galadari Brothers has earned its reputation as a global supplier of a wide array of products and services all across the UAE, Asia, and Australia. A joint initiative of the Galadari Family and the

**GALADARI BROTHERS GROUP**  
**A ONE-STOP SOLUTION TO DISTINCT MARKET DEMANDS**

*Galadari Brothers, a leading provider of a diverse range of products and services, is reforming millions of lives globally for the past 5 decades. It has been successful in gaining a major market share in diverse industries, including media, automobiles, F&B, industrial products, trucks & heavy equipment, engineering, real estate, and hospitality with multiple companies in its fleet*

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multi-national business operations primarily across Asia, Australia, and the Gulf region. With a vast network of services and operations across the globe in the field of media, automobiles, food, real estate, and hospitality, the Group is making inroads into the markets of Saudi Arabia, Qatar, Oman, Bahrain, Sri Lanka and Australia with consistent growth.

**AWARDS & RECOGNITION**  
 Galadari Brothers and its subsidiaries have been bestowed with many prestigious awards related to productivity and eminence. For example, Galadari Ice Cream Co. Ltd. (LLC) was awarded “Developer of the Year Award” by Dunkin Brands for a record-breaking number of new store openings in 2013. Similarly, Galadari Trucks & Heavy Equipment Ltd. LLC was awarded for achieving the best market share for the first quarter in 2014. Few other achievements include the award for Best All Round Dealer Performance in the Middle East for 2013 bestowed on GB Equipment Solutions LLC and Volume and Ratio Increase Award.



**W**ith a massive base of 16,000 CEOs connected through significant engagements and collaborations, CEO Clubs Network is one of the highly recognized elite clubs in the world.

**WIDESPREAD NETWORK, GLOBAL EXPOSURE**

CEO Clubs Network focuses on providing quality assistance to the prominent enterprises, government entities and diplomats to bring in significant investments and build profitable partnerships. The Network organizes activities with relevant topics to ignite the interest among the members to engage actively and energetically. Moreover, it is associated/affiliated with major universities and educational institutes to develop an advanced structure for optimum outcome at every engagement and gathering, with an objective to enable leaders and executives to be more efficient and enduring to tackle diverse challenges in their ventures.

CEO Clubs Network is a treasure of knowledge and a pathway to enter the world of acumen and sustainable success through connecting with the most celebrated minds in the business world, and serves as a bridge for reaching new and exciting heights in the professional life and to be a part of a very well-established business community.

**BUILDING A TRUSTWORTHY PLATFORM**

Founded 13 years ago by Mr Tariq A. Nizami and Mrs Hongyan Dong under the patronage of His Highness Sheikh Juma Bin Maktoum Juma Al Maktoum, CEO Clubs Network has been working incessantly with a motto to build a platform to exchange

**CEO CLUBS NETWORK**  
CONNECTING THE DECISION MAKERS

*In this competitive world, connecting with like minds is vital, and in light of this CEO Clubs Network provides a fruitful rostrum for distinguished and prominent executives, business leaders and CEOs all around the world to engage in meaningful knowledgeable discourses and discussions, to share experiences and to build sustainable partnerships and collaborations*

ideas and share experience and to assist the members with expert guidance and services thus paving way for the foreign investments. The nucleus around which all activities are taken is to provide an excellent warm and friendly platform for the executives to share their valuable ideas and project-related experiences and to let them make strategic decisions for their businesses more efficiently and build a strong

network and community within the fraternity. The club keeps the community values intact and holds a discretionary and economic responsibility of the events and activities through strictly abiding by the ethics. The club promotes bold business decisions and moves by the members without any hassle or uneasiness as it gives simple and safe access to fellow members from a number of countries to let them



showcase the possibilities in the indigenous markets and to develop curiosity among the relevant entities for future investments and alliances.

**EXPANDING ITS REACH AND PRESENCE**

After immense success in closing several deals and creating a profitable-for-all platform, CEO Clubs Network has forayed into and established its chapters in USA, UAE, UK, China, Russia, Canada, France, Saudi Arabia, Korea, India, Pakistan, Morocco, Egypt, Philippines, Malaysia, South Africa, Mongolia, Bangladesh, Singapore, Greece, Romania, Namibia, Turkey, Germany, Lebanon and other parts of the world.





**T**he excellent entrepreneurial skills of Mr. Juma Al Majid led to the foundation of one of the most productive brands of the UAE. It was named after him to showcase his ideas, vision and philosophy for growth, development, and success of the group.

**A BRAND OF ETHICS & PHILOSOPHY**

In the recent years, it is the visionary's guiding force that has been enlightening the workforce and inculcating a positive attitude in them. The group runs on the positive philosophies and prioritizes customer-satisfaction as it understands they are the ones to be served with all honesty and integrity.

The conglomerate treats it as a service to create social awareness and let customers get a chance to acquire more knowledge about the products they offer. As a result, it has undeniably become a trustworthy brand as compared to its competitors.

**WIDE INDUSTRY COVERAGE**

As a beginner, the brand focused primarily on the trading activities. However, it gradually started expanding to other industries with multiple popular brands collaborating with it every now and then. The expansion, however, came following the need of the UAE to have diversified areas of commercial operations to manage its survival as a single nation. The decision taken by Mr. Al Majid proved to be highly fruitful in fostering the economic development of the Emirates. The major role was played when the brand involved in multiple projects in the construction industry. The association benefited the nation quite unexpectedly in the later stage.

Starting from tech-savvy

**JUMA AL MAJID GROUP**

COMMINGLING BUSINESSES

*Founded in the year 1950, Juma Al Majid Group has emerged as one of the most renowned brands to cover multiple industries under one label across the Middle East. Dedicated to delivering quality products and services, the group has recorded prodigious growth by living up to the expectation of its wide base of satisfied clientele*

sectors to the real estate projects and from the shipping industry to Travel & Tourism niche, Juma Al Majid Group has extended its wings to almost every possible profitable market segment. The wide market coverage, including office equipment and material handling, also serves to be the main reason behind the brand becoming the most sought-after and reliable entity of the nation. The residents of the

UAE find the most sufficient and most lenient financial service provider in the JAM Group. In more than 50 years, the brand has emerged as a one-stop solution for all kinds of needs of the people living in Dubai.

**LOOKING FORWARD TO OVERSEAS EXPANSION**

With more than 30 companies operating under the name of Juma Al Majid Group, the

capabilities of the brand can easily be assessed. This, however, has been a solid reason behind many international brands showing interest in collaborating with it. Be it an overseas automotive brand or an electromechanical contracting or an FMCG initiative, the capability of the group of turning into a multinational brand has been well identified. Having a high interest in property development and management as well as Travel and Tourism, Juma Al Majid also commingles with companies that operate beyond the Emirates borders. Currently, the group is focusing on Oman, Qatar, and the USA markets, but it soon plans to expand its reach beyond these markets.



**F**ast Track Call Taxi, a smartphone app-based booking and dispatch solution for the taxi industry was launched in Chennai, India, in 2001 to meet the requirement for a quick, comfortable and reliable vehicle service in the city.

A pioneer in providing cab services, Fast Track was running successfully even before the international companies had joined the race. The Chennai-based firm now offers its services to many cities in Tamil Nadu, Bangalore, Coimbatore, Salem, Tirupati, and Pondicherry.

#### STRICT ADHERENCE TO CODES OF CONDUCT

Keeping the welfare of the customers in mind, Fast Track adheres to some code of conduct policies; for example, before hiring the drivers, they are asked to submit viable address proof, driver's license and have their background checked. Additionally, smoking and drinking are strictly prohibited during trips to ensure safe and secure travelling. Fast Track Call Taxi also offers round-the-clock helpline service to attend to the grievances of its clients. What's more, the company readily looks into complaints and takes immediate action as and when complaints against drivers are received.

#### ON AN EXPANSION SPREE

Fast Track Call Taxi's growth and popularity is the result of proficient administration and effective marketing strategy. Soon after making a few business modifications, the company strengthened its foothold in several cities in Tamil Nadu such as Madurai, Vellore, Karur, Pollachi, and Kanchipuram. Owing to huge demand from customers, Fast Track now provides out-station as well as local

## FAST TRACK

### DRIVING TOWARDS SUCCESS

*Under the able leadership of Mr. Prabu M, Fast Track Call Taxi has emerged as India's third-largest cab service provider with more than 7000 cabs, 3000 professional drivers, and over 5,80,000 customers under its umbrella. The popular brand aims at helping commuters save their precious time and reach their desired destinations with ease*

taxi booking service as well and has a variety of trendy, sophisticated, and well-maintained cars such as Hatch Back, Sedan, SUV, and Maxi Cabs to cater to the needs of corporate professionals as well as the common people.

#### EMBRACING NEW TRENDS

With the advent of major car rental companies, Fast Track Call Taxi has introduced several innovative changes

to adapt to the changing landscape of the business. With GPS technology, the fleet manager of the company is able to track the whereabouts of the driver, along with the speed and the time taken by the vehicle to make a trip; this also helps the clients to be mindful of the course taken by the driver.

Fast Track Call Taxi has also installed a one-click panic button into all its cabs to



inform the authorities in case of any hapless incident. This GPS-powered button alerts the operator immediately so that they can rush a rescue team to the spot.

Despite the competition, the brand stands strong as one of the leading cab service providers in the country and is constantly making cab facilities available to people from all walks of life. Fast Track offers cost-effective services and provides a sense of reliability and comfort to its customers; this is the reason why its services are highly preferred by commuters.

In the coming years, the firm is determined to increase the number of cabs and expand its business throughout the length and breadth of the country.





**S**ince its inception in 1979, Al Tayer Group has launched over 80 brands in the Middle East and has its operations spread across 6 countries including 200 stores and 23 showrooms with 9000 skilled employees. Al Tayer Group comprises of some of the renowned companies such as Al Tayer Stocks, Aati Contracts, Al Tayer Travel Agency, Cinépolis Gulf, Danzas Aei, King's College Hospital London, Obaid Humaid Al Tayer Engineering and Precision Group.

Enjoying a global reputation in retail, automotive and real estate, Al Tayer Group has progressed into an organisation of remarkable people who are the providers of world's most desired brands. The group is committed to providing its customer with an exclusive experience by developing a diverse and exclusive portfolio in a vast range of retail divisions including beauty, department store, fashion, home, hospitality, jewellery and lifestyle products.

**DELIVERING ECLECTIC SERVICES**

Al Tayer Group's self-motivated team of professional experts is committed to providing innovative and personalised solutions to its clients based on their tastes and requirements. It influences the lives of thousands of people by an exclusive range of luxury brand to indulge them with high standard customer experience. Established in 1982, the automotive arm of Al Tayer Group offers its services under 3 segments - Al Tayer Motors, Premier Motors and National Car Rental. The group has branded automobiles such as Jaguar, Land Rover, Ferrari, Maserati, Ford, Lincoln and Ford Trucks across the UAE. With a growing network of

**AL TAYER GROUP**  
TOUCHING PEOPLE'S LIVES

*With investments in diverse sectors like retail, real state, freight transportation and the automotive industry, Al Tayer Group has emerged as one of the largest groups of the Middle East comprising many influential national and international companies in to deliver a diverse and exclusive portfolio of products and services, thereby influencing and enriching people's lifestyles*

sales, services and parts departments across Dubai, Sharjah, Ras Al Khaimah and Fujairah, the Al Tayer Group with its 3000 professionals is persistently delivering high-quality services. In the Car Rental segment, the group offers a fleet of 6500 automobiles under the division 'Sanam Rent-a-Car L.L.C' on both rent and leasing across the UAE.

The real estate arm of Al

Tayer Group offers exclusive properties with impeccable quality standards, superior aesthetics and innovative design in every project, delivering utmost satisfaction to its customer with high standard lifestyle, elegant design and unmatched built properties. The group introduced its one-of-a-kind reward programme 'Amber' that provides exclusive access to the brand's latest offers

and fashion news. It also enables customers to collect and redeem points in all stores including fashion, beauty, jewellery, restaurants and cafes.

**AWARDS & RECOGNITIONS**

It has been honoured with 3 titles at the Images RetailME Awards for its outstanding retail practices in the region including the "Most Admired Middle East Retailer of the Year Award", "Most Admired Luxury Retailer of the Year Award" and "Most Admired Retail Launch of the Year Award" in 2017. It was awarded first place at the "Service Hero 2018 Customer Satisfaction Index Kuwait Awards Ceremony" for attaining top consumer ratings.



**W**ith a refreshing and novel approach to create avant-garde, fashionable and contemporary trends in design and construction, Habitat + ZNera Architects has been lauded and recognized for demonstrating excellence, technical capability and delivery of complex, large-scale projects.

### A FORMIDABLE PLAYER

Ably backed and supported by a diverse and competent team of professionals, the firm is highly committed to design and building spaces that withstand the tough test of time in terms of appeal, architecture and strength. The brilliant pieces of work are a result of cumulative efforts of specialists, its founders, a well-trained team of architects, and design engineers who put their heart and soul to create sustainable and aesthetically exciting masterworks.

With a view to design edifices that upraise people's living standards, the firm is determined to create environments that are beautiful to look at and comfy to reside in. The firm intends to go all-out to build a culture of innovation in design, boosting experimentation, and enterprise to encourage diverse and out-of-the box thinking that helps can enthuse innovative ideas into the design process.

### SPELLBINDING ARCHITECTURE

The firm believes that a good architectural design accentuates movement and interaction; thus, all its bespoke creations manifest dynamism and excellence in construction. To provide intelligently designed spaces, the firm has been trialling and evolving innovative and futuristic designs through extensive research and detailing.

## HABITAT + ZNERA ARCHITECTS

DESIGNING MAGNIFICENT STRUCTURES

*Habitat + ZNera Architects is a leading architectural and interior Design firm that creates exclusive and contemporary design concepts while remaining receptive to the clients' diverse requirements and offering solutions that suit the choices of every single client. Some of its distinct features are speedy growth, an extraordinary work portfolio and impressive clientele*

With a great emphasis on physical articulation of every project, Habitat + ZNera Architects has successfully completed numerous complex architectural and construction projects, which in turn has bolstered its confidence to innovate, design, and implement more. The organization follows a three-pronged approach of discipline, inclusion and cohesion for all its projects. It comprises

organized and careful planning and design process, and communication with the project team, communities, clients, and stakeholders at all stages of design and development.

### SUSTAINABLE SOLUTIONS

Habitat + ZNera Architects works to improve the livelihood of the people and communities and make a positive and noticeable difference in society. The



firm constantly endeavours to develop sustainable and resilient planning and design solutions by balancing the impact of human needs on the environment.

Continuously exploring the forces that form the modern environment, Habitat + ZNera Architects has been recognized not only for its innovative ideas and unique problem solving through design, but also for its impeccable customer service. The company has created a national impact in the sphere of architectural design. The continuing legacy of the firm has helped it earn numerous prestigious awards namely, "Designers of the Year" in 2012 and a feature in 'Best Interior Designers' in Architectural Digest's Top 50.





**M**r. Vinod Sharma, Chairman of Avalon Heights World Private School, takes immense pride in bringing to Ajman a school which adheres to the highest standards of education, state-of-the-art campus, facilities, along with a parent and child friendly outlook. Founded in 2015, the co-educational school has established itself as a popular choice among parents in the region.

**OFFERING A DYNAMIC LEARNING ENVIRONMENT**

Aligned with the Cambridge International IGSCE Syllabus, the school seeks to create a unique learning experience for its students. Avalon Heights World Private School has a strong team of experienced teachers from all corners of the globe. The highly qualified teachers are passionate about their subjects and strongly believe in augmenting the learning experience of the students. For them, learning is a way to connect with life and lead it in the best possible manner. Thus, children are encouraged by them to ask questions and embrace novel experiences in a practical environment leading to their all-round development.

The school considers learning as an integral part of students' development and aims to educate not just the mind but the heart, body and soul too. It makes due efforts to cater to each and every child's individual needs and interests so as to make learning a wholesome process for all the students.

The school includes in its calendar events of international significance to broaden the children's horizon and mould the young minds into world citizens. It also continually carries out international teacher exchange programmes in this

# AVALON HEIGHTS WORLD PRIVATE SCHOOL

**THE HAVEN OF JOYFUL LEARNING**

*Avalon Heights World Private School, in Ajman, UAE, is a coeducational school that emphasizes collaborative, experiential, and multi-disciplinary learning along with the holistic development of its students. It aims at helping students develop a positive attitude so that the future citizens can lead fulfilling lives while realising their dreams in this ever-changing dynamic world*

regard.

**EDUCATION BEYOND BOOKS**

Avalon Heights World Private School focuses on providing its students with an 'Education beyond Books'. This mission is accomplished through a unique and extensively researched British curriculum aided by experienced teachers. Avalon Heights World Private School follows learning

with correlation to make the learning useful and more permanent with a high degree of recall.

Co-curricular activities, leadership workshops, sports, meditation, and various other events help in developing a balanced personality of its students.

**INVOLVING PARENTS AS PARTNERS**

Avalon Heights World Private

School is a child-centric school which puts the child first. To help children develop intellectually, it listens to the children's voice and believes in providing them with a choice. At the same time, the school considers parents as partners in the learning journey of the child; thus, it communicates and concurs with parents on a weekly basis to facilitate an effective and active collaboration.

Avalon Heights World Private School's mission is to encourage the love for learning besides providing students with a global outlook that is rooted in the culture of the UAE. It aims at creating future global citizens with a sound character and an informed and adaptive attitude.





ME is an ISO 9001, ISO 14001, and OHSAS 18001 certified

business. As a market leader in chemical distribution, it supplies high-quality chemicals for paint, coating, inks, oil field, perfumery, feedstock, and cosmetics industries. PME has excellent facilities for complex chemical production and other allied processes at UAE, India, China, Singapore, and Taiwan. Headquartered in Dubai, PME also has multiple trading and associate offices in Europe, including Britain, Antwerp, and Egypt.

#### PERFORMANCE-ORIENTED CULTURE

PME is backed by a well-structured team of dynamic professionals. It focuses on hiring adaptive and dynamic talent on-board to build a team which can harmoniously and effectively work together to set new standards of timeliness, and quality of service. Even in its facilities, PME ensures that all aspects of environmental hazards are eliminated so as to keep the employees safe and healthy.

With its commitment to deliver the best, the petrochemical player has persistently created an elaborative mission, besides setting challenging goals to improve its performance and serve its partners in the best possible way by providing exclusive benefits and premiums goods and services. What's more, Petrochem focuses on maintaining a healthy relationship with its external and internal shareholders as it tries to give regular profits in the shape of dividends, preferred shares, stock options, etc.

#### WIDE ARRAY OF PRODUCTS

Since its inception, PME has been playing a vital role in the

massive transformation of the petrochemical industry in the Middle Eastern region.

The company has successfully made UAE a local hub for trading and consumption of several products and services within the oil and petrochemicals sector. It manufactures and trades in aromatic solvents such as Glycol ether, ethyl glycol, butyl glycol, and Esters like ethyl acetate and

butyl acetate. The firm is also into industrial alcohol manufacturing such as ethanol, butanol, isobutanol, isopropyl alcohol, and Ketones, including acetone, MEK and MIB

Additionally, Petrochem is among the largest manufacturers of Polymers like LDPE, HDPE, PVC, PP, and Oleochemicals. The construction of Jebel Ali Distribution Terminal, a state

## PETROCHEM MIDDLE EAST

THE LEADER IN CHEMICAL DISTRIBUTION

*Petrochem Middle East (PME), one of the most renowned chemical distributors operating from the Middle East, has been ranked as the world's 11th largest independent Chemical Distributor. Established in the year 1995 in the UAE, the organisation has been riding high the success wave for its broad product range and exceptional service proposition*



of the art facility with bulk storage of 25000 tons of products including high flash solvents dry goods, has been one of the greatest milestones of the firm.

Petrochem is also a leader in exports with the supply of over 250,000 tons of products from its various plants and terminals to GCC countries, North Africa, East Africa, Europe, Indian subcontinent and the Far East.

The company avidly believes that it's possible to thrive in the industry just on the merit of giving timely service, and skillful customer satisfaction, which can only be accomplished with a combination of convenient service, reasonable price, and good quality.





**L**ocated about six kilometers from Bowenpally in a serene location, SSIM has an impressive infrastructure featuring state-of-the-art facilities that provide a perfect setting for academic pursuits. The Wi-Fi-equipped campus also has remarkable lab facilities and a monumental library equipped with countless national and international books and journals.

SSIM has adapted to an exceptional practice for its curriculum, called the BRS / ARS / CRS (Book Review Session, Article Review Session and Company Review Session). This methodology requires a student to turn to the journals and books for review and presentation, thus, motivating them to learn more, and also out of the syllabus.

It has successfully implemented innovations in its executive education programs and offers various full-time management programs – of which PGDM BIFAS is the most illustrious program that encompasses the major finance topics.

#### **CULTIVATING A GLOBAL LEADERSHIP MINDSET**

SSIM has also collaborated with some top B-schools like the Herzing University (USA), Alliant University (USA), University of Highlands and Islands (Scotland), Lincoln University College (Malaysia) and the Ubuntu Institute (South Africa) for meeting its academic and internship objectives, besides fostering a global mindset in students.

SSIM aims at boosting student engagement to instil the spirit of self-confidence and cooperation into their hearts and minds. One of the strengths of SSIM is that it focuses not only on the books but also on the practicalities of learning business. Talks, meets, workshops, and

# **SIVA SIVANI INSTITUTE OF MANAGEMENT**

**SHAPING FUTURE LEADERS FOR A BRIGHTER LIFE**

*Siva Sivani Institute of Management (SSIM), established in 1992, is a B-School run by the distinguished Siva Sivani Group of Educational Institutions — one of the prestigious institutions of the country. Counted amongst the leading management institutions in Hyderabad, India, it has been ranked among the top B-Schools in the country for imparting value-based high-quality education to students*

seminars are frequently conducted at SSIM to mould students for the real corporate world. At the same time, research activities and paper presentations are encouraged for deepening the knowledge of the students. Mock interviews and group discussions are also organised to prepare graduates for interviews and the procedures they might have to face for securing their dream jobs.

#### **EXCELLENT PLACEMENT RECORD**

Since most of the faculty members of SSIM have corporate experience, they offer much-needed career guidance to the students. SSIM also has an excellent placement percentage. Cognizant, ICICI Bank, Axis Bank, Deloitte, Vodafone, Franklin Templeton, Berger Paints, and TATA Teleservices are some of its star recruiters.

What's more, an active alumni network offers further career support to the students.

#### **LAURELS AND FELICITATIONS**

This AICTE, Ministry of HRD, and Govt. of India-approved institute is one of the largest autonomous business schools in India.

It has been ranked 1st among Private B-Schools of Telangana and 35th among Private B-Schools in India as per CSR-GHRDC B-School Survey 2018 and has obtained 20th position among Private B-Schools in South Zone as per The Week B-School Survey 2018. It is also a recipient of The Bizz 2017 Award from World Confederation of Businesses, Houston.





**S**aimon Group of Companies has been proudly contributing to the economic growth of Bangladesh for the last 31 years since its inception. When it began in 1981 with Saimon Overseas Ltd, it was a small unit. Hard work, perseverance, teamwork, and support of the customers gave it wings to fly.

Saimon Group has certainly made its mark and has carved an enviable niche position for itself. The Group of Companies has attained a superior reputation for putting forth its best effort, besides earning the trust and strong goodwill of its clients and customers. The goodwill earned by the Group has been the seed that yielded a huge corporate client base and excellence in its every business activity.

**A STRONG MARKET PRESENCE**

Saimon Group was launched by Mr. MA Muhaimin Saleh, a pioneer of the travel industry. The legacy was later passed on to his erudite and efficient children Mr. Yami Bin A. Muhaimin Saleh and Ms. Afsia Jannat Saleh who are now the Managing Director and the Assistant Managing Director respectively. With their deft management and a capable team of employees, they have expanded the horizons and taken the Group to new heights of success. The duo has been enhancing business growth curve even in the most turbulent times, and that is quite an accomplishment.

Its quality management, robust marketing, customer-centric approach, and valuable CSR activities have definitely rewarded the Group.

Being a corporate leader, the Group has a sturdy market presence and maintains a productive, amicable, and functional business atmosphere.

**SAIMON GROUP**  
A CUT ABOVE THE REST

*Based in Dhaka, Bangladesh, Saimon Group is a leading firm involved in Visa Facilitation services for embassies and deals in Travel related services. It is the first travel agency in the country to receive the esteemed ISO certification and its reputed clientele includes US Embassy, World Bank, Microsoft, Dell BD, IFC, ADB, United Nations, HSBC, British High Commission, ICCDDR and GSK*

Saimon Group of Companies admires the local talent and is proud to be the only organisation in the country to be equipped with locally produced technology.

Saimon Group's Saimon Overseas Ltd. is a leading visa processing service provider that caters to corporate houses as well as foreign missions. It provides visa, ticketing, hotel booking, transport, and other travel-

related services readily.

Additionally, it has a specialised wing that arranges MICE (Meetings, Incentives, Conferences, and Exhibitions) for Corporates, thus, boosting the tourism prospects of the region. What's more, the Group also makes leisure travel arrangements through Saimon Holidays and acts as the General Sales Agency of different airlines through Saimon Travel Trade.



**MARCHING TOWARDS A BRIGHT FUTURE**

With a vision to be a global leader in the services sector, Saimon Group is keen on increasing its global presence. The Group is currently focusing on employing advanced and innovative technologies to provide visa application services securely and efficiently in Bangladesh and abroad.

In order to cater to the growing demand for its travel related services, it has also launched an online booking site and mobile app to benefit both B2B and B2C customers.

With a clear agenda and a competitive spirit, Saimon Group of Companies is bound to conquer new horizons in the times to come.







**E**stablished by Mrs. Shahnaz Ahmed in 1991 after years of hard work, devotion, and cohesion, Springdale High School has come a long way with the support of its four pillars of strength — dedicated teachers, professional administrative staff, highly supportive parents and the bright students.

**PROVIDING QUALITY EDUCATION**

Springdale High School is a leading learning institution fostering innovation, academic excellence and intellectual inquisitiveness; striving to create an environment where children flourish and realise their true potential. In light of the fact that emotional security is the primary need of a child during his formative years, the institution has been successfully promoting the significance of love and humanity as its core objective. Springdale believes in offering a holistic learning experience — education that makes self-reliant, knowledgeable, wise and above all a fine human being and a responsible citizen.

**VALUE BASED EDUCATION**

Springdale High School strives to create a conducive environment where children grow up to be rational and progressive individuals. The aim of the school is to provide each child with well thought-out prospects to realise his / her potential through positive reinforcement and modelling within a nurturing and secure environment. The curriculum at Springdale High School fosters holistic development of students and inspires them to make learning a lifelong companion.

The school campus offers large auditoriums, sports ground, technology-enabled class rooms, canteen where

**SPRINGDALE HIGH SCHOOL**  
AN ABODE OF HOLISTIC DEVELOPMENT

*The academic community at Springdale is determined to provide holistic and transformational education to allow students to pursue academic excellence and grow up as emotionally mature and socially aware enlightened individuals. Guided by the school's vision, mission and values, education at Springdale is aimed at making each student a successful, engaged, and informed citizen*

wholesome meals are served, medical facility, well-organised libraries. With all these facilities, the school makes every effort to ensure that the students have full access to all infrastructural resources.

At Springdale High School, students partake in diverse co-curricular activities which refine their talents and ensure multi-faceted personality development.

**MERIT RECOGNISED**

Springdale High School has won many laurels to its credit. These include the Golden School Award 2016-17 by Indian Talent; Asia Education Summit and Award 2017 for Best Public School with Excellent Campus in Assam by Worldwide Achievers; National Icon Awards 2018-19 for Best High School in Assam; School of the Year (East) Award 2018 by Ed

Tech Review; Best School for Innovation in North East India by International Accrediting Authority (IAA) 2018; Award for Most Promising CBSE School in Jorhat, Assam 2017 by Brands & Leaders of Tomorrow and The Global Teachers Award 2018 by AKS Education Services at New Delhi. The school also received High Performing Schools Award – 2019 organized by AKS Education Awards.

Springdale High School bagged International Educator Award – 2019 for Leadership in Education and Empowerment organized by CED Foundation at Dubai. The school was recognized as the Best Emerging School of the Year – 2019 by Pragati International Awards.



**T**he stature and success that ITL group enjoys today roots back to the 1950s. With having completed only five years in the business, the International Traders (Middle East) Ltd. became the first business company in Dubai to receive a decree of incorporation from His Highness Sheikh Rashid Bin Saeed Al Maktoum, regarded as the Father of Modern Dubai.

**PIONEERS BUILDING FUTURE**

With immense support from authorities and Vision of His Highness himself to guide the group in its nascent stages, aided ITL to shape the consumer electronics market in Dubai into what it has become today . The group now complements the rapid growth of the state by being completely involved in manufacturing, distribution, retail and financial services, among others. ITL has been tagged as the pioneer of modern Dubai and its growth has been proportional to that of the mega city.

Focusing on providing an extraordinary lifestyle to its consumers, the company is committed to bringing in the latest technology and the backup support. To manage and preserve its supremacy and virtue, it regularly invests in advanced technologies and infrastructure. The company has a land bank of 100,000 sq. ft. dedicated to meet the demands of its customers.

**WORLDWIDE RECOGNITION**

Incorporated in 1953 , ITL had modest beginnings with initial trading confined to textiles. However, with visionaries such as Mr. Ram Buxani on board and the state witnessing the oil boom along with introduction of socioeconomic reforms by the government, ITL Group pioneered and consolidated its

**ITL COSMOS GROUP**  
COMMITMENT CONTINUES

*Constantly playing a pivotal role in bringing dynamism and essential growth in a highly regulated market of Dubai, ITL cosmos group is a global leader in several industries. It inspires team-members to be ambassadors of quality-service and excellence, while adhering to a strong code of corporate governance*

position in several verticals. These included a wide array from consumer electronics to IT and PC products, from telecommunications to home and kitchen appliances. The group also introduced photographic products, business equipment, data and storage products, to name a few. Along with offering personal grooming products and household products they also introduced office

stationery, linen and luggage, food and personal banking. The company has been consistently collaborating with industry experts and leaders such as Sharp Corporation of Japan , American Tourister , Toray and BSL group of India. These dynamic associations have aided the group in achieving both, revenue and recognition.

**SERVING THE SOCIETY**  
Philanthropy and CSR have



always been of utmost importance for the group. With Mr. Buxani's mission and philosophy of setting an example for giving back to the society, the group is dedicated towards betterment of the community. ITL explores new avenues to expand its business ventures and works rigorously to create awareness among the citizens of the UAE on environmental issues. It runs campaigns for blood donation, safe-driving and for keeping the city clean.

After making a lasting and ineradicable mark in the realm of trade, industry and marketing in the region, the group is now engaged in building, sustaining and nurturing lasting initiatives across various sectors.





**A** university is where future leaders build their foundation for success and their dreams start coming true. An ideal university should have qualified faculty, reasonable tuition rates, extensive library and up-to-date computing facilities. Zayed University has all the aforementioned qualities and much more. Named after Abu Dhabi's first President, this esteemed institution is the first university in UAE to be internationally accredited. With campuses in both Dubai and Abu Dhabi, Zayed University offers a wide range of programs at the undergraduate and post-graduate levels. It comprises College of Arts and Creative Enterprises, College of Business, College of Communication and Media Sciences, College of Education, etc.

### FOSTERING EXCELLENCE

Geared towards innovation, and quality in academic endeavours, the university aims to provide education that creates not only leaders but also masterminds. Zayed University adheres to world-class standards of education and has modern infrastructure and state-of-the-art facilities in both the campuses.

By encouraging collective brainstorming and decision-making through student council, leadership programs, community engagement centre etc., the faculty at the university help students gain more exposure and get well-prepared to face the competitive job market.

The faculty at Zayed University uses Apple-enhanced assistive technology to impart lessons and also provides key curriculum resources in Braille to help visually-challenged students. Furthermore, Zayed University's libraries have a wide range of physical and

digital resources to provide additional support to the students.

The university's Abu Dhabi campus's newly constructed library is one of the biggest in the Middle East. An Alumni and Student Career office has been put together to provide guidance, counselling and career advice to enable its students make informed and appropriate educational and professional choices.

### DEVELOPMENT FOR ALL

Zayed University has grown to accommodate more than 10,000 men and women from all over the world. This phenomenal growth of the university is attributed to the collaborative effort of its management staff, teachers, and the students. It employs diverse staff members who are best in their fields and are genuinely committed to the welfare of the students.

Apart from enjoying attractive benefits along with a friendly and a transformational environment, the faculty also get additional career development opportunities. It also is committed to Emiratization and gives guidance and training to qualified UAE graduates.

For academic and overall development of the students, it has collaborated with a number of renowned international institutions like Al-Makhtoum Institute for Islamic Studies (Scotland), Australian National University, School of Business Management and Organisation of the Foundation Antonio Genovesi Salerno (Italy), Universidad Complutense da Madrid (Spain), and Waseda University (Japan).

## ZAYED UNIVERSITY

### RACING AHEAD OF THE PACK

*Founded in 1998, Zayed University is a globally recognized academic institution par excellence in educational innovation. It is internationally accredited by the Middle States Commission on Higher Education (MSCHE), United States. The university also offers a scholarship programme for meritorious international students*



**S**ince the past 147 years, the Khimji Ramdas Group has been pioneering the fields of infrastructure, industry and various consumer-based products. Having diversified the company into multiple sectors, the Khimji Ramdas Group has classified their business under four primary categories: consumer products, infrastructure, lifestyle and the projects & logistics group.

The Group's exceptionally well-laid out distribution network across the various ventures has provided them with an access to about 3500 points of direct distribution, more than 125 distribution vehicles. This is aided with an enormous 100,000 metre square world-class warehouse facility across several locations in Oman. Another feather in their cap was achieved when the Group became the proud owner of the region's largest supermarket chain, several premium and luxury lifestyle showrooms, numerous restaurants and eateries. The company is also involved in comprehensive construction and building services along with defence and travel services spread across more than 100 retail outlets in and around Oman.

**BELIEF IN THE CORE VALUES**

The Khimji Ramdas Group has adhered to their initial set of core values laid out by the founders of the Group. The company's resolute presence across the Sultanate of Oman has also contributed to its recognition as one of the largest spread business groups in the region since the early 1870's. The company's versatile combination of approximately 400 brands has further bolstered their growth helping them accelerate their ascent on the ladder of

**KHIMJI RAMDAS GROUP**

**DIVERSIFYING TOWARDS SUCCESS**

*An exceedingly well-established business conglomerate based in the Sultanate of Oman, Khimji Ramdas Group has been fostering the growth of the region since a century and a half. Their outlasting supremacy and excellence is the result of an efficient and effective work ethic along with the relentless fortitude to maintain a steadfast pace of growth*

success.

Their stirring sense of motivation and an inexorable attitude towards work has led the conglomerate on a perennially high rate of success. The Khimji Ramdas Group has been passionately working towards the upholding of their proud legacy with a striving determination to realise the absolute potential of the current millennium. Over the past century, the company

has managed to secure an appreciatively high position among all their competitors in the market and has set their primary goal to uphold that stature in the market. The building of a business empire requires more than just entrepreneurial skills and the Khimji Ramdas Group's strong sense of business acumen has led to the company's accelerated growth since their establishment. The firm



has depicted a promising dedication to excel in their businesses by collaborating teamwork, accountability as well as an appreciation for innovation. This has in-turn fostered the leading position of the Group in every market that they have ventured into.

**FULFILLING THE SOCIAL RESPONSIBILITY**

The company's well-laid social outreach programs have contributed to the enrichment of the lives of people based in the Sultanate of Oman. The firm considers 3 specific pillars to be the pivotal players in the development of any region, namely education, health and community, and have been consistently working in these sectors.





**A**PL Global School, Chennai is run by owner/director Gita Jagannathan, a voracious reader and connoisseur of fine art, music, and humorous tales. She has a penchant for exploration and aims to constantly evolve; attributes that combine with a thirst for the whys and hows of a person's evolution. Academy for Personalized Learning is based on the principles of Person-centered approach to Education, Inclusion and Sustainable Living.

The school nurtures and supports every individual to be a happy and healthy person who confidently explores the limits of their own potential. APL Global School believes that schools should provide a safe and open space, in which children build an understanding of self, their community and the larger world while exploring their role in society. The ethos of facilitated inquiry in all areas, aims at developing responsible citizens and self-aware individuals who have the courage to create and lead the future.

The school culture of Inclusion personalizes learning, assessment, talent development etc., through differentiated pedagogies. APL provides a wide range of curricular courses under two examination boards, National Indian Open Schooling and the Cambridge Assessment International Examinations. These offer variety and flexibility in subject choices, pace of learning and staged assessments with suitable accommodations for individual needs. The teacher:student ratio of 1:20 allows for student-led, active learning pedagogies to be followed across school levels. These practices support students to learn at their own level of challenge and many have responded by moving on to learning some subjects at

## APL GLOBAL SCHOOL

UNIQUELY NURTURING YOUNG MINDS

*Being rewarded with the 'Cambridge Outstanding Learner Awards' for different subject categories in different years, APL Global School Chennai has acquired an unmatched status in the education sector. What makes it the best institution is its focus on applied studies & personalized curriculum which develop the cognitive ability of the young minds & brace them for the future*

development. Opportunities to enhance exploration and development in all these areas come through a variety of inter-school engagements locally and globally. All of this is possible because of the school's own Teacher Mentor Center with a dedicated team of experienced Teacher Educators. Staff at APL believe that teachers have to be eternal learners and take their professional development very seriously.

At APL teaching is a spiritual exercise that values personal freedom in the context of social responsibility and self-awareness. The whole school community is geared to support each individual to be their best version. The school culture works constantly towards health and happiness.

higher than their own grade level particularly in Math, Music, Art and Computers. Gifted students are thus learning at their personal level even as they get opportunities to socialize with peers of a similar age.

### FOSTERING MUTUAL DEVELOPMENT

A child's growth at APL is addressed through all three domains of development; the

sensory-motor, cognitive, and socio-emotional. The school believes that emotional equilibrium is the basic requirement for learning to happen. Explore sessions are group sessions aimed at socio-emotional development and exploration; Drama, Dance, Sports, Yoga and Occupational Therapy sessions address physical development needs and enquiry driven, experiential learning drives the cognitive



**T**oday, the group boasts of having over 50 world-class retail and hospitality brands under its umbrella.

**CAPTURING THE RETAIL SPACE**

Despite its humble beginnings, founder Mr. Micky Jagtiani's focus on fast-paced expansion by adopting trade centrist reforms in the Middle East boosted the company's growth. Today, this global conglomerate, with a presence in the Middle East, Africa and India, has expanded on a very large scale. Headquartered in Dubai, UAE, the Landmark Group has over 2,300 outlets and an operational surface area of 30 million square feet across 22 countries.

It employs 55,000 people from various ethnicities and nationalities. At Landmark Group, diversity isn't just limited to the workforce. Its highly diversified portfolio includes retailing of apparel, footwear, consumer electronics, cosmetics, beauty products as well as home improvement and baby products. It owns and operates several popular apparel brands including Babyshop, Splash, Max, Lifestyle, Iconic and Centrepoint (a single store format housing Babyshop, Splash, Shoemart, and Lifestyle) as well as international fashion franchises such as Lipsy, Reiss & Yours London.

The group is also a significant player in footwear and owns brands like Shoemart and Shoexpress. Not only does it own malls and shopping centres like Citymax, Oasis, Foodmark, Spaces, Fitness First, Fun City, Fun Works and associated trademarks, but it also deals with hospitality, leisure, healthcare as well as mall management. Apart from being a significant player in the retail market, the group

**LANDMARK GROUP**  
REIGNING OVER THE RETAIL MARKET

*Regarded as one of the top Indian companies in the Middle East, the Landmark Group's transformational journey from just one store in the year 1973 into a retail and hospitality conglomerate with a presence in the Middle East, Africa and India is legendary and inspirational*

has financial investments and interests in India, Saudi Arabia, Kuwait, Bahrain, Oman, Qatar, Egypt, Jordan, Lebanon and several other countries.

**PASSIONATE ABOUT CUSTOMERS**

Landmark Group is known for its laser-sharp focus on customers. While having effective operations and talented employees, it also recognises the need to have

a finger on the pulse of the customer.

It follows the three-pronged philosophy of Listening, Empowering and Adapting. It incorporates valuable feedback by listening to customers, employees and shareholders. It believes in empowering its employees to effectively handle any scenario. It urges them to stay ahead of the curve by quickly adapting to



situations. Ultimately, through effective strategy and strong management, the organization focuses on delivering the best possible experience for its customers.

**GROWING WITH THE COMMUNITY**

The Landmark Group works religiously towards the betterment of society. True to its motto to make a difference by conducting business responsibly and generously supporting the needy, the group is involved in several development and awareness missions like Child Safety First, Family Clock and Happy Feet and continues to create a positive impact on the environment and society through its CSR initiatives.





**P**ioneer World School (PWS), is committed to nurturing the talents and aspirations of each student by harnessing their creative energies so that they can transform themselves into confident young people who are well-prepared to face the challenges of the modern world.

The school believes in imparting wholesome and engaging learning experiences rather than focusing only on bookish knowledge. At the same time, it strives to reinforce the feeling of mutual respect, meaningful relationships, and community values such as inclusiveness, diversity, and collaboration.

### PIONEER LEARNING ENVIRONMENTS

Designed for developing 21st century skills, the learning environment of Pioneer World School includes state of the art music, dance and visual arts studios; a curated library of exceptional learning resources, books and journals; laboratories for physical and natural sciences, computer science and robotics; play grounds for organised sports of basketball and Volleyball; spaces allocated for indoor games.

### PIONEER FACILITIES

The school has optimum facilities for ensuring safety and comfort of students that include GPS-enabled buses, air-conditioned and spacious dining areas, collaborative and interactive spaces in the campus.

### SCHOOL PHILOSOPHY

PWS believes in bringing the best pedagogical approach that would ensure that it gives our students the best chance of achieving success with their own efforts.

The academic standards are such that an optimal blend of

global and Indian is maintained, giving our students roots with wings. We believe that each student comes with their own unique potential, waiting to be explored.

### SCHOOL CURRICULUM

The Cambridge curriculum framework and course content is being followed alongside individualised teaching and learning methodology that ensures student engagement

and enduring learning outcomes.

The school has developed its own unique STEAM (Science, Technology, Engineering, Arts, Mathematics) curriculum based on internationally recognised CGC (Common Ground Collaborative) and the CAIE (Cambridge Assessment International Education). Learning at Pioneer includes the creative arts of music, theatre, dance and visual,

sessions of LEGO and robotics.

### FUTURE READY PIONEERS

At Pioneer, students are getting ready to face the challenges that are hitherto unknown to current generations. They are preparing themselves with the 21st century skills of Creativity, Collaboration, Communication and Critical thinking. They are truly finding themselves and inspiring others every school day of their blossoming lives.

PWS motivates its students in believing that success is within each one of them, and can be achieved through one's own effort and hard work and prepares them to step into the globally competitive world equipped with 21st-century skills, behaviours and attributes.

# PIONEER WORLD SCHOOL

FINDING OURSELVES INSPIRING OTHERS

*Pioneer World School is the most sought after school located in Jubilee Hills, Hyderabad, and has become an exemplary institution for the all-round development of students. The school has been conceptualized for fostering creativity and critical thinking through outcome-based learning and personal attention to children's learning needs*




**A** global fashion and lifestyle retail conglomerate, Apparel Group deals with diverse brands from all over the world with prominent names in the fashion industry, including Tommy Hilfiger, Juicy Couture, Skechers, Nautica, Aldo, Nine West, Aeropostale and many more. The group offers a diverse range of products that include accessories, cosmetics, department store, entertainment, fashion apparels, footwear, and Food & Beverages (F&B) from renowned brands.

**WORLD-CLASS BRANDS AND INNOVATION UNDER-ONE-ROOF**

Apparel Group has significantly expanded its resources, thus, raising the bar in the retail industry by delivering the most glamorous and elegant range of accessories to its customers. The group has attained the position of the most prominent and successful retail conglomerate and is on the way to operate 2000 stores globally by the end of 2020.

The departmental arm of Apparel Group, Dollar Plus, is one-stop-solution for thousands of household items. It merchandises items in over 14 major categories, including dining and kitchen, living room, bathroom, general homecare, stationery, fashion, health and beauty, toys, baby care, seasonal, travel, electronics, and F&B.

The Group's entertainment unit, Sky Zone, is the world's first indoor trampoline park that blends fun and fitness together. Additionally, the Group's F&B division is adding flavours with a world-class range of food items in its portfolio. Its F&B division features reputed brand names such as Tim Hortons, Cafe & Bake Shop, and Cold Stone Creamery, which serves unique



**APPAREL GROUP**  
SURGING FORWARD IN THE RETAIL RACE

*Established in 1999 in UAE with a single US brand, Nine West, Apparel Group has emerged as a leading fashion brand across the globe, offering a wide array of products from renowned brands. Extending its footprints across four continents with over 75 brands, 1750 stores and 12,000 multicultural employees, the Group is all set to rule the fashion and lifestyle industry*



**GAINING RECOGNITION**

Over the years, Apparel Group has garnered many awards for delivering quality products and best retail services to the utmost satisfaction of its customers. It was bestowed with 'Dubai Chamber CSR Label' for the 6th consecutive year by the Dubai Chamber's Centre for Responsible Business 2018. It was also honoured with MEA Business Awards for Best Fashion & Lifestyle Retail Conglomerate in 2018, and the 'The Mohammed Bin Rashid Al Maktoum' Business Award in 2019. The Group's online shopping website, 6thStreet.com, was awarded 'Grazia Style Award' in 2019 for being the best online high-street multi-brand site.

ice cream creations including smoothies, cakes, and shakes. The Group also offers a great blend of stunning fabrics with seamless finishing along with a variety of branded fashion accessories.

**GAINING AN EDGE IN THE RETAIL SPACE**

Brand Apparel's team of experts with their farsightedness and out-of-box thinking has taken the group

to new heights by providing exceptional products to its customers. For example, Club Apparel is an innovative cardless loyalty programme devised by Apparel Group for its customers. With more than 70 international brands and 700 stores across the UAE, Club Apparel enables customers to purchase goods on accumulated points at any Apparel Group participating stores in the country.







**A**ffiliated to CBSE, San Academy Group of Schools sets attainable targets in imparting high-order next-gen education through an all-inclusive curriculum. Thus, making way for an all-embracing and experiential learning based on inventive classroom management and methodologies.

### UNDERTAKING WORLD-CLASS INITIATIVES

The mission of San Academy Group of Schools incorporates the time-honoured values of fostering the spirit of excellence through education, empowerment and enlightenment of the students. With an effectual blend of internationally acclaimed curriculum and methodologies, the objective of school is to guide young students to develop and transform into self-righteous and responsible global citizens. In pursuance with this noble objective, the school pursues a well thought-out blend of tried and tested pedagogies, characterized by critical innovative practices.

The school is a staunch advocate of promoting heuristic learning, a self-paced method of learning, which enables students to learn by the means of self-discovery and experiences.

### FOSTERING HOLISTIC DEVELOPMENT

Emphatically catering to an all-inclusive holistic growth of the children, San focuses on scholastic, extracurricular and co-curricular activities, entwining human values and traditional ethos around them.

The students at San Academy enjoy the victorious feat by achieving numerous exemplary academic and non-academic progresses appreciably under the exemplary leadership and guidance of Ms. R. Archana,

## SAN ACADEMY GROUP OF SCHOOLS

IMPARTING EDUCATION THAT EMPOWERS

*San Academy, founded in 2008 under the aegis of San Academy Trust, is a renowned educational institute in Chennai. The school offers quality education which is integral to the intellectual, creative & moral development of the students. It also nurtures their intrinsic potential to enable them to realize their dreams and become caring & responsible global citizens*

Managing Director, San Academy Group of Schools at its campuses situated in Velachery, Narayanapuram and Kamakoti Nagar in Pallikaranai and Tambaram.

Built on a rich legacy of years of remarkable performance, the school continually strives for excellence in all spheres. The teachers work dedicatedly to impart scholastic skills to students and prepare them for the

challenges of tomorrow. The school organises numerous activities such as Karate, Silambam (Indian martial art originated in Tamil Nadu), Aerobics, Western Dance, Ballet, Classical Dance, Chess and Skating to increase the physical and mental strength of students. Moreover, to promote creativity, sense of responsibility, and citizenship, the school has numerous student associations such as

the creative arts club, sports club, literary club, eco club, science & technology club, sports club. Further, activity-based learning, field trips, interschool competition, celebrations and festivities are regular features at the school apart from studies.

As an active participant in CBSE's Social Empowerment through Work Education & Action (SEWA) project, San Academy Group of Schools enable development of self-confidence and self-esteem in students in order to prepare them to be active global citizens. This program focuses on their mental, emotional and social health by directing their minds towards constructive activities to facilitate critical thinking.





S. Lootah Group has a unique distinction of being associated with many “firsts” of the country, be it the first construction company in the UAE or the first medical college in the UAE or the first Islamic bank in the world.

This extraordinary portfolio of services and products is a hallmark of the visionary Haj Saeed Bin Ahmed Al Lootah, the founder, and under the leadership of Yahya Bin Saeed Al Lootah, the chairman, the brand has played a remarkable role in taking the diversified national businesses to the global platform.

The group always acknowledges and appreciates the contribution of human resources that act hard and smart behind the scene in making the S.S. Lootah group one of the world's largest brands in real sense. With strength of over 10,000 multinational workforce coming together to make the diversified business approach of the group successful, it is their dedication that provides sufficient exposure to the veracity and entrepreneurial skills of the group as a whole. With such a profound approach and initiative, the brand has become the reason behind the national and regional economic growth of the UAE.

**EXTENSIVE COVERAGE ACROSS NUMEROUS VERTICALS**

So far as the sectors that the group covers, it leaves no industry untouched. Starting from the Construction to Healthcare, it captures every single unit of the market to ensure the nation progresses at a faster pace. Whether it is the construction industry where the group ensures using high-quality raw materials for their projects or the Food industry that requires strict testing of the products being

**S.S. LOOTAH GROUP**

**A PARAMOUNT BUSINESS CONGLOMERATE IN THE EMIRATES**

*In the year 1956, S.S. Lootah Group took its foot forward in bringing different key industries under one label while building a remarkable portfolio in the United Arab Emirates where the family-owned business house became an ace in handling multiple projects in the Construction, Energy, Food, Education, Healthcare, Finance, Real Estate, and Hospitality sectors*

traded, the group remains vigilant in evaluating all its services thoroughly before introducing the same in the market. Being one of the renowned brands of the world, it is, after all, accountable for everything it offers to the people worldwide for use and consumption.

Irrespective of its image as a revenue-generating business house, S.S. Lootah Group believes in making education

available for all. As a result, it has come up with multiple initiatives that encourage establishment of not-for-profit educational institutions, though across the nation yet internationally recognized.

The other industries in which it has established a marked presence include Applied Research, Financial Services, ICT, Energy, Healthcare, Real Estate, Trading and Retail, Interior Design, Engineering,



Research and Development, and Media.

**SPREADING REACH**

After tasting immense success in the Middle East, the group shifted its focus to the global marketplaces in 1997, which gave birth to the S.S. Lootah International. The new arm of the group came into the existence to take care of the project requirements of the overseas clients. The creativity and dynamism of the group increased manifold as it proceeded with taking up diverse projects from across the globe.

In collaboration with the well-known global brands, it has bagged numerous multi-billion dollar projects across Asia, Europe, and Africa.





**A**s an organization driven by performance and a team of exceptional professionals with integrity, shared values, and commitment, ADNOC has invested hugely to maximize the value of oil and gas assets to remain a trusted and dependable global energy supplier for the sustainable growth of company and nation as a whole.

**USHERING ECONOMIC PROSPERITY**

By concentrating on four key strategic domains—enhancing organizational performance, maximizing profitability, optimizing efficiency, and investing in human capital, ADNOC strives to be the force that empowers the nation and drives the engines of growth by utilizing the true potential of our natural and human resources.

As world's 12th largest oil producer producing 3 million barrels per day with 151 oil transportation and support vessels, ADNOC is continually seeking novel and innovative approaches of increasing its value so as to take full advantage of the resources. ADNOC has been working relentlessly to meet the demands of a dynamic energy market in order to make a long-lasting positive impact on Abu Dhabi's economy for generations to come.

**DRIVING EFFICIENCY**

A critical driver of the social and economic development and a distinguished enabler of economic diversification in the region, ADNOC places heavy thrust on controlling costs, increasing operational efficiency, and maximizing profits to flourish in the new multifaceted energy landscape. Creating superior value from its resources, the company is constantly expanding the number of partners, investors

**ABU DHABI NATIONAL OIL COMPANY**  
**FUELLING THE ECONOMY**

*One of the world's leading energy producers, Abu Dhabi National Oil Company has been playing a central role in advancing Abu Dhabi's growth through its business operations spanning across the entire hydrocarbon value chain, via a network ranging from exploration, production, storage, refining and distribution, to the development of an extensive array of petrochemical products*

and stakeholders to attain sustainable stability between society's existing and future energy needs by using the wisest, more responsible and advanced methods of operation.

In view of strategic necessities, ADNOC has chalked out long-term growth plans empowered by technology, enterprises, and people to envision future actions and developments in its

integrated 2030 strategy, which is of paramount importance to deliver smart growth and maximize revenues.

Committed to keeping its employees well-informed with ongoing training and the latest skill sets to keep up with industry developments, ADNOC offers a supportive working environment to them, which is favorable for them and enables them to prosper and perform.

**A PARTNER TO SOCIETY**

ADNOC remains on its toes to contribute significantly to social investment and community development programs by investing in education and research, developing roads, hospitals, schools and mosques, donating to the Ministry of Labor and Social Affairs, Emirates Red Crescent, Khalifa Foundation, local sports and cultural clubs, as well as building infrastructure critical to Abu Dhabi's growth and development.

In the year 2017, ADNOC introduced the Al Khair program, intending to influence the lives of over 100,000 people positively. As part of the 2017 Year of Giving, the company had undertaken 50 community initiatives.



**A**lthough the Group is now a diversified business conglomerate with hands in construction, real estate, textiles, engineered goods, home appliances, shipping, publications, power, and biotechnology, but it has kept infrastructure as its foremost priority and has enshrined its name as one of the most prominent construction firms in the world.

**A PIONEER IN REALTY**

The Group holds the honor of constructing India's tallest building, 'The Imperial Towers' and some of the most well-known and massive landmarks of Mumbai including The Taj Mahal Palace and The Oberoi Hotel. It is the creator of the World Trade Centre in Fort area, the Hong Kong Bank, Grindlays Bank, Standard Chartered Bank, Reserve Bank of India building, Bombay Stock Exchange building and Taj Intercontinental. Apart from construction ventures in Mumbai, it also constructed Sarala Birla Academy, a boarding school for boys, in Bangalore, 'Empress City' in Nagpur, the Mumbai-Pune Expressway and Brabourne Stadium. The Group has also built a stone palace for the Sultan of Oman in 1971 and the president's palace in Ghana. Apart from the famous structures, it has also constructed several expressways, tunnels, and also specialize in the marine segment.

The company which began with building a very modest water reservoir is now attributed with some of the world's most impressive landmarks and structures under its name. The Group places utmost importance to technology which is their backbone. 'People' who work with it and the people whom it

**SHAPOORJI PALLONJI GROUP**  
ENGINEERING A BETTER PLANET

*Carrying a legacy of 150+ years, Shapoorji Pallonji is one of the oldest construction companies in the country and has been serving the society with its humongous infrastructure, construction, and maintenance services since its inception in 1865. The Group has interests spanning from construction to financial services and from publications to shipping and power*



power plants, from luxury residences to stadiums and from hospitals to metro. It has delivered on its motto to make the world a better place to live in and transformed the lives of millions.

Ever since its inception, the company has focused and committed itself in building viable structures. It aims at aiding and benefiting the society with application of the best possible solutions in the field of engineering. The group has the ideology that durable and smart engineering can bring the world closer and make this planet a better place to live. It believes in the power of great engineering which is vital for improving the standard of living along with preserving the environment.

works for have always been a driving force for the firm.

**LARGER THAN LIFE SINCE THE VERY BEGINNING**

The Group has always engaged itself with complex and challenging projects for over 150 years which will be recognized in the future for their technical and engineering marvel. Now with clients in over 60 countries and an employee base of over 60,000

people from over 40 nations working in several companies of the Group, the Group has been quite successful in retaining the recognition. Pallonji Group is also the single largest shareholder in the \$103 billion Tata groups's holding company Tata sons, controlling a little over 18 per cent stake.

It has established its presence in sectors ranging from water purifiers to solar





**O**NGC was set up under the visionary leadership of Pandit Jawaharlal Nehru in the form of Oil and Gas Division by Shri K.D. Malviya. It is the largest profit-making PSU in the country, ranks among the top energy companies in the world.

**ITS ILLUSTRIOUS JOURNEY TO A 'MAHARATNA'**

In its illustrious journey from 1955 to attaining Maharatna status (2010), it has grown to be a vibrant and dynamic corporation that continues to fuel the growth engine of the nation. ONGC, with its superlative and outstanding efforts, has opened up new frontiers into new hydrocarbon provinces and has emerged as one of the largest Exploration and Production companies in the world in terms of reserves and production.

**ENHANCING ITS ENERGY CAPABILITIES**

A highly awarded company globally, ONGC, through its subsidiaries and joint ventures – Hindustan Petroleum Corp Ltd. (HPCL), Mangalore Refinery and Petrochemicals Ltd. (MRPL), two petrochemical units namely, ONGC Petro additions Ltd. (OPaL) and ONGC Mangalore Petrochemicals Ltd. – has been successfully meeting the energy demands of the nation. ONGC Videsh Ltd. (100% stake held by ONGC) has its staggering presence in Latin America, Far East, Russia, Africa and the Middle East.

**CORE EXPERTISE**

ONGC's operations include refining and progressive development of alternate energy sources, conventional exploration and production. The company's domestic operations are structured around two plants (Uran

**OIL & NATURAL GAS CORPORATION**  
**FUELING INDIA'S GROWTH**

*Oil and Natural Gas Corporation (ONGC) is ranked as the top energy company in India. A public sector undertaking (PSU) of the Government of India, under the administrative control of the Ministry of Petroleum and Natural Gas, the organisation produces around 70% of India's crude oil and 62% of natural gas. Headquartered in New Delhi, ONGC has its offices all over the country*

and Hazira), 11 assets (predominantly gas and oil producing properties), seven basins (exploratory properties), and also services (for necessary support and inputs such as logging, geophysical and well services).

ONGC holds primary market in India and supplies crude oil, natural gas and value-added products to major Indian oil and gas refining and marketing companies. ONGC's

core business expertise lies in exploration, drilling, production, R&D and training, engineering and construction. Moreover, it has business interest in undertaking new initiatives in energy such as solar energy, wind energy, gas hydrates, shale gas and coal bed methane.

ONGC, with integrated operations, has developed capability in all aspects of exploration and production

business, i.e., acquisition, processing and interpretation (API) of seismic data; drilling, work-over and well stimulation operations; engineering and construction; production, processing, refining; transportation; marketing; and applied R&D and training.

The organisation has complete focus on its domestic and international oil and gas exploration and production business activities, and provides value linkages in other sectors of the energy business while creating growth opportunities and maximizing shareholder value.

ONGC is truly a valuable gem and crucial asset in the Indian petroleum sector and is enhancing India's energy availability.



**W**ith its emergence in 1976, Sobha LLC tried its hands on the designing and contracting sectors of the Middle East and gradually evolved as one of the world's largest brands.

**LEAVING A LONG-LASTING IMPACT**

It is a platform where quality, technology, and passion are best utilized. The group today is known for its customer-centric approach, operational excellence, and perfection. Sobha LLC is such an insignia which when collaborates with a project in the Emirates or other nations, instantly catches the attention and trust of people for uncompromising and best quality without any second call — and this is what the brand has earned in its astonishing growth journey so far.

**EXPANDING FAR & WIDE**

In the budding phase of its growth journey, the company gained popularity solely by the word-of-mouth and managed to grab noticeable high-value projects. Well, the transformation took place in 1984, when the group began grabbing big banner projects as its quality work came into the focus.

While it started with the coverage of the markets across the UAE, the Sultanate of Oman, Brunei, Bahrain, Qatar, a huge overseas market also opened its arms and welcomed the dedication and functional superiority and high work standards of the group wholeheartedly.

From residential campuses to commercial premises, the brand has conformed to the varied customer requirements without making any compromise on the quality or its ethical values. Where Al Bustan Palace Hotel in Muscat is one of the most popular architectural products of the group, Infosys

**SOBHA LLC**  
OFFERING QUALITY LIFESTYLE TO ALL

*Formerly operating under the name of Services and Trading Company, Sobha LLC began its journey as an interior designing firm in Muscat, Oman and was established by a first generation Indian entrepreneur, Mr. PNC Menon. By focusing on quality-oriented and customer-centric approach, it has emerged as one of the leading real estate brands across the world*

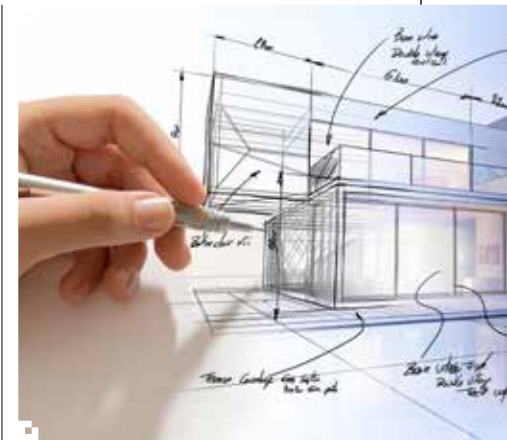
Global Education Center in Bangalore, India, is known for the excellent infrastructure that the brand has developed.

**PILLARS OF SUCCESS – LEGACY, QUALITY & CSR**

When perfection is the only option, the level of consciousness is beyond imagination. The team at Sobha LLC, by way of designing, constructing, and organizing a particular development to

make it comfortable for a stay for hours or a week or forever, has at all times ensured perfect quality. Through its architectural design studios, the company offers innovative spatial solutions crafted with passion, excellence and superb engineering.

A group of technical individuals only do the checking and assess the quality standards of the materials being used for a



particular construction. Sobha LLC is not just a company but a legacy that has been serving construction owners for over four decades now and is cognizant that people look up to it for safe, comfortable living in edifices crafted with passion and excellence. Through its architectural design studios, the company offers innovative spatial solutions crafted with passion, excellence and superb engineering.

For Sobha, the nature of the construction is never an issue as the designing is completely about the quality and technological excellence. Always aiming for excellence, the firm has emerged as one of the topmost architecture and designing companies across the globe.





**E**stablished in 1993 in the UAE and owned by Government of Dubai, Emirates National Oil Company (ENOC) is an eminent oil and gas company functioning around the energy sector value chain. Ever since its inception, the company has made the best use of innovative strategies, ultramodern technology, and customer-centric approach to become a major player across various segments of the energy sector. It has been making a significant contribution to Dubai's economic expansion and sustainable development.

The provider of fuel and non-fuel products, ENOC has gained strong footholds across the UAE and abroad, including Malaysia, Turkmenistan, Kingdom of Saudi Arabia, Djibouti, Tanzania, Morocco, South Korea, and the United Kingdom. The group is all set to lead the oil and gas industry by 2020.

### THE FOREMOST CONTRIBUTOR TO GROWTH

Serving a clientele of 60 markets, and employing over 9,000 staff, ENOC embraces world-class technology to take long strides in refining, lubricant blending, storage, aviation and retail to accomplish the growing energy requirements of UAE.

The ENOC group is primarily involved in supplying, trading, and processing (STP) of petroleum products. The business segment plays a significant part in handling the supply unit of the brand in any geographical region and delivering different refined products at the company's retail networks in Dubai. It uses the supply and trading operations to its advantage and ensures the profitability of the group through exceptional marketing strategies and by tapping the right marketing outlets in the country and

## EMIRATES NATIONAL OIL COMPANY

### REVOLUTIONIZING THE UAE ENERGY SECTOR

*Emirates National Oil Company Limited (ENOC) LLC, a prominent integrated global oil and gas brand in the UAE, has been making rapid strides to meet the increasing energy requirements of Dubai. It aims at developing the competencies to achieve profitable and sustainable growth globally in order to rule the energy sector value chain*

abroad.

### EXPANDING ITS PRESENCE

A distinguished brand, ENOC, has an inseparable role in almost every aspect of Dubai's development, such as automotive, aviation, hospitality and social infrastructure. Its highly dedicated team of experts provides the company with great expertise in performing business tasks, employing robust systems and

processes, and finding the right business solutions to give the company a competitive edge.

ENOC has marked its presence in international markets by launching an exploration and production portfolio and establishing its own set of high-quality standards. The group has made rapid progress through its first-class customer service, innovation in energy, resource management, and commitment

to human capital development. It is also extending its reach to customers with 116 ENOC and Emirates Petroleum Products Company (EPPCO) service stations operating in the UAE. As one of the top suppliers of gasoline, ENOC supplies high-quality fuels, including special un-leaded gasoline (ULG) 85 & super unleaded gasoline (ULG 98) in the motor gasoline category.

ENOC has won many awards for promoting environmental protection & for exceptional procurement proficiency and transparency in the SCM. It received Dubai Award for Sustainable Transport (DAST) and Annual Chartered Institute of Procurement and Supply (CIPS) Supply Management Awards in 2016.



**A**dani Realty, one of the youngest arms of the Adani Group, has delivered 13 lac sq. mtrs. of real estate and is on track to deliver an additional 13 lac sq. mtrs. In just 8 years since its inception, the realty group has won over 35 awards and ranks 7th in the list of top real estate brands – Prop Equity survey 2017-18.

### MAGNIFICENT PROJECTS

Adani Realty's growth has been primarily due to their relentless commitment to establish trust by exceeding delivery expectations and crafting projects that raise benchmarks. This commitment has seen the group foray into major cities such as Mumbai, Gurgaon, Pune and Ahmedabad with residential, commercial and social club projects. Shantigram, Gujarat's largest integrated township spread over 580 acres has been one of the group's major undertakings. It is constituted of multiple clusters ranging from super premium to affordable homes, and is also home to the Belvedere Golf and Country Club.

Western Heights, located in Andheri West is a promise of the up and away lifestyle by Adani Realty. The spacious 2, 2.5, 3, 3.5 and 4 BHK homes open up to a breathtaking view of the city and give residents a taste of fine living, while the 6th floor is dedicated to a host of amenities such as the swimming pool, gymnasium and indoor games area to name a few. Unwinding also gets a whole new meaning at Western Heights, at The Vibe - Rooftop Lounge with the star gazing deck, reflexology path and jogging track. The project is nestled right next to the D.N. Nagar metro station and close to schools, colleges, malls, hospitals

and the airport. Thanks to the flyovers and its proximity to the Western Express highway, its connectivity to the rest of the city is second to none. It's a location that's truly magical in every way. Western Heights has a lot to offer to its residents. Right from staying in the heart of the city to being in a cocoon of luxury, the project delivers on every aspect. It's not just an abode, it's an experience

that'll be appreciated by connoisseurs of fine living.

### AWARDS & ACCOLADES

Under the leadership of MD Mr. Pranav Adani, Adani Realty has created several milestones – integrating the finest aesthetic designs with latest technologies to emerge as one of the leading construction companies in India. With 35+ awards received within 8 years,



the firm speaks a story of astounding success and ingenious teamwork under the guidance of its visionary leader. Some of the accolades received by the company include Best Golf Club in Gujarat 2019, Best New 9 Hole Golf Course 2019, 'Best Township Project of India' Award 2018, and 'Environment Friendly Project of the Year - Residential'.

Adani Realty has armed itself with a skilled workforce under the direct supervision of a highly progressive and professional management consisting of talented professionals from varied disciplines, and is consistently charting new trajectories of success in the realm of real estate.





**S**tarted as a trading company dealing in petrochemicals between India and the UAE, Gulf Petrochem is a vision converted into reality by exceptional planning and execution of Mr. Ashok Goel and Mr. Sudhir Goyal.

From being a trading company to becoming a major oil conglomerate, the growth and journey has been nothing short of being an epic. Gradual progression with the help of industry experts, advanced technologies and state-of-the-art facilities has led to such recognition in the industry. The company currently has strategic business unit in Oil Trading & Bunkering, Oil Refining and other allied services in fifteen countries in 4 continents, including south-east Asia and Europe.

#### A ONE STOP SOLUTION COMPANY

Gulf Petrochem started with a vision to cater to the needs of its customers with an integrated network of entities dealing in various products and services in the oil industry, and it has been quite successful in it. The group is now involved in Oil Trading & Bunkering, Oil Refining, Grease Manufacturing, Oil Storage Terminals, Bitumen Manufacturing and Shipping & Logistics with 6 business units. They have a refining capacity of 250000 MTpa, consolidated storage capacity of 1 Million tonnes, storing and refining diverse qualities of oil including Naphtha, Crude, Gasoil, Base and Vegetable oil. Aside from this, it has a fleet of 9 ships and 42 road tankers, primarily for transportation of the products that it deals in.

#### BUILDING A BRIGHT FUTURE

The Sharjah-based company aims at becoming an integrated global conglomerate through

## GULF PETROCHEM

### MARCHING TOWARDS NEW HORIZONS

*Established in the 90's, Gulf Petrochem has become a household name in oil and gas sector with manufacturing, refining and trading operations in more than 15 countries. The \$3.2 Billion group has seen tremendous growth, both domestically and internationally as the company continues to enter diverse areas in petroleum and gas industry*

expansion in new markets and induct new products and services in its portfolio. To scale new heights and sustain the immense growth the Gulf has seen, Founder and MD Mr. Sudhir Goyal now eyes at new acquisitions and strategic partnerships. With the new associations around the world, the company aspires to set up a new refinery in Tanzania and new trading offices in London, Lagos and Kuala Lumpur.

It also formed GP Petroleum by acquiring India-listed Sah Petroleums Ltd. and introduced their IPOL brand in the Middle East to further improve its grip in finished oil and lubricant market. The company's business has taken off in its home-country of India as well, with the launch of Repsol- a popular lubricant brand.

The group has entered the high-potential Oil market in

the African sub-continent with an association with Essar Petroleum for retail sale. Following this, it plans to expand to Kenya and Tanzania by the next financial year. The management also envisions entering coal and petcoke business to capitalize the opportunities in India, Pakistan and the UAE.

#### GIVING BACK TO SOCIETY

Gulf Petrochem funds and operates ASPAM. It is a foundation which works towards providing basic necessities to the poor, education to the less-privileged and assistance to the handicapped. The company commits itself to bringing about an improvement and betterment to the society.



**O**ver the last 40 years, Arabtec's seamless integration of the latest construction techniques and processes with the best industry practices has ensured the successful delivery of all its projects. Its emphasis on service excellence and sustainable development has made it a significant force in the industry.

**EMBRACING EVERY OPPORTUNITY**

A booming industry, construction has become a highly competitive business in both developed and developing countries. Prominent market leaders are spearheading revolutionary changes in construction technology and Arabtec is one of them. Founded in 1975, Arabtec Construction LLC delivers social and economic infrastructure ranging from airport terminals to luxury villas.

Over the years, it has demonstrated its expertise in complex construction projects. Its pursuit of excellence from a project's inception to its timely completion has aided the company while taking on and accomplishing many notable projects.

**A STRONG PORTFOLIO**

Arabtec's impressive portfolio features many major-league projects in the UAE and surrounding countries. It specializes in rendering turnkey infrastructure projects by providing complete construction, procurement and engineering solutions. It is also experienced in large-scale complex industrial works and has successfully delivered them to major clients. The organization has completed about 240 projects including the awe-inspiring Burj Khalifa (Dubai) as well as the magnificent Louvre (Abu

**ARABTEC CONSTRUCTION LLC**  
 SCALING THE HEIGHTS OF SUCCESS

*Arabtec Construction LLC is a premier construction company based in the United Arab Emirates and is the largest subsidiary of Arabtec Holding PJSC. The organization's expertise reflects through its numerous masterworks like airport terminals, residential complexes, stadiums, luxury villas, office blocks and other iconic landmarks*

Dhabi).

The success of each project depends on the mutual trust shared between an enterprise and its clients. Thanks to Arabtec's transparent business practices, it has formed lasting relationships with its partners, clients and shareholders. The organization takes huge pride in being able to go the extra mile when offering innovative solutions, adept resource

management and prompt project completion.

Arabtec has several ongoing projects and relies on a workforce 30,000 people. The company is highly skilled when it comes to coordinating with clients, associates and all shareholders for a project win.

**TOWARDS A BRIGHTER TOMORROW**

Arabtec is guided by its motto of improving the quality of life



and standard of living of the people in the communities it develops. It follows the best practices that reduce waste and environmental footprint and positions itself as a responsible construction company.

By constantly pushing the boundaries, Arabtec Construction LLC has quickly turned into one of the leading companies in this sector. It has continued to improve its capabilities and is now quickly expanding its horizons to cover the wider GCC and Asia as well as the emerging markets in North Africa.

With the potential to play a strategic role in the further growth of these regions, the organization is determined to carry on its legacy there.





**T**he KBBO (Khalifa Bin Butti Bin Omeir) Group is an innovative investment company that traces its roots back to the year 2008 and is headquartered in the affluent and wealthy region of the United Arab Emirates with felicitous operations in the MENA region, Europe and the United States.

**DRIVEN BY A VISION**

Under the able guidance of Mr. Khalifa Butti Bin Omeir, the current Chairman of the KBBO Group, the business conglomerate has garnered immense achievements. He has a visionary foresight of developing the firm as the United Arab Emirates' premier group for investment and also as the emerging power giant for growth in sectors associated with sustainability both within the region and internationally. His guiding mission for his employees has been to work in the direction of generating opportunities and investments that are worthy of adding value for their stakeholders. They have channelled their efforts while furthering their commitment to excellence and quality with care.

The KBBO Group firmly believes in the values entrusted upon it by the establishing force. The Group is an ardent follower of the core values of innovation, transparency and excellence in every task they undertake and every service that they cater to the customers. Their motivation is derived from innovation that allows them the space for the generation of new ideas. Through the value of transparency in all their dealings with every stakeholder, they aim to establish a long-lasting relationship which is essential to foster a steady pace of success.

**KBBO GROUP**  
CLIMBING UP THE LADDER IN FINANCE SECTOR

*As a multifaceted company primarily associated with investments, the KBBO Group is on a fast-paced and rather agile journey towards success. Their diversified interests in several sectors such as retail, healthcare solutions, financial services, IT, education and ventures are the key contributors in helping them weave an enviable success story by heading towards prosperity*

**RISING THROUGH DIVERSIFICATION**

The propitious group owes much of its accomplishments to the consumer-driven industries in which they have judiciously invested over the past one decade. The pivotal reason for the Group to have entrusted money in these divergent fields can be perceived as a pledge towards the impact-worthy investments which have the

capacity to deliver boundless benefits to society and at the same time, obtain a financial gain out of it.

Its prudent investment strategy aligns the conglomerate with the Abu Dhabi Vision 2030 and the UAE Plan 2021. Both of these visionary plans have been bolstered in the direction of building and establishing the United Arab Emirates as a knowledge-based economy

that can offer a growth to the homegrown firms and businesses.

**AIMING SUSTAINABILITY**

Its operations are driven by a need to excel while maintaining the promise of sustainability towards the society and the environment. In an attempt to support and strengthen their long term plans, the KBBO Group has often made attempts to drive ingenious technological investments that are spread over a wide array of industries. The earnest pursuits of the Group are a conspicuous testament to their growth trajectory that encompasses path-breaking operations that can further uphold their plans towards sustainable development.



**E**fficiently meeting the residential and commercial real estate requirements of a widespread consumer base for three consecutive decades, ARK Group has always ensured timely possession to clients. No wonder the firm possesses a huge base of satisfied customers.

**A TRUSTWORTHY BRAND**

Over the years, ARK Group has delivered the promises it has made to its customers. This is one of the main reasons that make it a preferred choice of real estate buyers in Hyderabad and Bengaluru.

No matter which type of building it is — homes, industries or institutional premises — time-bound delivery of project, quality, and the management is all taken due care of. ARK Group has set a benchmark in the industry and it makes sure that the standard only improves with time.

When it comes to making bespoke living spaces, the brand is a favourite among those living in Hyderabad and Bengaluru. The B2B associations of ARK Group include reputed names such as TATA Boeing, Mahindra CIE, Greater Hyderabad Municipal Corporation, Department of Atomic Energy, Schneider Electric etc.

**THE TRENDSETTER**

The deep-rooted experience of industry professionals working with the organisation and extraordinary craftsmanship make all the ventures, such as residential projects, industrial edifices, and educational structures across the nation a specimen of elegance and strength. The group uses unique design language that it uses to express itself and showcase its creativity in the form of amazing housing complexes, institutional and

**ARK GROUP**  
BUILDING A MAGNIFICENT WORLD

*With its emergence in 1989, ARK Group began setting new standards in the real estate industry. The boom of innovation brought in by the firm made its competitors sit up, take notice, and work hard to match up to its level. It continues to be the cornerstone of excellence in real estate industry; from dream houses to institutional and corporate structures, the brand does it all*

industrial surroundings.

With value-added real estate solutions, the ARK Group has set itself up as a highly valued company that marks its presence with the most eye-catching and monumental structures for personal as well as commercial use. Though, the operations of the group are centered in and around two most popular South Indian cities i.e. Hyderabad and Bangalore, it also undertakes

projects for nationally recognized brands in different cities. Currently, the Group has multiple housing projects like ARK Cloud City, ARK Hema etc. lined up beside the already delivered residential projects, which include ARK Homes, ARK Eternal Springs, ARK Serene County, etc.

**ENSURING DEVELOPMENT FOR ALL**

Mr. Gummi Ram Reddy, the



CMD of the organisation ensures that all projects are carried out keeping in mind sustainability and long-term ecological feasibility. He established SARAG Agro Farms to promote organic farming and produce quality paddy, fruits and vegetables.

He also founded the ARK Foundation in 2010 to provide equal learning opportunities to people belonging to different sections of society and offers financial help to underprivileged students

As a popular realty firm that works towards making lives better in the country, especially by providing affordable homes, ARK Group is one of the most philanthropically active members of the real estate sector.





**S**BI has been strengthening the nation's trillion-dollar economy and serving the aspirations of its vast population since its inception. It enjoys its local and overseas presence through 195 foreign offices across 36 countries.

**THE GLORIOUS JOURNEY SO FAR**

The roots of SBI lie in the first decade of the 19th century soon after the Bank of Bengal was established as one of the Presidency banks; gradually, the bank evolved into State Bank of India. In 2008, the Government of India acquired the RBI stake in SBI so as to remove any conflict of interest because RBI is the country's banking regulatory authority.

As a major consolidation move in 2017, SBI merged its five associate banks with itself, a first-ever large scale consolidation in the Indian banking industry. With this merger, State Bank of India entered the league of the top 50 global banks. It has been ranked 216 on the "Fortune Global 500 List of The World's Biggest Corporations" as of 2018. Moreover, in April 2018, the TRA Brand Trust Report termed SBI as the most trusted bank in the country.

**A LEADER IN THE DIGITAL BANKING INDUSTRY**

SBI's non-banking subsidiaries/joint ventures are market leaders in their own respective areas and provide a vast range of services which include life insurance, merchant banking, mutual funds, credit cards, factoring services, general insurance, security trading, pension funds, payment solutions, custodial services, making SBI a truly immense financial supermarket and a true financial icon for the country.

# STATE BANK OF INDIA

REDEFINING THE BANKING EXPERIENCE

*The largest player in the Indian banking sector – State Bank of India (SBI) – needs no introduction. It is the country's largest commercial bank in terms of assets, deposits branches, banking outlets, customers and employees. Headquartered in Mumbai (Maharashtra), this government-owned bank is the oldest of all commercial banks in the Indian subcontinent*

SBI is also the leader in the digital banking arena with the largest number of internet banking and mobile banking customers.

The organisation has banking arrangements with more than 1500 international and local banks to exchange financial messages through SWIFT in all business centres of the world in order to facilitate trade-related banking business.

**EARNING THE FAITH OF CUSTOMERS**

SBI represents a sterling legacy of over 200 years. It enjoys the faith of millions of customers across the social spectrum. The bank has always placed the interest of the common man at its core. The bank has thoughtfully designed its products, operations, and services to meet all the financial needs of the financial life cycle of an average

Indian. From education loans, home loans, personal loans to debit and credit cards, health insurance and wealth management, SBI is at the forefront of the country's "Digital India Initiative". The bank embraces changes without compromising on its core credos of transparency, sustainability, social responsibility, and customer service.

SBI is a large part of the solid financial foundation of the nation. Social responsibility is deeply ingrained in the culture of the bank, which has been continuously striving to bring sustainable social changes in the financial lives of the underprivileged members of the society through its various CSR initiatives.



**A**fter completing his graduation, Mr. Sobhan started his entrepreneurial attempts with trading businesses back in late 70's through a small office in old town of Dhaka, in a newly independent Bangladesh. Although he tried several other businesses, but all his efforts found massive success during late 80's when he started Bangladesh's first-ever large-scale private sector Land Development initiatives and formed East West Property Development (Pvt.) Ltd. in a location very much adjacent to Dhaka (now-a-days, a place considered to be the heart of new Dhaka).

Even in the erratic real estate sector, the Bashundhara Group met with success in its very first project. The organisation quickly gained the confidence and trust of the people and enjoyed upscale growth from there. With the rising urban population and the burgeoning real estate market, it can be said that Bashundhara Group had ground-breaking success within a short span.

Being quite confident about this venture, Mr. Sobhan has been very bold later to launch his manufacturing-based enterprises one after another, e.g. Paper Mills, Tissue Mills, Cement, LP Gas, Food & Beverages etc. and got successes in almost every cases to become one of the top business leaders in Bangladesh.

Today, his Group of Companies – commonly termed as “Bashundhara Group” owns at least 3 dozen medium to large enterprises including successful running operation of various service-sector ventures as well e.g. Asia's one of the biggest Shopping Mall, International Convention Halls, Restaurant Chains, Airways, IT firms, shipping & dredging units, etc.

# BASHUNDHARA GROUP

CREATING SUCCESS STORIES

*Bashundhara Group was established in 1987 as a real estate venture named “Bashundhara,” under the auspices of the group's first and foremost concern – the East West Property Development (Pvt) Ltd. Since then, it has been involved in various fields like manufacturing, LPG bottling & distribution, production of cement, paper & pulp, tissue paper, food & beverages, etc.*

## FAR-SIGHTED VISION

Bashundhara Group was a dream come true for Mr. Ahmed Akbar Sobhan, an optimistic and visionary leader. With the motto – ‘For the People, For the Country,’ he works with a vision to provide for a better future for the country and people.

Changing trends resulted in Bashundhara Group's ventures in multiple sectors such as petroleum refinery, maritime transportation, food

and beverages, mass media, aviation and others. Branching out enabled the group to be on the forefront with a workforce of more than 50 thousand people.

## BUILDING A BETTER WORLD

Bashundhara Group has established various organizations like Bashundhara Ad-Din Medical College and Hospital, Bashundhara Eye-Hospital



& Research Institute, Bashundhara Technical Institute (BTI), Bashundhara Foundation, Bashundhara Special Children Foundation which surely depicts Mr. Sobhan's exemplary contributions towards CSR. Again, for the development and patronization of sports in Bangladesh, Mr. Sobhan has always been the ultimate figure and gradually engaged youngsters in the game of Cricket, Football, etc. under local teams like Lt. Sheikh Jamal Dhanmondi Club Ltd., Bashundhara Kings, Sheikh Russel Krira Chakra, and franchise Rangpur Riders, etc. These initiatives have helped in uplifting the overall image of Bashundhara Group at home and abroad.





**B**orn out of a strong commitment of its founding father Mr. Mirwais Azizi to establish a high-quality, customer-focused, service-oriented Afghan Bank in 2006 with a professional and entrepreneurial character catering to the diverse business needs of the Islamic Republic of Afghanistan, Azizi Bank is progressively growing as the 'Professionals' Bank of Afghanistan' with an objective of building the finest quality bank of the world in Afghanistan in the coming years.

**EFFICIENT BANKING SOLUTIONS**

Ever since its inception, Azizi Bank has been capitalizing on its rich experience and innovation with a strong customer-centric and a result-oriented approach, broad knowledge of the industry vertical and a team of skilled employees. It is no surprise that Azizi Bank has been highly successful in establishing the dominant position as a leading bank in the Islamic Republic of Afghanistan.

In a conscious effort to offer impeccable service and serve clients better, Azizi Bank has based its business philosophy on core tenets of operational excellence, customer-centeredness, product leadership, people and sustainability. Over the years, Azizi Bank has maintained a very healthy capital adequacy ratio of over 21%, which is a sure sign of its intrinsic strength.

Being the largest commercial bank in terms of network, customer base and trade finance business, Azizi Bank has undergone a massive transformation of its core banking by procuring the world's best banking software - Flex Cube - from Oracle. Moreover, it has been relying on technology to become a

# AZIZI BANK

THE BANK YOU CAN TRUST

Azizi Bank, headquartered in Kabul, is Afghanistan's largest commercial bank providing comprehensive banking and financial solutions by embracing international best practices, exhibiting operational brilliance and offering highest standards of service quality to all its esteemed customers. It has a wide and extensive presence across 30 provinces

game changer in the banking industry, has expanded its product and services portfolio to widen market reach, and has hired the services of a US consulting firm – Alvarez & Marsal – for taking a host of strategic initiatives.

**FOSTERING FINANCIAL INCLUSION**

To reach out to the unbanked sections of society, Azizi Bank has introduced door-step

banking services wherein they are offering comprehensive banking services like account opening and biometric authentication to provide a seamless customer experience by fully utilizing its network across all the channels. As part of its CSR initiatives, Azizi Bank has provided aids and financial assistance to local educational institutions and NGOs, and is playing a major role in supporting women

empowerment, cultural enhancement & environmental sustainability initiatives.

**AWARDS & RECOGNITION**

Azizi Bank has received many international awards & recognitions from across the globe including 'Best Private Sector Bank, Afghanistan 2017' by the South Asian Partnership Summit. It received Capital Finance International Award in London, United Kingdom; Europe Business Assembly Socrates Committee Award in Barcelona, Spain; and the Peak of Success Award by World Confederation of Businesses (World COB) in Miami, Florida, United States in 2018. It was felicitated with the prestigious Golden Peacock Award for Business Excellence in 2019.



**E**very project at Blue Horizon Developments has been designed innovatively and executed to perfection. With highly ethical and transparent business values and processes, the company has made its customers the brand ambassadors, who can vouch for the quality, ethics and long-term associations maintained by the firm. Over the course of its successful journey, the organization has built a positive market reputation and secured a dominant leadership position as the most trusted real estate builder.

Owned and appreciated by many for its design, quality, and class, each project of the company is a living testimony of unparalleled design and aesthetic sense conforming to highest standards of quality.

**SUPERB PROJECT EXECUTION**

Together with strong planning and design innovation, Blue Horizon Developments has gained an edge over its competitors by means of an impressive and enviable clientele portfolio. With a rich experience of more than 15 years in providing first-rate quality offerings and achieving client satisfaction for all its construction projects, be it institutional, industrial, educational, residential, and multifamily housing, the company offers numerous discerningly curated interior design packages for customers to choose from, with inclusions ranging from kitchen accessories to furniture.

Recognized for meeting construction deadlines well before time and controlling budget requirements unswervingly through meticulous project planning, scheduling, quality control and cost management, Blue

**BLUE HORIZON DEVELOPMENTS**  
**SETTING NEW BENCHMARKS IN REALTY**

*Built on strong and time-tested tenets such as quality, transparency, and customer-first policy, Blue Horizon Developments has been setting new standards in the real estate industry by continuously delivering high-quality projects and growing progressively on the grounds of reliability and building lasting relationships with customers*

Horizon Developments has a wealth of experience in professionally managing any kind of project.

**CONVERTING DREAMS TO REALITY**

Through development of contemporary, energy-efficient, fashionable homes built to exacting standards in prime locations with impeccable quality, appearance and

craftsmanship, Blue Horizon Developments is reputed for building edifices with a rich palette of selected materials that lend a tangible classy appearance which blends seamlessly with the surrounding environment. Each residential project is planned keeping in mind easy accessibility to a variety of amenities like schools, malls, countryside pursuits, which provide a respite from hustle



and bustle of city life without having to give up on the facilities in a modern urban location.

**A REWARDING JOURNEY**

Its property portfolios include the award-winning Best Western 'The Beach Front', Skylight Villas, Signature Villas, Himalai Oceanfront Condominium, Heavena Residences by the sea, and recently launched Phuket's biggest hotel Ramada Plaza Grand Himalai Oceanfront Residences, expected to be completed in 2020. The firm and its projects have bagged numerous awards from globally acclaimed organizations such as International Property Awards, Thailand Property, and Dot Property Group.





**E**ver since its inception, the company has been involved in later-stage development of several high potential ventures. The company has been venturing with divination into segments (Manufacturing and Contracting, FMCG, Investment and Property) for an efficient functioning of business in diverse sectors including real estate, processing industries, mergers and acquisitions, health-care, education through equity and debt financing.

**INVESTING IN DIVERSE PORTFOLIOS**

It has proven its acumen in the field by achieving the trust of the stakeholders and proving to be a profitable and stable company to invest in. The company's tremendous portfolio and visionary long-term revenue and dividend policies have led to a network of more than 16000 shareholders and offices across countries. With a focus on geographical and sector-wise diversification through investing in several stages such as production, distribution, aggregation, consulting, retailing, and reselling of multiple sectors including Real Estate development & property management, Health-care and Education, Dubai Investments has proven to be a dynamic and synergistic investment company. The company is also involved in Mergers & Acquisitions and Financial Investment to develop an exclusively heterogeneous set of investments. It, thus, maintains a sustainable diversity, cash-inflow and strong Return of Investment target, thereby building a reputation in the investment market. The company runs on the concept of innovation and it continuously thinks beyond the ordinary. It has introduced

**DUBAI INVESTMENTS**  
DEVELOPING DUBAI

*Actively contributing to magnificent growth of Dubai in particular and the UAE in general, Dubai Investments is one of the most prominent investment companies in the region. Owing to its expertise in the field with substantial investments in diverse business sectors and a valuation of over AED 4 Billion, the company has a mighty foothold in the Middle Eastern market*

cutting-edge technologies, adaptive business strategies and business models that have led to 40 subsidiaries, profitable business projects and joint ventures across a wide array of industries including constructions, dairy production, FMCG, Health and Education. The company envisions to become a partner of choice for business, offering unmatched growth potential and to become an

exemplary organization that accepts the significance of values that develops long term partnerships and has the integrity to accept and to be accountable for its actions.

**A COMPANY FOR THE COMMUNITY**

Being the largest company listed on the UAE stock exchange, the company upholds and understands the responsibility that it bears. With

the severe implementation of CSR policies and sustainability initiatives to bring up the local community and create value within and of the region, the company focuses to empower and be self-sustainable.

Dubai Investments PJSC keeps sustainability at the core of its business model and is fully committed to the cause. The company's sustainability initiatives centre around ensuring long-term returns and mitigating impacts to create societal value through fair and ethical business practices.

It has developed a fruitful and all-round strategy of sustainability within the organization to deliver optimum benefits to its internal and external stakeholders.





**F**rom a single store in Dubai to a multi-million dollar enterprise, the Danube Group has enjoyed a meteoric rise to success. So it's only natural that its property development arm, Danube Properties, follows suit. Danube Properties, which was started in 2014, has swiftly established its presence in the real estate market with an impressive portfolio of smart and sustainable construction projects like Glitz Residence (I, II, III), Starz, Glamz, Miraclz, Resortz, Bayz, Jewelz and Lawnz.

Known for its mantra of maximizing space, Danube Properties started the trend of creating affordable housing in Dubai through innovative strategy, extensive research and collective team effort. Its commitment to constructing smart, intelligent and sustainable structures is seen in its use of high quality and energy-efficient technologies. Convenient locations, affordable pricing with flexible payment plans and ultra-modern facilities that appeal to customers are the features that have contributed to this success story. All its constructions include a fully fitted gymnasium, health club, swimming pool, large reception area, community area with beautiful greenery, ample parking space and various other facilities. The company has consistently adopted innovative architectural strategies in its commitment to add value to its project designs. The reason why Danube Properties has quickly become a favourite in the market is its timely delivery of properties to home buyers.

**MAKING A MARK**

With affordability as its core value, Danube Properties has come up with some unique

**DANUBE  
PROPERTIES**

**PIONEERING ATTRACTIVE HOUSING SOLUTIONS**

*Since its establishment in 2014, Danube Properties has successfully managed to take the real estate market by storm. The development arm of the Danube Group, it is rated as one of the top 5 builders of the UAE and has consistently expanded its portfolio by providing high-quality affordable housing solutions and is making great strides in the realm of sustainable development*

solutions. In 2016, when it launched the Starz project, the company introduced specially designed modular furniture to help residents maximize space by converting the living room into a bedroom at night. In 2017-2018, the company delivered about 830 units with a combined sales value of Dh1 billion. Today, it has a development portfolio of 3,680 units with a combined value of more than Dh 3.14

billion. Its share in the Dubai off-plan sales market rose up to 10.6% in 2018 as compared to 5% in 2017. Despite tough market conditions in 2018, it registered a significant increase in sales. It aims to register spectacular growth in the future and already has new projects in the pipeline.

**A BRILLIANT ROLE MODEL**

As a responsible real estate developer, Danube Properties



believes in not only delivering superior quality projects but also empowering others. An important aspect of the company's comprehensive efforts towards the betterment of society has been career mentorship. As part of its CSR initiative, the company has groomed local talents in order to equip the industry with a consistent supply of home-grown human resources. For instance, its regular training programmes for the students of SP Jain Institute of Management & Research have prepared them to tackle the challenges of the real estate industry. Through its commitment to social change, it has helped shape the next generation that can make a positive impact in the world.





**W**ith its prominent presence in the UAE for 25 years, Kreston Menon has always ensured unmatched commitment and the delivery of exceptional services to its regional as well as international client base. Its personalized approach is the only factor that makes it a popular choice among businesses in the region. Kreston Menon currently has eight branches spread across Dubai, Sharjah, Abu Dhabi, and Ras Al Khaimah.

**DOMINATING THE GLOBE**

Kreston International Limited, the 12th largest accounting network in the world hosts a network of about 200 accounting firms across 125 nations with over 25,000 professionals who offer exceptional advisory services to businesses around the world. Being a member of Kreston International Limited, Kreston Menon comes up with standard advice to be given to businesses that require financial recommendation and assistance from time to time.

The international financial advisor connects with global and local leaders to offer unique solutions for accurate financial reporting and auditing practices. The technological advancements also lend helping hand to ensure Kreston Menon's dominance on the global platform.

**UTILIZING DIGITAL TECHNOLOGY**

For businesses, finding the right source of financial assistance is no less than a challenge. Given the complexities relating to online search process, Kreston Menon makes sure it remains accessible and available to each and every business, searching for the best financial advisor for itself.

Kreston Menon's user-friendly responsive website is always accessible to people

**KRESTON MENON**  
YOUR MOST RELIABLE FINANCIAL MENTOR

*Dubai-based auditing firm Kreston Menon, formerly known as Morison Menon, is a network partner of Kreston International Limited — a global network of independent accounting firms. Founded by Mr. Raju Menon in 1994, the firm has come a long way by adhering to its core values of trust, quality, integrity, responsiveness, & collaboration, & is renowned for offering sound financial advice to its clients*

who want to explore its services anytime, anywhere. There is hardly any browser or app where the site doesn't find suitable space to run on. It also believes that its workforce must be adaptive in nature to deal with unprecedented market conditions. With Artificial Intelligence (AI) becoming more widespread over the past few years, the financial guardian tries to make its employees and staff members

aware of the capabilities of AI-powered technology and the advantages of inculcating the same in the surroundings.

**HELPING BUSINESSES GLOBALLY**

With Kreston Menon leading the market, multiple industries rely on it for the best financial advice and recommendations. Beginning from the education industry to the healthcare niche along with retail and logistics

sector, the pecuniary expert has a long-standing track record of providing the best advice to every brand and its leader on all financial aspects of their business.

**BUILDING A BETTER SOCIETY**

Kreston Menon is heavily inclined towards CSR. As a part of its CSR initiatives, the accounting firm has joined hands with Dubai Cares, a philanthropic organization, for supporting early childhood development programs and to encourage the participation of children in quality primary education. Last but not least, the firm has also been taking initiatives to strengthen UAE's efforts to empower people with disabilities.





**S**mart construction is at the core of AGI Infra Ltd's philosophy.

The company's intimate understanding of the real estate market and clear-cut vision have helped it to position itself as a game changer in the realty world. Its impressive portfolio comprises residential, industrial, commercial, recreational, institutional and township projects. The secret behind its stupendous success is its unrivalled commitment to quality that has resulted in building an expansive customer base. As an agile brand, AGI Infra constantly strives to break the mould with the use of cutting edge technology, emphasis on continuous innovation and focus on providing the highest standard of service.

#### A FORCE TO RECKON WITH

At the helm of every successful organisation is a great leader with a passion. AGI Infra is headed by Mr. Sukhdev Singh, MD & Executive Director, who is a tactical and respected leader. Armed with a Master's Degree in Commerce, a firm believer in the hands-on approach, he plays a crucial role in devising marketing strategies as well as overseeing operations, sales and overall business development. He considers his staff to be the backbone of the organisation and values their support as much as their honesty, hard work and dedication. He is passionate about building a socially responsible business, which is why this nature-lover has adopted a few roads and focuses on keeping them clean and green.

#### FULFILLING EVERY DREAM

By successfully setting new standards for the realty market in Punjab, AGI Infra Ltd has cemented its position as a frontrunner in the field, earning

## AGI INFRA

A LEGACY SET IN STONE

*Born out of the merger of GI Builders Pvt Ltd & its subsidiary Aay Jay Builders, the Punjab-based AGI Infra Ltd, with its impressive property portfolio has quickly evolved into a real estate giant which is dedicated to maximizing the value of client investments*

the respect of clients and the entire real estate fraternity. A highly skilled R&D team that keeps abreast of modern engineering practices and latest technology has helped the company stay ahead of the curve. The organisation has a talented team of architects and designers that meticulously oversees every stage from start to finish to turn the client's dream into reality.

AGI has beautifully painted

its canvas with world-class premium projects like Jalandhar Heights I, Jalandhar Heights II & AGI Palace comprising of 2BHK, 3BHK, 4BHK, 5+1 BHK & pent houses delivered to about 1900 families. Diverting benefits of Pradhan Mantri Awaas Yojna to approximately 1500 beneficiaries, the company has undertaken affordable housing projects AGI Smart Homes & AGI Sky Garden. Adding to the



beauty of picture, the company has successfully launched Iconic Tower with upscaled amenities. Considering the Elite class, the firm is now coming up with a mega township, a pinnacle of substantial & luxurious life – Urbana by AGI. This township is packed with all the imaginable features of 21st century's luxurious lifestyle, taking the Indian real estate to international level. Adding to diversity of product range, the company has delivered commercial projects namely Business Center, AGI Pride & AGI Inn.

AGI leaves no stone unturned to construct superstructures at affordable prices and is set out on the path of emerging as a leading developer not only in India but also in the world.





**L**PH Financial Services aims at reaching out to people irrespective of their individual plan so as to assist them re-access their investment and saving options.

The organization itself being a very visionary in the financial market and goal-oriented strives to inculcate a habit of 'financial-confidence' in every client as this is very important aspect for each individual and his/her family.

To achieve the above goal, LPH has built an expert and qualified team of Financial advisers who are masters in creating an ideal financial plan for its clients. They are thorough with their knowledge and give personalized service to understand client's need thereafter creating a perfect plan with or without some combinations of investments, savings and protection.

**PROVIDING A SECURE FINANCIAL FUTURE**

LPH is renowned for its operational excellence, and top-notch customer service. Other than financial planning services, the company also offers car insurance, life insurance, travel insurance, medical insurance for individuals and family, retirement planning, plans for securing your child's education and future, term life insurance, corporate medical insurance, and wealth management services.

Presently, the organization is working towards becoming one of the most trusted and respected financing consulting firms in the Middle East with sheer excellence and expertise.

At the same time, it intends to create long term value in insurance and investment services by developing alliances and collaborations with well-established global

# LPH FINANCIAL SERVICES

**ENSURING FINANCIAL PEACE OF MIND**

*LPH Financial Services— a Dubai-based financial boutique founded by Ms. Leena Parwani, is dedicated to helping customers in the UAE plan their finances for the future. Since its inception in 2017, the organization has been helping people in the Middle East make the right choice for wealth creation and insurance coverage*

goals with coordinated efforts and transparency. They are the "go-to" financial advisors for unbiased and informed decision-making for wealth creation and financial security.

The organization believes in setting realistic goals for a given time frame and achieving their goals with coordinated efforts and transparency.

LPH has been recognised many times for its ceaseless efforts in providing the best financial services to its clients. However, the real recognition for the brand is its capability to retain the trust of its satisfied clients, owing to which it is consistently setting new benchmarks of success.

partners.

**FORGING SUCCESSFUL GLOBAL PARTNERSHIPS**

LPH has partnered with globally-trusted brands such as Zurich, United Insurance Company, Union Insurance, Insurance House, Alliance Insurance, The New India Insurance Co. Ltd., Takaful Emarat, Dubai Insurance, Oman Insurance Company, Al-Bhuaira Insurance Co.,

Orient, Noor Takaful, and others to help customers make the right choice as per their specific requirements. The company also has a team of insurance advisors that help clients pick the right insurance product for their needs.

**STRIVING FOR EXCELLENCE**

LPH strives for service excellence and believes in setting and achieving realistic



**D**edicated to delivering properties that match its clients' lifestyle – from affordable housing to luxurious private beach estates, world class luxury condominiums and golf course estates in the heart of the desert, Homes 4 Life has established relationships with a select network of developers. The organisation caters to the requirements of those companies who want to have their business set up in the finest and most sought-after address in the region, by providing them with that very space that is a commanding symbol of status, style and corporate success through its brokerage services which include leasing of both commercial and residential real estate.

#### PROVIDING MAXIMUM SATISFACTION TO CUSTOMERS

Bent on providing quality service to all its clients, the brand ensures that they receive the best professional advice and guidance in making one of the most significant decisions in their life – choosing a home. With its large portfolio of real estate in Dubai, it efficiently offers its discerning clients the opportunity to invest in one of the world's fastest growing real estate markets. Continually striving for excellence, Homes 4 Life maintains the flexibility to adapt its business to the main needs of its valued clients in the evolving Real Estate marketplace.

The highly qualified and professional teams of managers and sales consultants at Homes 4 Life are expertly trained to locate the right property that meets the customers' expectations. In addition, their extensive knowledge of the UAE market is their ultimate edge in

## HOMES 4 LIFE REAL ESTATE

A DECADE OF BUILDING LEGACIES IN DUBAI!

*A Dubai-based real estate company that specializes in the sale and rental of residential and commercial properties in the UAE, Homes 4 Life Real Estate LLC has emerged as one of the country's finest and most exclusive, privately-owned luxury real estate firms in a short span of a decade by providing finest quality and unparalleled service to its customers*

providing quality, economical, and exceptional service for all property needs of the clients. The unique talent pool of the company provides creative solutions to complex real estate problems. This creativity is derived from its employees' right mix of education, experience and local knowledge in the rapidly growing Dubai property market.

Always committed

to providing the most outstanding, one-of-a-kind service to all its clients – domestic and international investors – and helping them in finding their dream homes, Homes 4 Life ensures that its lines of communication are always open to resolve their queries and concerns.

#### THE ENDLESS LIST OF AWARDS

Owing to its exceptional



performance, Homes 4 Life has received numerous recognitions namely 'Best Media and Communication Campaign' at Gulf Real Estate Awards 2017 and 'Best GCC Employer of the Year 2017' by Employer Branding Institute, India. It was ranked #11 at Emaar Awards 2017, #1 Brokerage at Dubai Properties Awards 2016 and #1 Brokerage at Nshama Awards 2016.

In a highly saturated Real Estate industry of Dubai, Homes 4 Life's focus upon meeting client requirement has enabled the renowned brand to stand out from the crowd and achieve an excellent client repeat ratio which is rare in Dubai's real estate sector.





**I**n 2007, a Bahrain-based investment banking source, Addax Bank, acquired the company through a Private Placement Memorandum, or PPM, and in December 2007, the National Finance Company was renamed as Siraj Finance.

**INTRODUCING SHARI'AH-COMPLIANT PRODUCTS**

The brand came up with the best and most convenient financial products in compliance with the Shari'ah law, which showed the way to achieving financial goals easily. Located in Abu Dhabi, the financial ace aims at becoming the most preferred financial solutions provider in the region. Whether it is a personal or a commercial financial requirement, Siraj is the one and only solution that people look up to for meeting their financial necessities in accordance with the ethics of Islamic finance.

Regulated by the UAE Central Bank, the brand also forms a part of Trizac Holding LLC, commonly known as THL, which promotes Siraj's diversified portfolio of financial products and services. From environment to society to economic niches, THL ensures complete integrity and operational transparency while working with Siraj Finance.

**PRACTICAL FINANCIAL RESOURCES**

The brand came up with the most effective and innovative personal finance schemes, that are highly functional, offering standard savings opportunities to the finance seekers. Starting from personal finance to corporate monetary schemes, Siraj Finance caters to all kinds of the needs of the common public. Personal finance products comprise Term Finance options suitable for

**SIRAJ FINANCE**  
A HOME OF MULTIPLE FINANCIAL PRODUCTS

*Formerly known as the National Finance Company, Siraj Finance has been serving the financial needs of the people in the UAE since the late 1990s. The flexible alternatives offered by the organization and its customer-friendly approach have enabled it to widen its customer base and reach new heights of success with each passing day*

different personal purposes, such as funds for buying a house, or purchasing a car, and finance for pursuing education in or outside the UAE.

With the rising number of small and medium-sized business houses, the SME and corporate finance options too have been introduced. By funding the businesses, Siraj Finance gives a chance to the clients to make their businesses grow by taking

measured risks and not hold themselves back due to inadequate financial backing. The customized financial products cater to the needs of all kinds of businesses, thereby becoming the first choice of businessmen from various industries. Personalised approach and tailor-made financial options make Siraj a reliable option for finance seekers in the Emirates.

At Siraj Finance, efforts are

not only put in driving more and more customers towards the financial products that are offered but also in making them financially literate. This helps customers take informed decisions while choosing from a wide range of financial products that the company offers them.

The transparency and clarity maintained by explaining the pros, cons, and long-term results of the financial products a customer chooses makes Siraj Finance one of the most trustworthy finance providers all across the country. Further, it always values assisting clients in maximizing their wealth as the organisation realises that the latter relies on it for their economic needs and growth.



**U**nique Builders doesn't just restrict itself to creating structures but rather enjoys shaping new lifestyles. Over the years this organisation has cemented its place as a leading luxury developer in Rajasthan.

### AN ICONIC CREATION BY A TRUSTED BRAND

Fuelled by the vision to provide International Luxury Living Standards in Jaipur, the organisation has come up with yet another unique living concept – IS Paradise, which is now the crowning jewel of the organisation's mighty portfolio.

To capture the splendour of Rajasthani aesthetics with ultra-modern housing trends, the organisation has collaborated with AEDAS, a world-renowned architectural practice that is credited with designing many construction marvels including the iconic Marina Bay Sands in Singapore. By also collaborating with Belt Collins to design elaborate landscapes for the property, Unique Builders has put together a dream team to create its masterpiece.

The project features luxe 3 and 4 BHK residences as well as Penthouses, with areas ranging from 1,800 to 5,400 sq. ft., which are sure to captivate the onlooker. It also includes rich and meticulously planned landscaping and mesmerising views in addition to several futuristic luxurious amenities that include water-featured driveways and walkways.

To allow its residents to truly indulge in a glamorous lifestyle, the company has signed up with the world's largest concierge services provider, Les Concierges, for boutique concierge services and Luxury car brand Jaguar as an on wheels luxury partner.

## IS PARADISE

### LIVING IN THE LAP OF LUXURY

*Enriched by years of experience in building luxury residences across Rajasthan, Unique Builders has now created IS Paradise, its magnum opus. This magnificent structure with its regal architecture and world-class facilities has set a new benchmark for high-end living in Jaipur, Rajasthan*

### A SLICE OF HEAVEN

True to its name, this larger-than-life project is definitely a paradise that has been created with an exemplary amalgamation of meticulous engineering, aesthetically mesmerising architecture, and a strategically chosen location that enables its residents to lead an opulent lifestyle at Jaipur, the home of the Royals. Conveniently located at the prestigious Civil Lines locality,

which is also one of the most prominent and sought-after locations in the city, IS Paradise has excellent connectivity to the major landmarks in the city. The architecture, which is inspired by iconic buildings like the Jantar Mantar, Jal Mahal, and Hawa Mahal, has been given a modern spin to cater to the needs of the highly progressive society of Jaipur.

These super luxurious apartments with gorgeous



facades have precisely designed panoramic balconies that allow the residents to enjoy uninterrupted views.

IS Paradise is also equipped with an array of leisure facilities like 20000 Sq Ft Club Sands with a Half Olympic size pool, Lap Pool with spa beds, badminton and squash courts, Billiards room, Cricket Practice net, fitness studio, dance studio, indoor and outdoor party area, Mini theatre, virtual games room, Jungle Gym, Tiered Waterfalls and a tranquil relaxation pavilion among others.

With its beautiful open spaces and resplendent architecture, IS Paradise is a work of art that allows its residents to indulge in a living experience that's truly extraordinary.





**S**erving for nearly four decades now, UAE Exchange is a customer-driven company operated by people, product and process, and constantly aims to go above and beyond the call of duty to give the best financial experience to its customers.

**OFFERING A CUSTOMER-DRIVEN SERVICE RANGE**

It offers money transfer (domestic and foreign), secured business loans, share trading, insurance, foreign exchange, travel prepaid cards, gold loans, ticketing and touring services, assistance for tourist visas and much more.

UAE Exchange has always looked for new and innovative ways to offer more convenience to its customers in the UAE. The various promotions organized on the social media platforms and at the branch itself serve as a way by which UAE Exchange rewards its customers for their continued patronage. UAE Exchange Online is one of the first online money transfer services offered by an exchange house in the UAE, and it aims at enhancing and accelerating online money transfers for its customers.

**DEFINED BY VERSATILITY AND EXCELLENCE**

UAE Exchange and Financial Services Ltd. recently gave a warm and affectionate farewell to its former president, Y. Sudhir Kumar Shetty who is a benevolent and well-loved personality. UAE Exchange flourished and became a global entity under the leadership of this prudent, competent and influential business leader. Qualified in both Law and Commerce, Y. Sudhir Kumar Shetty relied on hard work and commitment to make it big in the business world.

**UAE EXCHANGE**

**A TRUSTED FINANCIAL PARTNER**

*With the world becoming increasingly global, more people are turning to financial services companies for a quicker and safer mode of money transfers. Within this context, UAE Exchange has come to be known as a well-established global financial services brand that deals with cash remittance, foreign exchange and payment solutions, with 800 offices spread across 31 countries*

Y. Sudhir Kumar Shetty fostered a strong team of executives who achieved benchmarks in product enhancement, brand promotions and customer relationship management. Technology and a skilled workforce are as essential as meeting a customer's demands for him and UAE Exchange. UAE Exchange's employees enjoy a nurturing and supportive work

environment which also offers work-life balance. A number of employee engagement programmes are also conducted to build team spirit within the employees.

**SATISFYING ITS CORPORATE CONSCIENCE**

UAE Exchange's success cannot just be attributed to promotions and marketing strategy as it has an exceptional CSR programme. It takes CSR

activities seriously and a lot of efforts go into its social and environmental manoeuvres to contribute to the community. Awareness measures in medical and rehabilitative fronts have been arranged among the expatriates. UAE Exchange's CSR team works in close connections with various NGOs to serve on humanitarian grounds. It is involved in a variety of causes, namely health and sanitation, hygiene, educational development and financial support. During the Kerala floods in India, they were actively involved in donating relief materials such as food, clothing and medicines. UAE Exchange also provides scholarships and educational materials to the less privileged.



**E**stablished in the year 2008 by Mr. K. Srinivasa Reddy, the company has been thriving with an unwavering commitment to deliver reputed projects. Owing to Mr. Reddy's rich experience in the field of real estate and construction, Shathabdhii Townships have been providing the best housing and investment solutions to the clients at attractive prices.

Over the years, Shathabdhii Townships has worked tirelessly to deliver high-value projects that have exceeded the aspirations and cogitations of individuals in myriad ways. Right from a well-planned layout to meticulous execution of ideas, each project resonates the saga of development and the company's dominant and strong leadership in the real estate industry.

#### **BUILDING THE BRAND**

Being one of the largest diversified real estate companies with decade-long experience in the realty sector, Shathabdhii Townships has practiced to not only live-up to the customers' expectations but also to surpass them by carrying out the deals transparently. Owing to the strong belief that delivering unparalleled quality every time is the only way to win customers' loyalty, the company is witnessing a spiralling growth with commitment, allegiance and proficiency.

The enviable success story of Shathabdhii Townships is the outcome of its strategic focus and satisfied customers. Since its inception the company has religiously adhered to its premium brand values — quality, accountability and timely delivery of the projects.

It is making significant additions to its current portfolio of projects in line with its growth objectives.

## SHATHABDHI TOWNSHIPS

**A SHINING STAR IN THE REALTY SECTOR**

*Highly committed to offer unmatched customer satisfaction; meet expectations of employees, clients, and stakeholders with an on-time delivery of world-class projects, Shathabdhii Townships has adhered to the best quality practices & has been a responsible corporate citizen. It has been consistently rising the popularity charts owing to its satisfied customers*

With a proven track-record in residential developments, it has extended its presence in the residential segment with a grander delivery model and a successful venture into low-cost, affordable housing.

#### **MAGNIFICENT PROJECTS**

Shathabdhii Townships has successfully completed many projects, namely Sampada, Suvidha Grand, Vasudha Extn, Suvidha, Magadha, Shathabdhii

Valley, and Shathabdhii Valley Extn, away from the bustling city-life, yet in close proximity to all urban comforts. Offering plush landscapes with greenery, the company is aiming to timely deliver some of the cherished projects such as Silver Springs, Vasudha, Silver Oaks, and Silver Castle.

Efficiently dealing with requirements of the clients such as identification of large land parcels in the outskirts



and vicinity of the city, ensuring proper record check, ascertaining the authenticity of the documents, obtaining necessary approvals from authorities like GHMC has enabled it to emerge as a popular brand in the realty sector.

Shathabdhii Townships has grown to Numero Uno position, with support from 500+ marketing professionals, by dealing with only government-approved plots like HMDA, DTC, etc. This has become the hallmark of quality and trust for the company. In addition, through operational excellence and robust project execution procedures, it has accelerated financial growth by creating world-class residential ecosystems.





**A** healthy companion to match your hectic lifestyle, when it is usually difficult to devote time to fitness, Barakat comes to your rescue by offering a wide array of farm fresh produce that are flown from all over the world to your kitchen. The cold, pure and flavoursome juices from Barakat are undoubtedly the best-selling and the most sought after products.

**TAKING FRESHNESS TO A NEW LEVEL**

The Barakat team consists of passionate Barakatis and is led by Managing Director Mr. Michael Wunsch. He is a seasoned professional who has a rich body of experience in the food industry as a chef par excellence and as a hands-on administrator.

The journey of the highest quality of fresh produce and delicious fresh gourmet food and beverages begins with the experienced procurement team at Barakat. Its experienced Procurement team meticulously scour the world for the finest produce from the best sources.

The quality-assurance and control team at Barakat ensures that all the fresh produce received in each production facility meets the set specifications before being moved to appropriate temperature-controlled areas. The produce is then sanitized before going onto the production line. At each stage, the highest degree of specification and best practices are put to work. The 700 passionate chefs and epicures at Barakat play a crucial role in ensuring that only the best is served when one chooses a Barakat Product.

The team at Barakat is dedicated to serve delicious delights which are fresh, preservative-free, additive-

# BARAKAT QUALITY PLUS

**BRINGING FARM FRESH HEALTH & HAPPINESS TO YOU**

*The manufacturing arm of the Barakat Group, Barakat Quality Plus was established in the year 2001. The popular brand offers a plethora of quality products like freshly squeezed juices, cut fruits & vegetables, fresh salads and handcrafted ice creams & ice pops, and a variety of hot kitchen items prepared by its team of fully qualified & experienced chefs*

free. Besides, these brought to the customers by a fleet of over a 100 well-maintained, temperature-controlled vehicles. Quality, health, hygiene and safety standards set by HACCP are ardently followed by it. It also has an in-house laboratory for testing followed by an offsite lab analysis.

Barakat also has a fully commercial hot kitchen which is home to a spectrum of

freshly prepared foods such as soups, sauces and hot meals which are prepared with the highest degree of skill, quality and professionalism by the proficient and experienced chefs to give the consumer a superlative product.

People play a crucial role in Barakat production process as most of its products are handcrafted. Its team is driven by the principles of serving with a smile, being humble,

hygienic, proactive, team player and loyal, reposing trust in the product, and being at the client's service always.

**GAINING RECOGNITION**

Barakat is on a fulfilling and exciting yet challenging journey to bring healthy, fresh and trusted produce to the people in the Middle East. It also contributes to sustainable development by adopting environmentally beneficial practice like water recycling.

Owing to its exceptional quality and operational excellence, the brand has received several awards and recognitions which include UAE Beverages (Fresh Juice) Company of the Year Award 2018, and Dubai Quality Appreciation Award 2015.





**L**C Well DMCC is an advocate of positive psychology that recognises happiness and contentment as an essential human skill. Since a healthy body and mind is the foundation of a happy life, LC Well DMCC aims to improve the overall well-being of individuals as well as communities all over the world.

The organisation has been playing a crucial role in promoting healthy lifestyle tools such as yoga and meditation, along with health awareness campaigns to enlighten individuals about chronic ailments such as stress, depression, and lethargy that are believed to be caused by a hectic and sedentary lifestyle.

#### FOSTERING HAPPINESS

LC Well follows the dictum "Give happiness to receive happiness". It leverages the science of happiness for developing an effective and sustainable way of life. It regularly organizes lectures, courses, workshops, seminars, conferences based on the theories and principles of mindfulness, and neuroscience of the conscious and unconscious mind.

The process mainly works on three concepts: the first one is positive psychology, the science of happiness, and emotional intelligence. The second one is mindfulness, neurosciences, yoga, and counseling; and the third one is Campaign Sustainable Positivity 2030 for promoting the 17 sustainable goals of the UNO along with other wellness and social welfare programs.

#### ENHANCING OVERALL PERSONAL WELLBEING

With hefty competition in professional life and stressful job profiles, the average scale of happiness and

## LC WELL DMCC

### EASING YOUR ENTRY INTO A STATE OF WELLNESS

*LC Well DMCC, a center of health and well-being, is not just a simple wellness organization but is actually a noble initiative that aims at improving your entire state of being. The well-being organisation has been working rigorously to enable individuals to revamp their lives, thereby, motivating them to adopt a healthy and stress-free lifestyle*

health has fallen sharply, while the concept of stress and anxiety have become commonplace; this is severely affecting the psychological wellbeing of individuals, thus paving the way for a host of mental ailments. To handle this complex issue, LC Well DMCC is keen on embracing the well-being revolution with open arms, to make lives of individuals and communities more meaningful.

#### SPREADING POSITIVITY

LC Well DMCC is also assisting enterprises in creating a healthy and positive working environment by assisting them with research, innovative development, and educational training. The organization has designed boutique methodologies that enable the clients to turn their weaknesses into strengths in terms of quality and client satisfaction.



#### GOING GLOBAL

With beginnings in London to reigning in Dubai, LC Well DMCC has been successfully showcasing the significance of stress-free and active lifestyle. It has 10000+ registered members & offers free membership to empower people to transform their lives. LC Well has also appointed expert teachers and trainers who offer the meditation and counselling sessions free of cost.

To make this world a living paradise, Mr. Lal Chand, the Chairman of the firm, has invested significant time and money for building multiple Yoga studios and meditation centers to cater to the therapeutic needs of the masses.





**E**stablished in the year 1929, Parle Products Pvt. Ltd. is one of the largest biscuits and confectionery producers in India today. As the creator of the world's largest selling biscuit, Parle-G, and a host of other very popular brands, the name Parle symbolizes quality, nutrition and superior taste.

**CAPTURING THE MARKET**

From Rs. 10,000 crore, the food industry mogul is all set to double its turnover by the year 2023. Instead of taking the route of acquisitions and mergers within or outside the industry, it aims to grow in a more organic manner.

The company's growth strategy not just involves an increase inefficiency and expansion of its portfolio but also the revamping of its already existing products in the market. Parle Products Pvt. Ltd has an enriching vision to be established as a total foods company that offers a wide array and selection of products such as snacks, biscuits, cakes, rusks, chocolates as well as staples like pulses. In a bid to move beyond the limitations of a closely-knit retail market, the company has taken the astute decision to tap into the institutionalised market of hotels and hospitals that will lead to increased sales in wholesale quantities and help the brand grow further.

The name Parle has, over the years, become admirably synonymous with not just quality and taste but also nutrition and health. The company's consistent efforts in maintaining hygiene as well as ensuring safety have also played a pivotal role in cementing its enviably strong position in the market. No wonder its wide customer base has been increasing day by day.

**PARLE**

**CONTINUING A CENTURY-OLD LEGACY**

*As the maker of the world's largest selling biscuits, Parle-G, Parle Products Pvt. Ltd has built for itself an unparalleled reputation in the country's food industry. With the aim to be a Rs. 20,000-crore company in the next four years, the organisation is moving steadily towards the path of success owing to excellent quality and mammoth base of satisfied customers*

Its careful pricing strategy has allowed all sections of society to access Parle products. Its extensive reach to even the remotest of towns and villages in India has made it truly ubiquitous. Therefore, it is no surprise that Parle has evolved into one of India's most trusted brands.

Another reason Parle has been a brand for all seasons is the strategic expansion of its product portfolio. Launched in 2017, Parle Platina, represents a premium range of biscuits and snacks including Hide & Seek, Milano, Mexitos, Friberg and Nutri-crunch. These products are designed to cater to customers with evolved taste while still being faithful to the brand's core values of quality and trust.

**COUNTRY'S FAVOURITE BISCUIT**

With the launch of the Parle-G biscuit in 1939, the brand quickly turned into a force to reckon with. The biscuit became a popular source of all-round nutrition for people across this developing nation. However, India's favourite biscuit quickly became famous across the globe and in 2003 it was deemed as the 'World's Largest Selling Biscuit Brand'

by Neilsen.

**OFFERING DELICIOUS OPTIONS**

Parle Products Pvt. Ltd. boasts of an accurate understanding of the psyche of its Indian customer base that is evenly spread across different regions in the country. By prioritizing the customer's needs, the company has been able to gain the trust of millions of people in the country.



**T**hrough its sharp strategies, continuous innovation and anticipation of future trends, this organization has captured the attention of not only India but the whole world. It is then no wonder that the company's flagship newspaper The Times of India has been consistently crowned as the India's largest circulated English language daily newspaper.

**PAVING THE PATH**

One of the reasons Bennett Coleman & Co. Ltd. has been able to reach dizzying levels of success is its R&D strategy. The Group has invested substantially in advanced technologies including purchasing in-house German presses for high-quality printing and fully automated studios for its TV channels. The Group publishes 110,000 newspaper copies per hour and has forayed into regional and vernacular media too.

The Group's extensive coverage of local, national and international news as well as its focus on accuracy have enhanced its appeal in India. Its impactful and aesthetically pleasing layouts too have contributed to the popularity factor. The focus on quality editorials and opinion pieces has never wavered. Moreover, the management focuses on regular monitoring of content.

**BUILDING A LEGACY**

Bennett Coleman & Co. Ltd. has enjoyed a rich and colourful history. Set up by 11 British firms along with two barristers and a doctor in an era when Maharajas on their thrones were still reigning over India, the Group's legacy pans across 180 years. Over the decades, the ownership of the paper changed many hands. The paper was taken over from the original owners by Maharashtrian reformer Rao

**BENNETT COLEMAN AND CO. LTD.**

**A DOMINANT FORCE IN THE INDIAN MEDIA**

*Popularly known as the Times Group, the Bennett Coleman & Co. Ltd. has been setting new benchmarks of excellence in the Media & Entertainment industry ever since the free press in India came into force. Today, with several successful verticals under its wing, the popular media brand reigns supreme over the industry*

Bahadur Narayan Dinanath Velkar. It was then run by T.J. Bennett and F.M. Coleman before finally being acquired by Shanti Prasad Jain, whose family now owns the group.

Over the years, the group has left lasting footprints in the Indian media industry. It established a foothold in the Hindi media by first setting up a Hindi daily and slowly spreading out across channels. Today, it is the

country's largest media conglomerate with ventures across the broadcast, digital and new media space and a yearly revenue of over one billion dollars.

With a highly talented employee pool and latest technology in its arsenal, the group is committed to expanding its presence, especially in the vernacular space. Guided by the precise vision of its MD Mr. Vineet



Jain, the group is working towards improving the quality of its content and aesthetics in order to serve the nation with the best quality news.

**MOULDING THE NEXT GENERATION**

With an aim to empower the youth, the Group has turned its attention to education. In 1985, it started a one-of-its-kind year-long programme in social journalism that received a lot of appreciation. In 1990, it established the Times Centre for Media Studies in Delhi, now known as Times Centre for Media and Management Studies. Apart from the famous Times School of Journalism, the Jain family also runs SP Jain College of Management and the Bennet University.





**T**ata Global Beverages' journey to becoming one of India's largest multinational conglomerates has been an inspiring one. By maintaining high standards of quality, it earned the goodwill of people all over the world. Till this day, the organization strives to strengthen the incredible legacy of Jamsetji Tata and his vision to enable India to produce everything at home, from salt to steel.

**A MIGHTY PORTFOLIO**

Established in the 1960s, the organization has been procuring, acquiring and collaborating with the finest and most popular brands across continents to turn into the world's largest beverages and drinks holdings company.

The organization's main focus is on tea, coffee and water and their production, procurement and distribution. With more than 250 million servings of its products being consumed every day, it is no surprise that Tata Tea, Tetley, Teapigs, Eight O'Clock Coffee, Himalayan Grand Coffee, Joekels, and Tata Gluco Plus are major market holders in the UK, Canada, US, India, South Africa and the Middle East along with dozens of other countries.

Tata Global Beverages is a proponent of the farm to table mantra. The organization is involved in several stages of tea and coffee production including manufacturing and exporting. The company has acquired or collaborated with Starbucks, Pepsico, James Finlay & Co., Allied Lyons, Consolidated Coffee and Tetley Ltd. to build a massive umbrella corporation. As a result, it has under its banner some of the most recognizable brands like Starbucks, Tetley, Tata Tea, Mount Everest, TiON and others. The company has also strategically allied and

**TATA GLOBAL BEVERAGES**  
A TALE OF VISION & INNOVATION

*Known for its revolutionary innovations, Tata Global Beverages is a world leader with a presence in 40+ countries. This pioneering brand has several popular products, with a consolidated revenue of \$1.5 billion, under its umbrella. For 50 years, its delicious beverages have captured the imagination of people all over the world*

merged with other companies to enter several unexplored areas. In fact, it is the first Indian beverage company to run its operations in China, Russia and Saudi Arabia.

**INNOVATIONS THAT PROPEL BUSINESS**

To build a sustainable business in the long run, the organization has adopted a dynamic strategy to work with only quality suppliers

and farmers. The organization has joined hands with highly competent partners who can assist in fulfilling its vision and business objectives. To keep up with the fast-paced world of technology, the company includes the integration of ERP, modern Supply Chain Softwares and Content Management Systems in every step of its sales and procurement process. It is keen on

bettering Human Resources Management and recruits only the best resources. It also has an elaborate supply chain methodology that ensures the smooth supply of all of the organization's products. Tata Global Beverages believes that automation is the future. So it has implemented several systems to automatically manage the finance, accounting and even legal entries of its companies.

Tata Global Beverages is committed to being a socially responsible brand. Not only has it won several accolades and awards for its leading products, but it has also been recognized for its contributions towards climate and environmental sustainability.



**H**aving started its professional journey from a single minilab operating in the United Arab Emirates (UAE), Al Murad Group emerged as the pioneer in photofinishing, digital imaging and large-format printing.

In this commendable journey of over forty years in business, Al Murad has been diligently providing high quality services in publishing, professional photography and allied products and services, and television and radio.

Al Murad Group comprises some prominent brands of the media and lifestyle industry in the UAE — United Colour Films, Ajman TV, Ajman Independent Studio, Ch 4 Radio Network, Emirate Photo Marketing, and Beauty Oasis to name a few.

**MASTER OF ALL TRADES**

One of the few companies which have been launched successfully in the market, Al Murad has been consistently delivering brilliant quality and services in photofinishing, digital imaging and large-format printing. The organization has six radio stations available in four different languages, a television channel named Ajman TV studio, audio and video facilities of Ajman Independent Studios (AIS), and an outdoor advertising company (United Color Film).

The Group's publication division is led by Hawk Media, producer of the first business-to-business directory with location maps of 55,000 companies available in prints, CD and online. Its division for digital imaging has earned a huge clientele for its unmatched services including floor graphics, large formatted inkjet printing, banners, static sitting films for the windows, backlit signs, window signs,

**AL MURAD GROUP**  
**SCRIPTING SUCCESS STORIES IN VARIED FIELDS**

*A distinguished conglomerate with expertise in different business verticals, Al Murad Group started with photofinishing as its first venture 4 decades ago. Since then, it has written a tale of innovation and exceptional service standards in diverse fields such as publishing, media, digital imaging, trading, information technology solutions, health and beauty, and interior decoration*

door decals, one-way vision graphics, dynamic imaging, exhibitions and taxi signage.

The health and beauty division of the multi-brand business house is led by the Beauty Oasis Spa that offers luxurious spa services by trained professionals in a peaceful setting. The company deals in a variety of health and beauty products and services which comprise gymnasium, swimming

pool, hair salon, nail station, treatment rooms fitted with showers, tranquillity suites, steam rooms and Jacuzzi.

Similarly, the photography division caters to all types of photographic needs in different formats, including high-end digital system, large format, medium format and 35-mm format. Cibexnet Solutions, the IT arm of the company provides outstanding services all around IT-



business, including network administration and support, software installation and configuration, web analysis, multimedia presentation, content management system, search engine optimisation and reliable web hosting services.

The group also has Emirates Photo Marketing LLC in its trading division, which is the oldest and most experienced company in the group that deals in photographic products in the Middle East. The company offers its customer an extensive range of products, including photography, health, security, large format printing products, and brands, such as Kodak, Vutek, Canon, Epson and Codonics.





**A**l Adil Trading Company started its journey from a small shop in the crowded alleys of Bur, Dubai. Gradually, it successfully gained a major foothold in every kitchen of the United Arab Emirate (UAE). The establishment has earned immense respect and trust from its customers across the country.

**SUPER HEALTHY & NUTRITIOUS PRODUCTS**

The company delivers an array of 100 per cent pure organic grocery and household items. This includes Indian spices and masala, pulses, rice and flour, oils and ghee, pickles and chutneys, tea and coffee, canned and instant foods, ayurvedic medicines and herbs, cosmetics, dry fruits, mouth fresheners and savories, confectionery items and sweet-meats, as well as over 5,000 items from all over the world.

Its organic range of Atta products that include Multi-Grain Atta, Soya Bean Atta, Low Fat Atta, Diabetic Atta and Cholesterol Management Atta have been in great demand. These varieties of Atta became popular not only for their deliciousness and health benefits for the health conscious people, but also for their cost-effectiveness.

Its Chakki-fresh whole wheat Atta is low in fat, high in fiber and highly effective in cholesterol management. It is anti-obese and offers a complete and wholesome diet. The company delivers organic foods which are produced using natural methods. These foods are devoid of any synthetic pesticides or chemical fertilizers or chemical food additives, besides being affordable; thereby, helping people to maintain a healthier lifestyle.

**COMMITTED TO QUALITY**

Since its establishment, the

**AL ADIL TRADING**  
**ADDING A RICH FLAVOUR TO YOUR LIFE**

*Expanding its spice business from a small grocery store with 3 employees to 41 supermarkets with 900+ employees, Al Adil Trading Co. LLC has come a long way. This purely vegetarian brand in the UAE, carries out manufacturing and delivery of over 9,000 nourishing and pocket-friendly grocery and household products*

group has added 41 superstores in GCC and India, and 39 retail outlets in its venture across Dubai, Abu Dhabi, Sharjah, Ajman, Fujairah, Bahrain, Oman, Saudi Arabia and India. The firm has been delivering the taste of India globally under the name of 2 brands Peacock and Masala King. It also owns a manufacturing plant in the Al Quoz industrial area of Dubai where it manufactures various Indian food stuff items under

Peacock brand. Masala Kings, which is based in Mumbai, is the foremost exporter of Indian pulses, spices and other grocery items, as well as non-food items in the Indian sub-continent.

Following a completely customer-centric process, the company offers a secured online platform for buying its products and ensuring a timely delivery. It also enables its customers to return the

products if they are not up to the mark.

Certified with ISO 22000, Hazard Analysis and Critical Control Point (HACCP), Good Manufacturing Practice (GMP) and Good Hygiene Practice (GHP) food management systems for maintaining quality standard, Al Adil Group is acknowledged for its hygienic packaging, stringent quality standards and competitive pricing.

It won Dubai Duty-Free Best Supplier Award for quality, technology and strategic partnership in 2001. It also received the Emirates Flight Catering Appreciation Award and a Certificate of Appreciation from Jumeirah Hospitality in 2003 and Rastriya Udyog Ratna award in India in 2010.



**R**egistered under the Company Act of 1994, Bengal Communications Limited has become the largest cable system operator in the country. BCL's ultimate aim is to provide uninterrupted entertainment to its customers and it has adopted advanced technologies to achieve this goal.

By ensuring its set-top boxes receive efficient satellite TV signals, through its extensive fibre optic and coaxial cable network, the service provider gives its subscribers a chance to stay tuned to everything that's happening in the world.

The Analog and Digital TV services, along with effective Internet and IPTV/OTT facilities, have helped BCL stay ahead of the curve. Today, 30 percent of all the cable TV connections in Dhaka and 70 percent in Chittagong belong to BCL. Besides the major cities, BCL is becoming increasingly popular in regions like Bogra, Rangpur, Mymensingh, Satkhira, and Cox's Bazar. The firm differentiates itself from its competitors with its use of the latest technology. For instance, it uses HFC network technology to offer high-speed Internet to its customers.

**BCL'S STEADY EXPANSION**

With its analogue TV signals reaching major cities in Bangladesh, BCL's is a story of uninterrupted growth. It began its journey by absorbing businesses belonging to the same niche.

Gradually, it acquired dominance in almost every region of Bangladesh and established itself as a complete network provider in just a couple of years.

From area-wise purchase to offering cable TV services to homes, it then expanded its operations to offices, hospitals, hotels and some other sectors.

**BENGAL COMMUNICATIONS**  
A HOMEGROWN SUCCESS STORY

*Ever since making its foray into the market in January 2005, Bengal Communications Limited (BCL) has quickly evolved into a robust platform that connects the people of Bangladesh to the rest of the world. BCL has been successful in delivering a unique experience to its customers through both its cable TV and internet services*

**LEVERAGING TECHNOLOGY**

Technology is the driving force at BCL. Take, for instance, THOMSON's DVB-compliant Digital Head End System, which is the latest technology that it has acquired. Headquartered in France, THOMSON, the products of which are recognized for their audio and video quality, is a developer of Head End equipment. This tool forms an integral part of the video

delivery system that makes sure customers across the nation get an amazing viewing experience. This technology has enabled BCL to currently receive and distribute 250 satellite channels, be it Standard Definition or High Definition ones. BCL is now busy working towards its next goal of providing 500 satellite channels, which, if approved by the government, will be deployed soon.



BCL understands the need for smart identification of customers and targeted communication with them in order to examine the real benefits of digitization. For this purpose, the organisation has a Conditional Access System that helps identify subscribers and also keep track of the revenue obtained from them. It also makes use of the MRTG Graph to assist users with information regarding data usage, latest offers and so on. With customer satisfaction as its top priority, BCL has also set up 24\*7 monitoring and support. A significant presence in the region, the organization hopes to expand its services to new areas while staying focused on the customer's needs.





**O**ffering an equally-amazing treat for both, kids and the adults, Igloo Ice Cream has acquired the number one position by offering many appealing flavours. The unique ice cream flavours not only satiate the taste buds but also provide relief from the hot summers. Nonetheless, ice creams are not meant only for summers; as a famous saying goes that 'diamond cuts diamond', which can be interpreted as the chilled sweet retreat will help to cope with the chilly waves of the winters. Keeping in mind the various ways in which the dessert attracts people, the ice cream maker has introduced innumerable flavours to relish.

### THE SEASONING OF THE SEASON

Over 3 decades of experience has offered Igloo Ice Cream an understanding of the taste of the people in Bangladesh, which also kept it constantly experimenting with the flavours. The makers do not believe in limiting the urge of the people with different taste preferences and hence, it presents different colourful treats for them. The extra flavours added to the cones or cups by accompanying it with enticing toppings is all an individual could wish for in order to get the best dessert for an evening. The brand's efforts to analyse and research on the tastes that are more likely to attract customers make it a distinct ice cream maker in Bangladesh.

With strawberry's pink shade to dark brown chocolate flavours, ice creams are made available in different modes. The customers are open to choose from the widely available options, including cups, cones, bars, sticks, and tubs. The brand lays a special focus on household consumption by providing

attractive offers on ice cream tubs. With numerous ice cream variants and novelties, the ice cream producer, of course, does not forget to offer a special retreat for customers, which ultimately makes it the one-of-a-kind dessert maker. The Evens Vanilla and the PushUP are the specialties of the brand, which customers look forward to, irrespective of the age. The Malai Kulfi tubs and Mango flavour are yet another

forte of Igloo Ice Cream.

### KIDS' FAVOURITE

While the adults may compromise with the choice of flavours, kids are very particular about what they want. Igloo Ice Cream completely understands how to please the kids and hence, never fails to live up to the preferences of the young ones.

From the commonly preferred ones to the 'flavour

of the season', they have it all available throughout the year. To make the association stronger with kids and the youth, the ice cream maker has a unique campaign designed for customers so that its collaboration with them gets stronger. With its "Save the Penguin" mission, the brand encourages involvement of customers which creates a cognitive bonding between the two, leading to fruitful results. In an exciting Santa get-up, a penguin invites you to the world of different flavours and alluring tastes.

As an acclaimed brand in Bangladesh, Igloo Ice Cream has been satisfying the taste requirements of the people and intends to export to other markets too.

## IGLOO ICE CREAM

GENERATING COUNTLESS SMILES THROUGH SUMPTUOUS FLAVOURS

*A strategic business unit (SBU) of Abdul Monem Limited, Igloo Ice Cream has established itself as one of the most trusted dessert providers in Bangladesh. The popular brand is a market leader in Ice-cream production in the country and ensures that people of all ages beat the scorching summer-heat with its delectable and chilled desserts*



**M**arketing has had many leaps of change in the past but with the advent of the internet and a huge increase in the number of internet users, the industry has completely transformed itself. In this capricious industry, only skilled masters find their way to the top. BPG Group is a skilled leader that is revolutionising the marketing and communications industry through the efforts of its tactical consultants, PR advisors, media wizards and creative experts.

By providing integrated marketing solutions, it has helped clients gain media exposure and strengthen their reputation. Since its inception in 1980, it has played a huge role in the development of businesses in the UAE and even contributed to Dubai's own change in evolving from a retail magnet into a prominent knowledge economy.

**BRIMMING WITH CREATIVITY**

BPG Group's organic growth has not seen a fluctuation in the last 38 years. It understands the competitive ecosystem and strives to fulfil its clients' business needs and earn loyalty. Relying on offbeat creativity, BPG Group puts forth its best work that is crafted by its highly skilled professionals and bold innovators. After recalibrating and reinventing itself, three brands namely BPG Max, BPG Orange and BPG Kuwait function within the BPG Group.

BPG Max handles Media Analytics and Experiences. It focuses on providing cutting edge media science and analytics solutions to keep up with the changes in the ever evolving digital landscape. It helps clients to widen their reach and gain concrete business results by surpassing all boundaries.

**BPG GROUP**  
**SOARING ON WINGS OF CREATIVITY**

*BPG Group, which was formerly known as Bates PanGulf LLC, is a marketing & communications organization that offers brand and business building ideas in the MENA region. The organisation caters to national and international clients from the diverse fields of financial services, retail, government initiatives and real estate*

BPG Orange handles Advertising, Design Activation and Digital Asset Creation. With the era of the business card drawing to a close, clients need an advanced way of promoting themselves. BPG Orange handles this in a client-centric and futuristic manner. BPG Kuwait is an integrated problem solving firm based in Kuwait. It was set up to meet the growing demands of clients in a transformational business

climate. It offers a multi-disciplinary approach tailored to suit clients' demands.

**GUIDING THE NEXT GENERATION**

Apart from providing media solutions, BPG Group conducts a training programme for those who want to break into the Mar-com industry. What Next is one of the leading comprehensive graduate programmes in the region since the past 10



years. This opportunity to work with the industry's leading firm attracts more than 600 applicants every year. BPG Group's WhatNext programme has so far mentored about 60 graduates from 19 countries including the US, UK, UAE, Columbia, India, Lebanon, Iraq, Morocco, Syria, Palestine, Egypt and France. Students are familiarised with the nitty-gritty of digital media and gain first-hand work experience in the advertising and public relations industry.

Over the years, BPG Group has grown with an extensive understanding of the market. By employing smart technology, it provides comprehensive solutions to its clients to enable them to achieve a significant competitive advantage.





**T**he “Queen of Aroma,” Basmati is a collection of properly selected and segmented premium quality rice grains gathered from all across India, especially from the foothills of the Himalayas. These finest Basmati grains are packed and processed as Zeeba Basmati Rice to offer a sumptuous and tasty feast to the customers.

### A PREMIUM BRAND

Supple Tek specializes in offering multiple rice brands and Zeeba is considered as one of the tastiest and exquisite rice assortments that is processed and packed by state-of-the-art technology under the most hygienic conditions. Not only does this Basmati rice appear to be the best-fit for national and international markets, it is also the premium category rice brand offering individually separated white fluffy grains when cooked.

### A WELL-ESTABLISHED MARKET PLAYER

Founded by Shri Kawaljeet Singh in 1977, Supple Tek has grown to be a leading supplier of premium food products due to its high quality and taste. Over the years, the company has grown manifold after venturing into the international markets in 2005, and has emerged as the preferred international sourcing agent under the able leadership and supervision of Mr. Ramneek Singh. The dedicated leader brought about a significant change in the traditional domestic image of the brand and helped it to establish itself as the significant exporter of rice, especially Zeeba 1121 Premium Basmati Rice, which is one of the most dominating brands in the international markets.

Due to efforts made by the company to expand the entire distribution network,

## ZEEBA BASMATI RICE

AN AROMATIC CULINARY TREAT

*Being one of the most renowned brands of Supple Tek, an organization committed to provide its valued customers with the highest quality of products, Zeeba Basmati Rice has been satiating the taste buds of people around the globe for more than a decade now with its rich taste and mesmerizing aroma*

as of today, one can easily locate Zeeba Basmati Rice on the shelves of Carrefour, The Sultan Centre, Ashwaq AlHelli, Lulu International, and in almost all the major global markets.

### ENSURING FINEST QUALITY

Supple Tek has been recognised as the “Largest Exporter & Manufacturer of Basmati Rice” for many consecutive years since 2012

by APEDA and FIEO. By bagging the prestigious award for the “Leading Rice Exporter - Globally” under the “Basmati Gaurav” Category in 2019, Supple Tek has established itself as the most trustworthy brand in the overseas market as well.

The Quality Assurance personnel ensure stringent quality checks and assess the standard of the quality of its products. The representatives

take the responsibility of conveying the right details about the Zeeba Basmati Rice products. At Zeeba Basmati Rice-manufacturing unit, it is considered as the collective responsibility of all to make sure that the packaged products do not leave any kind of after-sale confusion behind, particularly related to the quality.

With unremitting focus on quality from growing, sourcing, packaging to bringing it to your dining table, the facilities of Supple Tek are well-supplied by renowned companies, including suppliers from Japan, Germany and the USA. No wonder the epitome of taste, quality and hygiene, Zeeba Basmati Rice is the most trusted brand in the country.



**C**hannel 4 Radio Network is Al Murad Group's subsidiary. Al Murad Group, a conglomerate of companies in publishing, television programming, broadcasting Arabic television channels, consumer and professional photo products, and services, also operates six radio stations for different languages. The Al Murad Group is distinguished by its pragmatism and its wholly-integrated line of diversifications of which the Channel 4 Radio Network is an integral part.

Channel 4 Radio Network's bouquet of brands includes 104.8 Channel 4FM, 89.1 Radio FM, 107.8 Al Rabia FM, Gold 101.3 FM, and Auto Radio 103.2 FM. These brands have a tremendous reach and astounding listenership ratings in the region.

**A WIDE CONTENT PORTFOLIO FOR EVERYONE**

Channel 4 Radio Network's broad programming and content portfolio ensure a growing audience adding to the 4 million plus listeners that are already addicted to its mesmerizing content. Newer services are being added to their trusted and proven heritage stations, thereby providing suitable content for all age groups. From live sports and music, to news and podcasts, listeners can choose to tune in to the audio that matters the most to them in the language that they prefer.

**BACKED BY A STRONG TEAM**

Channel 4 Radio Network is constantly on an evolutionary path to deliver opportunities across the industry for consulting and developing radio in new as well as existing markets via its team of specialized programming and marketing consultants. Its team of dedicated, innovative,

**CHANNEL 4 RADIO NETWORK**  
ROCKING THE AIRWAVES!

*Channel 4 Radio Network, launched in the year 1997, is the UAE's first commercial radio station, and a wholly owned subsidiary of Ajman Independent Studios LLC. Driven by four decades of innovation, a passion for developing outstanding customer relationship, and exceptional service standards, the radio network aims at delivering an unparalleled listening experience to its audience*

and effervescent employees goes the extra mile to ensure their airwaves are heard and followed by around 3.5 million people in the UAE every day. Channel 4 Radio Network's programming and creative teams are always creating new and engaging ways of interaction with their audience. Its unrivalled outreach to millions of listeners offers a wide platform for commercial radio opportunities.

**THRIVING ON A CULTURE OF VALUES**

The brand adheres to some of the core values like providing 'Outstanding Service' to the clients and audience and works towards fulfilling their expectations. It also fosters a culture of 'Empowerment and Trust' by providing its employees with opportunities to develop and use their skills. It encourages them to 'Challenge, Change, Innovate



and Invent' and fosters teamwork.

**SETTING NEW RECORDS**

Recently, Channel 4 team with Yas Waterworld broke the Guinness World Record for "Most Number of Nationalities in a Swimming Pool", beating the previous record of 82 Nationalities. The radio network also broke the Guinness World Record for holding the world's longest underwater live broadcast.

Today, Channel 4 Radio Network is the most loved radio station in the UAE. Its exceptional energy, quality, and brilliance have been mesmerizing its audience since its inception. It continues as the undisputed player in the UAE's FM space to date.





**T**he 25-year old GE Healthcare defies the concept of being just an industry-specific company. With operations in more than 100 countries, the company is involved in several programs and projects other than manufacturing and distribution of healthcare equipment. GE Healthcare is known for its broad portfolio of products, solutions, and services. Medical imaging, medical diagnostics, patient monitoring systems, drug discovery, and biopharmaceutical manufacturing technologies are its prominent area of operations.

Apart from providing conventional a and solutions to the core industries, the company strives to innovate next-generation health equipment such as diagnostic imaging agents, radio-pharmaceuticals for imaging modalities, medical imaging procedures, dyes in magnetic-resonance-imaging processes, medical diagnostic equipment including CT image machine, medical diagnostics, patient monitoring systems, disease research, drug discovery to improve efficiency, productivity, capacity, and patient satisfaction.

Being the global leader in the healthcare sector, GE Healthcare, with its expertise in performance enhancements strategies, assists the clients to deliver the essential healthcare and allied services in an economically viable and time-efficient manner.

**BRINGING HEALTHCARE TO THE MASSES**

To build a sustainable healthcare ecosystem along with a culture of respect, transparency, integrity, and diversity, GE Healthcare has initiated several noble deeds such as the fight against cancer, building advanced

**GE HEALTHCARE**  
MADE FOR THE MASSES

*With an ambition to revolutionize the medical technology, GE Healthcare, a global healthcare & life science corporation continues to innovate, initiate and invent promising technologies and methodologies to enable the world to transit into a new era of economically and technically effective healthcare and allied services*

medical technology to conduct research, and diagnosing on a molecular level.

Healthmagination is the result of GE Healthcare's dedication to humanity. Through this project, GE Healthcare intends to invest in innovations and build better technologies to bring better health to the masses. The company has invested \$500 million on neurological disorder research, neurology

diagnostic solutions and in educating consumers about post-traumatic stress disorder, Alzheimer's disease, Parkinson's disease, multiple sclerosis, stroke, concussion, traumatic brain injury, and several other ailments.

With a view to building a cancer-free future, the company has been investing substantially to tackle cancer. It has launched an ambitious global campaign against

cancer and committed \$1 billion of its total R&D budget in the development of advanced cancer diagnostic & molecular imaging capabilities.

GE Healthcare firmly believes in an advanced technology-based future in the healthcare industry. It is now focusing on enabling the technology to transform the way healthcare is provided to patients globally. With a team consisting of competent 3000+ software engineers and analysts, the organization is restructuring the entire back-end and internal processes through flexible and connected software, data and analytics to enable the employees to be more efficient and enduring to deliver optimum output without any hassles.



**H**ailed and recognized as one of the most valued and thriving business groups in the UAE, Al Ghurair Group today has ventured into a diverse range of businesses including the manufacturing of flexible 90 film, extruded aluminum and galvanized steel, as well as packaging products. Moreover, the Group also operates shopping malls and manages a large real estate portfolio in Dubai in line with its growth objectives of undertaking business activities by sticking to its corporate values of excellence, innovation and integrity. The Group has expanded its market reach by exploring overseas markets and building a network of operations in the MENA region, Europe, North America and Australia.

**AN INCREDIBLE GROWTH JOURNEY**

The Group had a very humble beginning, with just one office in Dubai; however, today the Group provides work for thousands of people in operations globally, from North America to Australia, from England to Egypt. Under the patronage and leadership of Al Ghurair family, the Group as a whole has witnessed massive growth correlating with development of the UAE economy. Beginning its formal business activities by setting up a cement factory, a flour mill, a sugar refinery and an aluminum smelter, the business philosophy has always been to build strong foundations in big and lucrative markets. An example of farsightedness of the Group can be understood from the fact that it was the first to build the shopping mall in 1981 – a futurist development that initiated development of one of Dubai’s core economic sectors.

Today, the Group has

**AL GHURAIR GROUP**  
**WORKING FOR ECONOMIC PROSPERITY OF THE NATION**

*With a rich legacy and heritage of more than six decades, Dubai-based Al Ghurair Group, a diversified family-owned conglomerate with vested business operations and interests in manufacturing, real estate, financial investments and other sectors, has played a crucial role in the transformation and economic development of the nation*

marked presence in several key business verticals including Petrochemicals – Adeka Al Ghurair Additives and Taghleef Industries; Metals – Al Ghurair Iron & Steel, Gulf Extrusions, Refco Metals and Talex; Packaging – Arabian Can Industry, Arabian Packaging and Arabian Flexible Packaging; Real estate – Burjuman Centre, Reef Mall, Al Ghurair Real Estate; and Investments.

Being a firmly rooted business conglomerate, the Group has contributed immensely to the unparalleled development of the UAE economy under the wise and farsighted leadership of Dubai’s rulers, the Al Maktoum family. The secret of Al Ghurair’s massive success is its corporate culture that promotes growth & development, and encourages innovation & a quest for



offering impeccable customer service. The Group owes its success to its great team of highly devoted and talented people, who always manage to exceed expectations.

Committed to give back to the society, Al Ghurair Group remains extremely dedicated to the protection and enhancement of the communities in which it operates, and in view of that it supports or has undertaken programs involving environmental sustainability, health awareness and creation of employment, among many others including breast cancer awareness campaign, environment protection campaign, supporting poor families, school students and people in adversity.





**O**ne of the largest pharmaceutical companies, GlaxoSmithKline (GSK) was a result of the merger of GlaxoWellcome and SmithKline Beecham in 2000. The company offers differentiated, high-end quality, modern healthcare solutions with its cutting-edge and innovative research, development and manufacturing units worldwide. Carrying a legacy of 2 decades of innovation and inventions, the legendary brand offers an array of pharmaceutical products through its global businesses, scientific and technical expertise, and talented professionals. The company emphasises on research and development using advanced technologies in the field of science related to the immune system and genetics.

**IMPRESSIVE PORTFOLIO OF HEALTHCARE SOLUTIONS**

With a broad portfolio of effective and highly recommended medicines, GSK's pharmaceuticals business emphasises on developing medicines for respiratory and human immunodeficiency virus (HIV)/infectious diseases, oncological diseases and immuno-inflammation.

In 2009, the company entered into an exclusive partnership with Pfizer which resulted in the establishment of ViiV Healthcare, a global expert focusing on HIV treatment, prevention, and care for HIV communities by adopting modern techniques and inventions. Today, GSK is a global leader in respiratory and HIV therapy and its subsidiary ViiV Healthcare has successfully built a portfolio of 13 HIV treatments. GSK's vaccine business has a broad portfolio of vaccines and is still growing with the development

of high-quality vaccines to help and protect people against diseases, including small pox, pneumococcal disease, meningitis, hepatitis, rotavirus, whooping cough and influenza. The brand has been producing and delivering around 2 million vaccine doses per day to serve people living in over 160 countries. Its consumer has established markets with a wide-ranging portfolio of healthcare products in the pain

relief, respiratory, digestive health, oral health, nutrition and skin health categories. GSK is working painstakingly with Pfizer to reform the consumer healthcare sector. It is one of the largest providers of oral health with some prominent names in the fleet, including Sensodyne, Parodontax and Polident to name a few. The company also has market-leading products, such as Otrivin, Voltaren, Panadol,

Horlicks, Eno, and many more. It takes a futuristic approach towards making more advanced drugs for improving the quality of life for patients and consumers.

Since 2000, GSK has donated around 8.5 billion tablets to WHO in order to eliminate elephantiasis and control intestinal worms. The move has been successful in 14 countries and the number of people at risk of infection of the disease has reduced by 50%. In addition, GSK developed world's first candidate vaccine, Mosquirix, also known as RTSS, for children aged between 6 to 17 months. WHO launched a pilot implementation programme of the candidate vaccine in around 750,000 children in Ghana, Kenya and Malawi.

**GSK**

**REVOLUTIONARY HEALTHCARE SOLUTIONS**

*One of the leading global healthcare and life-science companies, GlaxoSmithKline is transforming millions of lives globally with its ground-breaking medicines, pharmaceutical products such as vaccines, & healthcare products. It adopts an innovative R & D model to develop some remarkable pharmaceutical products which are highly effective for acute & chronic diseases*



**T**he Inox Group has propitiously established itself as a multifaceted business conglomerate with an impact-worthy footprint among various industries in the country such as entertainment multiplexes, industrial gases, fluorocarbons as well as cryogenic engineering.

**GROWING AT A STEADFAST PACE**

The Jain Family's tryst with business began as early as 90 years ago when the much celebrated Shri Siddhomal Jain inaugurated a company Siddhomal and Sons which was then focused on paper and newspaper trading exclusively. Today, the Inox Group has escalated to an efficacious level of growth by having two of its highly flourishing companies affiliated to global competitors including the Fortune 500 companies. The Inox Group companies combined together currently offer employment to about 10,000 employees across the country, and have amassed an astounding asset base.

Under the visionary onus of Devendra Jain, the Inox Group has blossomed in the industry due to his decision taken in the 1960s to venture and explore beyond the trading business and thereby step into industrialism. As a tenacious realist, Devendra Jain saw a vehement potential in the field of extraction, liquefaction and the trade of gases from natural air due to the ample usage of these industrial gases in steel manufacturing alongside the healthcare sectors - both of which held a substantially durable and prosperous scope at that time in India. The Jain family has been consistently involved in all of their business branches first through Devendra Jain's sons Pavan and Vivek Jain and

**INOX GROUP**  
A TRYST WITH VENTURES

*As a business that was established almost a century ago, the Inox Group traces back its roots to early 1920s when the company began as a flourishing paper and newspaper trading business house. Today, the Inox Group has an enviably strong position in the trades of industrial gases, fluorocarbons, multiplexes and cryogenic engineering*

now his grandsons Siddharth and Devansh Jain as the latest addition to the list of family's worthy inheritors.

**LEADING THROUGH EXPANSION**

Having established the Industrial Oxygen plant in Pune in 1963, the plant's five-decade long journey has been imprinted with several firsts as well as diversifications in the business. These not only

include the monumental task of positioning the plant for manufacturing refrigerants, PTFE resin and some other chemicals and gases, but also the prodigious development of introducing the country to the most prominent chain of multiplexes - INOX. Today, the prodigious Inox Group's value is estimated at an astounding value of about USD 2 billion owing to its six different businesses that the Group runs



simultaneously. Despite the other ventures by the Group, the maximum revenue owing to their steadfast growth continues to be generated from the natural air.

The Group is a resolute and firm believer in the fact that any business conglomerate cannot be termed as successful and prosperous until it earnestly decides to give back to its stakeholders which will help towards a long-term survival & sustainable flourishing. Apart from its several business ventures, the Inox Group is also fervently engaged in both governmental and non-governmental organisations that contribute significantly towards the societal development as well as the environmental growth.





**N**MC Healthcare has earned the distinction of being the first company from Abu Dhabi to be listed on the London Stock Exchange and has now become a cream of the crop by securing a place among the premium FTSE 100 Index, a group of top 100 blue-chip companies with the highest market capitalization. Moreover, through years of consistent hard work, dedication, commitment and innovation, NMC Healthcare's planned acquisitions together with its heritage establishments have successfully filled the service gap in the healthcare delivery process to offer an entire gamut of healthcare services to patients.

**PROVIDING QUALITY HEALTHCARE SERVICES**

In line with its mission to bring in advanced healthcare services, the company is exploring novel business opportunities with compatible allies in the UAE region and abroad. With the continued trust and support of people, the company is convinced of seizing emerging opportunities and attaining bigger milestones in the coming years. NMC attributes its success to the earnestness and dedication of its people, which have helped it grow and flourish over the years.

**SERVING ONE & ALL**

Set up by the renowned Indian entrepreneur Mr. B.R. Shetty the 1970s,, NMC Healthcare has progressively grown from a modest business selling simple medical supplies to a giant universal healthcare supplier; getting higher and bigger in the UAE and the global markets.

Divided into two verticals – Healthcare, including multi-specialty, operations & management, long-term & home care, maternity and fertility, and Product

**NMC HEALTHCARE**  
PROVIDING HOPE TO MILLIONS

*New Medical Centre (NMC), established in 1974 as a small clinic and pharmacy in Abu Dhabi, has today grown to be the largest private healthcare company in the UAE and currently recognized among the leading global fertility service providers — all due to its customized care, true concern and an earnest pledge to ensure the overall well-being of people*

Distribution, including products and consumables – NMC Healthcare has focused heavily on delivering maximum value with a growth strategy focusing upon capacity and capability to achieve better margins and differentiated revenue channels setting a solid platform for continued and sustained growth.

At a time when healthcare services are becoming exorbitant and out of reach for

the people, NMC Healthcare strives hard to offer best quality services that are reasonably priced to cater to the diverse medical needs of patients who arrive for treatment from different parts of the world.

Led by a seasoned group of healthcare professionals, NMC Healthcare is poised to sustain its leadership position and to develop an even wider market presence.

Today, NMC has a well-

created ecosystem in place to promote a robust, interconnected, and an integrated healthcare network spanning numerous vertical and brands, combined with the cluster-based management approach to aid the process of centralization of key services, and with the scalability and flexibility to expand business operations in the offing. With a dedicated team of more than 2,000 doctors and 20,000 paramedical and support staff, NMC successfully owns and manages over 200 healthcare facilities.

Every year, over 8.5 million patients from UAE, Saudi Arabia, Kuwait, Oman, United Kingdom, Spain, Italy, Denmark, Egypt, and Brazil get treated at NMC.



**O**n the true character of entrepreneurship, Sudesh K. Aggarwal established GRP Industries by identifying an opportunity to cater to the rising infrastructure needs in Dubai.

**A NAME SYNONYMOUS WITH QUALITY**

The undertaking of concerted efforts to domestically manufacture and deliver advanced and better-quality products to its customers has allowed the company to achieve its cherished dream of manufacturing excellence with underlying corporate values of modernization, dedication, collaboration, and customer satisfaction. Presently, the company has been ethically and responsibly carrying out its business activities conforming to the highest quality standards across all its product range.

**SAFEGUARDING VALUABLE EQUIPMENT**

To shield sensitive equipment installed outdoors in harsh weather conditions (be it protecting pressure meters installed along gas pipelines across the deserts from harmful UV exposure, or protecting electrical circuit breakers in switchgear for the power distribution industry, when high temperature crosses 50°C mark in Dubai), GRP Industries has been putting emphasis on designing and manufacturing weatherproof products to safeguard and protect its broad array of equipment. The company also offers analogous solutions to related problems for the water treatment, telecom, fire, solar, and construction industry.

The supply and distribution network of GRP Industries stretches globally from the USA to the Far East. Pioneering the first composite weatherproof product for the

**GRP INDUSTRIES**

**REVOLUTIONIZING MANUFACTURING OF WEATHERPROOF ENCLOSURES**

*Since its inception, GRP industries has been playing a revolutionary role in designing, manufacturing, and delivering a customized range of weatherproof enclosures. It today signifies reliability, quality, unmatched customer service, and accountability beyond a shadow of a doubt. It has been zealously pursuing its mission and vision to abidingly discharge its obligations*

power distribution authority in Dubai in the early 1980s, today the company has grown manifold to become the trusted partner for utility authorities in the Gulf Cooperation Countries (GCC) as well as global contractors spanning numerous dissimilar industries.

**STRONG REPUTATION AND GOODWILL**

Holding a cherished dream

to be the best composite manufacturer of weatherproof enclosures in the MENA region, with large manufacturing processes in its ambit, the company successfully and efficiently handles contact molding, injection molding process, vacuum infusion process, continuous sheet lamination, pultrusion process, mold making and metal fabrication using state-of-the-art machinery and equipment



to offer the highest grade of service, selection, quality, and value.

Enjoying a strong status and goodwill earned during 30 years of providing quality solutions, GRP Industries is well positioned for sustainable growth with its three manufacturing facilities.

Catering to the diverse needs of multiple sectors including industries, power generation, water treatment, solar, oil and gas, fire and safety, construction, telecom, mining, the Quality Department of the company rigorously inspects all products and components and gets them certified by independent labs conforming to stringent international protection standards in the USA, the UK, and Europe.





**S**ince its inception, Piramal Group has remained the talk of the town because of its diverse interests and endeavours that led it to establish a firm foothold around the world.

**A LEADING BUSINESS CONGLOMERATE**

The establishment which is worth 10 billion American dollars focuses on varied interests, which include Pharmaceutical, Healthcare, Finance, Real Estate, and Glass Packaging industries. The journey of the Piramal Group began with the guidance of Ajay Piramal, the Chairman, and today the team comprises more than 15,000 people from 21 different nationalities.

To summarize, the brand does not solely promote the diverse field of interests sharing the same platform but also encourages the presence of people coming from different ethnic backgrounds. The company has firmly believed in the motto of "Doing Well and Doing Good". The foundation gained strength with this philosophical standing which it has been working on since its emergence.

**ATTAINING GLOBAL SOVEREIGNTY**

In the three-and-a-half years of operation, the Piramal Group has extended its reach to even the remotest locations of the world. It has its offices in more than 30 nations with its brand presence being significant in 100 global markets and even beyond that. The emphasis of the Group has never been limited in any way, including its twin-strategy of growing both organically as well as inorganically. The setup is known for fulfilling people's requirements in terms of healthcare, housing as well as monetary gains. Its belief of deploying the latest

**PIRAMAL GROUP**  
CAPTURING DIVERSIFIED MARKETPLACES

*Founded in the year 1984, Piramal Group has evolved as a one-stop solution for the public, be it their pharmaceutical needs or financial requirements. Trying its hands at different niches has provided the brand with significant experience, which has helped it garner a lot of admiration and acceptance as a well-known business conglomerate across the globe*

technological advancements into the organizational system makes it the best user of the global resources it acquires, including the knowledge and understanding of the global marketplaces.

**RUNS ON VALUE-DRIVEN DIMENSIONS**

The ethical and virtuous orientations are the qualities which aid the company in experiencing a distinguishing

growth on the global platform. The righteous dimensions have imbibed a positive and value-based working atmosphere that serves the moral expectations of all the stakeholders of the Group.

With knowledge, action, care, and impact, the Piramal Group ensures expertise, innovation, and integrity. All these values put together translate into forming a more stable, more reliable, and

stronger foundation for the group to stand on. It walks hand-in-hand with every single association that it holds, which includes the community, the partners, the shareholders, the employees, and most importantly the clients and customers.

**FOCUS ON SOCIO-ECONOMIC CONCERNS**

Apart from playing an important role in offering financial and healthcare options, the Piramal Group believes in the significance of bringing smiles on numerous faces. The formation of the Piramal Foundation is an initiative that Ajay Piramal took to bring about an economic revolution among the people of India.



**E**ver since its establishment by the leading visionary Shri Srikisan Dass Aggarwal, HPM Chemicals and Fertilizers Ltd. has grown to be one of the leading agro-chemical conglomerates in India and abroad. Focusing on agriculture - the pride of India, it hopes to bring more innovative practices to improve crop yields and the farmers' lives. Placing better crop health at the heart of every endeavour, it aspires to bring quality products like insecticides, fungicides, herbicides, farming seeds, etc. to the market.

#### THRIVING UNDER A VISIONARY

Mr. Ashok Aggarwal, the Chairman & Managing Director of HPM Chemicals and Fertilizers Ltd., is an exemplary leader and an astute business person. His vision is to make India a global leader in the agro-chemical industry and he put the wheels in motion with his determination and dedication. To take it to the next level, he restructured his business to enable the country emerge as a notable competitor in the agro-input sector.

Mr. Aggarwal has advocated a set of guidelines for quality, environment, health and safety policies to be maintained in the workplace. He also maintains a healthy work culture wherein individuality is valued and idea-sharing is encouraged. He also strives for the overall growth of all the stakeholders, clients and partners.

#### ENERGETIC & TALENTED MANPOWER

The capable workforce at HPM Chemicals and Fertilizers Ltd. has joined hands together to create an array of products that not only protects crops but also upholds the plant nutrients. Using modern technology,

## HPM CHEMICALS AND FERTILIZERS

HELPING FARMERS GROW

*A premier brand in India in the agri-inputs sector, HPM Chemicals & Fertilizers has established itself as one of the most proficient agro-chemical suppliers over the last 4 decades. Besides being a pioneer in the pesticides & fertilizer business, it is also a proud contributor to the green revolution drive*

they are serving pan-India necessities of crop protection products with the best quality. Superlative infrastructure comprising three specialized manufacturing units is housed in the massive 20715 sq. meter area.

At HPM Chemicals and Fertilizers Ltd., frequent quality checks are conducted so that the outcome is superior and secure products. The manufacturing unit is

equipped with world-class quality and in-house certified R&D laboratories. HPM Chemicals and Fertilizers Ltd. is equipped with fully automated equipment with environmentally compliant processes that ensure faster production and safer conditions.

Its adept team ensures that its products have a better shelf-life than others. The Plant Growth Regulators



(PGR) manufactured by HPM Chemicals and Fertilizers Ltd. with beneficial enzymes have enabled increased crop yield regardless of the weather.

#### SOWING GOODNESS AROUND

Keeping the employees, communities, environment & society in mind, HPM organises several projects under CSR through various initiatives namely Project Green World, Health is Wealth, Literacy, Rural Sanitation and more.

HPM Chemicals and Fertilizers Ltd.'s quest for excellence is reflected in its productivity and positive outcomes. With such an amazing team and talented leadership, the brand is bound to meet every goal it sets.





**S**un Pharma is not only a market leader for therapeutic formulations but also creates APIs as well as anti-cancer drugs, steroids, peptides, sex hormones and controlled substances among others.

**INNOVATING ITS WAY TO THE TOP**

Sun Pharmaceuticals has been innovative throughout its R&D journey. By pushing the boundaries of science, the company has discovered and developed transformational medicines across therapeutic areas. Today, it has more than 40 manufacturing sites, serves more than 100 markets worldwide and markets more than 2,000 products. Harnessing its employee strength of over 30,000 people, Sun Pharmaceuticals has become the most profitable pharmaceutical company in India. Under the able stewardship of Mr. Shanghvi, who is the majority shareholder in the company even today, this undisputed market leader is only poised to grow further.

As a diversified global healthcare leader, Sun Pharmaceuticals has an impressive portfolio. It creates an array of dosage forms like injectables, sprays, ointments, creams, liquids, tablets and capsules. The organization has products ranging from top quality generics, branded generics and specialty medicines to over-the-counter (OTC) products and anti-retroviral drugs. Its formulations for therapy areas like neurology, diabetology, cardiology and gastroenterology among others have made it the largest prescription company in the market today.

The vision of its founder of reaching people and touching lives globally has become the guiding principle

**SUN PHARMA**  
PROVIDING THE HEALING TOUCH

*From a small firm to India's largest pharmaceutical empire, Sun Pharmaceuticals has enjoyed a meteoric rise to the top. Founded by Mr. Dilip Shanghvi in 1983 at Vapi in Gujarat, the company began its journey with five products designed to treat psychiatric ailments. Today, it is the largest pharmaceutical company in the USA & the 5th largest specialty generics company worldwide*

for every employee of Sun Pharmaceuticals. 'Sunology', a combination of the words sun and ideology, stands for the qualities of humility, integrity, passion and innovation. Sunology is embraced as a way of life at this organization that also places great emphasis on quality, reliability, consistency and innovation. It constantly adapts new ideas and cutting-edge technology to meet the challenges of the sector.

**WORKING TOWARDS A BETTER WORLD**

Corporate Social Responsibility (CSR) is at the heart of the values of Sun Pharmaceuticals. The organization strives to make healthcare affordable and accessible to marginalized communities and society at large. Active fieldwork and dedicated research form a firm foundation for its operations. The firm focuses on health, education, water, livelihood,

environment and disaster relief as part of its CSR activities. Its commitment to marginalized communities can be seen in the vocational skills training and other programmes that are conducted under the auspices of the Sun Pharmaceuticals Community Healthcare Society and Sun Pharmaceuticals Science Foundation.

As a trailblazer in the pharmaceutical world, Mr. Shanghvi's immense contributions to the field have been celebrated through various prestigious awards. Since 2005, he has won several awards with the most recent one being the 'Life Time Outstanding Achievement Award' from the Indore Management Association in 2018.



**K**ochar Group was founded in 1997 with a vision to provide unmatched quality and 100 percent satisfaction to the customers. Successfully carrying forward the vision of its parent company, Signature Blankets has emerged as one of the most sought-after brands with its unique designs and multiple fabrics.

Realising the fact that humans spend 1/3rd of their lives in bed, Signature Blankets are skilfully woven to make sleep a blissful, warm and cozy experience especially after a tiring day.

#### CUSTOMERS' FIRST CHOICE

These soft and cozy blankets are designed keeping in mind the requirements of customers of every age group. Its colourful strips, designs and motifs are appealing to adults and attractive for kids. Moreover, the customers who want to experiment with bed accessories are free to choose its creative kid-friendly and user-friendly designs. The customers looking for something for their toddlers can select from a wide range of the kid-friendly products, which include urine protection features.

From embracing the warmth themselves to offering the products as presents, these blankets serve all possible purposes for the customers. Signature Blankets are the first choice for customers when it comes to choosing the softest and coziest blanket brand.

Having received the title of 'Best Product of the Year' multiple times, the brand has successfully proven its trustworthiness in the market.

#### A GLOBAL MARKET PLAYER

With the use of advanced technology, the Kochar Group

has raised the standards of production of these blankets which has made the products a household name, not only in India but abroad as well.

The group goes hand-in-hand with the technological developments and hi-tech innovations to continue grabbing the attention of the global market and is simultaneously evolving as the best supplier of the finest blankets all across the globe.

Kochar Sung-up Acrylic Limited has introduced an innovative range to offer the most creative and attractive designer blankets taking into account the varied needs of the customers.

#### THE BEST GIFTING OPTION

A blanket is an epitome of warmth and love. Signature Blankets is considered as the most regal and classy gifting option all around the year, be

## SIGNATURE BLANKETS

A SAGA OF WARMTH & AFFECTION

*As a subsidiary of the well-known Kochar Group, Signature Blankets has carried the legacy forward and has contributed in improving the consumer-experience in a huge way. Through its cozy blankets and bed sheets, which form a complete bedding package in itself, the brand has successfully built a huge base of satisfied customers*



it Diwali, corporate gifts for clients, employees and staff, or for weddings, Signature blankets is definitely the first choice for many.

From blankets to bed sheets, owing to its exquisite colors and sleek patterns, Signature Blankets has been the foremost choice for most Indian homes.

Signature Blankets manufactures everything that you would need for a healthy and sound sleep, and the brand leaves no stone unturned in making your 'sleeping' experience joyful.

From an exclusive range of bed sheets, mattress protector, AC blankets and winter blankets; the brand offers something for every season.





**D**edicating more than three decades of his life to the invention of an unbeatable formula as complex as Body Revival was no less than a painstaking journey for Dr. Munir Khan, the man behind the formulation of the wonder drug.

### ONE REMEDY FOR ALL AILMENTS

Malnutrition, unhealthy diet, smoking, alcohol consumption, drug abuse, stress have become commonplace in the society, and are adversely affecting the human body. Body Revival acts like a magic potion to save and immunize the rapidly deteriorating bodies of the modern humans. With its unique micro herbal formula, Body Revival first dissolves and extracts the dead and toxic cells such as radicals, carcinogen, harmful lipids, and triggering beta cells and pushes them out from the body through excreta. Gradually, it rejuvenates and regenerates new cells, thus, reversing the inactivity of tissues and organs in the human body.

It not only makes your body cells fresh and functional, but also more immune to ailments like cancer, brain tumour, heart blockage, and diabetes. It also takes care of the condition where cancer-causing fatigue increases susceptibility to more infections owing to weak immune system.

### THE AYURVEDIC ROUTE TO HEALING

Body Revival is based on the concept of Ayurveda as Dr. Khan believes that Ayurveda has the potential to provide a solution to every human ailment including progressive diseases like cancer. Body Revival enables the human body to fight various toxic, stress and drug-related disorders, and to stand firm in this challenging era where the immune system

## BODY REVIVAL

### AN AYURVEDIC ELIXIR FOR WELLNESS

*A deeply researched revolutionary remedy that enables the human body to optimize its immune system through the power of self healing, Body Revival is a medicine renowned for empowering the human body to treat itself from all types of critical illnesses, degeneration and diseases*

is deteriorating due to multiple reasons, including sedentary lifestyle, workplace stress and emotional anxieties. It aims to create a healthy world, and to relieve millions of individuals suffering from different diseases.

Body Revival is composed of pure honey and extracts of medicinal herbs acquired from the mountains for enhancing the strength and immunity of human body cells. This ISO and

GMP certified medicine is free from side-effects, and has a shelf life of three years. What's more, the medicine adheres to all the international rules and regulations.

### WORLDWIDE RECOGNITION

After being recognized, tested, and effectively tried at government recognized laboratories in India and China, Body Revival has gained global recognition across Asia and

the Middle East. The wonder drug has become immensely popular and has been critically acclaimed all over the world for its exceptional healing and curing capabilities.

For conducting extensive research & formulating Body Revival, Dr. Khan has been felicitated with honorary Doctorates of Excellence from Keisie University of South Korea and Confederations of International Accreditation Commission & has received the title of Hakim-ul-Haq in Dubai. Body Revival has also been honoured with several awards and accolades including felicitation from Samarpan Sanstha, Uttarakhand Ayurvedic Chatra Sangh, and Lions Club of Mumbai's Samajshri Award.



**E**tisalat launched the very first mobile network in 1982 and gradually enhanced the coverage area. Today, it is a telecom giant operating in 15 nations around the world.

**HERALDING A DIGITAL REVOLUTION**

With a significant presence in the Middle East, Africa and Asia, Etisalat is one of the world's largest telecommunications brands. Headquartered in Abu Dhabi, this international blue-chip organization offers innovative telecom services to as many as 141 million users across 15 countries. With a current market cap of AED 148 billion and consolidated net revenues of AED 52.4 billion, this thriving company is committed to further investing in its network and expanding its capabilities.

With the customer as its first priority, Etisalat has introduced various packages that suit the needs of both individuals and businesses. Etisalat develops innovative solutions to transform the way people connect with each other. Thanks to its focus on nurturing customer centricity, Etisalat is the first choice for millions of people. As an important stakeholder in the region's digital transformation, it is the first brand from the Middle East to cross the standard portfolio value of USD 10 billion.

**ROBUST COMMUNICATION SOLUTIONS**

Besides being an active telecom network coverage provider, Etisalat has also evolved into the most widely used digitization option for businesses operating nationally and internationally. Offering the best-ever total user experience in the form of internal and external digital communications that take

**ETISALAT**  
CHANGING THE WAY THE WORLD COMMUNICATES

*The setting up of the Emirates Telecommunication Group Company PJSC (Etisalat) in 1976 paved the path for the first mobile network in the Middle East. Established with an aim to eliminate distance through satellite technology, Etisalat has been steadily climbing the ladder of success. Today, it enjoys the distinction of being the leading telecom company in the Arab World*



for businesses operating nationally and internationally.

Etisalat's contributions have been duly recognised all over the world. The company that operates in the Middle East and other markets as Etisalat Misr, Ufone, Mobily, PTCL, Maroc Telecom and Etisalat Afghanistan, has been honoured with the title of 'The Most Valuable Portfolio Brand' in MENA, i.e. the Middle East and North Africa by Brand Finance. It has been recognized as the 'Most Powerful Company in The UAE', and the 14th largest mobile network operator in the world. By setting its sights on bigger milestones, Etisalat has been delivering the next generation of innovative telecom solutions to the world.

place in business, the brand has occupied the position of being the first choice for enterprises across countries. From unlimited non-stop high-speed Internet at 100 Mbps to real-time support from Etisalat representatives, the brand offers every telecom service that helps its clients.

**ROADMAP FOR THE FUTURE**

By keeping up with the latest

technology, Etisalat is happily embracing the future. In May 2018, it became the first company to introduce the commercial 5G wireless network in the region. Expo 2020 became the company's first client to utilize the 5G network in the same year. Besides being an active telecom network coverage provider, Etisalat has also evolved as the most widely used digitization option





**D**ivakars Speciality Hospital provides high quality holistic healthcare services by catering to adolescent, reproductive age and postmenopausal women in Bengaluru. Its commitment to world-class patient care makes it stand out from the competition. The team understands how women often forget to take care of themselves in the quest of taking care of others around them. This is why, at Divakars, the priority is on alerting, guiding, supporting and empowering women in order to prevent illness and promote wellness.

### THE HEALING TOUCH

Divakars Speciality Hospital follows a patient-centric approach right from the start. In keeping with the trends of digital era, the dedicated Divakars hospital APP provides advanced tech support, with digital consultations, campaigns, patient education videos for awareness to bridge the gap between doctors and patients. The dedicated team of doctors at Divakars adopts a compassionate and holistic approach to healthcare. It strives to provide seamless service with unwavering ethics and uncompromised quality, for girls and women. Being the first ISO 9002-certified hospital in the state (1994), the hospital has also obtained the QAI Quality accreditation India and NABH accreditation for Quality and is the first to receive MANYATA certification from the national professional obgyn organisation for excellence in quality maternal care.

Divakars Hospital is a single-window solution for women's healthcare encompassing an array of services for girls and women and newborns. Facilities include outpatient Obgyn consultation, paediatrics, general

## DIVAKARS SPECIALTY HOSPITAL

RAISING THE BANNER OF EXCELLENCE

*Driven by the vision to build a healthier tomorrow, Divakars Specialty Hospital has become a force to reckon with in the women's healthcare space in Bengaluru and has been successful in providing integrated care to women of all age groups. The hospital combines the best treatments and latest medical innovations to raise the standard of care*

physician ophthalmology and dermatology consultation, physiotherapy, Yoga, dietician services, laboratory and ultrasound services and pharmacy. Speciality clinics include Diabetes in pregnancy clinics, Fibroid clinic, Recurrent miscarriage clinics, Genetics and Fetal medicine, Infertility, Youth healthcare, Child behaviour therapy, Adolescent clinics, Menopause management. Needless to

say that 24x7 emergency and inpatient services for routine and advanced obgyn care with laprohysteroscopic surgeries and assisted reproductive technologies and neonatal services are under this umbrella.

### CATERING TO DIVERSE NEEDS

The hospital harnesses the latest medical technology and enhanced skills with constant

updates to provide the best medical care to a woman throughout the different stages of her life right from adolescence to pregnancy and menopause. Prevent illness and promote wellness is the mantra. It offers a three-stage package with a range of investigations and check-ups to help a woman lead a life of wellness namely Yuva Care Package for adolescents (12 to 20 years), the Pregnancy Stage Package for (20 to 40 years) and the Menopause Stage Package for (40 years and above).

By providing comprehensive and personalized services under one roof, Divakars has cemented its position as a preferred institution in women's healthcare.



**H**CL has been on a journey of achievements and remarkable growth right from its humble origins to a giant conglomerate with a worldwide imprint spanning across numerous business processes and verticals.

**PIONEER IN MODERN COMPUTING**

HCL is the pioneer of modern computing with many firsts to its credit including the introduction of the 8-bit processor-based computer in 1978 way ahead before its global peers.

Shiv Nadar, Founder & Chairman of HCL, with support and dedication of a highly professional team, has steered HCL from its modest beginnings to a global giant. Several valuable joint ventures and alliances have aided the organization's emergence as a global technology enterprise with one of the world's largest engineering and R&D divisions. Mr. Nadar also chairs the Shiv Nadar Foundation that draws from his experience to create institutions of transformational education that will continue to influence, inspire and nurture the country's youth for decades to come. Roshni Nadar Malhotra CEO of HCL enterprises (the holding company for all Group entities) and Vice Chairman of HCL Technologies, continues to create and advance HCL's several blazing success stories of adding value to people's lives.

**LEADING THE INDUSTRY**

HCL has set high business standards by way of sustainable world-class products, solutions and services. Today, HCL touches the lives of millions with the possibilities across varied sectors that include technology, healthcare and talent management solutions

**HCL TECHNOLOGIES**

**TOUCHING LIVES, ADDING VALUE & NURTURING TALENT**

*HCL is a next-generation global company helping enterprises world over re-imagine their businesses for the digital age. Founded in 1976 as one of India's original garage start-ups by eight entrepreneurs who believed in the power and potential of a microprocessor to change the world, it has grown manifold by continually transforming its people and processes*



is a leading organization that is a part and parcel of numerous key industries, including 250 of the Fortune 500 and 650 of the Global 2000.

HCL Technologies is a leading services company that covers the entire gamut of technology solutions and services including infrastructure management, application development, BPO and Technology distribution. HCL Infosystems is the premier distribution, IT solutions and services company enabling organizations attain and sustain a portfolio of capabilities with value-added distribution of technology, mobility and consumer products, making a glorious example of the Indian spirit and its global imprint.

with its three companies – HCL Infosystems, HCL Technologies and HCL Healthcare. The HCL Enterprise generates opportunities for 131,000 employees from 140 nationalities operating across 44 countries, including over 500 points of presence in India. The core ethos and spirit that drive HCL include building solutions and offering interventions that add value to people's lives.

HCL offers an integrated portfolio of products, solutions, services, and IP through its Mode 1-2-3 strategy, built around Digital, IoT, Cloud, Automation, Cybersecurity, Analytics, Infrastructure Management and Engineering Services, and a host of other services. With a global network of R&D, innovation laboratories and delivery centers, and close to 1.5 lakh 'Ideapreneurs', HCL







**B**ased in Hyderabad, India, FMS Dental has achieved milestones in excellence in the field of dentistry. With a humble beginning as a small private dental clinic in Panjagutta, Hyderabad, FMS Dental today has about 11 centres in the twin cities of Hyderabad and Secunderabad including a dental hospital with ICU, operation theatre and inpatient facility and an International Dental Center exclusively dedicated to international patients and dental tourism.

In the past two decades, it has emerged as a top-grade dental practice in India and is considered as the second best in the world by GCR. FMS Dental is the forerunner of multi-speciality dental services in India. As a trailblazer in its domain, FMS Dental has spread out into other verticals of dentistry like Dental Education [Sri Sai College of Dental Surgery], and Dental Laboratory, etc.

**SERVING WITH EXCELLENCE**

Spearheaded by the visionary and entrepreneur Dr. P. Parthasarathi Reddy, FMS Dental strives to provide holistic dental care to all its patients. The key factor for FMS Dental's global outreach is the exceptional patient care which it provides coupled with utmost dedication. FMS offers services in cosmetic dentistry, periodontics, orthodontics, prosthodontics, oral and maxillofacial surgery and more.

FMS Dental Hospital in Koti is the exclusive centre for oral and maxillofacial surgery and dental implants. Having undergone various trainings in the field of digital smile designing, CAD-CAM and other laboratory advanced procedures, Dr. P.

**FMS DENTAL**  
**ACHIEVING EXCELLENCE WITH A SMILE**

*FMS began with the first multi-speciality dental centre in 1993 and went on to give rise to a chain of dental clinics competing with international standards. Firm on medical ethics, FMS Dental delivers dental care of the highest standards to its patients*

Parthasarathi Reddy had an interest in further expanding the organization and upgrading the equipment, which led to the establishment of advanced dental healthcare facilities with state-of-the-art dental laboratory.

**SOCIALLY RESPONSIBLE APPROACH**

FMS Dental also undertakes the social responsibility of creating dental awareness

apart from providing quality healthcare. FMS Dental continues to serve the needy by holding treatment and awareness camps supported by competent healthcare professionals and a mobile dental clinic with special equipment.

FMS conducts regular check-ups in schools, corporates and in small communities providing preventive dental care.

Collaborating with its peers, many workshops and lectures are also organised to share their expertise.

FMS Dental has also conducted thousands of treatment camps in the rural areas of Telangana, with the help of the Rotary Club, Lions Club and other organizations. The sister-concern dental school has adopted around 40 villages in and around Vikarabad creating miles of Smiles.

Having invested in dental education, dental laboratory, dental hospital & clinics, and an international dental center, FMS Dental aims to be widely recognized as one of the world's top and most preferred dental care service provider.



**E**ver since the early days, this homegrown company has focused on boosting the economic landscape of India. Today, it has offices all over the country from where it provides IT and support services to clients across the globe.

**NURTURING A CULTURE OF COLLABORATION**

Among its core values is the belief that the company's growth goes hand in hand with the country's development. Wipro's contributions to India's emergence as a popular IT outsourcing destination are innumerable.

Wipro's passion for client success is rooted in its 'Customer First' ideology. Its emphasis on providing a seamless experience to its customers has helped it gain the loyalty of its clients.

With the motto of treating everyone with respect, the group prioritizes the importance of its human assets and believes in nurturing them as well as encouraging them to learn, share and grow. The organization runs several capacity building training programmes to increase the instructional and organizational competence of those in leadership roles. These programmes empower leaders to facilitate the change within their teams.

At Wipro, there is a culture of collaboration that encourages harmony and synergy between communities and the environment. The company sets an example for others by adhering to a high standard of ethics. Even in the toughest of circumstances, this organization always upholds integrity.

**THE POWER OF GREAT LEADERSHIP**

Incorporated in 1945, as a food and consumer products

**WIPRO LIMITED**  
ON A SUSTAINABLE PATH TO SUCCESS

*Being regarded as one of the core institutions that brought and then helped in the advancement of Information Technology, and eventually made it one of the core industries of the country, WIPRO Limited is one of the largest conglomerates in India employing more than 175,000 people and generating revenue of USD 8.5 billion a year*

company by Late M.H. Hasham Premji, the company was later inherited by Azim Premji, the current Chairman. In fact, it is this visionary's revolutionary idea of entering the IT domain that transformed the company's future. Under his careful guidance, the Group first made its foray into personal computers. It started working with software from 1984 and gradually moved into cognitive computing,

hyper-automation, robotics, cloud, analytics and emerging technologies, through all of which it is now assisting clients in over 6 continents.

The culture of innovation runs strong across Wipro, where applying creativity is always encouraged. The organization is increasing its footprints through a continuous focus on innovation, new services, value creation, investments in human resources, business



efficiency and best practices in multiple areas.

**SELFLESS IN SERVICE**

Dubbed as the most philanthropic billionaire in India, Azim Premji has set an example for others to emulate. Like him, his organization also takes social responsibility seriously. Through its Azim Premji Foundation, Wipro is actively involved in several human development and welfare projects around the country. With a special interest in education, the foundation focuses on improving the quality of teachers in some of the country's most remote locations through vibrant and high-quality field centres in semi-urban and rural parts of India.





**T**he journey of Kolors Healthcare began in 2004 in Hyderabad with a few employees. Since then it has grown into a leading health service provider with branches across major metros in South India.

An ISO 9001:2008 certified organization, Kolors Healthcare offers wellness treatments, basic and advanced treatments for skin and hair, specialized dermatological treatments, beauty services along with the latest and extremely effective weight-loss programmes to its clients. Kolors Healthcare has an extremely well-qualified, experienced and professional team of doctors, dietitians, physiotherapists, fitness-trainers, dermatologists, cosmetologists, trichologists and beauty-therapists. Each team brings with it a high level of professional expertise and unmatched personal service to its clients.

**CUSTOMIZED SOLUTIONS**

Kolors Healthcare has taken the initiative to start 'The Kolors Wellness Institute' and 'The Kolors Academy' which is the pioneer of the training and R&D initiatives of Kolors Healthcare Pvt. Ltd. This academy aims to inculcate the spirit of wellness, learning and care among its students so that they have the best of knowledge and technical excellence when they set their feet in the professional world and their chosen field of specialization.

Advanced courses in beauty, hair-dressing, nail treatments and yoga for holistic health are the areas in which highly specialized diploma and certificate courses are conducted. These courses in beauty and wellness are accredited by B&WSSC.

Kolors Healthcare has also extended its premium expert

**KOLORS  
HEALTHCARE**  
CARING FOR YOUR HEALTH & WELLNESS

*By amalgamating latest innovations and therapies, Kolors Healthcare has established itself as a leader in the health and fitness sector in South India. Its exemplary customer service and employment of the most advanced medical technology enable its clients achieve a state of perfect health and wellness*

services to dental care which is supported by its top-of-the-line Dental Clinic.

Its dental clinics are manned by experienced and highly qualified dental surgeons who offer a wide spectrum of customized dental solutions with excellent outcomes.

Kolors Healthcare has also emerged as a leading name in dermatology services. It uses a perfect blend of modern medicine and the latest

technology to achieve the desired results.

Kolors Healthcare has 49 branches which provide exceptional services and are consistently adding up to its enormous base of extremely satisfied customers. In addition, many leading personalities from films and the television industry also wholeheartedly appreciate and endorse the brand Kolors Healthcare.

**AWARDS IN ABUNDANCE**

Owing to its exceptional contribution to the field of healthcare, Kolors Healthcare has been duly acknowledged with various awards such as 'Most Trusted Slimming & Beauty Treatment Brand in India 2018' by India Business Awards, 'Best Aesthetic Player of the Year – South 2018' and 'Outstanding Entrepreneur in Beauty & Fitness Industry in South India 2018'.

The singular thought 'healthy living is a priority and not an option' drives Kolors Healthcare and the brand is dedicatedly working to help its umpteen clients in their journey to wellness with its competent and experienced team at its numerous branches.



**W**ith a vision to always keep the world connected, du, through its widely distributed and robust network, has been providing end-to-end solutions at the most affordable prices to not only retail consumers but also enterprises and government agencies.

### BEING A TRUE COMPANION

The telecom giant, which holds the distinction of being an innovative and customer-centric company in the highly regulated Middle East market, has an annual revenue that exceeds AED 10 billion. Its policy of maintaining high levels of customer satisfaction through 24x7 assistance and rewards has expanded its customer base. Moreover, through its carefully framed extensive roaming, voice and data plans as well as international collaboration with several networks, it allows visitors to enjoy a hassle-free stay in the UAE. Considered a pioneer of fixed-line and mobile telephony, Internet services and digital television in the retail market of the UAE, du has made substantial investments in its R&D. Through this, it has built a portfolio of a wide range of products and services that caters to the needs of the consumers. Some of its offerings include du Live!, Pay As You Go prepaid plan, Emirati Plan as well as du TV+ for a seamless dual-play package to talk and surf on both TV and the Internet.

Apart from catering to individual clients, the company has also found a major foothold in the industrial sector. It provides an array of services to businesses including closed Business User Group Free Calling, preferred international destinations and carrier services as well as media technology platforms and

telecommunication solutions such as satellite up/downlink services teleport (Samacom) and Master Control Room facilities to TV broadcasters.

Maintaining high levels of customer satisfaction has been made possible due to the efforts of over 2,000 du employees. The telecom provider is a culturally diverse workplace that employs people from over 60 countries. In keeping with the government's

Emiratisation policy, over 50% of its senior management team and customer care staff comprise UAE nationals.

### EMBRACING A FASTER FUTURE

Under the leadership of Osman Sultan, du has accomplished several milestones, the latest of which is the introduction of 5G. du has been successful in building a fully operational 5G network well before the

## DU UAE

SHARING THE POWER TO CONNECT

*Leveraging its reach and resources to boost up the transformation of UAE into a digital economy and a technologically advanced nation, du, one of the largest telecommunications company in the Middle East, continues to provide best-in-class networks and allied services including fixed line, mobile telephony, Internet and digital television services to the residents of UAE*



anticipated launch.

### AN INCLUSIVE VISION

Powered by its vision of adding life to life, du has committed its entire human and other resources towards building and sustaining value for its business stakeholders as well as the community and the environment it operates in. The company focuses on sustainable thinking and is a firm upholder of ethical values. A recipient of multiple awards for providing top-notch services and experience to its consumers, du upholds strong values of corporate governance and ensures privacy and security of customer data as well as the safety of its employees and consumers.





**A** pioneer in providing diagnostics and teleradiology services in the United Arab Emirates, Mulk Healthcare Enterprises is at the forefront of the healthcare revolution. Operating as a global distributor of healthcare products over the last decade, the organisation has a finger on the pulse of the industry and is a trusted supplier of medical equipment, clinical diagnostic devices and medical consumables. The firm focuses on providing customized solutions for hospital care, subacute treatment, long-term care, healthcare and medical emergencies. The USP of Mulk Healthcare Enterprises, which offers only superior quality products certified by ISO, CE or FDA, is its affordable pricing, making it the first choice for many clients.

#### EMPOWERING HEALTHCARE PROVIDERS

A feather in its cap has been Global Hawk Imaging & Diagnostics (GHID), a world class Joint Commission International-accredited chain of trusted diagnostic centres. The first of these highly reliable diagnostic centres opened in Dubai in 2012. Today, the company is busy setting up more such centres in the Gulf Cooperation Council and India. GHID is a testimony to the innovative spirit of the organisation. These high-tech centres are equipped with telemedicine capability, ultramodern open magnetic resonance imaging devices and an entire range of diagnostic equipment that even has features like international video conferencing. Such cutting-edge technology makes it possible for multiple centres to connect to a central hub of specialist doctors and enables patients from even remote locations of the globe to receive high-quality healthcare. Its

## MULK HEALTHCARE ENTERPRISES

SHAPING THE FUTURE OF HEALTHCARE

*Mulk Healthcare Enterprises, a premier division of the UAE-based multinational Mulk Group, is a significant player in the rapidly expanding medical space owing to its comprehensive range of high-quality medical consumables and devices. Its affordable offerings across the healthcare spectrum are aimed at bettering patient outcomes*

panel has leading radiologists, including certified specialists who provide consultation services on Positron Emission Tomography/Computed Tomography, Neuroradiology, Musculoskeletal Imaging as well as Cardiac, Breast, Oncology, Thoracic and Coronary Computed Tomography Angiography.

Apart from diagnostic centres, the organisation offers a broad range of facilities

like ambulatory healthcare services, clinical services, paraclinical services and mobile diagnostic services, while also providing effective support to clients. It supplies medical equipment to hospitals, clinics and health centres at both private and government levels.

#### THE POWER OF SYNERGY

The management at Mulk Healthcare Enterprises

understands the importance of a collaborative approach to tackle the challenges in the healthcare space. To cater to the demands of this constantly evolving landscape, it has joined hands with market leaders like Philips Healthcare, Neusoft and Fuji in order to allow easy access to innovative and superior medical products. As a result of this collaborative effort, it has top-of-the-line medical offerings as well as specialised Telemedicine Encounter Management Solutions, useful for gathering critical diagnostic data.

With an eye on the future, the firm continues to work towards transforming lives by making innovative and sustainable medical offerings accessible to a wider clientele.



**W**hip-smart ideas, intelligent software programmes customized to suit the client's needs and deep understanding of the world of financial control as well as operational excellence make Ascent Technology Consulting a company that cracks the most complicated problems with ease.

### ACCELERATING THE DIGITAL JOURNEY

Headquartered in Dubai, the company, which also has offices in Singapore, India & USA, is one of the world's smartest and fastest development groups focused exclusively on building operational solutions for its clients. Ascent Technology Consulting specializes in developing innovative and disruptive products and solutions to manage Financial Processes & Regulatory Compliance for companies all over the world. From ideation to execution, the team at Ascent thoroughly assesses the client's requirement, chalks out strategy and delivers the best solutions that will completely transform the enterprise. The company has an intrinsic innovation culture that has enabled it to create leading industrial products based on proprietary software, which has been designed and developed by industry professionals with over 200 years of cumulative technology and banking experience as well as proven expertise in Product Development.

Providing end-to-end solutions is Ascent's forte. Keeping up with the needs of a rapidly changing business landscape, the company surpasses its client's hurdles by simplifying compliance with the government, reducing the running cost, efficiently using artificial intelligence, eliminating human error and

## ASCENT TECHNOLOGY CONSULTING

LEVERAGING TECHNOLOGY FOR SUCCESS

*Ascent Technology Consulting, founded by Mr. Kundan Shekhawat, is a conglomerate that uses innovation and out-of-the-box thinking to address all organizational challenges faced by companies around the world. The highly skilled team at Ascent uses cutting-edge technology to facilitate digital transformation for its clients*

increasing accuracy, which lead to higher revenues for the client. Ascent aims to be the first choice for clients who want to make successful digital transformations in order to have better business outcomes.

### CUSTOMIZED SOLUTIONS

To cater to different business verticals, the company has programmes like Ascent Auto BCM Enterprise Business

Continuity Management, Ascent ProMart Escrow Account Management Software, and Ascent Auto Recon. All these programmes can be easily web integrated and customized. The programmes include Business Impact Analysis, Business Continuity Plans, Testing, Emergency Response, Risk Assessment and Recovery Strategies. These programmes add value to an organization that needs



resilience capabilities for any kind of crisis.

Ascent ProMart Escrow Account Management Software is designed to meet real estate regulatory requirements and has been successfully implemented with more than half a dozen banks in GCC countries, enabling them to grow their real estate/escrow business.

Mr. Kundan Shekhawat, the Founder & CEO of Ascent Technology Consulting, has been spearheading its growth since its inception and his visionary ideas have been accepted all over the world. Under his guidance, Ascent is working towards advancing every aspect of its clients' businesses and enabling them to thrive in the digital economy.





**T**herapiva Private Limited was founded by Mr. Vamsi Maddipatla (the current CEO), an entrepreneur with over 17 years of experience in technology and bio-pharma industries, in 2017.

#### DRIVEN BY A VISIONARY

Mr. Vamsi, with his wealth of extensive experience in the field of pharmaceuticals, has become the backbone of the organization. Not only was he the Founder and CEO of Laxai Pharma Ltd, a New Jersey-based clinical data services company; he honed his skills with pharma behemoths like Pfizer, Johnson & Johnson and Wyeth Pharmaceuticals as well as Deloitte. He has been credited with developing innovative service models in the healthcare and bio-pharma industries. Mr. Vamsi and his core team of distinguished professionals have been leveraging their expertise to provide high quality products to customers by adopting the best practices in development, manufacturing, supply chain and product delivery.

#### UTILISING STATE-OF-THE-ART INFRASTRUCTURE

Therapiva has two world class API manufacturing facilities in Hyderabad. The acquisition of Dr.Reddy's Laboratories' Active Pharmaceutical Ingredients (API) Manufacturing Facility located in Hyderabad is a bright feather in Therapiva's cap. The organization's scope includes systemic creative work in the fields of pharmaceuticals and specialty chemicals. Cardio-vascular, Anti-diabetics, CNS, Gastro-intestinals and Antihistamines are the key focus areas of therapeutics that Therapiva works in.

Therapiva is backed by a strong and innovative R&D facility. Therapiva is equipped with flexible, versatile, adaptable and advanced

infrastructure, which can be tailored to fit complex molecules as per requirement.

Its manufacturing facilities also comply with global regulatory guidelines and requirements like USFDA, EU GMP, ANVISA - Brazil, KFDA and PMDA. Quality has been the top priority at Therapiva. Its quality management systems have been certified by NVT Quality certification to be in compliance with ISO

9001:2015 until June 2020. The Department of Drugs Control Administration, Hyderabad, Government of Telangana, has certified that the organization's facilities conform to good manufacturing practices. The firm aims to attain compliance and certifications for USFDA by 2020.

#### CONQUERING GLOBAL MARKETS

With a strong product portfolio

of 45 products over a range of therapeutic areas, Therapiva has developed several API's and intermediates that include key starting materials, which are used by other API manufacturers and fully integrated pharma companies and are available at competitive price adhering to the global standards. Therapiva has a strong global presence and an impressive line of over 12 commercialized products. It supplies NCEs, cGMP intermediates and KSMs to global pharma companies at competitive prices across several locations. By delivering world-class products, Therapiva is currently on track to establish itself as one of the most renowned brands of the pharma world.

## THERAPIVA

REDEFINING THE PHARMACEUTICAL INDUSTRY THROUGH INNOVATION

*A generic pharmaceutical firm that is redefining the industry, Therapiva Private Limited is a joint venture between Omnicare Drugs India, a wholly owned subsidiary of Abu Dhabi-based Neopharma LLC, and Laxai Life Sciences. Headquartered at Hyderabad, Therapiva is involved in research and experimental development in natural sciences and engineering*



**H**eadquartered in Singapore, ITCAN Pte Ltd is a rapidly evolving IT solutions provider that is proudly catering to 200+ clients across the Asia-Pacific.

With an objective to deliver enterprise client-server/multi-tier and web-based solutions across the entire value chain, the company also extends on-site consulting services to several turnkey software projects. They also operate from Hong Kong, Australia, India and Malaysia with over 1900 employees and serve their consumers who are spread across Europe, South East Asia, US, UK, Canada, China, Japan, Philippines and the Middle-East. It keeps evolving and applying newer and better practices to keep up with the constantly changing industry requirements and takes the business to a different level by focusing on people, relationship and values.

#### **GAINING LOYAL CLIENTS**

Mr. Amit Sujan, the CEO of ITCAN Pte Ltd, is a high-flyer and a diligent businessman who is well aware of the fact that clients are the key stakeholders in a business. ITCAN Pte Ltd always strives to take one step further to achieve client satisfaction. As a result, it has won the hearts and trusts of its consumers mainly through client referrals resulting in an increased popularity. It has a well-deserved extensive client base and caters to an array of industries including banking, insurance, financial institutions, SME, telecom, hi-tech, manufacturing, healthcare, pharmaceuticals and the public sector.

#### **A STRONG WORKFORCE**

Having a healthy work culture is another key factor for a successful business. ITCAN Pte Ltd strongly believes that

a supportive work environment is quite vital for the growth of the company.

The company functions under the most popular mantra namely EVER – Encourage Innovation, Value Teamwork, Empower Teammates, and Reward Performance. ITCAN Pte Ltd inspires, supports and grooms its employees for the more challenging roles that they aim for in the future.

The firm is further

strengthened by team-building activities and encourages and rewards the top performers so as to motivate the rest to follow their lead.

It believes that the right mindset is essential to be at an advantageous position in this competitive world and have an edge. It facilitates good rapport formation between the employees, and encourages free-flow of fresh and innovative ideas.

## **ITCAN**

### **YOUR BEST BET FOR ALL IT SOLUTIONS**

*One of the leading IT services and solutions organization, ITCAN Pte Ltd focuses on building mutual partnerships with clients based on absolute commitment. Besides offering world-class services with high-quality results, it also facilitates open sharing of knowledge and innovations*



#### **CONVERTING CHALLENGES TO OPPORTUNITIES**

To overcome obstacles or challenges and to blaze forward, ITCAN Pte Ltd relies on audacity, ingenuity and creativity. In the past 15 years, it has encountered various challenges including the global financial crisis, foreign manpower restrictions and more. Mr. Amit Sujan believes that along with every challenge comes an equal opportunity and it is important to look at every challenging situation as an opportunity and not as a limitation. This positive outlook and its philosophy of doing more have evidently increased productivity, and it has been able to generate a miraculous 30% growth even in challenging times.





## POWERFUL

**O**ncepted in the year 1978, BRB Cables have been effectively contributing to the economic rise of Bangladesh and the growth of the nation. The firm has been consistently working towards increasing its range of products to provide extensive cabling solutions.

### ELECTRIFYING GROWTH

BRB Cables started their commercial production in the year 1980 under the chairmanship of its visionary leader and presently the Managing Director Md. Parvez Rahman. This was followed by establishing an era of magnanimous cable production in Bangladesh. As an industry and market leader in Bangladesh, BRB Cables soon became the preferred supplier for private and public sector clients all over the country.

The stature of BRB Cables grew much more beyond a cables and wires manufacturer and supplier. It evolved to be an end-to-end solutions provider; equipped with a product-showcase that encompasses the complete range of its products.

The designs of its cables and wires met the industry-expectation which consisted of diverse clients from retail to commercial sectors. Five decades of commitment, perseverance, and dedication has enabled BRB Cables to become the catalyst for Power and make its global presence felt.

The company has over the years invested in building flexible manufacturing facilities. It is the only cable manufacturer in Bangladesh to have the country's only Extra High Voltage Cables Manufacturing Plant – a bright feather in its cap.

The organization has expanded its capacities through

## HOUSEHOLD PRODUCTS



# BRB CABLES

TRANSFORMING LIVES THROUGH QUALITY TRANSMISSION

*Headquartered in Bangladesh, BRB Cable Industries Limited is a conglomerate which manufactures PVC Cables, XLPE Insulated MV/HV/EHV Cables up to 550KV, FRLS Cables, Overhead Conductors, Marine Cables, Data Cables, Instrumentation Cables, Super Enameled Copper Wire, Ceiling FAN, Miniature Circuit Breaker (MCB), etc.*

which it is well-poised to garner opportunities emanating from projects in diverse sectors such as power utilities, core infrastructure, industrial and building and construction across the country.

### AWARDS AND RECOGNITIONS

Leading from the front, BRB Cables has earned several recognitions including the distinction to be the only

Bangladeshi company to rank 33rd among 50 renowned cable companies of the world.

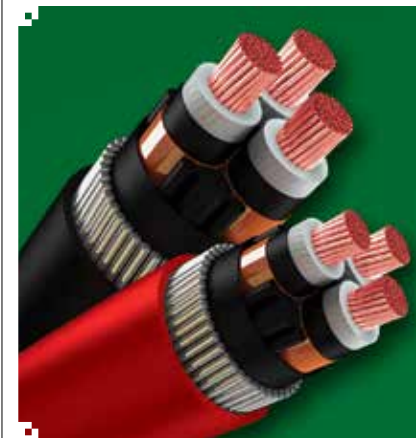
The firm takes pride in the fact that it is the only cable-manufacturing industry certified company for manufacturing Marine Cables in Bangladesh under Germanischer Lloyd Marine Cable Approval Certificate-2010.

BRB Cables has been awarded "President Award for

Industrial Development". BRB Cable Industries Limited is the only organization to have won National Export Trophy (Gold) for the highest number of times i.e. six times.

The organization has also received certification for its 'Special Contribution' in the realm of 'Environmental Pollution Control' from the Ministry of Environment & Forest. Furthermore, after achieving the BEST BRAND AWARD in 2017, the company has subsequently been awarded with the "SUPERBRANDS" of Bangladesh in 2018.

Despite the rapidly changing market scenario, the firm is consistently working towards retaining the trust of its customers and emerge as a global leader.



**J**indal Steel and Power Limited (JSPL) is the country's leading industrial firm with a staggering growth rate and an impressive stature.

**FOLLOWING A VISIONARY GUIDANCE**

Under the aegis of Naveen Jindal, the youngest heir of the visionary Mr. OP Jindal, JSPL has risen to an enviable height of success among other competitors in the industry. As a result of Naveen Jindal's concerted efforts and able leadership, JSPL is today at the top of the ladder and is profitably producing high-quality steel as well as power through astutely planned backward and forward integration.

With a flourishing growth, JSPL has managed to spread its business operations throughout a vast expanse in states like Chhattisgarh, Odisha and Jharkhand in India. Competing against global giants on the basis of production scale, JSPL is a premier manufacturer in the country's steel manufacturing and power generation sector. The company's avant-garde technology and cutting-edge efficiency have helped it build a staggering production rate of up to 9.95 million tonne per annum.

**ELEVATING THE COUNTRY'S GROWTH**

JSPL has played a crucial role in elevating India's growth by making significant contributions to its annual GDP. It has made consistent efforts at capitalizing on opportunities that confer a high yielding probability in the market. The company's core areas are subject to a constant expansion thereby leading the firm toward a successful diversification into new business opportunities. Having already strengthened their

**JINDAL STEEL & POWER LIMITED**

**STEELY SPIRIT & RESOLVE**

*Having established an overpowering presence in steel, power, mining and infrastructure sectors, Jindal Steel and Power Limited is truly worthy of being acknowledged as the country's leading industrial powerhouse. The company is an indispensable part of the much revered OP Jindal Group, with a market capitalization exceeding USD 22 billion*



of the world. It was also rated as the Highest Wealth Creator by the Dalal Street Journal and ranked 4th among the list of companies with the highest total income in the iron and steel sector.

With a relentless aim to work toward increasing the quality of life of its stakeholders, JSPL has managed to ignite the flame of innovation and entrepreneurship within the firm. The company's core values of loyalty, passion and sustainable development, among several others, have steered the firm on the path of coveted excellence meanwhile having made a conspicuously positive impact on the lives of communities associated with Jindal Steel and Power Limited.

base in Oman, South Africa, Mozambique and Australia, JSPL's current portfolio stands at an impressive value in about 22 countries in the world.

JSPL has been engaged in making diligent efforts to bolster India's industrial base.

**REVERED BY INDUSTRY LEADERS & COMPETITORS**

JSPL has won appreciation and accolades among its

peers and competitors in the steel and power industry sector owing to its ingenious business as well as social practices. The company was recently recognized as the second highest value creator in the world by the Boston Consulting Group and the 11th fastest growing company in India. It has been listed in the Forbes Asia list of Fab 50 companies and also among the Best Blue Chip Companies





**S**trategically located in UAE, Oman and India, the Safe Line Group tirelessly works towards fulfilling the growing demand of efficient electrical and mechanical products for different sectors like utilities, Transport, Oil & Gas, Industrial and Urban Construction. A well-organised network and unmatched efficiency have made the organisation a reliable supply source in the Middle East.

The firm's emphasis on customer satisfaction has earned it a brand equity which has grown exponentially. Due to the supply of genuine products spectrum, prompt services and transparent rates, the brand has been setting up new benchmarks of excellence with each passing day. The major reason behind its success is of course its esteemed clients who have reposed unshakable faith and trust in Safe Line.

### COMMITTED TO EXCELLENCE

Safe Line firmly believes in bringing out the best in individuals. It offers a dynamic work culture that allows its employees to harness their skills and talents to achieve better results. It has set the bar for other businesses by improving the work culture and creating social value.

By following a strict quality policy, Safe Line has acquired the status of the most robust handler of electrification requirements throughout the Middle East. Be it switchgear hardware or onshore/offshore oilfield material, the brand has become the first choice for many.

Another important ingredient in Safe Line's success has been its exceptional service quality. This has been boosted by Safe Line's commitment to its employees. Through frequent training and skill enhancement programmes, the company has

## SAFE LINE GROUP

### YOUR COMPANION TO A SAFE LIFE

*Founded in the year 1998, Safe Line Group has rapidly transformed itself into a leading supplier and distributor of electrical and mechanical goods in and across the UAE by helping its clients access superior quality materials and tools at competitive prices and has been continually living up to their expectations*

continued to invest in its human resources.

### A COLLABORATIVE APPROACH

In the course of serving its clients in the Middle East by offering electrical and mechanical products from Germany, USA, UK, Taiwan, Malaysia, Italy, and India, this organisation also formed strong bonds with stakeholders in other parts of the world. By

partnering with companies like ABB, National Cables, Riyadh Cables and Eaton Corporation, Safe Line has imbibed the spirit of collaboration.

Under the leadership of the Founder & MD Mr. Aboobackar Kuttikol, a UAE based, first-Generation Entrepreneur & Visionary, the firm has built an elite network of professionals who utilize their specialised knowledge to ensure a seamless procurement and

delivery process. Through its ISO training, it has ensured the staff members understand even the minute details and considerations associated with the products ranging from Cables and Wires, Accessories, Earthing and Lightning Protection System to Switch Gear and Luminaries.

The future of Safe Line looks reassuringly sound as it is about to expand its horizons across trans-national borders by making its presence felt across the GCC and intends to add a few more world famous brands to its existing voluminous bestsellers.

Ultimately, its major aim is to explore and extend its borders of service, thereby, accelerating more innovations across the industry.



**W**ith the urge of providing quality Thermo Mechanical Treatment, popularly known as TMT products, Radha TMT is continuing the Radha Group's legacy that was founded in 1960 by Late Shri Radheshyam Ji Saraf. Soon, the onus of maintaining the reputation of the Radha Group shifted on Mr. Saraf's sons, Mr. Sunil Saraf and Mr. Suman Saraf, who pledged to carry forward their father's legacy as the Chairman and the MD of Radha TMT, respectively.

### SETTING NEW BENCHMARKS

Radha TMT is among the few steel plants to adopt Thermex, which is the highly acclaimed German technology, deployed in the renowned steel plant units of the country. It leverages advanced machinery combined with Thermex technology for manufacturing the best-ever TMT bars to offer a strong foundation to the big superstructures. The German technological solution makes Radha TMT the leading manufacturers of robust, unimaginably ductile, superbly weldable, and easily bendable TMT products, including TMT Steel bars.

With highly advanced rolling mills accompanied by the steel melting induction furnaces and continuous casting machine, Radha TMT has become a hub of high-quality primary steel across the nation. The TMT Bars, MS Squares, Plain Rounds, and MS Flats manufactured by the steel plant are setting new and more advanced industry standards for the growing market in India.

### EMERGING AS A MARKET LEADER

Located in India's pearl and diamond trading centre—Hyderabad, Radha TMT – the

## RADHA TMT

PROVIDING A STRONG FOUNDATION TO THE NATION

*Radha TMT, known for top-notch renovations, quality workmanship, neat finish, & robust builds have been providing a strong foundation to structures in India. It not only complies with the industry standards but also strives to offer the best quality TMT products to the would-be executed structural developments all across the country*

subsidiary of the Radha Group, is emerging as an industry leader in providing top-quality steel for construction projects that demand colossal strength and durability. The inculcation of the German-designed quenching and tempering technology in the highly competitive manufacturing units offer a robust platform for manufacturing the classic steel pieces for constructions that ultimately become the

most reliable structures in the towns they are developed in.

Radha TMT manufactures TMT Bars under the most stringent quality conditions to ensure the best quality. Moreover, the products manufactured by Radha TMT are also resistant to extreme weather conditions. The testing and quality control process conducted at the unit makes the manufactured products an ideal choice that



offers utmost reliability with respect to strength, durability as well as suitability.

### A RESOURCE SAVIOUR

Choosing Radha TMT for the fulfilment of construction requirements not only offers a sense of satisfaction in terms of quality and durability of structures, but also helps in the conservation of resources. The highly strong and extreme load-bearing capabilities of the TMT products have been playing a significant role in controlling the overall rate of steel consumption across the nation. The enormous tensile strength of the products makes them fit for all kinds of structures, be it dams, flyovers, bridges, or other construction projects.





**R**ecognized as a leading furniture brand, Blau combines German research and development with magnificent Italian designs and impeccable Indian assembly to produce ultimate modular furniture with remarkable designs, unmatched quality and futuristic technology.

### EQUATING INNOVATION, PRECISION & TECHNOLOGY

The German word 'Blau' means blue – the colour of boldness. Blau is roaring ahead in the furniture market and its hunger of producing outstanding ultramodern furniture that outshines others with seamless design and innovation has just started. The company can change living experience through its range of products, including modular kitchen, designer wardrobes, television units and other utility modules. Blau offers premium modular kitchen for smart homes with exclusively customised design and world-class quality at affordable cost, being the manufacturer of its own products. Its designer wardrobe can just transform a bedroom into a smart and modern living space. Each and every product of Blau passes through a stringent quality process to assure that it reflects the precision in design and leaves a lasting impression on the customer.

The state-of-the-art technology ensures the product turns out to be nothing less than perfect. In its quest to be an undisputed market leader, the company has undertaken a unique technological initiative, Blau60, which is an exclusive configurator online software tool that enables customising and designing innovative wardrobes and furniture in less than a minute. And unsurprisingly, through its

## BLAU

### LEVERAGING TECHNOLOGY TO ENLIVEN LIVING SPACES

*A classical blend of German, Indian & Italian design & technological supremacy, Blau is the finest furniture brand that adds charisma to your living space by lending excellence, precision and innovation to every piece of furniture, and delivers a luxurious & organised lifestyle experience through miraculously designed home decor & modular furniture*

configurator tool, the company has led to a revolution in the furniture and home decor industry. In a very short time span, the company has built a reputation of transforming ordinary houses into extraordinary, luxurious and glamorous living spaces with its magical touch. The vertically integrated company with its transparent policy and procedures is all set to rule the furniture industry.

### A TRENDSETTER ADMIRIED BY MANY

Blau creates its immaculate designs adopting a futuristic approach using the combination of advanced components and devices. Its arty and nifty designs have set a unique benchmark in the industry due to their exclusivity, modern look, finishing, durability and utility. The high-tech brand also follows a naturalist approach

in its dedication to preserve the environment and uses eco-friendly materials, as per Euro standards, which are free from urea and formaldehyde.

The company is making rapid expansion and spreading its wings in some prominent cities in India, including Bangalore, Hyderabad, Chennai, Kolkata, Vizag, Mysore, and is looking forward to expand its operation in 15 cities by the end of 2020.

Highly acclaimed as a leading global furnishing brand with integrated and ultramodern manufacturing facilities, Blau is bestowed with various prestigious awards that include 'Emerging Concept of the Year' at Star Retailer Awards 2016, and 'The Specialty Retailer of the Year' Award 2018-2019.



**I**n 2012, Rangpur Foundry Limited, or RFL, tried its hands in marketing the consumers' electronics products, which gave birth to the one and only Vision Electronics.

### MAKING SHOPPING CONVENIENT

RFL started its journey with cast iron products which were introduced in 1981. Then, the company proceeded towards offering PVC and Plastic items in 1996; right after receiving an overwhelming response from the public for its cast iron products manufactured earlier.

Technological advancements have been a driving force that made it enter the world of advanced tools and technologies. With Vision Electronics, RFL introduced multiple household products that are helped people conduct various day-to-day household chores faster and better. From an induction cooker to a washing machine, Vision has everything to offer.

### COMPLETE QUALITY ASSURANCE

Whether RFL's brand of cables 'Bizli' or its gadget manufacturing brand 'PROTON', quality has been a prerequisite in each of their offerings. Today, when Vision Electronics is the first name that comes to the mind of the whenever they think of buying an electronic device for home, the credit for this goes completely to the consistency that it offers in terms of quality. The factories where Vision Electronics' products are developed are spread across an area of 600,000 square meters. The quality teams ensure that the items that are manufactured are robust and incomparable with respect to their quality.

There are advanced injection-moulding machines

# VISION ELECTRONICS

**ADDING LUXURY & CONVENIENCE TO YOUR LIFESTYLE**

*Making quality electronics available for the people of Bangladesh, Vision Electronics has established itself as one of the most popular household electronics brands in the nation. Emerged out of Rangpur Foundry Limited, the firm always aimed at making the lives of the Bangladeshis convenient and is successfully fulfilling its promise*

along with industrial robots that design, develop, try, and test the products against all standard parameters followed nationally and internationally. Vision Electronics comply with all the mandates required by electronic goods and products brand.

### EXCELLENT RANGE, SERVICE & SUPPORT

Vision Electronics offers electronic goods from all

product categories. In fact, it offers everything; from an LED TV and AC to refrigerators and other home appliances. The care and concern that it shows for its consumers have made it acquire a position among the world's largest brands.

Renowned as the most popular brand, Vision Electronics does not leave the customers midway and offers hassle-free after-sales service to them. Along with



prompt customer service, guaranteed replacement warranties are also valid on its products.

The 7-days replacement guarantee is one of the features that make the brand even more trustworthy among customers as they know they have an alternative in case they don't find a product suitable after the purchase.

Vision Electronics has currently acquired global recognition because of the exceptional quality that it has been offering to its customers over the past couple of years. With easy-to-access services and well trained manpower, the brand is consistently making its presence felt in the electronics markets in other countries as well.







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# EASTEST GROWING BRANDS 2018-19

*Every economy in the world desires to be tagged as the fastest growing economy. However, the entire economy would be calculated as the fastest growing only because of the contribution of several brands from several industries at several levels. Combined together, these individual cogs make a zippy wheel. As the entire world is praising the fastest growing economies, AsiaOne Magazine and URS Media have shouldered the responsibility to reward the concerted efforts of some special Fastest Growing Brands, which have stood out and above a vast sea of brands fiercely competing with each other in India and Bangladesh. These Fastest Growing Brands of India and Bangladesh have smartly displayed innovative practices and ingenious ideas to move several steps ahead of their direct competitors. After months of close assessment on multiple parameters, we present to you the exclusive list of Fastest Growing Brands 2018–19 from India and Bangladesh*





# ADARSH DEVELOPERS

**CREATING SPLENDID ARCHITECTURAL MARVELS**

Since its inception in the year 1988, Adarsh Developers has been making its presence felt in the real estate industry owing to some of the most prominent structures constructed by it over the years

**I**n the past 30 years, Adarsh Developers has laid the foundation of multiple construction projects with Adarsh Palace being one of the first residential premises built in Bangalore in 1996.

**A PIONEER IN REALTY**

By developing and promoting more than 16.51 million sq. ft. of robust residential, commercial, and hospitality

accommodations in the current times, the brand has turned out to be a blessing for the flourishing real estate market. It is none other than Adarsh that initiated the concept of the Gated Villa Community in India with the foundation of Palm Meadows, a project in Bangalore that was built in the year 2004. The 570 Victorian-styled villas surrounded by 70 percent of greenery facilitated tranquil living for the people; thereby enabling it to receive many



accolades and recognition.

Be it Adarsh Residences, Villas or Adarsh Hospitality like the Shangri-La Bengaluru, quality always remains the top priority for the organization.

**AWARDS & ACCOLADES**

Adarsh Developers has received various awards for its great contribution to the real

estate sector. It received Times Business Award 2019 for Best Villa Developer, Adarsh Palm Acres received recognition for the Best Sustainable Luxury Villa Project by Times Business Awards 2018 and Adarsh Premia won the Asia Pacific Property Award for Best Residential High-Rise Development in India.



**A**lniche serves patients and the medical fraternity by offering specialized, high-quality, effective and affordable drugs and wellness products from all around the world. The firm is ready to mark its presence in the complementary healthcare market of medical devices/consumables and Direct to consumer that aligns well with their pharma range. With over 1500+ distribution points & 700+ sales team, Alniche enjoys a strong presence across India and is now aiming for a spot in the list of the top pharma companies in India. Alniche is achieving these milestones because of its strong and proficient senior leadership team. This expert team comprises of cohesive and capable professionals with an exceptional combination of talent, skills, knowledge, and

business acumen.

**A LEADER IN RENAL CARE**

Its main therapeutic focus area is Renal Care, contributes maximum to its top-line sales. Apart from creating specific products for transplant and dialysis as well as other renal medicines, Alniche also introduced renal nutrition products for CKD patients. Its dedication to bettering patient outcomes in Renal Care has borne fruit and it is now among the top 5 Indian companies in Nephrology products. Alniche is also marketing products in Critical care, Gastroenterology, Skincenticals & Advanced woundcare.

Recently, Alniche has formed an R&D alliance with DPSRU (Delhi Pharmaceutical Sciences & Research University). It has also instituted annual awards for recognising the young researchers.

# ALNICHE LIFE SCIENCES

**INSPIRED BY VALUE, DRIVEN BY VISION**

Alniche Life Sciences is a marketing focused healthcare organization having novel products in India to bridge therapy gaps by deeply engaging with medical fraternity with an objective of better patient care





# ARD ESTATES AND PROJECTS

**FULFILLING YOUR REAL ESTATE DREAMS WITH PASSION**

*ARD Estates and Projects Private Limited is one of the most trusted builders headquartered in Hyderabad, India that provides affordable as well as luxurious housing and commercial buildings depending on the clients' lifestyles*

**T**he Hyderabad-based company has been continuously seeking new ways of expanding its product offerings.

Since inception, the company's love for building has been inspiring it to deliver the best possible outcome for its clients. Considering the fact that one size does not fit all, and every client has different preferences, it offers customized services to its

large range of valued clients. It strives to provide environment-friendly homes and commercial complexes for all generations of buyers to suit their tastes and budgets.

## **SERVING CLIENTS WITH DEDICATION**

ARD Estates and Projects stands out in construction efficiency as it adheres to a cost-effective approach. For over 18 years, the real estate company has been providing promising results by offering



a value proposition in safety, security, convenience, and eco-friendly deliveries.

It has also partnered with some of the leading industry players to deliver high-quality projects that offer the best of comfort, utility, and security.

Besides creating long-term relationships with clients, ARD Estates also aims at creating

enterprising structures.

The company has successfully completed multiple realty projects in the cities of Hyderabad, Secunderabad, and Mysore, and is backed by a team of mission-driven zealous professionals with flexible, transparent, and modern outlook.



**F**ounded in 2012 as a fashion retailer in Pakistan by Rocket Internet, a German Venture Capital Company, Daraz is currently one of the most successful e-commerce destinations for shopping at a reasonable price. The eCommerce platform has undergone many positive changes and has perfected its marketing technique, technology, and management solutions soon after its acquisition by Alibaba Group Holding Limited — the Chinese e-commerce giant in May 2018.

## **REDEFINING RETAIL**

Daraz grew quickly and became a notable and reliable online shopping platform with diverse branded products in a few years. The eCommerce

platform offers a seamless shopping experience to its customers, which makes it the most sought-after e-Commerce platform in South Asia. With a view to enhancing customer satisfaction, the company focuses on enticing its customers with its alluring but ethical protocols like competitive prices, fast and feasible modes of payments, good refund policies and fast delivery at doorstep. Daraz is also the leading online marketplace in South Asia, empowering countless sellers to sell their products to millions of customers across the continent.

Daraz is second-to-none in South Asia with 30,000 sellers, 500 brands, and 2 million products & aims to serve even the remotest villages in South Asia, thus, converting villagers into online shoppers.

# DARAZ

**AN ALL-TIME HIGH FLIER**

*Daraz is the most preferred online shopping platform in South Asia with a huge customer base in Bangladesh, Myanmar, Pakistan, Sri Lanka, and Nepal and offers a wide range of products*





# FOOD TEMPLE

**EARNING BLESSINGS WITH EVERY MEAL**

*Food Temple is conceptualized by Rahul Jain with an idea that food is the prayer and the divine gift for a healthy body. The popular brand provides quality therapeutic food to people with specific dietary requirements*

**F**ood Temple is a venture which earns Rahul Jain blessings every time someone partakes the deliciously prepared food that is calibrated to personal needs.

Under the aegis of Vivre Salulaire Pvt Ltd. - the parent company involved in restaurants, bars and canteens - Food Temple delivers the best quality healthy food for customers and patients. This venture is unique and taps a market which is uncharted, yet

full of possibilities. One man's vision has opened up a world of potential possibilities. Food Temple is fast winning hearts and creating a loyal customer-base in its area of operation. Specific dietary requirements are sometimes difficult to meet in home kitchens and this is where Food Temple comes in.

**GOING DIGITAL**

The Food Temple App can be easily downloaded from the Google Playstore. It is the stepping-stone into a world of convenience for people with



special dietary requirements. The team at Food Temple follows the diet-chart provided by the patient.

With the guidance of a dietician and expert chefs, perfectly nutritionally-balanced, rationed food is delivered to the patients. The food is freshly-cooked, calorie-counted and with the freshest

quality ingredients. Food is customized to individual requirements and under strict quality control.

Food Temple assures that your food is tasty, healthy and hygienic. Meals are packed in contamination-proof packaging with a clear account of nutritional content printed on each package.



**A** subsidiary of Sark Sanitech India Pvt. Ltd which was established in the year 2007, Fozet has evolved as a leading manufacturer as well as a trader of bathroom fittings namely single-lever basic cock, central hole basin mixer, and others. With numerous designs and top-notch quality material, the company has always aimed at making Fozet the most trustworthy brand for bathroom fittings. Not only does the brand focus on making your bathroom attractive but it makes it comfortable and convenient for use. The super-quality and long service life of Fozet bath fittings add to the popularity of the brand. At Fozet, quality has always been the top priority and numerous quality-checks are an integral part of its manufacturing

process.

**WIDE RANGE OF PRODUCTS**

Though the name "Fozet" suggests that the brand is the manufacturer of faucets, it does not confine itself to manufacturing that only. In fact, there are various other lavatory fittings like overhead showers and silver pillar cocks to choose from. Fozet has also come up with the square and circular overhead showers, health faucets, pressmatic taps, and pillar cocks, etc. to meet the diverse needs of its customers.

Loaded with the qualities of exquisite style and simple operation, Fozet's products always ring high on the popularity meter and under the able leadership of Mr. Ankur Jain, Fozet has entered the list of highly recommended brands nationwide.

# FOZET

**REDEFINING LUXURY WITH MAJESTIC DESIGNS**

*Offering a plethora of options to adorn the Indian bathrooms, with its high-quality materials and sleek designs, Fozet has emerged as the most sought-after brand across the nation*



# ISPRAVA

## REDEFINING LUXURY LIVING EXPERIENCES

A Mumbai-based residential developer, Isprava has most elegant houses across Goa and Coonoor to its credit. With excellent quality and high technological features, its houses stand out in and around the regions the brand operates in

**S**ince its launch in 2013, Isprava has come up with its some of the best projects in the form of 110 dream houses along with 9000 rental guests.

### OFFERING ALLURING SPACES

Whether it is the unique designs of the residential complex or the awesome experience of the guests visiting the villas, Isprava makes sure to emphasize on the lifestyle

needs of the people in Goa, Coonoor, Alibaug, and Sri Lanka; the latter being new additions to the list. With Isprava, the property seekers do not just expect to come across something they would enjoy living in, but also a premise that will be designed and developed according to their individual requirements.

### GOING GREEN

As the fastest growing brand in the real estate sector, Isprava, aims at earning a



reputation in the market for its out-of-the-box approach.

While all other real estate players focus on selling property, the brand emphasizes on incorporating unique features into the property that instantly attract customers and motivate them to seal the deal. Its projects are popular for

their impressive eco-friendly features. From rainwater harvesting facilities to waste recycling and segregation, every project that the brand handles, indelibly have these features installed.

Having already captured the major markets in India, Isprava is now aiming at becoming a global player.



**T** rue to its name, Lady Care has invested diligent efforts in the art of creating the finest intimate wear for women and has made lingerie shopping a delightful experience for its diverse customers.

### GAINING STEADY GROWTH

Ever since its inception in the year 1987, Kim Sim Creations has achieved significant growth and has emerged as one of the highest rated manufacturers in the business today. Lady Care is Kim Sim Creations' flagship brand and it is a strong contender of the top spot in the lingerie market. Kim Sim Creations was so overwhelmed by its success that it went ahead to launch three more brands – Lango, L&C and the most recent being Dio-Dio.

### A PLETHORA OF PRODUCTS

Lady Care has a huge base of satisfied customers owing to its wide range of products including a variety of sports bras, panties, maternity wear and corsets. By the virtue of consistent innovation and improvisation in production lines, the brand has gained a significant foothold in the market. A fine blend of trend-driven designs and affordable intimates add to the popularity of the brand.

Lady Care presents a wide range of products focusing on style, exclusive designs and quality fabric that meet the demands of the customers. The brand's strong grip over the lingerie market and deep insights into customer needs and requirements have enabled it to emerge as a popular leader in intimate apparel production and design.

# LADY CARE

## THE EPITOME OF STYLE, ELEGANCE & COMFORT

The crown jewel of Kim Sim Creations, Lady Care has over 3 decades of experience in women's intimate apparel business and offers an extensive range of products with the finest quality at an affordable price







# LIVPURE

## HAILING A HAPPY & HEALTHY LIFESTYLE

*A dominant player in the RO water purifier category, Livpure is competently supported by a pan-India network of 500 distributors and 14,000 outlets, and is making pure and safe drinking water available all over the country*

**F**ounded in 2012 under the SAR Group of Luminous fame, Livpure Private Limited is investing hugely on Research & Development to bring top-notch technology to the consumers through its purifiers. As a Member of Water Quality Association, Livpure is highly bent on making the world a better place for everybody by providing them with safe and pure drinking water in a sustainable manner.

### THE UNDISPUTED LEADER

Guided by its mission to be the No. 1 water purifier company by the turn of this decade, Livpure has been working relentlessly on four key strategic parameters — innovation, brand, channel and service. Livpure is continuously working to offer best-in-class water purifiers such as i-Taste — India's 1st smart RO water purifier.

The company has also launched Livpure Touch Luminous RO — India's first RO water purifier with touch



technology. The firm would be concurrently increasing its service centers to 2,000 in the next 2-3 years to attain just about five-fold growth in its sales proceeds.

### AWARDS & ACCOLADES

The company's indefatigable efforts in promoting health-oriented endeavours have

helped it earn the trust of millions of consumers, along with numerous awards and honors, including Innovative Domestic Water Purifier (Best RO+UV+UF); India's Most Promising Brand in 2017; Made In India - Best RO Overseas Market; and the Water Digest Water Awards 2014-2015 in association with UNESCO.



**A**renowned company with a legacy of quality, excellence and rapid growth, MJ Biopharm has been producing an array of injectable life-saving products including anti-diabetics, antibiotics and anti-inflammatory products. It has played a vital role in helping ease the impact of diabetes and its comorbidities with its one-of-a-kind product of Recombinant Human Insulin injection, which is available in several dosages as injectable vials, cartridges and disposable pen devices.

### DEVELOPING ROBUST MEDICINES

Based at prime locations of Pune and Talaja, near Mumbai, both its manufacturing units are 'WHO' certified for good manufacturing practice. MJ has set up a unique microbial

platform to add flexibility to the research and development (R & D) programme. The firm specialises in robust and reliable scale-up of Microbial based Biopharmaceuticals from Process Development lab to large scale manufacturing in their state of art biotech facilities. MJ leverages this platform to develop various cost effective biotech products and its formulation such as analogue insulin, Protein peptides, etc.

Understanding the demand for quality medicines in fighting the progression of diseases, the company has been actively working towards making a difference in the lives of people across the globe. With its outreach marketing strategy, the organisation has expanded its footprints in many influential countries across the Asia Pacific, Africa, Eurasia and Latin America.

# MJ BIOPHARM

## THE LEADER IN ADVANCED BIOPHARMACEUTICAL SOLUTIONS

*A globally acclaimed biopharmaceutical firm, MJ Biopharm has been manufacturing medical formulations for over 2 decades and is delivering life-saving medicines for diabetes, & cardiovascular diseases, and NSAIDS in 30+ countries*





# MEDSINDIA

## GOING FROM STRENGTH TO STRENGTH

*MedsIndia is an up-and-coming health-tech firm committed to delivering healthcare products right at your doorstep. The health-tech platform aims at making the online purchase of medicines a rewarding experience for its customers*

**M**edsIndia enables you to shop for healthcare products in the comfort of your home.

### MAKING MEDICINES ACCESSIBLE

MedsIndia ensures safe and speedy delivery of your medicines and also boasts of a large assortment of branded products. The online pharmacy is a boon for senior citizens who are confined to their

homes, or for those who do not have access to some products in their region.

Additionally, the online pharmacy provides consultation from online certified doctors. With affordable pricing and consumer-centric approach, MedsIndia has been able to win the trust of its customers in a short time.

Today, MedsIndia is a household name in Delhi, Haryana, U.P, J&K, MP, HP, Punjab, Chandigarh, Rajasthan, and Uttarakhand and intends to



extend its offerings throughout the country.

### WIDE ARRAY OF PRODUCTS

MedsIndia is a one-stop shop offering a range of products under many categories - baby and mother care, feminine care, skincare, Ayurvedic, dental care, nutritional products, grooming products, and lots

more.

It offers a toll-free helpline and also answers queries through email. It has launched a mobile app, available for both Android and iOS for placing an order. MedsIndia also has an active social media presence where it actively engages with its existing and prospective clients.



**S**ince its inception in 2011, Orange Tours & Travels has made significant growth delivering its tour and travel services to the utmost satisfaction of its customers/commuters and dedicated staff. Based in Hyderabad, Orange Tours & Travels was established in July 2011 with two semi-sleeper Mercedes Benz with multi axle to enhance the comfort level for long distance travel.

Soon it attained immense success, and added further routes and buses with sleeper and semi-sleeper air-conditioning (AC) coaches, and newly launched 2+1 AC sleeper coaches in its portfolio. In a very short time span, it has achieved a significant foothold in Southern India.

### COMPLETELY CUSTOMER-FOCUSED

It provides its customers with exceptional travel solutions combined with excellent technical support through web portal and mobile app for booking or cancelling any ride 24/7. It also ensures the complete comfort and safety of its passengers and also offers advanced safety-related workshops.

### AWARDS GALORE

An emerging brand, Orange Tours & Travels has received many prestigious awards such as Prawaas Excellence Awards 2017 for adopting exceptional passenger safety measures. It also won the 'Excellence in Employees Welfare' Award in Private Sector (Pan India) and India's Best Bus Driver Award in the Private sector (Pan India).

# ORANGE TOURS & TRAVELS

## CREATING PLEASANT & MEMORABLE ODYSSEYS

*Orange Tours & Travels, one of the preeminent companies of Orange Group, has gained a good reputation for rendering quality services in private passenger transport sector in India*





# NEUBERG DIAGNOSTICS

**THE NUCLEUS OF DIAGNOSTICS INDUSTRY**

*A next gen diagnostic firm with a strong focus on Genomics, Metabolomics, Proteomics & Digital Pathology, Neuberg has emerged as the best pathological service provider in India, the UAE, & Africa & aims to revolutionize the diagnostics industry*



**T**he Neuberg Diagnostics group which currently includes Bangalore-based Anand Diagnostic Laboratory, Ahmedabad-based Supratech Micropath, Chennai's Ehrlich Laboratory, South Africa-based Global Labs, and Dubai's Minerva Diagnostics, has a combined experience of more than 200 years.

The group boasts a cumulative test menu of over 5000 tests

and offers innovative services like personalized health checks, Anywhere Anytime Sample Collection services, drive-through phlebotomy services, etc.

Being the only diagnostic laboratory to offer academics and research as part of its services, Neuberg Diagnostics has emerged as the most reliable diagnostic service provider across the globe, processing over 20 million samples every year.

## HOUSING WORLD CLASS LABORATORIES

Best-in-class laboratories from across India, UAE and South Africa unite together under a single unparalleled brand that aims to make cutting-edge clinical lab technologies accessible to even the remote nations of the world. Being available to over 5000 Indian labs and hospitals, Neuberg

Diagnostics has been successfully promoting several special programs that raise awareness about rare diseases which could only be detected using latest AI tools and Data Science. Guided by the principles of the Founder & Chairman Dr. G.S.K. Velu, the brand emphasizes on Next-Gen Technologies to make the detection of diseases more accurate.

## PAUL MERCHANTS

**P**aul Merchants Ltd is a public limited company with its scrips listed at BSE.

The Company holds licenses issued by Reserve Bank of India to act as Authorized Dealer Category II offering foreign exchange services to its customers.

Further PML is an IATA accredited Travel Agency. For its quality systems and processes, the Company is ISO 9001:2015 certified, by United Registrar of Systems.

### A PLETHORA OF SERVICES

Paul Merchants through its 100+ branches serves millions of customers PAN India with their services like: International Inward Money Transfer, Foreign Exchange, Travel & Tourism, Domestic Money Transfer, Business

Payment Solutions and Travel Card. Paul Merchants Group also hold an NBFC license and a PPI License offering lending services like Digital Payments, Gold Loan and Business Loan. The group has also diversified into satellite channels such as Divya Channel, 9xTashan, 9xJakhas and Pitaara Movies

The company, under the leadership of its Promoters – Shri. Sat Paul Bansal (Chairman & Managing Director), Shri. Sandeep Bansal (Director) & Shri. Rajneesh Bansal (Executive Director) is a steadfast on the path of growth with equal focus on compliance with law of land, ethical business model and zeal to play its part towards the society.

Headquartered in Chandigarh, the company has a network of own offices PAN India.

# PAUL MERCHANTS

**FINANCIAL SERVICES WITH A DIFFERENCE**

*Established by Mr. Sat Paul Bansal, Paul Merchants Limited has been successfully offering distribution and financial services, and has emerged as one of the highly esteemed conglomerates with diversified interests*



# SOLITAIRE GLOBAL SCHOOLS

**HELPING STUDENTS DISCOVER THEIR TRUE POTENTIAL**

*Through its dynamic curriculum and highly qualified experts, Solitaire Global Schools is inculcating self-awareness in its students, promoting their holistic development and is grooming them to become responsible global citizens*

**S**ounded in 2017 in Attapur, Hyderabad, Solitaire Global Schools delivers world-class education to its 800+ students. It started its journey with a committed team of 80 highly qualified teaching & non-teaching staff, and has been growing at a swift pace.

It is set up on a campus area of 3 acres with sound infrastructure. It aims to be a truly modern school through smart classes, digital textbooks, high-end laboratories, a state-

of-the-art library, multipurpose auditorium, hygienic cafeteria, enormous playground, basketball court, visual arts studio and swimming pool combined with world-class safety and security measures.

**GLOBAL IN APPROACH**

The school is renowned for its exclusively designed curriculum that teaches students how to effectively utilise their knowledge in more challenging ways that help them understand the core of the subjects. All the subjects



are selected and approved by the University of Cambridge, U.K. It also conducts extensive training programs for its teachers

It has obtained 2nd Place in interstate football competition in Rajasthan, 1st in best-out-of-waste interschool competition, 10 Gold medals in Karate in interschool competition and

Olympiad gold medals in multiple subjects. A member of MISA, it places emphasis on imparting holistic education that blends Indian traditional values with modern innovative methods of learning. Thus, it equips the students with independent thinking, polished communication skills and a sense of social responsibility.



**F**pandan Diagnostic Center Pvt. Ltd. was established in the year 1995 in Rabindranagar, the hub of Midnapur town. The legacy began with one centre which grew steadily and gained the trust of the people. Gradually, Spandan Group expanded to Kharagpur, C K Town, Tamluk, Jhargram and Ghantal and established a colossal 101 bedded multi-speciality hospital in Midnapur.

After achieving phenomenal success and patient loyalty, Spandan was motivated to fabricate a full-fledged Super Speciality Hospital in Kolkata, India. This vision gave rise to a 150 bedded multi-speciality hospital with an efficient OPD, diagnostics with MRI and CT scans, round-the-clock ambulance services, emergency care, dialysis

ward, top-notch neo-natal care and much more. All the ventures of Spandan Group have been quite popular and are a benchmark of excellence in the medical sector.

**UNMATCHED SERVICE**

Spandan Group caters to 10,000+ patients everyday through its various branches. Considering the importance of mental peace of the patients, it provides quick service, a feel-good environment, friendly paramedical staff and 24-hours operational help-desk.

Having started with one centre, Spandan Group grew at an impressive rate and presently has 72 diagnostic centres and 2 hospitals. It also has the highest number of CT scan machines in South East Asia. It will soon accomplish its goal of establishing 100 centres and one more hospital in future.

# SPANDAN GROUP

**MODERN AND METICULOUS CARE**

*A trustworthy brand in modern medical care, Spandan Group is renowned for its multi-speciality hospitals & state-of-the-art diagnostic centres, and is the largest chain of diagnostic centres across Eastern & Northeastern parts of India*





# STAYHAPPI PHARMACY

**MAKING MEDICINES AFFORDABLE TO ALL**

An initiative of SarvaGunAushdhi Pvt. Ltd., StayHappy Pharmacy was established by Ms. Arushi Jain in 2017 and is currently led by Dr. Sujit Paul & Ms Arushi Jain for providing high-quality medicines to people at affordable prices

**I**n consonance with the need of the Indian market, StayHappy Pharmacy is taking necessary measures of providing High-quality generic medicines at an affordable price. It aims to re-engineer the pharma supply chain and transform public opinion towards generic medicines which are as effective as their branded counterparts and have similar characteristics,

bio-equivalence, effects, and side-effects. It offers high-end generic medicines from accredited manufacturers not by the brand name, but with their molecule names (generic names); this allows the patients to have a choice to select the right medicines of the same quality and efficacy at lower prices.

**ADVANCING HEALTH FOR ALL**  
It aims to make "Health for All" a reality while scaling up retail pharmacy stores, and currently



touching 300 stores Pan India in 60 cities and covering most of the Therapeutic segments with close to 600 molecules in the kitty and launching 1000 products in a phased manner. It is the only firm in Asia to have such an organized Retail Franchisee, catering High Quality Generic Medicines at Affordable Price to end

consumers. For such a noble venture, Ms. Arushi Jain has received "Young Entrepreneur Award" at the National CSR Summit. Soon Stayhappy is also venturing in the online space, thus a combination of Online and Offline will be a lethal combination towards changing the face of the Indian Pharma Retail market.

TANEIRA  
A TITAN PRODUCT

**T**aneira is a result of putting the 5000 years old art and craftsmanship from different Indian states into practice to come up with authentic weaves and designs which define the free-spirited, progressive, and yet the traditionally rooted women of today. It was the unanimous choice among the many crowd-sourced ideas that Titan received in 2015. Thus, Taneira was added to the brand's long list of upmarket and popular lifestyle brands such as Titan, Tanishq, Raga, and Fastrack. Just like other Titan brands, the exclusive collection of handmade sarees by Taneira stands for powerful self-expression, variety, and top-notch quality.

**SIX YARDS OF MAGIC**  
With a name derived from the

Hindi word 'tan' which means body and 'Eira', the Sanskrit name of Goddess Saraswati, the brand offers genuine handcrafted sarees made from pure and natural fibres selected carefully from over 50 regions in India under one roof.

With close to 3000 varieties of handloom sarees, each Taneira store offers the perfect retail experience by allowing the customers to browse at ease and focuses on educating them about the heritage of each product, thus making them understand the tradition behind it and giving them the power to carry forward the art and handicrafts of India as they drape themselves in choicest collections of original sarees. Taneira not only spoils saree-buffs with choices galore but also touches the soul of the confident Indian women.

# TANEIRA

**WEAVES FOR THE MODERN WOMAN**

*Taneira, the youngest brand of Titan, reflects the idea of celebrating the diverse textiles and workmanship in India in its most beautiful form, "the saree", which uniquely adorns and beautifies women*





# TECHNOMEDIA LIMITED

**PROVIDING UNMATCHED COMPREHENSIVE BANKING SOLUTIONS IN BANGLADESH**

*Since its inception in 1999, Technomedia Limited has emerged as a highly recognized, new-generation, total banking solutions provider, with an unwavering commitment to serve the indigenous banking industry in Bangladesh*

**F**ounded by Dr. Joshoda Jibon Debnath, as an ATM supplier and service provider, Technomedia has grown manifold and now supplies all kinds of consumables for world-standard ATM machines to all scheduled banks in Bangladesh. For its quality offerings, it has also achieved incredible goodwill and unparalleled success for NCR Financial Services in Middle East Africa (MEA).

It is the pioneer distributor of the NCR Corporation with its Systemedia division, financial service division and payment system solution in Bangladesh.

A trustworthy brand in Bangladesh, it has made strongest presence in MICR cheque production. Technomedia has a clear vision to achieve excellence and deliver the best products and technology with best-in-class performance to their customers.



The company offers innovative ICT solutions, state-of-the-art products and flexible business solutions, by establishing and following the highest norms in corporate governance with strong emphasis on efficiency, cost-effective solutions and transparency in meeting the complex real-time situations.

### AWARDS & ACCOLADES

Technomedia is the recipient of many accolades and awards including Second Largest Distributor for NCR ATM in Middle East Africa (MEA) (2010), NCR Highest Achiever Award, "Circle of Distinction" (2011 and 2012) and the prestigious "Award of Distinction" (2014).



**C**ommitted to timely completion of projects, The Baya Company commands a strong presence across Mumbai at prime locations such as Dadar, Byculla, Wadala, Kanjurmarg and Andheri.

The Baya Company truly embodies the spirit of the Baya bird which it is named after. The little weaver bird meticulously and skilfully builds weather-proof and predator-proof nests just as The Baya Company is building for Mumbaikars. Its logo and visual identity truly represent this spirit.

### TRANSFORMING HOUSES INTO BEAUTIFUL HOMES

The Baya Company understands that a home is the most important investment of one's lifetime and therefore, it builds homes for all with utmost care.

The company strives to build homes with excellent construction quality and thoughtful planning of minute details. It aims at providing a great ambience and a higher standard of living at reasonable prices.

### AWARDS AND RECOGNITIONS

The Baya company has been 'Awarded for Digital excellence in Real Estate' by Digital Customer Experience Summit and Awards 2019' and has received 'The Best Real Estate Mobile App of the Year' award by India Property Awards 2019.

Its projects are regularly featured at real estate forums and are consistently covered by the media.

# THE BAYA COMPANY

**ENHANCING THE LIVING EXPERIENCE FOR MUMBAIKARS**

*The Baya Company is indisputably a trustworthy real estate developer in Mumbai which focuses on quality, thoughtful planning, optimized use of space, maximum utility, minimum maintenance and longevity*





# TOPS

**RIISING TO THE TOP WITH RICH TASTE**

*TOPS, by G.D. FOODS Mfg. ( I ) Pvt. Ltd. is a name that is synonymous with providing delicious food products for the entire family*

**T**OPS products are present in diversified categories like Pickles, Jams, Tomato Ketchup, Cornflakes, Choco-Flakes, Instant Mixes, Custards & Jellies, Culinary Sauces, Vermicelli, Cooking Pastes, just to name a few. All these products under the umbrella brand "TOPS" are available in varied sizes so as to address the needs of every type of customer, be it household or institutional.

Today, the brand enjoys a prominent national footprint

in all business verticals, be it – General Trade, Modern Trade, HORECA or Institutions.

## HEALTHY & CONVENIENT PRODUCTS

The USP of the brand lies in its products, which are an extension of its values and beliefs. TOPS products stand out for their authentic traditional Indian taste.

As a brand, TOPS target consumers are people who are increasingly health-conscious and brand savvy. For a brand like TOPS, imparting a sensorial



experience around the brand to the end consumer is of paramount importance which is one of the reasons why the brand is regularly seen participating in various Trade exhibitions.

Going forward, the company is betting big on "Convenience Foods" segment that comes in innovative packaging and

make for easy consumption. The Indian market is becoming more dynamic with every passing day and with the rising disposable income of millennials, the opportunity is ripe for TOPS to weave a success story out of it. The future definitely looks promising and we, at TOPS, are buoyant about it.



**H**aving earned recognition as the most trusted global B2B travel brand today and with its state-of-the-art online global B2B reservation system (now merged with RezB2B.com), Travstarz Global Group holds a dominant position by selling exclusively to travel agents, tour operators, MICE organizers and wedding planners. Under the leadership of Managing Director Mr. Pankaj Nagpal, the firm is able to leverage lower prices often by using its tremendous purchasing power to negotiate for preferential rates with local vendors and suppliers; thus retaining a competitive edge within the industry.

The Group is a recognized IATA (International Air Transport Association) Agency with its headquarters in Delhi/NCR and has presence

in Mumbai, Bangalore, Pune and Ahmedabad.

## ACCOLADES

For Travstarz Global Group's contribution to the aviation industry, Ms. Sucheta Nagpal (Co-Founder, Director & CEO of Travstarz Global Group) won the 'Women CEO of the Year Award' at Femina World Women Leadership Congress 2018. The Group has also been honoured with 'Best Global Hotel Consolidator – Today's Traveller Awards 2016', 'Best Travel Management Company 2016 by Ministry of Civil Aviation (Govt. of India)', 'Best Global Wholesaler - India Travel Awards 2016' and 'Seychelles Top Sellers Appreciation Awards 2016 - Seychelles Tourism Board'.

Owing to its satisfied client base, the Group has been able to scale great heights in a very short span of time.

# TRAVSTARZ GLOBAL

**FACILITATING AN ALL-ENCOMPASSING TRAVEL EXPERIENCE**

*A multi-award-winning outbound DMC, wholesaler & consolidator for airlines and hotels, Travstarz Global Group offers exclusive and dedicated B2B services within the Travel & Tourism industry*





# TRIPADA INTERNATIONAL SCHOOL

**MOULDING FUTURE WORLD LEADERS**

*A co-educational, English-medium school, Tripada International School is part of the prestigious Tripada Group of Schools in Ahmedabad and is creating a solid foundation for children through holistic development*

**T**he Tripada Education Trust, which laid its foundation in 1968 with a small preschool with a larger vision of creating better citizens for a better tomorrow, has today established itself as one of the leading educational trusts providing a solid foundation for children along with holistic personality development.

The Tripada legacy has grown to meet the aspirations

of parents, and their children growing up in the modern world, while keeping the sound traditional value system intact.

With a strength of over 1800 students, the school, under the able guidance of MD Mr. Archit Bhatt, along with an experienced team of facilitators and faculty members, is committed to equipping the students with life skills necessary for meeting the challenges of today's rapidly changing world.



## A SAFE & STIMULATING ENVIRONMENT

Its four-storied building incorporates a creative layout and design to create the perfect ambience for imparting and acquiring practical knowledge. The school stands out for its complete educational experience while facilitating

the all-round development of the students.

The various departments coordinate at all the levels to lead, manage and develop the highest possible standards in academic as well as co-curricular activities to set a strong foundation for reflective learning, so as to make students future-ready.



India's Largest Comprehensive Diagnostic Network

**E**stablished by a true visionary, Dr. S. Surender Reddy, Vijaya Diagnostic Centre (VDC) is the first of its kind firm to bring such a comprehensive range of diagnostic services under one roof. Owing to his dedicated efforts, VDC has emerged as India's largest comprehensive diagnostic network with over 65 state-of-the-art centers spread across 12 cities and growing. With a qualified team of 1800+ professionals consisting of some of the country's top radiologists, pathologists, and healthcare professionals, VDC offers a comprehensive range of diagnostic services spanning Imaging Services, Nuclear Medicine, Cardiology, Audiometry, Gastroenterology, Routine and Specialty Pathology

Services.

## MOST RELIABLE BRAND

The firm provides quality services under one roof at affordable prices, be it a routine blood test, advanced radiology or nuclear medicine testing and is a trusted name among Doctors and Medical Practitioners for accurate reports, facilitated by the latest technology and high quality equipment.

Notably, Vijaya Diagnostic Centre is the approved centre for medical testing by the embassies of US, Australia and Canada for immigration.

Committed to delivering the best medicare facilities, Vijaya Diagnostic Centre has been constantly upgrading itself with the latest developments in medical care over the years and has established itself as the most reliable healthcare brand.

# VIJAYA DIAGNOSTIC CENTRE

**THE PIONEER IN DIAGNOSTIC MEDICARE**

*Founded in 1981, Vijaya Diagnostic Centre offers advanced diagnostic services in a specialised environment. Based in Hyderabad, it has made a mark in major cities like Gurugram, Kolkata, Vishakhapatnam, Bangalore, Chennai and more*





## WHAT WE HAVE IN VALUES

Knowledge, Unique, Integrity,  
Teamwork, Excellence, Client  
Centricity, Commitment, Service,  
Respect, Performance, Loyal,  
Dedication, Innovation,  
Supportive, Transparency,  
Accessibility, Encouragement,  
Passion, Creativity,  
Accountability, Leadership,  
Compliance, Modesty,  
Sustainability, Aspiration,  
Premium, Entrepreneurship,  
Flexibility, Responsive,  
Independence, Invested,  
Development, Empowerment,  
Expertise, Optimistic, Longevity,  
Diversity, Ownership, Quality,  
Fairness, Progressive,  
Informative, Inspiration,  
Efficiency, Trust, Simplicity,  
Professionalism, Structured,  
Global, Honesty.

## WE ALSO HAVE IN AWARDS

CELEBRATING



Thank You!

To our clients who demand the best, to our partners who drive us and to our employees who always raise the bar. These awards are yours, as much as they are ours.

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# BECAUSE OUR EMPLOYEES' INTERESTS ALIGN WITH YOURS

## IIFL WEALTH WHERE OWNERS WORK AND WORKERS OWN

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IIFL Wealth & Asset Management (IIFL Wealth) was founded in 2008, in the midst of a global crisis when the market was a volatile place to be in. Investors were anxious and IIFL Wealth had no choice but to step in and take control. We offered what nobody else in the crowded world of financial management could: leadership, trust, and a specialized set of skills.

Bringing about stability in a time of crisis demanded not just a leap of faith, but also planning. We earned our clients' trust by investing in our employees, ensuring that they'd be a long-standing resource for the clients. Our employees own ~25% of the business ensuring long-term stability of the advisory team, which not only creates, but also preserves the wealth of our clients.

Our greatest strength today is aligning our interests with those of our clients. As long as they make money, so do we. In order to ensure that it stays that way, we have focused on building our business around the changing needs of our clients by offering them innovative products and services, and guidance from seasoned experts whose interests lie in creating and preserving their wealth. We value our principles as much as we value our success and this has been instrumental in us becoming the most trusted wealth management firm in the country.

### **IIFL WEALTH MANAGEMENT**

For us, trust is everything.



# Research Methodology

## **5th Edition – World's Greatest Brands & Leaders 2018–19 – Asia & GCC**

The 120 World's Greatest Brands & Leaders 2018–19 – Asia & GCC is a research-based listing using both primary and secondary data researched across sixteen industries and sixty two sub-categories evaluating Brands from 15 countries of Asia & GCC (Gulf Co-operation Council) countries, covering namely, India, the UAE, Bangladesh, Sri Lanka, Singapore, Hong Kong-China, Thailand, Indonesia, Saudi Arabia, Kuwait, Qatar, Egypt, Bahrain, Afghanistan and Oman.

World's Greatest Brands is a mission where brands are scanned, researched, understood and, after much deliberation by a competent team of experts, put on deserving pedestals for the admiration and veneration of the world. We delve into the history of the brands and move along with their driving force. Finally, after the revelling in the process, we feature our humble yet expert insights into the making and rising of these brands that are truly the World's Greatest! For anyone who is interested in the success story of these World's greatest brands Asia & GCC, or the fire within that made them succeed, or the driving force that put them on the path to great success, or finally the certitudes that make them great and the beacon of tomorrow that provides a hint and an insight into their future, we render in a transparent manner all the desirable information about these brands and more.

## **World's Greatest Leaders 2018–19 Asia & GCC**

A few Leaders of the final 120 list of World's Greatest Brands may be recognised for their contribution in building the brand. A number of these brands have corporates, entrepreneurs, first-generation or inheritance entrepreneurs, cooperatives, CMDs, Board of Directors involved behind the brands. Hence a qualitative assessment would be done in the form of a research Leader form which will have aspects of Vision for the company, Growth aspirations, and Corporate Social Responsibility activities. Finally, the Leader forms with primary research data filled by the leaders will be sent to Jury for scoring along with the Brand scoring forms.

## The various phases of the Research Methodology will be as follows:

### Phase A

The first phase of the research will be initiated by generating a list of categories (to be covered under the purview of the survey mentioned at the end of this document)

The entire research platform will be divided into:

A list of about 1200 brands across 16 industries and 62 sub-categories will be drawn up through secondary research driven by the URS Media Consulting PL's research team using online surveys via:

- Google Analytics
- Market studies
- Industry white papers
- Category-specific brand reports
- Brand-specific scrutiny

\*Companies with net revenue exceeding \$12 billion will not be considered. Group turnovers will not be considered but may be only that of individual companies.

### Phase B

The preliminary list of 1200 Brands generated of The World's Greatest Brands 2018–19 will be scrutinized and graded on a scale of 1 to 10 (where 1 is the lowest and 10 is the highest) by the URS Media Consulting PL's editorial team to generate a list of the top 300 brands based on the following parameters:

1. Brand Popularity
2. Brand Innovation
3. Brand Growth
4. Brand Promise
5. Brand Impact

### Phase C

#### **JURY AND BRANDS & LEADERS SCRUTINY QUESTIONNAIRE:**

The list of the top 300 brands will then further be scrutinized by the jury and the editorial team. The brands will be rated on the parameters of Brand Popularity, Brand Innovation, Brand Growth, Brand Promise and Brand Impact on a scale of 1 to 10 (where 10 is the highest and 1 is the lowest).

#### **FINAL PHASE & LISTING OF THE TOP 120 BRANDS**

The final phase of the research will entail the analysis of the jury scoring and editorial questionnaire ratings based on the abovementioned parameters and weight assigned below by the URS Media Consulting PL's research team:

Analysis: The 120 World's Greatest Brands and Leaders list will be based on the cumulative scores received from the Jury, and editorial team of the shortlisted Brands.

URS Media Consulting PL's editorial team will shortlist from 1200 to 300 and then based on the weightage given to the independent Jury scoring a final list of 120 Brands will be created.

The list of the 16 industries and their sub-categories covered under the purview of the study is as follows: Automotive, Education, Energy & Power, Finance, Food & Beverages, Healthcare, Household Products, Infrastructure, IT & Telecom, Lifestyle, Manufacturing, Media & Entertainment, Personal Care, Real Estate, Retail and Services.

#### **Disclaimer**

\*In addition to the above methodology, a few Brands with relatively competitive scoring may be part of the list due to their recent year-on-year growth and emergence as a brand, but these companies would be featured, if any, under Editor's Choice feature and awards.



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# Jury Council

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## ***Dr. Farooq Ahmad Wasil***

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**W**ith a rich career exceeding 30 years in education, Dr Farooq Ahmad Wasil is currently the Global Head for Affordable Schools of GEMS Education. He is Former Director of Asian Schools at GEMS Education, Dubai & also Former Chief Academic Officer for GEMS Education, India for Everonn Education Limited. Dr Wasil was Secretary of the CBSE Gulf Council from 2001- 2002 and then Chairman of the CBSE Gulf Council from 2002-2003. He was also the Chairman of the Sports Committee of the Gulf Council for CBSE schools for the year 2004-2005. He was also appointed as Member of the CBSE Committee for 'Promotion of CBSE Overseas' in the year 2009. He has received the prestigious National Teacher Award from the Ex-President of India, Dr A P J Abdul Kalam, and the GEMS Fellowship – 'Leadership for Learning: The Cambridge Network' Fellowship at the University of Cambridge. Dr Wasil has also been actively involved in documenting research projects under the aegis of NCERT and the UGC. His articles have featured in several National and International research journals and publications.

## ***Prof. Christopher Abraham***

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**P**rof. Christopher Abraham is currently the CEO & Head – Dubai Campus and Senior Vice President – Institutional Development at S.P. Jain School of Global Management. Having more than three decades of experience in management consulting and management education in India, Canada, Singapore and the UAE, he has been associated with many leading universities in Australia, USA, Canada, Singapore and UK as a visiting professor.

He has three post graduate degrees and is a PhD scholar in Positive Psychology. His areas of expertise are Strategy, Innovation, Future Studies, Neuroscience of Decision Making, Positive Organizational Behavior, Design Thinking and the Science of Happiness.

He has been a key note speaker at numerous global forums and has also conducted many consulting and executive development assignments for global organizations, including The World Bank, The Executive Council, Emirates Airlines, DHL, SEWA, Aramex, P&G, LG, AW Rostamani etc.

In 2015, he was felicitated with Education Leadership Award at World Leadership Congress 2015. In addition to this, he also received the "Outstanding Professional of the Year Award" by Junior Chamber International two times. Apart from this, he is also a Global Advisory Board Member of World CMO Council.



## ***Kunwar Shekhar Vijendra***

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**K**unwar Shekhar Vijendra is the Co-founder and Chancellor of Shobhit University, India and a prominent social entrepreneur based in New Delhi, who carries leadership roles in many professional organizations. Kunwar Vijendra is a persistent advocate of the initiatives for education for the poor, secular values, crisis management through diplomatic and peaceful ways, and globalized systems of learning and peaceful co-existence. He has been instrumental in development of a number of higher education institutes, research centers and hospitals in north India. Some of his major social affiliations are: Advisor, Shri JP Mathur Charitable Trust, New Delhi; Chairman, Livelihood Development Research Foundation; Advisor, Harijan Sevak Sangh (founded by Mahatma Gandhi in 1932) Mentor, International Skill Development Centre; Mentor, Centre for Law and Good Governance; National Council Member, All India Prohibition Council; National Council Member, Centre for Education Growth and Research; Member, Higher Education Advisory Committee of ASSOCHAM; Chairman, Uttar Pradesh Body Building & Fitness Association.



## ***Dr. Amita Srivastava***

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**D**r. Amita is presently holding position of the Director at Bencis Centre for Research Training and Consultancy (BCRTC) Ghaziabad, India. She is a gold medalist throughout, and is a well-known expert in Management Philosophy, Strategic Management, Human Resource Development, Quality Systems and Human Values. She has worked for 25+ years in areas of Research, Training, Consultancy, Teaching and Administration in Management. She has conducted many FDPs and MDPs. She has done assignments for some leading Institutions of National and International repute like IIM-(Lko), Nuvia (UK), UNIDO, Central Defence Academy, Syndicate Bank, IBA, Semi Conductor Complex Ltd., ABCL, Kirloskar Brothers, WPIL Ltd., Jaipur Stock Exchange, KRIBHKO, etc. She was the Chief Editor for Management journal – Attitude. She has organized many national and international conferences, seminars, conclaves and workshops. She has held many responsible positions in leading Management Institutions.



## ***Uday S Karthikeyan***

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**U**day is serving Chegg, India as Chief Human Resource Officer (CHRO) and manages its people, culture, and organizational strategy. He partners with global business leaders, helping them navigate through a significant period of growth and disruption to position the company at the forefront of a hyper-competitive industry.

An engineering graduate from Osmania University and an alumnus of Indian Institute of Management, Bangalore and the University of California, he was associated with HSBC India as Vice President – Human Resources and rose to Global Head – HR Strategy & Transformation (GSCs). He is also a certified scrum master. His broad experience of working in complex global, matrix organizations and helped him to build effective relationships and become a trusted advisor with influence at all organizational levels.





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# THE MICROCOSM IS THE MACROCOSM

## WE ARE THE UNIVERSE IN MINIATURE

*A white sheet is happiness when accompanied by a steaming coffee. It is the mirror of what we have inside of us, mixed with an unlimited freedom to craft it into anything we choose. It is endless possibilities, endless stories, endless emotions. It is terror because it reflects us; it is courage because it allows us to accept what we are, and it is strength because it gives us the possibility of being what we decide to be*

**BY PAOLA MARTANI**

I start writing from a house that has been home for years. From a beautiful, ancient land full of creativity. I begin to write to you from Europe; from that small Mediterranean peninsula shaped like a boot: Italy.

I start by telling a fairy tale that does not come from this place. It is a story that takes place on the continent that has hosted me for many years, the Asian one, that tastes like spices and is made of colors.

Grant me, reader, a memory before you start to rediscover a fairy tale that, if absorbed, can provide the key to the whole universe...

Thus began my journey in 2012:

I set out from Milan, from hot and muggy Milan, in early June. For seven

hours I fly in a white and red plane, a metal bird, which carries me over the seas and between the clouds. And as I cover half the globe, it is strange to think that a sphere this vast can be circumnavigated in so little a time.

I land in New Delhi, where finally, with my head covered by a veil, I feel true heat and anxious breath under this boiling sun.

It is the new climate which makes the air catch in my lungs, but the closer I walk towards the airport exit, the more everything seems to converge on a space and a time that we in the West define as myth.

I am in a taxi; a slow journey owing to the inescapable traffic, and I might be hallucinating, but I see amongst

the crowds a man with the head of a monkey.

I get out of the taxi and into a yellow and green three-wheeled cab, the Tuk-Tuk. I must be dehydrated, but I could have sworn I glimpsed a man with an elephant's head. Next I spot a man with a river running through his hair, dressed in a tiger skin and adorned with three eyes! Here is a blue-skinned person; and so many white and red lotuses all around. So many veils...

I am in India and here, among the skyscrapers and modern machines there is something different: not only the language, or the lightweight and colourful clothes – I don't refer even to the scenery. The real magic of this land is that, here, the 3000-year old characters of mythology walk easily alongside the modern man. Here the gods still exist and live among us, and it is from these fairy tales that I start this column:

There was a time long ago, when men were gods.

It was the time when the universe was young, created recently, still drunk on milk. Brahma had been awake only a few days and still occasionally yawned, rubbed his eyes and, full of curiosity, smiled to behold the world.

*"I AM IN INDIA AND HERE, AMONG THE SKYSCRAPERS AND MODERN MACHINES THERE IS SOMETHING DIFFERENT: NOT ONLY THE LANGUAGE, OR THE LIGHTWEIGHT AND COLOURFUL CLOTHES – I DON'T REFER EVEN TO THE SCENERY"*

*"BRAHMA, AFTER A LONG THOUGHT, SMILED AND SWEETLY PROCLAIMED, 'THAT'S WHAT WE'LL DO! WE'LL HIDE THE DIVINE POWER OF MAN IN HIS DEEPEST SECRET: THE ONLY PLACE WHERE HE WILL NEVER THINK TO LOOK.'"*

However, strong men, free and fearless, abused their power. Brahma watched their games, their selfishness and their disregard for the lives of other creatures. He twitched his little nose and realized that as long as they did not find awareness of the other, it would be unwise to leave them in power. As the creator, he decided to deprive them of their divinity.

He called a meeting of all the minor gods and together they discussed where to hide the divine power of men. It required a hiding place, impossible to find.

Some proposed to bury it in the ground. But the day would come when man, with his knowledge of the terrestrial world, would dig deep, and would find it.

Others suggested it be thrown into the deepest sea. But man, with his thirst for knowledge, would one day reach the darkest depths of the ocean floor.

The minor gods were puzzled: there seemed no place that man, sooner or later, would not explore.

Brahma, after a long thought, smiled and sweetly proclaimed, 'That's what we'll do! We'll hide the divine power of man in his deepest secret: the only place where he will never think to look.'

And so man, in search of his lost power, began his navigation of the earth. He climbed mountains, dug the earth, plunged into the depths of the seas, searching for something that to this day is at the closest place to him, within himself.

Close your eyes now, and think of a chaotic road, full of dust, with all kinds of things heaped on top of each other without any kind of order or care. Hear the noise of cars, of voices that speak a language you do

not understand, of animals, and of life. Feel the sultry 45-degree heat of summer. Picture barefoot men, with dark skin covered only with a dirty white loincloth. See their unkempt beards and a headgear made of rags. The women have metal anklets that rattle with every movement, and they are wrapped in colored veils faded through wear. In the air, in addition to smog and the earth, you can taste spicy flavors. If you walked a little you would see children with a paper-thin layer of skin covering their bones; ruined skin from the hot asphalt and the dirt where they sleep. Do not be sad, do not be scared, keep your eyes closed and stay in this reality. Walk, and keep walking, because you will see smiles, fruits, vegetables, cows and temples. Among them, if you are careful, you will see myths which have existed for 3000 years, and your deepest dreams. You will also come to palaces made of marble and promising elegance and luxury, with beds so soft that they look like clouds. The bath of water in which you will wash will be adorned with roses, and there will be scented oil to soften your skin. If you sit in the gardens of these ancient buildings you will experience comfort and pampering until you forget the difficulties of reality. Drink pink ginger tea which has been prepared for you and rest a little more if you need it, but then keep walking.

Two worlds, two opposite realities, brought together in an almost unimaginable equilibrium.

Exit New Delhi, fly over silent Himalayan hills, and sit under a tree during sunset. Now you will have to pause, cross-legged, with your tongue touching your palate, your half-closed eyes looking at the tip of the nose.

Breathe and process what you have just seen.

This glimpse of life that you have just experienced, in all its details, in all its paradoxes, in all its contradictions, is the exact representation of what we are: the whole, interdependent in its diversity, linked in depth, connected in its complexity.

You are all that and much more. In you, there is the comfortable life and in the race to maintain yourself you become intertwined in the mechanisms that this entails: attachment, egoism, cravings and desires. In you there is the simple tranquility of the smiles of those who have nothing else. There is the joy of having the people you love next to you, and there is the strength to be alone when you must understand that solitude does not exist.

You are present in the people you see because without you looking at them they could not exist. You are in that 3-year old child begging for alms, and you are the owner of that palace where you were pampered and rested. All this is part of the cosmos; it is life, it is the universe, it is God and it is in you and it is magnificently interconnected in all its nuances.

You are a microcosm yet you contain the macrocosm; this is what you must see at all costs as you travel along your soul's chosen path. If you do this, you will begin to understand that those stories are not just lullabies, but the deepest truth that most people are notable to see. You will embark upon the most difficult path a person can follow - the path which explores the entire cosmos.

Everything is interconnected, everything is a miniature universe. Do not be silly, do not waste - like me, like most - precious time by climbing mountains or plunging into oceans; although you must do this, do it whilst chasing yourself and investigating the steepest paths and the deepest seas.

Observe, and never stop observing, the dynamics of other people - because each of them is a mirror that reflects a part of yourself back to you.

Life is a miracle of perfection, and if you only learn to observe it you will see that we are governed by a wonderful simplicity.

Look within the small things, live





the simple life, and live it to the end. Love, and love always, because by loving others you will also love the parts of you that make you suffer and of which you are not so proud. Accept the differences, because in doing so you will come to know yourself better.

Always understand that if a person has hurt you, it is because inside he carries an ignorance that cannot be contained – he does not understand that he is hurting himself. Give thanks for the smallest joys and for the greatest pains, because then both will bring happiness and, though it may not seem like it, they are taking you to a better place.

Do not be presumptuous and think that you know better than life itself what is best for you; accept, and

accept everything, because it is the universe that is working to make you evolve and to give you something more wonderful.

For me, these lines are a reminder of an experience that enriched me, and the images and words are the result of a voyage, a journey undertaken in the land of elephants, of gypsies, of gurus, and of mountain monasteries.

It was an internal journey that spanned Himalayan heights, traversed the dirt roads of Delhi, and the deserts of Rajasthan. It was a journey that made me cry and made me smile. It was a seven-year path that entered my soul, leading me to discover the myths, the gods, and the universe.

It serves today as a reminder that I am the all and I am part of the

whole; in the bitterest of tears and in moments of complete happiness it gave me a new way to breathe the air in my lungs, showing me that whatever adventure life proposed was in fact an opportunity to examine a part of me.

Believe me, the challenges have been many, but since this subcontinent gave me the knowledge that everything is interconnected, I started to see the path in my earthly life which matched the inner journey that I needed to travel. As if inside me there were emotional nodes that, without an external input, I could neither be aware of, nor have the ability to articulate.

It is as if we were built in a mirror – everything that is outside us actually has roots inside us. As if an invisible providence is at work, in the invisibility of our ignorance, for the growth of our souls.

I have a belief, and I believe it with every part of my body, my heart and my soul:

I hope that it will leave with you this knowledge – that no matter what happens, no external entity is punishing us. The cosmos is God, is Buddha, is Rama, is Christ, is Allah, and it moves to bring us to a better place, always.

*"IF A PERSON HAS HURT YOU, IT IS BECAUSE INSIDE HE CARRIES AN IGNORANCE THAT CANNOT BE CONTAINED – HE DOES NOT UNDERSTAND THAT HE IS HURTING HIMSELF. GIVE THANKS FOR THE SMALLEST JOYS & THE GREATEST PAINS"*



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*A lethal mix of beauty and brains, Ms. Lara Dutta Bhupathi is one such famous personality whose popularity has no bounds. Besides conquering the universe as an international beauty queen, she has also tasted immense success as an actress especially renowned for super hit films like No Entry, Housefull and others. She has recently donned the garb of an entrepreneur with her skin care line 'Arias'. Skin care and grooming have always been a significant part of her journey to name and fame and thus the prospect of starting her own line came quite naturally to her. Made for the modern woman, Arias is curated by her and currently includes 11 products. AsiaOne wishes her immense success in all her endeavours!*



*You are renowned all across the globe as Miss Universe 2000. It is indeed a matter of great pride for all of us. Please describe your emotions post winning the crown and your odyssey thereafter as Miss Universe.*

Well, it's been a very long time, it's been 19 years ago. Yeah it's obviously been a wonderful journey given the fact that I was fairly young. I was 21 years old and I won Miss Universe. While I look back today, I feel it is somebody else's life. But, obviously as a 21 year old winning something like that — you know, you are going there firstly with so much of pressure on you because it had been six years since India had won, since Sushmita Sen had won and for any 21 year old thinking the kind of hopes and dreams of a billion plus population — is very very engrossing. So you try to put your best foot forward and do the best you can and winning it absolutely changes your life. So, I have to be very honest and say — I think it took a while just to sink in. I don't think anything ever sank in. The day after the day I was crowned or even the week I was crowned and moreover finally when I moved to New York after I won and was based there and I would say about 2 weeks after I was crowned, I would say "Oh My God! Ok! I just won Miss Universe and I am going to be living in New York City — away from my family. My travel would be around 230 days a year, so the entire year. And I always say that it was an experience like no other including joining the film industry. I had some incredible moments in the film industry but I don't think anything beats those 6 days of Miss Universe. So I think for a lot of young women it really is a dream come true and there is no other way to describe it. It sounds phony and clichéd but that's what it is.

*What has been your childhood ambition? Did you always wanted to become a beauty queen? Do you think your upbringing has a role in your success?*

Sure, I think as a child, I had a very vivid or a very you know an overactive imagination. So, I remember as a child I never wanted to be any one thing. If anybody used to ask me what I would want to become, I always wanted to be at least three things and none of them had anything to do with each other. So I would always say an astronaut or a ballerina and an archeologist, you know something either this or that. I think if I look back honestly, I would say I grew up in an environment where I was told the possibilities are endless. You know we were told, I was youngest of 3 girls, both my sisters left home quite early in life (they are much older than me). My middle sister is already the first female helicopter pilot in India in the Indian Air Force. So we were never told being girls that there was any kind of thing that we couldn't achieve. And I think that I had the best environment for any kid to grow up in and I really give my parents credit for that. So, I would not really say about as if I really wanted to be a beauty queen or I wanted to be an actress; definitely never thought that I would gonna be a Bollywood actress. Also because our backgrounds are different; we came from a service background. My dad has always been in the Air Force. Yeah, but when I think in a way when I look at environment that I grew up in mainly because of being an Indian Air Force kid, we had been moving over the years to so many different places. It just gives you a slightly wider view of the world, you know I didn't grew up; I didn't just come from just one small town or just one small city. We

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grew up at different Air Force camps but it gave me the opportunity to adapt to various different places, different people. I mean every couple of years if I had to move schools; so you learn to make friends much more easily. You learn to become or you are forced to become a people's person. So I think all of them definitely helped that goes into, you know, coming together and creating that X-factor I think I had when I participated at Miss India and Miss Universe. I just gave me a little bit of an edge.

*You have been a popular actress, with some really big entertainers like No Entry, Housefull, etc. Did you enjoy your stint as an actress shooting for these films as much as we enjoyed watching you on screen?*

Yeah, you know so when I joined the film industry, I found that I came from a glamour background, so I came as a form of a model, a beauty queen. I met people who kind of see you as a glamorous face and they can't see beyond that and I didn't want to get typecast into the same old roles that we have seen 3 songs and 4 scenes and you know, you are just playing the glamour portion of the film time and time again. And as an actor, I really, I suddenly enjoyed comedy. I think I am really blessed to have the ability to perform, to have the comic-ability onscreen and at the point when I came to the industry it was not about the comic actresses. You know there was an era when Madhuri ji and Sri Devi ji were there, those kind of actresses who were brilliant at comedy, Kajol, and that was the era that had paved out of, was ending, but there was nobody new on the horizon who would have the ability to do comedy. So that came very naturally to me but also allowed me to be touchy, goofy, you know just be myself and break that mould of being looked back just as glamorous. And I thoroughly enjoyed it and I likely set up the environment of being in a comedy film. It's just so different, so much lighter, fun doing, and the very drama kind of films are not my cup of tea anyway. So, yes I really enjoyed being part of pretty much all the comedy films that I have done.

*Your have been associated with*

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***the UN with regard to many social causes. Please share your views on giving back to society.***

Know, for sure, you know even before I ever became Miss India or Miss Universe, I grew up in Bangalore and most of the schools that I went to were convent schools and you know right from the start they get you interact with and get involved with a lot of NGOs. So, I mean, if I look back in my life I think from the age of 10 or something like that I have been constantly working with some NGO or the other and of course that got taken to a completely different level when I won Miss Universe, you know and I ended up being the ambassador for the United Nations for almost 13 years and worked extensively on gender equality and Women's reproductive rights and the HIV AIDS Crisis, I mean there has been so much human trafficking and so much work that has happened in these many years and its very much a part of my life. You know that's very much the kind of person I am. Even till today there are a lot of celebrities who do much charity work but they don't go screaming up from mountain top, they just do what they need to because it comes from the heart. And I think it's very easy to give money especially if you are somebody who is blessed to have enough of it in life. But the easiest thing to give is your money. The hardest thing to give is your own time and your own energy and your own effort. So, I try and find as much as I can you know a balance to be able to do all of that – not just give financially. Even with Arias I mean all are products – you have to be today just very very socially and environmentally aware – all of our products are absolutely chemical-free; they are paraben-free, they are sulphate-free. You know they are vegetarian; they are animal-cruelty free. So no matter what I am doing in life I just think that I need to be socially responsible with it as well. It's not just about being you know how much profits did I make but also the difference I can add while I am doing it as well.

***Your prenatal yoga DVD received an overwhelming response. What motivated you to embrace yoga?***

Well, I have been a yoga practitioner



for almost 20 years if not more of my life and it came to me I just felt because I am somebody who has been fitness conscious throughout. You know it's not just about fitness – it's a union of body, mind and spirit, and you need to keep intact that balance and that's how yoga comes in. I think when I was pregnant with Saira, I wanted to continue working out especially during my third trimester and I reviewed within the Indian market and I couldn't find a single yoga workout that was created within India itself. I mean there were workouts but they were all imported DVDs, but foreigners had done those kinds of DVD workouts but there was nothing in the pre-natal market and therein I find the idea to really do something that allows Indian mothers to be able to work out through their entire pregnancy no matter in which semester they were in but were safe and I could really kind of guide them and help them and kept them flexible in a way. So I had a fantastic yoga pre-natal coach whom I worked with Sonia Bajaj and both of us came out with that routine. I was doing that routine right from my pregnancy and when I sorted I was 8.5 months pregnant and it worked really well and I am always so glad and I am always so thankful when I hear women writing to me and tell me that it really helped them in their pregnancy and I think that for me is the best reward.

***Besides Yoga, which activity or sport do you indulge in for keeping fit?***

Sure, like I said I have always been working out so I like going to the gym, sometimes I do High Intensity Training, I do Circuit Training and the other times like for a moment I stopped going to the gym because I felt that my body wanted something else so now I do pilates and yoga. I like doing cardio and sometimes I like doing it outside, so being in Mumbai, there are very few parks and things like that to go to but you have the Sea Face. So you would find me a lot of times in the morning doing like a walk, run along the Sea Face. And I think it's just really important to get up and get moving. It doesn't really matter what you are doing. You just need to find what suits you. I mean I have

done everything from Zumba Classes to Kick-Boxing to Belly Barre. You just need to find something that you want to do and get your body moving. It will change your life. It doesn't have to be hectic, it doesn't have to be fancy Gym membership or some trainer. You just need to start moving your body and your body will treat you so much better.

***Which parenting style is the most apt according to you as a mother?***

Well, I honestly think I am a parent but my daughter teaches me far more than I teach her. So, you know, it's there is no hard and fast rule to being a parent and each parent-child relationship is so very individual that you really need to find, you know, what works for you. So I found for me that the less fussy I am, the more I just go with the flow with my kid the easier it is. I think for sure one thing I would say that I found with most children and especially mine that it's very important to set a routine for a child right for the time when they are really small and they really strive when they have a routine to walk with them. And it makes life easier for you as well. So, it's wonderful to be a parent raising a child in an environment where you are supposed to be so overly conscious about what they are doing and washing their hair and all of that and it is fine. But, sometimes you just need to follow your mother's, your grandmother's advice and be easy on yourself and automatically you your child also will settle into a routine work that will work for both of you. So, I think with us, both Mahesh and me, we are both very hands-on parents and I think I am very blessed that Mahesh, as a father, as an Indian man, is very involved in his child's life. Because I didn't see that, you know, my dad is somebody who is very involved in our life. So, I grew up in that sort of environment, but I don't see that in India. I don't feel fathers doing or sharing the work load as much, you know, equally with their mothers. And I didn't give Mahesh a choice, so since the time Saira was an infant, he is brilliant at keeping her, changing her diapers, you know the work. And it makes life so much easier, it creates a bond as a family that is irreplaceable.

***How do you feel when you have an***

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***equally famous person as a spouse? How do you tackle the paparazzi?***

Honestly, both Mahesh and I are extremely private people. We have never been people who enjoyed being in the lime light and at the same time we both understand who we are and the social responsibility that we have and we also understand that there is a culture within India, of media, of paparazzi, of all of that. But it's important, for our own sanity to maintain a balance. So, I can't shut that out completely, but yes I am protective about my child when it comes to media intrusion into our lives. But having said that, I honestly have to say, in Mumbai, whenever we had been out and my daughter is with us and we had ever encountered any paparazzi, we might have requested them to not shoot Saira, they had really respected that request and they backed off. So I can't say that I have ever had an experience with the paparazzi where they haven't listened or they have crossed the line. So it honestly depends on the kind of relationship that you build with the media, what you allow them and what you keep secret. And I don't believe in leading my life for anybody else. I never made a big show of my life – I don't want to be clicked for any restaurant that I go to, or every gym class I am coming out of. That is not my life and that is not who I am. And I am fine with the fact that they clicked me a little bit or under the radar as long as it allows me to live my life as I want to.





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