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Li Ka-shing



Prince Mohammad
Bin Salman



Yusuff Ali M.A.



Madam Ho Ching



Muhammed Aziz Khan

GLOBAL ASIAN OF THE YEAR



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Zenith is not a place very far away! It is very much in your grasp if you make the right efforts, sincerely, and if you take everyone along who help you in your journey.

With our upcoming 11th Edition of Asian Business & Social Forum (ABSF¹¹), we have not only exponentially grown to emerge as the Business Oscars from the Indian soil, we have also successfully created the much-needed Platform of Excellence similar to World Economic Forum at the Asian level to directly support our participants' vision and efforts towards growth.

AsiaOne Magazine and URS Media have custom made a platform for the Emerging dreams, Powerfully established engines of growth, and the leading Icons of the Indian economy, where all indulge in intense discussions on business, social and intellectual issues, while creating a dynamic and mutually beneficial business environment in the Asian continent.

We have been consistent in our vision since the outset to gradually support international (inter-continental and global) trade allowing all participating companies, brands and individuals to generate highly effective corridors of network, fresh investments and enormous growth.

In our noble initiatives, we have been supported by about 50 countries, as their Ambassadors and Consul Generals have not only actively participated with us, but have have been helping us pave way for international investments to interested participants.

In the presence of Mr. Patrick Tay Teck Guan – Member of Parliament, West Coast GRC (Boon Lay), Singapore, who was the opening speaker at our Forum, and with the blessings of Shri Ashwini Kumar Choubey, Minister of State for Health and Family Welfare, Government of India, more than 300 business leaders chose to grace our 3rd Edition of Asia's Greatest Brands & Leaders 2018 in Singapore.

For this year's Global Asian of the Year, the following have graced our Cover Page: Prince Mohammad Bin Salman, H.H. Sheikh Ahmed bin Saeed Al Maktoum,

Madam Ho Ching, Mukesh Ambani, Li Ka-shing, J C Chaudhry, Muhammed Aziz Khan, Manwar Hossain, Engr. Md. Mehedi Hasan, Deepak Ohri, Dr. Hema Divakar, Radhakrishnan Chidambaram, Anusha Ravi and Dr. D. Vijay Krishna.

Helping us gather Experiential Portrayals from Lands of Wonderment, His Excellency Dr Mohamed Omar Abdulla Balfaqqeh, Ambassador of United Arab Emirates in Singapore; His Excellency Khonepheng Thammavong, Ambassador of Lao People's Democratic Republic in Singapore; His Excellency Mr. Zainal Azlan Nadzir, Consul General of Malaysia in Mumbai (India); and His Excellency Mr. O. L. Ameer Ajwad, High Commissioner of Sri Lanka to Singapore and Brunei Darussalam (Actg.) have consolidated our Cynosure.

Republic of India and Republic of Singapore have traditionally enjoyed strong and friendly bilateral relations and also extensive cultural and commercial relations. A fair analysis of their strategic relationship to increase trade, investments, economic cooperation, and expanding bilateral cooperation on maritime security, training forces, joint naval exercises, developing military technology and fighting terrorism, has been offered as a Partnership of Shared Vision & Values: India & Singapore Laying Pathways of Innovation & Enterprise.

Fastest Growing Brands of Bangladesh and India have been duly recognized in a separate section. Please read on for a perspective on how they have been contributing to the economies of Bangladesh and India to help them take on the world.

Our interview with Mandira Bedi offers a cosy reading, and has dwelled over various issues and has explored Donning multifarious roles of an Actress, Anchor, Entrepreneur and Fitness enthusiast with élan.

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 for all that you feel is valuable and want to share.



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THE ULTIMATE EPITOME OF WOMEN EMPOWERMENT

Donning multifarious roles of an Actress, Anchor, Entrepreneur and Fitness enthusiast with élan, Mandira Bedi is an out and out grounded person and has always come across as a breath of fresh air in her each and every pursuit – be it in the realm of entertainment or entrepreneurship – and has been continually ruling the hearts of her ardent fans

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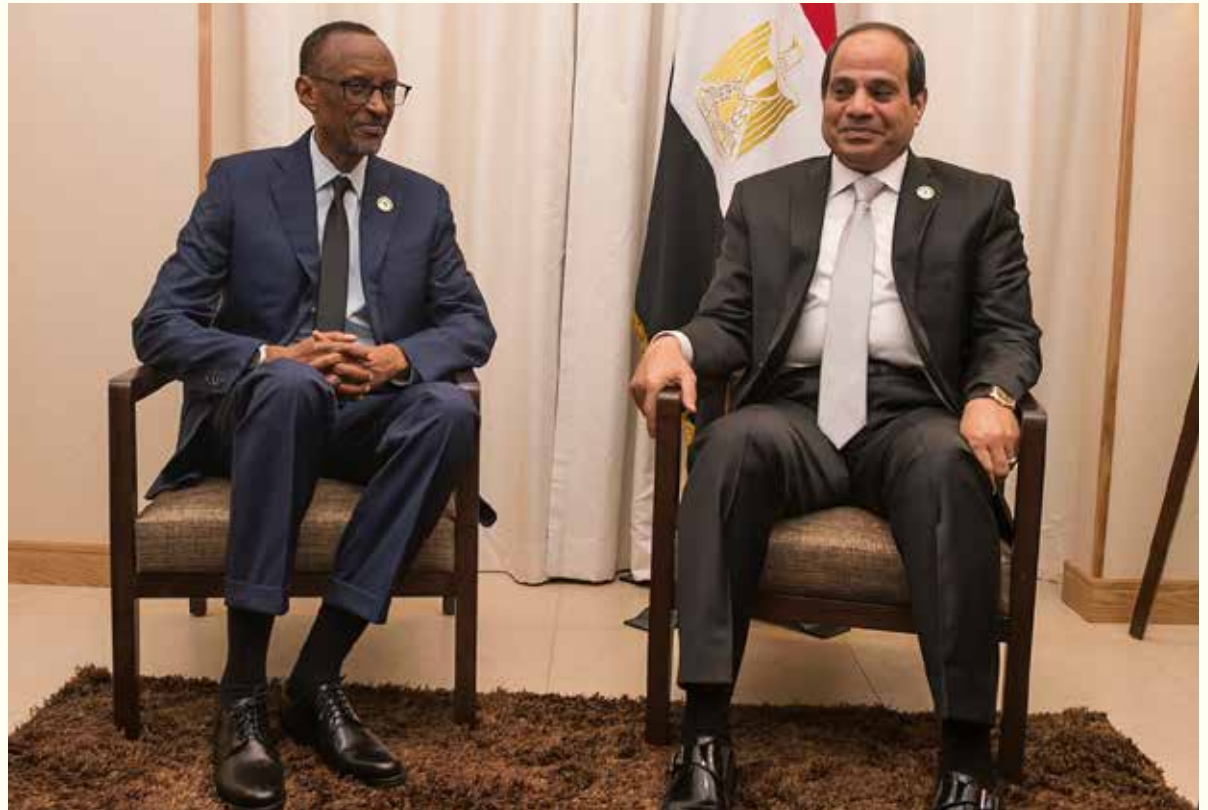
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EGYPT'S PRESIDENT ABDEL FATTAH AL-SISI ELECTED AS NEW CHAIR OF AFRICAN UNION



Abdel Fattah al-Sisi, Egypt's President, has been elected chairman of the African Union by the continental body at a summit in Ethiopia. He has been appointed the chair of the 55-member pan-African body after former Rwandan President Paul Kagame stepped down.

The Egyptian leader said he would target his fight against the armed groups on the continent and focus his efforts on rebuilding the countries recovering from conflict during his one year term as a chairman of African Union. According to Sisi, the African Union will use mediation and 'preventive diplomacy' as mechanisms for promoting peace and security in the continent. He added that his main focus would be on creating an Africa-wide free trade zone.

However, Amnesty International, the leading human rights group, expressed its concern regarding Sisi's chairmanship as it would weaken human rights mechanisms in the African Union.

According to Amnesty's Campaign Director for North African region, it was during the tenure of President Abdel Fattah al-Sisi when he exhibited shocking contempt for human rights and the country underwent a catastrophic decline in rights and freedom. The human rights group stated that since 2015 Egypt has been organizing ceaseless political attacks against the African Commission on Human and Peoples' Rights, the body that monitors African States Human Rights records.

INDIAN CABINET APPROVES CURRENCY SWAP AGREEMENT WITH JAPAN

The Union Cabinet chaired by Prime Minister Narendra Modi gave its approval of USD 75 Billion for entering into a Bilateral Swap Arrangement (BSA), a currency swap agreement, between India and Japan thereby authorizing RBI to sign an agreement between Reserve Bank of India and Bank of

Japan.

The agreement is concluded between the premiers of both the countries at a summit-level meeting at Yamanashi, Japan. It is essentially meant to exchange and re-exchange a maximum amount of USD 75 Billion for maintaining the appropriate levels of the balance of payments for meeting short-term deficiencies in foreign payments.

This arrangement enables both countries to use the agreed amount of capital. Such an agreement is an exemplar mutual cooperation between the two countries for helping each other.



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ANWAR CEMENT

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ABER A COMMON DIGITAL CURRENCY FOR THE UAE AND SAUDI ARABIA



Saudi Arabian Monetary Authority and UAE Central Bank announced the launch of common digital currency 'Aber' to forge closer financial ties. On 29th Jan 2019, both the apex monetary bodies released a joint statement mentioning that the new digital currency will be used in financial statements between the two countries through Blockchains and Distributed Ledgers technologies.

This new digital currency also serves as an additional medium for financial remittances between the two countries. In the initial stages, this pilot project concentrates on the technical aspects and focuses on the practical application of the modern technologies

and finding out their impact on the reduction of remittance costs and assessment of technical risks involved in it and ways to deal with them. Initially, the use of this digital currency will be restricted to a limited number of banks in each state. If no technical issues are encountered, economic and legal requirements for future users will be discussed. It is the first time when monetary authorities of both countries are cooperating to use blockchain technology. With the implementation of the project, it is also possible to use the system as an additional reserve system for the settlement of domestic central payments in case of any disruption.

BHARAT RATNA AND PADMA AWARDS 2019

Bharat Ratna, the highest civilian award for 2019 was conferred upon Shri Pranab Mukherjee, the 13th President of India from 2012 until 2017, Shri Bhupen Hazarika, and Shri Nanaji Deshmukh, Social Activist, and a member of RSS.

Padma Awards 2019, one of the highest civilian awards were also distributed on 25th Jan 2019, on the eve of Republic day by the President of India at ceremonial functions which were held at Rashtrapati Bhawan.

These Padma awards are conferred in 3 categories: Padma Vibhushan, Padma Bhushan, and Padma Shri

For the year 2019, the President of India Ram Nath Kovind approved 112 Padma Awards. It comprises 4 Padma Vibhushan, 14 Padma Bhushan

and 94 Padma Shri Awards. Of the list, 21 awardees are women, 11 persons form the category of Foreigners/NRI/PIO/OCI, 3 Posthumous awardees and 1 transgender person.

The recipients of Padma Vibhushan awards are Ms. Teejan Bai, Shri Anil kumar Manibhai Naik, Shri Balwant Moreshwar Purandare, and Shri Ismail Omar Guelleh.

The recipients of Padma Bhushan are Shri Darshan Lal Jain, Shri Parvin Gordhan, Shri Mohanlal Viswanathan Nair, Shri Sukhdev Singh Dhindsa, Shri Ashok Laxmanrao Kukade, Shri Kariya Munda, etc.

The Padma Shri recipients are Rajeshwar Acharya, Illias Ali, Manoj Bajpayee, Uddhab Kumar Bharali, Jyoti Bhatt, Pritam Bhartwan, Dilip Chakravarty, Swapan Chaudhuri, Sunil Chhetri, Babulal Dahiya, etc.



Bharat Ratna and Padma Awards 2019



Padma Vibhushan

Padma Bhushan

Padma Shri



2019 61ST GRAMMY AWARDS HELD IN LOS ANGELES

The 61st Annual Grammy Awards were held in Los Angeles with all its glam and glitz on 10th Feb 2019. The largest and star-studded music awards show celebrates and honors the best in the music industry. Proclaimed as the most distinguished musical night, international singers, enthusiasts, and fans gathered to witness what is considered to be the Nobel Prize of Music.

The award ceremony is hosted by R&B singer Alicia Keys, which is the first female host in the last 14 years, held at the Staples Center in Los Angeles. Due to the fierce competition, the Recording Academy had expanded its General Field to accommodate eight nominees each. The General Field includes Record

of the Year, Album of the Year, Song of the Year and Best New Artist.

Main winners of the Grammy Awards 2019 are as follows:

- Album of the Year: Kacey Musgraves, "Golden Hour"
- Record of the Year: Childish Gambino - "This Is America"
- Song of the Year: Childish Gambino, "This Is America"
- Best New Artist: Dua Lipa
- Best Pop Solo Performance: Lady Gaga, "Joanne" (Where Do You Think You're Goin'?)
- Best Country Album: Golden Hour - Kacey Musgraves
- Best Rock Performance: Chris Cornell, "When Bad Does Good"

SAUDI ARABIA APPOINTED ITS FIRST FEMALE AMBASSADOR TO US

On February 23, 2019, Saudi Arabia appointed its first female ambassador, Princess Reema Bint Bandar, to the United States. A former Vice-President of Women's Affairs at General Sports Authority and a known philanthropist who lived in the US for more than two decades, her appointment came as a replacement of Prince Khalid bin Salman Al Saud, which was a result of fallout over journalist Jamal Khashoggi's murder tests relations between the

allies.

The princess, who has been a pioneer women's rights advocate in the kingdom, is also a rising political star in the country. Her appointment is considered as an earnest effort from Saudi Arabia that tries to smooth relations with the US after facing wide criticism for the murder of the US journalist at the Saudi consulate in Turkey. The appointment is considered as a desperate measure to quell the international outcry.

PM NARENDRA MODI AWARDED SEOUL PEACE PRIZE 2018



On Friday, 22nd Feb 2019, Indian Prime Minister Narendra Modi received the distinguished 2018 Seoul Peace Prize in recognition to his efforts in international cooperation and promoting the economic growth in the world's fastest growing large economy.

The award committee had assessed over a hundred candidates proposed by over 1300 nominators worldwide. It is awarded biennially to the individuals who have contributed to the harmony of mankind, reconciliation between nations and to world peace.

The Seoul Peace Prize Foundation presented the award to him at a grand ceremony. The life and achievements of Prime Minister Modi were also presented through a short film screened at the event. The Seoul Peace Prize Award Committee recognized the efforts of Prime Minister Narendra Modi in the growth on Indian and world economies

and acknowledging 'Modinomics' for reducing the economic and social disparity between the rich and the poor.

Being the 14th recipient of the prestigious award, he dedicated the award to people of India and donated the prize money of \$ 200000 to government's 'Namami Gange Programme' to effectively reducing the pollution and conservation and rejuvenation of river Ganga.

PM's corrective measures to make the government cleaner through his initiatives for anti-corruption and demonetization were also lauded by the award committee. Past laureates include distinguished personalities like German Chancellor Angela Merkel, UN Secretary General Kofi Annan and esteemed international organizations like Doctors Without Borders and Oxfam. Prime Minister Modi expressed his gratitude for the prestigious honor.

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MR. RAGHAV VASAL

Mr. Raghav Vasal, having completed his higher education from the University of Westminster, UK has been a source of immense inspiration for the entire Vasal Education Group. Under his youthful energy and dynamic leadership, Vasal Educational Group – as the parent company, Vasal Educational Society and I-League Education have flourished in varied dimensions to spread education and make a difference in society at large.

The groundwork for the same was done through Vasal Educational Society in 2005; the year when the planning started. This forethought materialized in 2006 when the first Cambridge International School, Dasuya was started. It commenced with a small town like Dasuya, other than being his hometown, Mr. Vasal wanted to provide quality and affordable education to all who wish to educate their children with an international level of schooling.

Who knew then that this was only the beginning of a long odyssey? GEMS Cambridge International School, Hoshiarpur and Ivy World School, Jalandhar both under the aegis of Vasal Educational Society came up subsequently with the relentless efforts of Mr. Vasal in 2009 and 2012 respectively.

Mr. Vasal had a vision, and this kept him going on to improve the standards of education being imparted in the region. Cambridge International School, Phagwara was taken over by him in 2016 which is a Higher Secondary school under I-League Education of the Group.

List of VES Schools: Cambridge International School, Dasuya; GEMS Cambridge International School, Hoshiarpur; Ivy World School, Jalandhar.

List of I-League Schools: Ivy World Play School, Civil Lines (Jalandhar); Ivy World Play School, New Jawahar Nagar

(Jalandhar); Cambridge International School, Phagwara; Ivy KindersEducare.

Scholarship: Vasal Educational Group is delighted to announce its fully funded several programs or scholarship programs to the students. The main aim of the scholarship is to provide financial help to students. Scholarship is able to change lives of financially weak students and helps them in achieving success or goals. Some special scholarship schemes are available exclusively for women as we support women empowerment. The main aim of these scholarship schemes is to encourage girls to become successful in life. Moreover, students who demonstrate the highest academic excellence and potential are also eligible for getting scholarships. Vasal Educational Group has spent more than 5.50 crore in various scholarships in the last 5 years.

Highlights:

- Shri Ram Lubhaya Maths Competition: This competition is for the students from any school, any medium. Understudies have facilities to reduce the financial burden of their parents through these scholarship schemes.
- Scholarships worth Rs. 50 lakhs: Various scholarship schemes worth Rs. 50 Lakhs based on academic details of the student.
- Special schemes for Board toppers: A very special schemes for board toppers so that students can become able to gain during their study period.
- 100% fee waiver schemes on merit-based for Grade XI and XII students: Fee waiver schemes for the financially weak but intelligent students.
- Facilities for economically weak students: Special schemes for the students who belong to a weak financial background.





BEHROUZ BOOCHANI, IRANIAN REFUGEE WINS AUSTRALIA'S RICHEST LITERARY PRIZE

Behrouz Boochani, a Kurdish-Iranian asylum seeker detained in Manus Island, Papua New Guinea has won Australia's richest and most prestigious literary prize,

the Victorian Premier's Literary Award 2019. The Guardian columnist has won the top prize for his non-fictional work "No Friends But the Mountains: Writing from Manus Prison"

sweeping \$100000 for Victorian Prize for Literature and another \$25000 for first place in the category of fiction.

Boochani wasn't allowed to attend the award ceremony which was held on 31st Jan 2019, as he was detained in the Manus Island and has been denied entry into Australia since 2013. The most surprising part of compiling his work is that he wrote the whole book on his mobile phone and sent it to Omid Tofghian bit by bit for over five years to translate it.

Boochani was among 600 refugees who were detained in the Manus Island although Australia had already closed its regional processing center there in 2017.

Speaking to Guardian, Boochani described receiving the award as "a paradoxical feeling" from a country that has kept him locked up for last 6 years. He added, "My main

aim has always been for the people in Australia and around the world to understand deeply how this system has tortured innocent people on Manus and Nauru in a systematic way for almost six years."

The Human Rights Law Center of Australia congratulated Boochani through twitter, calling his novel "an Australian story that as a nation we cannot be proud of, but it's a story that cannot be ignored".

Other award winners for 2019 included Kate Lilley for her poem "Tilt", Kim Scott for Taboo, Elise Valmorbida for her fiction "The Madonna of the Mountains", and Kendall Feavor for "Drama with The Almighty Sometimes." Ambelin Kwaymullina and Ezekiel Kwaymullina won an award in the young adult category for "Catching Teller Crow." Victoria Hannan's unpublished work, Komoko, also won the award.

WORLD GOVERNMENT SUMMIT 2019

Dubai, UAE hosted the 7th Annual World Government Summit 2019. The three-day summit was attended by 4000 decision makers across 150 countries that include the head of the state, ministers and business leaders. It's a global platform meant for shaping the future of governments worldwide.

The World Government Summit sets the agenda each year for the next generation of governments, focusing on how they can effectively use innovation and technology to solve universal challenges facing humanity. It's a neutral non-profit organization that

operates as a knowledge exchange platform for leaders in the public and private sectors to converge and collaborate with world-renowned experts to create a positive impact for citizens worldwide. This unique platform showcases and exchanges best practices and smart solutions to the challenges that nations face worldwide.

The World Government Summit was commissioned in 2013 by HH Sheikh Mohammed bin Rashid Al Maktoum as global knowledge exchange platform to showcase advance government services and technologies in an effort to



bring policymakers, businesses and civil society together into the future. At the summit, a special track focuses on Sustainable Development Goals (SDGs). The 'SDGs in Action @WGS' is organized through the collaboration between the United Nations, the World Bank, and the OECD. The collaboration brings together various stakeholders

which include governments, international organizations, subject matter experts, NGOs, academia, youth groups, and the private sector. The World Government Summit is graced by various leaders, Presidents, Prime Ministers, philanthropists, religious leaders, etc. Imran Khan, Christine Lagarde, Harrison Ford were the speakers.

CYNOSURE



EXPERIENTIAL PORTFOLIO FROM LANDS



PORTRAYALS OF WONDERMENT

Knowledge and experiences are endless, and one sires the other! To have both while soaking your spirit into the wonders of sundry momentous existences yet unexplored in the faraway lands, one may occasionally resort to disquisitions by experts. Sharing their particular peregrinational knowledge and experiences with the readers of AsiaOne magazine, Ambassador of United Arab Emirates, Ambassador of Lao People's Democratic Republic, Consul General of Malaysia and Acting High Commissioner of Democratic Socialist Republic of Sri Lanka portray their insights





UNITED ARAB EMIRATES MAJESTIC AND SIBYLLINE

Occupied for thousands of years, the land of the Emirates has recovered from Jebel Faya in the Emirate of Sharjah a settlement of people from Africa some 127,000 years ago, and even had trading links with the Harappan culture of the Indus Valley. Rich in heritage and ancient existence, the modern UAE is also rich in culture, tourism, business opportunities, architecture, and welcomes with open arms and heart all that has the capacity to make the UAE and the world a better place

**By His Excellency Dr Mohamed Omar Abdulla Balfaqeh,
Ambassador of United Arab Emirates in Singapore**

Ancient stone tools discovered at Jebel Barakah on the Arabian coast date back to a habitation from 130,000 years ago, and active human settlement in the region include the Hafit period from 3,200 to 2,600 BCE; the Umm Al Nar culture from 2,600 to 2,000 BCE; the Wadi Suq people from 2,000 to 1,300 BCE; and then the Iron Age 1 from 1,200 to 1,000 BC; Iron Age 2 from 1,000 to 600 BC; and Iron Age 3 from 600 to 300 BC; finally giving way to the Mleiha period (300 BC onward).

The various provinces and tribes created the base that is reflected in today's modern United Arab Emirates.

WELLS OF WEALTH

Being the second-largest economy in the GCC (after Saudi Arabia), UAE's economy has grown by more than 300 times since its independence in 1971, based on both oil and non-oil trade. In 2017, it was also ranked as the 26th best nation in the world for doing business based on its economy and regulatory environment by the World Bank Group.

Emirati culture is based on the Arabian culture and influences of cultures from Persia, India, and East Africa can also be found in it. The maximum such influence is visible in the Arabian and Persian architecture, and folk arts of the UAE, for example, the barjeel is a distinctive wind tower which tops traditional Emirati buildings.

It has the most diversified economy in the Gulf Cooperation Council (GCC) countries, and except Dubai – which has far smaller oil reserves, and is therefore bolder in its diversification policy – most of the UAE is dependent on oil revenues. Petroleum and natural gas continue to play a central role in the economy, especially in Abu Dhabi, and till 2009, more than 85% of the UAE's economy was based on the oil exports. However, successful efforts at economic diversification have reduced the portion of GDP based on oil/gas output to 25%.

The UAE boasts of the most advanced and developed infrastructure in the region as since the 1980s, it has been spending billions of dollars on

“EMIRATI CULTURE IS BASED ON THE ARABIAN CULTURE AND HAS INFLUENCES FROM PERSIA, INDIA, AND EAST AFRICA”



infrastructure. The larger emirates of Abu Dhabi and Dubai have developed well over the years, and the northern emirates are rapidly following suit, providing major incentives for developers of residential and commercial property.

Tourism constitutes a significant growth sector for the entire UAE economy, and Dubai is the top tourism destination in the Middle East with Dubai holding up to 66% share of the UAE's tourism economy, Abu Dhabi having 16% and Sharjah 10%. Actually, the annual MasterCard Global Destination Cities Index puts Dubai as the fifth most popular tourism destination in the world. In 2013, 10 million tourists visited Dubai.

UAE has a strong literary inclination. The Sharjah International Book Fair

is the oldest and the largest in the country. Sharjah also has a Heritage District containing 17 museums, and in 1998 it was the Cultural Capital of the Arab World. Dubai holds several art galleries in the area of Al Quoz and also museums, such as the Salsali Private Museum. Saadiyat Island is Abu Dhabi's culture district.

TOURISM OPPORTUNITIES

Travel and tourism sector contributed, in all, to the UAE's GDP with AED 159.1 billion (USD 43.3 billion) in 2016, which was equivalent to 12.1 per cent of the total GDP. It is forecast to rise by 4.9 per cent per annum from 2017 to 2027 to AED 264.5 billion (USD 72 billion) which would be equivalent to 12.4 per cent of the total GDP in 2027.

Similarly, the travel and tourism sector supported, in all, 617,500 jobs in the UAE which is 10.4 per cent of total employment, and these figures are expected to rise by 2 per cent per annum to 770,000 jobs which would be 11.1 per cent of total employment in 2027.

The UAE has launched several initiatives to boost the travel and tourism sector. Some of the initiatives are listed below:

Sustainable Tourism Development in Abu Dhabi: Department of Culture and Tourism in Abu Dhabi works towards the sustainable tourism development of the emirate, and prepares the annual Sustainability Report, launching and implementing "green" tourism and hotel initiatives, holding environment-related exhibitions and conferences.



Dubai Tourism Strategy 2020:

Launched in 2013, it is a strategic roadmap with the key objective of attracting 20 million visitors per year by 2020, and focuses on making Dubai as the “first choice” for the international leisure and business travellers. The strategy has three key objectives: Maintaining market share in existing source markets, increasing market share in markets with high growth potential, and increasing the number of repeat visits.

Sharjah Tourism Vision 2021: In 2021, the UAE would celebrate its 50th year of founding, and Sharjah Tourism Vision 2021 aims to attract more than 10 million tourists for the celebrations. Sharjah Commerce and Tourism Development Authority has adopted four strategic pillars for the success for its vision: Promoting Sharjah as an ideal family tourism destination by offering distinct packages and offers specially designed for families, Adopting an innovative tourism approach to improve the tourist experience through the provision of innovative solutions, Enhancing efficiencies in tourism sector through partnership and collaborative action to provide world-class tourism facilities and capabilities, and Promoting the cultural and heritage elements among families to build Sharjah as an international cultural hub.

Ajman Strategic Plan for Tourism 2015–2021: Ajman has a strategic plan to become the destination of choice for all types of tourists through effective strategic partnerships and continuous innovation by focusing on: improving customer experience and providing value-added services, enhancing sustainability and growth, operational effectiveness, empowered workforce in a creative work environment, rational expenditures and optimal investment of financial resources.

TOURISM LANDMARKS

The iconic skylines of high-rises and



world-famous beach resorts have made the United Arab Emirates a favourite destination for family holidays for the entire world. Landmark tourist attractions such as Dubai’s towering Burj Khalifa and Abu Dhabi’s modern Sheikh Zayed Mosque have brought UAE its maximum number of tourists.

To understand the UAE deeply, one must look beyond the skyscrapers, shopping and sandy shores, and explore its starry desert nights, its various forts and some famous and glitzy high-rises. Those looking for adventure must go to the deserts and the jagged peaks of the Hajar Mountains.

Some destinations need special mention:

Burj Khalifa: It is not only the United Arab Emirates’ most famous building and a world-famous landmark of Dubai as the world’s tallest building, it is also the tallest freestanding structure in the world, the highest observation deck in the world, and carries an elevator with the longest travel distance in the world.

Sheikh Zayed Mosque, Abu Dhabi: Famous as a mammoth modern mosque of incredible beauty, it is a work of both contemporary design and ancient craftsmanship, harmoniously blending the modern and ancient styles and techniques to create a new interpretation of Islamic architecture. Its interiors use lavish amounts of gold, mosaic tiles, and glass work, and a generous amount of marble, and its exteriors use blindingly white stone contrasting dramatically under the Emirati blue sky.

Hajar Mountains: Creating the jagged and wild heart of the United Arab Emirates through the desert,

“THE ICONIC SKYLINES AND WORLD-FAMOUS BEACH RESORTS HAVE MADE THE UAE A FAVOURITE DESTINATION”



with twisting roller-coaster roads connecting the region's villages, Hajar Mountains offer a heavenly appearance, with plenty of hiking, trekking, and bird-watching opportunities.

Jebel Hafeet: It is the second-highest peak in the United Arab Emirates, and makes for an exciting trip with its winding road to the top. From the Summit, you are able to view the area's vast sweep of desert.

Bastakia: Considered the last remaining fragment of Old Dubai, it's nostalgic because of its narrow lanes, beautifully preserved buildings of the past in typical Arabian architectural styles, various museums, typical Arabian interiors and mosques, along with a small surviving segment of the original Dubai city wall.

The Desert: The desert stretch offers four-wheel-drive trips, dune-buggy journeys, sand boarding, hiking, and camel treks. You may also opt for Bedouin-style dinners.

Beaches: There's a beach for everyone

in the United Arab Emirates. Many luxury hotels have private patches of sand, which non-guests can use for a day fee. Water-sports such as diving, jet skiing, stand up paddle boarding, and snorkeling are also available at many resort locales.

Dubai Creek Dhow Ride: One of the best ways to experience Dubai is from one of the beautiful dhows (traditional Arabic boats) that ply the creek. You may also opt for a budget cruise on one of the ablas (local ferries), which ply the water between Bur Dubai and Deira.

Al-Bidayh Mosque: This is the oldest mosque in the United Arab Emirates. It is beautifully designed and the entire surrounding area is an archaeological site, where many pottery and metal artifacts have been excavated.

Souks: If you are visiting Dubai for shopping, you must go to the scores of glitzy malls or shopping jaunts, or better still, the souks (market streets). All Emirati cities have their own souk districts to explore.

Sharjah Museum of Islamic Civilisation: Holding a wealth of fascinating and well-laid out exhibits, it traces Islam's course from the very early years of the Islamic empires through its spread into Asia and Africa and up till today.

UNIQUE EXPERIENCES OF ALL SEVEN EMIRATES

Every Emirate has a special place in the UAE as it offers a unique experience:

Abu Dhabi: It is the UAE's capital and its largest State, occupying approximately 87% of the country's territory. It is the home of Sheikh Zayed Grand Mosque, Yas Viceroy Hotel, which gives a magnificent view of the Formula 1 racing track, and Ferrari World, an indoor amusement park themed after the famous car brand.

Dubai: It is often the main reason to visit the UAE, as it is the home of Burj Khalifa, old spice and gold markets, the biggest shopping mall in the world, the only 7-star hotel in the world and many more.

Sharjah: Sharjah is famous for the Sharjah Natural History Museum, where visitors can educate themselves about the flora and fauna of the

Arabian Desert, and gives a remarkable experience, a great reminder that although the UAE is now populated by skyscrapers, it once was only desert. Another wonderful attraction of Sharjah is the Blue Souk, its impressive architecture is a favorite of residents and visitors alike. The market-like place offers traditional shops for tourists to indulge themselves.

Fujairah: Only Emirate situated on the East Coast of the UAE, Fujairah has a breathtakingly beautiful geography that can't be found anywhere else in the country. It offers the perfect contrast of massive mountains and endless beaches to either side of it. This must be visited by those who love the sea and enjoy snorkeling, as its crystal clear beaches are full of sea life. It is very close to Dubai – about an hour and a half drive from Dubai, tourists can even spend the day in Fujairah and then go back to their hotels in Dubai in the evening. Of course, one may always decide to take the opportunity and stay in one of Fujairah's various luxurious beach resorts.

Ras Al Khaimah: If you want to escape the city, you must visit Ras Al Khaimah. It is the home of high-end beach resorts such as Banyan Tree, where guests can book rooms with their own beach front and swimming pools. UAE residents prefer it for weekend get-aways. It is also well known for its historical ruins such as Dhayah Fort.

The adventurous types must visit Jazirat Al-Hamra, also known as the Ghost Town, where there are now only abandoned houses as residents left the area decades ago amid suspicion that it was haunted.

Ajman and Umm Al-Quwain: Not as famous as the other five Emirates, these two Emirates have to offer a distinct individuality of their own. While Ajman has its own share of beautiful beaches as well as history displayed through The Ajman Museum and the historical Ajman Fort, Umm Al-Quwain is home to Dreamland Aqua Park, one of the world's largest waterparks.

The reasons for visiting the United Arab Emirates are countless, if you see them in totality. It may be a small country, but the unique experiences it offers are for a lifetime!



LAOS
SIMPLY BEAUTIFUL

Boasting of a rich Buddhist culture and colonial architecture, and then stunning tourist attractions in the form of gastronomy, ancient temples, backpacking destinations, places of ancient & modern culture and history, trekking destinations, visiting hill tribes, spotting tigers and other wildlife, caves, waterfalls, plateaus and coffee, Lao People's Democratic Republic is a great country of traditions, agriculture and wildlife

By His Excellency Khonepheng Thammavong, Ambassador of Lao People's Democratic Republic in Singapore

Through the economy of the Lao PDR depends heavily on investment and trade with its neighbours, Thailand, Vietnam, and, especially in the north, China, it has consistently grown through cross-border trade. In 2011, the Lao Securities Exchange began trading, and in 2012, the government of Laos began the creation of the Laos Trade Portal, a website incorporating all information traders need to import and export goods into the country.

The growth of the economy has been consistent and trade with neighbours has improved, such as, in 2016, China became the biggest foreign investor in Laos' economy, having invested US\$8.935 billion since from 2005 to 2018, according to Ministry of Planning and Investment of Laos 2005–2018 report. Vietnam and Thailand remained the second- and the third-largest investors as they invested US\$3.767 billion and US\$3.118 billion respectively.

Because of its dependence on agriculture, subsistence agriculture makes half of Laos' GDP and provides 65.3% of employment as per 2015

figures. Rice dominates agriculture, with about 80 percent of the arable land area used for growing rice. Approximately 77 percent of Lao farm households are self-sufficient in rice.

Several economic reforms have taken place and several rice varieties have been developed, which have increased the production by an annual rate of five percent between 1990 and 2005. With persistent improvement, Lao PDR achieved a net balance of rice imports and exports for the first time in 1999. Since 1995 the Lao government has been working with the International Rice Research Institute of the Philippines to collect seed samples of each of the thousands of rice varieties found in Laos.

FULL OF RESOURCES

Laos is rich in mineral resources and metallurgy is an important industry of its economy. The government has been consistently working towards attracting foreign investment so it may develop its significant deposits of coal, gold, bauxite, tin, copper, and other valuable metals. Laos' water resources are abundant and coupled

with its mountainous terrain, it is able to produce and then export large quantities of hydroelectric energy.

A famous product of Laos is Beerlao, which is exported to many developed countries such as the US, the UK, Germany, Japan, South Korea, and also to neighbouring countries such as Cambodia, Thailand and Vietnam.

Receiving foreign direct investments since 2003–04 in its mining industry, Laos has improved its economy significantly, and more than 540 mineral deposits of gold, copper, zinc, lead and other minerals have been identified, explored and mined.

In 2018, the country ranked 139th on the Human Development Index (HDI), indicating medium development.

TOURISM OPPORTUNITIES

The growth in the tourism sector has been high, as from 1990 when 14,400 international tourists visited Laos, the figure increased to 4.1 million in 2018, and is expected to increase to 6 million by 2020. Now, Laos is expected to generate a minimum annual revenue of US\$953 million by 2020. Export earnings from international visitors and tourism goods are expected to grow in nominal terms to US\$484.2 million (12.5 percent of the total) in 2020.

Being true to its official tourism slogan of "Simply Beautiful", Laos boasts of several UNESCO World Heritage sites such as Luang Prabang

"LAOS IS CONSIDERED ONE OF THE FEW TRULY EXOTIC TRAVEL DESTINATIONS LEFT IN THE WORLD"



and Wat Phu. Laos' major festival includes Lao New Year (Boun Pi Mai Lao) celebrated in all provinces around 13–15 April, and main activities held during Lao New Year involves Ba Si or Soo Kwan, a beauty pageant, sand stupa building and water splashing each other.

The Lao National Tourism Administration, related government agencies and the private sector are working together to realize the vision put forth in the country's National Ecotourism Strategy and Action Plan.

Laos is famous for silk and local handicraft products, which are available in Luang Prabang's night market. It is also famous for mulberry tea.

Considered one of the few truly exotic travel destinations left in the world, Laos takes you to an exciting journey of back-in-time with Buddhist temples and enigmatic heritage sites.

The wonderful tourist destinations of Laos include the following:

Luang Prabang: It is a UNESCO World Heritage Site and a beautiful little town that features former royal palaces and more than 30 temples, old French colonial architecture as well as beautiful

natural sites.

That Luang: That Luang, or the Great Stupa, in Vientiane is a national symbol (on Laos' official seal) and is also the most sacred monument in the country. From the outside That Luang looks more like a fortress surrounded by high walls and it features two temples with the main stupa, the top of which is covered with gold leaf, standing 148 feet tall.

Vang Vieng: Surrounded by great mountains, rivers, limestone cliffs and rice fields, Vang Vieng is a small and scenic town that also includes the Nam Song River.

Wat Si Saket: It is famous for its cloister wall housing thousands of tiny Buddha images and rows with hundreds of seated Buddhas, dated from the 16th and 19th centuries and are made from wood, stone and bronze – more than 6,800 Buddhas in total.

Bolaven Plateau and Tad Fane Waterfall: It is famous for its great scenery, ethnic villages and unexplored corners, and holds some of Southeast Asia's most spectacular waterfalls including Tad Fane and Dong Hua Sao, with the elevation ranging from 1,000 to 1,350

metres above sea level.

Bokeo: It is rich in natural resources with hilly mountains, tropical forest and farmland, and is home to many ethnic groups who still preserve their traditional lifestyles and culture.

Buddha Park (Wat Xieng Khuan): It is a famous park with more than 200 religious statues including a huge 40-metre high reclining Buddha image. It was built in 1958 by Luang Pu Bunleua Sulilat, a monk who studied both Buddhism and Hinduism.

The Plain Of Jars: Considered the most distinctive and enigmatic of all Laos attractions, it consists of a large area around Phonsavan, the main city of Xieng Khouang Province dotted with stone jars, carved from both sandstone and granite in various sizes, about which no one knows why they are placed there.

Wat Phu: It is a UNESCO World heritage site. It means mountain temple, and situated on a hillside offers stunning views over the surrounding land and Mekong River. The magnificent workmanship done here includes temple pillars, barays, lintels, pediments, etc.



MALAYSIA

**SPRINKLING
COLOURS OF ASIA**

Consistently offering something new to discover, Malaysia boasts of one of the best economies in Asia since its independence and has been one of the leading countries in world tourism. Specifically popular as one of the best countries in the world for coastal tourism, it has stunning beaches and islands, the world's most iconic towers; the rain forest and garden city; world's most reputable budget airline; and of course, great food and diverse education systems

By His Excellency Mr. Zainal Azlan Nadzir, Consul General of Malaysia in Mumbai (India)

Holding one of the best economic records in Asia since its independence, Malaysia's GDP has been growing at an average of 6.5% per annum for more than 50 years. Though its rich natural resources have been its traditional base of growth and development, its economy has modernized and expanded in the sectors of science, tourism, commerce and medical tourism. Creating sustainable development, it is counted among one of the few developing countries that have heavily subsidised their education and healthcare sectors.

Actually, its healthcare services are among the best in the world, which

has been recognized by the UN Development Program also, which has called the Malaysian healthcare system "a model to other developing countries".

**REPRESENTING ASIA AT THE
WORLD PLATFORM**

It holds a significant place in world trade, because of abundant natural resources and because of its control over Strait of Malacca. At one time, it was the largest producer of tin, rubber and palm oil in the world.

The government of Malaysia has made efforts to diversify its economy to reduce its dependence on exports

while promoting tourism. As a result, tourism has become Malaysia's one of the largest sources of foreign exchange income.

The government agency in charge of promoting tourism in Malaysia is Tourism Malaysia or the Malaysia Tourism Promotion Board (MTPB). On 20 May 1987, the Ministry of Culture, Arts and Tourism (MOCAT) was established and Tourist Development Corporation of Malaysia (TDC) moved to this new ministry. TDC existed from 1972 to 1992, when it became the Malaysia Tourism Promotion Board (MTPB), through the Malaysia Tourism Promotion



Board Act, 1992. In 1999, Malaysia launched a worldwide marketing campaign called “Malaysia, Truly Asia” which was largely successful and brought in over 7.4 million tourists.

TOURISM OPPORTUNITIES

If your idea of travelling means relaxing on beaches and soaking up the sun, followed by an afternoon snorkel in crystal clear waters, then Malaysia is an ideal country for you. If you believe in interacting with multi-cultural and multi-ethnic people while completely immersing yourself into the rich culture, awesome destinations while learning about the traditions and history of the locals, you must visit Malaysia. Or if you are the adventurous type who needs to rush up their adrenaline on travel, while stepping out of your comfort zone and doing things that you have never done before, waste no time and book the next ticket to Malaysia.

Malaysia has unlimited fun, learning and adventure to offer: amazing cuisine, stunning national parks, picturesque beaches, world-renowned aquatic life, rich history, and a vibrant

culture. The following descriptions would help you get an idea:

The Fascinating History: Holding a unique history in its heart, Malaysia reflects a tinge of Western influence as the colonial powers had arrived here in the 16th Century. It has a bunch of UNESCO World Heritage Sites, especially in George Town, which is home to an abundance of beautiful architecture, temples, and churches.

The Unique Landscapes: You would be amazed every minute by the landscapes around you while travelling to various places. Sometimes you would feel you are standing in the middle of a rainforest surrounded by rolling hills, and at other times you would be absolutely stunned by white sandy beaches surrounded by lush greenery. Its extreme mountainous terrain would not only up your adventure quotient, but also would create amazing drives through the country while you stare out the window.

The Insanely Nice Beaches: Malaysia’s spectacular white sandy beaches and crystal clear, turquoise waters are world-famous. You may decide to avoid the more touristy and

over-crowded beaches which may be dirty for the same reason, but if you decide to go off the beaten path, you would be awed.

The Stunning National Parks: Malaysia’s picturesque national parks – there are nearly 100 parks and reserves – with endless hikes while you enjoy yourself with the unique and vibrant greenery, stunning mossy forests and vegetation in the country are found nowhere else in the world.

World-renowned Scuba Diving: Known for having world-renowned aquatic life, Malaysia is one of the best places in the world to scuba dive, specifically the Perhentian Islands where you may get your scuba diving PADI certification also. The beginners would find pretty much perfect conditions and water is calm and crystal clear.

The Popping Art Scene: In 2012, the government hired a world-renowned London artist to breathe some new light into the Penang city in the form of street art. Please don’t consider it street graffiti; it’s pure art. This art showcases the rich history of the city through some pretty wicked art displays.

I would conclude by saying that Malaysia is one country you can’t miss if you want to travel to the world for enjoyment, fascination and a relaxing vacation. The rest you must find out yourself first-hand.

“MALAYSIA IS ONE OF THE BEST PLACES IN THE WORLD TO SCUBA DIVE, SPECIFICALLY THE PERHENTIAN ISLANDS”





SRI LANKA
LAND OF SERENDIPITY
AND OPPORTUNITY

Holding an extraordinary prehistoric heritage and rich cultural traditions in its heart, the modern Sri Lanka is charismatic and enigmatic at the same time. Known as heaven on earth or the most beautiful island on earth, it is world-famous for its varieties of tea, beaches, hot spices, a divine place in Ramayana, land of precious gems, exciting wild life especially leopards and elephants, festivals, deep Buddhist philosophies, and of course cricket

By His Excellency Mr. O. L. Ameer Ajwad, High Commissioner of Sri Lanka to Singapore and Brunei Darussalam (Actg.)

Sri Lanka has embarked on an ambitious socio-economic development plan and strategy with a drastic policy reforms aiming at regaining her past glory in the Indian Ocean. The vision of the Government of Sri Lanka is to transform the country into the hub of the Indian Ocean, with a knowledge-based, highly competitive, social-market economy.

To achieve this, we endeavor to create the conditions which will generate economic growth with equity. The structural transformation necessary to achieve this vision is currently underway. The ‘Empowered Sri Lanka’ document laid the foundation for this transformation by identifying the priorities of raising incomes, ensuring employment and housing for all, and improving the quality of life for all citizens.

STRATEGICALLY POSITIONED

Sri Lanka is an export-oriented economic hub at the centre of the Indian Ocean. We recognise the fundamental reality that Sri Lanka has a domestic market of only 20 million consumers with a modest per capita income, and must rely on external demand for sustained,

high and long-term growth. We will strategically position Sri Lanka as the hub of the Indian Ocean, securing opportunities for local businesses in global production networks (GPNs). This outward-looking approach will increase the efficiency of the domestic economy, contributing to a better life for all Sri Lankans.

The social market economy principles will foster and sustain successful institutions and policy, strong market structures, and a fairer society. The private sector will play a key role: achieving high productivity, innovating, enhancing quality, as well as investing and creating new jobs. The Government will coordinate with the private sector to make the economy competitive and successful in the global environment. With market principles, economic competitiveness & social benefit in mind, we will drive appropriate economic & social policies and strategies to ensure prosperity for present & future generations.

In line with the policy of a social market economy, the Government views the provision and improvement of social goods such as education, skill development, and healthcare as part and parcel of its development agenda.

It will support inclusive growth through major infrastructural development, and through a process of technological optimization and digitalization.

We will ensure prosperity for future generations while enabling present growth and adherence to the UN sustainable development goals. Therefore the Government will undertake agricultural reforms to minimize food insecurity, and create inclusive growth by developing underserved districts. Recognizing the dangers of climate change, we will prioritise environmental protection and disaster management, and energy security. To enable these, we will undertake fundamental reforms in governance.

In short, this is our vision by 2025.

TOURISM OPPORTUNITIES

Golden sun-kissed beaches, picturesque locations, lush greenery, an island compact with all the gifts of nature and an ancient culture and heritage going back to 2500 years, amazing and an exotic wildlife to experience your adventurous side, spicy cuisine to liven up your taste buds, that’s what Sri Lanka is all about.

With its easy accessibility to reach one destination from another and the vivid diversity of locations makes Sri Lanka one of the most sought-after and popular destinations for a perfect traveler. Sri Lanka is also known as the “Land of Smiles” with its hospitable and friendly people who are keen to

“SRI LANKA HAS EMBARKED ON AN AMBITIOUS SOCIO-ECONOMIC DEVELOPMENT PLAN AND STRATEGY”

offer help when needed.

For a perfect beach holiday Sri Lanka has a golden coastline which spreads continuously along the Southern and Northern coasts, where you can relax in the palm-fringed beaches while sipping a king coconut, do some surfing at Arugam Bay.

Up in the hill country, one can enjoy the soft, cool, breeze drifting through your hotel room window in Nuwara Eliya, whilst enjoying a hot cup of freshly brewed, world-renowned Ceylon tea.

As an adventure-tourism destination, Sri Lanka has gained its popularity via offering tourists an experience worth cherishing through hiking, trekking and other adventure activities in areas like Horton Plains and Riverston, water rafting in Kitulgala, and Dolphin watching in Mirissa and Kalpitiya. Home to 8 UNESCO World Heritage sites, Sri Lanka is an incredible destination to explore, which has an exclusive tourism potential as a compact destination with so many opportunities to offer.

Sri Lanka Tourism has secured its place on the global map by receiving the “Leading Adventure Tourism Destination of the Year” award at the World Travel Awards 2018, held in Hong Kong. Sri Lanka was also selected as the number one destination to travel to in 2019 by the Lonely Planet magazine recently, which was a hallmark in Sri Lanka’s history as a leading travel destination. Sri Lanka is a country which holds a large number of cultural festivals, particularly in February, May and August. It is the “number one country” in the world for travellers to visit in 2019.

GENERATING OPPORTUNITIES FOR INVESTMENT

Tourism sector is a highly potential area for investment. The Sri Lanka Tourism Development Authority (SLTDA) has opened up many new projects for investments all over the island including the fast developing North and Eastern provinces. These projects are currently open for investment.

Dedduwa, located to the east of Bentota, is a popular tourist destination, which comprises water bodies, marshy lands & paddy fields and the



Dedduwa Lake, rich in biodiversity. An ambitious plan to transform a large swathe of the wetlands into one of Asia's top-three high-end tourism zones has been planned. Touted as Sri Lanka's biggest tourism project, the project envisions converting the 1800-acre area into a tourism zone replete with unique resorts, restaurants, water sports facilities, ferries and other entertainment & commercial activities.

Unawatuna, a key tourist destination in the Southern province, will be developed as a pilot project for a comprehensive, market-based livelihood development program.

It will give the tourists an ideal opportunity to experience Sri Lankan street food and purchase crafts.

Kalpitiya, 150km (93 miles) north of Colombo, is one of the most beautiful coastal areas of the Western Province. Kalpitiya is a peninsula that separates the Puttalam lagoon from the Indian Ocean and is a marine sanctuary with a diversity of habitats – bar reefs, coastal plains, salt pans, mangroves swamps, salt marshes, and sand dune beaches. There are 14 islands within the purview of SLTDA, and the largest island is more than 1000 acres.

The Kalpitiya Integrated Tourism Resort Project consists of Ayurveda spas, recreational centers, and other facilities. A helipad will facilitate airlifting tourists from other parts of the country.

In Thalaimannar in the Northern Province is a newly constructed Comfort Center for the use of local and foreign tourists visiting the beach. It will benefit over 500 tourists visiting the area weekly.

Tourist Info Centres for help: The Sri Lanka Tourist Promotion Bureau operates two main tourist information Centers – one at the airport and the other at the Colombo head office. The Bureau also has TICs at Kandy and at the service stations along the Southern Expressway to facilitate tourists better.

Airbnb partnership: Airbnb and the Sri



Lanka Tourism Development Authority (SLTDA), the National Tourism Organization (NTO) announced a strategic partnership to launch Airbnb Experiences in Sri Lanka and drive local, authentic and sustainable tourism across the country.

Through this Asia-first partnership, Airbnb and SLTDA will work together to onboard local experience hosts onto the Airbnb platform and help local people from across Sri Lanka share their passions and interests with travelers from around the world.

Upcoming Hotel Projects: Sri Lanka Tourism has some upcoming Hotel Projects in collaboration with Private partners, helping to gain government approval collaborating with government agencies. There are a number of branded hotels which are being constructed while some are awaiting approval. International hotels such as ICT and Sheraton are in the construction process. J.W Marriott, Ritz Carlton, and Shangri-La Hambantota are among the hotel projects which are proceeding in collaboration with the SLTDA.

Focus Sectors on Investments: These

include Agriculture – Cultivation, Processing of fruits & vegetables, horticulture & floriculture produce, fish farming and processing; Manufacturing – Electrical & Electronics high-value manufacturing, medical devices, pharmaceuticals, boats and ship-building, Mineral, chemical, and metal processing, Rubber & coconut value added; Tourism- and Leisure-related activities – Hotels/Resorts and Villas, High-end restaurants, leisure entertainments and theme parks, MICE-related infrastructure, skill development in hospitality; Export Services – Shipping and other marine services, Automation services, Aviation Services, other export services, warehousing logistics, entrepot trading, etc.; Infrastructure – Industrial Estates, Maritime Cities Development, Administrative City Development, Tech City Development, Housing Development, Mix developments projects, Housing and property developments, Shopping and Office complex, Industrial Parks, Construction of Highways and Railways, Investment Opportunities under the Western Region Megapolis Development Projects; Transport – Colombo Rapid Transits System (LRT), Inland Water Transport System, Multimodal Transport Hubs (MmTH), Restructure & Revision of Bus Service, Railway Electrification and Modernization and New Kelani

“THROUGH THEIR ASIA-FIRST PARTNERSHIP, AIRBNB AND SLTDA ARE GOING TO WORK TOGETHER”



Valley Railway Line.

STRENGTHENING STRATEGIC PARTNERSHIP

Sri Lanka and Singapore maintain historic and robust bilateral relations following the establishment of diplomatic relations between the two countries. Sri Lanka's first Executive President, the late Junius Richard Jayawardene and the founding father of Singapore, the late Prime Minister Lee Kuan Yew had maintained a special relationship and mutual respect which led to the latter visiting Sri Lanka on several occasions.

Economic Relations: Sri Lanka has identified Singapore as one of her strategic partners. Recent high-level exchange of visits between the two countries bear witness to this effect and they have generated an unprecedented momentum in the bilateral relations.

Singapore Prime Minister Lee Hsien Loong undertook a bilateral visit to Sri Lanka from 22–24 January 2018. It was a landmark visit, taking place after 13 years, with the signing of the Sri Lanka–Singapore Free Trade Agreement (SLSFTA) which was initiated by Prime Minister Ranil Wickremesinghe during his bilateral visit to Singapore in the year 2016.

SLSFTA – A Gateway: SLSFTA serves as Sri Lanka's gateway to South-east Asia and Singapore's gateway in the Indian Ocean. Trade in Goods, Rules

of Origin, Trade in Services, SPS & TBT, Investment, Government Procurement, Trade Remedy, Trade Facilitation, Intellectual Property, Transparency, Economic and Technical Cooperation are the key areas of focus under the SLSFTA, which has potential to facilitate an increase in Singapore's FDI to Sri Lanka while Sri Lankan service providers can gain by having more market access in Singapore.

Agreement on the Avoidance of Double Taxation between Sri Lanka and Singapore which came into force with effect from 31st December 2017 is another initiative to facilitate economic cooperation between the two countries.

Sri Lanka's Trade and Investment Promotion in Singapore: The High Commission of Sri Lanka in Singapore together with Sri Lanka–Singapore Business Council of the Ceylon Chamber of Commerce and IE Singapore organised a Sri Lanka Trade and Investment seminar, business matchmaking and networking events for a 26-member business delegation that visited Singapore recently. The delegation was organised by the Sri Lanka–Singapore Business Council (SLSBC) of the Ceylon Chamber of Commerce.

The programme facilitated a platform to exchange business interest, attract FDI and facilitate JV opportunities for the specified sectors particularly

for Logistics, Shipping, Supply Chain solutions & Hub operation activities, Medical and surgical consumables, Housing & Property developments, Sports & Recreational, Travel & Tour, IT, Business consultancy & Advisory, Franchise operations, etc.

Trade & Investment seminar held at the IE Singapore was attended by over 100 participants. Presentations were made by BOI, KPMG, Stax, IE Singapore and SLSBC in order to create awareness among the participants on business environment in Sri Lanka, latest amendments of the BOI incentives, Tax regime, Foreign Exchange regulations, etc.

Business matchmaking session was organised to facilitate one-to-one meetings with the visiting delegation and Singapore companies. The High Commission of Sri Lanka further facilitated a business interaction session in collaboration with Singapore Indian Chamber of Commerce (SICCI) and the event was well attended by over 60 members of SICCI.

MICE promotion event "Meet in Sri Lanka" was organized by the Sri Lanka Convention Bureau in collaboration with Sri Lanka High Commission and the Sri Lankan Airlines office in Singapore. Nine (09) Sri Lankan Companies namely, Delair Travels (Pvt) Ltd, Exemplary Voyages Pvt Ltd, Serendib Leisure Management Ltd, Shangri-La Hotel, Colombo Lanka Sportreizen, Mövenpick Hotel Colombo, The Jetwing family of Companies, World Travel Centre and Nkar Travels & Tours (Pvt) Limited had one-on-one meetings with their counterparts in Singapore.

Sri Lanka was highlighted as a MICE destination with fully equipped boutique and star-class hotels with necessary infrastructure, airline connectivity, and professional partnership with highly qualified companies with travel solutions to meet the demand of corporate sector travel and tour.

Sri Lanka participated at National Association of Travel Agents Singapore (NATAS) 2019, which is an industry-led organisation representing the travel agents in Singapore. Sri Lanka Pavilion at NATAS 2019 was represented by six companies from Sri

Lanka including two travel companies & four hotel companies along with the Sri Lanka Tourism Promotion Bureau. The companies namely Aitken Spence, Esna Holidays, Club Waskaduwa Beach Resort & Spa, Madulkelle Hotels and Lodges (Pvt.) Ltd, Theva Residency and Ballys Colombo represented the Sri Lanka Pavilion.

Participation at this year's NATAS helped to establish the new logo "So Sri Lanka" in Singapore. A documentary on Sri Lanka tourism was played to showcase the diverse tourism products of Sri Lanka. A tea-serving counter was organized to attract visitors to the pavilion by positioning the Ceylon Tea brand image.

Singapore's business activities in Sri Lanka: Colombo City Centre was set up (a Food Court in the luxury mall) and in operation, One Galle Face (Shangri La Malls) to set up and operate a Food Court in the mall.

BGI and Ark Holdings signed an MOU to form a commercial joint venture to build a crab hatchery/nursery in Sri Lanka with an export/distribution arm for commercial sustainability. HPL Hotels & Resorts will be signing an LOI with Grand Oriental Hotel to redevelop and operate the iconic colonial property.

Exchange of delegations during the year 2018: Participation at the Food & Hotel Asia from 24th to 27th April 2018 to promote Ceylon Tea and spices; Singapore Chinese Chamber of Commerce & Industry (SCCCI) delegation visit to Sri Lanka to explore potential trade and investment opportunities; Organized a 25-member Trade & investment delegation visit to Sri Lanka by SCCCI from 06–11 May 2018 in collaboration with the SCCCI Singapore; Sri Lanka's Participation at Singapore International Jewelry Expo (SIJE) 2018 from 26th to 29th July; Business matchmaking and exposure visit made by the Electrical & electronics sector Delegation from Sri Lanka from 19th

to 20th July 2018; Law Society of Singapore (Commercial Lawyers) visit was organised to Sri Lanka to explore commercial interventions with Sri Lanka from 10–14th September 2018. **Strengthening Trade & Investment Partnership with Sri Lanka:** In order to facilitate FDIs, the Board of Investment (BOI) has already set up the Single Window Investment Facilitation Taskforce (SWIFT) to streamline and fast track the investment approval process by interconnecting the first six line agencies. Exports and FDIs are priorities of Sri Lanka & it has also given priority to introduce investor-friendly mechanisms to fast-track the approval & implementation of projects.

Earnings from exports increased by 10.2 per cent to US dollars 11,360 million in 2017 from US dollars 10,310 million in 2016. It is estimated to have drawn US dollars 2.2 billion as FDIs in 2018 while exports from Sri Lanka has a recorded growth during 2017 with the developments of export support services in different ways.

Earnings from industrial exports mainly contributed to the increase in export earnings in 2017, followed by agricultural exports. Surpassing the USD 5 billion export earnings from textiles and garments, which account for about 44 per cent of total exports. Earnings from agricultural exports rose significantly by 19.0 per cent to US dollars 2,767 million in 2017.

Sri Lanka exports mainly apparel, Tea, Gems & Jewellery, Rubber and coconut-based value-added products, Spices and food ingredients, Sea food and aquarium fish, Electrical & electronics components and Boats and related products.

Sri Lanka and Singapore enjoy close economic ties, with total bilateral trade between the two countries reaching US dollars 191 million in 2017. Sri Lanka Exports Boats, vessels to Singapore and recorded a remarkable progress in 2017.

According to the growing trend, the sectors such as Cruise ships, excursion boats, ferry-boats, Gems stones, Sea Food, Black Tea, food ingredients such as spices and Essential oils, activated carbon, Coconut-based products have potential for further enhancements of exports to Singapore.

Sri Lanka has implemented several measures to increase the competitiveness and diversify exports to major markets in the recent past. Under the National Exports Strategy (NES) IT-BPM, Boating Industry, Wellness Tourism, Spices & Concentrates, Process Foods & Beverages, Electrical & Electronics components have been identified as priority sectors. The NES focuses on the short- and medium-term approaches aimed at elevating the export sector of Sri Lanka from its current level of approximately USD 10 billion annual figure to USD 28 billion by the year 2022 through a well-coordinated process involving all relevant private and public sector stakeholders and the optimal use of the country's resources and capabilities.

Further establishment of a National Single Window is progressed under the Trade Facilitation agreement of the WTO effected in 2016.

National Single Window facilitates a single point for the submission of standardized information and documents, in order to fulfill official demands and facilitate logistics.

Simplification of trade procedures and documentation, harmonization of the trade practices and rules, transparent information and procedures of international flows, recourse to new technologies to promote international trade and more secured means of payment for international commerce could be identified as trade facilitation.

Sri Lanka Trade Information Portal was launched in 2017 in order to increase access to information related to cross-border trade and to comply with the World Trade Organization's Trade Facilitation Agreement. The portal provides existing trade regulations and procedures such as laws, administrative procedures, guidance notes, forms, licenses, permits, and applicable fees, etc.

"SRI LANKA AND SINGAPORE ENJOY CLOSE ECONOMIC TIES AND ROBUST BILATERAL TRADE"




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INDIA & SINGAPORE LAY



Republic of India and Republic of Singapore have traditionally enjoyed strong and friendly bilateral relations including extensive cultural and commercial relations. These enhanced further after they signed the Comprehensive Economic Cooperation Agreement (CECA) in 2005. They have also signed a strategic-relationship agreement in order to increase trade, investments and economic cooperation, and have expanded bilateral cooperation on maritime security, training forces, joint naval exercises, developing military technology and fighting terrorism

BY ANAM KUMAR

RED & VALUES

ING PATHWAYS OF INNOVATION & ENTERPRISE



BILATERAL RELATIONS

More than half a million people of Indian origin live in Singapore. However, this is not the only reason that India and Singapore have come closer than together on multiple levels and spheres.

India and Singapore relations go a long way and have widened and deepened consistently with time. When Singapore obtained its independence in 1965, China-backed communist threats loomed large, while Malaysian and Indonesian domination was also expected. Singapore found a close strategic relationship with India significant for its regional security, which also served as a counterbalance to Chinese influence in international politics. The fact that India had already fought a war against the Chinese in 1962 helped both sides to shake hands enthusiastically. In turn, Singapore has proved to be an important strategic trading post for India giving it trade access to the Far East.

There was a time when India and Singapore held rival positions on the Vietnam War and the Cold War, as they belonged to two different camps on international foreign policy. Singapore chose to ally with North Atlantic Treaty Organization (NATO), while India being a founding member of the Non-Aligned Movement (NAM), not only supported Vietnam's independence from France, but also opposed American involvement in the Vietnam War. It also supported unification of Vietnam, and during the Vietnam War, supported the North without militarily opposing the South.

However, India and Singapore grew their relationship strategically and judiciously in the 1990s, when Singapore responded favourably to India's "Look East" Policy with a long-

term vision of expanding its economic, cultural and strategic ties in Southeast Asia to strengthen its standing as a regional power.

India's Look East policy of 1992, when it embarked upon the path of economic liberalization and export promotion, was immediately responded to by Singapore with a parallel "Look West" Policy. In addition, Singapore has always extended a hand of political support towards India in multiple ways, including getting India into ASEAN as a dialogue partner, getting it the membership of the ASEAN Regional Forum (ARF), and also in initiating ASEAN-India Summit meetings. Then, Singapore (and also Japan) also supported India's entry in the East Asia Summit (EAS). This fact becomes more significant in the light that India got an entry even when China and Malaysia opposed it. Singapore's continued efforts also resulted in India's first-ever Free Trade Agreement (FTA) with any ASEAN country. As a result, India could initiate a politico-strategic relationship with Singapore at two levels simultaneously: bilateral and ASEAN-centric.

ASEAN is composed of 10 countries: Singapore, Malaysia, Indonesia, Thailand, Vietnam, Philippines, Myanmar, Cambodia, Brunei and Laos. The ASEAN countries account for 9.5 percent of India's total commodity exports, and within ASEAN, Singapore alone absorbs 4.5 percent of India's exports. From India's perspectives, Singapore is India's 10th largest source of imports. At present, it accounts for 3.27 percent of India's total commodity imports.

OPENING NEW AVENUES

Navies of both countries started conducting joint naval exercises



and training in 1993, by the names SIMBEX and MILAN near Andaman and Nicobar Islands, and gradually expanded their cooperation in fighting terrorism. SIMBEX is an annual naval combat exercise, and several warships from India and Singapore take regular and active part in this interoperable combat exercise.

As the relationship matured, India and Singapore signed a Defence Cooperation Agreement in 2003, on expanding military cooperation, conducting joint military training, developing military technology and achieving maritime security. As decided under the Agreement, Singapore army and air force may conduct training on Indian soil.

"INDIA'S LOOK EAST POLICY OF 1992, WHEN IT EMBARKED UPON THE PATH OF ECONOMIC LIBERALIZATION AND EXPORT PROMOTION, WAS IMMEDIATELY RESPONDED TO BY SINGAPORE WITH A PARALLEL "LOOK WEST" POLICY"



In 2016, India and Singapore signed another agreement for creating a strategic relationship across the board, which includes defence and military, security and intelligence cooperation, political exchanges, enhancing trade and investment, improving financial linkages, improving air connectivity and cooperation in multilateral forums.

A year later in 2017, both signed a Naval Cooperation Agreement for boosting maritime security, joint exercises and mutual logistics support. This Agreement also allows ships of either navy to refuel, restock and rearm at each other's military bases. The camaraderie between India and Singapore may be judged by the statement of Singapore's Defence Minister Dr. Ng Eng Hen, who stated after signing the agreement that, "not only would we be more comfortable, we would encourage the Indian Navy to visit Changi Naval base more often".

In addition, the Republic of Singapore Air Force (RSAF) and the Indian Air Force (IAF) regularly conduct joint military training exercises.

Military cooperation of several decades has now transformed into resolving common security challenges for both countries, such as terrorism, maritime piracy, safety of Sea Lanes of Communications (SLoCs), etc. Set up in 2006, they conduct high-level discussions on defence and security through India-Singapore Defence Policy Dialogue. In addition, they

KEY AGREEMENTS

India and Singapore have recently signed key agreements on defence and economic cooperation after the second review of Comprehensive Economic Cooperation Agreement (CECA) between the two countries:

- Between Indian Navy & Republic of Singapore Navy concerning mutual coordination, logistics and services support for naval ships, submarines and naval aircraft, including ship-borne Aviation assets during visits.
- MoU between CERT-IN & SINGCERT, on cooperation in the area of cyber security was extended.
- MoU was signed between NCB of India and CNB of Singapore on cooperation to combat illicit trafficking in narcotic drugs, psychotropic substances and their precursors.
- MoU was signed for cooperation in the field of personnel management and public administration.
- MoU was signed between the Department of Economic Affairs, India and the Monetary Authority of Singapore on the constitution of a joint working group (JWG) on fintech between India and Singapore.
- MoU was signed between the NITI Aayog of India and the Singapore Cooperation Enterprise (SCE) on cooperation in the field of planning.
- A separate agreement was also signed on mutual recognition on nursing.

BILATERAL RELATIONS

cooperate with each other in their fight against terrorism through a Mutual Legal Assistance Treaty in criminal matters.

EVOLVING A MEANINGFUL RELATIONSHIP

India and Singapore established diplomatic relations fifteen days after Singapore's independence in 1965. They kept their relationship alive, and grew it consistently as top leaders from both countries took active interest and action. In the next six years, the erstwhile Prime Minister of Singapore Lee Kuan Yew visited India three times, in 1966, in 1970 and in 1971. In between, the former Indian Prime Minister Indira Gandhi and Deputy Prime Minister Morarji Desai also visited Singapore in 1968. As a sign of close positive relationship, Singapore supported India for a permanent seat at the United Nations Security Council, in cultivating a greater role and influence in the Association of Southeast Asian Nations (ASEAN), in India's war against Pakistan in 1965, and in the Kashmir conflict.

As the military cooperation enhanced from both sides in the 1990s and 2000s, in the last two decades, both have created economic, political and cultural hubs for each other within their countries. Over time, Singapore has emerged as a strategic partner for India in the Southeast Asia.

In the words of the then Indian Defence Minister, Pranab Mukherjee, in 2006, "Singapore has become the hub of India's political, economic and security strategy in the whole of East

Asia."

As Singapore completed 50 years of India-Singapore bilateral relations in 2015, Prime Minister Narendra Modi visited Singapore. The Father of Singapore, Lee Kuan Yew, also breathed his last in 2015 and India declared national mourning in his memory.

GREAT SOURCE OF INVESTMENT

Singapore is a significant economic partner of India, as after Mauritius, it is the second-largest source of foreign direct investment into India as of 2017-18, and is the largest among the ASEAN member nations.

In 2005, India and Singapore signed the Comprehensive Economic Cooperation Agreement (CECA) as they decided to take their strategic partnership to the next level, and garnering support from the Federation of Indian Chambers of Commerce and Industry (FICCI), the Confederation of Indian Industry (CII) and the Singapore Business Federation to promote trade, economic development and partnerships, it organized the India-Singapore Parliamentary Forum and the Singapore-India Partnership Foundation. Singapore is the first country with which India signed such an agreement.

CECA came into force after much deliberations from both countries, as first the former Indian Prime Minister, Atal Bihari Vajpayee, visited Singapore in 2002, and then during his visit the India-Singapore Joint Study Group was set up, which recommended for the Agreement. Then, for two years,



13 rounds of negotiations took place, and modalities and formalities of the Agreement were discussed and decided. The first review of CECA was done in 2007.

CECA has brought major transformations and excellent results, as it has completely removed tariff barriers, double taxation, duplicate processes & regulations, and has also offered unhindered access and collaboration between the financial institutions of Singapore and India. CECA has also facilitated alliances



"Singapore is a metaphor for the reality of dreams. India and Singapore are contributing to each other's prosperity. And, now we are building new partnerships for the digital world. Together, we will work for using the power of mobile and digital technology for governance and inclusion. Together, we can build a great economic partnership of the new age. On the foundations of this extraordinary heritage, the wealth of our human links and the strength of our shared values, India and Singapore are building a partnership of our age. It is a relationship that truly meets the test of strategic partnership. It is a partnership at the front-line of India's global engagement. Singapore is both a leading investment source and destination for India."

– **Narendra Modi, Prime Minister India**



in Singapore. In 2018, this figure has gone up by 14 per cent compared to that of 2017.

Buoyed by the success of agreements and policies under CECA, Narendra Modi visited Singapore in June 2018 for the second review of the India-Singapore Comprehensive Economic Cooperation Agreement with the Singapore Prime Minister Lee Hsien Loong. The third review has come quite close to the heels of the second review, as in September 2018, India and Singapore formally launched the third review of CECA focusing on trade facilitation, e-commerce and customs. As explained by Mr Iswaran, the third review became important after just four months of the second review because, “CECA has opened up market access for Singapore companies in a variety of sectors including finance, organic chemicals, plastics, as well as electrical machinery and equipment. Our companies also benefit from CECA’s investment protection and dispute resolution provisions, and

“BUOYED BY THE SUCCESS OF AGREEMENTS AND POLICIES UNDER CECA, NARENDRA MODI VISITED SINGAPORE IN JUNE 2018 FOR THE SECOND REVIEW OF THE INDIA-SINGAPORE COMPREHENSIVE ECONOMIC COOPERATION AGREEMENT”

and partnerships related to education, science & technology, intellectual property, aviation and relaxed visa regulations for Indian professionals in information technology, medicine, engineering and financial fields to emigrate and work in Singapore.

Under the same agreement, Singapore has invested in projects to upgrade India’s ports, airports and developing information technology parks and a Special Economic Zone (SEZ). With the enhancement of bilateral relations, Indian tourists entering Singapore broke their previous record, as in 2017, 1.27 million travelers went to Singapore. This also made India the third-highest contributor of visitor arrivals

can do business in India with greater confidence.” Further, the fact that India’s economy not only continuously expanded at the fastest pace in nine quarters, but domestic consumption and manufacturing also grew strongly has given confidence to businesses on both sides.

India-Singapore CECA benefits both countries in the following ways: there are Mutual Recognition Agreements (MRAs) which help in eliminating duplicate testing and certification of products, then a Joint Council oversees the MRAs. They have a Double Taxation Avoidance Agreement that offers zero capital gains tax for Singaporean companies similar to concessions given by India

to Mauritius. They also have mutually improved market access for each other, and have implemented fair and impartial domestic regulations. They promote and protect bilateral trade, and both have unrestricted access to their banks in each other’s country. Temasek Holdings and the Government of Singapore Investment Cooperation (GIC) also have special enhanced investment limits on financial services such as between the stock exchanges of the two countries.

Temasek Holdings is the sovereign wealth fund of Singapore government, and its India portfolio stands at around USD 10 billion. It plans to increase its portfolio further in India, with its India investments in the first three months of 2018 being around USD 1.5 billion.

Other components of India-Singapore CECA include economic cooperation in areas like education, science, technology, air services and intellectual property, and relaxed visa regimes for Indian professionals in several areas such as information technology, medicine, engineering, financial, and advertising professionals.

The second review of India-Singapore CECA was done by the Singapore Prime Minister Lee Hsien Loong and India Prime Minister Narendra Modi, and through the review the provisions of the agreement were enhanced by means of greater trade facilitation, that is both Singapore and Indian businesses were allowed increased access to each other’s markets. Tariff concessions were also expanded under the review, for 30 additional products and rules of origin were improved to provide more flexibility for Singapore exports into India to qualify for preferential tariffs under the agreement.

S Iswaran was Singapore’s Minister-in-charge of Trade Relations at that time, and he noted, “The upgraded agreement will enable more Singapore companies to qualify for lower tariffs. This improves local exporters’ access to the Indian market. I encourage our companies to make full use of the upgraded agreement and explore more opportunities for collaboration in India.”

In 2017, the total bilateral trade between Singapore and India had

BILATERAL RELATIONS

reached a figure of S\$25.2 billion, as India had emerged as Singapore's largest trading partner in South Asia, while Singapore became India's second-largest trading partner within ASEAN. Foreign Direct Investment from India to Singapore increased by S\$19.3 billion and the Direct Investment Abroad from Singapore to India increased by S\$35.6 billion in 2017 from 2005 when the CECA was first signed.

Top imports from India in 2017 include petroleum oils as well as jewellery and precious metals. Top exports to India in 2017 include machineries, petroleum oils, styrene and gold.

POSITIVE OUTLOOK

The warmth in strategic relationship of India and Singapore has grown because of the direct involvement of top leadership from both sides. Prime Minister Narendra Modi feels that, "The future is a world of unlimited opportunities and the two lions (India and Singapore) shall step into

it together. The defence relations between the two countries are among the strongest and the two sides are building a 'partnership of our age.' When India opened up to the world and turned to the East, Singapore became a partner and a bridge between India and ASEAN. Political relations between India and Singapore are among the warmest and closest. There are no contests or claims, or doubts."

He further shared, "It is a natural partnership from a shared vision. Our defence relations are among the strongest, for both. My Armed Forces speak with great respect and admiration for Singapore's Armed Forces. India's longest continuous naval exercise is with Singapore. It is a partnership at the front-line of India's global engagement. Singapore is both a leading investment source and destination for India. Singapore was the first country with which we signed a Comprehensive Economic Cooperation Agreement. On the foundations of an extraordinary heritage, the wealth of our human

links and the strength of our shared values, India and Singapore are building a partnership of our age. It is a relationship that truly meets the test of strategic partnership."

With growing engagement, Singapore has started being a key partner in India's development priorities, such as smart cities, urban solutions, financial sector, skills development, ports, logistics, aviation and industrial parks. India and Singapore have been contributing to each other's prosperity, and building new partnerships with the passage of time, they have been together building a digital world, using each others' initiatives for innovations and enterprises.

India and Singapore have several common chords connecting their hearts, and cultural & entrepreneurial arms. Together they have been working to create and enhance the power of mobile and digital technology, with the target of bettering governance and making inclusion possible.

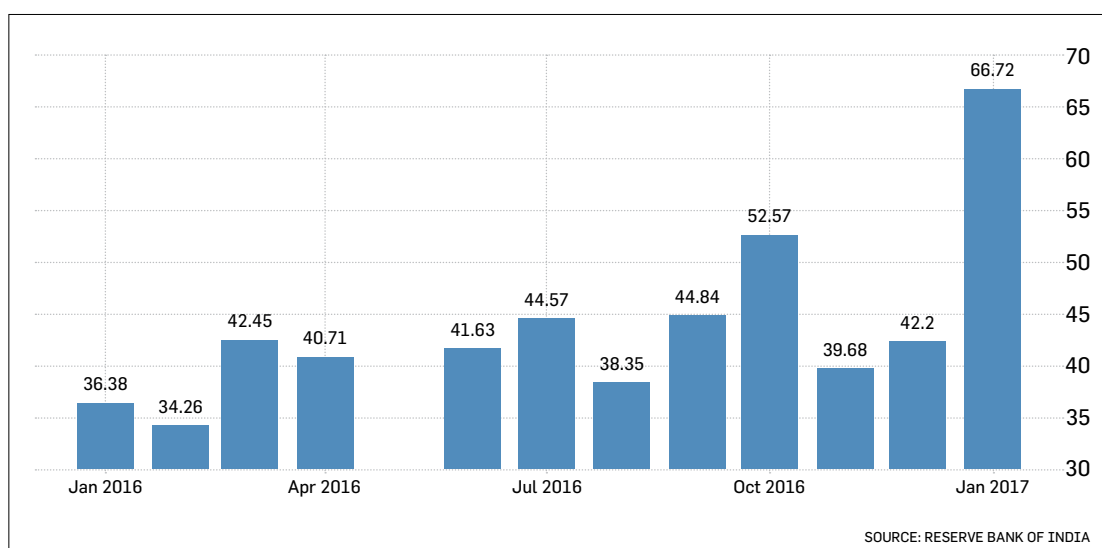
Singapore is small in size, but with global dreams it has proved that nations' greatness and achievements are not dependent on geographical size. It has not just positively used the strength of its multi-cultural society, but has actually celebrated its diversity, creating a unique Singaporean identity.

ANCIENT & MODERN CONNECTIONS

India and Singapore could quickly create highly mutually beneficial relationship because of their centuries-old historical and cultural connect which is deep-rooted. India's centuries-old trade with the South East Asia was possible as trade routes passed through Singapore. Both countries had powerful commercial, cultural and people-to-people links.

Actually, India and Singapore have been connected for trade since the Chola regime in Ancient India. In the modern India, British governing from Calcutta established a trading station in Singapore on the route of the Straits of Malacca and gradually developed it into a colony. Because of this colonial connection we find that India and Singapore have high

"FDI FROM INDIA TO SINGAPORE INCREASED BY S\$19.3 BILLION AND THE DIRECT INVESTMENT ABROAD FROM SINGAPORE TO INDIA INCREASED BY S\$35.6 BILLION IN 2017 FROM 2005 WHEN THE CECA WAS FIRST SIGNED"





“India and Singapore share long-standing cultural, commercial and strategic relations – more than half a million people of Indian origin live in Singapore and hence the ties run deep. S P Jain School of Global Management was invited by the Singaporean government to start a campus here in 2005, and the impressive growth would not have been possible without the strong support from both the Indian and Singaporean governments. As a result of the positive bilateral relations, a number of our graduates have also obtained jobs in both Singapore and India which is further testament to the cooperation of both governments.” – *Dr. John Fong, CEO & Head of Campus (Singapore), S P Jain School of Global Management, Singapore*

similarity of institutions and practices, both are quite conversant with the English language, and of course a large number of Indians are part of the Singaporean community.

The relationship has only improved with each passing year. India recognized Singapore as a new and independent country within 15 days of its independence in 1965. Growing on its economic reforms during 1990s and 2000s, India made Singapore one of its strategic partners and on the wings of its Look East Policy created a host of mutual opportunities.

MATCHING ECONOMIC NEEDS

India and Singapore are natural partners in economic and trading activities as India has been making efforts to integrate its economy with the global economy, while Singapore has a small domestic market and it has been looking outward. India's integration with global economy means more exports, liberal policies for businesses, and more foreign direct investment. As Singapore initially found it difficult to enter the developed market due to cut-throat competition, it found Indian policies and market quite friendly. Soon, the mutual ground of advancement turned into unlimited opportunities for private businesses of both the countries, which were duly supported by mutually beneficial economic and political policies by both governments.

The focus of Singapore's investment

strategy in India has been on promoting private investment from Singapore in India, asking countries like Japan to invest in India and exploring the possibilities of collaborative investment in third countries. It has also focused on infrastructure sector, and has been mainly involved in the development of ports and their upgradation, roads and constructions. The Port of Singapore Authority (PSA) together with the South India Cooperation (Agencies) Limited (SICAL) had upgraded the Tuticorin port in Tamil Nadu, and then the PSA together with the Government of Gujarat had develop a container terminal at the Pipavav port in Gujarat, which became India's first private sector-run port. The Singapore-based consortium of International Seaports Private Ltd. (ISPL) had upgraded the Kakinada project in Andhra Pradesh.

Singapore's another area of focus has been development of software technology parks in India, such as the Madras Corridor and International Tech Park Limited (ITPL) near Bangalore. Lee Kuan Yew had taken an active interest in the Madras Corridor project, while his successor, Goh Chok Tong, helped the Bangalore ITPL project become a success. A consortium of Singapore companies led by Ascendas International, the Tata Group and the Karnataka State Government with respective holdings of 40, 40 and 20 per cent, brought success to the project.

Singapore's Ascendas International

has also partnered with India's Larsen and Toubro for similar IT parks in other cities. Tourism has also emerged as a strong sector where the two countries have partnered with magnificent results.

As Indian companies see Singapore as a safe and reliable home, and a conducive and trusted springboard to start internationalizing their businesses, they prefer to open new verticals or expand the existing ones in Singapore. Their work ranges from IT services and education to logistics and manufacturing. As India is the fastest growing major economy in the world currently, and has been on a fast-growing spree for some time now, obviously needing to develop its infrastructure, Singapore companies' work in India is mainly concerned with Urban Solutions, Power, Transport and Logistics to Food Processing and Education. As regional consumption is growing and infrastructure developments are taking place, both India and Singapore are in a good position to take advantage of each other's economic fundamentals as well as the region's growth opportunities.

CULTURAL SUPPORT

Furthering their ancient cultural linkages, India and Singapore have taken several initiatives towards greater people-to-people contact, expansion of tourism and mutual appreciation of each other's cultures. Indian Presidents, including Dr A P J Abdul Kalam and K R Narayanan, had also played their parts in promoting scientific and cultural collaborations between both countries. During his visit to Singapore in 2005, Dr A P J Abdul Kalam proposed and facilitated collaborations between the Aeronautical Development Agency of Singapore and the Hindustan Aeronautics Limited of India for joint ventures in designing, developing, producing and marketing ASEAN Passenger Jets. Consequently, both countries have initiated engagements and joint programmes regarding aircraft maintenance, repair and overhaul in sync with the growing demands of international aviation industry. Next, both countries have joined hands for technological



“Economically Singapore enjoys an excellent mercantile relationship with India and India has about 22% trade with it as part of ASEAN. It is a great showpiece of urbanization, free trade economy and tolerance for multiracial multicultural and multilingual society.” – **Dr Radha Madhav Bharadwaj, Associate Professor in History, Deen Dayal Upadhyaya College, University of Delhi, India**

India-Singapore relations can be win-win. The countries have very different characteristics. India offers a low-cost base, especially for the provision of services. India is also a very large market for many types of goods. Singapore, on the other hand, has access to capital and many Singapore firms have technology that can be useful to Indian firms and consumers. – **Dr. Nitin Pangarkar, Academic Director, MBA Program, National University of Singapore, Singapore**



cooperation in the field of information and communication technology, biotechnology, biochemistry, pharmaceuticals, efficient use of energy resources and space research. They have also signed an MoU for setting up a Task Force in Information and Communications Technology and Services.

In addition, during his visit to Singapore in 2000, K R Narayanan facilitated Cooperation in the Arts, Heritage, Archives and the Library for two years through an Executive Programme. Both countries also signed an MoU on the loan of artifacts to the Asian Civilization Museum of Singapore during his visit, and on the basis of the presence of a large Indian diaspora in Singapore and India's Buddhist tourist places, they have been trying to revive their centuries-old cultural linkages. Both countries have decided to jointly develop the Buddhist religious tourism circuit in India and revive a multidisciplinary university in Nalanda in Bihar, because of its importance as the first-ever university in the history of human civilization and one of the great centres of Buddhist learning in the ancient times.

GREATER SIGNIFICANCE

India and Singapore have helped each other strengthen their larger strategic relationship in the entire Indo-Pacific region. They have created opportunities for exchanges, visits, and exercises, and also for the Singapore military to train in India. Other countries within

and without the region have also recognized their strategic and security cooperation in the larger context of Indo-Pacific region. All relevant countries watched closely when both countries held defence ministers' dialogue in November 2018 and inked a new naval pact.

In 2018, Prime Minister Narendra Modi hosted all ten ASEAN member states in New Delhi for India's Republic Day in favour of India's Act East Policy. The usual annual, overall the 25th time, Singapore-India Maritime Bilateral Exercise (SIMBEX) also took place from November 10 to 21. They also held Exercise Agni Warrior, which is the bilateral artillery exercise of the Singapore Army and the Indian Army. This is expected to continue on in 2019.

Simultaneously endeavouring to deepen their economic ties, both countries have been paving a path of mutual peace and prosperity for each other. This included their steps towards equal access, as a right under international law, to the use of common spaces on the sea and in the air. These are significant steps which would mean in the short- and long-term freedom of navigation, unimpeded commerce and peaceful settlement of disputes in accordance with international law.

Using ASEAN as a powerful platform, India and Singapore have not only created strong bilateral relations with each other, but have also taken steps towards creating a powerful front of regional security and a rules-

based order for peaceful settlement of disputes.

A joint statement laid out a broad vision for the relationship's development, spanning defence to cultural and people to people exchanges. It also reaffirmed a shared commitment to maritime security and freedom of navigation, as well as safety of sea lanes in accordance with international law, such as the UN Convention on the Law of the Sea.

The strategic partnership will see regular high-level meetings at the level of Defence Ministers, the continuation of joint military exercises across all three service arms and collaboration in defence technology and co-production of weapons.

With Mr Modi pushing infrastructure and smart cities as a key plank of his development strategy, urban solutions - a key Singapore strength - has gained salience in the relationship. The two sides agreed to enhance cooperation in sustainable smart city development with Mr Modi urging Singapore to explore the possibility of developing urban centres under the Smart Cities Initiative.

Another agreement on civil aviation will open opportunities for collaboration in development of Indian airports.

Singapore is India's largest trading and investment partners in ASEAN. The increasingly close relations between India and Singapore in recent years have been underpinned by a dramatic growth in bilateral trade.

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Mukesh Ambani

Li Ka-shing

Prince Mohammad Bin Salman



GLOBAL ASIAN OF THE YEAR

In the playfield of Asian and Global economies, some extraordinary players stand out as leaders of vision, action and ingenuity. After due deliberation, our this year's list of Global Asian of the Year comprises some exceptional names across international borders. They are extraordinary because of their uncommon, outstanding, distinctive and superior ideas

Engr. Md. Mehedi Hasan

Manwar Hossain

Dr. Hema Divakar

Chidambaram Radhakrishnan



Yusuff Ali M.A.

Madam Ho Ching

Muhammed Aziz Khan

J.C. Chaudhry



THE YEAR 2018

and actions, which have clearly led to a growth spree in their sphere of profession, which has in turn impacted positively the continental and the global economies. Naturally, they also represent the contemporary brilliant think tanks of their era. Their concerted efforts and incredible focus have helped entire nations write stimulating stories of success

Deepak Ohri

Dr. D Vijaya Krissshna

Anusha Ravi





“THE GOVERNMENT SHOULD CREATE OPPORTUNITY, CREATE BUSINESS, CREATE DEVELOPMENT, AND HAND IT TO THE INVESTOR AND START CREATING SOMETHING NEW”



Liberal policies of MbS have also given cultural and social freedom to women, as he has successfully organized the first Saudi public concert by a female singer, has admitted women in the first Saudi sports stadium, has increased presence of women in the workforce, and has opened the country to international tourists by introducing an e-visa system which can now easily be issued for foreigners from the Internet to attend events and festivals.

He has also founded an entertainment authority to host comedy shows, professional wrestling events, and monster truck rallies in Saudi Arabia. Under his guidance, in 2017,

Saudi Arabia appointed its first woman to head the Saudi Stock Exchange, and started a project to build one of the world's largest cultural, sports and entertainment cities in Al Qidiya on an area of 334-square kilometer, which would include a safari and a Six Flags theme park.

In 2018, he allowed Saudi women to open their own business without a male's permission, and also authorized Saudi women to retain immediate custody of their children after divorce without having to file any lawsuits. Again in 2018, he ordered public cinema to be opened in Saudi Arabia after a ban of 35 years, and disclosed plans to have more than 2,000 screens running by 2030.

His ambitious reforms have been quite popular with Saudi Arabia's expanding youth population who also see his clamp down on corruption as a major decision in favour of Saudi Arabia.

Considered the power behind the throne of his father, King Salman, he is currently serving as the country's Deputy Prime Minister (the title of Prime Minister is held by the King) and is also the Chairman of the Council for Economic and Development Affairs, Chairman of the Council of Political

A Brilliant Beacon of Hope and Opportunities

BY ANAM KUMAR

The Crown Prince of Saudi Arabia and First Deputy Prime Minister of Saudi Arabia, Mohammed bin Salman bin Abdulaziz Al Saud, colloquially known as MbS, is popular worldwide for his successful reforms in Saudi Arabia and bringing freedom and modernism in his country, including significant reforms such as regulations restricting the powers of the religious police and removal of the ban on female drivers

and Security Affairs, and Minister of Defense – the world’s youngest at the time of his appointment.

Though he has had his share of challenges and criticisms, he has been adamantly leading Saudi Arabia towards social and economic liberalization.

He shares, “We are a G20 country. One of the biggest world economies. We’re in the middle of three continents. Changing Saudi Arabia for the better means helping the region and changing the world. So this is what we are trying to do here. And we hope we get support from everyone.”

RISE OF THE GENIUS

Holding a bachelor’s degree in law from King Saud University, he gathered valuable experience by working for several years in the private sector before becoming personal aide to his father, and worked as a consultant for the Experts Commission, working for the Saudi Cabinet.

Entering politics at a relatively young age of 24, when he decided to join as a special advisor to his father (his father was the Governor of Riyadh Province at that time), MbS rose from one position to another quickly, such as Secretary General of the Riyadh Competitive Council, Special Advisor to the Chairman of the Board for the King Abdulaziz Foundation for Research and Archives, and a Member of the Board of Trustees for Albir Society in the Riyadh region.

When MbS was 26, the Crown Prince Sultan bin Abdulaziz passed away, and the current King Salman began his ascent to power by becoming Second Deputy Prime Minister and Defense Minister in 2011. He chose MbS again as his private advisor. When in 2012, Crown Prince Nayef bin Abdulaziz Al Saud also passed away, Prince Muhammad bin Salman moved up in hierarchy, as the current King Salman became the new Crown Prince and also the First Deputy Prime Minister. In 2013, the Chief of the Crown Prince Court – Prince Saud bin Nayef – was appointed Governor of the Eastern Province and MbS became the Chief of the Crown Prince Court, and obtained the rank of a Minister. In 2014, MbS was appointed State Minister.

In 2015, King Abdullah breathed his last and Crown Prince Salman became the King. MbS was appointed Minister of Defense, and also the Secretary General of the Royal Court, in addition to his position as the Minister of the State. In June 2017, King Salman suddenly decided to remove Muhammad bin Nayef from all positions and declared MbS his heir presumptive to the throne, appointing him the

Crown Prince.

US President Donald Trump called MbS congratulating him on his elevation, and both MbS and Trump promised to develop close cooperation on security and economic issues, while cutting off support for terrorism. MbS shared that without America’s cultural influence on Saudi Arabia, “we would have ended up like North Korea.”

MAJESTIC VISION

Creating sustainable strategies for Saudi economy, he announced plans to list the shares of the state oil company Saudi Aramco in 2016. His Vision 2030 program aims to diversify the Saudi economy through investment in non-oil sectors including technology and tourism.

“WE ARE A G20 COUNTRY. ONE OF THE BIGGEST WORLD ECONOMIES. CHANGING SAUDI ARABIA FOR THE BETTER MEANS HELPING THE REGION AND CHANGING THE WORLD. AND WE HOPE WE GET SUPPORT FROM EVERYONE”

Since beginning, MbS has believed in consolidating his growing power while enthusiastically leading a reforms programme in Saudi Arabia. His move to arrest people from the royal family and government was applauded from several quarters, as it was seen significant for changing the prevailing attitude that the royal family was above the law.

Actively restructuring Saudi Arabia’s economy since 2016, MbS has been working on Vision 2030, transforming Saudi’s economy towards a more diversified structure, developing non-oil revenues and privatizing the economy moving towards e-government and sustainable development. He asserts, “The government should not be in control of the private sector. You create opportunity, you create business, you create development, you hand it to the investor and start creating something new.”

In 2017, MbS declared creation of Neom, a \$500 billion economic zone to cover an area of 26,000 square kilometres on Saudi Arabia’s Red Sea coast, extending into Jordan and Egypt, attracting investment in renewable energy, biotechnology, robotics and advanced manufacturing. Further plans include development of a 34,000 square kilometre area across a lagoon of 50 islands on Saudi Arabia’s Red Sea coastline into a luxury tourism destination.

In 2018, MbS announced that the Public Investment Fund of Saudi Arabia’s assets had reached a staggeringly high amount of \$400 billion and would be more than \$600 billion



by 2020. In 2018 itself, he also declared Saudi Arabia's project to develop its first nuclear reactor, planning to build 16 nuclear facilities over the next 20 years, in addition to its efforts on a 1.8 gigawatt solar plant to be developed as part of a long-term project in partnership with SoftBank.

A LEADER PAR EXCELLENCE

Though MbS has been variously described as authoritarian, his views, actions and policies have been more in the lines of a nationalist and a populist, who instead of believing in an orthodox attitude towards politics, thinks as a modernist and has a liberal attitude on economic and social issues of his country. He has even shown his support for a Jewish homeland, which was until this time unheard of from a senior Saudi royal, as Saudi Arabia does not recognize Israel. Working as the Chairman of the Prince Mohammed bin Salman Foundation, which works to empower and

enable the younger generation, in line with his Vision 2030 goals of a more developed nation, he has been offering various opportunities in the fields of arts and science for the youth to nurture their talent, creative potential, and innovations through partnership programs with local and global organizations.

In his modernization efforts, he has created unprecedented opportunities and freedoms for Saudis, opening doors both ways – for his own country and the world which can interact more freely with each other and find & avail opportunities.

Sharing his zeal for transformation of his country's society and economy, he says, "I fear that the day I die, I am going to die without accomplishing what I have in my mind. Life is too short, and a lot of things can happen, and I am really keen to see it with my own eyes – and that is why I am in a hurry."



“MADAM HO CHING IS REGARDED AS A HIGHLY REVERENT LEADER IN SINGAPORE, WHOSE GUIDANCE & MANAGEMENT HAVE HELPED IT EMERGE AS A CENTRE OF OPPORTUNITIES”



Madam Ho Ching is the Chief Executive Officer of Temasek Holdings for the last 15 years, and is also the wife of the current Prime Minister of Singapore, Lee Hsien Loong. Her inherent strength, influence and status can be judged from the fact that she is considered the 28th most powerful woman in the world.

Believing in the powerful philosophies of Confucianism, Madam Ho Ching has led Singaporeans respect cultural values, honour authority, be loyal to good leaders, prefer order & hard work, and focus on education. She is regarded as a highly reverent leader in Singapore, whose guidance and

management have helped this strip of land emerge as a centre of opportunities. Always calm and balanced, she reflects an aura of fascination, sincerity and earnestness, and in her pursuit to develop Singapore as a symbol of purity and growth for the rest of the world, she has helped create a magical synchronicity with the skyscrapers and the speed of entrepreneurial life.

Keeping the devotion of the people intact towards their ancient philosophy while adding the flavor of the modern life and modern values, she has offered not only the women a direction and motivation towards reaching the zenith, but also the men a sense of entrepreneurial white heat of desire, where everyone has been equally contributing to national growth.

She is a symbol of women power and gender equality in Singapore, and her ingenious initiatives in the spheres of education, healthcare and welfare & development of children have offered everyone a chance to do their best and achieve the most desired.

FINAL EQUILIBRIUM

Madam Ho Ching has actively contributed in creating an equipoise where every Singaporean is committed to endeavour

*The **Woman** Who Brought Earth and Sky Together*

BY PAOLA MARTANI

Disseminating sublime and luminous energy, taking farsighted and insightful decisions, Madam Ho Ching has been instrumental in transforming Singapore, a small island-city with acutely limited natural resources, into a technologically advanced electronic market of the world. Considered a multicultural, global financial center, Singapore is today the most popular Asian destination for entrepreneurs to realize their dreams



MADAM HO CHING

towards nation building, despite diversity of race, language, and religion, which has actually brought more opportunities of growth and harmony.

Understanding and promoting diversity in her organization and beyond, she has guided Singapore to seize a powerful role on the world stage of business and opportunity, leading to better business outcomes. Grasping the fact that there are more than 7,000 multinational companies in Singapore, and more than 1.1 million foreigners are living and working in Singapore, which is almost one-third of the overall workforce of 3.4 million people, she has accorded due respect to this diversity, and facilitated all to be a part of the fabric of Singapore.

Her focus on diversity has led to development of talent, creativity and innovations, as everyone gets a chance to grow and try & deliver better results. This is actually one of the reasons why people find Singapore attractive for business and jobs, because diversity is part of Singapore's DNA now and differences actually create chances of improvement, higher productivity and growth. Her efforts have delivered the desired results, and Singapore is poised to become the world's first smart nation.

She led Singapore to celebrate SG50, i.e. 50 years of their independence in 2015, and she is already on course to SG100, tearing down barriers to growth and harnessing Singapore's strength in diversity. For this she has taken initiatives to make the quantum leap in productivity and ensure that every individual in Singapore feels appreciated and his/her sense of diversity is respected.

Madam Ho Ching has been leading from the front to remove any dissonances that may have existed in Singaporean economy by focusing on harmony and nation building, and she has truly corrected the errors of the past, leading the people of Singapore back into a Golden Age.

GIFT OF MIDAS

She possesses the gift of Midas, a touch that turns everything into gold. Every time she was given an assignment, she succeeded in repositioning and growing her organization or the country.

She began her career as a simple engineer at the age of 23 with the Ministry of Defense of Singapore, and quickly climbed up the success ladder to lead the defense procurement agency of the ministry as the Director of Defense Material Organization and Deputy Director of Defense Science Organization.

She is a distinguished Engineering Alumnus of the National University of Singapore and an Honorary Fellow of the Institute of Engineering, Singapore. She received a Bachelor of Engineering (Electrical, 1st class Honours) and the Master of Science (Electrical Engineering) from Stanford University.

She has also served as the Chief Executive Officer and President of Singapore Technologies Pte. Ltd., as the Chairman of GlobalFoundries Singapore Pte. Ltd., as a Director of SembCorp Industries Ltd. and has been the Chairman of the Board at Chartered Semiconductor Manufacturing Ltd.

Her academic and career achievements are attributed to her willingness to take calculated risks, and under her

“SHE POSSESSES THE GIFT OF MIDAS, A TOUCH THAT TURNS EVERYTHING INTO GOLD. EVERY TIME SHE WAS GIVEN AN ASSIGNMENT, SHE SUCCEEDED IN REPOSITIONING AND GROWING HER ORGANIZATION OR THE COUNTRY”

leadership, Temasek Holdings invested in a \$14 billion dollar fundraising round by Ant Financial, an affiliate of Alibaba. An ever-dynamic leader, she has transformed Temasek Holdings from a Singapore-focused firm into an active investor in Asia and the world, and under her directives, it has grown to a net portfolio of S\$ 308 billion (US\$ 235 billion) as on 10 July 2018.

DEEP RESPECT FOR OTHERS

Madam Ho Ching has been personally and professionally active in community service and charitable organizations, and in her public service over the years has served on various statutory boards and agencies, including as the Chairman of the Institute of Molecular Agrobiolgy, in the Economic Development Board, the National Science & Technology Board, the Singapore Institute of Standards & Industrial Research, and the Productivity & Standards Board. For her public service, she has been awarded the Singapore Public Administration Medal and the Public Service Star Award by the Singapore Government.

She is the Patron of Assisi Hospice, and the founding Chairman of Trailblazer Foundation Ltd, which is a charity organisation providing funding for education, health, sports and community welfare.

To respect her various contributions for her country, she was also inducted into the Singapore Council of Women's



Organisations' Singapore Women's Hall of Fame, which honors outstanding women of Singapore in all fields of endeavor. She is the perfect statement: without chains and without fear; a woman who did not fear to be the interpreter of a reality that had all the qualities to blossom but which seemed to be limited by tradition, becoming not only the key to restore all the brightness to a special culture, but also becoming a model for women that constitute it, a new road to admire and to undertake, for all the new young people who can now build an even more prosperous, richer Singapore.

With this aim and with a tenacity that few possess, Madam Ho Ching has been living her professional success supporting various community service and charitable organizations. Diversifying in the various sectors, from education, to health, from the wellbeing to the growth of the future generations of Singapore, with a careful and

conscious eye, she has asserted through her actions that without the care towards external people it would not be possible to progress in her country.

She is the perfect balance between professional and moral success, and through deep respect for others, life and nature, she has shown to her people and to the world that consistent hard work can deliver almost anything.

A woman, with a nature of the earth, strong, stable, quiet and at the same time soft because life is shaped in it, Madam Ho Ching has realized the way of heaven and consequently its own sacred nature, facilitating the path through which all things return to their proper place. Being able to fully develop one's own nature, she has understood the possibility to realize also the nature of other beings, becoming transforming forces and supporters of heaven and earth: in a total cooperation with oneself, entering a triad with heaven and earth.



“YUSUFF ALI DIVERSIFIED AND EXPANDED LULU GROUP, AND STARTED IMPORTING AND DISTRIBUTING FROZEN PRODUCTS FROM EUROPE AND THE UNITED STATES”



Known for his passion, a great business acumen and entrepreneurial spirit, Yusuff Ali M A, an Indian billionaire born in Nattika, Thrissur district, Kerala, finished his schooling from Nattika and went on to get a diploma in Business Management and Administration. Soon after his studies, he decided to join his paternal uncle, M K Abdullah, the Chairman and the Founder of the LuLu Group of Companies in Abu Dhabi.

Bringing his innovative ideas and expertise into the system as he quickly grasped concepts and understood the mechanisms of business, he grew with the organization and consistently expanded and

enhanced group's presence. With passing years, he understood and developed the import and wholesale distribution of the Group and then initiated the retail division in the form of a supermarket business by launching LuLu Hypermarket. He made his presence felt in the retail sector of the UAE by entering with a thumping success. As the UAE's retail sector experienced a boom, the traditional groceries and supermarkets transformed into huge neighborhood stores and hypermarkets. The retail scene of Dubai upgraded with the entry of Continent (now Carrefour) in 1995, and tapping the trend, Yusuff Ali started his first LuLu Hypermarket in the 1990s, and with this took charge of Abu Dhabi's retail sector.

DIVERSIFYING WITH EXPERTISE

After joining LuLu Group International as a family business venture, Yusuff Ali diversified and expanded the business, and started importing and distributing frozen products from Europe and the United States. Though he was based in Abu Dhabi, he took care that the products were available in other Emirates also. Expanding consistently his business, he quickly included both food and non-food categories in his products,

Intumescent Spheres of Business & Welfare

BY ANAM KUMAR

A Padma Shri awardee by the Government of India, Yusuff Ali Musaliam Veettil Abdul Kader, the Chairman and Managing Director of LuLu Group International that owns the LuLu Hypermarket chain worldwide and LuLu International Shopping Mall, has risen from a humble background to become the 26th wealthiest Indian and the 394th richest person in the world leaving a series of motivating stories in the wake



YUSUFF ALI M A

and then further launched cold storages, meat and food processing plants, large-scale import and distribution to hotel groups, catering companies, and shipping services. As early as the 1980s, the Group had dominated a large size of the wholesale and retail food market in the UAE.

Rapidly growing to several countries, the Group's operations are currently spread over three continents. Of course, LuLu Hypermarkets and Supermarkets, the Group's flagship retail chain, is the major player in the Middle East retail sector as it owns more than 100 stores in Arab states of the Persian Gulf. The Group's retailing division is strong because in addition to the hypermarkets, supermarkets and department stores, it also owns several shopping malls, such as, Khalidiyah Mall, Al Raha Mall, Al Wahda Mall, Mushriff Mall, Madinat Zayed Mall, Mazyad Mall, Ramli Mall, RAK Mall, Al Foah Mall, Al Khor Mall, Riyadh Avenue Mall in Saudi Arabia and Oman Avenues Mall spread across the GCC states.

In 2013, entering India, he also opened the LuLu International Shopping Mall in Kochi, Kerala. Though it was the Group's first retail venture in India, it is still the largest shopping mall in India. In need of handling operations expertly, the Group has painstakingly created a huge organizational structure in which more than 40,000 employees work from 37 different nationalities, and interestingly, more than half of these employees are Indians. Retail business has emerged as the backbone of the Group's business as its operations have grown to major Middle Eastern and African countries such as the UAE, Oman, Qatar, Kuwait, Yemen, Saudi Arabia, Bahrain, Egypt and Kenya, with the Retail Sourcing and manufacturing bases located in Far East, India, Africa and Guangzhou in China.

From India, its operations mainly focus on Food Processing, Export of Food & Non-food products and convention center with bases in Trivandrum, Delhi, Lucknow, Mumbai, Chennai, Cochin and Trichur. Deloitte, one of the Big Four accounting organizations and the largest professional services network in the world by revenue and number of professionals, has ranked the Group as one of the fastest growing retailers in the world.

His various expansions and diversifying initiatives include acquisition of 4.99% equity in the 93-year-old Thrissur-based Catholic Syrian Bank and increasing his stake in the Aluva-based Federal Bank to 4.47 per cent. In 2016, he also purchased the Scotland Yard Building in London,

and then entered into a \$170 million agreement with a leading London-based property developer Galliard Homes to build a 5-star hotel at the original Scottish Yard Police Station. He has also bought a 10 per cent stake in the UK-based trading firm, East India Company, and a 40 per cent stake in its fine foods subsidiary for around \$85 million in total. His project of Lulu Bolgatty International Convention Centre in Bolghatty Island is one of the largest Convention Centres in South Asia along with the third-largest Grand Hyatt branded hotel in the same campus.

BACK TO THE SOCIETY

Actively involved personally and professionally in various social, charitable and humanitarian activities both in India

“BUSINESS IS NOT JUST ABOUT MONEY, PRODUCTS OR SERVICES, IT'S ALL ABOUT PEOPLE. I DEDICATE MY SUCCESS TO THE LULU GROUP FAMILY, WHO HAVE ALWAYS SHOWN TO THE WORLD THE TRUE MEANING OF HONESTY, DEDICATION & HARD WORK”

as well as in the Arab states of the Gulf, Yusuff Ali has taken a deep interest in philanthropic activities across the globe. For instance, as part of the Group's Global CSR policy, it has joined hands with Dubai Cares and to make a difference in the educational system in some countries, has adopted schools in Gaza and Nepal.

Always ready to help where he can, he shares, “During Gulf war, the expat population was talking about pulling their money out and fleeing the region! I thought to myself that this is my business, and I have invested so much in it, and in the community. I decided to stay and go ahead.”

Yusuff Ali has personally contributed for the well-being of various communities, and with the motive to bring positive transformations, has opened a multi-faith funeral centre for the Indian community in Sharjah spread across a large area of 8.3 acres. He has also come forward to sell and promote organic products grown by the special needs community in the UAE through LuLu Hypermarkets. As he understands the power of donations, which come handy at the time of natural calamities, he has generously donated towards the Gujarat earthquake, Tsunami Relief Fund in Asia, and Typhoon and flood relief in other parts of the world. For example, he donated INR 9.5 crore for relief and rehabilitation of Kerala flood victims in 2018.

Further, he has generally ensured that the social, economic and religious welfare of expatriate Indians in



the Persian Gulf region is taken care of. Working beyond religious differences, he was instrumental in finding land for the Christian community in the region to build churches, and secure cremation grounds for the Hindu populace in the Gulf region. At times of need, when during the amnesty period in the Persian Gulf hundreds of Indians lost their livelihood, Yusuff Ali opened his arms for Indians. He also came forward to help in the rehabilitation of people who lost their livelihood in the Calicut market fire.

He asserts, “Business is not just about money, products or services, it’s all about people. I dedicate my success to the LuLu Group family, my employees, who have always shown to the World the true meaning of honesty, dedication and hard work.”

DESERVING RECOGNITIONS

In addition to his entrepreneurial success, Yusuff Ali has

invariably accorded importance to philanthropic initiatives, and his involvement with community and welfare activities has been duly recognized by governments and private organizations. Among various prestigious recognitions that he has bagged, some notable include Commander title & St. Ephraim Medal by the Patriarch His Holiness Ignatius Zakka I Iwas of Universal Syriac Orthodox Church; the archbishop Mar Gregorios award instituted by the alumni association of Mar Ivanios College, Amicos, for his contribution to the industrial sector; Arab Business Leader of the Year during the Global Arab Business Meeting held in Ras Al Khaimah; Lifetime Achievement Award; Padma Shri by Indian President Pratibha Patil; Business Man of the Year; Swiss Ambassador’s Award for outstanding efforts in promoting Swiss-UAE relations; Pravasi Bharatiya Samman – the highest Indian government award given to non-resident Indians; and so on.



“ANYTHING & EVERYTHING THAT CAN GO DIGITAL IS GOING DIGITAL. INDIA CANNOT AFFORD TO BE LEFT BEHIND. RIL WILL SET UP INDIA’S FIRST INTEGRATED DIGITAL AREA”



Mukesh Dhirubhai Ambani was born in Aden, Colony of Aden (now Yemen) to Dhirubhai Ambani and Kokilaben Ambani, and has three siblings, a younger brother, Anil Ambani, and two sisters, Dipti Salgaonkar and Nina Kothari. He is the Chairman, Managing Director, and the largest shareholder of Reliance Industries Limited (RIL), a Fortune Global 500 company and also India’s most valuable company by its market value.

He finished his Bachelor of Engineering from the Institute of Chemical Technology, and joined the family business of Reliance, established by his father. Though the

Reliance Group established by Dhirubhai Ambani had a humble start like any other business, today Reliance Industries Limited headed by Mukesh Ambani comprises Refining, Petrochemicals, and Oil & Gas sectors, and its subsidiary, Reliance Retail Ltd. is the largest retailer in India. The business has expanded over the years to provide products and services like Retail Markets and Telecommunications.

Contributing in and actively promoting the sports sphere of India, through Reliance, Mukesh Ambani owns the Indian Premier League franchise, Mumbai Indians, and is also the Founder of Indian Super League, a football league in India. In his various titles of richest person, he is also one of the richest sports owners in the world.

Now, India’s richest person for 12 straight years and one of the world’s most powerful persons, he also left Jack Ma, Executive Chairman of Alibaba Group, behind in July 2018 as Asia’s richest person.

ASCEND TO APOGEE

Mentioning Dhirubhai Ambani is imperative in the extremely motivating story of Mukesh Ambani. Born as the third son of a school teacher in Gujarat in 1932, Dhirubhai

Revolutionizing India through Innovations, Ideas and Instinct

BY ANAM KUMAR

India’s richest, Asia’s richest, world’s richest outside North America and Europe, and overall world’s 10th richest, Mukesh Ambani has a place in all zones of affluence! King of Indian business, with a net worth of USD 54 billion, his residence – Antilia – also speaks of his status in India and the world, and is one of the world’s most expensive private residences with an approximate value of \$1 billion



MUKESH AMBANI

Ambani studied at Junagadh's Bahadur Kanji High School, and dropped out of school after finishing his 10th standard to work with his elder brother Ramniklal in Aden.

After doing odd jobs in Aden for 8 years, he decided to return to Mumbai in 1957, and by 1958 had started his first small trading venture, while residing in a small apartment. He started with trading of spices and fabrics and later became the owner of a small spinning mill.

Within two decades, from 1957 to 1977, Dhirubhai Ambani had grown from a capital of INR 500 to an annual turnover of INR 70 Crore. 1977 was the same year when Reliance Industries went public. Concurrently, Dhirubhai Ambani cultivated close connections with the politicians with the help of his superb networking skills. Managing & growing his business using his unparalleled financial acumen, fresh and sharp innovations in marketing and technology, and superlative project execution skills, while fending off any obstacle that came his way, he grew staggeringly.

By 1990s, he was aggressively expanding his business into petrochemicals, oil refining, telecommunications and financial services, and by 2002 when he breathed his last, he had become a legend in the Indian business firmament, also popular as the 138th richest person in the world.

Though Mukesh Ambani was born in Yemen, his father decided to come back to Mumbai soon after his birth. In Mumbai, Mukesh grew up learning and experiencing the finest and the minutest relevant details of starting, managing and expanding multiple businesses in the unique style of his father, in addition to the usual learnings in subjects and sports in school. Though he had enrolled for an MBA at Stanford University, he left in between to give more significance to helping his father build Reliance, which had started to show signs of becoming a giant. He agreed to his father's philosophy that 'real life skills are harnessed through experiences and not by sitting in a classroom.' He didn't go back to Stanford to complete his course, and immediately set out to lead Reliance's backward integration, where companies own their suppliers to generate more revenue and improve efficiency.

Mukesh Ambani began his professional journey under the guidance of Rasikbhai Meswani the Executive Director of Reliance at that time. Reliance had started a PFY (polyester filament yarn) manufacturing company during the same time, and in addition to other responsibilities Mukesh Ambani was offered the opportunity to contribute towards building the company from scratch. However, after a few

years, in 1985, Rasikbhai Meswani passed away and the next year, in 1986, Dhirubhai Ambani suffered a stroke, shifting the entire responsibility of the company and the entire business on Mukesh Ambani's shoulders, who used this difficult time to grow and learn, rather than bend under pressure. His management and expertise impressed his father who started to trust his business instinct and allowed him complete freedom in business decisions. Thus, at the age of 24, Mukesh Ambani took complete charge of construction of Reliance's Patalganga petrochemical plant. Later, in 1999, he established Reliance Infocomm Limited (now Reliance Communications Limited), entering into the information and communications technology sector.

A turning point came in the Ambani family when Dhirubhai

“INDIA COULD POSSIBLY LEAD THE NEXT INDUSTRIAL REVOLUTION WHICH WILL BE DRIVEN BY HUMAN-CENTRIC TECHNOLOGY. IF INDIA COMBINES GLOBAL TECHNOLOGY WITH STREET SMARTNESS, SUCCESS IS BOUND TO FOLLOW”

Ambani left for the heavenly abode in 2002, without leaving a will, causing a fraternal feud between Mukesh Ambani and brother Anil Ambani. Three years later, in a settlement brokered by their mother, the two brothers decided to split the Group into Reliance Anil Dhirubhai Ambani Group and Reliance Industries Limited. Since the split, Mukesh Ambani has added another USD 30 billion to his wealth.

GROWTH OF THE GIANT

The journey and the growth of Reliance Industries have been phenomenal directly under Mukesh Ambani's leadership. In 2002, Reliance announced India's biggest gas discovery at the Krishna Godavari basin in nearly three decades and one of the largest gas discoveries in the world.

In 2005 and 2006, the company reorganized its business by demerging its investments in power generation and distribution, financial services and telecommunication services into four separate entities. In 2006, it entered the organized retail market in India with the launch of its retail store format under the brand name of 'Reliance Fresh'. In March 2013, Reliance Retail had 1466 stores in India.

In 2010, Reliance entered the broadband services market with acquisition of Infotel Broadband Services Limited, which was the only successful bidder for pan-India fourth-generation (4G) spectrum auction held by the government of India. In 2017, RIL set up a joint venture with the Russian



Company, Sibur, for setting up a Butyl rubber plant in Jamnagar, Gujarat, to be operational by 2018.

DOOR TO THE FUTURE

Magnanimously launching and gradually but consistently expanding its businesses in additional sectors, Mukesh Ambani's Reliance Jio Infocomm Limited has, within a span of only about a decade, emerged as India's third-largest-selling mobile phone brand. It is also the third-largest mobile network operator in India and the ninth largest mobile network operator in the world with over 280.117 million subscribers.

Mukesh Ambani launched Jio GigaFibre on 15 August 2018 which offers high speed broadband, landline and DTH services at reasonable prices. Jio has signed on 215 million customers by offering free domestic voice calls, dirt-cheap data services and virtually free smartphones.

Mukesh Ambani has big plans for the future. He shares, "Reliance along with other global companies will invest over Rs 60,000 crore in the next 10 years in Maharashtra, which will be the first integrated digital industrial area in the country. RIL has received overwhelming response from global technology companies to invest in this project. Within a few weeks, more than 20 global companies have already agreed to invest with us. These companies include Cisco, Siemens, HP, Dell, Nokia and Nvidia among others."

Very balanced and insightful in his words, he asserts, "Like Make in India, Digital India, we need Keep in India to retain country's talented workforce. A second green revolution is possible through the digital platform. India can overcome the challenges facing the education sector through digitisation. Through Jio we are connecting some 58,000 colleges and schools. Once this is done, we'll have most digital-enabled education system in the world."



“IT DOES NOT REALLY MATTER HOW STRONG OR CAPABLE YOU ARE; IF YOU DON’T HAVE A BIG HEART, YOU WILL NOT SUCCEED.”



As the chairman of CK Asset Holdings and CK Hutchison Holdings, Mr Li is efficiently spearheading the organizations even at a ripe age of 89 and employs around 310,000 people in more than 50 nations. His personal wealth is more than US\$37.7 billion, making him one of the richest persons in Asia. Attributing the success of Cheung Kong, which he started with only about \$50,000, to a willingness to learn the latest industry trends, Mr Li asserts that “the correlation between knowledge and business as the key to success is closer than ever.”

Even though Mr Li discontinued schooling

at a young age and never received a university degree, owing to unfavorable circumstances at the personal front, he has always been a voracious reader and attributes much of his success to his ability to learn independently. This is quite explicit from the fact that he completed Cheung Kong’s accounting books in the company’s first year himself with no accounting experience as he simply taught himself from text books.

Popularly known in Hong Kong as “Superman Li” for his ability to build empires out of ordinary businesses, Mr Li sold The Center in Central for HK\$40.2 billion (US\$5.14 billion) to a consortium of investors in what could be the world’s most expensive property transaction. He’s now become a major investor in disruptive technology – one of the first big investors in Facebook, and his most recent big acquisition being the British telecom company, O2, which he purchased for \$15 billion and has also invested in Siri and Spotify.

According to Mr Li, it took him five minutes in December 2007 to decide to invest in Facebook, even though it barely had any revenues. His investments in stocks and start-ups have also performed well; a gaming hardware maker backed by Mr Li

Leading His Life in The Best Possible Way

BY RICHA SANG

From a humble beginning to topping the tables as the richest person of Hong Kong for the 20th consecutive time, Mr Li Ka-shing has come a long way. Being a perfect embodiment of perseverance and dedication, he has not only established himself as a successful business magnate with varied interests from ports and utilities to telecoms but has also gained popularity as a philanthropist

– Razer – was one of the most sought after initial public offerings in Hong Kong in 2017 and its share price shot up 18 per cent in its trading debut.

TOILING HIS WAY TO SUCCESS

Saddled with financial responsibility from a young age, Mr Li's early leanings are replete with sweat and toil as his family migrated to Hong Kong from southern China during the Sino-Japanese war, and his father passed away after a long battle with tuberculosis. From being employed in a factory at a tender age of 16 to opening his own factory at the age of 22 and within a few years achieving great success as a manufacturer, property developer, business magnate, and investor — Mr Li is an alluring protagonist of an incredible rags-to-riches story.

His sincerity and deep commitment for his family can be assessed from the fact that he sent 90% of his pay to his mother for almost four years during the Japanese occupation of Hong Kong. Perhaps his early success as a breadwinner taught him generous values which have made him famous for his philanthropy today.

Being clearly influenced by his experience of working as a child, Mr Li asserts that “It doesn't matter how strong or capable you are; if you don't have a big heart, you will not succeed.” Showing promise as a leader and visionary, he opened his first factory in 1950 at a young age. The factory, Cheung Kong Industries, manufactured plastic flowers as he had rightly anticipated that plastics would become a booming industry.

LEADING THE WORLD WITH HIS FORESIGHTED VISION

Mr Li's first visionary move was with plastics, though he was ahead of the curve again when he moved into property development in 1979 with the acquisition of Hutchison Whampoa – this set the stage for him to become a major real estate tycoon before Hong Kong's global boom. Despite the fact that he is largely recognized as a property developer, his companies control 70% of port traffic and most electric utilities and telecommunications in Hong Kong and also owns a major stake in Husky Energy, a Canadian company. By diversifying his wealth and power across different industries and geographic areas, Mr Li exhibits that he is daring enough to learn and experiment in new areas.

Arranging his holdings strategically to ensure his security despite the state of the economy, Mr Li is adept at anticipating economic highs and lows, as he himself puts it, “I do not get overly optimistic when the market is good, nor

overly pessimistic when the market is down.”

The thriftiness which he maintained during his childhood has been successfully carried over into his current career as he adheres to a no-debt policy indicating that his companies operate using as little debt as possible, and he himself purchases all of his real estate using capital, in order to maintain zero personal debt. His good financial habits have given him the freedom to treat investment in technology as a “high stakes hobby,” through Horizons Ventures Ltd and his longtime friend, Ms Solina Chau, runs the tech fund.

Besides being one of the first big investors in Facebook, Mr Li has more recently invested in a startup that aims to replace eggs with a plant substitute as he believes in

“IN ASIA, OUR TRADITIONAL VALUES ENCOURAGE THAT WEALTH PASS THROUGH LINEAGE AS AN IMPERATIVE DUTY. I URGE TO PERSUADE ALL OF US IN ASIA THAT IF WE ARE IN A POSITION TO DO SO, THAT WE TRANSCEND THIS TRADITIONAL BELIEF”

investing in technology that he considers as “disruptive” and would thereby provide a more cutting-edge to his holdings. This approach is consistent with his constant innovation in his businesses. Perhaps one of the most important factors which have contributed to his success is the passion which he feels for his work, as he puts it, “the most important enjoyment for me is to work hard and make more profit.”

SIMPLICITY PERSONIFIED

Always preferring to spend on his investments rather than on material things, Mr Li consciously makes an effort to be perceived as materially modest and wore a £30 electric wristwatch throughout the 1990s. In spite of his wealth, he cultivated a reputation for leading a frugal, no-frills lifestyle, and was known to wear simple black dress shoes and has resided in the same house for decades, though it has now become one of the most expensive districts in Hong Kong – Deep Water Bay in Hong Kong Island.

AN EXEMPLAR OF INTEGRITY

From his humble beginnings as a teacher's son, a refugee, and later as a salesman, Mr Li provides a lesson in integrity and adaptability and through hard work, and a reputation for remaining true to his internal moral compass, he was able to establish an empire. Besides knowledge and



industry insight, he considers loyalty and reputation to be keys to success, as he puts it, “Anytime I say ‘yes’ to someone, it is a contract.” A testimony to this fact is an incident when he once turned down an offer that would have given him an extra 30% profit on a sale (and would have enabled him to expand his factory) because he had already made a verbal agreement with another buyer in the year 1956. He still carries this principle of loyalty today, even when it amounts to losing money.

MAKING THE WORLD A BEAUTIFUL AND BETTER PLACE

Revered as one of Asia’s most generous philanthropists, Mr Li has donated over US\$2.56 billion to charity and various other philanthropic causes. Mr Li considers Li Kasheng Foundation as his third son, as he puts it, “In Asia, our traditional values encourage and even demand that

wealth and means pass through lineage as an imperative duty. I urge and hope to persuade all of us in Asia that if we are in a position to do so, that we transcend this traditional belief. Our reorientation of perspective today could bring forth great hope and promises for the future. I set up a foundation that I refer to as my third son. This idea dawns on me like enlightenment, not coming from any books. Since 1980, I have dedicated to this son not only my assets but all my heart, and I believe that my colleagues in the foundation and my family are – and will remain – as committed as I am to serve his causes, reshaping destiny through education and seeking efficient initiatives that can forever help those in need.”

The Foundation is also serving humanity through its healthcare initiatives and has served 17 million patients comprising terminally ill cancer patients, cataract sufferers, patients belonging to the rural areas and amputees.



“FROM THE VERY BEGINNING OF MY LIFE THERE WERE NUMEROUS CHALLENGES ... BUT I FEEL GOD THROWS THESE CHALLENGES AT YOU ONLY TO MAKE YOU STRONGER”



The Chairman and Managing Director at Aakash Educational Services Limited (AESL), which owns Aakash Institute, Aakash IIT-JEE, Aakash Foundations, Aakash iTutor and Aakash Live brands, Mr. J.C. Chaudhry is a multifaceted personality who possesses exceptional entrepreneurial skills. His massive success can be assessed from the fact that his brainchild Aakash Institute has grown enormously from the first batch of 12 students to 1,90,000+ students at its more than 200 centres spread all over India. After receiving immense success in the field of education, he has recently forayed into the healthcare sector as the Founder

and Chairman of Aakash Healthcare Super Speciality Hospital, which was established on 27th August 2017.

SINCERE & DEDICATED

From humble beginnings as a sincere school student in an Indian village named Hathin in Haryana, Mr. Chaudhry went on to acquire his B.Sc. from Punjab University, Chandigarh and obtained M.Sc. in Botany from BITS Pilani in the year 1972 and initiated his career as a lecturer at Vaish College, Bhiwani, in the same year. The very next year he joined Hansraj Model School, Punjabi Bagh, New Delhi as a post graduate teacher in Biology. He has worked at schools under Delhi Government in the capacity of a teacher and eventually rose to the esteemed position of a Principal owing to his dedication and earnest efforts.

TURNING ADVERSITY INTO OPPORTUNITY

William Shakespeare has rightly said, “Sweet are the uses of adversity, which like the toad, ugly and venomous, wears yet a precious jewel in his head; and this our life, exempt from public haunt, finds tongues in trees, books in the running brooks, sermons

Scaling Heights of Boundless Glory with his Sheer Grit

BY RICHA SANG

Sky has never been the limit for this man of steely resolve who has left no stone unturned to reach the pinnacle of success. Besides successfully donning multifarious roles of an Entrepreneur, Motivational Speaker and Numerologist, Mr. J. C. Chaudhry also possesses a heart of gold and is contributing actively for the welfare of the society by offering scholarships to the deserving and needy students

in stones, and good in everything.” In other words, though adversity is an unpleasant eventuality for a man to face in life, but it can also turn out to be pleasant and may teach us a valuable lesson in life. In the same way, Mr. Chaudhry provides a lesson in integrity and adaptability as he has efficiently embraced adversity and turned it into opportunity. His positive attitude is explicit from some of the specific challenges he faced in his journey to success, “From the very beginning of my life there were numerous challenges. Life was not easy. But I feel the reason, God throws these challenges at you is only to make you stronger. I was barely 9 years old when I lost my mother. My father had to take work extremely hard to make ends meet and earn livelihood for a family of eight. I had no access to any mentoring, this adversity inculcated in me the ability to take quick decisions, be self-reliant and assertive. And, this is what I feel translated my challenges into my reason for success.”

ADVOCATING REFORMS IN EDUCATION SECTOR

Deeply concerned about the future of his country, Mr. Chaudhry emphasizes on the need of introducing major reforms in the field of education.

He asserts, “I think that the future of children in our country depends on what kind of Teachers/Gurus are involved in teaching. I think following steps need to be made in the Education System to lead it in a positive direction in the next decade:

1. **Strict Hiring process:** To employ the best of the best teachers, the selection process should be very stringent. They should be made to pass the Aptitude test and other types of test, so as to assess the person from all angles and qualities.
2. **Proper Training:** The teacher should teach students with passion, and not merely to fulfil their duty and job.
3. **Adequate Remuneration:** They should be given a good compensation, so that they don't look for private work and devote their 100% to the students.”

Accentuating the significance of providing skills-based training to the youth, he says, “We always, keep on talking about the youth. What kind of youth we are having? Today's youth is not having enough skills; they are only having degrees. I think they should be given training of vocational courses, so that they can earn themselves.” He further adds, “Our course curriculum should be based on the need of the Industry, so that they become useful employees. The

students should also be given 1-year compulsory training in defense forces. Degree should be awarded only after successful completion of the training, so that the country has readymade force of youth, that can be used in case of any attack or requirement of huge voluntary force to do projects of large nature.”

AN EPITOME OF HUMBLENESS

A sign of true success is to excel in humbleness and a true leader is the one who goes down the path of success and leads others onto the path. Despite resting elegantly on the coveted throne of success, Mr. Chaudhry has no airs and comes across as a down-to-earth personality. His humbleness is clearly reflected in the way in which

“IT IS THE HAPPINESS OF MY FAMILY THAT INSPIRES ME TO DO BETTER. AND BY FAMILY I ALSO MEAN MY EXTENDED FAMILY OF COLLEAGUES, STAFF, STUDENTS, PARENTS AND PATIENTS WHO HAVE SHOWN COMPLETE TRUST IN ME”

he attributes his success to multiple factors rather than merely centering it on himself. As he puts it, “I don't think I have a Success Story to tell. It is sheer hard work and blessings of God and well wishes of my family, friends and relatives that has given me my name and fame.”

He further adds, “With every honour, every award I feel my responsibility towards the society increases. I am extremely humbled and gratified at all the accolades that have been bestowed upon me. For me personally, to be honoured with ‘Dr. Radhakrishnan President's Award’ by Freedom Fighter Society in year 2002 has been the most overwhelming experience. None of this could have ever been possible without the immense support and encouragement that I have received from my family. They have been extremely patient with my hectic schedule, extremely generous in praising me and extremely proud with my every attainment.”

Expressing his appreciation for the support which he received from his better half, Mr. Chaudhry says, “My wife, in particular, has been a pillar of motivation and strength in this journey.” He concludes, “It is the happiness of my family that inspires me to do better. And by family I also mean my extended family of colleagues, staff, students, parents and patients who have shown complete trust in me. It is this faith that energizes me every morning to do better.”



BUILDING A BETTER SOCIETY

The Chinese proverb “If you want happiness for a lifetime, help somebody” holds true in case of Mr. Chaudhry who is bent on giving back to the society. He elaborates, “I feel that, giving back to the society not only make us generous, but it also gives a sense of purpose and happiness in doing something for others who need it most. Since, the last 16 years, I have been offering coaching to 50 government school students every year without fees. Also, I have always felt an inseparable connect with the almighty and it is only with Maa Vaishno Devi’s blessings that I have been able to achieve whatever that I have in life. I am also the Managing Trustee “Maa Vaishno Devi Dham” at Vrindavan, Mathura (U.P). The Dham not only gives an opportunity to all devotees to offer their prayers but also allows me to serve the poor and needy.”

He adds, “Also, at Aakash I come across numerous

students who on account of their financial condition are not able to pursue their dreams, their studies, we provide with a host of scholarships from 5% – 100%. Our flagship scholarship & reward program – ANTHE is conducted every year, which offers students with an opportunity to avail scholarship as high as 100% waiver on complete fees. We are also planning to start our centers in 2-Tier and 3-Tier cities so that students do not need to travel 50-100 kilometres daily to get good and relevant education.”

Urging the youth to always adhere to moral values, he asserts, “I would like to say that no matter whatever line of business, work or profession one chooses one must not let go of their core values. To achieve and accomplish any goal, leading a disciplined and honest life is very important. There is and can never be any shortcut to success. One should never shy away from giving their best to whatever they do.”



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“I THINK I NEED TO LEARN EVERYDAY . I AM LEARNING AT THIS POINT EVEN WHEN I AM TALKING TO YOU. HUMAN MIND IS INQUISITIVE AND LEARNING IS INHERENT”



Under the quintessential leadership of Mr. Muhammed Aziz Khan, the Summit Group accounts for 21% of Bangladesh’s private installed power generation capacity and is consistently driven by him towards the new frontiers.

AN ADMIRABLE JOURNEY

A living legend, Mr. Khan is a visionary who is consistently involved in the welfare of humanity. For him the best thing about his work life is the ability to make a positive contribution in the lives of others.

He is really passionate about his work and thoroughly enjoys his role as an entrepreneur. He started his business in Old Dhaka with his friend’s father.

Later he traded molasses to European market as fodder for animals, imported plastic for growing demand in Bangladesh for economic household items and worked as a journalist in a national daily for a while. Being a good student himself, he used to home tutor college students where he met love of his life, Anjuman Aziz Khan.

As he grew his business he welcomed his brothers into the business as well as their children as active Directors treating them as his own children.

Reminiscing about his journey as an entrepreneur, he states, “It has been an amazing journey from the beginning of my work life. I started doing business back in 1972. Ever since I am enjoying it and have continued to enjoy.”

He further adds, “I think, if you ask me what has been a good time, I would say 1972 was a good time when I started doing the business. And then when I decided to come to Singapore a couple of years back. That was another move. But, every day has been enjoyable.”

Empowering Millions with his noble vision,

Entrepreneurial Acumen and Humanitarian Philosophy

BY RICHA SANG

Mr. Khan is the pivotal force of the largest infrastructure conglomerate in Bangladesh – the Summit Group. Starting his business with zero capital, he has been listed among the richest in Singapore in 2018. Often called a visionary & a living legend, his business acumen is matched only by his dedication to improving the lives of others; he is also an avid connoisseur of art



MUHAMMED AZIZ KHAN

AN EPITOME OF HUMBLENESS

One of the uniqueness of Mr. Khan is that he is genuinely interested about people around him. He likes to meet people and talk with them.

He is fondly accepted for his handshake with strangers and friends alike accompanied with a warm smile. He inquires about their work, life, family and opinions, sometimes travels in Uber just to chat with the drivers.

Even though Mr. Khan has been resting elegantly on the summit of success for years now, yet he feels that there is so much to learn from everyone. He feels that his learning curve should be on the progressive mode forever.

As he himself puts it, “I think I need to learn everyday and I am learning this point even when I am talking to you. Human mind is inquisitive and Learning is inherent. The last thing I will learn is how a person dies.”

He further adds, “I am not saying this in a negative way. It is because I would learn it at that time. I learn every day from children to old people. I learn from businesses to businesses, country to country and from the universe as a whole. My journey of learning continues as long as I can.”

When questioned about his legacy, he came across as an epitome of humbleness. As he phrases it, “Legacy is a very large word. I don’t think I would be able to leave any legacy in that sense. But, I am doing businesses, which are good for the people, which are good for Bangladesh and I hope for the entire world.”

He further adds, “And I wish that at some point in time. I can move to more humanitarian work. I wouldn’t call it philanthropy rather being more directly connected with the eradication of poverty.”

Sharing his experience upon receiving the Global Asian Award, he asserts, “I am very grateful, very honored and humbled. I also feel that it’s a great responsibility to receive such awards and to be able to live up to the expectations. I suspect I will have to work harder.”

CEASING AN EXTRAORDINARY OPPORTUNITY

Mr. Khan is happy that Bangladesh has achieved what he calls a “phenomenal achievement” over the years.

As he puts it, “We have seen 10 yrs of continued growth of more than 7% in Bangladesh. People have graduated out of poverty. There has been major progress in social indexes such a maternal health, gender equity, child care, education and women empowerment. The country has generously invested in social infrastructure such as power generation, roads, bridges, telecommunications

network and much more”.

Describing the positive impact of the global financial crisis of 2008 for the emerging countries he observed, “The financial crisis actually was the key point where Bangladesh and other emerging countries progressed phenomenally as it brought down the interest rates to almost zero. With the LIBOR – London Interbank Offer Rates almost zero, it enabled countries like Bangladesh, India, China to borrow at a very low cost. Prior to it what we needed was an avenue for investment. We were not getting that investment when the LIBOR (London Interbank Offer Rate) were 5 or 6%.”

He adds, “In that context, a misstep of the so-called developed world enabled the emerging world to move on

“THE INDIAN SUBCONTINENT, CHINA, MIDDLE EAST AND JAPAN, IF WE CARE, WE MUST HOLD OUR HANDS, ... AND COOPERATE WITH OURSELVES ... TO BECOME THE GREATEST IN THE WORLD”

further as it also happened in Bangladesh. For companies like Summit this provided an extraordinary opportunity. We could borrow for capital intensive investments such as power generation. Summit currently produces about 1950 MWs of electricity. We could implement these projects because LIBOR was almost nearing zero and the cost of fund became somewhere around 5% with a tenor of 15 yrs. This enabled huge investment from Summit’s side. Of course it also required the capacity of Summit. The people at Summit and the Government of Bangladesh’s support.”

Talking about his plans of investing in Bangladesh, Mr. Khan asserts, “We are trying to become a regional company and invest even larger amounts in Bangladesh.”

PROMOTING MUTUAL COOPERATION FOR GROWTH

Emphasising on regional cooperation, Mr. Khan asserts, “Last but not the least, I personally feel that globalization and the dawn of the emerging countries including Indian sub-continent as well as China would happen if only we cooperate a little bit more.”

Stressing on the dire need of a strong mutual cooperation amongst the Asian countries, he adds, “The countries are cooperating but not at the level as European Union, the United States or NAFTA. Europe was at loggerheads at war only 60-70 yrs back during



world wars. Indian Subcontinent, China, Middle East and Japan, must hold our hands. We must care for each other, we must love each other. If we can care and cooperate with ourselves, this 4.3 billion people out of world's 7.2 billion, the largest landmass— we will become the greatest in the world.”

ARDENT CONNOISSEUR OF ART

A connoisseur of art, Mr. Khan was really close to the late Shilpacharya Mr. Zainul Abedin, one of the most respected artists of Bangladesh and shares a great rapport with his son Mr. Moinul Abedin. With this orientation he began his collection. Now his art collection includes original works of Pablo Picasso, Salvador Dali, Rembrandt, Rabindranath Tagore, S.M. Sultan, MF Hussain and much more. He also has close relations with the world renowned sculptor Prof. Hamiduzzaman Khan.

Under his patronage, the first sculpture park of Bangladesh, the Hamiduzzaman Sculpture Park was created at the Summit Gazipur 464 MW Power Plant at Kodda, Gazipur. The sculpture park boasts Bangladesh's longest 340 feet mural titled 'Srom O Sristi' (Labour & Creation) and sculptures with themes 'World in a frame' and 'Life & Lifeless'.

The large scale mural and contemporary sculpture garden is one of the significant art projects of Summit and is a testimony of the symbiotic relationship between industrialisation and work of art.

On Hamiduzzaman Sculpture Park, Mr. Khan remarked, “Work is natural to humanity and is nature's necessity so that the world can continue to innovate, build and create. Summit pursues businesses which enable humanity to move forward, live in harmony, peace and happiness. We are one with art and philosophy.”



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“IT IS OF UTMOST IMPORTANCE THAT THE GROUP CONDUCTS ITS PRACTICES IN ADHERENCE TO THE MOST ETHICAL STANDARDS AND PARAMOUNT HONESTY”



As the eldest son of Mr. Alhaj Anwar Hossain, the Chairman of Anwar Group of Industries, Mr. Manwar Hossain has been efficiently carrying forward the legacy of trust and excellence established by his father. A sincere and dedicated student, he completed his schooling from the St. Paul's School, Darjeeling, India in ICSE and ISC boards with flying colours. Owing to his excellent record in academics, he was also felicitated with a silver medal by the Duke of Edinburgh. After graduating from the University of Hampshire, USA, in 1992; he returned to his motherland and joined the

family business in 1994.

Following his father's footsteps, Mr. Manwar Hossain is efficiently spearheading the Group, which has spread its branches far and wide in the form of different business units namely Anwar Ispat Ltd., Anwar Cement Ltd., Anwar Cement Sheet Ltd., A-One Polymer Ltd., Anwar Galvanizing Ltd., Anwar Landmark Ltd., Anwar Jute Spinning Mills Ltd., Anwar Silk Mills Ltd., Mehmud Industries (Pvt.) Ltd., Hossain Dyeing and Printing Mills Ltd., Athena's Furniture & Home Décor and AG Auto Ltd. He is leading BD Finance & Investment Company Limited in the capacity of Chairman and is Director at Modhumoti Bank Ltd., BD Finance Securities Ltd., BD Finance Capital Holdings Ltd. and City General Insurance Company Ltd.

STRONG ROOTS, SWEET FRUITS

The Group's rich entrepreneurial history can be traced back to the 19th century. In the year 1834, Mr. Lakku Miah, Mr. Anwar Hossain's grandfather, was involved in the manufacturing of ivory combs and buttons and used to sell them in Kolkata. His son, Mr. Rahim Baksh, soon took over the business after his demise and played a

*Mastering All Trades with his Clear Vision,
Determined Will &
Innovative Approach*

BY RICHA SANG

One of the most successful entrepreneurs in Bangladesh, Mr. Manwar Hossain possesses a rich experience of more than 2 decades in the realm of business. He is riding high the success wave as the Group Managing Director of Anwar Group of Industries and is taking the conglomerate to greater heights of success and popularity



MANWAR HOSSAIN

significant role in diversification of business by trading in cloth and fabrics. The products were then sold to wholesalers located on and around the Harrison Road in Kolkata.

More than 100 years of experience, sustainability, honesty, integrity and continuous innovations are the key drivers which have enabled the Group to acquire a mammoth stature. The magnificent heritage of Anwar Group of industries had modest beginnings in 1834, stretching back to almost nine decades when they set up an ivory button and comb manufacturing plant in Dhaka. Anwar Group took its first step towards creating its core of excellence and sophistication in the early sixties by setting up and operating a silk textile unit.

Since then, the Group has come a long way towards diversifying its operations into seven major industrial and business sectors, as it quickly grew to become an important contributor to Bangladesh's economy. The Group's two of the most popular products among others are Mala Sarees and Manwar Cutleries, which have enabled it to achieve immense success and have garnered both domestic and international recognition for the brand.

INNOVATING HIS WAY TO THE TOP

Under Mr. Manwar Hossain's leadership, Anwar Group has successfully positioned itself as a market leader by implementing new ideas, creating new and exciting products and investing in improving the existing services. Innovation has been a catalyst for its growth and success and its culture of innovation has enabled its employees to generate new ideas and new ways of working to match the rapidly changing market scenario and the increasing demands of the customers.

Owing to his foresight and zeal for innovation, Mr. Manwar Hossain has enabled Anwar Group to emerge as the first electrical cable, textile and fabrics, PTFE tape and UPVC fittings manufacturer in the country. Under his guidance, the group has diversified into building materials like steel rebars, cement, cement roofing sheets and GI fittings, automobile brake drums and wide range of water pumps. Furthermore, it is promoter of a Private Sector Commercial Bank, Investment Company, and Insurance Company.

According to Mr. Manwar Hossain, "By the Grace of the Almighty Allah, the Group began to assume its shape

of brilliance and consistent innovation through sincere dedication towards delivering world-class products and services, becoming one of the few leaders in the country and is now well poised to make its mark on the global arena."

VALUING EMPLOYEES & CUSTOMERS

Mr. Manwar Hossain vehemently believes that employees play a very significant role in the growth of an organization. He rightly asserts, "The Secret of my success in the business - is my people. They are the most important asset for me. Their role behind of my success is very important. I always respect them from the core part of my heart". Though he is extremely satisfied and happy about the pivotal contribution

"THE SECRET OF MY SUCCESS IN THE BUSINESS - IS MY PEOPLE. THEY ARE THE MOST IMPORTANT ASSET FOR ME. THEIR ROLE BEHIND OF MY SUCCESS IS VERY IMPORTANT. I ALWAYS RESPECT THEM FROM THE CORE OF MY HEART"

of the Group in the national economy and gives its due credit to the employees, Mr. Manwar Hossain believes that "it is of utmost importance that the Group conducts its practices in adherence to the most ethical standards and paramount honesty. Moreover, it is equally important that Group bears in mind the value of each citizen of the country and shows a nation-wide commitment by providing the best of quality products and services to valued customers."

ASSOCIATING & COLLABORATING FOR THE PROSPERITY OF THE NATION

In his bid to contribute towards the development and prosperity of Bangladesh, Mr. Manwar Hossain actively involves himself with different trade bodies and financial institutions. He is currently the President of Bangladesh Auto Re-Rolling & Steel Mills Association (BARSMA), the Vice President of Bangladesh Cement Manufacturers Association (BCMA) and the holds the position of a Governor at International Chrysotile Association.

Richly contributing to numerous financial institutions with his expertise, he is currently associated with BD Finance & Investment Company Ltd. as Chairman and is the Director of Modhumoti Bank Ltd., BD Finance Securities Ltd., BD Finance Capital Holdings Ltd. and City General Insurance Company Ltd. He has also been the Vice Chairman and Director of the City Bank Ltd., the



Chairman and Director of Bangladesh Commerce Bank Ltd. and the Director of Dhaka Chamber of Commerce & Industry (DCCI) in the past.

TREADING TOWARDS A BRIGHTER FUTURE

The success of Anwar Group is the sum of the collective endeavours of its dedicated employees and the noble vision of its management. Taking pride in the century old legacy of Anwar Group and valuing its sincere employees, who have enabled it to emerge as one of the largest conglomerates in Bangladesh with numerous industrial units and several trading and service sector outfits,

Mr. Manwar Hossain envisions that “their products and services would have touched every Bangladeshi’s life by 2020, in one way or another.” He further adds, “By 2020, the Group would also like to enroll at least 20,000 people with employment.”

WORKING HARD FOR THE BETTERMENT OF THE SOCIETY

Under Mr. Manwar Hossain’s leadership, Anwar Group is consistently working in continuity with its pursuit of excellence by following ethical practices and delivering premium quality products and services and is retaining the trust and faith of its loyal customers.

Besides being an exceptional entrepreneur, Mr. Manwar Hossain is environmentally conscious, a strong advocate of sustainable development and ensures that the Group adopts an eco-friendly approach to development. As a result, in most of the cases, the Group follows the green practices externally and internally. Under his guidance, the group is also involved in CSR (Corporate Social Responsibility) activities in the sector of education, provides free health services, conducts tree plantations and is a regular contributor to various social organizations.



“I CONSIDER MY ATTITUDE AS MY STRENGTH. TAKING CHALLENGE IS WHAT I ALWAYS SEEK ... I CONTEMPLATE SUCCESS & FAILURE IN A BALANCED MANNER”



Always brimming with positive attitude, which is his greatest strength, Engr. Mehedi Hasan considers every challenge as an opportunity and contemplates failure as not the end but a beginning. Being a fine amalgam of an entrepreneur and a philanthropist, he has a strong faith in humanity and actively participates in philanthropic activities. As a hardworking, insightful and passionate entrepreneur, Engr. Mehedi Hasan has successfully established several of his businesses in less than two decades. On the other hand, he has also earned the respect of the society at large as a man of

noble character who is deeply committed to the social causes and is involved in various philanthropic ventures in Bangladesh.

PURSUING A GROWTH STRATEGY

Born and brought up in Bangladesh, Engr. Mehedi Hasan acquired his Bachelor of Science in Computer Engineering (COE) degree from American International University, Bangladesh. In addition, he has attained proficiency in various management courses. Spearheading one of the fastest growing groups in Bangladesh, he has consistently pursued a strategy of growth which has made Omicon one of the most reputable names in publishing, printing, distribution and retail in the Asia-Pacific region. His firm belief in the philosophy of enriching life through knowledge, which transcends boundaries of geography and culture, has enabled the Group to expand its publishing network all over the globe including Asia, Europe and the USA in 11 languages.

Generating Multifarious Streaks of Success with his Strong Will

BY RICHA SANG

Apart from efficiently leading the Omicon Group as Group Chairman & CEO and successfully driving its diverse verticals like trading, import, export, manufacturing consumer products, books and magazine publishing, paper manufacturing, textiles, agro, poultry and IT services, Engr. Mehedi Hasan is also deeply associated with the social and philanthropic ventures for the welfare of the community and the nation



ENGR. MEHEDI HASAN

INITIATING THE PUBLISHING BREAKTHROUGH FOR REVOLUTIONIZING THE EDUCATION SECTOR

It is an irrefutable fact that education is one of the most powerful things in life, which enables us to find meaning behind everything and helps improve lives in a massive way. It not only gives us an understanding of the world around us but also offers us an opportunity to use that knowledge wisely. Ultimately, it helps one to gain societal recognition and lead a happy and prosperous life.

As an educational entrepreneur or Edupreneur, Engr. Mehedi Hasan was driven by the aim of bringing a positive change in the lives of numerous students by facilitating major reforms in book publishing. He was well aware of the fact that the book publishers in Bangladesh had been using sheet-fed press (in which sheets of paper are fed into the printing press to be printed on) to publish books and its adverse consequences on more than 25 million students per year, as it was a relatively time-consuming process. To be more precise, he was deeply concerned with the fact that despite the academic session in the country starting from the month of January; the students were receiving the academic books only by May or June because of the slow processing of sheet-fed press. Undoubtedly, this was one of the major drawbacks of the education system in Bangladesh.

Foreseeing the significance of web press in terms of time and cost in order to overcome the challenges posed by sheet-fed press, Engr. Mehedi Hasan acquired the distinction of being the first person in Bangladesh who introduced web printing in the year 2008. This new development in the printing industry revolutionized the entire education scenario in Bangladesh and helped more than 30 million students to get their books on time. This step was also appreciated by government bodies like National Curriculum and Textbook Board in Bangladesh. It also inspired numerous other major book publishers in the nation, who followed his lead and switched over to web press within a year of its introduction.

He intends to provide comprehensive and cost effective education to all the students and consistently participates in various book fairs namely London International Book fair, Frankfurt International Book Fair, Beijing International Book Fair and Bologna Children's Book Fair to gain exposure on the current trends in the sector and enrich his knowledge.

EMPLOYEE-FOCUSED APPROACH

As an employee-centred leader, Engr. Mehedi Hasan always

focuses on the satisfaction of his employees as he believes that happy employees lead to happy customers. He also lays adequate stress on the recruitment process as he believes that the selection of the right candidate is very important for the organization. He asserts, "Being an entrepreneur, I never look for the best people for my workstation. I always look for the right people. Because I believe right people are the best people for the right job."

UNCEASING SERIES OF ACCOLADES & AWARDS

Awards not only help in acknowledging success but they also help in recognizing many other parameters such as ability, struggle, effort and above all, excellence of the leader. Owing to his significant contribution to the field

"BEING AN ENTREPRENEUR, I NEVER LOOK FOR THE BEST PEOPLE FOR MY WORKSTATION. I ALWAYS LOOK FOR THE RIGHT PEOPLE. BECAUSE I BELIEVE RIGHT PEOPLE ARE THE BEST PEOPLE FOR THE RIGHT JOB"

of business, society and environment, he has received International Star for Leadership in Quality Award, Paris, France in the year 2017.

Under his leadership, Omicon Group has received external recognition from all over the world in the form of awards namely International Green Era Award for Sustainability, Berlin, Germany in 2017, European Award for Best practices, Belgium in 2016, Best Enterprise Award from The Socrates Committee, Oxford, United Kingdom in 2015 and Century International Quality Era Award, Geneva, Switzerland in 2014.

JOINING HANDS FOR THE PROSPERITY OF THE NATION

Owing to his active contribution to the nation's economy, Engr. Mehedi Hasan has been associated with a number of trade associations and industry bodies. He is General Body Member of The Federation of Bangladesh Chambers of Commerce & Industry (FBCCI) and Dhaka Chamber of Commerce & Industry (DCCI). He contributes to Commonwealth of Independent State Bangladesh Chamber of Commerce and Industry as Director. He is Corporate Member of India Bangladesh Chamber of Commerce & Industry (IBCCI), and Life Member of Bangladesh India Friendship Society (BIFS). He is the Chairman of Bilateral Trade Committee at Bangladesh Malaysia Chamber of



Commerce & Industry (BMCCI) and was associated with Academic & Creative Publishers' Association of Bangladesh (ACPAB) as Director.

MAKING THE WORLD A BETTER PLACE

Broadly defined as love for humankind, Philanthropy aims to improve the wellbeing of humankind by preventing and solving social problems. A firm believer in the philosophy of giving and a profound philanthropist at heart, Engr. Mehedi Hasan focuses on the elimination of social problems and believes in working for the welfare of humanity. As he puts it, "I live in this era with an utter belief in humanity that humanity itself can make a difference to the world and make the world a great, free living place."

He is efficiently leading Omicon Foundation as Executive Director and under his patronage countless under

privileged senior citizens, women and children have benefited from distribution of warm clothing, blankets, academic stipend, free books, and other necessary requirements.

Additionally, he is associated with Shornokishoree Network Foundation as an Advisor. It is a registered non-profit and social change maker development organization in Bangladesh, which started its journey in 2012. The Foundation promotes health, rights and development of the adolescent population of Bangladesh, enabling each and every adolescent to become healthy, responsible and independent adult.

Possessing a heart of gold, he attempts to undertake each and every possible measure to contribute to the society at large and is also playing an active role in the national development by his contribution to the various financial and educational sectors in the country.



“BRANDS SHOULD ALWAYS GO LOCAL OR SHOULD CUSTOMIZE EVERYTHING. THE KEY IS NOT ‘LOCAL,’ THE KEY IS ‘CUSTOMER’”



Lebua Hotels and Resorts is also an international luxury brand with a collection of 5-star hotels and fine restaurants in Thailand, New Zealand and India, with plans for further global expansion.

Deepak Ohri, Chief Executive Officer of lebua Hotels and Resorts, began his own chain of luxury hotels and restaurants with a rare vision where he mixed experiences with absolute satisfaction.

He was the first employee of his organization. When he started there was nothing but an empty abandoned building and a big dream.

Obsessed with offering superlative

experiences to his customers from the moment they enter any one of his luxury hotels, and then throughout their stay, he envisioned structures filled with experiential luxury that would be at several levels higher than found at most other five-star hotel companies.

His focus then, as now, is on creating emotional experiences which, he believes, creates unforgettable experiences and brand loyalty.

“People want authentic experiences that are relevant to the destination. But the key is that these experiences are tailored to the customers’ needs. This requires knowledge of the market. We know who our customers are, and we know what they want. Of course this is different in different markets. The key is not local; the key is customer.”

Stressing the need for marketing in any business, he believes that lebua is a marketing company that happens to be in the hotel business.

Constant innovations and exclusive experiences that are unique to lebua can be found at all his properties in India, New Zealand and Thailand.

Intense, Ingenious and Imposing Journey to Zenith

BY ANAM KUMAR

Deepak Ohri is the man behind the shaping of the vision that inspired Bangkok’s first, now iconic, rooftop bars and restaurants at lebua hotel. Over the years exciting culinary and cocktail experiences have joined the Bangkok hotel’s family of ever-popular hotspots. But the energetic visionary has announced – the dream is about to get much bigger: he is creating the world’s first vertical destination



DEEPAK OHRI

HISTORY

Deepak launched Bangkok's first iconic rooftop destination: The Dome at lebua, which boasts Michelin Stars, jaw-dropping views and avantgarde design in various restaurants and bars such as Sirocco, Mezzaluna, Breeze, Distil and Sky Bar. Once his dream had become a reality, in a move that was the reverse of industry norms, the all-suite luxury hotel, lebua, was launched off of the success of the food and beverage outlets.

A new level of luxury was created a decade later with the Tower Club at lebua. These suites are located on the top floors (51st to 59th) featuring exclusive privileges. "As CEO of a luxury company, I know that our success is dependent upon not only understanding what our customers want but appreciating their differences. Offering products, services and experiences that cater to those differences while still maintaining the essence of the brand. I recognize this is hard work", he laughs.

APPRECIATION

Deepak Ohri's commitment to the global hospitality industry has not gone unnoticed. His innovative spirit has been honoured by industry awards from prestigious organizations worldwide.

These include: Global Asian of the Year, The Achievers and Leaders Award; The Best in Asia: Entrepreneur of the Year Award; Most Enterprising Entrepreneur Award; Entrepreneur of the Year Award by Art of Travel and The Ultimate Luxury Travel Book, Netherlands. Additionally, lebua Hotels and Resorts have won prestigious awards including more than 60 for The Dome, World's Leading All-Suite Hotel Award, Signature Luxury Hotel's Award, overall Best Hotel in Asia and Restaurant of the Year, and many more.

SPEAKER

Deepak Ohri's interests also include speaking, lecturing and writing. He is a sought-after speaker on the subjects of luxury and strategy and regularly addresses Global CEO conferences and World Travel and Tourism Councils worldwide.

As an expert in hospitality, Deepak is also a regular lecturer at leading and prestigious management schools such as the Indian Institute of Management Bangalore (IIMB), ISB Hyderabad, INSEAD and Harvard Business School and has even been a contributor on Luxury and Travel for the Financial Express Newspaper in India, with a

weekly column, DEELUXE.

He is a member of the World Travel & Tourism Council and serves on the advisory board of Singapore's Cornell-Nanyang Institute of Hospitality Management.

FOCUS & PERSPECTIVE

Deepak's avant-garde business strategies and use of research & technology have made lebua internationally acclaimed. Regularly achieving the top 1% of companies in the world for customer satisfaction by TNS research1 (TRI*M Index), making the company an active point of discussion in several top business schools including Harvard, Kellogg, INSEAD, NYU, Columbia and IIMs.

It is with an alignment of focus and perspective that

“WHAT IS LUXURY?’ CERTAINLY DIFFERENT PEOPLE CAN DEFINE LUXURY IN DIFFERENT WAYS, AND I FEEL THAT LUXURY IS ABOUT EXPERIENCE AND RARITY, NOT NECESSARILY THE ‘EXCESS’ THAT ITS LATIN ROOT WORD SUGGESTS”

he has redefined luxury accommodation and made lebua amongst the world's best. He now sets his sight on opening in Europe and the Caribbean. He says: "Knowledge of the customer in every new luxury market is critical. Given my business, I tend to focus on fine dining, wine and spirits, and travel."

"Certainly people define luxury differently. I feel luxury is about unique experiences. Not 'excess'. Of course, if something can go wrong it will, but you know with a luxury brand; it will be made right. So, when it comes brand value for the consumer, and our ultimate success; I think the key is staying humble. We must stay close to the customer."

His working style is unique and quite impressive. Firmly believing in painting his life canvas with myriad bright colours of success, Deepak Ohri picked his inks in the international hospitality industry through operational and executive roles at Kempinski and Taj Hotels, finally portraying lebua Hotels and Resorts, an international luxury hospitality company, comprising a collection of five-Star hotels and fine restaurants in Thailand, New Zealand and India, and is now expanding globally.

Keeping focus and perspective invariably aligned, he has redefined luxury accommodation in the world, and as his chains of hotels are already counted among the world's best, he wishes and plans to open his wings to take a flight into Europe and the Caribbean with a luxury



period property just outside of Paris and an all-suite luxury boutique property in Saint Martin as well as hotels in India.

His vision has defined his style of working, as he believes in consistent innovations to offer exclusive experiences – that cannot be found anywhere else in the world – at all his properties in either India or New Zealand or Thailand.

In his position as the CEO of lebua Hotels and Resorts, he has focused on an ingenious and professional approach for utmost customer satisfaction.

As Deepak Ohri believes in instilling a special touch of his unique perspective in every structure he owns, he was confident of the success of The Dome, and as the expected became a reality, he moved further with conviction & panache, and first rechristened the Meritus hotel as an all-suite luxury hotel, lebua, and then launched the now world-famous lebua Hotels and Resorts as a luxury hotel chain in Thailand, New Zealand and India.

ACTIVE NATION BUILDING

Mixing passion with compassion, Deepak Ohri has been working actively towards nation building, as he inspires the next generation of leaders through his insightful perspectives and complements the zealous ideas of other contemporaries through his right-on-point professional advices. Concurrently, sharing his success and the means & reasons of success, he has been philanthropically helping organizations such as Terng-Chuer-Bualert Foundation and Médecins Sans Frontières (Doctors Without Borders).

Further clarifying his concepts and efforts, he shares, “So, when it comes to luxury brands’ value to the consumer, and their ultimate success, I think the key is staying humble. We all have a lot to learn and we should stay close to the customer so we can learn properly. Things will inevitably go wrong. True luxury brands will do what it takes to make it right.”



“MANAGING DIVAKARS SPECIALITY HOSPITAL, I HAVE CREATED SEVERAL WIN-WIN SITUATIONS, PROVING THAT ‘A WILL CAN FIND ITS WAY’”



Firmly believing in the simple mantra, Health is Wealth, Dr. Hema has been living the life others yearn to live by well setting her priorities that include preventing illness and promoting wellness, not only for herself but also for society in general.

To give a meaningful turn to her inborn gift to excel and her strong passion for medicine, Dr. Hema chose some of the best centres in the world for her education, and completed her MD from Wadia Maternity Hospital, Mumbai, and obtained Postgraduate Diploma in Medical Law & Ethics, and Diploma from the All India Institute of

Management. Longing to achieve and learn more, she completed her FICMCH and then FICOG. She also has a Masters Degree in Alternative Medicine and a PG Diploma in Preventive and Promotive Health 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 also received the honorary fellowship from the Royal College London.

Under the able and insightful guidance of Dr. Hema – who is counted among the best Gynecologists of India – Divakars Speciality Hospital, Bangalore, has reached several pinnacles of success offering the best treatments to women while matching international standards. A multi-speciality hospital in Bangalore, India, it follows the philosophy of Dr. Hema, and every person working here possesses exemplary determination, expertise in his/her own area of function, and a high consciousness for

In Service of The Society and the Nation

BY ANAM KUMAR

An internationally renowned gynecologist & obstetrician, and a speaker & an activist, Dr. Hema Divakar has not only been dedicating herself to the service of women's healthcare for the last three decades, but her pioneering innovative research has been instrumental in bringing extraordinary improvements in medical practices in India and in influencing policy changes at the national level in our country



DR. HEMA DIVAKAR

quality. Thus, the Hospital obtained the ISO Certification in 1998 itself and was the first private hospital in the State to obtain this certification. Ever-ready to meet new challenges of the healthcare industry, it consistently updates itself, and making innovations a regular practice it uses contemporary technology with caution, complimentary therapies with expertise and evidence-based medicine with experience.

Dr. Hema has painstakingly established 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.

Well understanding that a woman's healthcare needs vary greatly throughout her lifetime, she guides with her team of expert physicians at three wings at Divakars Hospital: Pragati – for scientific excellence, research and training, Jagruti – for public awareness and health check camps and programmes, and Sanskruti – to conduct music and dance events to promote culture and heritage.

In addition, she has also been educating pregnant women through radio, television, YouTube, social media, women organizations, and has been conducting child birth classes, fit-to-be-mom programmes, menopause and cancer awareness programmes, and has been promoting yoga in pregnancy on various forums.

WOMAN OF DIVERSE TALENTS AND RESPONSIBILITIES

In addition to being a gynecologist & obstetrician, Dr. Hema is also a speaker, an activist, technical advisor to Ministry of Health and Family Welfare, CEO & Chairman of ARTIST, and the Former President of the largest body of specialist ObGyns, Federation of Obstetric and Gynaecological Societies of India (FOGSI). Under her presidentship, FOGSI is credited for adopting a four-pronged approach to tackle four different issues, ABCD – Anaemia among adolescent and pregnant women, Building contraceptive choices, Cancer cervix, and Diabetes.

Asian Research & Training Institute for Skill Transfer (ARTIST) requires a special mention here, because she has developed ARTIST Skill Gurukool as a premier institute for learning based out of Bangalore and aims to improve the capabilities and competencies of Obstetrics & Gynaecologists (ObGyns) and healthcare providers in India. ARTIST comprises a group of expert healthcare professionals, leaders of professional national & international organizations, key opinion makers,

researchers and academicians, leading clinicians in practice – a mix of the best healthcare industry resources under one umbrella. Conducting training, teaching and research through specialists, ARTIST's primary focus is to bridge the gaps between the Knowledge, Attitudes & Practices (KAPs) amongst the ObGyns across India by skill transferring.

Through ARTIST, Dr. Hema wishes to engage in original operational research in a pragmatic and practical manner in both rural and urban India, properly taking care of the context, logistics, and above all, feasibility of implementing the planned clinical protocols in the predetermined context for the benefit of women and children.

Dr. Hema has ensured that in addition to offering certificates, ARTIST trains and retrains well through

“AT THE INTERNATIONAL LEVEL, DR. HEMA DIVAKAR REPRESENTS INDIA AT VARIOUS INTERNATIONAL PLATFORMS, AND IS PRESENTLY THE AMBASSADOR FOR THE NATIONAL PROFESSIONAL ORGANISATION OF OBGYNs”

multiple directly relevant activities such as role plays, mock drills, rehearsals and everything else on a need basis with the ultimate objective of adequately and completely transferring skills, making trainees absolutely competent in basic ObGyn skills and also in basic and advanced skills in the fields of endoscopy, ultrasound and infertility with a foundation of evidence-based protocols.

ARTIST has also entered into a public-private partnership (PPP) with the National Rural Health Mission (NRHM) to adopt and manage the First Referral Units (FRU), exclusively dedicated for maternal healthcare services, in several economically backward districts of Karnataka.

Dr. Hema shares, “All our trainings are low dose high intensity sessions, each time for smaller groups of people so that every participant can be provided with individual attention and can be certified as being competent in performing the skill.”

FOCUSING ON NATION BUILDING

In the capacity of the 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 is not limited to nation building through determined



efforts in the entire healthcare industry, as one of the leading medical professionals of India she has also been dedicatedly improving the healthcare services ecosystem for the welfare of women, and has been establishing new benchmarks and standards in women healthcare in India.

As the President of FOGSI in 2013–2014, she unveiled the landmark 'Vision 2022' aimed at the overall well-being of women folk, including better healthcare services and societal perception, some of which are now state policies.

She shares her vision on women's health, "The event Vision 2022 is a great opportunity to learn, share, celebrate and together build a better approach to a responsible and healthy India for the future, through collaborations for skill transfer. We celebrate collaborations to skill India."

Her absolute focus and zeal for community service reflects in her contribution towards women healthcare through national, local and state organizations particularly

in India. She also represents India at various international platforms, and is presently the Ambassador for the National Professional Organisation of ObGyns.

Talking about the milestones she has achieved, she shares, "I have successfully ventured and managed a maternity home (FRU – First Ref Unit) in a small village in Karnataka. I set up the place, build it and ensured quality of care. This brought about a 300% increase in patient flow within a span of just 3 months! I expanded the unit to higher level of care, saved lives and collaborated with the medical college nearby to offer a teaching programme to final term postgraduates. This was a win-win situation proving that 'a will can find its way'. This boosted my confidence and inspired me to do more – finding innovative solutions, harnessing human resources, seeing these challenges as opportunities – goodwill and blessings from unknown – is the milestone moment."



“I ALWAYS HAVE A STRONG WILL TO GET SOMETHING IN LIFE. I ALWAYS REMAIN DETERMINED TOWARDS MY GOAL. THAT’S THE MAJOR REASON BEHIND SUCCESS IN MY BUSINESS & LIFE”



Possessing exceptional public speaking skills and ample business expertise, Mr. Radhakrishnan Chidambaram (popularly addressed as RKay) has explored varied territories of success and vehemently emphasizes upon the importance of values and ethics in business. Efficiently spearheading Buy Happy Marketing, he has played a significant role in the introduction of its many innovative, unique and useful products such as cosmetics, electronics, health care, and others. One of the most popular products of the company, constituted under his guidance, is VIP Hair

Colour Shampoo, which is the world’s first and only hair colour solution that can be used for covering grey hair on head, moustache, beard and also on arms and chest. It is considered the best because no other hair colour in the world enables hair colouring without gloves, leaving no stains on skin. Its immense success can be assessed from the fact that within a year, this GMP and ISO certified product, has garnered the attention and trust of its umpteen customers and is giving a really tough competition to all the other brands in the industry.

Despite being the Chairman of the organization, Mr RKay gets personally involved in choosing products for Buy Happy Marketing. Bent on providing 100 per cent satisfaction to his customers, he stresses, “Every business that I involve in, will be of service motive. I have always wanted to do something for my society and its development. I have launched many useful products and schemes for my customers.”

TAKING A STEADY ROUTE TO SUCCESS

“Success usually comes to those who are too busy to be looking for it.” This quote

*Ruling the Popularity Charts with his
**Poise, Proficiency
and Passion***

BY RICHA SANG

The multifaceted personality, Mr. Radhakrishnan Chidambaram is not only a successful actor and director, but is also an accomplished entrepreneur who entered the realm of business around 3 decades ago. Under his quintessential leadership, Buy Happy Marketing, which markets various healthcare, hair care and electronic products, has emerged as a leading and popular brand in telesales industry within a short span of its inception

by Henry David Thoreau holds true in case of Mr. RKay who believes success is all about putting in one's best foot forward every time.

As he puts it, I strongly believe that success cannot be obtained overnight. My success is a sum of my efforts. I started my business life around 30 years ago. I have handled and run many types of businesses so far. I have seen success in all my ventures. I have also taken part in establishing a restaurant chain in Chennai called 'Vaanga Sappidalam.'

Talking about his entrepreneurial success, he adds, "Success of VIP Hair Colour Shampoo is undoubtedly the most remarkable one in my business journey. We are now spreading the business to North India and overseas. We also operate in foreign countries like the USA, Dubai, etc. and recently we have opened a new branch in Singapore."

He further adds, "Other than sales and marketing, I have produced 8 Tamil films and also I have acted in some movies like Villu Pattukaran (1992), Avan Ivan (2011), Jilla (2014) and Paayum Puli (2015), Vaigai Express (2017), etc."

AN INNATE OPTIMIST

Optimism is a tendency of having a positive perspective towards life and possesses the potential to heavily influence physical and mental health, as well as coping with everyday social and working life. Studies have proved that by instantly adapting to the adverse scenarios and effectively managing their personal goals and development by using active coping tactics, optimists are significantly more successful than pessimists.

An innate optimist, who is forever brimming with positivity, Mr. RKay knows the art of taking obstacles in his stride. He elaborates, "Challenges will always be there wherever you go, whatever business you do, in your personal as well as business life. Breakdown your challenges into pieces and encounter these. That's my standard policy. I keep on motivating my family, friends and subordinates to attack their challenges with self-confidence and boldness. I believe my approach has given newer growth dimensions to all my ventures."

He is at his motivational best when he asserts, "Remove the word 'IMPOSSIBLE' from your vocabulary. There is nothing that you can't do. Anything is possible if you believe in yourself, if you have courage to make it happen, if you are ready to face any challenge that may come on your way."

He further adds, "An Individual who is not successful in completing his tasks at work place to the expected levels in the day time, cannot carry forward happiness as well as success to his personal life at home after office hours! Besides, this will create a vacuum in the individual's personal life. In other words, failures in day life at work will have an impact in night life at home. This will in turn carry forward and impact his life the following day and this process will continue like a vicious circle. This thought has a deeper meaning and one who realizes this truth will be supremely successful in his life."

Sharing his mantra for success, he says, "I always have a strong will to get something in life. I always remain determined towards my goal. That's the major reason

"REMOVE THE WORD 'IMPOSSIBLE' FROM YOUR VOCABULARY. THERE IS NOTHING THAT YOU CAN'T DO. ANYTHING IS POSSIBLE IF YOU BELIEVE IN YOURSELF, IF YOU HAVE COURAGE TO MAKE IT HAPPEN, IF YOU ARE READY TO FACE ANY CHALLENGE"

behind all the success in my business and my life."

MERIT BASED RECOGNITION

Awards and recognitions are not only an appreciation of one's efforts, but they also help in motivating an individual to work towards a future aspiration with renewed vigour. Mr. RKay's rich career spanning diverse spheres is laden with many awards and accolades. Sharing some of his professional moments of triumphs, he declares, "I have got lot of awards and accolades, recognizing my success in business. The International Peace Council, USA, has awarded me with the title 'Grand Achiever 2016', recognizing my efforts and success. During the business summit held in the USA last year, the Biz forum has awarded me with the title 'The World Business Leader' for the outstanding achievements in business and VIP Hair Colour Shampoo was chosen as the 'Best Innovative Consumer Product of the Year 2018'." Having deep love and gratitude for his family members, RKay acknowledges their contribution in his journey to stardom. Talking about the significant role of his family in shaping his life and career, he asserts, "My family has always supported me throughout my journey and they continue to do the same."

LEADING THE WAY IN PHILANTHROPY

Philanthropy is quite significant because it creates thriving



communities, helps in creating jobs, enables needy and deserving children to complete their schooling, supports the social safety net and improves the lives of the needy in countless ways. Actively involved in giving back to the society, Mr. RKay holds philanthropy very close to his heart. As he puts it, “I consider such activities very important. I am an active participant in many social welfare activities in south India, especially in Chennai. I concentrate more on the upliftment of economically backward people in the society. I invest my time and effort more than money to bring them up. I always teach them how to win in life with your perseverance, hard work and confidence.”

BRINGING OUT THE BEST IN EVERYONE

Leadership is all about bringing out the best in others. A true leader is the one who shares his insights, learning

and experience with the young generation so as to enable them to pursue the right path which would eventually lead to success.

Inspiring the young generation who look up to him as a role model, Mr. RKay adds, “I inspire my followers to know themselves, recognize their strengths and talents and to utilize them in the right way. This has helped them to amplify the results and transform their lives.”

Deeply concerned about motivating and guiding the youth to be on the right track, he elaborates, “We see several youth pursuing educational courses and end up with irrelevant career options. The future of the nation lies in the hands of these youngsters and I would strongly urge them to be their own boss instead of pursuing non relevant career options. A strong sense of entrepreneurship needs to be sown inside the minds of these youngsters in whichever possible way.”



“POVERTY ERADICATION, ENVIRONMENT AND WOMEN’S DEVELOPMENT ARE ISSUES CLOSE TO MY HEART. THAT IS NOW A PART OF THE ETHOS IN OUR INSTITUTIONS”



Driven by the mission of transforming Park Group into a conglomerate of one of the most sought after institutions, for successfully shaping the lives of its numerous students, Ms. Anusha Ravi renounced her lucrative career at Airbus in the year 2007. With her rich experience of a decade in the Information Technology sector in the United States and an M.S. Degree from Old Dominion University (ODU), she decided to return to her homeland and make a contribution in the field of education.

Sharing the details of her interesting journey to the United States and back to her homeland, she elaborates, “I did my

early schooling in Tirupur and Chennai. After completing my UG from PSG Tech, Coimbatore, I went to US to do my MS in the Old Dominion University. After that, I worked with Onair communications (an Airbus subsidiary) and Anheuser Busch, USA. I was part of a pilot project at Onair to add internet on planes. I was the only woman engineer on the team and also the only Indian.”

She adds, “It was a very exciting time and I was very happy to be part of that pioneering effort. I worked for many airlines like Singapore, Emirates, Cathay Pacific, etc. I had already travelled to 25 countries, before I turned 25. With Anheuser also, it was a very prestigious assignment as it is a 150-year old company with about 1 lakh people. I automated their entire recruitment process and streamlined their systems. But my heart was always in India. So in 2007, I came back.”

Under Ms. Anusha’s quintessential leadership, the Park Group is effectively shaping the lives of its nearly 20,000 students through its 20 institutions in Chennai, Coimbatore and Tirupur in varied professional spheres such as Management, Engineering, Architecture, Aeronautical Sciences, Aircraft Maintenance, Marine Science and Community Studies.

Lighting Umpteen Lives with the Bright Spark of Education

BY RICHA SANG

Wearing different hats of an engineer, philanthropist, humanist, environmentalist and entrepreneur with grace, Ms. Anusha Ravi is efficiently leading the Park Group of Institutions in the capacity of the Chief Executive Officer. Under her visionary leadership, the Group has been continually enhancing the Creative, Innovative and Entrepreneur skills and abilities of the students, and shaping them into responsible citizens



ANUSHA RAVI

AN ENRICHING ENVIRONMENT

Owing to her educationist parents, Ms. Anusha grew up in an enriching environment which facilitated her all round development. The premises of her home doubled up as the first campus of Tirupur's Prema Matriculation School. Thus, education became a part of her everyday existence quite early in life. However, being passionate about Information Technology, she had different plans in store. As she puts it, "But I never looked at it as a career. I studied, went abroad, and worked in the U.S. as a computer engineer. I did my Masters in Information Technology. When I returned home in 2007, I envisioned a small role for myself. I never imagined running the institution set up by my parents."

Even though, Ms. Anusha was passionate about the IT sector, she never hesitated to help her parents in their each and every endeavour. They were pioneers in the field of education, who started the first English medium school in Tirupur in 1973, the first private polytechnic college in 1982 and the first private engineering college in 1984. They were also the first ones to start the aeronautical course which is a flagship of their college now.

Sharing her experiences on her return to India, she describes, "When I came back, I never thought I would join the education sector. I belong to the IT sector and wanted to concentrate my energies there. But when I saw the potential of the education sector in India, I decided to join in."

Once she decided to join the Group, she managed to gather the best of the resources from the fields of IT and education. A firm believer in the philosophy of experiential learning and holistic development, she is bent on providing the best possible avenues for the all round development of her students. As she puts it, "Poverty eradication, environment and women's development are issues close to my heart. That is now a part of the ethos in our institutions. Whatever event we have, the kids do their bit for both. They have fun, but also make a contribution (money or time) to an orphanage or any institution that needs help. That's the way to progress."

Thus, realizing the immense potential in the educational sector, she wholeheartedly dedicated herself to it. Owing to her sincere efforts and visionary leadership, she was successful in establishing the Park Global School of Business Excellence in Chennai and Coimbatore and the Park Global School in Coimbatore.

Talking about her success, she adds, "I am thankful to a lot of people who have helped me in my endeavours. I have

been really lucky to get to do so much and now I want to do my best to give back to society."

REAPING SWEET FRUITS OF SUCCESS

Taking pride in the achievements and success of her students, she asserts that it is always a matter of great pride to bask in the glory of their accomplishments. Reminiscing about a particular student, she elatedly elaborates, "A fresher in college from a rural background was in awe when he saw an Apple Mac. Now, he's a technical manager at Apple."

She feels great to declare that the alumni from her institutions have been placed in leading companies and organizations like NASA, Accenture, Deloitte Inc., Infosys, Naukri.com, Temenos, Athena Health, L&T, Renault,

"I WOULD ALSO LIKE TO BE ABLE TO OFFER HELP AND ASSISTANCE TO ENTREPRENEURS THAT WILL ENCOURAGE THEM TO PURSUE THEIR DREAMS. AS FOR MY SCHOOLS, I DREAM OF MAKING THEM TOP RANKED INTERNATIONALLY"

Mahindra, Quest, Bosch, CSC, Wipro, NAL, HAL, DRDO and others. Sharing their success mantra, she reveals that "innovative training, interaction with achievers and scientists and exclusive training like bringing MIT media labs for training on product design and App development programmes such as Appathon and Hackathon are some of the key differentiators to make our students stand out."

EMANATING EXCELLENCE

Ms. Anusha has established her schools into institutes of excellence through her sheer determination, profound vision and dedicated efforts. Her own kids study in the family-run Park Global School, and she discloses that she thinks like a parent, when running the schools and colleges. As she puts it, "My only guiding thought is: Is this what I will give my children?"

Describing about her role as a parent, she says, "I have two kids, my son is in 3rd year of Law and my daughter is in 9th grade. My parenting policy is to just let them be. I give them a lot of freedom and responsibility. I was brought up like that, so I would like to give them the same upbringing. I don't believe in forcing them for anything. If you force kids, they face difficulty in adjusting later on in life."

MARCHING TOWARDS A GLISTENING FUTURE

Even though Ms. Anusha is efficiently spearheading top



schools and colleges, yet she feels that there is a lot more to accomplish. Sharing her exciting future plans, she describes, “I am thinking of ways to contribute to the betterment of the IT sector. I would also like to be able to offer help and assistance to entrepreneurs that will encourage them to pursue their dreams. As for my schools, I dream of making them top ranked internationally.”

WORKING FOR THE WELFARE OF THE SOCIETY

Being really passionate about working for the welfare of the society, she comes across as a socially responsible citizen who is ever ready to contribute in each and every possible way for its betterment. Stressing upon the significance of inculcating humanistic values in students, Ms. Anusha asserts, “We used to think education is the solution to poverty, corruption and everything else. But we have seen too many corporate scandals and scams by

educated people to believe that now. Many of the major corporates are engaged in polluting activities which harm our environment. This needs to stop. I believe education can achieve that if it can inculcate humanity within the students.”

Thus, she ensures that all her institutions aim to foster a sense of social responsibility in the students. Under her guidance, the institutes conduct many activities to sensitise the students to the needs of the under-privileged wherein they visit orphanages, local schools, old homes, etc. She adds, “Social responsibility is a must. We adopt several children a year and help them in every way possible. For culturals, we invite visually impaired or hearing and speech impaired children to perform. On World Elders day, we visited a senior citizens’ home and spent the entire day with them. The elders had a good time and the children were able to learn a lot.”



“HE IS KNOWN AS A GREAT YOUNG VISIONARY, WHO DEEPLY UNDERSTANDS THE UNLIMITED POTENTIAL THE HEALTHCARE INDUSTRY OF INDIA AND THE WORLD HOLDS”



Showing extraordinary mettle, passion and initiative, Dr. D. Vijaya Krisshna, Founder and Managing Director of Kolors Healthcare India Pvt. Ltd. has given shape to his vision strategically, while focusing on innovation to achieve relentless progress and creating fresh benchmarks for the entire healthcare industry. An insightful leader, Dr. Krisshna takes care of every detail relevant for his organization, and creating healthy growth for all aspects of his enterprise, he has shown outstanding entrepreneurial skills while being committed to create opportunities for people and the healthcare industry.

A PEOPLE'S MAN

Hailing from Hyderabad, Telangana, and having earned his Graduate degree in Commerce, Dr. Krisshna gave shape to his insatiable desire to be successful in life by entering into the slimming and wellness industry. After garnering a rich experience of 15 years facilitating consistent progress for his organization - Kolors Healthcare - through his exemplary entrepreneurial and managerial skills, he is seen as a great visionary who believes in offering fresh targets and benchmarks to the entire healthcare and wellness industry.

He shares, “My success is a result of immense hard work; however, I also attribute my success to the hard work and enthusiasm of the people I have been associated with. I’m absolutely a people’s man, and I have had great moments of advising them with my smart work tips and life wisdom.” Due to his people first philosophy, he has remarkably created a great work ambience at Kolors Healthcare offices.

He is also known as a great young visionary, who deeply understands the unlimited potential the healthcare industry

Disseminating Positivity, Hope and Fulfillment

BY ANAM KUMAR

If you are in healthcare and slimming business, credibility is one of the most important factors you need to offer your customers. However, how far would you go to instill a strong base of hope and confidence into your customers? Dr. D. Vijaya Krisshna, known for exemplary self-belief, panache and dynamism, got himself treated at Kolors, his own healthcare company, and creating a unique example of inspiration for his customers, lost 51 kg



DR. D. VIJAYA KRISHNA

of India and the world holds. At the same time, completely dedicated to nation building, he has emerged as a strong pillar of the Indian government's Skill India mission, as he has extended his support in providing training to people below poverty line through Kolors Beauty & Wellness Academy at Chennai. For his extraordinary passion, vision and efforts towards the improvements in the beauty and wellness sector of the healthcare industry, he has been elected as Governing Council Member of the Beauty & Wellness Sector Skill Council.

IN POSSESSION OF PHENOMENAL INHERENT VIRTUES

Creating waves of positivity and exuberance, through his hard working, dynamic and energetic personality, he has also given a new meaning to the possibilities and opportunities in the healthcare and wellness industry, through his excellent interpersonal skills and vast industry knowledge. Well understanding that people inside and outside his organization are a powerful medium of mutual benefits, he has transformed his rich experience of 15 years in the beauty and wellness industry, and his travels to the United States, the Middle East and Asia into a strong social network.

His interest in training programs on Self Development in Human Behavioral Sciences in India & overseas and the ensuing worldwide exposure, and his ingenious & insightful ideas have turned him into a master specialist in business development, marketing, management, business economics and other related areas. Ever-enthusiast to further disseminate his deep knowledge to help others build their own skills, he has held numerous training programs and personality development programs for the employees of his organization, and the transformations have been stellar!

Channeling his own reserve of unlimited power and creating leaders out of his own employees, he has dedicatedly offered to the society the best quality standards for his mission towards weight management, beauty & wellness, and giving a new direction to his penchant for technology & applications, he has been able to achieve the highest scales of customer satisfaction.

Most deservingly, he was honored with a Doctorate in Philosophy, Marketing & Sales in February 2018!

PROFFERING AND GRASPING

The various recognitions at international platforms he has received, speak volumes about his entrepreneurial approach and professional success: Outstanding Entrepreneur, Entrepreneur of the Year and CEO of the Year.

His able leadership is reflected in continued triumphs for Kolors, as it has become the world's first company to get certified for "Instant Inchloss Program," i.e. instant inch loss up to 6 inches in 60 minutes with a proven track record. An ISO 9001:2015 certified organization, it has grown to 49 branches that are operated end-to-end by one common place, i.e. through the Corporate Office at Hyderabad.

Dr. Krishna believes that, "The extraordinary success at Kolors is due to the focus on results, because the weight

"THE EXTRAORDINARY SUCCESS AT KOLORS IS DUE TO THE FOCUS ON RESULTS, BECAUSE ITS WEIGHT LOSS PROGRAM IS A COMBINATION OF THERAPIES, ADVANCED EQUIPMENT, CUSTOMIZED DIET PLANS AND PHYSIOTHERAPY TREATMENTS"

loss program at Kolors is a combination of therapies, advanced equipment, customized diet plans, physiotherapy treatments, and a free weight loss customized maintenance plan for 1 year post their treatment. The success has been possible through Kolors' specialists and the expert team of Dietitians, Nutritionists, Physiotherapists, and well trained staff members who strive their best in achieving the desired weight loss objectives of the clients."

For maximum satisfaction, superior services and immediate solutions, Dr. Krishna has been guiding the operational mechanism at Kolors, through various best-in-class Inbound, Outbound, Web, and Digital departments offering call center services catering to zone-wise customer service. He has also created a robust feedback system for their queries, concerns, and complaints, for which customized solutions are created for customers. He has also materialized his vision into a complete technical team, which is available on a Hotline Number that provides customized diet plans, specific physio treatments and lifestyle suggestions. Dr. Krishna asserts, "The smiles and trust of millions of our customers is due to our sincerest focus on customer satisfaction."

Extensively popular for 100% customer satisfaction for unwanted hair removal, Dr. Krishna has developed Kolors as the only aesthetic brand that is promoting "Money Back Guarantee" programs with its own specialized and



exclusive signature Laser Hair Removal technique and other advanced aesthetic procedures and customized treatments including Micro needling, PRP for Hair, and Rich PRP with successful results. Its customized treatments are blended with organic and natural touch, and as a policy and practice harsh chemicals are never used.

Invariably thinking out of the box, he is credited for the innovative and benevolent contest of Chennai, "Fat to Fit". Through this contest, the Kolors team identified 100 people from below poverty line suffering from severe obesity and related ailments and provided them food, accommodation and free weight loss treatment. It not only supported them financially and with service coupons, but also awarded the winners of the Fat to Fit program with a cash prize of INR 5 lakh. Dr. Krishna is absolutely committed to grow Kolors consistently while expanding its services pan-India and worldwide with the utmost motive of serving the common

public with highest quality of beauty and wellness services while keeping the prices ever-affordable.

Believing that he can create multiple arms using his extraordinary brain, Dr. Krishna has already opened branches of Kolors Healthcare in six major States of India - opening in Pune & Indore recently - offering the highest dedication, commitment and standards of excellence. He has further created passionate Franchise Partners to expand Kolors' footprints across the nation, offering a great business platform for people who firmly believe in business ethics, and have actively helped investors to break even and then move on to profits.

With a firm belief in his capabilities and his vision towards future success, he feels that, "Firmly established with the togetherness of highly efficient and approachable Customer Service, Kolors aims to have brilliance and higher standards to delight its Clientele at every phase."





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ASIA'S GREATEST BRANDS 2018



Leaders are able to lead because of their higher horizon of vision and a constant desire to create something new, which could help everyone move together in the right direction towards a greater good of all. The Asian economy has been leading as the fastest growing continental economy in the world because of such leaders, who have successfully created steps of inspiration through their actions, which lead to platforms of better understanding, harmony and networking, so individual businesses, entire industries and then the economy as a whole would prosper. Examining various impacts through different mediums such leaders have effected, we present to you the exclusive list of Asia's Greatest Brands 2018

Process Reviewers: PricewaterhouseCoopers



Established in the 1930s, the Al-Futtaim Group grew rapidly and as early as in the 1940s and 1950s, it had become an integrated commercial, industrial, and services organization.

PROGRESSIVE AND CUSTOMER CENTRIC

Its automotive vertical Al-Futtaim Motors was established in 1955 and is the exclusive distributor of Toyota, Lexus, Hino trucks and Toyota Material Handling equipment in the UAE. The group also holds the franchise rights to operate IKEA stores in UAE, Qatar, Egypt and Oman.

Considered as one of the most progressive companies in

the United Arab Emirates, it consists of over 65 companies across multiple sectors including commerce, industry, and services and with more than 20,000 employees from the UAE, Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, Egypt, Pakistan, Sri Lanka, Syria, Singapore and Europe.

With a deep focus on pure entrepreneurship and keeping customers first in all their decisions Al-Futtaim Group has grown by directly relating to the changing needs of the customers and societies by offering them nothing but the best brands with highest levels of quality and customer service including after sales support and being always ahead of its competitors.

As it caters to eight

business verticals, it takes a decentralized approach by offering flexibility and versatility to its individual businesses and supporting them to compete with other organizations.

Such an ingenious approach has helped keep its employees motivated as they have used the power given to them justly and with responsibility, thus creating a clearly defined and powerful work culture.

Al-Futtaim Group has invariably upheld the values of integrity, service, and social responsibility. As a result, its national and international businesses have transformed into world's leading brands which have been successfully dominating the sphere of their function.



SUCCESSING DESPITE CHALLENGES

In 2000, the Al-Futtaim Group as a result of a mutually beneficial decision was split between the current owner of the Al-Futtaim Group, Abdulla Al Futtaim and his cousin Majid Al Futtaim. While Abdulla Al Futtaim retained the automotive and retail businesses, Majid Al Futtaim took over the firm's property development business which is now known as the Majid Al Futtaim Group, another business giant in Dubai. As of October 2018, Abdulla Al Futtaim's net worth was estimated at \$3.1 billion.

A peaceful split was possible because of the strategic vision and excellent mediating skills of Sheikh Mohammed bin Rashid Al Makhtoum who convinced both cousins to accept a settlement and divide their assets, liabilities, and operations amicably.

UNCOMPROMISING COMMITMENT

Being a family-owned business Al-Futtaim Group believes in sustainability and always takes decisions with a long-term view. It is reflected in its remarkable reputation, commercial success, and a long list of various admired and innovative global brands from the USA, UK, Japan, Sweden, France, Germany and Switzerland.

Its strong customer-focused approach and relentless efforts to achieve perfection has helped it make a life-long relationship with consumers in 29 markets.



AL-FUTTAIM GROUP

EMPOWERING GENERATIONS

One of the largest conglomerates operating in the United Arab Emirates, the Al-Futtaim Group employs a large number of people and functions in different verticals including automotive, electronics, insurance, services, real estate, and retail, industries. The organization's robust success and popularity has been consistently increasing with each passing day

Established in 1985, the Emirates Group is one of the fastest-growing airlines in the world operating over 3600 flights per week to around 160 cities in 80 countries across continents with a fleet of over 250 wide-bodied aircrafts.

GENERATING EMPLOYMENT WITH MULTI-DISCIPLINARY AIR SERVICE OPERATIONS

A subsidiary of the Dubai government investment company, Investment Corporation of Dubai, Emirates Group comprises brands like DNATA and Emirates Airlines. DNATA is engaged in ground handling services at 78 airports and is renowned for offering world-class cargo, catering and travel services to more than 400 airlines in 84 countries across 6 continents.

Having Emirates Airlines as its subsidiary, which is also the fourth largest airlines in the world in terms of the international passengers carried, the Emirates Group is one of the biggest employers in the Middle East generating a turnover of approximately US\$ 27.9 billion and employing more than 1 lakh employees across all of its business units and associated firms.

A dynamic and multicultural business, the group offers an extensive range of career options supported by its professional team of skilled experts comprising pilots, engineering staff, cabin crew or DNATA's travel and air services teams. It



EMIRATES

REVOLUTIONISING THE MIDDLE EAST AIRSPACE WITH OPERATIONAL EXCELLENCE

A leading international aviation holding company based in Dubai, the Emirates Group comprises Emirates Airlines which is the largest airlines in the Middle East and Dubai National Air Transport Association (DNATA) which is one of the largest air services providers in the world

also offers its services in different domains including revenue optimisation, flight operations, finance, human resources, procurement and logistics, group security, airport services, information technology and engineering.

NURTURING TALENTS & BRIDGING THE SOCIO-ECONOMIC GAP WITH REHLATY

The Emirates Group has come up with a corporate strategy - Rehlaty - to inspire, attract, develop, reward and retain the talented UAE nationals. The strategy covers planning, sourcing talented people and furthering their development which includes but is not

limited to rewarding, retaining and inspiring them, thus helping the group to extend its reach to more segments and demographics within the community.

In its bid to reduce aviation's carbon footprint, Emirates Group is making sustainable efforts to carry out eco-friendly and efficient group operations in the air as well as on the ground.

The group has launched the Emirates Airline Foundation, a non-profit charity organisation, to facilitate the deprived children by reducing illness and childhood mortality rates.

This initiative has helped cross geographical, religious

and political barriers. The foundation helps them realise their full potential by providing them with basic facilities such as food, clean water, medicine, housing and education.

The group has also launched an employee giving and engagement initiative - dnata4good - to reach out and empower children in need and endangered wildlife all across the world. The foundation also brings together people from across its varied and diverse operations to a common platform to improve their quality of life and provide them with immediate humanitarian assistance in case of any crisis situation or an emergency due to a natural disaster.

Sooorya EV is steadfast in providing a safe, sustainable, and cost-effective eco-system to the world.

It ceaselessly aims at deploying renewable forms of energy to solve environmental challenges so as to prevent further ecological damage.

MAKING THE MOST OF SOLAR ENERGY WITH SOOORYA (SSRB-EV)

In order to build a sustainable eco-system, Sooorya EV is actively involved in leveraging solar energy to the fullest, particularly in the sunniest countries of the world.

With this objective, the company has designed Sooorya (SSRB-EV), an

8-seater electric neighborhood vehicle powered by swappable solar recharged batteries that facilitate instant refuelling. To materialize the idea, the company intends to manufacture 100,000 Sooorya (SSRB-EV) every year in India itself.

A GREEN VEHICLE WITH BROAD-RANGING FEATURES

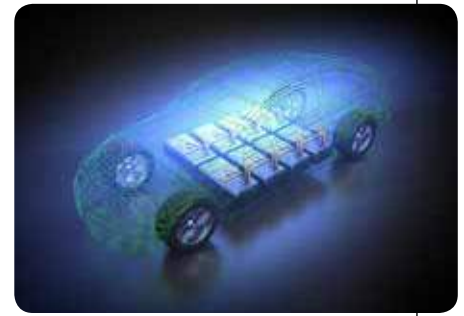
Sooorya (SSRB-EV) has been designed using a high-quality, durable and energy-saving electric motor, controller, and converter to pave the way for an earth-friendly mode of transportation. This solar power vehicle comes with all modern features such as in-built touch screen, Wi-fi, GPS, USB charger, panic button, and

seats with embedded sensors.

The swappable solar-powered batteries not only make this product lightweight and compact but also affordable. What's more, its low-maintenance cost and competition-driven pricing make Sooorya (SSRB-EV) one of the most sought-after green vehicles.

REDEFINING THE FUTURE OF MANUFACTURING VIA DESIGN THINKING

Sooorya EV firmly believes in networked marketing and distributed assembly. The company is making an all-out effort to revolutionizing the future of manufacturing by enhancing productivity, reducing manufacturing lead times, and minimizing



manufacturing costs and capital needs via their ground-breaking vehicle design that features a modular structure and trouble-free assembly.

It has been making use of design thinking principles in its business models too for driving fruitful results for its stakeholders as well as customers.

BACKED BY A HEALTHY BUSINESS ECO-SYSTEM

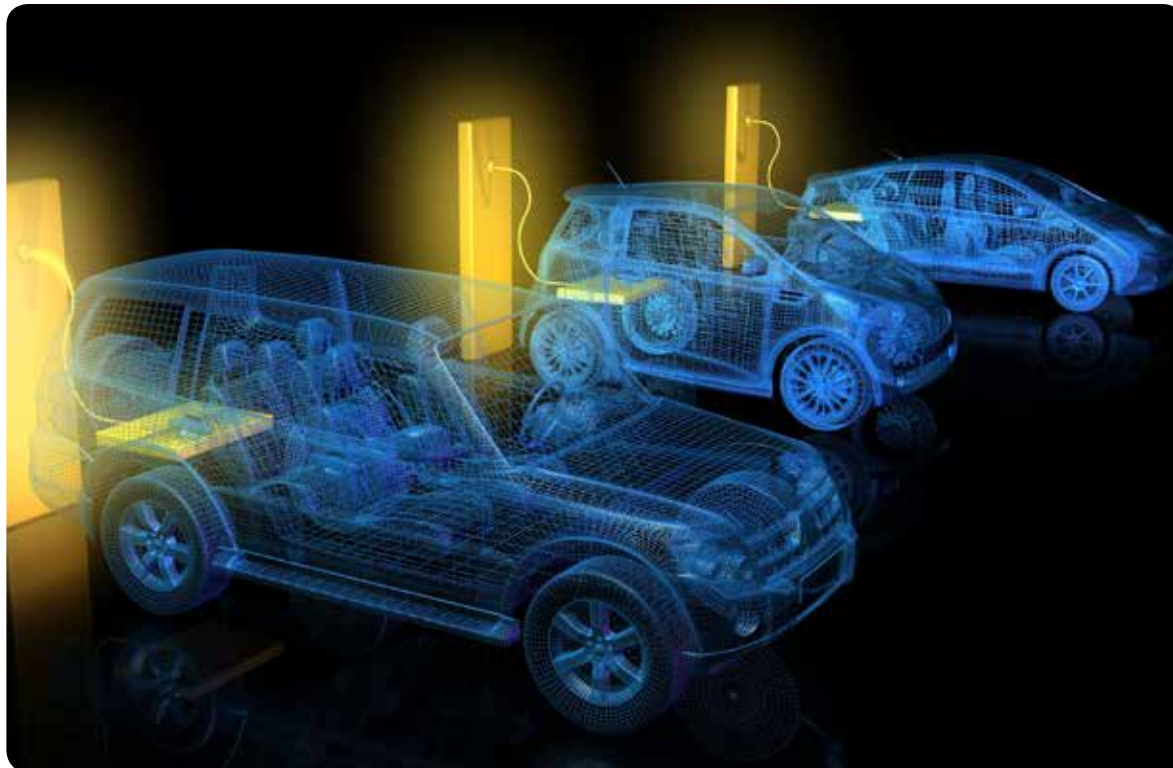
Sooorya EV consists of a robust dealer network that assists in assembling and selling its vehicles.

It also has a solar recharging network through which the vehicles are recharged using solar panels and batteries. Its battery retail network consists of small retail stores for stocking and swapping batteries for customers.

HONING THE COMPETITIVE EDGE THROUGH INNOVATION

At a time when the world is emphasizing on expanding sustainability for ensuring our survival, Sooorya EV's commendable sustainable strategy of designing and manufacturing an eco-friendly vehicle powered by renewable energy definitely needs a big round of applause!

The organisation is aware of the fact that sustainable development is the pathway to the future and is making a big contribution towards the environment in particular and the humanity in general by providing affordable and eco-friendly mobility solutions to the world.



SOOORYA EV

PROACTIVELY MARCHING TOWARDS SUSTAINABLE DEVELOPMENT GOALS

Taking a cue from the world's most sustainable companies, Sooorya Electric Vehicle Private Limited, a start-up company that manufactures electric vehicles to cater to the ride-sharing segment, is all set to contribute towards a sustainable world by providing affordable and eco-friendly mobility solutions. Headquartered in Singapore, it has gained a strong foothold in the emerging markets of Asia, Africa, and South America



Headquartered near Kuala Lumpur, Malaysia, AirAsia is a low-cost airline that operates scheduled domestic and international flights to more than 165 destinations in 25 countries.

INSTANT BOOKING FACILITY COUPLED WITH LUCRATIVE OFFERS

It operates with the world's lowest unit cost of US\$0.023 per available seat kilometre (ASK) and a passenger breakeven load factor of 52%. Its main base Low Cost Carrier Terminal (LCCT) is situated at the Kuala Lumpur International Airport while its secondary hubs are at Kota Kinabalu International Airport, Senai International Airport & Penang International Airport. It has a widespread presence throughout the continent as its affiliate airlines Thai AirAsia, Indonesia AirAsia, Philippines AirAsia and AirAsia India are serving a large number of passengers.

The airline works consistently to improve the effectiveness and efficiency of its operations and has developed three types of information systems, namely, Yield Management System (YMS), Customer Reservation System (CRS), and Enterprise Resource Planning (ERP) system. These systems eliminate the flaws in structure of the business and help the airline to utilise the resources in an optimum manner. The computer-



based reservation system, which also comprises call centres and airport departure control functionality, is an integrated web-enabled suite powered by Navitaire Open Skies technology, one of the best IT solutions providers for the aviation industry.. The on-demand reporting feature functions in accordance to the centralized customer data maintained by Open Skied and helps AirAsia to track booking and schedule flight and other related services in real time.. The computerised reservation system has helped the airline to introduce the first ticketless booking option which adds to convenience for passengers. Other technologically

facilitated amenities include hassle-free online booking, which does away with the need of visiting the counters in person to book tickets, and the provision of receiving boarding passes in advance.

AirAsia's USP is quality service at low fares and is the reason behind its meteoric rise within a short span of time. The airline offers unbeatable airfare deals that help passengers fly to their favourite destinations without fretting over their travel budget.

In fact, booking a flight at the last minute is also relatively easy on pocket as the airline gives plenty of offers on all types of bookings, be it for business or leisure.

AIRASIA

OFFERING INCREDIBLE AIR TRAVEL EXPERIENCE

Travelling by air not only makes the journey faster and more comfortable, but also accounts for an adventurous experience. AirAsia, Malaysia's largest airline in terms of fleet size and destinations, is committed to provide unmatched services to air passengers, albeit at pocket-friendly prices.



FINDING SUSTAINABLE SOLUTIONS TO SOCIAL CHALLENGES

AirAsia Foundation, the philanthropic arm of the Group is committed to bring a huge social change through entrepreneurship. It makes meaningful collaborations with social entrepreneurs and aims to find sustainable solutions to social challenges through innovation, passion, and determination.

Its vision is to promote social entrepreneurship as a way of empowering communities and enabling them to build sustainable livelihoods. From creating jobs for the needy to improving animal welfare, it is working to make a difference in all spheres.

The university's extensive curriculum extends to multiple disciplines including more than 70 joint, concurrent and double degree courses in various streams encompassing sciences, medicine, dentistry, design, environment, law, arts, social sciences, engineering, business, computing and music.

Each member associated with the university - the academicians, researchers, staff, students and alumni - imbibes a spirit of innovation and enterprise to help transform education and multidisciplinary research for

the betterment of the society.

National University of Singapore runs a corporate innovation programme in partnership with more than 30 organisations from different industries, and offers opportunities for a new business to learn from their experience specifically on how to develop solutions to different problems faced in the corporate world.

The National University of Singapore's innovative education is exemplified by the fact that the researchers here have created a very efficient and transparent skin-level electronic material with the ability to repair itself in both wet and dry conditions.

INTEGRATED APPROACH TO SUSTAINABLE HEALTHCARE, FINANCIAL AND ENVIRONMENTAL SOLUTIONS

Employing the combined strength of its faculties, schools, research institutes and centres to its advantage, NUS has built 8 integrative research clusters that include ageing, Asian studies, biomedical science and translational medicine, finance and risk management, integrative sustainability solutions, maritime, materials science and smart nation.

The NUS researchers analyse the biological and environmental determinants of ageing for developing



interventions and technologies to help the older people remain healthy and active. They develop deep insights regarding critical issues in Asia such as political affairs and economic growth.

The university emphasises on the "bench-to bedside translational research" for developing new drugs, diagnostics and devices for the prevention and treatment of diseases. It focuses on crucial aspects of the financial and banking systems relevant to policy makers and the financial industry to establish Singapore as an international financial hub.

The university's advanced integrated sustainability solutions are optimised for tropical, urban and Asian settings in relation to waste management and environmental preservation. The university is developing ultra-thin advanced materials that are useful in various domains including water and environmental systems as well as consumer electronics and biotechnology.

Having adopted an integrated methodology to bring researchers from diverse fields to a common platform, and by developing strategic capabilities in the spheres of data sciences, artificial intelligence and cybersecurity, National University of Singapore is contributing significantly to provide innovative education to students and to help Singapore utilise the power of data, networks and IT to improve the living standards and economic growth.



NATIONAL UNIVERSITY OF SINGAPORE

METAMORPHOSING THE SOCIETY THROUGH RESEARCH-ORIENTED INNOVATIVE EDUCATION

The National University of Singapore (NUS), established as the merger of the University of Singapore and Nanyang University, is one of the best autonomous research universities in Asia providing quality education with wide-ranging multi-disciplinary curriculum to shape the future of the country

Headquartered in Singapore, Banyan Tree Holdings Limited is a leading international hospitality brand that develops and manages premium resorts, hotels and spas.

PROVIDING A MULTIFACETED TRAVEL AND LEISURE EXPERIENCE

Listed on the Singapore Stock Exchange since 2006, the group currently has ownership interests in and manages more than 30 hotels and resorts, over 60 spas, 80 retail galleries and 3 golf courses in 27 countries. Its business model revolves around 3 core segments: hotel investment, property sales and fee based. Apart from the hotel investments previously mentioned, the property sales segment comprises of sales of hotel residences or serviced apartments, Laguna Property sales, and sales of development project and sites.

The fee-based segment comprises of hotel management operations which include hotel management, club management and fund management, spa/gallery operations, design and other operations.

In order to target distinct customer segments, the group has also diversified its operations by introducing its sub brands Angsana, Caasia and Dhawa. While Cassia was created to bring together investment opportunities for the growing middle-class who look for affordable holiday homes as well as the



BANYAN TREE

OFFERING COMPLETE REJUVENATION OF THE BODY, MIND & SOUL

A company, in its journey of becoming a well-known brand, goes through a lot of transformation to facilitate it to deliver the best results to its stakeholders. Banyan Tree Holdings Limited has also transformed itself from a single boutique resort in Phuket into a multi-business operator globally



opportunity to develop an innovative hotel product in the serviced apartment segment, Dhawa was developed as a casual and contemporary full-service hotel catering to the emerging group of design savvy travellers who seek distinctive experiences in stylish and unique destinations. Angsana creates an amazing destination playground for those who are interested in making everlasting memories and forming new friendships.

With a commitment towards providing its customers with an enthralling, rejuvenating, multifaceted travel and leisure experience, it has pioneered concepts that have become the signature features for many of its hotels and resorts

such as the tropical garden spa and pool villa.

EXTENDING THE REACH AND SCOPE OF ITS BRANDS

As the leading operator of spas in the Asia Pacific, the spas are considered to be one of the key features of its resorts and hotels by its guests. The Banyan Tree also operates the Banyan Tree Spa Academy, accredited by Thailand's Ministry of Education and Ministry of Public Health, where spa therapists receive theoretical and practical training.

TOWARDS A SUSTAINABLE FUTURE

Since its inception, Banyan Tree Group has taken utmost

care of the environment as it is dedicated towards preserving the beauty of the planet. All the business decisions of the group are taken after careful consideration of the physical and human environment.

The resorts and hotels owned by the Banyan Tree Group have been constructed using design and construction techniques that minimise damage to the environment to a practicable extent.

From the year 2010 onwards, the brand has sought to benchmark its sustainable design and operations against third party certifications in accordance with the global leading standards and is thus contributing to a greener future.

James Cook University (JCU) is a diverse community of scholars where they are equipped with knowledge and expertise to excel in their profession and societies. JCU is also committed to provide underserved communities with opportunities to access and attain higher education and shape the individuals from these communities into well-trained professionals ready to join the workforce.

PREPARING THE GLOBAL WORKFORCE

It places a greater emphasis on teaching as well as conducting high-quality and nationally significant and internationally recognised research in various

subjects such as marine sciences, biodiversity, tropical ecology and environments, global warming, tourism, and tropical medicine and public health care in underserved populations.

Among its 3 campuses, 2 are surrounded by the impressive ecosystems of the rainforests of the Wet tropics, the dry Savannahs, and the iconic Great Barrier Reef and are situated in Cairns and Townsville in Australia.

The third main campus is located at Sims Drive in Singapore. Further, Russo Higher Education offers JCU courses at the Brisbane centre. JCU also operates study centres in Mackay, Mount Isa and Thursday Island, offering programs and lending support to students in rural and remote

areas.

With students coming from different backgrounds, JCU has a rich cultural and experiential diversity on campus. The courses offered at JCU aim to equip the students with requisite qualifications and skills in Arts, Biomedical Sciences, Business, Creative Media, Dentistry, Education, Engineering, Healthcare Sciences, Information Technology, Law, Medicine, Nursing and Midwifery, Pharmacy, Planning, Psychological Science, Social Work, Sustainability and Veterinary Science among other subjects.

BUILDING AN ECOSYSTEM OF KNOWLEDGE AND DISCOVERY

Being a comprehensive,



multidisciplinary, student-focused, and research-oriented university, JCU has brought about a radical change in higher education in Australia and other campuses through its up-to-date curriculum, interdisciplinary approach, and cross-disciplinary discernment across numerous streams, and has successfully created an ecosystem of knowledge for encouraging inter-connectedness of thoughts, systems, and milieus.

The multi-dimensional and multi-campus profile of JCU facilitates prompt response to the varied requirements and interests of its constituents and contributes significantly to the development of responsible individuals in a society.

ACADEMIC EXCELLENCE – JCU'S RAISON D'ÊTRE

Exhibiting dogged commitment to quality by benchmarking against many business excellence and quality assurance measures has led to improvements in systems and processes as well as student experience. JCU has been awarded with EduTrust Star certification, SQC Star certification and certified with ISO9001: Quality Management System, ISO14001: Environmental Management System and OHSAS18001: Occupational Health and Safety Management System.

James Cook University is providing exceptional educational experiences to its students through exemplary education, erudition, and service.



JAMES COOK UNIVERSITY

PROFESSIONAL EXCELLENCE LED BY KNOWLEDGE AND VIRTUE

With hundreds of undergraduate, postgraduate, and foundation programs, around 22,000 students from 108 countries, world's leading minds as faculty members, and 4700 employees, James Cook University (JCU) is ranked among the top 2% of the world's leading institutions

Established in 1958, NCSS aims to bring together organisations and individuals with a keen interest in community service and social welfare social services. In 1983, Community Chest was established as a centralised fund-raiser to help voluntary welfare organisations carry out fund-raising activities in a more streamlined way and focus their initiatives on providing better care and services for the needy.

Some other breakthrough programmes initiated to strengthen the social service ecosystem include SHARE (Social Help and Assistance Raised by Employees) programme, the Volunteer Action and Development Centre, and the Charity programme among others. Earlier known as The Singapore Council of Social Service (SCSS), NCSS took a leap into the 21st century through its restructuring, which helped set the momentum for introducing and implementing innovative and sustainable social services schemes.

COLLABORATING TO EMPOWER PEOPLE

Because of the broadening of the social service sphere, NCSS and the sector has been able to tap on a wider base of resources for better outcomes. The road map for Singapore's social services is prepared by various participants. New partnerships have been leveraged and the organisation works on an



NATIONAL COUNCIL OF SOCIAL SERVICE

TOUCHING HEARTS AND TRANSFORMING LIVES

The National Council of Social Service (NCSS), an umbrella body for about 450-member social service organisations spearheads the social services sector in Singapore. It aims to enhance the capabilities of social service organisations by providing leadership and direction and enabling strategic partnerships



evidence-based approach to understand clients' requirements. It collaborates closely with stakeholders in the ecosystem to address social needs and fulfil its vision of empowering every person to live with dignity in a caring and inclusive society. Public education campaigns such as "See the True Me" and recommendations under the Enabling Master Plan 3 have been developed. Through its key measurements, NCSS assesses adequacy of needs and the impact of its activity. It works with its stakeholders to build a collaborative social service ecosystem, thereby empowering individuals and

enabling more effective social purpose entities. To obtain evidence-based solutions to complex issues, the organisation puts emphasis on research. It also works with experts to co-create solutions that empower people.

ENHANCING LIVES

In 2016 development, NCSS undertook the 'Quality of Life Study,' to find the factors that help to enhance the lives of the elderly. The findings encouraged some 20 organisations to come together through the Empowering Seniors Project and develop person-centred toolkits. NCSS, while emphasising the role

of care-givers, manages and supports children and youth with special needs, adults with disabilities, vulnerable individuals and families, and persons with mental health conditions. It strictly adheres to the Code of Governance for Charities and Institutions of a Public Character (IPCs) and ensures that all disclosure and governance practices follow the Charity Transparency Framework.

It also aims to promote social service as a more viable career option among the current and future generations of Singaporeans and encourages corporates and volunteers to contribute.



Presenting award at 3rd Edition of Asia's Greatest Brands and Leaders 2018, 21st Jan 2019, Marina Bay Sands, Singapore (Left to Right) J C Choudhry, Patrick Tay, and Rajat Shukal



Keynote speech by Rajat Shukal at 3rd Edition Asia's Greatest Brands and Leaders 2018



Patrick Tay felicitating Muhammed Aziz Khan

3rd Edition Pride of the Asia Series; Indo-Singapore Business and Social Forum 2019

3rd Edition of Asia's Greatest Brands & Leaders 2018 and Pride of the Asia Series; Indo - Singapore Business and Social Forum 2019 were organized on 21st January 2019 at Marina Bay Sands Expo and Convention Centre, Singapore, by URS-AsiaOne magazine and URS Media Consulting P.L. In addition to Mr. Patrick Tay Teck Guan, MP, Singapore; Ambassador of UAE in Singapore, HE Dr Mohamed Omar Abdulla Balfaqeeh; High Commissioner of Sri Lanka to Singapore and Brunei Darussalam (Actg.), HE Mr. O. L. Ameer Ajwad; and Ambassador of Lao People's Democratic Republic in Singapore, HE Khonepheng Thammavong graced our Forum.



Patrick Tay felicitating Manwar Hossain with 'Global Asian of the Year 2018'



(Left to Right) O. L. Ameer Ajwad, Rosaline Chow Koo and Dr. Mohamed Omar Abdulla Balfaqeeh



A panoramic view of forum



5th Edition Celebrating The Spirit of Asia
The World's Greatest Brands & Leaders 2015-18 - Asia & GCC
Chosen by Consumers & Industry



4th Edition Celebrating 71 Pride of the Nation
India's Greatest Brands & Leaders 2016-18 - Pride of The Nation
Chosen by Consumers & Industry



4th Edition Indo-Singapore
Business & Social Forum 2019
Asia's Greatest Brands & Leaders 2017-18 - Pride of Asia
Chosen by Consumers & Industry



Patrick Tay with 'Global Asian of the Year 2018'



Patrick Tay felicitating Sivakrishnarajah Renganathan with Asia's Greatest Leaders 2018



Panel discussion at the forum (Left to Right) Md. Mehedi Hasan, Kanika Agarwal, Nashy Chauhan, Varun Bagla, and Anam Kumar



Unveiling Magazine and Coffeetable Book cover at the forum.



(Left to Right) Dharmesh Shah & Rohit Gopalan received the award from Patrick Tay



(Left to Right) O. L. Ameer Ajwad, Anthony Tan and Dr. Mohamed Omar Abdulla Balfaqeeh



(Left to Right) O. L. Ameer Ajwad, M Iqbal Mahmud and Dr. Mohamed Omar Abdulla Balfaqeeh



(Left to Right) Abu Noman Howlader receiving 'Asia's Greatest Brand and Leader 2018' Award from O. L. Ameer Ajwad and Dr. Mohamed Omar Abdulla Balfaqeeh



Dr. P. Shyama Raju receiving 'Asia's Greatest Brand & Leader 2018' award from Patrick Tay



(Left to Right) Patrick Tay felicitating Dr. Hema Divakar



Fastest Growing Brands & Leaders 2017-18



The Black Swan Awards Most Influential Leaders 2017-18



Global Indian of the Year 2016-17
Global Leaders 2016-18
40 Under 40



UNITED WORLD GROUP HOLDINGS LLC

Pride of the Asia Series Indo-Singapore Business & Social Forum 2019 was a high-level Business Summit where emergence of Asia as the fastest growing economy was celebrated, relevant discussions were held, and some greatest Asian leaders of our time were felicitated.

AsiaOne Global Asian of the Year

Only par excellence leaders & brands from across the world are worthy of being selected as AsiaOne Global Asian of the Year 2018, and only 8 exclusive “AsiaOne Global Asian of the Year” were felicitated for their special work in the politics, industry and society: Muhammed Aziz Khan, Manwar Hossain, Deepak Ohri, Md. Mehedi Hasan, Hema Divakar, Radhakrishnan Chidambaram, D. Vijay Krishna and Anusha Ravi.

Main Brand Awardees include:

S P Jain School of Global Management, NUS, ITL Cosmos, James Cook University, Deutsche Bank, Standard Chartered Bank, Welcome Shoes, Goldstar Jewellery, Hatton National Bank, Khadim Ceramic, Pune Institute of Business Management, Summit Corporation Limited, Park Group of Institutions, Emirates, Soorya EV, Skin Inc, Grab, ONE Championship, Banyan Tree Holdings Ltd, Air Asia, Meinhardt Group Singapore, Singapore Airlines, Singtel, Tata Communications, Royal Group of Companies, Far East Organization, MindChamps Pre-School Ltd, Olam Group, Kalyani Steels, The Gaudium School, Commercial Bank of Sri Lanka, BETELCO, REVA University, Adani Realty, Watertec, Capital Trust Holdings Limited, Praj Industries, Fortrec Chemicals & Petroleum, Gopalan Enterprises, Spa Ceylon, Prayagh Nutri Products Private Limited, Daredia Constructions, Greenwood High International School, BioPharma Limited, SRV International School, BM Energy (BD) Limited, Cognifyx Infinitum, Fast Track India Pvt Ltd, Tagore Medical College & Hospital, VGS Housing Pvt Ltd, Saltee Group, Radiant Cash Management Services Pvt. Ltd, Kuber Group, EILM, BBS Cables Ltd, Viswa & Devji Diamonds, 3i Infotech, APG Shimla University, Manjeera Construction, Prism Crop Science Private Limited, Miracle

Drinks, Archana Group of Companies, Pragati Green Meadows and Resorts Ltd., Hosaf Group, JSR Group Suncity, Aziz Trade & Engineering Limited, Kalhari Enterprises, Aquapot, Rockland Group, Aroma Agrotech Pvt. Ltd, Dr. Copper, Express Leather Products Ltd & Bangladesh Licensee, LOTTO Sport Italia, Well Spring IVF & Women ‘s Hospital, CXA Group, Securities Investor Association, Hira Panna Jewellers, Nikhil Group, Priyadarshani Group of School, StarHub, Nestle India, DBS Bank, Nanyang Technological University, Emirates Investment Authority and the Emirates Racing Authority, Mashreqbank, Al-Futtaim Group, etc.

Main Leader Awardees include:

Nitish Jain, Ms. Christie Fernandez, Sabrina Tan, Anthony Tan, Chatri Sityodtong, Ho Kwon Ping, Tony Fernandes, Dr. Shahzad Nasim, Goh Choon Phong, Chua Sock Koong, Vinod Kumar, Anita Fam, Bobby Hiranandani, Philip Ng, David Chiem, Lim Ah Doo, Steven Terrell Clontz, Suresh Narayanan, Peter Seah Lim Huat, Prof. Subra Suresh, Sheikh Mansour Bin Zayed Al Nahyan, Abdulla bin Ahmad Al Ghurair, Abdulla Al Futtaim, R K Goyal, Ms. Kirthi Reddy, Sivakrishnarajah Renganathan, T.A.M. Nurul Basher, Dr. P. Shyama Raju, Pranav Adani, Bantwal Ramesh Baliga, Tushan Wickramasinghe, Pramod Chaudhari, Ajay Bhattacharya, Prabhakar C, Shalin Balasuriya & Mr. Shivantha Dias, Preetam Lalwani & Mr. Vinod Lalwani, Sikandar Daredia, Niru Agarwal, Dr. Lokiat Ullah, Ganshababu Natesansubramanian, Mostafizur Rahman, Nav Vij, Prabu M, Prof. M. Mala, V.G.S. Selvaraj, Surya Prakash Bagla, Col. David Devasahayam, Vikas Malu, Prof. (Dr.) R.P. Banerjee, Engr. Mohd. Abu Noman Howlader, Viswanathan G, Padmanabhan Iyer, Prof. S. N. Kulkarni, G. Vivekanand, Gujja Yugendhar Rao, SM Raju, Bhoja Reddy Baddam, Dr. GBK Rao, Mabroor Hossain, Dr. Jadapalli Narayana, M Iqbal Mahmud, Indhra Kaushal Rajapaksa, B M Balakrishna, Ms. Somya R Srivastava, Anil Kumar Garg, Dr. M Malla Reddy, Kazi Jamil Islam, Dr. Pranay Shah, Ms. Rosaline Chow Koo, David Gerald Jeysegaram, Santosh Sinha, Dr. Venugopal Rao, Rajendra Singh, etc.



(Left to Right) O. L. Ameer Ajwad, Engr. Md. Mehedi Hasan, and Dr. Shahzad Nasim



A panoramic view of forum



(Left to Right) O. L. Ameer Ajwad, Arvind Sonmale, and Dr. Shahzad Nasim



(Left to Right) O. L. Ameer Ajwad, Ms Suchi, and Dr. Shahzad Nasim



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**"40 UNDER 40 MOST
INFLUENTIAL LEADERS
2018-19 - ASIA & GCC"**

40 Under 40 are Chosen Annually through a Passionate Research, Scouting across 16 Industries of Business and Leadership. Only the Most Worthy are Chosen. If You Also Feel You Have It in You, Then Apply for Open Nominations on dubai@asiaone.co.in with 500 Words on Your Achievements

40 is an Age of Achievements, maturity & Triumphs - both Personal & Professional. 40 Under 40 is a Compilation of the 40 Most Influential Leaders Currently Under the Age of 40

LAKSH VAAMAN SEHGAL
Samvardhana Motherhood Group



PARTH JINDAL
JSW Group



H.E. SARA AL MADANI
Social Fish



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Doughty Street Chambers



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DIVAKARS SPECIALITY HOSPITAL, A PASSION FOR QUALITY HEALTH CARE

- Established in 1990 is dedicated to Womens Health Care. It provides comprehensive services in diagnosis, surgery and therapy, apart from the preventive and promotive health care services
- Source of vision philosophy and direction behind the Center for Excellence in quality Healthcare are **Dr. Hema Divakar and Dr. G.V. Divakar** who set out with a mission to bridge quality health care services and affordability gap
- ISO – 9002 certified, QAI certified and FOGSI Manyata certified
- Awarded Ian Donald Center of Excellence; Center of Excellence in Women’s Healthcare at the Bengaluru Health Festival
- Recognised as a Center for Skill Enhancement



Dr. Hema Divakar Profile & Value

Senior Consultant Obstetrician and Gynecologist, with over three decades of experience and expertise in women’s healthcare in India. Opinion Leader and Advocate for social and legal issues relating to women’s health and an expert in providing technical knowhow. 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 two-and-a-half decades, been a game changer in healthcare, establishing new benchmarks, standards and touching women’s lives in the process.

An accomplished specialist in the field of Obgyn care, she runs the Divakar’s Speciality Hospital in Bangalore. The hospital boasts of excellence in women’s healthcare matching world’s best standards.

WHAT PEOPLE SAY ABOUT DIVAKARS...

Based on our previous experience 5 yrs back when we got our elder princess we decided to come back to Divakars. We didn’t find any lack in the warmth and services of all the staff members. Thanks for Dr. Hema and Dr. Rita for their continuous support during the last 9 months and help us to get our 2nd prince

I have no words to describe the awesome experience we had with this hospital from the consultation Tests excellent orientation to how things would come

Very special thanks to Dr. Hema Divakar, Dr. Vidya Bhat, Dr. Rita Singh, Dr. Poorni, Dr. Chandrappa for their excellence in handling the surgery under extra ordinary circumstances. Sincerely appreciate their efforts to take care of the patients. Thank you all.

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ECHO ZOOM platform was used to sensitize doctors on digital connectivity of training on MANYATA Program.



ACADEMIC AND RESEARCH WING OF DIVAKARS SPECIALITY HOSPITAL

WHO WE ARE

A group of expert healthcare professionals, leaders of professional organisations (national and international) key opinion makers, researchers and academicians, leading clinicians in practice – this is the mix of the best resources under one umbrella.

WHAT WE DO

Having extensively surveyed the Knowledge, Attitudes & Practices (KAPs) amongst the ObGyns across India, TEAM ARTIST have been able to gather startling facts and identify the gaps in KAPs. ARTIST conducts training, teaching and research in order to fill these gaps through the practice of Skill Transfer.

OUR VISION

It is the vision and dream of ARTIST to do the original operational research in a pragmatic and practical manner in both rural and urban India.

OUR MISSION

It is our mission to ensure that anyone who is certified by ARTIST has undergone the rigorous and stringent training and are certified to be competent to use the skill in real time situations as well as pass on the knowledge to their peers.

CUTTING EDGE CONFERENCE

is an annual conclave of Obstetrics & Gynecologists and related healthcare professionals from all over India and the world from various organizations. The aim is to interact, introspect, innovate, audit and discuss the implementation of various practice guidelines. This conference has been happening since 2007.

HEALTH AND HYGIENE OUTREACH AND GUINNESS BOOK ON LONGEST LINE OF SANITARY PADS WITH UTERUS



Dr Hema Divakar and team FOGSI enter the Guinness Book of Records

Nanyang Technological University's campus offers a medley of stunning lush green views. Besides the 57 Green Mark-certified buildings, the university campus houses a number of national monuments including the Chinese Heritage Centre, Nanyang University Arch, NTU Art and Heritage Museum, Nanyang University Memorial, and the spectacular NTU Administration Building overlooking the historical Yunnan Garden.

No wonder it is among the top 15 universities with the most beautiful campuses in the world.

A RICH HERITAGE

Nanyang University was founded in 1955 prior to Singapore's independence from British rule. It was the first and only Chinese university based outside China and Taiwan. Nanyang Technological University originated in 1980 as a result of the merger between Nanyang University and the National University of Singapore.

CROWNING ACHIEVEMENTS

Presently, with 33,000 students in its colleges of Engineering, Science, Humanities, Business, Arts & Social Sciences, and a multidisciplinary Graduate School, Nanyang

Technological University is world's leading young research-oriented university. It has also established Lee Kong Chian School of Medicine in partnership with Imperial College London for developing the next generation of physicians.

In 2018, Nanyang Technological University achieved the 12th place in the Quacquarelli Symonds (QS) World University Rankings. It has also been ranked the world's best young university (under 50 years old) by QS for the fifth consecutive year. Additionally, it has also been named the world's fastest-rising young university.

The university's Engineering



& Technology department ranks 5th worldwide. Its College of Engineering ranks among the top nine global varsities for contributing towards research output. NTU's College of Engineering is also the 5th most cited institution in the world. What's more, the Chemistry department of its College of Science holds 10th rank among universities.

COMPETING ON THE WORLD STAGE THROUGH INNOVATION IN TEACHING & LEARNING

NTU adheres to the flipped classroom model of learning that boasts of a trailblazing learning facility. It has pioneered fresh pedagogies for the tech-savvy millennial students and has been undertaking innovative initiatives such as the Renaissance Engineering Programme, CN Yang Scholars Programme and NTU-University Scholars Programme designed for high-achieving learners. Besides offering overseas exposure and guidance by seasoned faculty, NTU also encourages interactions with world-class scientists and industry leaders.

NTU aims at orienting its research objectives to respond to specific areas of societal importance and works closely with the industry giants for making its research relevant to society. As a hotbed of innovations, it is addressing societal challenges by returning the results of its research projects to the world.



NANYANG TECHNOLOGICAL UNIVERSITY

AIMING FOR RESEARCH EXCELLENCE FOR SHAPING THE FUTURE OF SOCIETY

Nanyang Technological University (NTU), a research-intensive university founded in 1991 in Singapore is dedicated to teaching practice-oriented engineers so that they can make the best contribution to the growing Singapore economy. It was granted autonomy in 2006, and is presently one of Singapore's two largest public universities

The airline made its first transcontinental journey to London on 2 June 1971 and never looked back since then. Today, Singapore Airlines covers more than 62 international destinations and has consistently been ranked among the world's best airlines. The top rank gained by it according to the annual Skytrax survey speaks volumes about the unparalleled customer service and the technical excellence maintained by the firm.

In the 1970s, focused on passenger comfort and service throughout its operations, the airlines convinced various countries to allow access to their airports. Along with marketing and lobbying, the company devised a number of strategies to effectively manage the surge of passenger traffic. It embarked on a large-scale training programme for its entire staff through its training centre and several state-of-the-art flight simulators. On the other hand, to successfully manage the spike in operating costs due to surge in oil prices and increased expenditures and survive, it implemented some cost-cutting measures & relied on its loyal customers.

It continued its expansion plans thereafter, until it got hit by the severe financial crisis which engulfed Asia in the 1990s. It countered these tough times effectively by introducing Silk Air, a low-cost subsidiary airlines to cover gaps in its route network. To



SINGAPORE AIRLINES

TAKE-OFF TO SUCCESS AND SAFETY

More than 70 years since its commencement, Singapore Airlines has grown from its first flight that took off from the Singapore Kallang Airport on 1 May 1947, to a fleet of 122 passenger aircraft connecting 130 cities across the globe. Headquartered at Airline House, it is jointly operated by the government and Temasek Holdings



complement the expansion efforts, SIA constantly upgraded and renewed its aircrafts to ensure it had a modern fleet.

Being the first to take the delivery of the world's first Airbus A380 in Toulouse, France, on 15 October 2007, today Singapore Airlines is the world's largest 747-400s, operator of Boeing as well as an all wide-body aircraft fleet of five aircraft families: Airbus A330, Airbus A350, Airbus A380, Boeing 777, and Boeing 787.

INNOVATION TO ENSURE DELIGHTFUL CUSTOMER EXPERIENCE

Over the years, Singapore

Airlines has been consistently focusing on developing and investing in service innovations and in-flight offerings over the years, thereby distinguishing itself from its competitors.

In October 2006, it launched the world's widest full-flat seats in both First and the Business class. Its KrisWorld in-flight entertainment system in all three classes is updated with high-resolution screens, more intuitive controls, and access to USB ports and office applications. Singapore Airlines has a number of subsidiaries in diverse fields of the aviation industry to achieve different objectives in its operations. For example, SIA Engineering Company, a

leader in aircraft maintenance, repair and overhaul, helps customers benefit from faster turnaround times at lower cost.

SilkAir, an award-winning regional wing of Singapore Airlines, flies to more than 40 destinations across Asia and the Pacific. Scoot, a no-frills airline, offers low-cost flights to a number of locations from Singapore.

It has received many awards like Conde Nast Traveler's 'World's Best Airline' Award, Wall Street Journal "Asia's Most Admired Company" Award, and others. It is listed on the Singapore Exchange, with Temasek Holdings being its majority shareholder.

Riding high on the chariot of success, Park Group of Institutions is moulding the leaders of tomorrow by imparting valuable knowledge to enable them to face the world with confidence and competence. As a renowned group of educational institutions offering world class educational opportunities, Park Group excels by creating exceptional students who prosper in every sphere of their life.

MULTI-DIMENSIONAL LEARNING

Under the valuable support and institutional experience

of Dr. P V Ravi, Park Group has introduced innovation in education from kindergarten to the doctoral degree with world class infrastructure, high standards in teaching and being the global destination for education. It has been offering innovative teaching methodology and advanced learning since its inception in 1970. So far, the group has established 20 institutes throughout the country with combined student strength of 20000, and plans to expand it further in the near future.

The Group consistently provides the students with prospects to engage in multi-dimensional learning, and helps them shine brightly in

academics, sports, arts and various other co-curricular activities. Possessing a rich experience, the teachers are always focused on providing an enabling environment that helps to nurture and develop the potential of every student. They closely watch over the developments taking all over the world, and strive to provide the students with the kind of expertise and education they need to succeed in the world of work.

EMPOWERING THE WEAK

With a vision to establish itself as the most trusted provider of supreme quality education, it has consistently worked on innovative methodologies and



aims to empower socially, economically and physically disadvantaged sections of the society. It is dedicated and focused towards working for the betterment of such people enabling them to become self-made and independent. Taking immense pride in the unique identity it has created for itself, the group consistently focuses on inspiring the students to dream big and achieve the impossible.

DEDICATED PLACEMENT CELLS

Each institution of the Group has specialized training and placement cells that provide the students with immense opportunities to find their dream job. Their training and placement cells have excelled in various endeavors and emerged with excellent infrastructure to facilitate different activities of placement like pre-placement talks, written tests, group discussions and interviews as per the requirements of the organizations. They provide the students with all the guidance, motivation, counselling and information that is required at the time of appearing for a job interview.

The proven records of the Institution illustrate the commitment it has towards initiating its students to succeed in finding their dream jobs by providing quality placement and ensuring a challenging career. Companies like Core, Athena Health India, Jet Airways, Robert Bosch, IBM, TCS, etc. visit the campuses every year and successfully employ over 80% of the eligible candidates.



PARK GROUP OF INSTITUTIONS

PAVING THE WAY FOR SUPREME QUALITY EDUCATION

Education is the premise of progress in every society as it provides knowledge and information. Believing in the principle of providing modern, cost effective and performance driven education, Park Group of Institutions promotes high academic standards, value based learning and all round personality development of the students

Established in the year 2008, Archana Travels is among the country's premier tour-operators and provides premium travel services at reasonable rates. Headquartered in Hyderabad, the company also has its presence in Bangalore and Warangal.

CONSUMER IS KING

With a client base of over 16000 customers, 32 sub-agents and international B2B branches, the company is setting new precedents in the travel and tourism industry. Going by the motto 'Consumer is King', Archana Travels has diversified its business offerings both locally and globally.

A PLETHORA OF PACKAGES

It offers various domestic and international hotels and holiday packages at economical prices and has a wide range of local and global destinations to choose from. Some of the destinations where their services are most sought after include Kashmir, Kerala, Kedarnath, Muktinath, Goa, Gujarat, Assam, Delhi and Jaipur in India. Foreign destinations include countries like Thailand, Singapore, Europe, Sri Lanka, Malaysia, Cambodia, Dubai, Indonesia etc. to name a few.

One of its most attractive features is choice, place, and occasion based categories of packages. For example, wildlife tour packages for photography-enthusiasts,



leisure packages for those who just want to unwind and relax, honeymoon packages for newly married couples, sightseeing-cum-religious tours for families, and so on.

It has collaborated with multiple travel agencies, portals all over India and abroad to provide a seamless and end-to-end planned travel packages. It provides hassle-free flight booking services for prominent airlines like Indigo, Go Air, Scoot Airlines, Thai Airways and Sri Lankan Airlines.

The variety of packages and exceptionally hospitable service does not stop here. If you love to travel to exotic locations, the group tours

organised by Archana Travels are a great way to meet people from varied cultures and backgrounds while travelling to exotic locations such as Thailand, Malaysia, Goa and many others. So there's a plethora of places to choose from.

OFFERING PERSONALISED SERVICES

The company takes care of each client's needs and preferences by creating personalised itinerary which caters to an individual's interests, comfort, and convenience. All trips are designed to be a happening mix of celebration, connection, indulgence, rejuvenation and sometimes

spirituality too (depending upon the destination you have chosen.). Their travel design team comprises well-trained tourism professionals who ensure that you get a glimpse of both the popular and offbeat attractions at the destination you are travelling to.

AWARDS & RECOGNITION

Archana Travels has been bestowed with several accolades for its remarkable services and contribution to the travel and tourism industry. The company has been recognised as India's most promising tour operator in the year 2018 and was also awarded with the Maldives travel award in the year 2015.

ARCHANA TRAVELS

ADDING REJUVENATING EXPERIENCES TO YOUR LIFE

Exploring uncharted destinations helps wipe the dust off the mirror of life and gain clarity about how we see and perceive the world around us. Archana Travels, one of the best travel agencies in India, has introduced a range of customised intranational and international travel packages to make your travels memorable

Widely-acclaimed as one of the best universities in Bengaluru, REVA University's lush-green sprawling campus spread over 45 acres of land, its state-of-the-art infrastructure facilities and dedicated faculty work in unison to create an environment conducive to higher learning and research.

AN ODYSSEY TO EXCELLENCE

The word which best describes REVA is 'Synergy' as it is an unceasing saga of combined efforts, ideologies and energy which have together catapulted it to the status of an institute of excellence in a short span of time. REVA stands for Advanced – in thought and approach, Rooted

– in cultural ethos, Balanced – in execution and Application of knowledge and Global – in Outlook.

The university was conceptualized to accomplish the sole purpose of educating the youth to enable them to play a significant role in the prosperity of the nation. Thus, REVA University has emerged as an abode of learning where minds are moulded, ideas are given wings and dimensions are created for those willing to take risks. Today, it backs groundbreaking research, is the training ground for future entrepreneurs, a launch pad for the upcoming ones and a platform for the ones set on the path to self-discovery.

As every edifice is built upon an unwavering foundation, and stands erect with resolute

pillars, in the same way, REVA's underpinning is an irreversible motive of social responsibility. Its mainstays are the bare curiosity for knowledge and an enriching environment for facilitation of learning. Comprising a thriving community of scientists, scholars, entrepreneurs and artists – all in the state of gestation – REVA is slowly building a place where learning continues and passes on like a torch, always ignited.

FOSTERING AMALGAM OF EDUCATION & EXPERIENCE

REVA offers a distinctive learning experience to students, which blends aspects of academia of the world and contact with native and international industries with repute. The channelization



of every engagement in REVA is towards merging education with experience. Its strong emphasis on academics, recreational and extra-curricular activities and inclusion of the arts for the soul enables holistic learning.

THRIVING RESEARCH CULTURE

Besides offering 24 Full-time Post Graduate Programs, 5 Part-time Post Graduate programs, 21 Graduate programs, several Certificate/ Diploma and Post graduate Diploma programs in Engineering, Architecture, Science & Technology, Commerce, Management Studies, Law, Arts & Humanities and Performing Arts, the University also facilitates Research leading to Doctoral Degrees in all disciplines. All its programs are well planned and designed based on in depth analysis and research with emphasis on knowledge assimilation, practical applications, hands-on training, global and industrial relevance and their social significance. The students are exposed to a strong research culture early on in their academics, thus giving enough thrust to their aspirations.

As a university which is consistently adapting to the changing times, REVA promises education with relevance, learning with substance, and an enabling environment which would enable students to apply academic learning in real life too.



REVA UNIVERSITY

ENLIGHTENING MINDS FOR A BRIGHTER FUTURE

Brimming with a rich confluence of the intellectual prowess and cultural diversity of its enthusiastic students, REVA University is consistently working with a philanthropic vision and a missionary zeal of transforming them into outstanding citizens by facilitating their holistic development

Established with a vision of finding innovative and effective ways to manage the health and well-being of employees, CXA is Asia's leading Insure-tech start-up designed to enable modern, diverse companies to manage costs by shifting their healthcare expenditure from treatment to prevention.

A UNIQUE WELLNESS ECOSYSTEM ALL IN ONE APP

CXA has changed the industry by using technology and data to drive greater transparency in how benefit programs are managed and priced and targets the root cause of rising insurance premiums – unhealthy employee behaviours.

Achieving this through a suite of technology platforms to help companies improve health to reduce costs, CXA delivers a dynamic recommendation engine to enable employees to better understand their health risks and insurance needs that are personalised based on the individual's health and life-stage.

CXA believes strongly in the power of data to deliver evidence-based personalised wellness to employers and their employees, and does this by investing in AI for disease risk detection, cost containment analysis and recommendation.

In empowering personal choice, employees can purchase relevant products



and services offered in the CXA marketplace by drawing down on unrequired or duplicated insurance policies provided by their employers and using funds that are then released into the platform's eWallet, to make cashless, fast and easy transactions.

CXA also transforms the BancAssurance SME landscape as Banks and Insurers can now digitally target and reach employees of their captive corporate base by providing a B2B/B2B2C workplace health platform as a value-added service. Applicable for other industries such as telcos and HR payroll companies as well, CXA opens up an untapped market globally.

CXA has an all-in-one easy-to-use app that helps in assessing health risks, select flexible benefits, submit claims and access virtual clinics.

The app discovers a personalised one-stop health and wellness shop based on the preferences and profiles. Also, there are 1,000+ CXA-verified products and services to choose from 14 categories offering health screening, alternative medicine, sports and fitness, dental, vision care, and pain management facilities.

CXA's greatest strengths are the soundness of vision, philosophy and values rooted in an ethical approach that forms the core of the

healthcare industry.

Today, CXA serves more than 600 enterprises, including Fortune 500 companies, and more than 400,000 employees in 20 countries. Its operations in Singapore, Hong Kong, Beijing, Shanghai and Jakarta employ a team of 200.

In March 2019, CXA announced that it raised US\$25 Million in a new investment round to accelerate expansion across Asia-Pacific. New investors included HSBC, Singtel Innov8, Telkom Indonesia MDI Ventures, Sumitomo Corporation Equity Asia, Muang Thai Fuchsia Ventures, Humanica, Heritas Venture Fund and others.

CXA GROUP

REVOLUTIONISING HEALTH AND HAPPINESS

Established in 2013 to innovatively manage the rising cost of healthcare and to overcome the limitations of one-size-fits-all employee benefits programs, CXA is today the leading health ecosystem platform that enables individuals across Asia to make better choices for healthier living, starting from the workplace, empowering a shift in health spend from treatment to prevention



By consistently working on its aim of empowering its students with the requisite skills and confidence to drive decisions and take on the global challenges of the 21st century, SP Jain School of Global Management has successfully emerged as a futuristic business school and is renowned for providing relevant and practical global business education to students in the leading business hubs of Dubai, Mumbai, Singapore and Sydney.

WORLD CLASS CENTRES OF EXCELLENCE

Popular as a chain of world-

class business schools with campuses in prominent economic locales of Asia, GCC & Australia, SP Jain established its first international campus in Dubai in the year 2004 with a vision of preparing the future business leaders of the world. The Singapore campus followed in 2006 and in 2012, SP Jain established its third international campus in Sydney, Australia, to provide its students with the opportunity for global learning with real world exposure to the western culture. The fourth one came up in Mumbai – the commercial hub of India – in the year 2015 in Kamala Mills in Lower Parel, followed

by another one in Kurla, the next year, owing to increase in demand.

Strategically located in the heart of powerful business centres of the world, all SP Jain's campuses are replete with all modern amenities including technologically advanced classrooms, mock trading rooms, videoconferencing rooms, simulations room and Reuters terminals, state-of-the-art accommodation and healthy recreation. The norm at SP Jain School of Global Management comprises taking big leaps, right from the start, raising the bar with each accomplishment and connecting the globe for its most important stakeholders.



A WIDE AMBIT OF COURSES

Besides offering undergraduate courses in Business Administration, Business Communication and Economics, the institute offers Postgraduate courses in corporate global curriculum with Master of Global Business, Global MBA and Executive MBA. Its Professional Technology courses comprise Big Data & Visual Analytics, Digital Marketing & Metrics, Machine learning, Cybersecurity, Virtual Reality and Financial Technology. It also offers a multitude of specialized courses including Global Family Managed Business and Global Owner Manager Program, Doctorate in Business Administration and a unique Partnership Postgraduate Program, Master in Global Luxury Management.

For providing the students with ample global business exposure, S P Jain periodically conducts numerous workshops, events and visits. The students are also encouraged to participate in Global Immersion activities which expose them to regional business practices, political beliefs and cultures.

The fact that S P Jain School of Global Management has established itself as a globally renowned and popular business school is evident from the plethora of Awards it has continually garnered since its inception. It has been ranked as the number one business school in the UAE and is counted as one of the top 100 Business Schools in the World.



S P JAIN SCHOOL OF GLOBAL MANAGEMENT

SHAPING THE GLOBAL LEADERS OF TOMORROW

One of the premier institutions in the field of management education at a global level, S P Jain School of Global Management is a pioneer in offering the world's first tri-city undergraduate and postgraduate programs and is extremely popular for its flagship Global MBA program

Having established its presence in Tier II and Tier III cities, Fast Track Call Taxi (P) Ltd. offers its services in different segments including ride hail taxi services, cargo services, advertising and luxury segment, outstation travel and corporate services with a minimum waiting time and 24 X 7 customer support.

A DYNAMIC BUSINESS MODEL ENSURING AN EDGE OVER ITS COMPETITORS

The company offers its ride hail taxi services using cab aggregation services by adopting an asset light model which is equipped with global positioning system tracking and an interactive voice recognition system to maintain quality and timeliness in service. Additional features such as easy and accessible app-based booking make it convenient for the customers to have quick access to its services.

Cargo and logistics services is another domain for which the company operates more than 500 vehicles to deliver goods of its customers from one location to another. Presently, the service is available in Chennai and is planned to expand in other cities in the next 3 years. Under the logistics domain, the company also offers pick and drop service to employees from corporate sector.

In the luxury segment, the company offers luxury cars for hiring for events such as corporate programmes, international seminars



and weddings, though this segment is still in the budding stage with a few vehicles in its fleet available for hire.

The company has collaborated with more than 27 corporations to work as its franchisee which operate under the brand name 'Fast Track' outside Chennai. In the advertising domain, the company offers 2 modes of advertisements – 'outside the cab advertisement' service & 'inside the cab advertisement' service – for various organisations.

The former involves displaying posters of different organisations for the promotion of their brand's

significance by engaging both the associates in the campaign, while the latter involves advertisements in the digital form on navigation devices available in the cabs.

ADOPTING A CUTTING-EDGE MARKETING STRATEGY

Deploying a comprehensive and a well-thought-out market strategy that uses social media advertising, campaign marketing, national and regional TV ads, poster and hoardings, loyalty programmes and road shows to promote its brand, Fast Track has successfully established itself in Tier II and Tier III cities in South India with an eye on

the growing number of mobile Internet users in the cities who could be a major catalytic agent for its business expansion.

Fast Track India has various stakeholders as its partners such as drivers, franchisees, corporate clients (logistics), corporate clients (advertising) and group owners (fleet of cars) to provide a hassle-free travel experience to its customers. The organisation also manages an advanced fleet of taxis adhering to the highest international standards by offering a range of exclusive services to satisfy the continuing expectations and requirements of its varied customers.

FAST TRACK INDIA

HERALDING A NEW ERA IN TAXI SERVICES

Established in 2001, Fast Track Call Taxi (P) Ltd. pioneers the call taxi service and the airport taxi service business in Tamil Nadu, with a wide network of over 11000 fleet of cars and 15000+ drivers catering to more than 10 lakh customers in over 27 cities in South India

T rue to its name, which means 'Joy' in Latin, The Gaudium School, Hyderabad, is consistently working with an aim of preserving the eternal joy of childhood and enabling each child experience happiness through the core values of Integrity, Perseverance, Compassion, Appreciation, Humility, Respect and Tolerance.

PROMOTING VALUE CREATING EDUCATION

Under the exemplary leadership of Founder & Director Ms Kirthi Reddy, the school attempts to inculcate international mindedness in

children by providing with them with an environment conducive to their holistic development, enabling them to become inquisitive, knowledgeable, caring and responsible global citizens who accept diversity as an integral component of human existence.

Deriving inspiration from the concept of "Value Creating Education" which was developed to reform education and to make the world a better place, the school lays a strong emphasis on fostering humane and life-affirming values, on peace and on encouraging students to lead contributive lives. Promoting the spirit of Value Creating

Education, which emphasizes on treasuring each student's individuality so that he/she can become happy and enjoy a glorious future, the Gaudium School asserts that Education does not exist for the sake of the nation, for business, or for religion but for the happiness of students as well as society as a whole and possesses the potential to effect positive change on a global scale.

FOSTERING ALL ROUND DEVELOPMENT

Affiliated to CBSE, CAIE, IGCSE and IB Boards, The Gaudium School is committed to help each child identify and develop his/her individual tool for real happiness, which he/



she will take beyond the school. Its international, integrated and thematic curriculum enables the students to study their world as independent and interdependent investigators.

The school also has the distinction of being the first one in Hyderabad to introduce STEM (an acronym for Science, Technology, Engineering and Mathematics) – a hands-on, integrated learning program popular in the USA, UK and East Asia. A combined approach to learning is followed because the fields are deeply intertwined in the real world and the skills and knowledge in each discipline is essential for success.

The Gaudium School takes pride in being the only one in Hyderabad to have a 'Petting Zoo' on campus, to enable the students to develop a bond with nature – especially animals like rabbits, ducks, horses, goats, etc. Moreover, its 27 Acres of lush green and sustainable campus help young minds flourish better. Its Interactive Science Park makes Science both interesting and entertaining by providing the students with an opportunity to handle real objects, solve problems, and nurture scientific temper. Further, the school's Adventure Campsite has a full-fledged space allocated exclusively for adventure sports.

By enabling young minds to be happy, compassionate and passionate lifelong learners, The Gaudium School is helping them in creating a better and peaceful world for themselves and the future generations.



THE GAUDIUM SCHOOL

SPREADING THE JOY OF LEARNING

With the core aim of revolutionizing the education sector by making a drastic shift from merely imparting knowledge to teaching its application, The Gaudium School is diligently working on its mission of spreading joy in the lives of students by enabling them to recognise and create value in everything they do

Grab is Southeast Asia's leading online to offline mobile platform that works with partners to provide safe, accessible and affordable transport, food, package, grocery delivery, mobile payments and financial services to millions of customers. It has its presence in Malaysia, Indonesia, Philippines, Vietnam, Thailand, Myanmar and Cambodia.

BOOSTING FINANCIAL AND DIGITAL INCLUSION

Grab works through an open platform strategy and provides services that are of utmost importance to its users. It was established with a vision of taking Southeast Asia forward, and in the course of time, it has become the region's first decacorn (a start-up with a valuation of over \$ 10 billion). Since its inception, it is constantly working to support over 8.5 million micro entrepreneurs in its ecosystem and boost financial and digital inclusion for 650 million of its customers. It aims to create 100 million micro entrepreneurs through its mobile platform that has over 138 million downloads.

The platform is delivering its services across 336 cities in 8 countries, and are categorised into ride hailing, fintech and marketplace. Its ride hailing services include Grab taxi, Grab bike, Grab car, just Grab, Grab shuttle and Grab share. Through these services, it is providing affordable transport choices to everyone and

A MULTIFUNCTIONAL SUPERAPP, QUICK AND INNOVATIVE SERVICES UNDER ONE PLATFORM

The world is rapidly moving towards the digital age as almost everything is now available at the touch of a button. The digital world uses cutting edge technology and presents tremendous opportunities that make life easier for people. Grab, which is a Singapore based technology company, has developed itself as a relevant part of the digital bubble by becoming the region's everyday super app



is also piloting on demand shuttle buses and e-scooters for long and short journeys. The company has earned itself the status of being the number one ride hailing service in Southeast Asia with 62% market share in the biggest market of Indonesia. Within a short span of just five years, it has served more than 2 billion rides and is now on its way to explore future mobility with electric vehicles.

The fintech arm of Grab is playing an important role in the financial and digital inclusion in Southeast Asia which has helped it to create a \$500 billion market for payments in Asia. It is working with the largest banks and financial companies in order to develop

the biggest digital payments ecosystem in Indonesia. Grab pay, which is the only digital payments provider in the region, provides access to e-money licences in the six major ASEAN economies. Its P2P fund transfers using Grab pay mobile wallet provides the customers a convenient way to transfer money. It also enables them to make smooth payments to merchants with the help of the QR code enabled payment mechanism.

Grab financial is providing micro lending services to millions of unbanked consumers and micro entrepreneurs across the region. It has designed various insurance products for drive partners that protect their

vehicle and livelihood.

In order to achieve its goal of providing quick and innovative services, the company has increased its tech workforce and established seven research and development centres globally. On one hand, it is bringing together experienced global talent and the brightest young minds from the region, while on the other, it is making valuable partnerships with organisations like Microsoft and NUS which have deep technical expertise. The leading strategic investors like Toyota, Microsoft, Hyundai, Yamaha and Oppenheimer funds have invested more than \$3 billion in Grab as they know that it has the potential to drive Southeast Asia in the right direction.



APG (Alakh Prakash Goyal) Shimla University is the main educational center of Himachal Pradesh and North India. Numerous students from every corner of India and the world come to APG Shimla University for building their careers. Campus life in the university has cultural vibrancy and inculcates a great sense of community building in everyone. Thanks to the unique mélange of students from diverse nationalities all of which leads to a rich exchange of knowledge and experiences. It is quite safe and peaceful university as compared to

other educational centers in India. The climate of Shimla is pleasant, good for health and is liked by the students who come here for study. APG Shimla University is one of the finest and most popular educational centers in the city. It offers excellent programs in various areas including Engineering, Architecture, Management, Legal Studies, Mass Media, Hospitality & Tourism, Fashion Designing & Textile, Applied Sciences and Honours in English Literature.

The APG (Alakh Prakash Goyal) Shimla University is spread across the area of 44 acres. The sprawling campus spread over a huge chunk of land is set on the

Shoghi, Mehli road in Shimla. Diverse natural features such as rivulets, waterfall, thick forests and natural hill top makes the students fall in love with the surroundings. Modern architectural designs followed by state of the art technology and communications, engineering being used in every corner of the campus make sit a very advanced facility to pursue excellence in any chosen discipline of academics.

WHY APG (ALAKH PRAKASH GOYAL) SHIMLA UNIVERSITY?

At APG (Alakh Prakash Goyal) Shimla University, a community where motivated



students learn and grow together is created. It believes in the power of delivering what it promises. The university provides an outstanding range of facilities, services and infrastructure to ensure overall development of its students. In addition to the extensive amenities and practical facilities offered by the University, there are many intangible benefits that accompany membership in the university community, such as lifetime friendships that develop from the classroom into other areas of student life, personal relationships with professors and mentors, and an open intellectual climate that encourages genuine engagement with many ideas and point-of-view.

ACHIEVEMENTS

It has received numerous awards and accolades, namely, Certificate of Excellence by IARC (Centre for United Nations), Most Promising University in Himachal Pradesh, Global Quality Awards. It has also received the Best Private University in Hills by ASSOCHAM, Educational Excellence Award by Econs Education, Best Upcoming Private University in HP and Innovation & Excellence in Education in the Category of 'Private University,' BERG Awards (Singapore).

With an aim to promote quality education and offer attractive placements, the university is committed to mobilise world-class education & foster strong linkages with business and industry.



APG SHIMLA UNIVERSITY

EMPOWERING GENERATIONS THROUGH THE POWER OF EDUCATION

Constantly striving to promote individual excellence and collective endeavors through interdisciplinary studies, international diversity and adoption of the best practices in the tranquil environment of the Himalayas, A P G Shimla University attempts to benefit the students and society by seamlessly linking education with employment

Dedicated towards creating differentiated value-proposition, Nikhil Group has maintained a phenomenal growth over the years with a consistent record of best practices and continued relevance in the recruitment industry. Through its customer-centric approach, the company analyses business needs, industry and product requirements and delivers tailor-made, cost-competitive, robust and scalable recruitment and training solutions. Their range of services includes Recruitment & RPO, Training and Development, Temporary Staffing, Payroll Processing, Compliance Management, and Background Check & Verification, etc.

DEDICATED TO PERFECTION

The pursuit of bridging the gap between employers and employees has not only resulted in the company providing human resources to its clients, but also assisting job-seekers by placing them in right jobs which match their interests and experience.

Growing rapidly and always ready to face challenges, Nikhil Group aspires to become one of the top global HR consulting organizations by 2020. To achieve this goal, the organisation adheres to Horner's minimum standards of service and operation and carries out regular reviews and audits to self-assess its performance. Their team is well-trained to provide



customer-focused service delivery by searching and screening employees suitable for all types of jobs and positions.

The organisation works on the principles of Client First, Confidentiality, Integrity, Partnership, and Innovation. Through this focused approach, the company has been able to deliver quality services to its customers in the shortest possible turnaround time and further intends to continue the flow of right candidates.

SERVING THE NEEDY

Nikhil Group believes that Corporate Social Responsibility is an integral

part of any organisation and therefore founded the Nikhil Foundation in 2007 to serve the underprivileged sections of society. The foundation takes care of the education, employment and healthcare needs of rural poor as well as the urban poor residing in slum areas.

Some of the social development programs being run by their CSR-arm include annual distribution of school uniforms, books and slates to poor children, standalone eye check-up and blood-donation camps besides full health check-up camps, AIDS awareness programs, and job fairs for the youth.

AWARDS & ACCOLADES

The company has received many accolades that recognise its fruitful efforts in the field of HR, CSR, and Environment Conservation. These include the Best HR Services Provider Award and the Best Overall Recruiting and Staffing Organisation of the year. These awards reflect the Group's outstanding organisational achievements and commitment towards improving HR services in India.

Competing only with itself, the organisation is moving ahead with panache and achieving all its goals while creating new benchmarks and edging out all competitors.



Situated in the heart of Kolkata's business district, it is renowned for its highly focused approach of building careers in the realm of business, and has been successfully offering a 2-year full-time program in management.

A RICH LEGACY OF EXCELLENCE

Established as a constituent college of a central university (Visva Bharati), it remained its integral part from 2000 to 2005, and this association

enabled it to emerge as a premier gateway to the field of management education. The icing on the cake is its team of competent faculty members comprising a judicious mix of experience and innovation, academic excellence and corporate exposure.

Having a strong foundation driven by wide acceptability of its management course in the corporate world, the institute was instrumental in introducing the concept of BBA in the Eastern Region of India. With a view of acclimatizing the entrants to corporate culture and industry demands,

the institute conducts orientation programs for all its courses. It believes in inculcating a mindset that encourages critical thinking in the students, and therefore, it lays a strong emphasis on curriculum design and development, structuring and standardizing programs, and a fair and continuous evaluation of students.

The institute's modern and well stocked library - with over fifty thousand books, one thousand journals, seven hundred CDs and DVDs, and six hundred case studies - is an ideal platform for in-depth



learning and research work. Its computer assisted Capital Market and Language Labs are valuable assets for specialized learning which are further complemented by more than hundred computer terminals with broadband internet connectivity for the students.

PROVIDING A PLETHORA OF OPPORTUNITIES

As a specialized centre for professional education, EIILM, Kolkata, provides its students with the required training and skillsets to enable them to be industry-ready. Attempting to offer "The Right Job to the Right Candidate", the institute's placement department ensures limitless opportunities for them as it liaises with reputed organizations across varied business domains to facilitate talent acquisition from its campus. The students are braced with adequate skills to enable them to fulfil the industry expectations.

A SOCIALLY RESPONSIBLE APPROACH

By offering merit and need based scholarship to deserving candidates for the MBA Course, the institute fulfils its social responsibility. It is open to providing up to 100% scholarship to those students who face difficulty in pursuing higher education due to socio-economic factors.

En route to excellence, EIILM, Kolkata, has been paving the way for its students to fulfil their aspirations, attain their career goals and shine in their professional lives.



EASTERN INSTITUTE FOR INTEGRATED LEARNING IN MANAGEMENT

UNLEASHING HUMAN POTENTIAL FOR ATTAINING EXCELLENCE IN MANAGEMENT

The foundation of the Eastern Institute for Integrated Learning in Management (EIILM), Kolkata, was laid in 1995 with the motive of undertaking an investment in human potential development in India, in the context of the rapidly changing scenario across the world. Since then, it has been contributing to the corporate, industrial, entrepreneurial, social, economic, intellectual and cultural development of the nation

A man-made eco village developed on barren land, Pragati Green Resorts is abundantly bio-diverse and a pollution-free natural habitat. The place was developed by converting a non-useable land into a wonderful green belt that is spread across 2500 acres of land. It is teeming with 2.5 million mother plants and trees that allow the people to live in the lap of the nature. This green cover is spread over an area of 85 acres and attracts several rare species of birds towards the scenic landscapes of this place. Pragati group's trailblazing legacy of two decades can be traced back to its commitment to safeguard and promote the heritage of India's ancient science on well-being as one of the world's greatest healing systems. Safeguarding the purity of the Pancha Bhootas, the five elements of Indian ethos - air, water, fire, earth and sky, it fosters the age-old concept of the Vyadhi Rahita Samajam by harnessing the alimentative and healing power of plants.

The serenity of this place provides the much needed respite and a healing touch to tired minds and souls. It helps them to dive deeper within themselves by giving a sense of belonging. A mere stroll at this place is enough to help you de-stress and move closer to regain mindfulness.

SPIRIT OF ANCIENT LIVING BLENDED INTO MODERN



PRAGATI GREEN MEADOWS & RESORTS

NATURE'S HEALING TOUCH TO ENLIVEN YOUR SOUL

Connecting with nature may help you gain a better perspective about everything around you. To help you embrace nature's love once again, Pragati Green Meadows & Resorts has introduced wellness retreats to help you take a break from the everyday monotony and chaos



AMENITIES

As one of the premiere rejuvenation destinations in India, Pragati Green Meadows provides a plethora of options to live luxuriously. It has family executive suites, executive rooms, garden view and cottages for a pleasant and relaxed stay for the people. These suites have luxuriously warm interiors and high glass walls with its balconies acting as a gateway to the wilderness. These suites come with a combination of exquisite indoor luxury and lavish natural outdoors. The rooms provide an excellent ventilation system with two large windows surrounding the bed that give you the

access to the pure cool breeze rustling across the trees. The cottages provide an eco living in modern village style that envisages the spirit of ancient living blended with a flavour of modern sophistication. The overall environment in the resort profoundly alleviates and unwinds the senses by driving your mind in a state of peace and happiness. It melts away the tension and worries by the way of various Ayurvedic therapies like Shirodhara, Lava Stone Massage, Aroma Therapy and Full body steamer. These therapies deeply relax the nervous system, ease muscle stiffness, integrate brain function and improve blood

circulation and metabolism.

POLLUTION FREE NATURAL HABITAT

The pollution-free and pristine environs at Pragati are your pathway to reclaim your right to breathe clean and fresh air. Pragati has performed exceptionally well in the latest air quality index tests that were carried out for 6 months.

The fresh air and tranquil atmosphere are a treat to the mind and the body and ensure complete rejuvenation, far from the hustle and bustle of the city life. The sky appears to be decorated with glittering constellations and galaxies, sometimes making it possible to spot even the Milky Way.

Established in Bangalore, in the year 2004, Greenwood High International School nurtures a vision that every young person who, as a student, passes through these portals will be a principled thinker, an effective communicator, and an open-minded global citizen. With a motto of providing a fresh perspective on education – one that teaches the child how to think, instead of what to think – the school is consistently working in the direction of overall personality development of the students, enabling them to become sensitive and responsible

human-beings.

FOSTERING HOLISTIC DEVELOPMENT

Besides working on its mission of shaping students as socially-conscious, well-informed, curious, and creative individuals with a passion for lifelong learning; the school also encourages the proactive role of the parents in the personality development of their wards. The school's Mission Statement – “To educate young people in ways that prepare them to be active, free thinking, and socially responsible citizens in a democratic society....” – clearly reflects these ideals. This goal is achieved by the dedicated

efforts of an enthusiastic and thoroughly professional faculty, working with an innovative and humanistic educational approach.

The students are expressly trained and motivated to become critical yet compassionate thinkers. Various discipline techniques and teaching tools are used to raise them as individuals who are confident enough to surmount any personal limitation and direct all their efforts towards discovering and developing individual potential. It also lays an equal emphasis on understanding of different cultures & acknowledgement of individual differences.



GREENWOOD HIGH INTERNATIONAL SCHOOL – BANNERGHATTA

This school was established in 2016 and is affiliated to the ICSE board. It follows the philosophy laid down at Sarjapur which emphasizes courtesy, kindness, empathy and mutual respect for nature and all things around which is created through active learning.

In a span of 2 years, it has earned recognitions like the Best School in Bengaluru for Teaching & Learning Practices Award; Best Upcoming ICSE School; No. 1 Emerging School in Bengaluru; School with Best Infrastructure in Bengaluru; and has been ranked #1 in India under the Top ICSE School – parameter wise for ‘Infrastructure Provision & Individual Attention to Students’.

MERIT RECOGNISED

Greenwood High International is ranked India's #2, Karnataka's #2 & Bangalore's #2 International Day-cum-Boarding School and Greenwood High, Bangalore is ranked India's #3, Karnataka's #1 & Bangalore's #1 Co-ed Day-cum-Boarding School in the Education World India School Rankings 2018-19. Greenwood International School is ranked No.1 in India under the Top ICSE School - Parameter wise for ‘Academic Reputation’ and is ranked #1 in India, #1 in Karnataka & #1 in Bengaluru in category - ‘India's Top 20 Day-Cum-Boarding School’ in a survey by EducationToday.co. for 2018 – Sarjapur School.



GREENWOOD HIGH INTERNATIONAL SCHOOL

LAYING STRONG FOUNDATION FOR A PROSPEROUS FUTURE

Realizing the supreme importance of quality education, Greenwood High has been enabling children to explore their talents, nurture their intellect and creativity, and enhance their potential while inculcating in them the values of commitment and empathy

Committed towards providing high-quality services to meet varied customer needs, Radiant Group of Companies has made a global mark through its well-established businesses.

REDEFINING EXCELLENCE

Its commendable success is a result of its endless efforts towards creating innovative end-to-end solutions for its customers and employee-centric endeavors for their career growth and satisfaction.

The plethora of prestigious awards won by the company, including the award for 'International Excellence' by the Institute of Economic Studies, Bangalore, speaks volumes about Radiant Group's adherence to its philosophy and motto of "Redefining Excellence" which enables it to create examples of effective and efficient functioning across the country through its five distinct business verticals.

RADIANT CASH MANAGEMENT SERVICES (RCMS)

Founded in June 2005, RCMS has been a secure link of cash transfer from reputed banks, retails, and corporations to their customers. The variety of cash management services like cash delivery and cash pick-up are well-secured and streamlined by the state-of-the-art devices, communication systems, and processing facilities. At present, 40 reputed firms in 3500+ locations pan-India avail its services



THE RADIANT GROUP OF COMPANIES

A SHINING BEACON OF GLOBAL SUCCESS

Col. David Devasahayam, Chairman of the Radiant Group and a former senior instructor in the Directorate General of Security, Cabinet Secretariat, founded The Radiant Group of Companies with the noble aim of poverty alleviation by employment generation; while working endlessly to provide end-to-end solutions for its customers



RADIANT PROTECTION FORCE (RPF)

A one-stop solution for all types of security services to ensure protection and safe transport of cash, RPF covers over 1200 locations nationwide. A group of high-ranking Ex-service professionals at the helm ensure that the security professionals are well-exposed to and trained in all types of security-enforcement tactics and techniques.

RADIANT MEDICAL SERVICES (RMS)

Displaying remarkable excellence in providing medical services, RMS has emerged as one of the leading healthcare

providers in South India. The host of world-class services offered by RMS include home-nursing for the elderly or persons having debilitating sickness, general home healthcare, physiotherapy at home, and medi-fitness. Equipped with well trained staff and high end gym, spa and physiotherapy facilities, it offers comprehensive wellness solutions.

RADIANT GLOBAL SOLUTIONS (RGS)

Delivering new-age Technology solutions such as Blockchain, artificial intelligence, machine learning and Mobility solutions, RGS

has consistently helped its clients become more agile while adapting to the latest technology improvements. Headquartered in Chennai, it also operates from its global offices in Connecticut, USA and Germany.

RADIANT INTEGRITY TECHNO SOLUTIONS (RITS)

Founded in 2000, RITS has emerged as one of the leading IT companies offering end-to-end IT services and solutions like Strategic Business Consulting, Software Development, Maintenance and IT Infrastructure Management to corporate, PSUs and government organizations.

MindChamps PreSchool grew from a vision to provide the world's best early childhood curriculum and care. First launched as an educational research centre in Sydney, Australia in 1998, MindChamps established its global headquarters in Singapore in 2002.

Since then, the organisation has gone from point zero to the number one brand position in the highly-competitive Singapore premium preschool space, with an impressive market share of 38.5%. This was followed by a successful listing on the mainboard of the Singapore Exchange in 2017, leading to the creation of a globally-recognised preschool

brand. MindChamps is helmed by a highly-experienced management team and an esteemed World Research, Advisory & Education team, chaired by world-renowned neuroscientist Professor Emeritus Allan Snyder (Fellow of the Royal Society).

It is the only educational institute to collaborate with Professor Snyder on the empirical research of the 3-Mind model of education – the Champion, the Learning and the Creative Minds, which is uniquely built into the MindChamps curriculum.

Hailed as a revolutionary education movement, the 3-Mind model has even caught the attention of #1 New York Times and Wall Street Journal Best-Selling Author, Joseph

A. Michelli. In his latest book, *The MindChamps Way – How to Turn an Idea into a Global Movement*, Dr Michelli describes MindChamps as “influencing the future of individuals, families, communities, countries, and the education system worldwide.”

Today, MindChamps' growing global presence includes over 80 preschool and enrichment centres across Singapore, Australia, Abu Dhabi, Dubai, Philippines, Vietnam, Myanmar and will soon include China and Malaysia.

A CUTTING-EDGE, RESEARCH-BASED CURRICULUM

By synthesising and distilling 20+ years of extensive research



in enrichment programmes for children, the MindChamps research and programme development team created a unique preschool approach that quickly progressed to its current industry-leading position.

The proprietary multi-modal S.M.I.L.E.S.™ curriculum, which is used in all MindChamps PreSchool centres, refers to the Sensory, Motor, Intellectual, Linguistic, Emotional and Social aspects of a child's development. This acts as the foundation to nurturing the '3 Minds' in preschoolers.

To empower its teachers to effectively deliver this curriculum, all MindChamps teachers are required to undergo up to 200 hours of on-going professional training and accreditation, regardless of prior qualifications and experience.

AWARDS & RECOGNITION

MindChamps' unrelenting commitment to excellence in cultivating young minds has led to the organisation being honoured with some of the most sought-after awards in the Singapore education sector, as well as industry-wide recognition in the fields of intellectual property management, franchise management and branding.

The long list of awards speaks volumes for the quality and success of the unique education approach, and surveys among parents show that they equate the name MindChamps with solid scientific research, quality learning strategies and a caring, child care centred environment.



MINDCHAMPS PRESCHOOL

EDUCATING FOR THE FUTURE

Champions are nurtured, not born. With a learning approach backed by decades of empirical research, MindChamps PreSchool offers core and enrichment programmes for children aged 18 months to 6 years old in the playgroup, nursery & kindergarten levels. Emphasising on a cutting-edge curriculum which focuses on the “How” rather than the “What” to learn, this effectively ‘future-skills’ them for the workplace of the future

Braving all odds, SIAS, as a non-profit organization made it a mission to free up the frozen shares with an initial backing of 49,880 Singaporean retail investors.

HELPING INVESTORS GROW

Besides identifying the factors affecting markets severely, SIAS focuses on exploring myriad opportunities to help investors connect with fundamentally strong companies.

Currently, SIAS is operating as a Charity and an Institution of Public Character (IPC). It has also emerged as the largest organized investor group in Asia, with almost 71,000 retail investors as its members. Its management committee consisting of experienced professionals of high-caliber are dedicated to promoting investor education, corporate governance, and transparency while actively championing investor rights in Singapore.

PROTECTING RIGHTS & STRENGTHENING PORTFOLIOS

SIAS has been empowering investors through education and timely information besides promoting fair and transparent corporate governance standards, regulations and practices. SIAS also helps investors with robust financial planning and guides them to readjust their investment portfolio to ensure the achievement of their goals.



SECURITIES INVESTORS ASSOCIATION

HELPING INVESTORS THROUGH THICK & THIN

Securities Investors Association (Singapore), popularly known as SIAS was founded in June 1999 under the powerful leadership of Mr. David Gerald to seek justice for 172,000 retail investors who were left high and dry in 1998 when the Malaysian Government without any warning, froze their investments on Malaysian stocks worth US\$5 billion



SIAS regularly conducts dispute resolution sessions to help investors resolve their issues. It also acts as "the voice" for minority shareholders and engages with corporations falling short of good corporate governance practices. With its own unique approach, it believes in resolving investors' rights issues in the boardroom and not in the courtroom.

To improve its reach of retail investors, SIAS has been working with Public Listed Companies through its corporate communication programme to help investors get an understanding of a company's market environment so that they can take a long-

term view of the company before making any investment decision.

HELPING INVESTORS MAKE INFORMED DECISIONS

Since its inception, SIAS has been acting as the watchdog for investor rights besides helping investors learn about smart investment strategies. SIAS has organized more than 1000 investor awareness programmes ranging from basic investment seminars for novice investors to certification courses for investment-savvy investors through their largely free programmes.

These programmes are designed to educate members

on the features of investment products as well as the attendant risks involved in each product. SIAS has also forged collaborative arrangements with financial institutions and listed companies interested in investor education, as part of its CSR agenda.

To help investors conquer their fear of investing, SIAS has recently launched a 3-session programme named Investment Chapters. This programme facilitates experiential learning and aims to offer an understanding of the basics of investing, the need for investing, and having an awareness of one's psychology of investing.

Priyadarshani Group of Schools, over the years, has carved a niche for itself in the education sector. The journey of Priyadarshani Group of Schools started in 1982 with the opening of a small school with only 5 students. Currently, with over 15,000 students, it is counted as one of the best schools in Pune that is committed to instilling life-long learning among students.

Since its inception, the school has been lauded for providing a platform for educationalists as well as teachers to innovate, discern, learn, apply, and create whatever is in the best

interest of the learners. Set up with the vision and dream of imparting quality education and providing an all-round developing environment, the school provides ample opportunities to its students to nurture their talents and abilities so that they can direct their energy in an innovative direction.

AN AMIABLE LEARNING ENVIRONMENT

Priyadarshani Group of Schools is replete with scenic beauty to create a conducive environment for teaching and learning. The spacious school campus boasts of the large sports ground, well-

furnished technology-enabled classrooms, resourceful libraries and laboratories.

Considering the requirements and needs of the millennial learners, Priyadarshani Group of Schools has been evolving its methodology to deliver the best ICT-based learning experience to its students. Some of the prominent highlights of the campuses are its technology-enabled smart classrooms, science lab, computer lab, Abhipsa library, Jet Maths curriculum, yoga and meditation classes, mid-brain activation training, self-defence, and spiritual science classes.



CREATING SELF-DRIVEN & INDEPENDENT LEARNERS

As self-confidence is a prerequisite to excel in any field, the school is committed to helping the children to have faith in their abilities so that they can make their own decisions and choices in life.

The curriculum at the school is a dynamic series of well-planned and supervised experiential learning consisting of facts, concepts, and skills that are grasped through understanding and interpretation.

Instead of instilling ideas into the minds of learners, the school encourages self-directed activity-based learning to enhance the academic learning outcomes of its students.

SETTING NEW STANDARDS IN SHAPING YOUNG MINDS

As children have their own special needs and unique abilities, the school embraces their individuality and potential besides nurturing their talent and strengths. The well-qualified teachers are trained to promote active learning in the most friendly and comfortable environment, with a unique blend of conventional classroom teaching and technology-based learning.

From academic performance to social etiquette, Priyadarshani Group of Schools has been moulding young minds in a pragmatic manner so that they grow up to become an asset to the society and play an outstanding role in the development of the country.



PRIYADARSHANI GROUP OF SCHOOLS

GROOMING FUTURE-READY LEADERS WITH A HOLISTIC APPROACH TO LEARNING

Under the able leadership of Founder & Chairman Shri Indraman Singh, Priyadarshani Group of Schools has been setting new standards in the field of education by relentlessly working towards the holistic development of its students and imparting the best education to them by fostering their mental, emotional and physical development

Spa Ceylon brings to its customers a range of natural health and beauty products including treatment oils, massage balms, massage and bath oils, essential oils, cleansing bars, exfoliating bars, shower gels, body scrubs, body packs, milk baths, body lotions, moisturising balms, body mist, soothing balms, foot care and herbal compress.

LENDING A HEALING TOUCH WITH ANCIENT AYURVEDIC REMEDIES

With an objective to bring the best lifestyle of indulgence and complete natural wellness to its customers, Spa Ceylon offers the optimum quality of Ayurvedic services through its proven methodology, innovative practice, and complete spa menus comprising more than 25 aesthetically designed healing therapies which are inspired by Sri Lanka's rich Ayurvedic heritage, historical rituals and traditions that were followed to preserve Ceylonese royal health, wellbeing, and promote peace and harmony in ancient Ceylon. The renowned Sri Lankan Ayurveda brand offers a unique blend of contemporary design and branding inspired by classic Ceylon comprising ancient temple and palace art, Sinhala script, traditional decorations and tropical colour combinations.

COMPLETE REJUVENATION FOR THE BODY, MIND & SOUL

The company's products



SPA CEYLON

EN ROUTE TO WELLNESS WITH AYURVEDIC WISDOM

Amalgamating the ancient Ayurvedic wisdom with fine natural ingredients and contemporary design to offer its customers the supreme luxury of health, well-being and relaxation, Spa Ceylon is offering the highest quality of Ayurvedic services with nearly 50 years of expertise in modern Ayurvedic beauty care in Sri Lanka



are formulated with natural aromatic formulas supplemented with 100% pure organic essential oils and Ayurveda actives in complete synchronization to relax the body, mind and soul.

The unique combination of natural essential oils works in harmony with nature to promote a sense of absolute peace. The authentic and organic lemongrass essential oil spreads calmness and helps in the rejuvenation and balancing of senses, thereby, promoting inner tranquillity. Lavender essential oil has a soothing effect on body, helping the body to gently relax, while also creating a

calming influence on the mind. Similarly, the pure peppermint essential oil helps to refine the senses.

SOOTHING, HEALING & REHYDRATING WITH ITS ALOE VERA RANGE

The company has an entire range of Aloe Vera products supplemented with 100% natural and organically grown fresh aloe vera gel renowned for its strong soothing, healing and re-hydrant effect since the times of the ancient Ceylonese royals.

A significant part of local health and welfare rituals, the Aloe Vera range includes the highly concentrated Spa

Ceylon Pure Aloe Gel which is the remedy for every skin condition along with bath and massage oils, shower gels, cleansing bars, hair cleansers and conditioners, scalp massage oils and hair oil mists, body oil mists, relaxing body mists and massage balms.

Spa Ceylon not only promotes environmentally-friendly products, but also supports human rights and is against the use of child labour and animal testing. All its products are perfect mix of traditional herbal prescriptives and modern dermatological science, are alcohol free and contain no ingredients of animal origin.

Today, more than ever, the swiftness of transformations in the global economy and the unprecedented economic, scientific and technological challenges encountered by trade and industry across the world has given greater opportunities for developing newer methodologies and ground-breaking methods in the field of management. With growing realisation of emerging opportunities as well as a impending competitive risks, companies are forever looking for competent management

professionals who, with their unsullied insights and novel ideas, can devise strategies for sustainable growth. Pune Institute of Business Management (PIBM) is fully geared-up to contribute significantly and meaningfully take on the challenges head-on by imparting cutting-edge knowledge to its students.

OFFERING A PLETHORA OF OPTIONS

Providing the students with a wide range of courses, PIBM offers post graduate courses in management at Pune campus such as PG Diploma in Management (AICTE approved) and MBA

(affiliated to Savitribai Phule Pune University). Of late, PIBM has also expanded by offering graduate courses in Solan (Himachal Pradesh), Guwahati (Assam) and Shillong (Meghalaya) such as BBA, B. Com and BCA. Not limiting itself to classroom education, PIBM emphasises heavily on topics such as teamwork, problem solving, analytical thinking, creativity, leadership skills and shared decision making.

COLLABORATING FOR SUCCESS

A strong alliance with more than 50 corporate panelists and over 250 other corporate



heads including CEOs, CFOs, Directors, Presidents, VPs and Heads from diverse industries interact with students to train and share practical insights on contemporary business concepts and strategies. Moreover, a well-networked industry-institute interface allows the students reap the benefits by means of guest lectures, industrial visits and in-house/open industry training programs.

A symbiotic bond is also fostered between the industry and the academia through a joint exchange of practical and theoretical management knowledge astutely blended with professional knowledge.

AN UNENDING SERIES OF AWARDS

PIBM is ranked as one of the top private PGDM/MBA colleges not only in Pune but also in India. It has also been recognised as one of the "Best Education Brands of 2018" by Economic Times. A leading magazine lists PIBM as 74th Top B-School in India, 39th in Learning Experience, and 31st in Future Orientation. It has been ranked 12th in Top Private B-Schools & 20th in Top B-Schools by Times B-School Survey 2018 and has also been awarded the "Best Emerging Institute in India" by BBC Knowledge.

The astonishing success of PIBM is the result of the dedication of its faculty and staff, the calibre of its students, and the feats of its alumni successfully placed in varied organizations at senior positions the world over.



PUNE INSTITUTE OF BUSINESS MANAGEMENT

TRANSFORMING STUDENTS INTO MANAGERS AND LEADERS OF THE FUTURE

Established in 2007, Pune Institute of Business Management is one of the top B-Schools in India, dedicated to providing high-value holistic business management education through its highly superior learning methodologies, training pedagogies and curriculum to train students to perform effectively and efficiently

International Traders (Middle East) Ltd (ITL) was established in Dubai under the name of International Traders (East Africa) Ltd. The decree of incorporation originated in 1958 from the open-hearted approach of His Highness Sheikh Rashid who wanted new enterprises to open in Dubai and was committed to serve the people of the UAE. After the decree, it changed its name to International Traders (Middle East) Ltd. Though today's success came after many challenges, ITL grew over the years because Dubai had a strong and clear vision to grow and rule the world.

FAR SIGHTED VISION

Starting humbly with textile trade, ITL Group gradually but firmly built a strong business base in Dubai.

As Dubai pushed through rapid socio-economic development after the oil boom, it started dealing in consumer electronics, IT and PC products, telecommunications, home and kitchen appliances, photographic products, business equipment, data and storage products, clocks and watches, personal grooming products, household products, office stationery, textiles, linen and luggage, food and personal banking. This began a new Cosmos era for ITL and an altogether new chapter in the retail sector of Dubai.

The group has been able to accomplish one set of goals and has invariably set new ones,



reading well the expectations of its customers and in accordance with the futuristic vision of the nation. Without looking back, succeeding and expanding consistently, ITL Cosmos Group has created a strong position in Dubai. ITL's functions include manufacturing, distributing, retailing and finance while it offers the latest products and services to its customers.

AT THE SUMMIT OF SUCCESS

Its philosophy of strong work ethics, pursuit for excellence and dedication to work for the welfare of society has been the source of inspiration for its employees who work their best for the company's growth.

As a result, ITL Cosmos

Group has become a global leader in its sphere of function.

ITL Cosmos Group's success is more laudable because it is one of the pioneers in the business sphere of Dubai.

Today, new enterprises can read the success formulas of well-established companies and have realised that mixing them with their own ingenious ideas can help them succeed faster, but ITL Cosmos Group had to make its own path to the summit of success.

This success came because ITL understood the expectations and growth opportunities of Dubai and reciprocated warmth and love which continues till today.

The Group's focus was entirely on its customers and society, and because

their organizational goals were aligned with societal prosperity, success became all the more rewarding. With each success, ITL's resolve to do good for the society became stronger.

In a nutshell, the journey was highlighted with consistent innovations since Day One of the establishment of the company, and the resultant success was not of any one person but the entire ITL Cosmos Group.

ITL Cosmos Group is synonymous with fair business practices, ethics quality service and commitment to the society. Thus, it has been able to establish a strong bond of trust with its loyal customers by delivering them excellence and has set a brilliant example for others to get inspired.

ITL COSMOS

COMMITTED TO THE GOOD OF SOCIETY

Renowned as the first company to receive a decree of incorporation five years after it was founded in 1953 in Dubai, which was a part of the erstwhile Trucial States, from His Highness Sheikh Rashid Bin Saeed Al Maktoum, International Traders (Middle East) Ltd. or in short ITL has been consistently setting up new benchmarks of success



Renowned as an abode of holistic development, SRV International School was established in 1996 under the exemplary leadership of visionary Mr. Ganesh Babu NS. Realizing the need of providing the students with an atmosphere conducive to learning to foster their creativity and assertiveness – the most important skills to survive in the present world – he decided to venture into the realm of education with an aim of starting a school in order to develop the skills sets of the students so that they would turn out to be lifelong learners, critical thinkers and problem solvers by learning

through hands on application, real world connections and making strategies.

IMBIBING CULTURALLY-RICH CORE VALUES

Being well aware of the rapidly changing modern world and its implication on children, the school is bent on inculcating the core values of Integrity, Endurance, Ingenuity, Responsibility, Courage and Openness in the students. These values are the building blocks on which the vision of the school was conceived.

The students are taught to be principled and act with integrity at all times as this quality would help them to grow with a sense of honesty and fairness in each of their

endeavours. Thus, they are motivated to not only preach but also practice the saying “Honesty is the best policy”. With a belief that endurance helps the students to evolve into the best version of themselves, they are encouraged to practice and exhibit endurance in every phase of their life as it would brace them to handle challenging situations.

The quality of ingenuity is ingrained in the students to enable them to become the future innovators, thinkers and creators. They are also taught the significance of responsibility and the teachers ensure that as the future global leaders, the students think, act and choose responsibly, taking



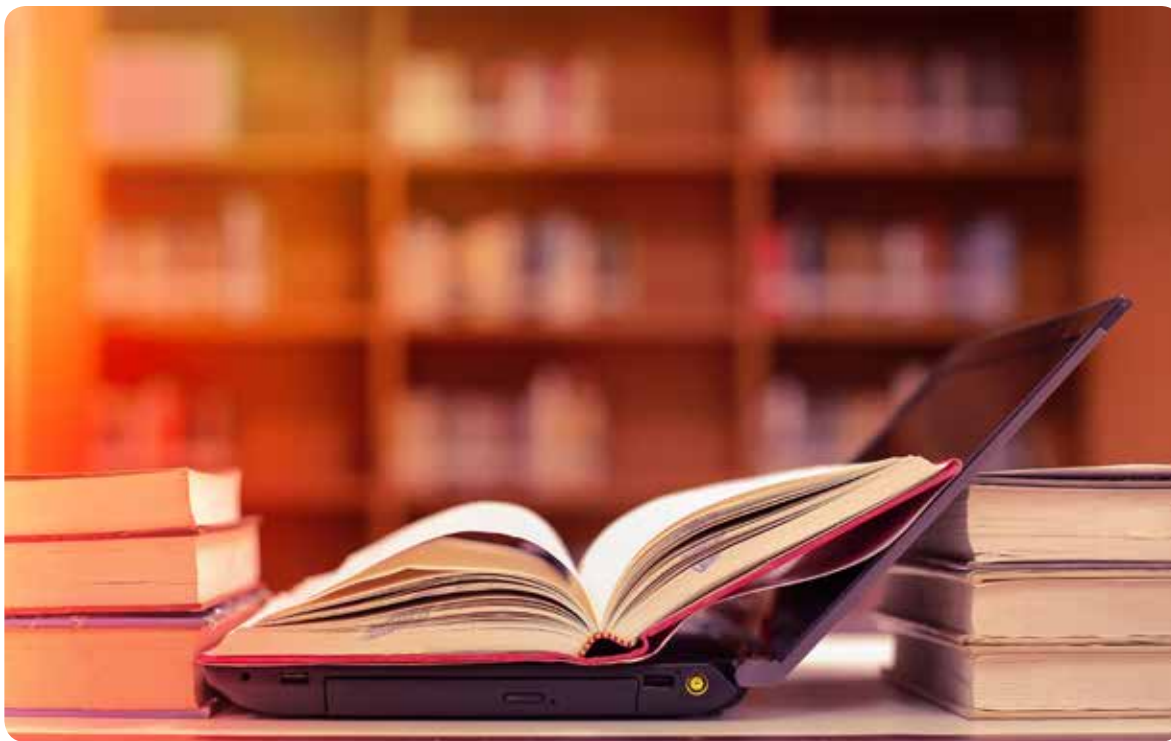
ownership of their every action and develop an understanding that any small act of theirs may have a huge impact.

The pupils are nurtured in such a manner that they respond to the challenging situations and obscurity with courage and consideration, and have the passion to discover new roles, thoughts and strategies. They are encouraged to recognize and appreciate their own culture and personal histories & are motivated to be open to the perspectives, values & traditions of others.

EMBRACING DIVERSITY & FOSTERING INCLUSION

Its international curriculum, holistic education and excellent academic assessments prepare the students for further studies around the world and position it as a well-recognized and sought after international school. Owing to the collaborative efforts of its growing, energetic & enthusiastic international community of students, teachers and parents – the school is able to provide a nurturing and inclusive learning environment to the learners and equips them with the necessary knowledge, skills, beliefs and attitudes so that they would eventually turn out to be peace-loving global citizens.

The school inspires and challenges the students to achieve personal excellence, pursue a passion for learning, and become responsible global citizens.



SRV INTERNATIONAL SCHOOL

NURTURING YOUNG TALENTS FOR LIFELONG LEARNING

A pioneer in the field of education, SRV International School has been continually working on its mission of imparting quality education aimed at preparing students for life. Its student-centric curriculum promotes concept based learning which is intricately blended with transdisciplinary and practical oriented approach to learning

Lulu Group is a highly acclaimed retail conglomerate with a workforce of more than 50,000 employees that operates in 22 countries located across the Middle East, Asia, Europe, and the United States. It also has a big chain of retail stores in the UAE, India, Saudi Arabia, Bahrain, Kuwait, Oman, Egypt, Malaysia, and Indonesia with distribution networks located in India, the USA, Europe, the Middle East, and the Philippines.

This Abu-Dhabi-based group has been persistently exploring emerging marketing opportunities and has a Planning and Development Division to accurately analyse precise and reliable market feedback before approving a new project in the pipeline.

ENSURING COORDINATION TO DELIVER EFFECTIVE BUSINESS SOLUTIONS

Lulu group decides on the choice of location, layout, and furnishing of a new store in a particular area only after performing a strong analysis of the demographic and psychographic profiles of the customers residing in that area. This practice enables the group to launch its stores according to customer preferences and expectations, thus paving the way to achieve success in its business outcomes.

The group is cautious enough to ensure that each segment of its business venture coordinates with other segments and complements



LULU GROUP INTERNATIONAL

ADDING VALUE TO RETAIL EXPERIENCE FOR TRANSFORMING CUSTOMER SATISFACTION

Lulu Group International established by renowned multifaceted industrialist Yusuf Ali MA in 2000 is emerging as a business pioneer with an impressive international business portfolio ranging from hypermarket operations and shopping mall development to shipping, education, manufacturing & trading of goods, hospitality assets & real estate



them perfectly to facilitate the delivery of efficient and cost-effective business solutions.

LEVERAGING TECHNOLOGY FOR EFFECTIVE STOCK MANAGEMENT

The group leverages innovative technology to cater to its employees, partners, and customers. It has an advanced warehouse management system, as well as ultramodern logistics facilities in different countries that enable it to effortlessly integrate multi-level functions and real-time decision-making to maintain an optimum level of inventory on regular basis. Lulu Group's large fleet of advanced delivery

vehicles helps it manage the stock position in its huge network of retail stores across the region efficiently.

THRIVING IN AN EVER-CHANGING MARKET

In order to meet the fast changing requirements of the market, the LuLu Group is consistently expanding and evolving its human resources to provide an encouraging and participatory workplace culture. To overcome different barriers of ethnicity and language, its team of experts shares one work culture, one vision and one commitment to cater to its huge client base.

The multi-cultural staff offers

this highly diversified entity an advantage in understanding the requirements of the diverse customer community, thus, enabling the LuLu Group to establish a closer bond of trust with its customers.

It continuously evolves its well-structured training modules to ensure that the skills of its staff are persistently honed to meet the ever-evolving industry requirements.

LuLu Group's pioneering efforts in providing an outstanding shopping experience to its customers are playing a crucial role in ensuring customer satisfaction and customer loyalty across its business segments.

Tagore Medical College was constituted as the need for an institute of excellence in the healthcare sector was deeply felt in the prevailing global scenario of population explosion, environmental degradation and increased health related problems. Besides providing holistic training to the future medicos in Medicare Technology, endowing them with the requisite knowledge and skills in understanding and operating medical equipment, Tagore Medical College and Hospital also lays adequate emphasis on imparting soft skills to enable them to work in

a team cohesively, with mutual respect and understanding, and to deal effectively with the patients.

EMERGING AS A CENTRE OF EXCELLENCE

Tagore Medical College was established under the aegis of Tagore Education Trust, which was formed in 1997 under the exemplary leadership of the Chairperson Professor M. Mala (M.A, M.Phil), an Educationist and Philanthropist of great repute. Under her guidance, the Trust is working committedly towards the noble task of offering state-of-the-art higher education in the field of Medicine, Engineering and Humanities, and has

earned an enviable reputation by establishing institutions offering quality education.

By imparting world-class education and the required skillsets with an equal focus on ethics for developing the students as excellent professionals and responsible citizens, Tagore Medical College is consistently working on its mission of emerging as one of the top 10 medical colleges of the nation.

Besides providing an intellectually stimulating environment to the medical students and implementing quality systems to achieve continual improvement, the institute focuses on patient care and research to meet the



emerging needs of healthcare delivery. The new and emerging concepts in medical education and community-oriented healthcare programmes are continually facilitated by its qualified and committed faculty.

A TRANSPARENT APPROACH FOR GETTING CLOSER TO SOCIETY

As an expression of its commitment towards making its facilities and working more transparent to its valued patients and general public, Tagore Medical College and Hospital has introduced Citizen's Charter. It is the institute's attempt to get closer to the society.

The charter seeks to provide a framework which enables the general public to know about the nature and quality of services available in the hospital. It provides the patients with an opportunity to report, in case a service mentioned in the charter is denied to them or a substandard service is provided.

With an aim of emerging as an institute of excellence in medical education, research and healthcare services at the national and international level, Tagore Medical College and Hospital is dedicatedly providing enriched education so as to instill high morals and ethics of this noble profession in the upcoming young doctors, and is making advanced and affordable healthcare facilities accessible to all – irrespective of the patients' caste, creed or culture.



TAGORE MEDICAL COLLEGE AND HOSPITAL

PROMOTING THE HUMAN TOUCH IN HEALTHCARE

Established in the year 2010 with an objective of shaping young men and women into dedicated and skilled medical professionals who are committed to the noble task of serving the community, Tagore Medical College and Hospital has been acclaimed for imparting high-quality medical education

The largest real estate agent in Singapore with a strength of 13000 employees across the globe, Far East Organization has established a wide reputation in offering an array of real estate products and creating effective spaces ranging from expatriate housing to hotels and serviced accommodations conforming to international standards of excellence.

REVOLUTIONIZING THE URBAN LANDSCAPE IN SINGAPORE

The group operates in various countries including Singapore, Malaysia, Australia, Hong Kong and China through different private development and investment companies as well as publicly listed companies under its ambit. The company has been widely acknowledged for contributing significantly in the transformation of Singapore's urban landscape with around 800 development projects that include around 60,000 private houses.

Far East Organization comprises 3 listed entities including Far East Orchard Limited, Far East Hospitality Trust and Yeo Hiap Seng Limited. Launched in 1900, Yeo Hiap Seng is a leading player in food and beverage industry in Southeast Asia. Far East Orchard Limited, established in 1967, has a wide portfolio with an emphasis on property development, hospitality, real estate development and management, and healthcare real estate space.



FAR EAST ORGANIZATION

REALIZING MILLIONS OF REAL ESTATE DREAMS WITH GRACEFUL BUSINESS VIRTUES

Established in 1960 by Ng Teng Fong, Far East Organization is a dynamic and diversified Christian real estate enterprise in Singapore that develops, owns and governs a wide range of cutting-edge construction projects in the commercial, residential, industrial space, hospitality, retail and healthcare sectors



The company established Far East Hospitality Trust in 2012 which is the first of its kind Singapore-focused hotel and serviced residence hospitality trust listed on the Singapore Exchange Securities Trading Limited.

ACHIEVING EXCELLENCE BY ADOPTING BUILD AS ITS CORE VALUES

The company produces one-sixth of the total houses sold to the public in Singapore. Adopting the concept of BUILD (Business with Grace, Unity, Integrity, Love, Diligence) and practicing these values in its business alongside the teachings of

Jesus, the company binds its team of different individuals, with difference of opinions and different skill sets, together as a community, hence turning its diversity into its core strength. With its virtue of integrity and selfless commitment in maintaining good relationships within the marketplace with its business partners, colleagues and customers, the company has built a great reputation to win the trust of all of its stakeholders.

A SERIES OF AWARDS

It is the only real estate developer in the world to have won 10 FIABCI Prix d'Excellence Awards which

is the highest honour in international real estate.

Some of the other top awards received by the organization include 'Best Companies to Work for in Asia, Singapore Chapter 2018 (HR Asia Magazine - Business Media International)', 'Top Developer Award 2017 (EdgeProp Singapore Excellence Award)', 'Top Developer Award 2017 (EdgeProp Singapore Excellence Award)' and 'Top 10 Developers in Singapore (BCI Asia Awards)'.

It delivers every project with great commitment, thus achieving newer heights of excellence in the realty industry.

Established in 1991, BETELCO is a private limited company founded by Mr Tam Nurul Basher, an electrical engineer and an alumnus of BUET. As its first project, BETELCO received an order to deliver 25 transformers to the Dhaka Electricity Supply Authority (DESA). From this point onwards, the company has not looked back and has grown by leaps and bounds.

ONE-STOP SOLUTION FOR ALL POWER-BASED NEEDS

On the verge of completing its third decade in the

industry, BETELCO has installed and commissioned thousands of transformers, assembled switchgears and manufactured related substation equipment, and has diversified & extended its operations to various activities that include manufacturing of power & distribution transformers, BBT & solar energy solutions & all support related services to provide a complete range of power solutions to its customers.

Since its inception, BETELCO has been constantly innovating and improving the quality of its existing range of products and services. The company is all

set to launch export services in the near future.

It has a diversified and reputable client base which includes government organisations. Some of the country's biggest business houses like Siemens, TK Group, VF Asia, BRAC, Asiatic Group, BIRDS Group, Reza Group, Palmal Group, DEKO group, Sheltech and Transcom Electronics have BETELCO as their power solutions provider.

COMMITTED TO QUALITY ASSURANCE

To ensure that all products manufactured at BETELCO adhere to the national and



international quality and safety standards, it has sub-units where parts of main products are manufactured and a finishing touch is given to the final product. There's a plant within the factory premises that provides power-coated finish to all its transformers & switch gear panels.

Slitting machines are used for slitting cores from large CRGO coils to desired widths and a fully automated cut-to-length machine is used for cutting laminations of various sizes from slit silicon steel coils. All these provisions have helped the company to set the highest standards in the manufacturing process.

HARNESSING SOLAR ENERGY

BETELCO provides photovoltaic (PV) solar energy solutions that help bridge the gap between demand and supply of electricity. Dedicated and knowledgeable engineers at the company help to design efficient and cost-effective turn-key solutions. These solar energy solutions are proving to be an ideal way of meeting electricity demands in the rural areas of Bangladesh that are not yet connected to the national grid.

With the knowledge bank backed by its local and global partners, the company provides both stand-alone engineering services and packages for substation projects. It has also installed a solar power system in a government-run hospital significantly decreasing its over-all power expenses.



BENGAL TELECOMMUNICATION AND ELECTRIC CORPORATION PRIVATE LIMITED

ENABLING FUTURISTIC POWER SOLUTIONS

With the right skillset, knowledge base, & a vision to innovate, any business can grow exponentially. Bengal Telecommunication & Electric Corporation Private Limited (BETELCO) is one such company which despite its modest beginnings, has emerged as one of the largest manufacturers of power & distribution transformers in Bangladesh

Carrying forward the legacy of trust and excellence established by the Adani Group (a global integrated infrastructure player with businesses in key industry verticals – resources, logistics, energy and agro), Adani Realty, despite being one of the youngest arms of the Group, has delivered various projects spanning around 13 lakh SQM area with almost an equal area under development – a commendable achievement in a relatively short span of time.

FULFILLING ASPIRATIONS OF THE NEW AGE NATION

By the virtue of advancement in technology and modern day architecture, homes have undergone rapid transformations from being dwellings focusing on safety and comfort to being abodes of high-tech luxury and refined aesthetics, and are often regarded as the extension of their owner's personalities. Considering varied demands of the clients ranging from spaciousness, Vaastu compliance, etc. and realizing the fact that the concept of luxury spells differently for everyone, Adani Realty offers to customize every bit of the luxurious apartments for the inhabitants.

The brand also provides its patrons appealing locations with picturesque environment and homes which are within close proximity to schools, hospitals, transportation, and other desirable amenities.



Committed to getting the nation on par with the most advanced countries around the world, Adani Realty has undertaken development of residential, commercial and social club projects in its most promising cities namely Ahmedabad, Mumbai, Gurgaon, Pune, Kochi and Mundra, with an aim to revolutionize the real estate sector, keeping in mind the varied aspirations and lifestyles of the new age India. Consistently retaining its position as one of the leading brands in the Indian real estate sector, Adani Realty conceptualizes and visualizes beyond the four walls of bricks and constructs homes which use every inch of space with immaculate

precision, and designs innovative workplaces for enhancing productivity. Owing to its dedicated and expert team, the firm is confident about reaching a target of Rs. 20,000 crores in the next five years with over 200 Lakh sq. ft. of development.

ON A WINNING STREAK

Adani Realty's mind blowing success can be assessed from the fact that it has received over 35 Awards for its various projects within a short period of its inception. One of its prestigious projects, Monte South was recognized in the category of 'Architecture' at Asia Pacific Property Awards 2018 and also bagged Luxury Project of the Year, 2017 at DNA

Real Estate and Infrastructure Awards. The organization received 'Emerging Developer of the Year – Commercial' for the project Inspire BKC. It also won "Developer of the Year" Award for its popular projects namely Shantigram, Western Heights and Oyster Grande. The firm's state-of-the-art creations in The North Park project have helped it win awards in the commercial as well as residential segments

Taking cue from its exceptional success, the brand aspires to move forward with a renewed vigor to develop iconic projects and leave an indelible mark on the Indian skyline and simultaneously increase the brand value with its quality propositions.

ADANI REALTY

BUILDING STRONG BONDS OF TRUST BY DELIVERING EXCELLENCE

Having garnered the trust of over 6000 happy and satisfied families by delivering their dream homes on time, at attractive locations, is no mean feat. Adani Realty has reached the heights of glory in a short span of seven years by integrating the finest design aesthetics with cutting edge construction technology

An independent power producer in Bangladesh, Summit Power International, is responsible for about 15% of the total power generation of the country. It was established by Mr. Khan, who belongs to one of the most reputed families of Bangladesh. Being well aware of the energy requirements of 160 million people of Bangladesh, he considered power sector to be quite beneficial for the country, good for the humanity as well as very rewarding in terms of financial returns. The MD & CEO of Summit International, Ms. Ayesha Khan considers the

power sector to be extremely crucial for the growth of the nation as she believes that for Bangladesh to continue to grow at the rate of 9%, as it had been growing in the last 10 yrs, the total electricity generation capacity needs to grow by about 16-18% every year just to maintain this growth rate. Under her leadership, the organization is currently having 1500 MWs of generating assets, about 1500 MWs are under construction, another 1000 MWs are in immediate pipeline and 1000 MWs are in the long term pipeline.

EMPOWERING THE NATION
Brimming with humanitarian

philosophy, Mr. Khan intends to make sure that everybody in Bangladesh has electricity and eventually to make sure that everyone has enough electricity to maintain a sustainable quality of life. He is deeply concerned about the fact that 30% of the country still doesn't have access to the electricity and believes that the modern civilization without electricity cannot be considered modern civilization. He is of the view that by generating more power, more people get access to power which materially changes their life. Ultimately, through the means of power generation, he endeavors to lift the people



of Bangladesh out of poverty. He stresses upon the fact that little ecosystems grow up around the power stations – shops, restaurants, – there is a whole host of indirect impacts, which is beneficial for the people in the long run.

With careful cooperation with the multinationals, financial institutions and government agencies, the group has brought the much needed investment into Bangladesh's energy infrastructure. It takes pride of the fact that it is continually being recognised for its ability to implement power plants and is grateful to be working with regulators who appreciate and understand the private sector.

Under Power Purchase Agreements (PPA), SPI has established long term, contractually backed concession agreements with governments and state utilities and concentrates on providing the best and unequalled solutions to expand its operations and improve the customer experience.

By synergising its deep understanding of the industry requirement with its strategic approach, SPI constantly focuses on how to deliver operational excellence and provide viable, cost effective and technology enabled solutions and seeks to expand its operations regionally on a selective basis into neighbouring countries such as Sri Lanka, Myanmar, Indonesia, Vietnam and the Philippines.



SUMMIT POWER INTERNATIONAL

TRANSFORMING THE POWER LANDSCAPE

With 20 power plants and a total installed capacity exceeding 1941 MW, Summit Power International is a renowned & trusted partner in sustainable power generation for the future. Having a wide portfolio of infrastructure assets, it comprises a group of businesses which focus on developing, owning & operating power generating assets

Riding high on the principles of true professionalism and leadership, Capital Trust entered the financial services industry as a stock broking firm in 1991. Today, Capital TRUST Holdings Limited through its 34 subsidiaries has expanded into many areas of business including property development, real estate solutions, margin trading, investment advisory, wealth management, Information Technology, mobility solutions, education and packaging.

PRESERVING INTEGRITY & TRANSPARENCY

Capital TRUST Securities (Pvt) Ltd., has been a leading Stock Brokering firm in Sri Lanka from 2003. Headquartered in Colombo with a large branch network, the company serves over 50,000 clients including high net worth individuals, corporate bodies and local and foreign institutions. Its robust team of professionals includes many stock brokers who have successfully structured and executed a majority of the strategic investments in the Colombo Stock Exchange. The company has today expanded its network of branches to Sri Lanka's most populous towns.

LUXURY REDEFINED

Capital Trust Residencies (Pvt) Ltd, the real estate arm of Capital Trust Holdings creates living spaces for those who are desirous of modern luxurious facilities. The major focus of Capital Residencies lies in delivering the best of luxury,



CAPITAL TRUST HOLDINGS LIMITED

EXPLORING NEW AVENUES OF ENTREPRENEURSHIP

Capital TRUST Holdings Limited is one of Sri Lanka's leading diversified conglomerates, recognised for its expertise, integrity, high ethics, transparency, accountability and trust it has built amongst its customers. Built on a firm bedrock of leadership and entrepreneurship, the company is known for its ingenious vision implemented with unbelievable skill



comfort and style to discerning home owners. It offers elegantly designed apartments built according to world-class standards.

From building properties at prime locations to hiring the best architects, structural engineers, MEP consultants and quantity surveyors, the Capital Residencies brand is developing prestigious residencies which are synonymous with luxury high-rise living. It strives to provide dream homes and unique living concepts to home owners from all over the country. It has created a signature of elegant style in construction, fully incorporated with modern architectural techniques.

Capital TRUST Residencies has won many awards at the Asia Property Summits including Best Boutique Developer (Sri Lanka) 2018, Best Condo Development (Sri Lanka) 2017, Mid End Condo Development (Sri Lanka) 2018 and Best Residential Interior Design (Sri Lanka) 2017.

Capital TRUST Properties (P) Ltd., offers property brokering and management with many foreign partnerships, large network of agents and clients.

DIVERSIFYING WITH ENTREPRENEURSHIP

Commencing operations in 1996 for uplifting Sri Lankan English medium education, the fully owned subsidiary Shakthi

Institute offers support education for Ordinary Level & Advanced Level examinations for over 15,000 students.

Diversification being a key growth strategy, Capital Trust Holding acquired the controlling stake of ALFT Packaging (Pvt) Ltd., which is one of the largest flexible packaging companies in Sri Lanka. Capital TRUST Mobility Solutions (Pvt) Ltd, recently acquired TaxiYak and PicknGo companies to enter the taxi hailing app market to become a leading Sri Lankan mobility provider. The conglomerate views the future with heightened expectancy, seeking new pathways to benefit further segments of society.

To fulfil the quintessential need of every house, BM Energy pursued the right plans with the required infrastructure to bring modern cooking to many households. Liquefied Petroleum Gas (LPG) is a fuel which is synonymous with safety, reliability and convenience. BM Energy has perfectly planned distribution systems to deliver BM LP GAS to a wide network of areas all over Bangladesh and is safely filling the gap of the fuel demand.

SAFETY WITH EFFICIENCY

Immaculately poised in importing, storing, bottling and marketing BM LP GAS, BM Energy has been

instrumental and well equipped in meeting the fuel demand in Bangladesh. This feat has been possible with its state-of-the-art technologies, fuel composition standard, International DOT 4BA 240 standard cylinder, superior service, coupled with an experienced technical team and a strong after sales service.

With a missionary zeal to change the lifestyle of those families who are still dependent on firewood for cooking and to save the environment from further depletion due to the cutting of trees for cooking purposes, the company established one of the largest LPG import terminals in Sitakunda, Chittagong with a 6500 MT storage capacity. An

automated and state-of-the-art bottling system is installed in the plant that has the ability to enable 1200 cylinders per hour production capacity.

It also has the country's first satellite LPG filling plant which is semi-buried (mounded tank) with 200MT capacity in Gazipur, Dhaka Division. On a march of expansion and robust infrastructure, BM Energy also has the second largest LPG import terminal with 3000 MT storage capacity in Chalna to serve LPG demand of Barisal & Khulna Division. This plant enabled the company to extend overall production capacity up to 3600 cylinders per hour. It has already taken initiative for establishing another plant with 2000MT storage capacity in Kaligonj,



Dhaka on the shore of river Shitalakhya for catering exponentially rising LPG demand of Dhaka Division and one satellite plant in Bogra with 200MT storage capacity to serve LPG demand of North Bengal region. To take LPG production to its zenith, a cylinder manufacturing plant with production capacity of 220 cylinders per hour is also in operation in Boalkhali, Chittagong.

EXCEPTIONAL SERVICES

BM Energy is technically efficient and provides the right weight of cylinders, has responsible service, gives proper heat and is available almost everywhere thereby giving it a cutting edge over other gas suppliers. Every cylinder is marketed with an imported valve, branded safety cap and a security seal. The firm is also providing bulk LPG supply to its industrial and commercial clients by adhering to all the parameters of a successful gas supplying agency, and with its nationwide distribution coverage with 360+ distributors and 18,500+dealers and retailers, it is continuously growing in numbers.

Besides improving the LPG penetration to the masses and continuously striving towards achieving customer satisfaction, BM Energy is also expanding into autogas business with the brand name "BM Autogas", being the first company in Bangladesh to get Govt. license for establishing 400 BM Autogas filling stations across the country.



BM ENERGY

PROVIDING CLEAN, SAFE & AFFORDABLE ENERGY SOLUTIONS

BM Energy (BD) Limited, is the energy arm of the Smart Group (Bangladesh), which was established in the year 2012 under the brand name 'BM LP GAS' as a joint venture with Netherlands to meet the growing demand of LPG in Bangladesh and has been achieving the highest standards of excellence in all its business undertakings

Under the leadership of the Chairman Mr. Sikander Daredia, an astute leader with exceptional business acumen, Daredia Constructions is associated with premium constructions in varied categories namely villas, apartments and office spaces, and is renowned for creating aesthetically appealing masterpieces.

SPECTACULAR DESIGNS WITH SUPERIOR QUALITY

With cutting edge competition and the sprouting of new construction companies everywhere, Mr. Sikander has led the brigade of Daredia Constructions to soaring heights with projects that spell a majestic magnitude of contemporary designs beautifully blended with an international touch – providing an experience of high-class living standards, propounding a feeling of success and comfortable living.

The area for building its housing projects have been chosen very prudently, keeping in mind the proximity to all the major institutions for education, hospitals, large shopping areas, huge open space, and entertainment hubs. The Kompally area of Hyderabad has been rightly selected to match the needs of a luxurious and comfortable living, and therefore, its projects like Daredia's Urban Villa and Daredia's Sky Garden have been sold out with satisfied and elated buyers and sellers.



DAREDIA CONSTRUCTIONS

DELIVERING REALTY DREAMS

Possessing a house or an office space is a dream for most people, and investing your money at the right place is a crucial decision of your life. Daredia Constructions, one of the most trusted construction companies of India, delivers your dreams with modern designing and a superior living experience



LAYING A BEDROCK OF TRUST & TRANSPARENCY

Hyderabad went through a churning period after it became the IT hub, hence, creating a huge demand for housing projects. The aspirational young professionals with increasing disposable incomes looked for affordable yet modern residential complexes.

It utilized this opportunity to fulfil their demands with a skilled workforce under the direct supervision of a highly progressive and professional management. Its team, under the supervision of Mr. Sikander Daredia, includes talent from diverse fields like engineering, architecture, finance,

marketing, IT, construction, exports and management.

As trust and transparency are the forte of Daredia Constructions, these values have enabled the organization to serve its customers for almost a decade with uncompromising quality. It is further supported in its pursuit of excellence by a dedicated and focused team consisting of skilled professionals managing comprehensive departments including business strategy and the technologically-oriented IT department.

COMMITTED TO SUCCESS

Its high ethical practices

and dedication to meet international standards, has enabled Daredia Constructions to become the popular real estate Group of South India and is consistently earning goodwill of its clients through its efficiency and work ethics.

Bent on fulfilling the design and luxury-related aspirations of its current and prospective clients, Daredia Constructions has pledged to enrich the lifestyles of the growing number of house owners across southern India. An icing to the cake are its attractive prices, which have a magnetic effect on its customers, ensuring its success over a number of years.

Established in 1985 by Mr. Mul Chand Malu, Kuber Group has now become a multi-diversified conglomerate with a turnover of more than thousand crore rupees.

UNDETERRED PURSUIT FOR QUALITY AND INNOVATION

The company, with its dedicated commitment towards its products and customers, is consistently rising in the fields of FMCG, packaging, lamination, holographic, poly films and real estate. Even though the firm has evolved and the world has changed a lot, but the motto of the group has remained the same – “quality service and commitment to

society”.

Kuber Group aspires to become a global leader in all the fields with a reputation for performance, customer care and service transparency. It has emerged and evolved since its inception, and has achieved several milestones. The undeterred pursuit for quality and innovation has given an impetus to consumer loyalty and satisfaction over the last two decades.

Since the day of its starting as a small unit in Sardar Shehar (Rajasthan), Kuber Group of Companies has always believed in preserving its originality, values and traditions in all its products. The administrative office and production hub of Kuber is located at Sonipat, Kundli, the commercial capital of the

National Capital Region. It has spacious, sophisticated and ultra hygienic plants spread over several acres of land. The finest of Indian machines, with a cleaning and processing capacity of more than 1000 kilograms every day, work to meet the global spice market demands.

The entire process from procurement to processing is handled by a technical team of world class quality control experts. All products are packed to perfection under strict hygiene conditions, as every pack is subjected to multiple quality checks before dispatch.

DIVERSIFYING GLOBALLY

An efficient workforce and flexibility in its operations has helped the group diversify



itself domestically and internationally. It has a market leadership in basic spices, whole and powder spices, blended spices, pan masala, mouth fresheners and the tea range. The company has also used its global expertise to create a new range of superior blended spices in aroma lock packaging to help retain the colour and characteristic flavours of the masala for the entire usage duration, which in turn, ensures its convenient storage. The impeccable taste and quality of Kuber is exported to more than 24 countries with a range of multiple products.

SOCIAL INITIATIVES

Kuber Group is also renowned for adhering to a strong code of corporate governance and corporate social responsibility. It works towards the welfare of all communities as it contributes towards the betterment of girl child, youth & farmers through various programmes relating to education, public health and environment. Moreover, Kuber Group of Schools provide livelihood training to youth from socially and economically disadvantaged communities, and have trained over thousands of people in India.

The group believes that the customers are the real advocates of a brand, so gaining their confidence and loyalty has always been its topmost priority. Its consistent efforts and quality services are sure to bring in more success to it in the future.



KUBER GROUP

PRESERVING THE CULTURE OF EXCELLENCE

Persistently working on its mission to provide quality products and timely services, Kuber Group shares a set of core values of harmony, fraternity and unity. The group of companies is built on the foundation of great products along with the dedicated efforts by a team of efficient individuals

Since its establishment in 1984 under the leadership of Mr. C. Gopalan, Gopalan Enterprises has secured the leading position of a renowned builder / construction house in and around Bangalore in building residential apartments, flats, villas, retail and commercial properties including Gopalan shopping malls, township, special economic zones, software technology parks, biotech parks, Gopalan organic farms, Gopalan college and educational institutions, export of culinary, medical herbs, star hotels, Gopalan cinemas, aerospace, coworks and hospitality.

DELIVERING MATCHLESS SERVICES

Gopalan's dedicated team of around 4000 employees comprises proficient and committed professionals with a blend of brilliant architects, interior designers and experts having vast experience of real estate project planning who deliver highest standard of professional service. Its highly experienced team of construction administration specialists, customer care support, technical, marketing and administrative staff work in synergy to deliver exceptional service to its customers by providing modernity in architecture, space management, custom-built homes with maximum facilities and eco-friendly localities.

The company puts great



GOPALAN ENTERPRISES

REALISING AESTHETIC EXCELLENCE WITH ALL-INCLUSIVE REAL ESTATE SOLUTIONS

With 3 decades of enriching expertise in building residential & commercial projects, Gopalan Enterprises has become a prominent name in the realty sector in Bangalore & has established an enviable reputation in accomplishing excellent-quality & innovative construction projects which are affordable & available within a specified time frame

emphasis on maintaining strong relationship with its customers by persistently endeavouring to meet their expectations. Since its inception, it is consistently setting new milestones in real estate, and developing mutual trust with its customers.

Gopalan Enterprises has successfully accomplished 39 residential apartment projects, 6402 units, in and around Bangalore and executed 66 different real estate projects, including residential apartments, IT/commercial space and 1.6mn sqft of retail space. Gopalan Organic Farm at Mysore Road, Bangalore, has been in

business since 2009. Its latest ventures are Gopalan Coworks and Gopalan Aerospace.

SOCIAL WELFARE

The company has made significant contribution to the society in the form of state-of-the-art educational infrastructure by providing best facility from sports to laboratories, playground to classrooms for primary to higher education, engineering, management, architecture, commerce and running various programmes for the benefit and upliftment of the deprived sections of the society.

It runs various skill enhancement courses for

government-run institutions, PSUs, NGOs, corporates and universities. It also has a state-of-the-art manufacturing set up at Hoskote (outside Bangalore) for catering to the requirements of Indian aerospace sector, defence organisations like HAL, ISRO, and others.

AWARDS & RECOGNITION

Gopalan Enterprises has received various prestigious awards for its ventures in real estate sector. Its Project Gopalan Olympia has won the Affordable Housing Project of the Year 2018-19 Award and the Construction Times Builders Award 2017.

With a rich legacy of more than 90 years and a great range of customer friendly plans and policies, Commercial Bank of Ceylon has retained its position as the numero uno bank in the country. Further, it has been featured among the top 1000 banks of the world for eight consecutive years. Its success in winning the trust of its customers is evident from the fact that it became the first private bank to reach the momentous feat of having assets worth more than one trillion rupees. It also accounts for the largest market capitalisation

among all listed banks in Sri Lanka and has a relatively higher capital adequacy ratio. All these feats reflect transparency, accountability, and sound financial strength of this financial institution.

A RICH SAGA OF GLORY

With a rich history of unparalleled growth and achievements, the bank has made a distinctive mark in the Sri Lankan banking history by providing superlative service and technological superiority. It has totally transformed the banking experience by introducing customer-oriented services and products that cater to almost every financial need of

the customers. Over the past 98 years, it has grown to 266 branches and established the country's single largest ATM network. The strategically located network of branches and Iconic finance service points all over the island ensures quick & easily accessible banking solutions. Unique products and services, superior service, efficient and customised solutions have made the bank a preferred choice of everyone.

It demonstrates world class expertise in the sphere of retail banking and securitised instruments. The wide range of financial products and services includes different types of bank accounts for



children, teens, youth, women, senior citizens, executives, and corporate. Furthermore, its extensive portfolio of loan products comprises retail deposits and advances, SME banking, micro financing, bancassurance, Islamic banking, Elite Banking, Credit and Debit cards, Remittances, securitised instruments, and corporate banking products along with trade financing services.

MULTITUDE OF INNOVATIVE E-SERVICES

In the age of digitisation a bank needs to provide solid e-banking solutions. Commercial Bank of Ceylon has introduced innovative automated banking centres, self-service touchscreens and automated instant cash and cheque deposit machines to make banking convenient.

MARCHING TOWARDS A BRIGHT FUTURE

While consistently working on its mission of becoming the most technologically advanced, innovative and customer-friendly financial services organisation in the country, Commercial Bank of Ceylon has also geared up for further expansion in Asia. The organisation is bent on providing convenient, reliable, innovative and customer-friendly financial services to its customers by utilising cutting-edge technology, focusing on productivity improvement, and expanding its team of financial experts for serving the customers even better.



COMMERCIAL BANK OF CEYLON

SETTING UNPARALLELED BENCHMARKS IN THE FINANCIAL SECTOR

Abiding by values like reliance and stability, the Commercial Bank of Ceylon has established itself as the most trusted and the largest private sector bank in Sri Lanka and over the years, it has not only earned the valuable trust of people, but has also revolutionised the experience of banking for them



Developed in the vicinity of Hyderabad city, JSR Group Suncity is a futuristic group that excels in delivering projects of exceptional quality through its dedicated trustworthy services. The group nurtures its relationship with its esteemed customers by providing them with their dream residential plots and villas. An ISO 9001-2008 certified company offering HUDA/HMDA/DTCP approved layout residential and commercial plots near Shamshabad International Airport, Hyderabad, the group has scaled new heights in the real estate sector within a short span of 15 years.

A GOLD MINE FOR THE INVESTORS

The JSR Group Suncity is striving to become a gold mine for the investors and an ultimate destination to achieve an ideal lifestyle. It cherishes a vision of providing every Indian with an opportunity to own a property and thus, it has diversified its operations and launched various projects including Suncity Platinum, Suncity Mars, Suncity Emerald, Suncity Gold, and Sri Sai Lakshmi Residencia. Completely aware of the fact that the industry is rapidly evolving and so are the customers who look for value in the real estate they want to buy or invest in not only in terms of money but also the time and lifestyle they would commit into a property, JSR



JSR GROUP SUNCITY

AN ULTIMATE DESTINATION FOR AN IDEAL LIFESTYLE

Real estate is an enduring asset that provides highest returns with minimum risk. Owning a property is considered a keystone of financial affluence and emotional security. JSR Group Suncity, which has its own unique way of handling the real estate business, is enabling thousands of customers cherish their dream homes



Group Suncity has designed all its projects keeping in mind its customers' expectations.

UNIQUE SOLUTIONS FOR SMART PEOPLE

All the projects are equipped with the facilities and amenities that make life convenient for people with the use of modern day and internet driven technology. The group has created a smart real estate company for smart people by virtue of continuously analyzing consumer behavior and improvising its products and services according to the expectations of customers.

The team constantly works on evolving its research and development process

with an efficient team of experts, advisors and real estate professionals that take utmost care of customer satisfaction, credibility, and professionalism.

Each project of the group is designed keeping in mind the latest technology, innovation, high-class material and international standards. The flexibility in the operations of the team makes it easier for it to adapt to new engineering techniques that help in the development of state-of-the-art projects.

TAKING UTMOST CARE OF BUSINESS ETHICS

JSR Group Suncity's utmost priority is to follow the highest

standards of business ethics and conduct by ensuring transparency in all its operations, making necessary disclosures, and enhancing the value of shareholders without hindering the applicable laws and regulations.

Extremely committed to sustainable development, the Group strictly adheres to the environmental protocol in this regard and has made a commitment to discard all such business practices that pose any kind of threat to either the environment or its stakeholders.

With a vision of 'housing for all', the organization strives to reach to all classes of people in the future.

Earlier known as The Development Bank of Singapore Limited and renamed as DBS Bank in 2003, it is a multinational banking and financial services corporation headquartered in Marina Bay Financial Centre Singapore. It has transformed from a regional bank to a global bank with Temasek Holdings being its largest and controlling shareholder.

MOST RELIABLE BANKING PARTNER

Set up by the Government of Singapore in 1968 to take over the industrial financing activities from the Economic Development Board, DBS has grown into more than 250

branches, 1100 ATMs across 50 cities and operates in 17 markets.

It has a strong capital position as well as "AA" and "Aa1" credit ratings by Standard & Poor's and Moody's. These ratings are considered among the highest in the Asia-Pacific region and therefore, DBS Bank is also known as the "Safest Bank in Asia". Its other remarkable recognitions include being honoured as the "Best Digital Bank in the World" and the "World's Best Bank".

STRATEGIC ESTABLISHMENT

DBS Bank was established at the behest of United Nations which conducted an industrial survey mission in 1960 to assess the economical

situation in Singapore with the objective to initiate an industrialisation programme for Singapore. United Nations proposed that a development bank must be established in Singapore along with an economic body to attract foreign investments and to finance and manage the industrial estates. On the basis of United Nations' report, DBS was established with the primary objective of providing loans and financial aid to the manufacturing and processing industries, and to help establish and upgrade existing industries in Singapore.

To further extend its operations and reach, DBS Bank acquired the POSB Bank in 1998 which was also earlier known as the Post Office Savings Bank



since it was established in 1877 by the British Colonial Government in Singapore. With the acquisition of POSB Bank, DBS Bank received one million depositors and deposits of more than 1 billion SGD, which instantly gave it a dominant market share as its number of customers crossed more than four million. All the branches of POSB Bank which were already the highest in Singapore especially in the suburban neighbourhoods and all its ATM outlets which were also the highest in number in Singapore came under DBS Bank's jurisdiction. The shared facilities also strengthened DBS Bank immensely.

STRONG INTERNATIONAL MARK

With its branches and offices in mainland China, Dubai, Hong Kong SAR, India, Indonesia, Japan, SouthKorea, Malaysia, Myanmar, Philippines, Taiwan, Thailand, Vietnam, United Kingdom and United States, it is strategically located in the key trade and financial hubs of several countries.

Such a strong international presence has helped it immensely in offering a comprehensive range of commercial and corporate banking services to a large number of international clients.

In China, it has become the only bank among nine foreign banks to receive an approval from the China Banking Regulatory Commission (CBRC) to prepare for local incorporation in Mainland China.



DBS BANK

THE FINANCIAL BACKBONE OF SINGAPORE

Renowned as the largest bank in South East Asia and among the larger banks in Asia with total assets worth 518 billion SGD, DBS Bank occupies market-dominant positions in consumer banking, treasury and markets, asset management, securities brokerage, equity and debt fund-raising in Singapore and Hong Kong

Building spaces to serve the interests of a diverse customer base, Manjeera Constructions is a name known for building durable edifices with contemporary yet futuristic designs.

BUILDING EXCELLENT, INNOVATIVE & AFFORDABLE SPACES

The company puts great emphasis on acquiring and upgrading technological skills, gaining proficiency, process improvement, and a lasting commitment to nurture client relationships. These have allowed it to deliver high-quality performances and gain immensely in terms of operational synergies and business excellence. Being highly customer-centric, the company never fails to understand the importance of employee engagement so as to achieve operational excellence and a leading position in the industry.

The journey of Manjeera Constructions is characterized by hard work, valuing relationships, and zeal to excel in any project they take up. The company has upheld the practice of giving its best to all the projects, which in turn, has set the stage for the next decade of growth. The governance framework of Manjeera Constructions enables it to maximise the value of all the stakeholders – clients, investors, vendors, partners, and community – legally, ethically and sustainably.



MANJEERA CONSTRUCTIONS

A STELLAR PERFORMER IN CONSTRUCTION, REAL ESTATE, HOSPITALITY & INFRASTRUCTURE DEVELOPMENT

Manjeera construction, with over 25 years of experience in construction, has emerged as a well-known and hugely admired construction, real estate, hospitality and infrastructure conglomerate for diverse customers on the lookout for well-connected residential and commercial property, and retail space at leading and prime locations in Hyderabad, Vijaywada, Ongole, Bangalore, and Rajahmundry



Excellence is rooted in the corporate philosophy of Manjeera Constructions. The cutting-edge processes and methodologies allow adoption of the highest design standards and gaining of unparalleled customer satisfaction. A testimony to it is that Manjeera Constructions was the first in Hyderabad to recognise the need for sewerage treatment in a business project, and thereby installed a 70KL treatment plant at ATC, in addition to building a multilevel parking facility. With a belief that its people and resources will lead to a brighter future, the company continues to grow

from strength to strength in its endeavour to deliver value and satisfaction to its growing base of valued clients.

SPREADING THE JOIE DE VIVRE

All construction projects undertaken by the firm comply with the mandated environmental standards, thus resulting in reduced negative environmental impact and increased energy-efficiency. Manjeera Constructions adopted the green philosophy very early, and utilises energy-efficient systems, non-toxic building materials, eco-friendly technologies such as rainwater harvesting, water

treatment systems, and a host of activities measures including avenue plantations, landscaped gardens to enhance the living standard and quality of life.

The company has perfected its processes by working on past knowledge and experiences to perform better and faster. It has a track record of completing projects successfully in line with industry standards, delivering on time and to the ultimate satisfaction of its clients.

The spate of awards which the brand has received is a testimony of its high-quality work and remarkable industry reputation.



Forging a strong partnership with Indian clients and a deep commitment to the Indian market for more than 30 years, Deutsche Bank Group has gained significant foothold in the country with a view to engage with a huge client base spread across the nation. Currently, the bank operates with around 13000 employees in 17 branches in India including Ahmedabad, Bangalore, Chennai, Gurgaon, Kolhapur, Kolkata, Ludhiana, Moradabad, Mumbai, New Delhi, Noida, Pune, Salem, Surat and Vellore.

With its global delivery centres based in Bangalore, Jaipur, Mumbai and Pune, Deutsche Bank has the largest

market in India among the 17 markets operated by it in the entire Asia-Pacific region. Deutsche Bank has captured a major market share in retail banking, investment banking, institutional equities broking, wealth management and business processes outsourcing by capitalising on its prevailing international markets including debt and derivatives, and premiere transaction banking franchises including cash management, trade finance and investor services.

EMPOWERING CLIENTS

The bank has three business divisions — Corporate and Investment Banking, Global Markets, Private Wealth and Commercial Clients — to

cater to a large population of clients. Corporate and Investment Banking include Corporate Finance, initiated in 2004, to provide complex structured financing solutions. Global Transaction Banking businesses comprise cash management, trade finance and investor services for the corporate and financial institutions. The Private Wealth & Commercial Clients business division provides comprehensive retail banking services and a range of banking products to SME businesses, private clients and the individual.

Equipped with ultramodern technology and local expertise, Deutsche Bank Group is a premier cash management provider in the country for



advanced end-to-end business solutions related to accounts, payables, receivables and liquidity management. The bank deals in an array of international trade products for enabling its clients to effortlessly handle their commercial transactions. A prominent foreign exchange and derivatives dealer, Deutsche Bank is a pioneer in government bond trading and a leading onshore swaps liquidity provider in interbank interest rate and cross currency swaps.

The bank also holds international expertise in the forex and fixed-income markets in India for providing superior client solutions. It provides an extensive range of retail banking services including current accounts, trade, lending and forex solutions for small and medium-sized enterprises. In addition, the bank also offers deposits, loans, investment and insurance products for individuals.

A CONTRIBUTOR TO SOCIAL RESPONSIBILITY

The bank has initiated a robust programme for the underprivileged sections of society with the themes 'education to employment' and 'social and environment sustainability'. Moreover, the bank is also involved in a heritage conservation project for restoring and maintaining the erstwhile Tata Palace in Mumbai. Deutsche Bank Group is a premier foreign private bank in the country for the last two decades.



DEUTSCHE BANK

DELIVERING FULLY INTEGRATED FINANCIAL SERVICES SOLUTIONS

Having initiated its financial services operations in India in 1980, the Deutsche Bank Group has gained wide reputation in providing fully integrated genuine financial services to corporate, institutional and individual customers across the country. Today, it is highly acknowledged for its customer bond, ultramodern product technology

Combining a one-stop approach with a can-do attitude and implementing it in more than forty offices worldwide, Meinhardt Group provides timely and cost-effective engineering consulting capabilities in civil and infrastructure, planning and urban development, structural engineering, mechanical, electrical and plumbing engineering, project management, water and environment. The specialist capabilities of the company range from façade engineering, environmentally sustainable designs, fire performance engineering, integrated design management to specialist lighting and mission critical facility design. The group operates in a wide range of sectors encompassing water and wastewater, sports facilities, retail malls, residential, public and government buildings, project management, power and energy, ports and marine, oil and gas, pharmaceutical, office buildings, mixed use, mission critical, master planning and infrastructure design, logistics, industrial and manufacturing, hospitality, economic and feasibility studies, defence, civil and infrastructure, business, technology park and smart cities.

MAKING STRIDES WITH PERSEVERANCE AND INNOVATION

The company was started by a visionary Bill Meinhardt as



MEINHARDT GROUP SINGAPORE

TRANSFORMING LANDSCAPES, SHAPING THE FUTURE

Meinhardt Group, since its humble beginning in 1995 in Melbourne(Australia),has been operating in Singapore for more than 40 years now. With its more than 4500 consultants across the globe, the group is one of the largest global engineering companies and one of the leading international consultancies in Singapore



an engineering consultancy in Melbourne. His foresight and entrepreneurial skills helped the company expand well beyond the confines of Australia. Established in 1973, Singapore was the first overseas office of the company as a joint venture with Bylander Waddell from the UK. Because of the perseverance of the Bylander-Meinhardt partnership, Meinhardt made rapid strides globally. Being of Australian heritage coupled with its presence in Singapore, it facilitated easy access to both the East and West, thereby helping the company gain a competitive foothold in the Asia Pacific.

Working with an innovative and enquiring approach, the company provides a work culture where initiatives are encouraged and excellence is rewarded. Equipped with new breakthrough engineering technology solutions, the company is able to transform the landscape of regions worldwide, thereby creating magnificent, tall and iconic structures.

Tailored to the customers' specifications, the projects completed by Meinhardt have earned unparalleled worldwide recognition and won many awards, thereby affirming its unrivalled reputation for innovative and inspiring

engineering solutions. In the last five years, the company has received more than 350+ awards globally.

In October 2018, Meinhardt Singapore has been awarded with "Asia's Most Influential Company" under the Leadership/Enterprise category at the prestigious Asia Corporate Excellence and Sustainability Awards (ACES) 2018.

A technology-driven engineering company with a strong global network, Meinhardt continues with unwavering dedication to deliver highly innovative and unique solutions to its loyal clients throughout the world.

The premier retail bank of Sri Lanka, with an annual turnover of Rs. 106.3 billion, Hatton National Bank has received a foreign currency issuer rating of B1, equivalent to the sovereign rating by Moody's Investors Service and a national long-term rating of AA- by Fitch Ratings (Lanka) Ltd. Its recent acquisition of a microfinance company - Prime Grameen Pvt. Ltd. (rebranded as HNB Finance) - has enabled it to gain an enhanced access to the micro finance market.

DEPLOYING ADVANCED DIGITAL TECHNOLOGY

It was the first bank in Sri Lanka to launch a mobile POS solution for the benefit of entrepreneurs, businesses

and end consumers, and has deployed deposit-capable automated machines, cardless remittances and other advanced applications for transferring technology to its more than 2 million clients. The bank has also introduced Cash Management and Distributor Finance Solutions for its customers by upgrading its digital banking platform to provide them with greater availability of time and resources to focus on core skills.

To realise its vision of becoming the premier private sector bank in Sri Lanka, Hatton National Bank has collaborated with team Interbrand and team Deloitte with a special emphasis on digitisation and enhanced customer service.

CONTRIBUTING TO SOCIAL WELFARE

Hatton National Bank has set its priority on providing safe drinking water and sanitation facilities to the communities lacking this basic requirement in correspondence with the Millennium Development Goals, and has helped various villages, temples, churches, schools and drought-hit areas to meet this goal. In 2005, the bank took an educational initiative to strengthen the resources and infrastructure at disadvantaged rural schools with a target of supporting 100 schools with libraries, and has assisted 200 schools till date.

The bank contributes to renovating the infrastructure to establish libraries, facilitate the donation of books, furniture and additional



books on a yearly basis. The libraries programme has been effective in inculcating reading habits among the students, and has helped in improving the skills of more than 50000 children in the country. Since 2009, the bank has initiated steps towards environmental reforms and combating climate change by pursuing a two-pronged environmental responsibility ethics programme called the 'HNB Green Pledge', and has undertaken various projects including tree planting campaigns, e-waste campaigns and awareness programmes. The HNB Sustainability Foundation offers financial assistance through its 'financial assistance to cancer patients programme' to patients/families affected by cancer by providing them with a monthly financial supplement to meet the additional expenses incurred due to cancer.

WELL DESERVED RECOGNITION

It was conferred with the Gold Award for Sustainability Reporting at ACCA Awards 2018 and received 5 awards for sustainability at Ceylon Chamber of Commerce Best Corporate Citizen Sustainability Awards 2017.

With an objective of gaining recognition as a partner in providing financial solutions through its team of motivated people, Hatton National Bank emphasises on sustainability as a holistic and integral component of its corporate policy and business model.



HATTON NATIONAL BANK

TRANSFORMING THE SOCIETY WITH SUSTAINABLE FINANCIAL SOLUTIONS

One of the leading private sector commercial banks functioning in Sri Lanka with 251 branches operational across the island, Hatton National Bank has gained international recognition as the premier bank in Sri Lanka which is involved in retail banking, corporate banking, international banking, treasury and project financing

Established by the visionary industrialist Asok Kumar Hiranandani in Singapore to realise his real estate ambitions, Royal Group is highly acknowledged as a renowned real estate developer involved in the development of various innovative real estate projects with a highly diversified portfolio including office towers, shopping malls and hotels across Singapore, Malaysia, Indonesia, Dubai and Australia.

A LOOK BEYOND THE PRESENT

In the year 1985, the group made its first investment in a commercial property “The Lucky Plaza” in Orchard Road, Singapore. After carrying out renovation and a change in tenant mix, the group earned a profit of 5 times the investment giving a significant boost to the group’s real estate journey.

In 1992, it also invested \$159 million in “The Promenade” project in Orchard Road and made a sizeable profit of \$112 million in 1997 by improving the rental income and a change in tenant mix.

The group made further investment in the Queensway Shopping Centre and a commercial space at the Peninsula Plaza, both of which still form a part of its asset portfolio over the years.

WIDENING ITS FOOTPRINTS GLOBALLY

Royal Group of Companies added another feather to its cap with the acquisition of hotel



ROYAL GROUP OF COMPANIES

SETTING NEW BENCHMARKS IN THE DEVELOPMENT OF A MULTITUDE OF CONSTRUCTION PROJECTS

Having started its professional venture in the real estate business in 1947, Royal Group of Companies has set a new benchmark in the development and management of residential, industrial and commercial properties and has successfully established itself as a leading property investment and development group in Singapore with projects in the Asia Pacific region and Australia



properties in Australia and New Zealand by entering into management contracts with the ACCOR group, a French multinational hospitality company.

The successful turn of events, leading to the gains in hospitality business, encouraged the group to invest further in Raffles Place in Singapore to buy the property having less than 30% occupants in it.

The group spent a considerable amount of capital to renovate the building in combination with an

aggressive marketing strategy to populate it with tenants.

The move turned out to be a success leading to a 100% occupancy rate in the building resulting in notable gains.

The group extended its footprints in Dubai and Malaysia, and purchased many businesses over the years.

Having an array of landed and commercial properties in prime locations of Singapore, the group successfully runs more than 25 companies, thereby registering remarkable improvement in the business capital over the

years.

Moreover, the group extended its business portfolio by diversifying investment into financial markets in Singapore. The group has also made retail property investments in prime shopping locations that draw attention of the locals as well as the tourists.

With an experienced team of skilled professionals and management experts who manage its hotels very well, the group’s hotels in the Asia-Pacific region are highly favoured across the world as quality accommodations.

Headquartered in London, Standard Chartered Bank has a powerful presence in Asia, Africa, and the Middle East. It has established a global footprint across 70 countries along with a network of over 1200 branches and an employee base of around 87000 people who bring immense expertise to keep the reputation of the bank high.

With a market capitalisation of approximately 24 billion Euros, Standard Chartered is currently one of the largest companies having its Primary Listing on the London Stock Exchange.

OFFERS A COMPREHENSIVE SUITE OF SMART BANKING SOLUTIONS

The Bank aims at delivering smarter and customised banking experiences to help users save, spend and enjoy a comprehensive suite of digital solutions and rewards exclusively designed for them. It goes out of the way to take its customers through swift and easy banking solutions and services

The Bank leverages its global capabilities and deep local knowledge to provide a wide array of financial products and services to cater to its individual and business customers globally. It offers tailor-made solutions in the

areas of insurance, education plans, loans, credit cards, recurring deposits, personal savings, and business investment solutions. The bank also offers a complete suite of comprehensive insurance solutions that offer the best protection, savings plans, wealth creation and comfortable retirement schemes.

BRINGING GROWTH THROUGH VISIONARY LEADERSHIP

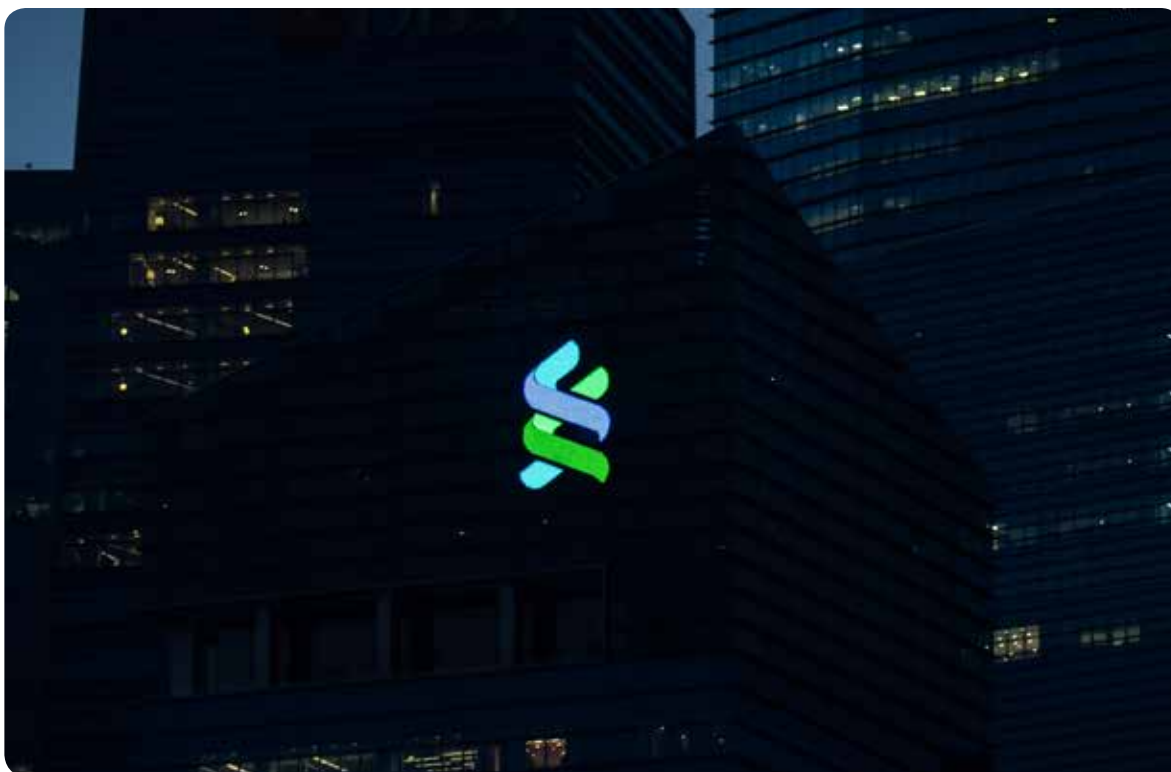
The bank has brought several companies under its ambit to make its products and services a cut above the rest. Its various subsidiaries include Standard Chartered Securities Limited,



Standard Chartered Private Equity Advisory, Standard Chartered Investment and Loans, Standard Chartered Finance, and Standard Chartered Global Business Services.

In order to serve the customers in the best possible manner, the bank has divided itself into two divisions namely the consumer bank and the wholesale bank. The consumer bank is a retail-oriented bank that focuses on individuals, small business and high-net-worth clients. For retail customers, the unit manages savings and allows customers to make transactions besides providing wealth management services, mortgages and auto finance. The wholesale bank deals with global corporations, financial organisations, agri-businesses, and commodity traders to help customers manage their treasury function through trade finance, cash management, and custody services. Both the divisions are being led by exemplary supervision of experienced leaders whose profound visionary approach enables the bank to take unprecedented steps to achieve massive success.

Besides achieving business excellence, the bank has been spearheading laudable initiatives to contribute to society. Pursuant to its corporate vision and values of striving for the betterment of the society, the bank also runs educational programmes including a study tour of Shanghai, a summer internship and a study seminar in the US.



STANDARD CHARTERED BANK

CREATING VALUE THROUGH CONSUMER-CENTRIC SERVICES

Standard Chartered Bank, established in 1858 is India's largest international bank with 100 branches across 43 cities in the country. It has been offering smart banking solutions for more than 150 years to provide its customers with seamless banking experience and offers them specialized services under multiple business verticals

Committed towards maintaining the highest standards of quality and efficiency in all their activities, Saltee Group has believed in the pursuit of excellence acquired through constant improvement and learning since the beginning.

PURSUIT OF EXCELLENCE

A key reason for the group's success is its competent team, full of skilled people who are always ready to give something extra while trying to achieve excellence: a spark, a defining principle, or a vivacious business environment. The group has continuously contributed to the society through its associations with various social and philanthropic organizations. While continuing with their unending streaks of multiple successes in various spheres, they have always complied with environmental and legal aspects. For them, every garland of accomplishments is made of assorted beads in terms of driving for excellence, having concern for customers, doing business with value & virtues, contributing & learning simultaneously, creating value for all and handholding associates.

NURTURING DREAMS

Saltee Group was established by the visionary and first generation entrepreneur Mr. Surya Prakash Bagla at a very young age. As he belonged to a traditional Marwari and noble business family from



the city of Kolkata, business acumen ran in his blood and he had a strong desire to do good in life for himself and create prosperity for others.

He had a vision of setting up a family real estate venture which would specifically cater to the needs of society and thus assist in making a tangible difference. The same vision is shared by his son Mr. Varun Bagla, the director of the company, who has pursued his specialisation in property and excelled at that.

After taking over the mantle, their combined effort has established a new SALTEE, the brand equity of which has been continuously growing, so much so that it has become a name to be reckoned with at the national & international level.

CONSOLIDATING GREAT FORCES OF THOUGHT

It's a universal truth that whenever two great forces of thought converge in a human mind, miracles take place. Therefore, Saltee Group has brought together the twin forces of Real Estate and Hospitality, and has been dedicatedly working towards transforming the horizon of Kolkata by building innovative and powerful structures in the housing and hospitality sectors.

The group has always worked with honesty and an ethical attitude by the virtue of which it has reached great heights through many projects in Salt Lake and North Kolkata. One such project is Haveli" which is the only ethnic pure

vegetarian multi-cuisine restaurant located in the heart of Salt Lake City. Also creating a robust brand in the hospitality sector in Eastern India, the group has been working on a new venture of 5-star facility hotel project in Salt Lake. The group has also given a new meaning to the word "chilling" and has set up a world class 'Ice Lounge' near Swabhumi, Kolkata.

Saltee Group boasts of a highly impressive diversified portfolio comprising of residential, commercial, and specialised properties at prime locations in and around the state of West Bengal and through its expertise in development is able to create a unique identity for each of its clients.

SALTEE GROUP

RIISING WITH ZEST TO EXCEL AND CREATE PROSPERITY

Moving with passion while invariably being committed to produce excellence, Saltee Group has been dedicatedly working to establish, execute, magnify and emerge as a powerful brand in the industry. Under the guidance of its teacher, philosopher & royal advisor Mr. Surya Prakash Bagla, Saltee Group is targeting consistent robust growth and continuous employment generation, and has been delivering simultaneously

Temasek Holdings Pvt. Ltd., a universal commercial investment company established in 1974 under the provisions of the Singapore Company Act, is a generational investor with a net portfolio of \$308 billion. Headquartered in Singapore, the company owns and manages its assets based on a set of commercial principles to create and optimize their risk-adjusted returns over long terms.

Temasek Holdings (Temasek) covers a broad spectrum of industries including financial services, consumer and real estate; media and technology; telecommunications; energy and resources, transportation

and industrials; life sciences as well as agribusiness.

INCREDIBLE BUSINESS ETHICS AND ETHOS

In its pursuit of excellence, Temasek encourages an ownership culture setting priority on institutional affairs than individual affairs. The company puts emphasis on meeting long-term goals over short-term goals and takes the interests of both employees and shareholders into consideration to drive business success.

To foster a sound corporate culture, Temasek encourages its stakeholders to get involved in the evolvement of good governance practices. The company's organizational culture is based on six merit values—meritocracy,

excellence, respect, integrity, teamwork, and trust. Temasek embraces a fair approach in acknowledging and rewarding contributions and performance; learning, improving and accomplishing outstanding results; and inspiring a culture of mutual support and confidence. It also promotes good teamwork and believes in making collaborative efforts besides offering ample opportunities to its employees for realizing their full potential.

REVOLUTIONIZING THE ECONOMY

As a committed shareholder and investor, Temasek's investment activities are driven by four investment themes—transforming economies, growing middle-



income populations, increasing comparative advantages, and emerging champions.

The company is leveraging the potential of transforming economies like India, China, South East Asia, Latin America, and Africa, through investments in various domains including financial services, logistics, and infrastructure. Temasek evaluates its investments and divestments based on bottom-up intrinsic value tests and its fundamental risk-return framework, tracking its investment returns against a risk-adjusted cost of capital. It prefers economies, businesses, and companies with unique intellectual property and competitive advantages.

EFFICIENT RISK MANAGEMENT FRAMEWORK

Temasek has an organizational risk management framework that includes risk-return appetite statements to determine different levels of risk tolerance, from reputational risk to liquidity risk and sustained loss of overall portfolio value over extended periods.

Temasek's investments in unlisted assets involve companies such as PSA and Mapletree, and some high-quality funds pay steady dividends and distributions.

Temasek's investment in funds has been of great help to the company in gaining deeper insights into new markets and creating co-investment opportunities.



TEMASEK HOLDINGS

DELIVERING SUSTAINABLE RETURNS WITH LONG-TERM INVESTMENT STRATEGY

A universal commercial investment company established in 1974 with its headquarters in Singapore, Temasek Holdings is a generational investor with a net portfolio of \$308 billion, governed by the provisions of the Singapore Company Act. The company owns and manages its assets to create and maximize risk-adjusted returns over long terms

Rapidly creating a story of endless flow of inspiration and aspiration VGS Housing Pvt. Ltd. has become the flagship of the VGP Group growing steadily and continuously acquiring properties across South India. Believing in the inner meaning of vision that is foresight, foreknowledge and astuteness and venturing with a global perspective, it has strengthened its land bank and has been connecting with its customers more and more closely by opening new branch offices.

Everyone working for VGS believes that hard work pays off and is the key to achieving greater milestones some of which include its grand projects at Melmaruvathur and at Vedantahngal.

LAYING A STRONG FOUNDATION

One of the renowned living legends is Dr. VG Selvaraj, who had been successfully steering VGP Group since the last 50 years. Dr. VG Selvaraj started his business career with VGP Group in the year 1967 and made it one of the largest and reputed business houses in India, spearheading mainly the marketing of consumer durables all over Tamil Nadu, besides other parts of India.

When Mr. VG Panneerdas, the Founder of the VGP Group, started VGP Housing Pvt. Ltd. to cater to the needs of the people in owning houses, Dr. VG Selvaraj was promoted to look after the business from

day one. He has taken that business to an unparalleled height and growth, and has made VGP Housing a landmark for owning houses all over India – having clients from all over the world.

During VGP Group's business diversification, Dr. VGS has been put to Head the Business Division, whether it is amusement park in the name of VGP Universal Kingdom, VGP Golden Beach and so many other new divisions, with his hard work and unstinted efforts with strict business policies, VGS steered the organization for well over 50 years and in the Year 2017, he had to leave VGP Group and started VGS Group Companies, doing many

businesses under the names of The Berachah Designing and Tailoring Company, Rehoboth Photo Company, DBX Sound Company, Seven Heaven Realtors, VGS Housing Private Ltd., VG Selvaraj Golden Chit Funds Private Ltd. and Seltak Services Private Ltd. and all these businesses are doing very well.

A BOLD VISION FOR A BRIGHTER FUTURE

The vision of Dr. VGS is so great that he wants to make VGS Group of Companies a 1000 crore business conglomerate. Even at the age of 72, VGS works like a Youth along with his two sons Mr. VGS Vinodh Raj and VGS Bharath Raj. When asked about his aim

and to what extent he wants to develop the business, he replies that the sky is the limit.

THE POWER OF CREATIVITY

Under Dr. VG Selvaraj's leadership, VGS Housing has grown into a creative company whose architecture is powerful and thoughtful. Using both art and science of building homes it has risen above merely bringing together bricks, mortar and paint and has engineered creative home spaces.

Each structure of VGS Housing reflects and resonates the personal passion and creativity of the designer transformed into the direct needs and passion of the occupants of homes.

VGS HOUSING

BRILLIANTLY INNOVATING AND TRANSFORMING LIVING SPACES

The success of VGS Housing can be entirely attributed to their strong belief, unwavering commitment and a team of thinkers, doers, believers, achievers and outstanding leaders. Under the able leadership of Dr. VG Selvaraj, VGS Housing is working to create fresher benchmarks of success in the realty sector



Actively seeking unique investment opportunities locally, regionally and internationally, and dedicated to investing in asset classes which help strengthen and diversify the UAE's economy, Emirates Investment Authority (EIA) has uniquely positioned itself to become an invaluable partner for significant world-class investment opportunities in a short span of time.

WORKING TO STRENGTHEN THE ECONOMY

Established in 2007 through a federal decree with the prime objective of managing

the sovereign wealth of the UAE, it invested in a diversified portfolio of assets in key economic sectors and industries.

EIA is the only Sovereign Wealth Fund of the Federal Government of the United Arab Emirates. It has been choosing its investments strategically by investing in the sectors of financial services, prepared and preserved food, educational services, and works for all seven Emirates of the United Arab Emirates: Abu Dhabi, Ajman, Dubai, Fujairah, Ras al-Khaimah, Sharjah and Umm al-Quwain. The fund seeks to make investments in the public and private markets of the GCC as well as overseas.

ENHANCING THE VALUE OF ASSETS

Under the able leadership of Sheikh Mansour Bin Zayed Al Nahyan (Deputy Prime Minister of the United Arab Emirates and Minister of Presidential Affairs) who is also the member of the royal family of Abu Dhabi and the half-brother of Khalifa bin Zayed Al Nahyan (Current President of UAE and Chairman of the Ministerial Council for Services, the Emirates Investment Authority and the Emirates Racing Authority), EIA has rapidly grown to become a truly dynamic investment platform for the UAE's sovereign wealth fund.

To put its capital to good and



rewarding use, it has invested heavily to enhance and extract value from the combination of assets in its portfolio to maximise returns and consolidate its gains. EIA has also created an Investment Leadership Program (ILP) through which it has actively engaged in training leaders out of promising young nationals. Over the years, ILP has become very popular among those Emiratis who seek to build challenging but rewarding careers in the investment field.

STRATEGIC INVESTMENT

Envisioning consistent growth and robust results, EIA has acquired major holdings in two Middle Eastern and North African telecommunications companies Etisalat and Du. Moreover, it has also acquired over 30 stakes in corporations across the GCC and has notably invested into Gulf International Bank in Bahrain, the United Arab Shipping Company and the Gulf Investment Corporation. Last but not the least, it has been building and strengthening several of its efforts in the areas of strategic and tactical asset allocation while successfully facing challenges in the global economy. Invariably staying vigilant, EIA has also continued to place a high premium on astute risk management. EIA's efforts in the sphere of recommending and selecting investments have always been true to its objective of preserving and enhancing the UAE's sovereign wealth.



EMIRATES INVESTMENT AUTHORITY

COMMITTED TOWARDS UAE'S GROWTH AND FUTURE

Emirates Investment Authority is the custodian of the federal assets of the United Arab Emirates and is the organization which strategically invests funds allocated by the federal government to create long-term value for the UAE focusing on a strong future prosperity of the country

Established with a vision of making skin care fun and fuss-free by introducing cutting edge self diagnoses, Skin Inc aims to empower its customers to develop a routine that targets their skin concerns and does it so simply and effectively.

SOLVING THE SKINCARE GROUSES OF WOMEN

Skin Inc has formulated the concept of "My Skin Identity" which is a proprietary self-diagnostic tool developed by Skin Inc scientists after decades of skin-aging research. Its nifty algorithm immediately recommends a customised serum cocktail known as "My Daily Dose (MDD)" which is a potent, bespoke, custom-blended serum that delivers your skin goals in one bottle. It lets the customers build their own super serum by taking an online quiz only that confirms the sleep patterns and stress levels of the customers. Based on this, three serums are provided to them which are to be mixed together in the enclosed vial. Its serum doses are versatile and compatible with any skincare and makeup product, thus giving the customers a choice of mixing them with masks, moisturisers, primers and foundations.

The products of Skin Inc are way ahead of their time as they offer customised skincare. It revolutionised the skin care industry by launching a bar of multi-coloured active



serums that women can mix and match to create their daily dose of skincare. The brand has included a variety of active ingredients to its products that provide instant and visible results with just following a handful of simple steps rather than an elaborate skincare regimen.

Skin Inc has an ultimate goal of delivering custom beauty solutions to each of its customers. It wants to empower women all over the world to understand their skin identity by taking control of it in their own hands. Providing them a flawless skin that shines smoothly is the biggest aim of Skin Inc. Driven by

this desire of solving the skincare grouses of women, it has launched the world's first skin supplement bar with the help of the research and development facilities based in Japan.

All of Skin Inc's unique skin treatment protocols for face and body are developed after utmost precision and care.

The company predicted the future by merging beauty with technology which enabled it to be ahead of the curve in terms of big data.

It has a wide reach to its customers and reaches out to even those customers who are not physically close to its store locations.

SKIN INC

BLENDING BEAUTY WITH TECH

Skin Inc is the world's most innovative beauty brand which is fusing the latest technology, decades of skin-aging research and the current environmental and lifestyle factors to determine what your skin truly needs. With its presence in over 100 cities in Asia, Europe and The United States, it has more than 300 retail distribution points across its concept stores

EMPOWERING WOMEN TO TAKE RISKS

Skin Inc's true aim is to empower and inspire women around the world to rise up, follow their dreams on their own terms and become game changers. Its founder Sabrina Tan is an advisor and mentor to many different women entrepreneurship and leadership initiatives, and is also the co-founder for Galboss Asia Symposium that aims to enable, empower and elevate women to take risks.

Skin Inc has always believed in being at the forefront of technology which has helped it to become a global leader in customised skincare.



Offering banking and financial services to millions of customers and businesses since 1967, Mashreq Bank has always been counted among the highest performing banks in the region, and is committed to lead the UAE's banking industry through peerless financial performance.

IMPRESSIVE CUSTOMER OUTREACH

The bank's customer outreach can be judged by the fact that one in every two households in the UAE are conducting banking transactions through Mashreq Bank, and that it has one of the largest ATM networks in the UAE. Additionally, it has 12 overseas offices in nine

countries including Europe, US, Asia and Africa.

Envisioning to be the region's most progressive bank enabling innovative possibilities for its clients, colleagues and communities, Mashreq Bank aims to build long-term relationships by delivering superior service to clients, actively contributing to the community through responsible banking, leading with innovation, treating colleagues with dignity and fairness, and pursuing opportunities that grow the shareholders' value.

A TRUE PIONEER IN MANY ASPECTS

Believing in creating true value, Mashreq Bank endeavours to be socially responsible, passionate about its clients,

innovative, transparent while at the same time, showing respect for its colleagues.

It was established as the Bank of Oman in 1967 in Dubai by the Al-Ghurair Group, prior to the formation of the UAE, under a decree of the Ruler of Dubai – Shaikh Rashid Bin Saeed Al Maktoum. With more than 50 years of experience in the UAE banking and financial services market, Mashreq Bank has become the largest private sector bank in the UAE today. It has been publicly listed since its inception and has been listed on the Dubai Financial Markets since the creation of the local stock exchange.

The bank has always put its customer at the centre of all its efforts and is dedicated to offer its customers with



the most rewarding banking relationships.

Operating as a Universal Bank, it offers a comprehensive array of products and services to a wide range of customer segments in corporate and retail banking in the UAE. It has a financial-centric presence in the international financial centres such as London, New York, Honk Kong and Mumbai.

BEST IN EVERY SENSE

Always ready to take ingenious initiatives, the Bank has proved to be a pioneer in all of its spheres of function, and has invariably stayed ahead of its competition in the development of new products and services, whether in foreign trade services, direct banking or comprehensive mortgage products. Being the oldest privately owned bank in the United Arab Emirates, it provides conventional and Islamic personal banking services including deposits, loans and credit cards, conventional and Islamic investment banking services that include corporate finance and investment advisory on mergers and acquisitions, initial in public offering and underwriting; conventional and Islamic asset management services including wealth management. Because of its winning combination of innovation, consistency and prudence, Mashreq Bank has established itself as a stable and profitable bank for its customers and therefore, it has been recognized as the best bank in the UAE.



MASHREQ BANK

THE LOCAL INTERNATIONAL BANK

One of UAE's leading financial institutions with a growing retail presence in the region including Egypt, Qatar, Kuwait and Bahrain, Mashreq Bank has invariably focused on providing its customers access to a wide range of innovative products and services

Editor's Choice



ONE Championship is the world's largest martial arts organization featuring bouts across the full spectrum of martial arts such as Muay Thai, Kickboxing, Mixed Martial Arts, Karate, Silat, Sanda, Lethwei, Taekwondo and Submission Grappling.

LIFE CHANGING STORIES OF REAL LIFE HEROES

With a mission to unravel the stories of real-life super heroes who inspire the world with hope, dreams, inspiration and strength, ONE championship is celebrating the deep-rooted Asian values of integrity, humility, honour, respect, courage, discipline and compassion. It believes that the champions, who fight against all odds in order to achieve their dreams, should be introduced to the world so that they can inspire others to dream more, do more and be more in life.

It is untangling the tales of these champions through eloquent storytelling, thereby igniting the dreams of millions of people.

The life changing stories of these champions are broadcast to a large audience as ONE Championship has an audience base of more than 1.7 billion people across 138 countries around the globe.

It has a coveted roster of blue-chip Fortune 500 sponsors including the likes of Disney, Marvel, LG, Sony, Facebook, Haier, Kawasaki, L'Oreal, Casio, Bayer and Shiseido.



ONE CHAMPIONSHIP

CELEBRATING THE GREATEST CULTURAL HERITAGE

Martial art is not about just fighting, it is about building your character by taking yourself on a productive path. It teaches you self-defence and in that process it helps you to grow from inside out. One championship which is the home of martial arts is Asia's largest global sports media property



UNITING THE ENTIRE WORLD

ONE championship has a dream of uniting the entire world by spreading the greatest intangible cultural heritage of martial arts. Its founder and chairman Chatri Sityodtong has over 30 years of martial arts experience as a student, a fighter, a teacher and a coach. Sityodtong is a certified senior Muay Thai instructor under the legendary Kru Yodtong Senanan of the world-renowned Sityodtong Gym in Thailand. Since Asia has been the home of martial arts for 5000 years, he conceptualised the concept of ONE championship to carry

forward this traditional art form. This concept is totally unique and developed after adept planning.

ONE Championship's weight classes are unlike any other martial arts organization in the world. ONE leads the global martial arts industry by banning weight-cutting by dehydration, choosing instead to implement a revolutionary system that ensures athletes are fully hydrated, fit, and healthy ahead of their bouts. The new program, which is the first of its kind for combat sports, is focused on athlete safety by introducing walking-weight competition via multiple weigh-ins and

tests before and during the fight week including three hours before an event begins. An athlete's walking-weight is determined by a robust system that tracks weight on a regular basis throughout the period that the athlete is contracted to ONE.

The revolutionary weigh-in program was established after thorough discussions and recommendations by ONE Championship's medical and competition team. ONE Championship uses the Global Martial Arts Rule Set for Competition which blends a combination of best practices from Asian and Non-Asian Rules.

In 1981, Visionary Entrepreneur Late Shri Rajesh Srivastava set out a remarkable destiny and created a vast empire along with his two brothers Mr. Prabhat Srivastava and Mr. Rishi Srivastava.

A RICH LEGACY OF EXCELLENCE

Rockland Group with interest in the diverse fields of Healthcare, Hospitality, Education and Financial services sector, started its journey four decades ago.

The group has been successful in managing diversity and is willing

to accommodate diverse business interests. As a result of this, the group has attracted several global players and top-notch professionals from relevant fields to align with it.

Rockland Promoters believe that all the businesses are created to fulfil the needs of the society by identifying the gaps and fulfilling these with the right mix of product backed by quality and cost.

In the last 38 years the promoters have ventured into various sectors, last being healthcare where Rockland Hospitals was the third biggest in Delhi – NCR in terms of bed strength. According to India Today survey, Rockland Hospitals has also been rated

as one of the top hospitals in North India.

ATTAINING NEWER HEIGHTS OF SUCCESS

Now under the quintessential leadership of Ms. Sanya Srivastava, Mr. Pranav Srivastava and Ms. Somya Srivastava, the second generation, Rockland group is set to attain newer heights given their valuable experience of working with the group for almost a decade. They are now diversifying into financial services and Hospitality business with a robust management model where each of the business is headed by team of professionals



from the relevant sector.

FACILITATING FINANCIAL INCLUSION

Taking leaf out of its parent organisation, the Rockland Group's, Prayatna Microfinance imbibes the values defined by Late Shri Rajesh Srivastava, the founder Chairman of Rockland Group. Prayatna offers financial services to low-income households in India. They fund women utilizing the Joint Liability Group model of assurance with a combination of loan and insurance to increase the economic stability and growth across an underserved population with a plan to make social and environmental impact by creating an inclusive economy by providing Health and Education through CSR.

The company has plans to further expand its footprints both in Financial and Hospitality sector in North India.

Prayatna will expand operations in new territories strategically, with a focus on regions with limited availability of financial services, thereby focusing on poorest of the poor and providing greater scope for business growth. The goal is to become a Small Finance Bank.

Rockland Hotels is expanding in brown and green field hospitality projects across North India. By the means of acquiring and building hotels in luxury as well budget segment, they are targeting to achieve 500 rooms across all the hotels.



ROCKLAND GROUP

CONTRIBUTING TO SOCIAL EQUALITY THROUGH ALL-INCLUSIVE FINANCIAL SOLUTIONS

Taking leaf out of its parent organisation, the Rockland Group, Prayatna Microfinance has adopted its vision and mission for providing innovative financial services to the deprived sections or low-income households with a social objective of eliminating social & economic inequality in India and be an active contributor to its prosperity

The history of the company goes back to mid seventies when it launched an audacious venture into the area of deep sea fishing which was an unexplored sector at that time. Almost after four decades, Hosaf Group has now established itself as one of the leading business houses in Bangladesh, having a sizeable turnover and a team of more than 800 people.

PROVIDING UNINTERRUPTED POWER SUPPLY

Currently, Hosaf Group has stakes in the financial sector, power and energy sector, LED lights, electric meter, real estate, and the hospitality sector. It has a robust team that always looks for opportunities to explore their new vision for the expansion of the group, both locally and globally.

The group has diversified itself into various subsidiaries which mainly include Hosaf Meter Industry Limited, Hosaf Proficient Energy Limited, Hosaf International Limited, Energyprima Limited, and Citilink Apartment Limited. And Energyprima is one of the pioneers among the private sector rental power generation in the country with a vision to provide uninterrupted electricity to its customers, driven from the fact that power shortage is a serious challenge to the development of Bangladesh. With four rental power plants that generate 170 MW of power,



Energyprima contributes to the reduction in the power shortage and makes the lives of the people much easier.

Hosaf Proficient Energy Limited is dedicated to providing solar energy solutions to promote green energy in Bangladesh by making energy efficient products which are pollution free, cost saving, eco-friendly and require little maintenance.

Hosaf meter industry is another arm of the Hosaf group and is one of the leading electric energy manufacturers in Bangladesh. It has earned the reputation of being a brand that is synonymous to excellent quality. With a team

of highly qualified hardware and software engineers, it has years of experience in development and innovation in order to create high quality, reliable and cost effective products. It wants to nurture a harmonious, efficient and committed workforce by being innovative with its creations, dynamic in its efforts and progressive in every endeavour. It has supplied more than 5 million single phase and three phase meters to different organisations such as Bangladesh Power Development Board (BPDP), Bangladesh Rural Electrification Board (BREB), Bangladesh Military Ordinance

Factory and to others.

SHARING PROSPERITY

The group is committed to providing better facilities to its employees, stakeholders, communities, and is bent on taking care of the environment as well. The charitable pledges and commitments made by the group have strengthened the Bangladeshi community.

It constructed the Bokter Munshi Moazzam Hossain High School in Shonagazi, Feni and has been awarding scholarships to the meritorious students every year to enable them to pursue higher studies, and lays a strong emphasis on moral education.



Nestlé is a brand symbolic with the widest network of food and beverages with over 2000 brands in its ambit, some being the flavours of the 190 countries it is present in while some others being local favourites.

Their bond with India dates back to 1912 when it began trading as The NESTLÉ Anglo-Swiss Condensed Milk Company (Export) Limited, importing and selling finished products in the Indian market. From the quintessential products of every general store in India to the parallel smiles that their goods bring on every child's face, Nestlé's affinity with happy faces is immortal.

Setting up its first factory in

India in 1961 in Moga (Punjab), their relationship with India has been that of a guiding force developing, educating, advising and helping the farmers of India in various aspects from increasing the milk yield of their cows through improved dairy farming methods to irrigation, scientific crop management practices and helping with the procurement of bank loans. The correlated affiliation of progress prosperity on a sustainable basis has led to a very special alliance of trust and commitment with the people of India.

The company's activities in India have created opportunities for indirect and direct employment and provides livelihood to about one million people

including farmers, suppliers of packaging materials, services and other goods.

FACILITATING HEALTH AND HAPPINESS

Nestlé has set up an exemplary milestone of well researched health solutions, creating products that take the promise of taste and health to a broader economic and social section. Understanding the Indian market and the pulse of its consumers, they form a platform of products that define affordability, health, nutrition and wellness. Their brands touch the heart of the Indian festive culture creating bonds of togetherness with their popular brands such as NESCAFÉ, MAGGI, MILKYBAR, KIT KAT, BAR-ONE, MILKMAID and NESTEA.



With growing demand of milk products, the company has also introduced products of daily consumption and use such as NESTLÉ Milk, NESTLÉ SLIM Milk, NESTLÉ Dahi and NESTLÉ Jeera Raita.

Their sweetness has unfurled and spread across India with 8 manufacturing facilities and 4 branch offices. The factory set up that started at Moga was soon followed by its manufacturing facilities at Choladi (Tamil Nadu) in 1967, Nanjangud (Karnataka) in 1989, Samalkha (Haryana) in 1992, Ponda and Bicholim (Goa) in 1995 and 1997 respectively, and Pantnagar (Uttarakhand) in 2006. Nestlé India set up its 8th manufacturing facility at Tahliwal (Himachal Pradesh) in 2012. Having set up its head office in Gurugram (Haryana), it has 4 branch offices located in all major metros of India, Delhi, Mumbai, Chennai and Kolkata to help facilitate its sales and marketing activities.

SHARING SMILES

Sharing its trust, love, and profit with the people of India, Nestlé has taken a path-breaking road and has brought about a change in packaging of three of their most iconic brands, KITKAT, NESCAFÉ and MAGGI to support girl child education in association with Nanhi Kali, one of the largest NGOs imparting education to underprivileged girl children across India. Changing their much renowned tag line "2 minutes noodles" to "2 Minutes for Education", they understand their social responsibility immensely.



NESTLÉ INDIA

THE DELECTABLE CHOICE

An iconic name in the food and beverages industry globally, Nestlé India is a subsidiary of NESTLÉ S.A. of Switzerland, which has been conscientiously serving the people with standardized quality food and has a marked presence in almost all houses of India

Praj has a vision of to be most preferred organization for all stakeholders through environment friendly and sustainable solutions that can make the world a better place. Praj has spread its footprints across the globe by offering innovative, integrated solutions including plants, equipment and products.

The company has acquired expertise in treating multiple feed stocks to produce a range of varying grades of ethanol and has developed technologies for various clean, renewable fuels & chemicals including BioCNG, Bio-butanol, etc. Praj has spread its presence across the globe with more than 750 customer references in more than 75 countries.

Praj employs more than 1200 professionals in India and overseas. Praj Foundation – Corporate Social Responsibility (CSR) arm of the company, undertakes several projects in the area of education, health and environment. The company has international-standard manufacturing facilities in Pune and Wada in the state of Maharashtra and Kandla in Gujarat. These facilities are accredited with ASME U and H stamps and ISO 9001-2008 certification.

ENVIRONMENT-FRIENDLY INNOVATIONS

In the year 2008, the organisation set-up state-of-the-art R & D facility for technological innovations named 'Praj Matrix'. More than



85 scientists and technocrats are engaged in the development of various renewable fuels and chemicals. Praj Matrix has been granted 26 patents so far and 310 patent applications are filed.

The facility has been conferred with the 'Green Innovation Award' in 2011 for its outstanding research in the Green Chemistry and Engineering domain.

INDIA'S FIRST INTEGRATED BIO-REFINERY FOR RENEWABLE FUELS & BIO-CHEMICALS

Praj has commissioned India's first integrated bio-refinery demonstration plant, that

PRAJ INDUSTRIES

TECHNOLOGY LED SOLUTIONS FOR SUSTAINABLE BIOECONOMY

With more than three decades of leadership in Bio-Tech space serving Bio-pharma, Bio-chemical and Bio-industrial sectors, Praj Industries Ltd has established itself as a global player and a market leader in the field of bio-based process technology solutions



uses various lignocellulose feedstocks for generation of ethanol using proprietary 2G technology platform - 'Enfinity'. This demonstration plant is now in 3rd year of operation having processed more than 600 MT of various feed stocks. Performance parameters of this integrated bio refinery demo plant are at par with global benchmarks.

On the back of the success of the demo plant, Praj has been selected as supply technology and engineering solutions to build commercial scale bio refineries by major Oil Marketing Companies in India namely IOCL, BPCL, HPCL and MRPL.

PRAJ EXPANDS TECHNOLOGY PORTFOLIO WITH COMPRESSED BIOGAS (CBG) TECHNOLOGY

Praj-Matrix has also developed a CBG (Compressed Biogas) technology based on sugar plant waste stream (Press mud) and biomass which supports 'SATAT' (Sustainable Alternative Towards Affordable Transportation), Government of India's initiative focusing on replacing gasoline with CBG.

Praj has recently held a ground-breaking ceremony of integrated compressed biogas (CBG) demo plant near Pune,, state of Maharashtra.

Starting its business venture as a single-product agri-business company, Olam Group has made rapid strides to emerge as a highly renowned multi-product food and agri-business organisation across the world. The group trades in cocoa beans and products, coffee, cotton, edible nuts, spices, and rice. It employs a team of 72,000 full-time, seasonal and contractual employees, including agronomists, analysts, coffee cuppers, ginners, quality assurers, traders and many others.

HOLDING COMPETITIVE EDGE

The company has its own orchards and plantation on

which it grows an array of crops, including almonds, coffee and rubber, as well as source these from around 4.7 million farmers all over the world. These crops are tested at their various innovation centres to develop ingredients and to find solutions for its customers.

The group in partnership with farmers, customers, government agencies, foundations, NGOs and financiers conducts various social and environmental programmes and offers reliable support services, including risk management solutions and agri-logistics. Olam Group has more than 200 processing facilities globally, wherein requisite criteria related to safety, quality, efficiency and

environment are followed throughout the processes. The group has invested in facilities for production, marketing, facilitation of trade, creation of employment, and reduction of carbon footprint.

It offers more than 45 agri-commodity products, including almonds, cocoa, coffee, grains, hazelnuts, palm oil, rice, rubber, specialty vegetables, and spices.

A highly differentiated and wide product portfolio combined with integrated end-to-end capabilities across the supply chain reduces risk and stabilises supply to its diverse customers throughout the year.

LEVERAGING TECHNOLOGY

The Olam Group has introduced an ultramodern technical



support system 'Olam Farmer Information System' (OFIS) to collect information about small farm-holders living in remote regions.

So far, 1.6 lakh farmers from more than 20 countries have been listed under this system and the organisation is eyeing at increasing this figure to 5 lakh by the next year.

The systematic collection of information enables the company to allocate personalised farm and to guide farmers with an efficient farm management strategy.

The highly skilled team of financial experts experienced in physical commodity and financial instrument trading enables the group to offer personalised financial services to participants in the agricultural supply chain which comprises risk management solution, asset management, and structured trade finance.

The group has spread its operations in farming, buying, processing and sales in more than 65 countries and caters to the requirements of numerous customers worldwide.

Because its team is present in even the most remote locations, the group is able to provide direct support to several farmers and promote environmental stewardship for more resilient supply chains.

Olam Group was conferred with the Singapore Sustainability Reporting Awards (SSRA) 2018 and has also won the 2018 Best Sustainability Report for Established Reporters (Mainboard and Catalyst).



OLAM GROUP

EMPOWERING THE FARMING COMMUNITY WITH INTEGRATED AGRI-BUSINESS SOLUTIONS

A prominent supplier of food and agro industry products established in 1989, Olam Group delivers an extensive range of products to more than 22,000 customers, including multi-national companies, famous brands and small-scale businesses. The group has carved a niche for on-time delivery of quality goods and services

Known for its durability, functional elegance and best in class technology, Watertec India Pvt. Ltd. is a joint venture between Watertec Malaysia, UMS Group Coimbatore, and South Asian Investments Sri Lanka.

A FUSION OF SAFETY, COMFORT & VERSATILITY

Since its inception, the company has transformed the range of bath products with its high quality virgin grade engineering polymer and unrelenting quality matching international standards. Watertec offers a comprehensive range of products comprising bath fittings, sanitaryware, floor drains, pipes and fittings. Bringing together a fusion of safety, comfort with style, versatile and practicality in operations, Watertec has made way into some of the most demanding markets in India. The variety of products offered by Watertec is pretty comprehensive and beautifully combines aesthetics with functionality that further adds a touch of class to them.

The company's ISO 9001 certified production facility is state-of-the-art technology enabled and is equipped with new generation injection moulding machines to ensure fail safe production parameters. All the manufacturing processes are seamlessly integrated to facilitate the ease of operation, and the precise level of testing



WATERTEC

ADDING AN AESTHETIC & FUNCTIONAL EDGE TO YOUR BATH SPACE

Business is not only about ideas; it is about making ideas happen. A business idea which is carefully executed can revolutionize the world in its own way. Watertec, a premium bath fittings and accessories brand has successfully nurtured and executed its idea of manufacturing world class polymer bath fittings

ensures that the quality standards remain of the highest order. All the products that are manufactured go through some serious quality tests that include floor rate test, thermal shock test, leak tightness, front thrust, dead load, discharge rate and discharge capacity. These tests are carried out in order to leave no stone unturned and to ensure that every product comes out with a consistent perfection.

COMPLETE BATHROOM SOLUTIONS

Watertec provides complete bathroom solutions with its latest diversification in

its sanitary ware range. It offers a wide collection of wash basins, wall hung, over counters and under counter sanitary ware range with trending designs to enhance your bath space. They are aesthetically designed using modern technology with a manufacturing capacity of 1200 pieces every day. It has also diversified its operations in the pipes and fittings category, and has become a leader in the pipe fittings division.

FOSTERING SUSTAINABLE DEVELOPMENT

Watertec has carefully designed and implemented its

Corporate Social Responsibility (CSR) policy which makes a commitment towards sustainable development. The company is dedicated towards fulfilling its objective of eradicating hunger, poverty and malnutrition by promoting preventive healthcare and making safe drinking water available to the masses.

It believes in women empowerment and promotes gender equality by treating all its employees equally. It also ensures environmental sustainability, ecological balance, protection of flora and fauna, animal welfare, agro forestry and conservation of natural resources.

Oncepted in the year 2004 and creating foot prints worldwide since then, Aroma Agrotech has emerged as one of the leading rice millers and exporters in India. Located at Karnal in Haryana, the state famous as the 'Rice Bowl of India,' the company produces different types of Basmati rice. Basmati rice is among the crops that define the agricultural legacy of India. Therefore, scientifically tested agricultural practices have been adopted to process the harvest so that taste is preserved without compromising on the genetic

integrity of the seeds.

THE MAHARAJA OF RICE

Aroma Agrotech ensures that every characteristic of Basmati rice is found in the variety of rice it offers. Upon cooking, every strand of Aroma's Basmati rice elongates to almost twice its original length while it does not fatten significantly. The distinct aroma of these long grains spread everywhere while these are cooked and their delicious taste lingers on your taste buds for a long time after eating. Due to the presence of high amylose content, the texture of cooked Basmati rice is non-sticky and

its firmness is retained; though each rice grain is tender when eaten and does not split after cooking.

Rich in carbohydrates, fats, and proteins, it is a low-fat complex carbohydrate that is quickly digested and reaches the muscles and other body systems rapidly, and is therefore a perfect source of energy. Rice is one of the few cereals that are gluten-free and rarely causes unpleasant reactions or digestive difficulties. This makes it one of the most consumed grains all over the world.

QUALITY-DRIVEN HARVEST

Reducing its moisture content



by ageing the rice for at least two years is a must to get the right aroma and flavour. To get the flavour right, Aroma Agrotech has a technical backup from world's best rice milling machine manufacturers – Satake (Japan) and Buhler (Germany). These hi-tech rice processing machines make the entire practice of rice cultivation compatible with global standards and help in optimising production facilities.

Further, the milling plants of Aroma Agrotech have production capacity exceeding 22 MT/Hour, and are equipped with number of pre-cleaners, de-stoners, precision-sizers, graders, paddy-separators, de-huskers, and magnets. To ensure that the end consumer receives only the best-in-quality rice, a number of quality tests and checks are carried out on each lot.

THE PRIDE OF INDIA SPREAD WORLD-WIDE

Aroma Agrotech, in all its practices, adheres to the principles of quality and customer satisfaction. Under the able leadership of the Chairman, Mr Anil Kumar Garg and his brothers, the organization has expanded globally within a short span of 15 years and is consistently setting new benchmarks of excellence.

Its ever-expanding export network includes Kingdom of Saudi Arabia, UAE, Iran, Iraq, Kuwait, Qatar, Bahrain, Azerbaijan, Serbia, Canada, Australia, Europe and South America.



AROMA AGROTECH

CONQUERING GLOBAL TASTE BUDS WITH RICH AROMA & AWESOME TASTE

Renowned for producing a wide variety of organically grown & hygienically processed aromatic Basmati rice, Aroma Agrotech Pvt. Ltd. has been recognised as the "Three Star Export House" by the Govt. of India. Armed with ISO 9001:2015 & ISO 22000:2005 certifications, it has been spreading the delightful taste of Basmati rice the world over

Tapping the growing need of resources to purify contaminated water, experienced professionals at AQUAPOT provide complete technical solutions for commercial RO plants and softeners, besides offering a range of domestic water-treatment equipment models. Models of residential water purifiers include Aquapot Basic, Aquapot UV Smart, Aquapot pebble, Aquapot XL25, and Aquapot XL50. A similar customized range exists for commercial and industrial water-treatment plants, and water softeners.

Premium-grade raw material and components obtained from certified and reliable vendors from both India and overseas are used to manufacture its state-of-the-art products.

CUSTOMER SERVICE AT ITS BEST

Multiple quality checks in its manufacturing processes enable the company to meet highest industry standards and deliver products and services that exceed customer expectations. Customer services and R&D teams at AQUAPOT coordinate to stay abreast of the changing needs of customers and provide them with the best and reasonably priced water-treatment solutions. Courtesy the organization's commitment to offer exceptional customer services, it has been able to acquire and serve a number of reputable clients in both



AQUAPOT

PROVIDING AFFORDABLE WATER-TREATMENT SOLUTIONS FOR A HEALTHY NATION

Renowned for quality and reliability in the market for water-treatment equipment, AQUAPOT is one of the leading brands catering to both domestic and commercial categories of consumers & has a dedicated network of authorized dealers to further strengthen its presence across India

industrial and commercial segments.

Through its focus, agility, and commitment towards delivering the best products and services, the company is constantly working towards continuous improvement. A well-known entity dealing in RO water purifiers, AQUAPOT, because of its excellent quality and first-rate components and a strong after-sales service, offers a range of popular products that are well acceptable throughout the country.

THE AQUA-BUDDY OF MULTIPLE INDUSTRIES
AQUAPOT has expertise

in producing customized, precision-designed, and optimally functioning industrial RO/reverse osmosis plants that are used in pharmaceutical production, food processing, and boiler feeding industries among others. These plants are capable of filtering water through stratified and effective purification processes.

The company provides innovative and technology-driven affordable solutions for safe and pure drinking water to its customers.

SOCIALLY RESPONSIBLE APPROACH
Besides catering to the

domestic and business community, AQUAPOT also strives to make socially positive contributions by providing safe and pure drinking water to the underprivileged, particularly to children in remote villages. The company has installed unique solar-powered mobile water purifiers to Zila Parishad high schools in the remote villages of Chittoor and Nalgonda in Hyderabad.

The organization not only aims to make young students learn the ways to conserve water and maintain hygiene, but also simultaneously attempts to awaken and nurture the spirit of innovation among them.

Equipped with a state-of-the-art in-house research and development facility, the company has an ultra-modern plant and machinery to manufacture a variety of delicious hard-boiled and soft-boiled confectioneries.

Certified for the ISO-based FSSC 22000 and HACCP Food Safety Management System from Det Norske Veritas, Netherlands, the company aims to continue innovating and keep up with the internationally followed highest standards of confectionary production.

REVOLUTIONISING THE SUGAR CONFECTIONERY INDUSTRY WITH UNIQUE FLAVOURS

To satisfy all the requirements specified by FSSAI (Food Safety and Standards Authority of India) for confectionery products, the company carries out comprehensive analytical and physical tests in its fully equipped quality control laboratory approved by the Bureau of Indian Standards.

With an installed production capacity of 40000 metric tonnes per annum, the units have a well-designed layout which is quite spacious and has ample storage infrastructure

for raw materials, packaging, and finished products.

The company offers products under two umbrella brands – Cintu and Lavian. The first brand comprises éclair, toffees, candies, and deposited candies and the second category has centre-filled candies, shell moulding, moulded chocolates, wafers, lollipops and jellies in various tasty flavours.

The variety of sumptuous flavours and the promise of quality have made Prayagh one of the favourite confectionary brands in not one, but more than 15 countries.

The organization has registered its presence at both



national and international arenas by participating in various national and international exhibitions, such as Yummex (Dubai), Gulf Food (Dubai), ISM (Cologne, Germany) and Anuga (Cologne, Germany).

AN UNCEASING SERIES OF AWARDS

Prayagh's diverse portfolio of confectionary brands to satisfy people's craving for something sweet and its adherence to the best safety and health standards has been recognized both nationally and internationally.

The numerous awards won by the company include the CQE Century International Quality ERA Award conferred by the President of the Business Initiatives Directions Group, as an acknowledgement of the company's unwavering commitment towards quality and excellence.

Some other noteworthy awards received by the organization include the 'Udyog Bharti Award' by Indian Achievers Forum, New Delhi, for individual Achievements and National Development; National Achievements Awards for Quality Excellence by the All India Business and Community Foundation, New Delhi; 'Rashtriya Pratibha Award' from International Integrity Peace and Friendship Society, Bangalore; and the Indira Gandhi Sadbhavana Excellence award on the 86th birth anniversary of Late Smt. Indira Gandhi.



PRAYAGH NUTRI PRODUCTS

QUALITY CONFECTIONERY PRODUCTS TO SATISFY YOUR SWEET TOOTH

Launched in 2000 under the guidance of Mr. Preetam Bhawandas Lalwani, Prayag Nutri Products Pvt. Ltd. manufactures a range of high-quality hard-boiled and soft-boiled sugar confectioneries, including flavoured candies, cough drops, milk-based bonbons, chocolate eclairs, choco coated wafers & moulded chocolates

Having visualized the growing demand for ready and packed food in various forms due to rapid urbanization, global warming, rise in economic growth and living standard in Bangladesh, Aziz Trade & Engineering Ltd. (ATEL) effectively identified the necessity of high-quality HVAC, refrigeration equipment and professional services in order to meet the requirement of the growing food and real estate industry.

PROVIDING HOLISTIC BUSINESS SOLUTIONS

Moving forward in its professional journey of over two decades, the company has developed expertise in providing a full range of air-conditioning equipment, commercial and industrial refrigeration, super market equipment, solar energy, industrial insulation, and turnkey contracting.

ATEL has effectively entered into collaborations with leading globally reputed manufacturers and brands of the respective product group and industry. It has invested abundant resources towards capacity building programmes and is persistently endeavouring for professional excellence by regularly updating its strategies to keep par with the modernised technological developments. ATEL has a highly skilled team of committed professionals coupled with the support of leading international manufacturers who have a



AZIZ TRADE & ENGINEERING LIMITED

SETTING NEW BENCHMARKS FOR REVOLUTIONIZING THE HVAC INDUSTRY

Providing high-quality products & professional services in industrial refrigeration and heating ventilation airconditioning (HVAC) in Bangladesh, Aziz Trade & Engineering Ltd. is renowned for incorporating ultramodern technology and setting a qualitative benchmark to bring a transformation in the entire HVAC and refrigeration industry



significant role in positioning the company uniquely at the forefront in the areas specific to its expertise.

The company has been the only distributor for many leading international brands in Bangladesh such as JCI USA, Bitzer Germany, Kelvion Germany, Liebherr Germany, Epta France, Danfoss Denmark and Secop Germany, and has successfully launched products and technologies in Bangladesh industry, which are also used in the most advanced countries and territories.

Since its inception, the company has been emphasizing on energy efficiency and eco-friendly technology as

the core areas of focus. In 2007, the company initiated the energy-efficient variable refrigerant flow technology in Bangladesh, which is presently the most popular and trendy air-conditioning system in large commercial and industrial establishments.

FORGING ALLIANCES

The company entered into an agreement with the German company Bitzer to establish the most sophisticated workshop under the banner "Green Point Bangladesh" to repair and do maintenance work of large industrial compressors. This move will make use of ultramodern technology to increase the energy efficiency

by reducing oil spoilage in the compressors and will also help in reducing emission of carbon particles in the environment. ATEL has entered into association with various trade organisations, government agencies, universities and polytechnic institutes of the country for different exchange programmes on technical knowledge & expertise.

It has taken the onus for spreading the knowledge by offering training and organising seminars. The company offers various internship programmes to the engineering and vocational institutes across Bangladesh, and also assists in placement programmes for selected vocational institutions.

Biopharma is a highly credible and recognized pharmaceutical company which adheres to 9001:2015 ISO Standard in all its operations. It maintains a robust quality and a distinctive competitive edge as compared to any other pharmaceutical company in Bangladesh.

COMMITTED TO QUALITY

With more than 300 products in its portfolio, Biopharma has evolved as a credible supplier of pharmaceutical products serving drug wholesalers and distributors, ministries and departments of health, public and private industry, military

hospitals, clinics, healthcare systems and affiliated organizations.

Its manufacturing facility has been inspected and awarded GMP Certificate by Pharmacy and Poisons Board (PPB), Kenya; Directorate of Pharmacy & Medicaments (DPM), Ivory Coast; National Agency for Food and Drug Administration and Control (NAFDAC), Nigeria.

Biopharma Limited has also been awarded with "Golden Europe Award for Quality" on 22nd October 2018 in Paris, France, by Global Trade Leaders' Club which indicates the organization's eminence and excellence in product quality.

KEEPING ABREAST OF THE LATEST RESEARCH

To fulfil its vision of becoming the industry leader through its quality products, Biopharma has made sizeable capital-intensive investments in research while using clinically tested active ingredients that are universally approved and recommended widely. Recently, Biopharma has done Bioequivalent Studies (BE) of its five products (Azithromycin 500 mg Tablet, Cefuroxime 500 mg Tablet, Cefuroxime 250 mg / 5 ml Powder for Suspension, Cefixime 200 mg Capsule, Cefixime 100 mg / 5 ml Powder for Suspension and Omeprazole 40 mg Capsule) with USFDA approved Contract



Research Organization (CRO). It has been found that all products are Bioequivalent with the innovator's products, which indicates Biopharma's excellence in product quality.

Biopharma is committed to providing the customers with prescription and generic pharmaceuticals that are produced under internationally recognized B.P. and U.S.P. quality standards in their world class manufacturing facilities. These robust and quality systems to develop and deliver complex therapeutics are carried out under vigilant guidelines by a team of skilled experts who are highly qualified and experienced in pharmaceutical manufacturing, well-aware and versed with the quality guidelines.

TRAJECTORY OF CARE

By virtue of its partnerships with global pharmaceutical companies, Biopharma has developed a network to ensure the maintenance of good quality products and has been simultaneously engaging reputable overseas companies for manufacturing products which cannot be manufactured locally.

Today Biopharma exports its finest quality products to around 17 countries, is under registration process for 10 countries and is in the process of registration submission to 15 countries in the world. The organisation's more than 150 products in different dosage forms are registered with many regulatory bodies of the world



BIOPHARMA

PAVING THE PATH TO LIFELONG WELLNESS

Biopharma Ltd. is Bangladesh's premier bio pharmaceutical company dedicated towards improving the healthcare of its citizens by providing a wide range of high-quality pharmaceutical products, available in the form of oral, tablets, capsules, lotions, gels, ointments & creams, manufactured in compliance with the WHO CGMP norms

Established with the core mission of providing quality electrical and communication cables and unparalleled customer service, BBS Cables is making rapid growth with proven expertise in manufacturing all types of electric cables.

STRINGENT & RIGOROUS QUALITY CONTROL MECHANISM

Conforming to the national and international standards of manufacturing electrical products, the company is helping to build a well-developed, power-connected, and a safe world for the present and upcoming generations. It has its factory located at Gazipur which is equipped with state-of-the-art technology machinery which can manufacture and test all types of cables, conductors and wires. Innovative products and services which suit various engineering requirements and timely delivery of orders have made the company earn a reputable name in the power sector. At BBS Cables, both time-tested and latest manufacturing techniques and processes are employed that result in products which are better than the others available in the market. To ensure self-reliance and independence in productivity, it has successfully incorporated the best ground-breaking practices in its processes. Durability and strength are the main attributes of its products which comply with



the zero tolerance policy followed by the company to maintain internationally approved manufacturing standards. Quality control mechanism based on modern technology helps create highly efficient, adaptable, and safe products. All strategies by the company are planned and executed keeping in mind the five principles of customer delight, pursuit of excellence, productivity, integrity, and transparency.

It has a well-experienced team that delivers best results by developing the strengths and leadership skills for mutual and collaborative success. The multitasking core team comprises employees with great skills, highest expertise, and the ability to anticipate

customer demands and future trends which make BBS retain its numero uno position in the power cable industry. Based on the ideologies of ability, creativity and dexterity, the group's vision and mission is to bring together the best people in order to create an effective and efficient team.

BUILDING A CLEAN & GREEN PLANET

BBS Cables is an environment-conscious manufacturer committed towards leaving a clean and resourceful planet as a legacy to future generations. It keeps a check on the environmental impact of its business activities and products and undertakes protection of environment through technologically and

economically feasible means. It uses lead-free PVC resin in its insulating process that makes its cables environment-friendly. The employees are also trained appropriately to enhance their awareness and commitment to environmental protection.

A combination of professionalism and perseverance has ensured consistent growth of the company. The organisation has the policy of carrying out the operations in the right manner without any compromises and embracing a higher standard of conduct. The employees are treated with utmost dignity and their contributions are valued which fosters a culture that allows the individuals to rise to their fullest potential.



A Focused on transforming the cognitive healthcare space, Cognifyx has introduced avant-garde solutions to effectively manage brain health through innovative and people-centric digital brain healthcare processes which help to evaluate brain activity and suggest ways to induce positive changes to support brain health.

Working on the vision of 'healthier brains for healthier lives,' the company creates solutions combining technological know-how and medical advancements. Its mobile applications and associated products/services enable a person to comprehend his/her behaviour, emotions, and cognition ability in a very

short span of time ranging up to 10 minutes. The company has prepared a database through frequency interactions regulated for 5-8 minutes and integrated with an app entirely validated by a team of in-house psychologists.

This integrated set-up helps to assess brain health and form an active brain health profile that is consistently updated based on monitoring of the data gathered. The company, in collaboration with IBM Watson has developed image recognition tools, machine-learning algorithms, and artificial intelligence-driven chatbot software to recognise behavioural changes and symptoms of mild cognitive impairment. Timely detection and intervention helps reduce those symptoms, ultimately

leading to improvement in over-all brain health.

DECODING SUPERIOR BRAIN FUNCTIONALITY

Cognifyx employs a team of highly skilled experts in the fields of neuroscience, neurosurgery, business and IT; who work persistently to create innovative and scientifically-proven digital healthcare solutions which may help improve cognitive, neurological, and psychological health of every individual. The company works in association with its global brain imaging partner, Academic Imaging Services PLC and works under the auspices of Dr. Vivek Sehgal, Prof. Dept. of Radiology, Loyola University, Chicago, to develop and test theories about how



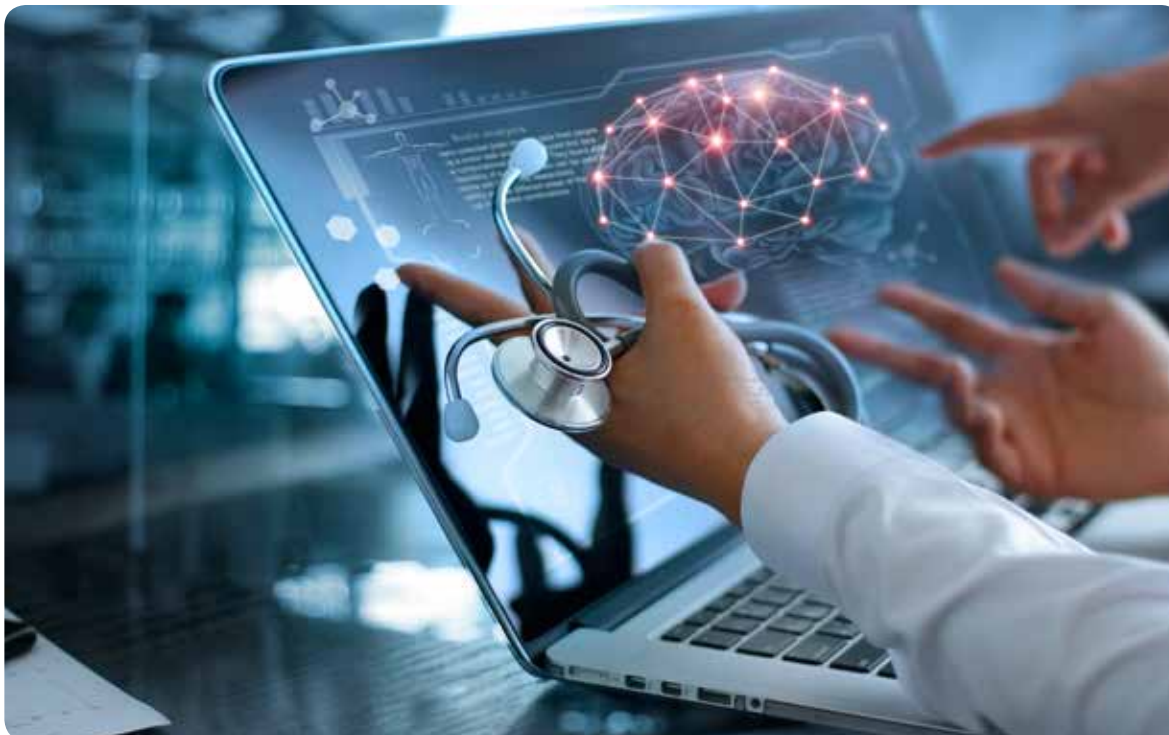
the mind functions. Functional magnetic resonance imaging or fMRI is used by cognitive psychologists to understand the process of cognition and develop solutions that will help people lead an optimal life as a result of enhanced brain functionality.

EMPLOYING ARTIFICIAL INTELLIGENCE TO ENHANCE PERFORMANCE

The artificial intelligence system employed by the company can detect important fluctuations in data and communicate regularly with its clients and the members of its in-house team. All data storage systems in the organisation are secured, confidential, and comply with the systems and protocols under Health Insurance Portability and Accountability Act (HIPAA).

The active testing platform developed at the organisation offers several advantages that include ease of usability and use of proprietary algorithms. This leads to a data-point relationship between cognitive, emotional, and behavioural analysis, which helps develop customised and personalised healthcare programmes. The testing platform is viewed and authenticated by Cognifyx back-end psychology team and detects cognitive issues right at the initial stage.

In addition, the passive testing platform of ambient light sensors, global positioning system, accelerometer, gyroscope and facial tracking adds important data that helps in maintaining perfect brain health.



COGNIFYX INFINITUM

BOOSTING BRAIN HEALTH WITH INNOVATIVE DIGITAL HEALTHCARE SOLUTIONS

Established to bring a paradigm shift in the society's approach towards brain-centric healthcare, Cognifyx is a cognitive & behavioural science firm that works for timely prevention of early cognitive decline and maintenance of brain health. The objective of this revolutionary platform is to promote unparalleled awareness about brain health and provide a range of evidence-based solutions to proactively manage overall health

Fortrec employs a team of highly skilled technical professionals who analyse all stages of the product lifecycle to draw efficiency, bring investors and new stakeholders together on a common platform to produce original solutions, and foster mutual benefit. Further, being one of the largest heavy aromatics players in the world, Fortrec has a huge network of trading partners which extends from Middle East to Europe and from the United States to Asia.

NUMEROUS ASSET ENHANCEMENT PROGRAMMES

Fortrec helps its potential partner by locating any of its free assets having the potential production capability and executes custom-made solutions to enhance efficiency of these production units, including under-utilised production facilities. The company offers support not only on technical aspects, but also in financing, raw material supply, as well as marketing, enabling them to achieve almost 100% efficiency within a short time frame. Having channels to aid in sourcing and delivering chemical constituents to the processing of the main product, i.e. reagents, catalyst and stabilisers, Fortrec has been able to forge strong alliances as it persistently expands its clients' businesses through its asset enhancement programmes. The company



has asset enhancement programmes (AEP) in place to enhance its partners' already existing capability for utilisation of their plant to optimum level.

Putting strong emphasis on the principle of 'de-bottling', the company employs plant audits and applies its engineering expertise to identify and resolve the bottlenecks. It utilises simple yet innovative and cost-effective supply chain solutions to provide best-priced products most suited for the chosen place and time, thereby imparting significant benefits to its partners.

The company has goodwill

among ship owners and ship brokers as its associates and its highly efficient logistic team transcends the barrier of distance or location for the timely delivery of its products. It helped a production plant in India transport its product 3,000 km from East to West coast when it was facing difficulty in exporting it due to limitations in its export facilities, thus helping the plant in the debottlenecking process.

TALES OF GLORY

Fortrec has reputed banks such as HSBC, DBS Bank, CIMB Bank and Standard Chartered Bank as its financial partners. It has managed

to establish strong global associations by taking equity positions in trading-related assets.

In 2017, it was chosen among thousands of privately-held Singaporean companies for the prestigious Enterprise 50 Awards; emerging Top-12 overall, for its remarkable contribution to economic development in Singapore and abroad. The award is a milestone in the Fortrec's business journey as it is supported by well-acclaimed industry bodies such as IE Singapore, Singapore Business Federation, Singapore Exchange and SPRING Singapore.

FORTREC CHEMICALS & PETROLEUM

ENABLING SYNERGIES: ADVANCING INNOVATIVE & VALUE-ADDED PETROCHEMICAL SUPPLY CHAIN SOLUTIONS

Fortrec Chemicals & Petroleum Pte. Ltd. is a privately-held independent commodity trading company that is part of the Fortrec Group of Companies which includes asset management, refineries & investments. With 2 decades of expertise in refining & trading petrochemicals & petroleum products; FORTREC has a successful global presence with strong Asian footprint



Copper has been known for its health benefits since time immemorial. Whether it was the Greeks, Egyptians or Indians, they all harmoniously agreed on the fact that drinking water from copper vessels reduced the toxins from the body, and changed the basic nature of water by giving it positive properties.

CONTEMPORARY & CLASSY

The copper bottles manufactured by Dr. Copper streamlines the efficacious effects of water stored in these bottles which are made from the pure combination

of copper metal, reckoning the "Tamara Jal" to balance all the three doshas (body humors - Kapha, Vata and Pitta) and get rid of piles, skin diseases, inflammation, respiratory disorders, spleen and gynaecological disorders. Tamara Jal also helps in losing weight as it regulates fat among the many other benefits it has.

Understanding the essential natural benefits of drinking water from copper bottle and the fact that copper constitutes a relatively small group of metallic elements essential to human health, these elements along with amino acids, fatty acids as well as vitamins are required for

normal metabolic processes. Therefore, Dr. Copper bottles completely cater to the health requirements of humans. However, as the body cannot synthesize copper, the human diet must supply regular amounts for absorption and drinking water stored in these bottles can have a trajectory of constructive effectual effect on the human body.

From prevention of Cancer, Heart Diseases, Auto Immune Diseases, Arthritis, Cataracts, Alzheimer's and Diabetes to regulating thyroid, obesity, bad cholesterol, menstrual periods in women, maintaining digestive system, cardio vascular health, Copper also helps in preventing cell



damage and slows down ageing. Perhaps, this magical water as the remedy for maintaining good health has been acknowledged and accepted since ancient times.

INNOVATIVE RESEARCH & DEVELOPMENT

Catering to the needs of the customers and evolving the products in tune with the market, Dr. Copper created the world's first seamless copper water bottle with a leak-proof design. Its dedicated R&D team, located in Hyderabad, constantly works towards innovating new products, improving the quality, relentlessly adding technology, and coming up with various designs and sizes to cater to the global and highly health-conscious market at a very minimal cost.

PROUDLY INDIAN

Supported by the Make in India policy, they imported the best of technologies from all over the world to enhance the value of international class health enriching copper bottles and have an established a state-of-the-art manufacturing facility importing one of the world's rarest 2000T forg Extrusion technology from Europe for this purpose, the only one of its kind in India.

Counted among the top 100 companies selling FMCG products in all the formats like DMART, METRO, SPENCER, RELIANCE and SPAR, Dr. Copper has been awarded the Best Seller Award; by Amazon and Golden Category Seller Award by Flipkart.



DR. COPPER

AN ELIXIR FOR HOLISTIC HEALTHCARE

A blend of aesthetic sense, Ayurveda and assured quality, Dr. Copper – the brain child of MSR India Ltd. – has been manufacturing seamless copper bottles for the purpose of drinking water and has established a worldwide presence for its scientific, Ayurveda-based, health-beneficial and seamlessly pure copper bottles

Kalhari Group is a leader in recycling rubber from worn-out tyres and other rubber-waste materials. Other than rubber and plastic, some of the other waste products recycled by Kalhari include steel dust generated in steel mills.

The organisation also deals in the export and sale of waste to export-oriented tyre manufacturing companies in Sri Lanka. The company aims to conserve the environment by complying with environment-friendly practices in its recycling plants and also enabling other industries to recycle their waste.

Moving forward with its aim to protect the environment by creating value out of waste, the company has started four new companies. Of these, two companies for recycling plastic and rubber; while one company focuses on tyre waste recycling only. Of the other two companies, one is engaged in the value addition of locally grown arecanuts together with a Chinese collaboration while the fourth company is engaged in international trading.

CASTING GLOBAL FOOTPRINTS

With technologically advanced facilities to recycle all types of rubber, plastics (polyethylene terephthalate, high-density polyethylene, low-density polyethylene, and polythene) and steel waste, the company has added positively to both local markets and the export

capacity of Sri Lanka. The steel waste being dumped in low-lying or marshy fields by the steel factories resulted in making the entire area barren.

In addition, water-bed pollution was also caused due to the oxide from the steel dust dripping to the bottom. This pollution has been reduced significantly after Kalhari began exporting the steel waste.

The company has managed to turn this deficit into commercial advantage by recycling steel waste and generating much needed revenues and foreign exchange for Sri Lanka. Currently, the firm has expanded its clientele with the export of polyethylene

terephthalate to China and Taiwan; rubber waste to Pakistan, China, and India; and steel waste to China and Korea.

The company has set up an additional recycling factory to recycle tyres and sell some of the products to the local tyre industry and export the rest to Japan, Australia, Pakistan and India.

The Kalhari Group is also into negotiations with associates in countries such as Germany, and Spain to bring advanced recycling technology to Sri Lanka. Engagements are being carried out with experts from the countries of Spain and Thailand to recycle outdated and unused chemicals.

SUPPORTING SOCIAL CAUSES THROUGH COMMUNITY PROJECTS

The firm has started several community service projects to provide various amenities and medical facilities to the economically deprived; especially children, elders, and the diseased. The company regularly schedules an annual community service programme at the Heiyanthuduwa Buddhist Temple.

So far, around 7,000 people have benefited from the launch of this project. To date, 3,500 pairs of spectacles have been distributed to the needy in addition to various other services.

KALHARI ENTERPRISES

RECYCLING WASTE TO CREATE WEALTH AND A SAFE ENVIRONMENT

Kalhari Enterprises was started in 2003 with the aim of establishing a global village for the recycling and export of post-industrial and post-consumer rubber and plastic waste in Sri Lanka. Since then, it has not only established a state-of-the-art recycling plant, but has also expanded the range of products it recycles using the best environment-friendly practices



Miracle Drinks, developed by Mr. S. M. Raju, a senior Indian Administrative Service Officer, has been delivering promising results in curing people of various chronic ailments including gastroenteritis disorders, kidney disorders, and Rheumatoid Arthritis. The product is composed of herbal decoctions with no trace of aflatoxins, pesticide, or metals. It has proven to be immensely effective in tackling 21st-century health challenges, arising as a result of poor lifestyle choices or change in environment.

EARNING ITS PLACE IN THE SUN

In a short span of time, Miracle

Drinks has successfully established itself as a highly reliable brand that helps restore the natural elements in the dietary intake of the modern human, thereby, boosting his immune system to fight off disease-causing microorganisms.

Miracle Drinks not only eliminates chronic disorders but also boosts the metabolism of the body to stimulate good health and facilitate positive lifestyle. Prominent personalities from the judiciary, film industry, as well as industrialists have been consuming this health drink in different combinations and are benefiting from it.

A COMPLETE RANGE OF WELLNESS SUPPLEMENTS

Miracle Drinks, a mixture

of organic herbs such as amla, neem, arjuna, jamun, ashwagandha, and gokhru, picked from the different regions of India, has 14 variants. The different products offered by the brand include:

- Anti-Ageing Support (S1) to activate the dormant stem cells to function perfectly for a fit body;
- Ortho Support (S2) for treating disorders involving bones, joints, ligaments, and muscles;
- Cardiovascular support (S3) for diseases involving heart and blood vessels;
- Liver Health Support (S4) for liver-related diseases;
- Renal Care (S5) for various kidney disorders;
- Gastro Support (S6) to get rid of digestive disorders;



- Immune Care Support (S7) for a healthy immune system; and
- Sugar Care Support (S10) for treating diabetes.

When consumed in combination, these 14 supplements strengthen immunity and help combat 70 debilitating diseases.

Miracle Drinks is an over-the-counter product that has no side effects. This health drink does not require the prescription of a healthcare professional and can be used alone as a dietary supplement or consumed in combination with allopathic medication. Committed to offering exceptional quality to the clients, Miracle Drinks undergo rigorous testing in compliance with FDA parameters under NABL/ISO 17025 accredited laboratories.

PUTTING ENERGY INTO SOCIAL RESPONSIBILITY

Besides promoting the age-old science of Ayurveda with a contemporary twist, Mr. S. M. Raju is also making a positive contribution to society by creating opportunities for financially disadvantaged school students.

To act in the best interests of the society, Mr. Raju intends to contribute half of the profits earned from the sales of Miracle Drinks supplements to the education of the underprivileged meritorious students from 6th to 12 standard in CBSE curriculum, which is no doubt, a laudable effort that deserves honour, and high praise.



MIRACLE DRINKS

THE AYURVEDIC ELIXIR FOR REJUVENATION & REVITALIZATION

Miracle Drinks, an Ayurveda health supplement launched in 2015 is a 100% pure herbal product developed for maintaining proper gut health & keeping the body cells well nourished. The age-old Ayurveda system of healing combined with the modern principles of regenerative medicine makes this herbal drink an elixir of life

On a span of a little over 10 years, Prism Crop Science has emerged as a renowned brand in the agricultural industry for its high-quality products, ethical business practices, and transparent business transactions. As a fundamental part of India's agri-input marketplace sector, the company is fully engaged in the manufacturing and delivery of a wide array of sustainable and innovative agricultural input products at competitive rates.

STRONG ADHERENCE TO STRINGENT QUALITY

Renowned for its strong adherence to stringent quality standards, the firm manufactures and supplies a wide variety of organic agro products including chelated micronutrients mixtures, plant hormone balancer, biological pesticides, crops spray, antagonistic fungi, organic pesticides, amino acid granules, seaweed extract, plant growth promoters, protein hydrolysate mixtures, and biorational protectants. It employs a highly qualified team of scientists, R&D experts, technocrats, and quality controllers for developing effective agri-products including high-quality seeds, which undergo rigorous testing procedures at field level for ensuring their effectiveness before they are marketed.

HOLISTIC FARMER TRAINING PROGRAMS

Prism Crop Science boasts of a



proficient team of agricultural experts who train farmers on different aspects of agriculture including weather, irrigation systems, cropping patterns, soil tests, and government policies. They also educate farmers about crop insurance and subsidies on agro-inputs such as seed, fertilizer and agricultural tools on the recommendation of state agricultural universities.

What's more, the company has been conducting regular training programs to help farmers understand modern crop management techniques so that they can select the agri-inputs judiciously.

HIGH-QUALITY AGRO-SOLUTIONS

Prism Crop Science has a state-of-the-art manufacturing facility armed with advanced technology-based equipment that ensures the production of ISO: 9001: 2008 certified agro products. The products have a high demand in the agricultural industry and the domestic sector because of their effectiveness, accurate formulation, and eco-friendliness. Since June 2018, the company has been offering cost-effective formulations to the farming community through its own organic input factory for producing fully organic and biodegradable nutrients

using proteino-lactogluconate technology.

GAINING A FIRM FOOTHOLD ACROSS INDIA

Prism Crop Science in collaboration with Compo GmbH in Germany has developed Dr. Samyug Organics Pvt. Ltd. for providing better plant nutrition management to its huge customer base. With an authorized share capital of Rs. 100,000 and paid up capital of Rs. 100,000, the company is successfully extending its footprints to almost all the important states in India through its wide network of channel partners.

PRISM CROP SCIENCE

EMPOWERING INDIGENOUS FARMERS WITH INNOVATIVE AGRO-PRODUCT FORMULATIONS

Based in Hyderabad, Prism Crop Science Private Limited launched its agri-input business venture in 2008 with a view to helping the Indian farming community improve yields by manufacturing and supplying agro-formulations of superior quality. Over the years, it has established itself as a trusted brand in the agricultural industry



Wanting to have a child and not being able to fulfil that dream is a traumatic experience, and can lead to depression and social detachment. The constant disappointment and the expensive treatment can be horrifying and emotionally draining.

Understanding the severe constraints of a middle-class couple going in for IVF treatment, Dr. Shah established this clinic to redefine the world of infertility through affordable packages. Gaining the trust of his customers was his first

priority, and thereafter, giving them positive results became his passion which ultimately overtook his profession. Well Spring IVF Clinic offers a very balanced and holistic treatment to the couples while taking care of their aspirations, managing their expectations and also being truthful and transparent about their ability to conceive with the right technological methods.

EMPLOYING WORLD-CLASS TECHNOLOGY

Well Spring IVF and Women Centre creates the right balance and perfect ambience with the latest technological treatment to create a world of

happiness for their patients. The fact that most advanced technology is available at the most cost effective price makes this centre very popular and restores the faith and hopes of childless couples.

To constantly deliver the dreams, they have a highly skilled professional team of doctors, specialists, embryologists and counsellors to guide the patients. The world class technology in all specified sections related to fighting infertility and the personal care taken to understand each case specifically and treat it with individual care ensures a good success rate.



All the infertility curing facilities like Follicular study, Transvaginal Ultrasonography, Ovulation Induction, Intrauterine Insemination, Therapeutic Insemination by Donor, In-Vitro Fertilization, Intra-Cytoplasmic Sperm Injection, Embryo Freezing, Sperm freezing, PESA & TESE, Blastocyst Culture and Transfer, Oocyte and Embryo Donation, Surrogacy treatment, Laparoscopy and Hysteroscopy are available under one roof which makes the treatment faster. The huge infrastructure equipped with latest fertility equipment, the impeccable management of hygiene, the humble and well trained staff, and the compassion to understand the fragile mental status of the patients makes Well Spring the unique hospital that truly understands the value of care.

At Well Spring, the doctors are ethical and integrated with moral values, and ensure that the process of treatment is not prolonged and thus, are able to retain the trust and happiness of the patients.

WELL-DESERVED RECOGNITION

A preferred choice of childless couples not just in Ahmedabad but all over Gujarat, the Centre's popularity is increasing rapidly due to word-of-mouth publicity. Due to its dedication and commitment, it has been able to bag many accolades such as India Most Trusted Healthcare Awards 2018, Patient's Recommended Doctor by Ela Fertility Awards 2018 and others.



WELL SPRING IVF

ABODE OF HOPE & HAPPINESS

Well Spring IVF and Women Centre creates successful stories of emotions, love, fulfilment and affection for childless couples by delivering their bundles of joy to them. Based in Ahmedabad, India and established by Dr. Pranay Shah, the Centre is an abode of joy for numerous aspiring parents

Based in Bangladesh, Express Leather Products Ltd. is a rapidly expanding footwear manufacturing company with a focused approach towards quality product development and use of innovative technology to create footwear that ensure maximum style and comfort.

LICENSING DEAL FOR BUSINESS EXPANSION

The company entered into a 10-year renewal licensing deal with Lotto, an Italian sportswear company, to produce, distribute and retail Lotto-branded footwear and accessories in Bangladesh and meet the objective of achieving sustainable growth rate in the Asia Pacific region. Lotto started expanding its business in the 1980s in a market comprising a few manufacturers of football boots and clothes. The company started creating models of its first football boot and entered into contracts with internationally acknowledged players and teams, who also shared their inputs on product development and design refinement.

Lotto's association with the athletes' public images enabled the company to become a leader in tennis and football footwear market. At the same time, the company made inroad into the export market and achieved huge growth in international business.

By 1990s, the brand captured the market share in more than 60 countries across the globe.



EXPRESS LEATHER PRODUCTS & BANGLADESH LICENSEE, LOTTO SPORT ITALIA

CREATING A SHOECONOMY

Manufacturing quality leather footwear and other shoe-care products since 2007, Express Leather Products Ltd. has grown to be the leading supplier and trader of a range of high-quality leather, sports, and everyday footwear, apparels & accessories for specially men and other segments



Since 2011, when Express Leather Products Ltd. entered into a 10-year deal to own the Bangladesh license to the Lotto brand, the company has become the fastest growing Lotto licensee and has gained the highest revenue per capita worldwide.

Express Leather Products Ltd has led the brand to a new height as one of the foremost Sporty Lifestyle brands in Bangladesh to contribute both in sports and economic development.

THE WAY FORWARD

Presently, it is focused on extending its footprints in the international arena by developing an ultramodern R&D centre for footwear in Bangladesh, and regularly conducts thorough training and development programmes. Its product development department is run by a 10-member dedicated team led by a professional footwear technologist. An advanced computer-aided design (CAD) system and a continuing

process of market research helps the firm to evolve various phases of designing and manufacture products that suit every pair of feet.

Having successfully penetrated the local market and won the trust of both local and international customers from countries like Middle East and Japan, the company has been manufacturing and delivering top-notch products to effectively build its reputation further in the overseas market.

Headquartered in Singapore, Singtel currently has a vast global network consisting of 66 offices and 38 geostationary satellites. Singtel's global offices are spearheaded by highly competent local professionals who are well aware of their telecommunications environment, as well the government regulations and local procedures. The company has a comprehensive suite of managed infrastructure, managed services, cloud and mobility solutions, as well as IT consulting and business applications that provide businesses, industries, and governments with one-stop, end-to-end ICT solutions

across regions.

BACKED BY THREE INFOCOMM DIVISIONS

Singtel operates through three core groups: Group consumer operations focus on setting new benchmarks in customer experience in Singapore, Australia and in the emerging markets through Singtel's regional mobile associates; Group Enterprise provides companies and governments with comprehensive and integrated ICT solutions that cover mobile, voice and data infrastructure, managed services, cloud computing, IT services and professional consulting; Group Digital Life spearheads group's efforts to be at the forefront of the digital space. It puts emphasis on

digital marketing opportunities and data analytics, among other areas.

LEVERAGING SYNERGIES TO CREATE POWERFUL VALUE PROPOSITION

In order to deliver value to stakeholders, and facilitate faster and uninterrupted communication, Singtel has expanded aggressively outside its home market and owns shares in many regional operators, including Optus, Australia's second largest telecommunications carrier; NCS Pte Ltd, a leading regional ICT solutions provider across 10 countries in the Asia Pacific and Middle East; Amobee, a global marketing technology company serving the world's leading brands and agencies;



Trustwave, a leading cyber security and managed security service provider that helps businesses fight cybercrime, protect data and reduce security risk; and Singapore Post (SingPost), Asia's leading postal operator with a footprint spanning 10 countries.

Singtel has also made strategic investments in pre-eminent companies in Asia and Africa, including Bharti Airtel, Globe Telecom in the Philippines, Telkomsel in Indonesia, and Advanced Info Service in Thailand. The company works closely with its associates to create a favourable environment for the communications industry.

REINVENTING BUSINESS STRATEGIES

To survive in the era of digital disruption, Singtel has shifted its growth strategy from investing in overseas telecom companies to expanding its digital businesses. The company aims at putting its customers at the centre of its operations by comprehending and anticipating their needs incessantly. Singtel has been ceaselessly adhering to the highest standards of corporate governance as it firmly believes in quality governance for long-term value creation. The company has in place a set of clearly defined policies and procedures for reinforcing corporate performance and liability, besides protecting the interests of stakeholders. As a forward-thinking company, Singtel continuously strives to take its services to the next level.



SINGTEL

CONNECTING PEOPLE BUILDING BONDS

Singapore Telecommunications Limited (SINGTEL), Asia's leading communications group with over 700 million mobile customers spread across 21 countries in Asia Pacific, Middle East, Europe, and the USA, has come a long way since its inception. With over 140 years of operating experience, Singtel, as a major communications hub has been playing a decisive role in the country's development

Micky Jagtiani, Chairman and Founder of the Landmark Group, started his retail business in 1973 with \$6000 by opening a baby products shop in Bahrain, beginning a quintessential success voyage of excellence and international supremacy.

VISIONARY STEPS

Always staying ahead of its competition, Landmark Group has expanded quickly and strongly into several verticals of food, hotels and leisure, while creating its own extraordinary network of logistics and distribution. Gradually and firmly evolving into one of the largest retail and hospitality conglomerates internationally with an establishment of more than 2,300 operational outlets, being managed by more than 55,000 professionals, the Group has embraced more than 30 million square feet of retail space across 22 countries. It entered the Indian region in 1999, and opened its first Lifestyle store, LIFE Trust, in 2000. Next, Spar Hypermarkets were conceptualized in 2008 and then the Group celebrated the opening of its 2000th store in 2015.

HALLMARK OF EXCELLENCE

Offering its customers a diverse portfolio of about 60 world-class brands amalgamating in-house and franchise labels, it has created several category leaders.



LANDMARK GROUP

CREATING GLOBAL LANDMARKS OF SUCCESS

Establishing a stronghold in the Middle East, Africa & India through apparel, footwear, baby products, cosmetics & home décor, Landmark Group has focused on Leading over its rivals through its strategy to Listen to its customers, Empower its workforce to Excel & Deliver the best



Micky Jagtiani himself has conceptualized about half of these brand concepts, and has developed Landmark Group as the parent company of big players like Lifestyle, Max Fashion, Home Centre, Spar Hypermarkets and EasyBuy. In addition, Landmark Group has made an excellent mark in leisure, food, hospitality and healthcare sectors with Landmark Leisure, Balance Wellbeing 360, CITYMAX Hotels, Candelite, restaurant division Foodmark and iCare Clinics. Some of the prominent international brands of Landmark Group include Puket, Aerosoles and Reiss in addition to its hospitality division Zafran Indian Bistro, Carluccio's & Fun Ville.

Its focus on making

best options available to its customers has led it to become the largest importer of non-food items in the Gulf region. It also owns several labels & franchise rights for some leading global fashion names and footwear brands including the widely acclaimed shoe designer Steve Maddens. It also owns the Middle East franchise rights of the UK-based Fitness First chain. Micky Jagtiani also has a stake in Debenhams, which is hailed as the second largest apparel retailer of the UK.

BACK TO THE SOCIETY

Landmark International Foundation of Empowerment provides medical facilities and mid-day meals to underprivileged

schoolchildren in India. It has also launched healthcare awareness initiatives such as Beat Diabetes and SHE programs.

Deeply committed to making a difference, the Landmark Group is focused on conducting its business responsibly, while ensuring the wellbeing of the society. As a Group, its commitment extends towards making positive changes within the organization and the society. Leaders and employees are deeply aware of their responsibilities towards stakeholders, environment and society, and constantly strive to find new ways to improve the lives wherever they can, while reducing the environmental impact of their business activities.

Ta t a Communications was earlier known as VSNL (Videsh Sanchar Nigam Limited), and has emerged as a leading global provider of telecommunications solutions and services. It is part of the Tata Group.

With its headquarters based in Mumbai and Singapore and employing more than 8500 employees in over 40 countries of which 30% are based outside India, Tata Communications is a global organisation that has established itself in the forefront of leading communications providers by ensuring a robust digital ecosystem with the intelligent,

flexible and scalable infrastructure to deliver a new world of communications to its customers.

UNPARALLELED WORLDWIDE NETWORK

Tata Communications offers services which include predictable high-speed connections, global multiprotocol label switching virtual private networks, telepresence services, distributed denial of service mitigation and detection service, content delivery networks and cloud offerings. The company provides customised network solutions to customers in major markets including manufacturing, oil and gas industry, banking, financial services, insurance,

media and entertainment, presenting its customers with speed, quality and unparalleled network access. Tata Communications also provides an open infrastructure, partner ecosystem and platform suitable for business and presents a fair work experience, thereby maintaining the transparency, flexibility and control that top management desires to secure and enhance their organisation's trust and brand reputation with the customers. All this has been made possible through an investment of around US\$ 1.19 billion in the first wholly owned subsea fibre network that circles the entire globe, enabling it to have worldwide delivery of its communication



services. Currently, Tata Communications offers an incomparable and high-speed quality network access to its customers with 13,700 petabytes of internet traffic travelling over the company's internet backbone on a monthly basis. The company also generates an annual revenue of US\$2.9 billion of which 77% is generated outside India.

It is the largest wholesale voice carrier organisation transmitting 53 billion minutes of wholesale voice traffic on an annual basis that is equivalent to 10% of voice calls made throughout the world.

Today, more than one-fourth of the world's internet routes are on Tata Communications' network, making it the only Tier-1 provider among the top 5 communication services providers in 5 continents through internet routes. Having the largest wholly owned submarine fibre network consisting of over 500,000 km of subsea fibre and over 210,000 km of terrestrial fibre, Tata Communications' network service is availed by around 1600 mobile network operators to connect to their customers constituting around 70% of the total mobile network operators across the world. With more than 15 terabits of international bandwidth capacity, the company has 44 data centres and colocation centres with more than 1 million sq. ft. of space and 400 points of presence extending its reach to over 200 nations and territories.



TATA COMMUNICATIONS

HERALDING A NEW ERA OF GLOBAL COMMUNICATION WITH HIGH-SPEED QUALITY NETWORK

Beginning its professional venture as a wholesale service provider to the Indian market, Tata Communications has become a pioneer in the information and communication industry, providing an extensive range of communication, IT infrastructure and collaboration services to enterprise customers and service providers

Formed as a joint venture between two companies in Coimbatore and Gulf, Viswa & Devji Diamonds as a group is remarkably known for procuring high-quality diamonds, designing and creating jewellery as well as marketing them with a strong retail presence with over 20 outlets in Bahrain, UAE and Oman. An in-depth understanding of making the finest ornaments has made the company an efficiently integrated diamond cutting and jewellery manufacturer with strong international footprints.

A rich legacy spanning more than 5 decades has enabled the company to perfectly streamline their processes and craftsmanship. By perfecting the process of procuring flawless diamonds from around the world and cutting them to unmatched perfection, Viswa & Devji Diamonds create the finest jewellery in-house right from its conceptualisation, designing, cutting, polishing and crafting. They have pioneered, refined and perfected 'The Royal Cut', signifying exceptional lustre and an uncommon brilliance that wins the hearts of many.

THE CROWN JEWEL OF DIAMOND COUTURE

Focused on creating the most stunning jewellery beyond the mind's eye, the company specializes in producing novel & distinctive jewellery. Craftsmanship, ease, & elegance underline the luxury



of owning the ornaments made using the finest raw materials and art. With a sheer commitment, Viswa & Devji Diamonds believes in creating true art that is eternal and elegant. With its unique designs and the art of jewelry-making, every piece created echoes the unparalleled character of originality that makes the persona more glistening. Finest art and intricate designs remain the driving force for creating sophisticated and trendy lifestyle jewels. Catering to felt and unmet needs of customers the world over, the company strongly believes in maintaining quality standards for retaining a noteworthy position for a long time.

A 'CUT' ABOVE THE REST

Quality, craftsmanship, and attention to every minute detail remain the keystone of all its ornaments. To maintain the highest standard and quality, it has put in place extensive quality checks and procures material from recognized, reliable & certified suppliers, to create every single piece that stands testament to the quality and artistry. All the jewellery designs bear the mark of distinctiveness and are made indigenously incorporating new metal treatments and skilfully cut gemstones that carry not only the highest cut grade (ideal cut) but also the highest grades for luster and symmetry.

THE SECRET IS HEARTISTIC LUXURY

The designers at Viswa & Devji Diamonds are always aspiring to design something unique and novel. By combining the latest design technology and unmatched craftsmanship, the custom design process enables the customer to be fully and deeply involved with every stage of creation that matches the customer's choice and budget. Owing to its fabulous designs, the brand has won awards like India's Most Preferred Diamond Jeweller, National Jewellery award, Jewellery Guild Award and many more. It is rapidly expanding operations and building its customer base.

VISWA & DEVJI DIAMONDS

ENHANCING YOUR AURA WITH THE HEARTISTIC WORKS OF ART

Born out of a commitment to develop unique jewellery masterpieces, the brand VISWA & DEVJI DIAMONDS is a culmination of meeting the unstated desires of looking elegant, matched perfectly with exquisite craftsmanship of artistically designs diamond jewellery



Since its inception, StarHub has been Singapore's fast-paced mobile operator with a strong customer base of around two million, and a market share close to 30%. In today's fast-changing business environment, StarHub adheres to a dynamic and future-driven approach with an aim to be the leading, innovative provider of communications, information and entertainment services.

FOSTERING DIGITAL INNOVATION

It develops and delivers a wide array of IT solutions incorporating artificial intelligence, cyber security, data analytics, internet of things and robotics to support its corporate and government

clients. Listed on the Singapore Exchange mainboard since 2004, StarHub is a component stock of the SGX Sustainability Leaders Index and the SGX Sustainability Leaders Enhanced Index.

Over the years, StarHub has earned the reputation of being a transparent and reliable company, adhering to its core value of providing excellence with creativity, integrity, and teamwork. The company has been relentlessly exploring new horizons of opportunities to enhance customer experience through digital transformation. As a fully integrated info-communications company, its services have been enriching lives by connecting people, facilitating business opportunities, and empowering

the community, thus, paving the way for digital inclusion.

The StarHub group consists of several subsidiaries which include StarHub mobile, StarHub cable vision, StarHub internet, StarHub online and Nucleus Connect. Through these subsidiaries, it provides a plethora of services ranging from mobile, broadband, PayTV, and fixed network. StarHub Cable Vision Limited (StarHub's cable television services) is a hybrid optical fiber co-axial network that reaches 99% of Singapore's households. Its fixed network is spread around an area of more than 2000 kilometers which links 800 commercial buildings approximately.

CROWNING ACHIEVEMENTS
In recognition of its efforts



to develop and engage employees to drive business excellence, StarHub was awarded the People Developer (PD) certification in 2016. StarHub Group has a dedicated and professionally qualified hardworking team that is committed to providing transparency at all levels while keeping customer satisfaction as their prime objective. It is the dexterity of the team that made StarHub the first mobile operator in the Asia Pacific region to commercially launch an HSPA plus service and also the first telecommunications company in Singapore to offer HD (high definition) voice.

ENVIRONMENTAL SUSTAINABILITY

In its commitment to creating a better world, StarHub holds high ethical values and works towards reducing and monitoring waste control and recycling policies with its stakeholders. It has pledged to support the United Nations Sustainable Development Goals and continuously strives to maintain a balance between its social, economic and environmental objectives.

The company is integrating green practices in its business activities to make Singapore a nation with a smart and sustainable vision. In 2012, StarHub had launched RENEW (Recycling the Nation's Electronic Waste) which is its flagship e-waste recycling programme for encouraging people to reduce the e-waste by recycling electronic products in RENEW bins, under its green marketing strategies.



STARHUB

EMPOWERING END-USERS THROUGH DIGITAL INNOVATION

StarHub Ltd, launched in the year 2000 is a leading Singapore-based info-communications company engaged in providing a broad suite of telecommunications services and solutions along with businesses pertaining to the info-communications industry

Established in the year 1990, under the leadership of Mr. Satish Kumar Ranchal and Mr. Amit Ranchal, Welcome Shoes, is one of the prestigious manufacturers and suppliers of footwear. Reflecting the ideas of elegance and aplomb, durable and chic footwear, Welcome Shoes has created a huge base of satisfied customers all over India and abroad.

EPITOME OF DEPENDABLE COMFORT AND QUALITY

With footwear fashion changing with every passing year, the company makes every possible endeavour to adapt to these changes and offer unmatched comfort with a unique style, and present an exquisite premium range of footwear products in the domestic as well as international market. The existing product range, due to their features, designs, shapes, colours, sizes and sturdiness has been received well by all their clients. One of the largest footwear manufacturers in India, the company during its journey has achieved excellence and rich experience, which has helped it to gain an upper hand required to manufacture comfortable and stylish products.

The mission of the company is to use cutting-edge shoe-making technologies to keep up with the hottest footwear trends and better the quality of its products continuously. The firm emerged with a zest



to offer outstanding products to people and intends to carry forward the same attitude and determination to become a global leader.

BANKING ON PEOPLE AND TECHNOLOGY

For Welcome shoes, employees have always been close to the heart, and the credit for the magnificent and unending success goes to the wonderful team behind the name. The company has a diverse, talented team that strives hard to produce innovative, trendy, competitively superior products and is more-than-ever committed to always deliver quality products on time.

Understanding very well that footwear is no longer just a functional necessity but a fashion statement, it is staying

abreast of the market trends; and focusing on Research & Development for creating new products and designs.

The organisational strengths of the company include deep consumer insights, advanced R&D methods, differentiated product development capacity, strategic brand-building, world-class infrastructure, well-organised marketing and distribution network and a committed team of experienced employees.

Unsurprisingly, the modest journey that began in 1990s is successfully ongoing towards hitting an annual turnover of INR 5000 million. By using state-of-the-art-technology and Italian machinery, today, the company has 7 manufacturing units in the NCR, manufacturing more than

3 million pairs of footwear per year and serving over 10 million happy customers.

A GLOBAL PLAYER WITH STRONG INDIAN ROOTS

The company is catering to the demands of a dynamic market not only in India, but also simultaneously foraying in global markets, mainly in the Middle East countries, South African countries, Japan and is looking forwards to expanding at a large scale in the coming years.

The contribution Welcome Shoes has made in expanding the footwear market to the world markets is noteworthy and the success story continues as the company achieves newer milestones and charts on a higher growth trajectory.

WELCOME SHOES

BUILDING COMPETITIVENESS BASED ON STRONG FOUNDATIONS

Welcome Shoes has been successfully catering to the demands of a diverse market in India and simultaneously expanding its presence in the international markets, by offering latest trendy and stylish shoes and adopting innovative designs as well as ensuring highest possible comfort



ASIA'S GREATEST BRANDS 2018
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WELCOME SHOES

Banegi har baat
WELCOME shoes ke saath

RCG-01 Boomer-1 TCS-02 PL-202 LP-103 EG-401 LPG-314

NEOZ Italia Life ROCKS Fitness FAUJI SCHOOL LIFE

Headquartered in Mumbai, India, since 1993, 3i Infotech is a global IT company that is committed to empowering business transformation of its customers.

A comprehensive array of end-to-end solutions is backed by its deep domain expertise across Banking, Financial Services, Insurance, Healthcare and Government spectrum.

The organization's ability to push boundaries and deliver the best there is, personifies the ethos of its brand line, "Limitless Excellence". Its operations are powered by more than 5,000 employees, in 24 offices and 9 Global Delivery Centers in 12 countries across

the world.

PRACTICAL EXPERIENCE POWERS DOMAIN EXPERTISE

The US\$ 154 million Company has a diverse client base of over 1200 in 50 countries in developed and emerging geographies like North America, India, the Asia Pacific, Middle East and Africa and South Asia.

The firm's rich experience of more than 25 years gives 3i Infotech's domain expertise an exceptional edge and puts it in a leadership position. Its deep understanding of global industry practices across sectors and its engagement with industry experts and regulators differentiates its solutions in an industry where domain expertise is the key.

CUSTOMER-FOCUSSED STRENGTHS THAT DRIVE DIGITAL TRANSFORMATION GLOBALLY

3i Infotech's enviable credentials include over 20 IP based software products, built on the best technology stack - Kastle® Banking suite, Premia® Insurance Management suite, MFund Plus® Investment Management Suite, Amlock® Anti-money Laundering solutions and Orion® ERP suite. These solutions help clients create enduring results by enabling product innovation, faster time to market, productive business processes, enhance customer service and comprehensive risk management. These products blend the depth of rich domain expertise with the power of digital transformation



to enable customers to render rich and cutting edge solutions to their end customers.

A strong capability in the services domain is evident through consulting services, business optimization services and an extensive expertise in mobility, data analytics, big data, testing and application development services, all of which come under the umbrella brand – Altiray™. Its digital transformation offerings are deeply focused on Mobility with new age technologies, AI, ML, IoT, AR/VR and Blockchain, forming the crux of the solutions. The solutions focus on three distinct areas - 'Co-innovation, Customer centric / Modular frameworks and Quantifiable outcomes'.

WORLD-CLASS CREDENTIALS

It has accomplished world-class quality certifications in Business Outsourcing, Infrastructure Management, Application Development & Management, Business Intelligence, for its Data Centre and CMMi Level 3 for Development and Services.

As it steps into a dynamic future, 3i Infotech proposes to build on the momentum behind digitalization by expanding its footprint in high potential geographies of Asia, the USA, Canada, UK and Europe. Product performance and dependability are the key drivers of 3i Infotech's equity and the same will power its potential with continual investments in its people, processes, products and services.



3i INFOTECH

A PROMISE TO GO BEYOND

A global Information Technology Company, 3i Infotech continuously displays an unmatched passion to deliver superior performance with the right and balanced mix of insightful BFSI domain knowledge, cutting edge IP based software solutions, IT services and dedicated customer engagements with more than 1200 clients in over 50 countries

Incorporated in 1973, Kalyani Steels Ltd. (KSL), is part of the \$2.5 billion Kalyani Group promoted by Mr. Babasaheb Kalyani. KSL is leading manufacturer of forging and engineering quality carbon and alloy steel long products with wide ranging end-use applications in sectors such as Automotive, Bearings, Aluminium smelting, Oil & gas, Railways etc.

KSL's manufacturing facility, located in Koppal, Karnataka, is a fully integrated alloy steel long product plant having facilities such as Sinter Plants, Blast Furnaces (BFs), Energy Optimizing Furnace (EOF), Ladle Furnace (LF), Vacuum Degassing (VD), Continuous Caster (CC) and Rolling Mills.

KSL produces premium quality alloy steel long products of various grades. The unit exports its products to various countries directly and through its group company, Bharat Forge Ltd.

Due to its customer centric approach, focus on quality and in-depth knowledge of end-use applications, KSL is preferred by its customers for co-development of products as well as for import substitution. As a result, KSL is a single source supplier to many of its customers.

It continuously endeavors to achieve highest level of operational excellence and, in process, has implemented various technological innovations for operational



improvements and conservation of energy. This has helped KSL in becoming one of the most profitable steel companies in India.

USING TECHNOLOGY AS AN ENGINE FOR CHANGE

Kalyani Steels has made significant investments in upgrading its technology and is at the forefront of the future driven innovation. It has world class capacities, and capabilities that have helped it create a leading position in the Indian alloy steel long products market. Its employees are well equipped with the knowledge of the latest technology in order to perform the operations in an effective manner.

The group has a well informed team for research & development of technologies that can minimize the carbon footprint and produce energy efficient products. It makes its manufacturing processes more environment-friendly by recycling the by-products as much as possible.

AWARDS GALORE

KSL's commitment to quality and operational excellence has been recognized by many institutions. KSL was awarded "Emerging Steel Company of the Year" Award by Steel Users Federation of India (SUFI) (Dec, 2017) and "Silver Certificate of Merit" by Frost & Sullivan & FICCI as part of India Manufacturing

Excellence Awards (Nov, 2017).

KSL has also been selected as "Top Challengers" in India in 2016-17 and 2013-14 by Construction World Magazine.

KSL has adopted a Corporate Social Responsibility (CSR) Policy with the main objective of "Giving back to the society". Under this policy, KSL engages extensively in social work and community development.

KSL has carried out various initiatives in the vicinity of its plant such as roads and social infrastructure development, community health improvement, support in children's education and donations to various charitable foundations.

KALYANI STEELS

LEADERS IN ENGINEERING EXCELLENCE

The finest steel has to go through the hottest fire which makes it strong enough to support the heaviest foundations. Likewise, a business in its initial years of establishment has to pass many tests to be successful in future. Kalyani Steels has scripted the same story of success by becoming one of the most reputable names in the Indian steel industry



Established in 1981 as a wholesale jewellery outlet, the group made grand pronouncements as it entered the market and has successfully emerged as a renowned and popular brand over the years.

ILLUMINATING THE SPECTRA OF THE ORNAMENTS

Eliminating the age-old methods of selling gold, Hira Panna created a range of specific hand-made jewellery with aesthetic designing and fine craftsmanship that had never seen the light of the day before. These have been the biggest two factors responsible for the huge success of the

enterprise, making it one of the biggest jewellery brands of the country. The popularity of the group as a unique brand that creates elegance and splendour through its jewellery has increased manifold. It has been following the core values of quality, trust, integrity and humanity, thereby creating a bond of love, respect and mutual trust with its customers.

Hira Panna has redefined the skills of jewellery making by introducing new techniques, concepts and designs in the market. Keeping alive the traditional outlook, the brand creates magic by giving each piece of jewellery a unique look that goes with the trends of recent times. By introducing an innovative approach towards

the art of jewellery crafting, the brand has been enhancing the beauty of women since the last four decades.

Craftsmen from various parts of the country work hand in hand with designers to produce handcrafted pieces of fine jewellery. Its adroitness and craftsmanship have created a brand that carries itself proudly, with its wide range of jewellery suited for every occasion. The traditionally popular design forms are combined with contemporary designs to create something beautiful and classy. The jewellery thus formed exudes aristocratic charm, artistic combination and radiant appeal.

To fulfil its commitment to consumers for delivering



only the best, the group has streamlined and modernized its operations in every conceivable aspect, by gathering knowledge and experience from experts. The brand also incorporates foreign styles within traditional Indian designs to create pieces that define creativity and class. Be it gold, silver, diamond or any other precious gem, Hira Panna has a majestic way of illuminating the range of the ornament. It takes care of the authenticity as each piece of jewellery is 100% hallmarked and certified in order to provide assurance towards the quality.

DEXTEROUS CRAFTSMANSHIP

The brand believes in treating everyone in the same way and thereby maintains a healthy relationship with all the people associated with it — be it the designers, craftsmen or the customers. This proactive leadership approach allows every individual in the company to innovate and create something new. Determined to provide to its clients nothing but excellence, the highly qualified and specialized team of designers are skillfully trained to make extraordinary pieces of jewellery.

Having laid the foundation stone of a jewellery empire, Hira Panna now has a trailblazing success story of jewellery retailing — not only domestically but also internationally and has emerged as a brand synonymous to excellence and beauty.



HIRA PANNA JEWELLERS

CREATING ELEGANCE AND SPLENDOR

Trends come and go, styles evolve but jewellery is timeless and remains beautiful despite ever-changing fashion. A piece of jewellery enhances one's beauty in an extraordinary way and thus it has everlasting value. Hira Panna Jewellers, the pioneer of jewellery retailing in Eastern India, is a trusted name when it comes to discovering the perfect amalgam of magnificent traditional jewellery and recent trends

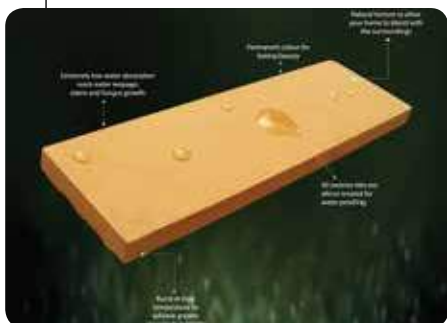
Khadim Ceramics believes in supplying quality products to its customers, with a special emphasis on minimising cost and maximising quality. With the establishment of a modern production line, the company is offering outstanding structural clay products, complying with excellent quality standards both at home and abroad.

It uses ultramodern technology to continually upgrade the quality processes and modernize its products according to the latest trends, thus offering its customers products of their desired choice.

ENHANCING ARCHITECTURAL AESTHETICS

Khadim Ceramics anticipates a great demand for aesthetic structural architectures in the upcoming infrastructure projects, owing to rapid urbanization and the growing pressure of the increasing population. In the year 2011, the company began the production of dry mortar to be used as tile adhesive and tile grout.

Having several sales and display centres as well as a number of dealers in different regions of Bangladesh to meet the growing demand of structural products, the company's highly durable, water-resistant, heat-insulated and digitally glazed wall tiles and roof tiles are of great demand among the local and international customers.



KHADIM CERAMIC

SETTING BENCHMARKS OF ARCHITECTURAL EXCELLENCE IN THE CERAMIC INDUSTRY

Starting its professional venture in 1995 with the manufacture of different types of clay products in Bangladesh, Khadim Ceramics is renowned for the production of incomparable-quality, eco-friendly & widely popular clay products, including architectural wall tiles, roof tiles, paving tiles & tile adhesives



AN EXQUISITE RANGE OF PRODUCTS

The company, along with Mirpur Ceramics, provides a combined collection of its signature products including a variety of cladding tiles and ornamental products with a range of colours and textures with everlasting appeal.

The organization also offers an exclusive range of Europa series of products revealing both a modern and traditional appearance for interior and outdoor decorations. With an extensive range of shapes and sizes, the company offers 24 cm x 7 cm (9.5 in x 2.75 inch) products at an affordable cost to its customers. Similarly,

the Diseno series is a unique collection of European design, textured matt and glossy tiles in various sizes made with eco-friendly international technology.

It also offers natural, unglazed, fired clay tiles called Terracotta Tiles and provides a unique selection of high-quality clay roofing tiles and provides an extensive collection of colour roofing tiles of varying size and shape.

The cement pavers provided by the company are sturdy with good load tolerance and have the ability to withstand extreme weather conditions. Similarly, the tile adhesive provided by the company

provides sufficient strength in tile bonding, providing long-term durability.

AWARDS IN ABUNDANCE

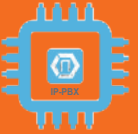
The company has been bestowed with several awards for its contribution to the national growth as well as owing to its exports to different nations.

It received the Highest Taxpayer Award in Sylhet division from the Ministry of Finance for the year 2014-15. It also received the Platinum Sponsor Award from the Institute of Architects, Bangladesh and Excellence in Human Resource Management Award from Rapport in 2014.

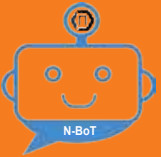
State of the Art Unified Communication Solution



Onyx CXM, the state of the Art Unified Communication System designed according to the requirement of telecom revolution to cater requirements of present and future. Onyx cxm scale upto 10,000 + SIP Users with 1000 + Simultaneous calls with advanced unified communication features. This product series is best suitable for enterprise and SMB telecommunication infra requirement.



Neron N-Series is best suitable product line for SOHO and SMB business segment. Embedded design and inbuilt teleco interface makes it cost effective and stress free in terms of maintenance and management, inbuilt UC Features such as conference bridge, call recording, voicemail, video call support, IVR, user friendly GUI, positions Neron N-Series IP-PBX a product of choice.



N-BoT is Neron's innovative social chat bot application flavored with artificial intelligence and powered by telephony events. A unique chat BoT which functions in automated & manual mode and communicates with Onyx cxm series for telecom events generated by social chat box.

neron

INFORMATICS PVT. LTD.



ABOUT US

Neron Informatics is a trailblazing company in manufacturing and designing of best quality telecommunication products in India. Operating under the banner of 'Make in India', it specializes in improvising on the existing features that are available in unified communication Industry. Offering a wide variety of products covering the entire spectrum of SIP and Unified Communication solutions, Neron Informatics renders solutions that help both the big and small businesses in enhancing their productivity a telecom infrastructure. Products & Solutions provided by Neron Informatics are robust and user-friendly. Extremely secure and reliable, they help reduce communication costs and heighten security protection.



Neron 20/21 IP-PBX

20 SIP Users, 10 Concurrent Call
1 x GSM, 1 x FXO + 1 x FXS or 2 x FXO



Neron 30/31 IP-PBX

500 SIP Users, 30/60 Concurrent Call
4 x FXO, 4 x FXS



Neron 50 IP-PBX

100 SIP Users, 30 Concurrent Call
8 x GSM



A Satyam Roychowdhury initiative



SNU
SISTER NIVEDITA
UNIVERSITY

Take part to stand apart

Career-oriented degree programmes with on-the-job training

The Sister Nivedita University (SNU) at New Town, Kolkata, has been established through the enactment of The Sister Nivedita University Act, 2017 (West Bengal XLIX of 2017). Being one-of-a-kind, the university offers educational programmes and research opportunities in a wide array of subjects, under disciplines like Management, Engineering and Technology, Science, Medicine, Law, Language and Literature, Pharmacy, Architecture, Social Sciences, Education, Performing Arts, Sports, Media, Design, etc. Moreover, some unique courses will be introduced, with an emphasis on skill development, entrepreneurship and women empowerment.

**Chancellor's Scholarship | State-of-the-Art Classrooms and Laboratories | Start-up Village
International Collaborations | Foreign Language Training | Co-Curricular Activities**

**School of Engineering | School of Business | School of Natural Science
School of Law | School of Social Sciences & Humanities
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**ADMISSIONS
OPEN FOR 2019**

Approvals/Recognitions



The growth of Asian continent is dependent on various factors. There are some Brands which have a greater role than others owing to the fact that their rate of growth is higher than the others, and for this reason, their contribution to their respective national economies is special.

We have considered several factors in choosing such brands; however, the role of impact, innovation and promise has not been ignored. AsiaOne Magazine and URS Media bring to you in their usual panache, Fastest Growing Brands of India and Bangladesh, which have been progressing consistently for quite some period now, helping the Asian economy reach the remarkable position of the fastest-growing continental economy in the world. After a detailed perusal by experts on the examination of hundreds of brands, we present to you the exclusive list of Fastest Growing Brands 2018 from India and Bangladesh



**FASTEST
GROWING
BRANDS
2017-18**

CBL MUNCHEE BANGLADESH

TASTING SWEET SUCCESS IN GLOBAL CONFECTIONERY MARKET

With its innovative approach and unmatched quality, CBL Munchee Bangladesh has emerged as one of the most popular brands in the nation and its delicious products have proved to be the gateway to the world of mesmerizing taste

An offspring of the renowned and trusted brand Ceylon Biscuits Bangladesh, CBL Munchee Bangladesh was launched when it ventured into commercial production at the end of the year 2015. It focused its sales primarily on the metro city of Dhaka in Bangladesh and within a year, CBL Munchee Bangladesh rose the popularity charts with its delicious chocolate coated products, wafers and biscuits.

A RICH LEGACY OF EXCELLENCE

(Pvt.) Limited is a subsidiary of Ceylon Biscuits Limited (CBL) which is a multinational company based in Sri Lanka. CBL's success story can be traced back to the year 1960 when a visionary Sri Lankan Leader Mr. Mineka Wickramasinghe together with the Sri Lankan Government and CARE of USA, collaborated to manufacture high-protein biscuits to supplement mid-day meals for



school children to improve the nutritional standard of the Sri Lankan children. To this end, a biscuit factory was built in Pannipitiya, Sri Lanka, in 1968 which was the stepping stone for the evolution of one of the most iconic companies of Sri Lanka. Since then there had been no looking back and CBL has successfully established

itself as the top confectionery and biscuit brand in Asia with a global presence in over 55 countries.

Taking a cue from its parent company, CBL Munchee has launched a wide array of delicious chocolate-coated products, tantalizing biscuits, and delectable wafers which have become an instant hit.



What once started as a business of money lending, raw gold, order-made jewellery and furthered by diamond and gem grading, Manepally Jewellers has transformed into a huge entity with gold and diamond jewellery as its core business over the years. Since then, it has been mesmerizing the world through its contemporary designs propelled by 13 decades of experience.

MAKING EVERY EXPERIENCE ULTIMATE

Manepally Jewellers, one of the first jewellers to obtain hallmarking license and introduce 100% 916 BIS Hallmarked Jewellery, has expanded the business operations manifold by adopting an innovative working style and presenting

the customers with the latest, unique and trendy jewellery designs. Today, it is highly acclaimed for crafting, designing and customizing the jewellery as per the customer preferences and choices to meet the ultimate goal of customer satisfaction.

The superlative design process at Manepally simply allows customers to be fully involved at every stage of creation to develop a unique design and that too within their budget. Quality, craftsmanship and attention to detail are the keystones of its innovative, fresh, classy, sophisticated and original creations. Combining delicacy and minute details to bring a creation to its luxurious state, Manepally Jewellers mirrors the unparalleled facets of creativity through inspiring creations that make the customers' lifestyle more glistening.

MANEPALLY JEWELLERS

CARRYING FORWARD THE RICH LEGACY OF OFFERING EXQUISITE CREATIONS

Manepally Jewellers, founded in 1890, is one of the oldest jewellery brands in Telangana, India. Manepally Jewellers is a one stop store for Gold, Diamond, Platinum and Gem stones





FLOURISH PLYWOOD

CREATING SPLENDID DÉCOR FOR A STYLISH LIVING

With an aim of redefining modern living by combining contemporary style with rich craftsmanship, Flourish Plywood is giving a new dimension to luxury by facilitating complete transformation of your home and office spaces

Flourish Plywood is offering superior quality products and maximum satisfaction to its esteemed customers and is bent on establishing itself as a globally recognized plywood manufacturer and supplier organization.

The brand's long-term development strategy comprises offering high quality products at competitive prices for meeting the

customers' requirements. It has also placed innovation at the forefront to match the changing trends in the sector.

A RICH LEGACY

Established in the year 1968, Flourish Plywood had a humble beginning. However, owing to the dedicated efforts of its management and employees, the company took giant strides and gained immense popularity.

Efficiently carrying forward the 5-decade old legacy of



delivering quality products and exceptional service, it has emerged as one of the most noteworthy traders and suppliers of multi-use plywood and decorative veneers in the Indian market by offering a rare and unique combination of professional expertise, impeccable service, continuous innovation and

functionality.

INNOVATING EXCELLENCE

Flourish Plywood is continually guided by the philosophy of adding more value-for-money products and the brand simultaneously works upon improving its existing product portfolio through extensive research.



Ganesham has popularized the revolutionary concept of showcasing all types of branded electronic products under one roof; thus making way for a smooth, multifaceted, and a well-guided shopping experience.

LARGEST SUPERMARKET OF ELECTRICALS & ELECTRONICS

With sheer determination and dedication, Mr. Dhoka diversified Ganesham and made it successful as the one of the most coveted franchise brands in the country. Currently, it has spread its wings into three segments — Ganesham Electronics Retail Chain, Galaxy Electronic Hub and Ganesham Kirana.

Ganesham showrooms make shopping a more pleasurable experience. The products are

displayed in a way that enables customers to check the full range of products easily and understand the unique features of each product that they see.

UNIQUE FRANCHISE MODEL

The company's unique franchise model allows even those franchisees to grow and prosper which have little or no experience in the electronics trade. Established as the pioneer in both the sectors of the electronic industry, Ganesham provides the right platform to its franchisees for achieving optimum growth.

With various lucrative offers and products at best prices, Ganesham focuses on being the brand that prioritises its valuable customers. Quality, timely customer support and after-sales service makes it convenient for them to buy and maintain electronic goods.

GANESHAM

ECLECTIC RANGE OF ELECTRONIC BRANDS AT UNBEATABLE PRICES

Ganesham started its journey in 2003 by launching India's largest multi-brand showroom in Jaipur and since then it has reached new heights as the leading multi-brand electronic retail chain with 125+ stores across Rajasthan



KOLORS HEALTHCARE GROUP

ENSURING HEALTH FOR ALL, DELIVERING HEALTHY LIFESTYLE

Realising the important role of holistic healthcare in making lives better, Kolors Healthcare has been spearheading the mission of making India fit & fine by providing the best treatments to manage lifestyle-related diseases & disorders

With a modest start in 2004, today Kolors Healthcare Group has transformed itself into a leading healthcare services provider in the country, especially across major cities in South India.

UNMATCHED HEALTH SERVICES

Incepted with the core mission of promoting holistic healthcare, Kolors Healthcare has been growing rapidly,

with a proven expertise in diagnosing obesity, skin and hair related issues.

It is an ISO 9001: 2008 certified organization, which brings a high level of professional expertise and unmatched personal service as it offers a plethora of services that include Instant Inch Loss (Technique for Figure Correction), Weight Loss treatment (for Health and Fitness), Hair & Skintreatments, Hair loss Control and Repair, Microdermabrasion, Stretch



Marks Removal, Removal of Under-eye Darkness, Glycolic peels; along with regular and advanced parlour and salon services for men and women.

REVOLUTIONARY TREATMENTS

Kolors Healthcare has developed a reputation of being a brand that believes in

enhancing the inner and outer beauty of an individual.

While contributing to healthy and better living, the company has won the trust of more than one million customers and is increasingly spreading its reach through its 49 branches spread across 6 states. The brand has been recently launched in Pune and Indore.

Started in 2013, Oyo Rooms, the brainchild of a young visionary entrepreneur Ritesh Aggarwal, has been fulfilling the aspirations of the travel-hungry middle class who prefer hotels that are cheap and offer standardized amenities.

RIDING ON THE CREST OF A WAVE

The concept of Oyo Rooms has paved the way for comfortable accommodation at a budgeted price. It also spearheaded the world's first full-stack technology-led hospitality model which soon grew its network in major metro cities, regional business hubs, top leisure destinations, as well as pilgrimage towns within a short span of 6 years.

Soon they were India's largest hotel network spread

across 230 cities with over 8500 hotels offering standardized and comfortable stay experiences at a pocket-friendly price.

Moreover, the company has been making inroads into the global hospitality market too. With more than 70,000 franchised and leased rooms across India, U.K., Nepal, China, and Malaysia, Oyo is currently South Asia's largest hotel chain.

ADDING FEATHER AFTER FEATHER TO ITS CAP

OYO has been awarded as India's Most Promising Hotel Network by Holiday IQ Better Holiday Awards 2017. It has also received several accolades including IAMAI Digital Start-up of the Year 2016, NDTV Dream Chaser of the Year 2016 and Express IT Start-up of the Year Award 2015.



OYO ROOMS

POISED FOR GLOBAL GROWTH

Oyo Rooms, India's hotel start-up consisting of budget hotels is gearing up to become the world's largest hospitality chain by the year 2023. Standing tall as Asia's largest network of hotel-stay, the organisation has a story to tell



ACCORD METROPOLITAN

UNMATCHED LUXURY FOR A PALATIAL EXPERIENCE

Nestled within a privileged and serene location in Chennai, Accord Metropolitan provides a peaceful oasis filled with luxury for the travellers and goes that extra mile to ensure that they get the best service

With a vision to provide an opulent experience to the travellers, Accord Metropolitan offers 162 well-appointed rooms with superior business facilities to meet their needs.

AN OPULENT STAY EXPERIENCE

The stately yet peaceful ambience of the hotel is accentuated by grand stairways, Italian marble and

intricate gold leaf work which cast a pleasant impression on the guests the moment they enter the hotel. Its comforting and ostentatious ambience along with the lush landscape is icing on the cake.

The rooms have been designed in such a way that they offer a palatial experience of epitomised and personalised affluence. It offers a wide range of guestrooms and suites that include superior room, premier room, deluxe suite and the presidential suite.



All its rooms and suites let the guests enjoy unmatched luxury. They are designed to suit the modern lifestyle and also cater to individual needs and tastes. The hotel focuses on a personalised luxury.

SETTING THE AMBIENCE

The hotel is designed as a venue for a lot of important events

and has specialised rooms for such events. The three rooms - Crystal, Emerald and Sapphire - come with a dedicated floor and can accommodate up to 1000 guests each. Its team is well-versed in creating an ambience to suit every mood and provides an array of menus ranging from traditional, fusion, to contemporary.



Ayyanna Infra Private Limited is rapidly emerging as a multi-dimensional realty firm involved in a wide spectrum of construction projects known for their innovative architecture which includes development of land integrated townships and community recreation landscapes.

DELIVERING EXCELLENCE

With a vision to leave its mark as a model corporate participant in the development of the construction industry, the company builds luxurious residential, IT parks, and commercial properties in Hyderabad with highest architectural and construction standards. It delivers great amenities, novelty in designs, timely possession of quality

constructions, and utmost satisfaction to its customers. Some of the prominent projects accomplished successfully by the company include Ayyanna Pride and Ayyanna Pearl, while some more residential projects to be completed include Ayyanna Prime and Ayyanna Primia.

AWARDS GALORE

Ayyanna Infra has won various awards for excellence in real estate development, including TV5 Business Leader Award 2017; CREDAI Telangana 2017 - The Best Luxury Apartments and Times Realty Icons of the Year 2017.

With high-quality innovative construction designs and incomparable service, the company maintains the highest standards of architectural excellence while giving the customers value for money.

AYYANNA INFRA PVT LTD

BUILDING OUTSTANDING ARCHITECTURE TO TURN REAL ESTATE ASPIRATIONS INTO REALITY

Achieving new milestones in the field of real estate development & construction since 2012, Ayyanna Infra has successfully carved a niche in project engineering, real estate development and property management





C4 INTEGRATED WELLNESS

YOUR GATEWAY TO HOLISTIC HEALTH

Promulgating the fact that wellness is not just about physical fitness but involves mental strength as well, C4 Integrated Wellness is empowering people to take control of their health by providing them with the requisite knowledge & attitude

It is well known fact that modern science has established a strong link between food, lifestyle and chronic disease. Being well aware of the research advocating reversal of many chronic diseases through introduction of suitable changes in diet and lifestyle, and with a mission of enabling its clients to make the right choices regarding food habits and exercise regime in their

day-to-day life to facilitate their overall health and wellbeing, C4 Integrated Wellness targets their complete (mental and physical) transformation so that they look good & feel great.

A PLETHORA OF SERVICES

Under the guidance of MD Dr. Shilpa N. Desai, the firm has been empowering patients by educating them about pathogenesis of disease, effects and side effects of medicines, science behind the benefits of diet and other



aspects of lifestyle. Not just fitness, C4 integrated Wellness offers holistic care ranging from DNA Testing to a sports injury, Mental Health Mentoring, Nutrition Planning & Injury Management. C4 Integrated Wellness provides professionally qualified and personally easy going counselors, who facilitate

patients to have great mental health & overall well being. Along with her team of dermatologists, Dr. Shilpa N. Desai uses the latest imported equipment and techniques to deliver world class, integrated and holistic Aesthetic solutions that give the patients the confidence to dazzle with elegance and inner beauty.



FIT & FINE FITNESS ZONE

TAKING AN ECLECTIC APPROACH TO MAKE YOU FIT & FINE

Led by Vibha Aparna Jadhav, a professional fitness trainer & wellness coach, Fit & Fine Fitness Zone comprises a group of experienced fitness professionals who are working with an aim of taking the Indian fitness industry to the next level



The fitness industry has been growing at an astounding rate and is evolving rapidly to become an all-inclusive ecosystem involving consumers, service providers, allied industries, investors and the government. Fit & Fine Fitness Zone has all the ingredients required to become an organization of excellence in the fitness industry be it in terms of a good experience in managing the lifestyle business, access to the valuable real estate in the markets that it wants to operate in, a lucrative business model worthy of attracting investments, and ultimately, a passion for fitness.

SOOTHING ENVIRONMENT FOR HEALTH & FITNESS

Fit & Fine Fitness Zone is revolutionizing the fitness

industry by focusing on creating a vibrant, high-energy environment to provide health and fitness with fast and easy workouts designed exclusively for women.

The mission of Fit & Fine Fitness Zone is to help people lose fat, gain lean muscle, build stronger and more enduring bodies, have more vitality, and in the process, create a community of people in fine fettle who build each other up and inspire them to do their best.

By offering a host of fitness services like bodybuilding, weight loss, yoga, aerobics, diet solutions, Zumba dance, steam bath, Ayurveda massage and physical fitness customized to meet the individual needs of maintaining a healthy body, mind and soul, Fit & Fine Fitness Zone is enabling its 9000+ members to achieve stunning results.

G7 CR TECHNOLOGIES INDIA

BRIDGING THE GAP BETWEEN BUSINESS AND TECHNOLOGY

G7 CR offers a plethora of Technology services for businesses of all size. 800+ businesses rely on G7 CR as their technology partner for building, implementing & managing technology solutions. The focus is to use technology to accelerate growth and build sustainability business models

G7 CR has built deep technology excellence, so clients don't have to invest effort in building technology competency but can focus on their core business.

CREATING VALUE

In association with giant global technology partners such as Microsoft, G7 CR is drive digital transformation with

new technologies and verified methodologies. With a service mindset to create exceptional value for its customers, the firm offers World's only Comprehensive Cloud Services at NO COST. Its wide range of services includes Advisory Service, Migration Service, Implementation Service, Security & Governance, Life Time Free Managed Service, Business Automation, Optimization Service and Data



Management Service.

QUALITY – QUANTIFIED

With its 6000+ servers, 300+ Enterprise Applications, 200+ Migrations, the company has catered to 3 Billion requests and processed 1000+ tickets. It provides comprehensive 24/7*365 days support at No Cost.

AWARDS IN ABUNDANCE

It has received various awards such as 'Asia Pacific Gold Star Award' 2016, 'Fastest Growing SME of the Year in BPO/ BPM Sector' at First Annual KSMBOA, Business Excellence and Achievement Awards 2015 and 'Fastest Growing Indian Company Excellence Award' 2014.



Kairos Global School offers a knowledge-enriched environment for the intellectual, emotional, analytical, and physical development of the students to prepare them to be the responsible citizens of tomorrow.

DISCOVERING LATENT TALENTS IN STUDENTS

Having its roots in the Greek word 'Kairos' that means the right opportune moment, Kairos Global School believes that school time is the perfect time to discover the hidden potential in children and bring their talents to the fore to open the door of immense opportunities for them. The school provides the perfect platform to bring out the hidden talents of the students and encourages them to

enhance and showcase their capabilities.

FACILITATING ALL ROUND DEVELOPMENT

The school provides the students with a safe and supportive learning environment. They are motivated to participate in a wide range of co-curricular activities organized by different clubs, such as the Sports Club, Technology Club, Dramatics Club, Vedic Math Club, Defensive Skills Club, Engineering Club, Physical Fitness Club, Cartoon Club, Scholarly Club, Exploration Club, Art and Crafts Club, and Natures Club.

It also organizes experiential tours to provide students with multi-dimensional exposure to different areas including art and craft, nature, ecosystem, biodiversity, lifestyle and transport system.

KAIROS GLOBAL SCHOOL

HARNESSING PROGRESSIVE PEDAGOGICAL METHODOLOGY TO PREPARE FUTURE-READY STUDENTS

Besides imparting age-specific curriculum to foster the best academic skills in the students, Kairos Global School also emphasizes upon experiential learning to instil multi-dimensional personality traits in them





KIRTI GOLD

COOKING UP SUCCESS WITH ITS HEALTHY RANGE OF EDIBLE OILS

Kirti Gold, a venture of the esteemed Kirti Group, is making rapid strides in the edible oil industry as a leading producer of high-quality edible and solvent oils in India, and is playing an essential role in millions of Indian kitchens

Successfully catering to the demands of health-conscious consumers, KirtiGold produces a variety of premium oils such as sunflower oil, soyabean oil, groundnut oil, rice bran oil, cottonseed oil, and safflower oil. Adhering to its primary values of quality, affordability and social responsibility, the firm is dedicated to producing health-friendly edible oils without compromising on

quality and taste.

LEVERAGING TECHNOLOGY TO ENHANCE THE QUALITY OF ITS PRODUCTS

To hand over the best to its customers in terms of health and economy, Kirti Gold ensures the use of advanced technology in every step of manufacturing. The company works relentlessly to produce edible oils under sound hygienic conditions to retain the natural extracts, flavours, aroma, vitamins, antioxidants



and other essential nutrients present in the oils. What's more, the company produces G.L.C. tested best-quality edible oil products in India's first ISO 22000:2005 certified vegetable oil refinery.

MAKING INROADS INTO GLOBAL OIL MARKETS

Kirti Gold is focused on leaving

its imprint on the national as well as the international oil markets. Besides gaining a strong foothold in Maharashtra, Karnataka, Chhattisgarh, and Andhra Pradesh, it has found a sound footing in Malaysia, Argentina, Tanzania, Ukraine, and Indonesia by setting high standards in the edible oil industry.



With a vision that focuses on enabling, energising and enhancing childhood by fostering the growth of mind, body and spirit, Little Millennium Preschool is helping the children to become lifelong learners. This noble vision has paved the way to nurture young minds in a culturally appropriate environment and provide opportunities to help them realise their true potential. With a result-oriented approach that promises various offerings and a strong value proposition, it has diversified itself into 500 preschool centres across 100 cities.

MULTI-SENSORY APPROACH TO EARLY EDUCATION

A seven-petal preschool

curriculum, exclusively developed for 2 to 6-year olds, ensures the holistic development of children by following sequential learning and developmental milestones. The curriculum uses an eclectic approach model to subsequently improve the learning effectiveness in children as it aims at providing them with a solid academic foundation by implementing a multi-sensory integrated approach to early education.

The holistic development of the students is accorded with utmost importance in order to develop personal, emotional and social skills in them as an integral part of the intellectual and academic process.

Owing to quality education and world class infrastructure, it is regarded as one of the best play schools for kids in India.

LITTLE MILLENNIUM PRESCHOOL

FOSTERING OVERALL DEVELOPMENT IN AN UNPARALLELED LEARNING ENVIRONMENT

Renowned for providing quality education in a unique learning environment to enhance the children's hidden potential, Little Millennium Preschool has emerged as one of the fastest growing preschool chains in the country



MAA ENT HOSPITALS

A PREMIER PROVIDER OF COMPREHENSIVE ENT CARE

MAA ENT, established in 2001, is a reputable super-specialized ENT group of Hospitals known for fast, advanced, affordable, and comprehensive treatment of ear, nose, and throat disorders

MAA ENT is among the select few ENT institutes recognized by the Telangana Government, Andhra Pradesh Government for the Aarogyasri-Healthcare Trust, the Noble Thought. It is managed by an interdisciplinary team of experienced surgeons, audiologists, speech therapists and sleep specialists under the able leadership of Dr. K.R. Meghanadh, an internationally renowned ENT surgeon from

Hyderabad.

EMULATING EXCELLENCE

Besides having a record of performing the highest number of successful ENT surgeries, it is also renowned for its “Zero failure” procedures and has achieved a 100% success rate in cochlear implants. It has carved a niche for itself as a preeminent super-specialty ENT clinic supported by revolutionary technology, a dexterous team of doctors, and superlative yet affordable



services.

Since its inception, MAA ENT has been enthusiastically engrossed with patient care as well as research, and teaching. This holistic learning center has sophisticated medical training equipment and a team of world-acclaimed practitioners for actively disseminating knowledge

which makes MAA ENT the preferred choice of aspiring ENT specialists who wish to learn the fundamentals of ENT methods under the guidance of world-renowned faculty.

MAA ENT is the only hospital that conducts CT-guided sinus surgery in South India and has brought the world's best digital hearing aids to Hyderabad.



Since its inception, MF Utilities has been striving to offer a scalable, cost-efficient, & future-ready infrastructure for Mutual Funds to benefit its stakeholders by facilitating domestic as well as global transactions.

STANDARDIZING FOR SUCCESS

The firm increases its efficiency through regular standardization and consolidation. It embraces efficient processes to facilitate a higher volume of transactions by removing existing duplications, thus, providing convenience to all stakeholders.

GOING THE DIGITAL WAY

It has facilitated transactions worth thousands of crores daily with more than 90% of

them being paperless. Its technology infrastructure has been devised taking into consideration the crucial aspects of information security, integrity, scalability, integrity, availability and efficiency. The company works across mobiles, tablets, and desktop interfaces.

In order to provide enhanced convenience to the distributors and clients, the company launched eCAN — an electronic account opening option for existing KYC-compliant individual investors. It has also launched a mobile app named goMF to help distributors create transactions anytime, anywhere.

Introducing innovative features is a continuous process at MF Utilities as it believes in creating advanced processes for facilitating easy mutual fund transactions.

MF UTILITIES

PAVING THE WAY FOR EFFORTLESS MUTUAL FUND ACCESSIBILITY

An initiative by the Asset Management Companies of SEBI-registered Mutual Funds under the patronage of AMFI, MF Utilities aims at maximizing operational efficiency for all stakeholders & consolidating information for varied agencies





OASIS CENTRE FOR REPRODUCTIVE MEDICINE

REKINDLING HOPE INTO THE LIVES OF CHILDLESS COUPLES

Oasis Centre for Reproductive Medicine was established in Hyderabad in 2009 to address the fertility concerns of couples experiencing infertility issues and has emerged as one of the most trusted brands in IVF treatment in India

Realizing the fact that one out of every six couples face infertility owing to poor lifestyle, stress, and age, Oasis has come out with a one-stop solution for treating infertility with its highly professional team of fertility experts and embryologists who offer ease of consultations, investigations, and advanced infertility treatments to

couples.

BESTOWING COUPLES WITH THE DELIGHTFUL GIFT OF PARENTHOOD

This Hyderabad-based fertility center has become a ray of hope for numerous couples who are coping with infertility conditions and awaiting parenthood. It offers top notch treatment for treating fertility issues in both men and women. As a prominent



and reliable medical service provider, Oasis Centre deploys efficient and evidence-based technology for evaluating and treating infertility.

An ISO 2001-certified firm that persistently follows the ICMR guidelines, Oasis not only addresses infertility problems but also offers medical and psychosocial support

throughout the patient journey at its centres in Banjara Hills, Gachibowli, Secunderabad, and Dilsukhnagar.

Oasis has also expanded its wings in Vijayawada, Warangal, Chennai and Vizag for reaching out to more and more couples facing infertility, thus, bringing a glimmer of hope in their lives.



POWERtrac's core competency is to address the requirements related to electrical infrastructure for varied scales ranging from small projects to mega projects and industrial zones. It designs civil and electrical layouts, provides correction schemes for power plants along with preventive and proactive maintenance for substations. It also undertakes load audit at a very reasonable cost and provides harmonic solutions for steel mill, re-rolling mills, paper mills, cement mills, etc.

WIDE RANGE OF PRODUCTS

POWERtrac offers an extensive range of products to its customers including Power transformer and Distribution transformer, MV & LV Panels, Controls and relay panels,

Switches & Sockets, LED tubes, LED bulbs, Meters, HRC fuses, MCB, MCCB, Contactor, DB Boards, Capacitors, Instruments and Panel Meters. Having attained the trust of its umpteen satisfied customers, it has expanded its operations in India, Nepal, Middle East and Africa.

MARCHING TOWARDS A SUSTAINABLE FUTURE

It provides end-to-end solar services from designing the system, procuring the components and installing the project (EPC), and its key area of operation is Rooftop Solar Power Systems which provides energy for both office and households. As a major player in the field of green energy in Bangladesh, it has enabled various government and private sector institutions to embrace solar solutions for a sustainable future.

POWERTRAC GROUP

ADDING POWER TO YOUR LIFE

Established in 1999 as Adrik Engineering by its Founder and current Managing Director Engr. Utpal Kumar Das, POWERtrac Group is an electrical service provider and product manufacturer which is consistently developing world class products for global needs





PROGENESIS FERTILITY CENTER

AN ABODE OF PARENTAL BLISS

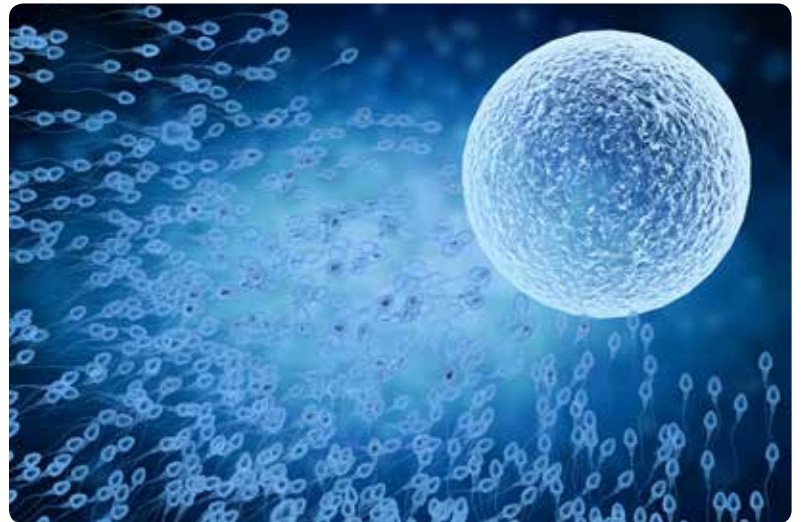
A leading reproductive healthcare center, Progenesis Fertility Center offers a broad spectrum of modern diagnostic techniques & therapeutic facilities to enable childless couples experience the much-awaited joy of parenthood

Established in 2012, Progenesis comprises a team of proficient specialists for treatment of both male and female infertility. By virtue of excellent quality standards and personalized patient care, the organization has been able to achieve significant success rate.

BEST INFRASTRUCTURE

Besides an advanced in-vitro fertilization (IVF) and

intracytoplasmic sperm injection (ICSI) centre built in compliance with international standards, the facility is equipped with a separate andrology lab, IVF lab, ovum pick-up operation theatre, embryo transfer room, and intrauterine insemination technology. Other cutting-edge infrastructural facilities at the clinic include a state-of-the-art Color Doppler Sonography machine for monitoring follicular development and endometrial blood flow and



help the fertility specialist make the right decision regarding superovulation in IUI, IVF and ICSI procedures.

SERVING INTERNATIONAL COMMUNITY

Infertility treatment offered by Progenesis is a preferred choice among international patients as well. A strong

network of renowned fertility experts from all over the world and specialized services for international patients has made the center a reputable and reliable choice for the overseas clients.

Besides the fertility treatments, the center also provides them with visa, travel and stay-related assistance.

SOBTIS

As a coeducational institute, Sobtis Public School, Bareilly, is making learning a catalyst for drawing out the hidden potential of the students and is preparing them to meet the global challenges while simultaneously ingraining the traditional Indian values in them.

PROVIDING A CONDUCTIVE LEARNING ENVIRONMENT

In today's fast changing world when limitless opportunities are opening up for the young, the school is extra watchful of the dangers that confront the young generation and is concerned about the escalating alienation of adolescents.

The institute vehemently believes that the traditional Indian values which have been passed on to us over the ages are quiet relevant even today,

and intends to instill the values of kindness, integrity, courtesy and respect for elders and teachers, truthfulness, ahimsa or non-violence (towards the environment – whether living or inanimate) in the students.

Besides ensuring that the students develop emotional strength and sound character, and achieve academic success, Sobtis Public School also provides the students with a conducive atmosphere to enable them to grapple with problems, learn to draw on a variety of resources and construct their own meaning rather than accepting narrow definitions and rote-based learning.

The school has emerged as an abode of holistic learning where the students feel cared about, welcomed, valued and are seen as more than just learners and their uniqueness is valued.

SOBTIS PUBLIC SCHOOL

AN ABODE OF HOLISTIC DEVELOPMENT

Established on the premise that the essence of education lies in empowering children to recognize their enormous potential, Sobtis Public School is fostering their holistic development right from early childhood to class 12th



SUSTAINABLE AGRO-COMMERCIAL FINANCE LTD. (SAFL)

EXTENDING A HELPING HAND TO THE FARMERS

A committed organization, SAFL is resolutely focused on financing projects and activities to improve the quality of lives of farmers by adopting the best and latest world-class practices aimed at maximizing the value of their yield

Established in February 2011 and based out of Mumbai, India, SAFL is a non-banking finance company (NBFC) serving the small, marginalized, and under-served farmers and rural constituencies in India by offering an entire gamut of related services. SAFL is promoted by Jain Irrigation Systems Ltd.; International

Finance Corporation, a member of the World Bank Group, is an anchor shareholder; and Mandala Capital AG Ltd. acquired shareholding in March, 2015

A THRIVING AND FINANCIALLY STRONG ORGANIZATION

With a service objective primarily focused on farm and the farmer, SAFL obtained approval from the Reserve Bank



of India in 2012 to undertake activities of NBFC. The growth journey so far has been very impressive. SAFL intends to increase the figures in its loan book to about Rs 2,500 crores and expand its presence by opening 200 branches by the end of this decade. It holds high aspirations to empower farmers, increase farm

production, and help rural and semi-urban areas flourish more. The organization has been playing a vital role in the development of the economy by financial intermediation in the areas it operates in and financing activities that enable the farmers to move from sustenance to sustainable farming.



Taneira 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



OMICON GROUP

SPEARHEADING MULTIPLE BUSINESSES SUCCESSFULLY

A conglomerate diversified into numerous sectors and industries, Omicon Group has been growing exponentially with its corporate culture based on innovation, ingenuity, mutual respect, uprightness, reliability and sustainability

The extraordinary growth trajectory of the company is evident from its ownership of many wholly owned subsidiaries and sizeable investments in varied verticals such as publishing, printing, distribution, logistics, IT & media, communications, entertainment, event management, retail, e-commerce, real estate and trading business.

Led by the visionary Engr. Mehedi Hasan, the group has

achieved new milestones of success not just in terms of revenue but also social development by empowering thousands of people.

MIGHTY BUSINESS EXPANSION

Presently, one of the largest business groups in Bangladesh, Omicon Group came into existence in 2006 by acquiring the Lecture Publications Ltd. – a market leader in Bangladesh with nearly 65% market share in book authoring, production, marketing and distribution),



and within a very short span of time has achieved magnanimous growth with the support of clients, business associates, colleagues and patrons in 100+ national and international facilities, and intends to explore many more business verticals like pharmaceuticals, textile, airlines, and university

education; to reach new heights in the coming years.

Omicon Group has been recognised with European Award for Best Practices, Best Enterprise Award and Century International Quality Era Award for its exemplary products and services, technological innovation and administrative excellence.



Conglomerate with principal and major business interests / investments in the textile and apparel sectors and has a marked presence in other segments such as FMCG, engineering and prophylactics in both the domestic and global markets, Raymond is a name that is etched in the mind of customers and has always exceeded their expectations.

A FRONTRUNNER IN CREATING FASHION TRENDS

A well-known name in worsted-suiting, fabric and garment innovations, Raymond has presented a new collection using the 'Fabric of the Nation — Khadi' bearing the insignia of trust and premium quality

and combining entrenched Indianness with the eloquence of modern fashion.

Strategically associating itself with KVIC, the company will present stylish clothing for both genders through its specially designed Raymond Khadi brand.

The clothing variety ranges from casual to workwear and occasion wear, and the organization also plans to geographically expand the retail presence of Raymond exclusive business outlets, multi-brand outlets and exclusive Raymond Khadi outlets gradually.

Being a customer-centric company offering a captivating range of products, Raymond Ltd. aims to revive and strengthen the craftsmanship typical to India by joining forces with the Khadi artisans to contribute to its top-line growth.

RAYMOND KHADI

TRANSFORMING KHADI TO A NEW-AGE FASHION ENSEMBLE

Raymond Ltd. is a brand synonymous with trust, quality and excellence and is one of India's leading producers of worsted fabrics with a lion's share of the Indian worsted-suiting market with a revenue of over 800 million





Chef's Table

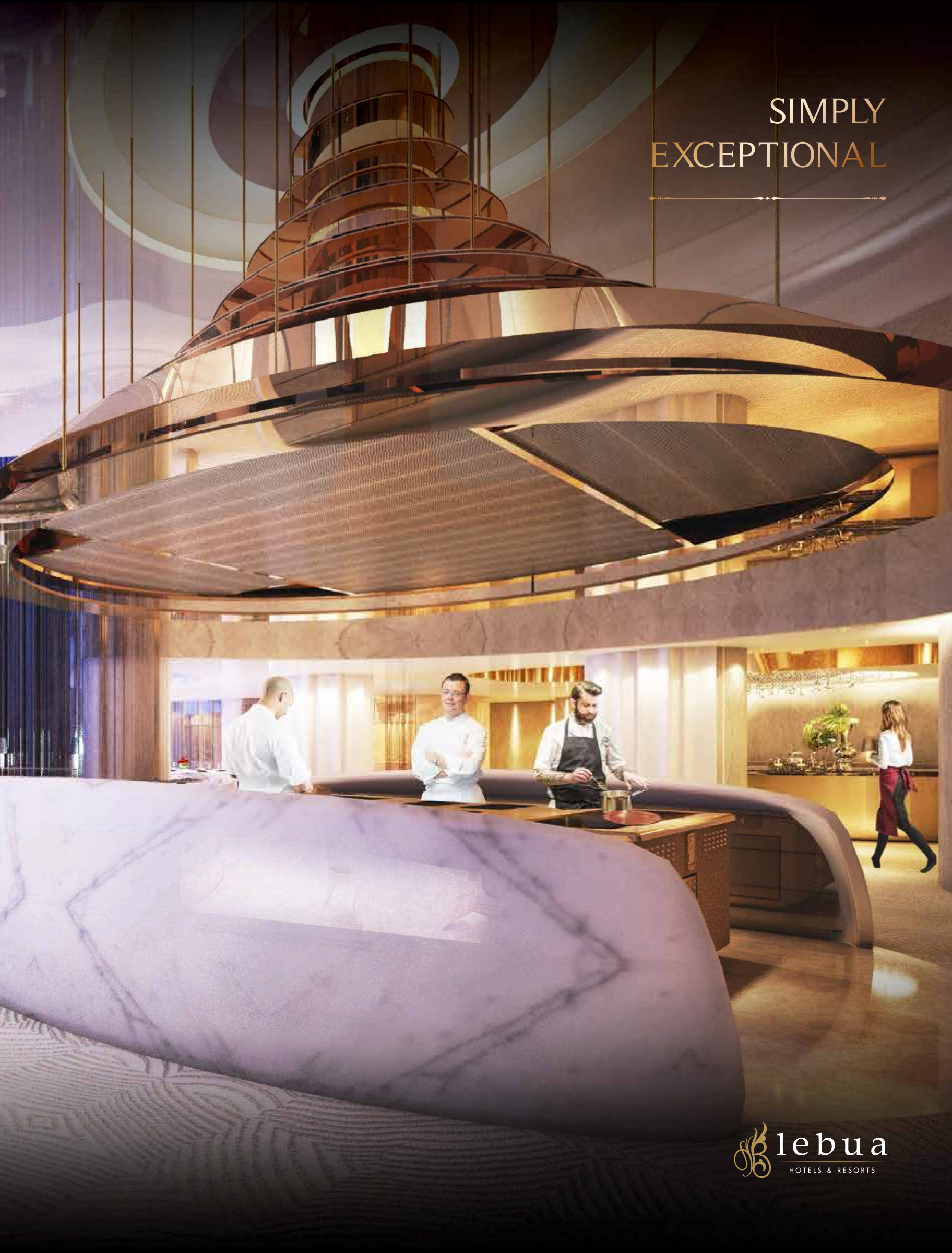
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Research Methodology

3rd Edition – ASIA'S GREATEST BRANDS & LEADERS 2018

The 120 Asia's Greatest Brands & Leaders 2018 is a research-based listing using both primary and secondary data researched across sixteen industries and sixty two sub-categories evaluating Brands from 10 countries of Asia & the Middle East – India, Sri Lanka, Bangladesh, Singapore, Malaysia, Thailand, Indonesia, China/Hong Kong, Myanmar and the UAE.

Asia'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, let their beams of achievement play with us, feel the fire within these 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 Asia's Greatest! For anyone who is interested in the success story of these Asia's greatest brands, 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.

Asia's Greatest Leaders 2018

A few Leaders of the final 120 list of Asia'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 and specific countries of Asia which would be part of the research).

The entire research platform will be divided into:

A list of about 1200 brands across sixteen sectors and sixty two sub-categories will be drawn up through secondary research driven by the URS Media Consulting International – United Research Services research team and AsiaOne editorial team using online surveys via:

- Google Analytics
- Market Studies
- Industry White Papers
- Category-specific Brand Reports
- Brand-specific Scrutiny

*Companies with net revenue exceeding US\$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 Asia's Greatest Brands will be scrutinized and graded on a scale of 1 to 10 (where 1 is the lowest and 10 is the highest) by the editorial team of URS and AsiaOne 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. 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 and editorial questionnaire ratings based on the abovementioned parameters and weightage assigned below by URS research and AsiaOne Editorial team:

Analysis: The 120 Asia'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 AsiaOne 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 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, 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.

24 HEALTH INSURANCE



CYBER INSURANCE



CAR INSURANCE



HOME INSURANCE



TRAVEL INSURANCE

13:48		
L 903	31	CANCELLED
Q5723	27	CANCELLED
C5984	22	CANCELLED
M 608	41	DELAYED
C5471	29	CANCELLED
K3941	30	DELAYED
M5021	28	CANCELLED
N 997	11	CANCELLED







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Jury Council

Dr. Nitin Pangarkar

Dr. Pangarkar is currently the Academic Director of MBA Program, National University of Singapore (NUS). He has been serving the NUS since July 2006, where he handles various facets related to the academic content of the program such as curriculum redesign, student advising and counseling, program marketing and recruitment and selection of incoming students.

Apart from this, he also served as an Associate Professor with NUS Business School and also with the University of Minnesota for more than 2 decades where he taught strategy and international business for BBA and MBA programs.

He even worked in the corporate for a short stint with Indian Communications Network Ltd. as an Assistant Manager. He has won several awards for superior teaching and services such as Outstanding Educator Award, NUS Business School (2002); Service Award for service contributions to the NUS Business School (2003); Voted as the Favorite B School Professor by NUS MBA graduates between 2000 and 2007.



Rohit Ambekar

With over 23 years of varied business experience, Mr. Ambekar is instrumental in creating billions of dollars in shareholder returns. He is currently serving a Managing Director of RMA Associates Pte. Ltd, a business consulting and leadership advisory firm and is a CEO of Java Valley, a software and services company. He also served in Global Schools Foundation as a Director – Business and Strategy and in Magic Sparkles as a Global VP – Sales.

In his current Managing Director role of RMA Associates Pte. Ltd., he manages various verticals associated with fundraising, Private Equity/ Venture Capital, Sales & Marketing, Strategy and General Management in education, luxury furniture and furnishing technology, payments, real estate, SaaS and telecommunications. In addition to this, being a CEO of Java Valley, he manages the development of software technologies which are applied in eCommerce portals, ERP systems, dynamic product libraries, inventory management systems, and interior design & planning tools. He had been associated with various consulting projects food manufacturing and retail.





Balakrishnan Jayaraman

Currently, Mr. Jayaraman is serving as a Director, Bank J. Safra Sarasin Ltd. Singapore. He is associated with the bank since Nov '17 and deals in private banking for Ultra High Net Worth Individuals. He was also associated with Credit Suisse, Singapore where he worked as Vice President, managing private banking for South East Asia. He has been serving in the banking sector since 2006 when he started with Citibank as a Wealth Manager. He also worked for BSI Bank Singapore as an Associate Director. A management graduate from SVKM's Narsee Monjee Institute of Management Studies, his career spans majorly in wealth management and private banking.



Dr. Amita Srivastava

Dr. Amita is presently holding position of the Director at Brecis 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.



Dr. Rakesh Mohan Joshi

He is a distinguished academician, an eminent author and a renowned management expert having a consistently meritorious academic background with varied experience in academic administration, teaching, research, and industry. Besides, he is an effective administrator with a strategic vision, meticulous planning and successful execution. Presently, he is working as the Professor and Chairperson (Research) with Indian Institute of Foreign Trade, spearheading institute's efforts of international expansion, its overseas activities and research.

He has a consistently meritorious academic background and was awarded the prestigious Gold Medal by Indian Institute of Foreign Trade. He received his education and training from Harvard Business School, Boston; IIFT; Rajasthan University and National Dairy Research Institute, Karnal. He has been awarded various scholarships right from his school days to Post Graduation. He had also been the Editor of the prestigious quarterly journal of IIFT, Foreign Trade Review, (ISSN: 0015-7325), published since 1966 and Editor, Focus WTO.

URS asia one



Engr. Mehedi Hasan
Chairman, Omicon Group



Recognised by 3rd Edition of

Asia's 100 Greatest

Brand & Leaders 2018

Engr. Mehedi Hasan is the Group Chairman & CEO of Omicon Group, a thriving and diversified business conglomerate operating in various commercial and nonprofit arenas in Bangladesh. In 2004 he started his first venture in the RMG industry by the name All-Weather Fashion while pursuing his undergrad program, this RMG company has grown exponentially under his early leadership and does business in excess of 80 million annually, he continues to be a member of board and director at the organization.

Later he shifted his focus to his family business of book retail and ever since then he has introduced several revolutionary technologies to the print & publications industries and turned his once family owned

small operations into a giant business house in the world of publications, media and IT. Omicon Group directly and indirectly employs over 12000 (12 thousand) staffs and positively impacts the lives of more than 40 million patrons.

In less than two decades his persistent efforts to diversify the Group has established several business entities as prominent power houses and earned the respect of the business community winning several accolades and awards.

He has also established works for social causes and philanthropic ventures for the community through the groups CSR wings and other platforms that collaborates with his ventures.

His future leadership and organizational goals are to establish and grow Bangladesh's Exports and to assist in the development of business opportunities for local industries at home and across the globe. He is developing his Group to facilitate large projects that can generate short term and long-term jobs and contribute to the development of Bangladesh.



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THE MSL (MASHAL) **SAY YES TO LIFE**

2018 has given way to a new year that, like the spontaneous smile of a young child, brings an air of renewed hope. This moment of the year reminds us to let go of the old, the muddy, the fears and the burdens that we have accumulated. This period creates, unconsciously, a rite of a passage which leads us to a new start.

BY PAOLA MARTANI

It might be the candles of the holiday season, the lights that hit the globe during the night, the red color in which you dress, the Christmas songs that still sound, the miracles that seem more credible in the golden decorations ... or it may be simply the fact that the first of January brings the possibility of a new beginning: the possibility of building a better life.

In these days which we are allowed to get back into play, in my first article for this magazine, as an auspicious sign, I have decided to tell you about a philosophy of the Levant.

So, as you read, I ask you to follow me from Italy to the land of the 'Fertile Crescent' in this journey of thoughts intertwined with childhood memories.

We begin in the lands of Lebanon, a few kilometers from the holy cities of the world; we are on the edge of Israel, in a time of the year much warmer than what the thermometer marks today.

The smell of thyme reigns supreme, and so does the memory of an elderly man in his white clothes: in his hands a black tea, with leaves floating almost to the edge of the cup. It's spring, a spring of twenty years ago, and he is sitting in a small kiosk by the sea.

That man revealed to me a secret that I have kept in my heart and which I will share with you today- and in repeating it to myself I will hope to give a new direction to the new year.

While I am sitting in an airport waiting room, waiting to take a plane

that will fly over the ancient lands of the Middle East, a smile arises when I remember that this time we will not stop there.

If you've already done it, you'll already know what I'm about to say, but if you have not yet crossed the seas and the skies of this part of the world, I hope to make you fall in love with that strip of desert where you can breathe history, and where philosophy is intertwined with truths revealed and forgotten.

High up in the sky, while returning to the country of the spices, I want to give to you what was once given to me: a secret that was said but never really understood.

I strongly embrace the memory and I bring you to Israel, where this philosophy comes to life.

You have surely heard of the Kabbalah; perhaps one spring morning in the alleys of Istanbul, while you were drinking your black coffee and a 'Genie' was reading the future in the residues of your cup, or perhaps you have already met a follower of this philosophy without even realizing it.

Think back to a moment in your life in which a stranger stopped time with questions that at the time

*"THE SMELL OF THYME REIGNS SUPREME,
& SO DOES THE MEMORY OF AN ELDERLY
MAN IN HIS WHITE CLOTHES: IN HIS HANDS
A BLACK TEA, WITH LEAVES FLOATING
ALMOST TO THE EDGE OF THE CUP; SITTING
IN A SMALL KIOSK BY THE SEA"*

"DO YOU REMEMBER THE STORY OF OEDIPUS AS HE ENTERED ATHENS? ON THE ROAD, BEFORE ENTERING THE CITY WHERE HIS STORY IS REVEALED, HE MEETS THE SPHINX WHO CHALLENGES HIM WITH A BORDER PUZZLE"

seemed completely un-contextualized; contemplate your past to see if you have ever faced requests that seemed to be riddles without solutions (except for those which you discovered by yourself in a moment of intuition).

Today I will give you a clue that you will need to play the most beautiful game that life puts in place- and that the same kabalists love to reproduce.

You must assume that a real kabalist will never admit to being one. Beware of people offering study courses on this philosophy: the Kaballah is never taught- it is a treasure hunt made up of riddles to solve, it is life reproduced in the conduct of these workers, in which nothing, except what your eyes want to see, is unveiled.

A day will come when you will be recalled, and that day you must be ready, present in the here and now, awake and attentive, because you will be faced with tests to overcome. You will have to be vigilant: if you can see what you are facing, if you say yes to these challenges, if you overcome them, you will not have answers, but you will meet other questions that will enrich you in a way that you cannot yet grasp. It will be contagious, fast: you will be put in touch with a part of yourself that you do not know yet, your other 'self' that has unimaginable knowledge compared to your mind in this moment. Always remember that everyone has 'the vision', but it is our choice to tarnish it with the mental constructions that we carry inside: 'your eyes do what they can, nothing less and nothing more: all they do not see is because you do not want to see it yourself'....

Kabalah is just that, a tradition communicated from mouth to ear, one person at a time in a quick exchange -

graspable only if you are immersed in the presence of the now. Do not expect to be taught-or even to be told - that the training has begun: it is a discovery of the collective unconscious, accessible only to those who are not afraid to say yes to life.

I have always had the habit of running too much, following the flow of consciousness in which the beginning and end are the same thing. I will have to ask forgiveness for the apparent confusion you will find in the concepts, but if you can, take a leap into the imagination and think back to the philosopher Jung who describes, in a clearer way than mine, the collective unconscious. As he says, somewhere in the universe there is 'an archive of news whose beginning is lost in the mists of time': a place where the psychic inheritance of humanity has accumulated, beyond the memory - a whole series of conceptual operations that have accumulated over the millennia.

A person, through various portals, can enter this area and start making discoveries.

You will have to look inside yourself: your unconscious has the ability to reconnect with that collective unconscious. From the outside you can be stimulated to make this link, but only you, listening to your more intimate 'Self', can rejoin the more extended 'Self'.

It will not be easy; on the contrary, initially it will be the hardest thing you can do.

Saying yes to infinity, to your strength, to your power, aware that all you will get will be your choice- it means carrying an enormous weight on your shoulders.

You will have to access what in

Hebrew is called Adamak Kadosh, that unknown part of the mind that is higher than the future. Only through this can you get in touch with the divine spark within.

You will examine small riddles which are called Mashal, MSL: M stands for horizon, S identifies the knowing, L represents the horizon. Combine these meanings and you will get to the real core that these three letters aim to represent: 'if you can see beyond the horizon you can go on, otherwise you will not pass'.

Do you remember the story of Oedipus as he entered Athens? On the road, before entering the city where his story is revealed, he meets the sphinx who challenges him with a border puzzle.

The myths, the fairy tales, the stories whispered by the elderly - everything carries within itself, disguised as fantasy, an important truth.

The sphinx is that moment of your day when life puts you to the test by giving you a choice; if you live in the present, you will see the signs and you will feel the breath- you will say yes, you will solve the enigma and the sphinx will disappear. You will be allowed to continue the journey that will take you to other never-ending questions- which will never give true answers, but will allow you to move one step closer to the absolute. If you say no, or if you do not notice these invitations, that invisible sphinx will consume you. You will not feel pain; you will not even notice it. You will be sucked into her belly and you will live in the illusion of continuing to walk, while in reality you will not go anywhere because the thing you have not discovered precludes all horizons.

In life you will come into contact with a kabalist- who, we must remember, will not tell you that he is a kabalist. You may wonder what this man will do, if he does not even share his true identity. He will wait, convinced that the collective unconscious will make something happen. Eventually, it will do exactly what life does: allowing you to access the illumination and the immense, but on the condition that you choose them.

Here is the real secret: the universe wants to give you all the abundance,



but it can not do this unless you decide to take it. If you hesitate, you will be devoured and, without knowing that this has occurred, you will remain in the phase in which you will not succeed in obtaining what is rightfully due to you.

Difficult to understand, almost impossible to implement - I know. It is difficult to discover that all we cannot get is because we unconsciously preclude it ourselves. It is much easier, much more comforting to think that this is an external punishment, caused by that over which we have no power. Unfortunately, or fortunately, the truth is that we are the architects, consciously and unconsciously, of the reality in which we live.

That kabalist will do exactly what life does: he will offer you the key to opening an infinite treasure chest, but you will choose whether to use it.

In all honesty, we come into contact with this discipline every day: sometimes it will be identified with a

man in love with life who follows this behavior, but one must realise that the greatest kabalist is life itself - those moves you make on the crossroad paths of life.

Oh yes, we still retain our free will - we can decide whether to say yes to all that is offered to us, or to say no and remain at the stage where we are now.

The divine presence is generous with us and, even if it directs us to predetermined ends, it is up to our personal choice how to arrive there.

I know only the theory of this practice - which is the idyllic story that the souls should walk in order to get closer to the happiness of an inner evolution. I write for you to read, and I write for myself; I write for both of us - to remind myself of the path I want to learn how to travel every day of my life with that curiosity proper to children who are never content unless discovering something new. I write to face the fears and limits that adult

"ON THE NOTES OF BATTIATO, I THROW A PRAYER TO HEAVEN BECAUSE I WANT TO LIVE AND I WANT YOU TO FEEL THAT SAME PULSING SPARK: THE LIVING WHICH MIDDLE EASTERN PHILOSOPHERS TALK ABOUT: THE LIFE THAT IS A LIVING DANCE"

life has brought - along with more wrinkles around the eyes and more anguish every day.

I know of a truth that tells of how to feel the breath in the lungs, but I also know that embracing it is not always so automatic or easy. It takes courage, it takes that thrust that sometimes creeps into us and, like an explosion, simply leads us to do the thing that seems so difficult to do: to live.

And so, returning to the here and now of today, in this new 2019, on the notes of Battiato, I throw a prayer to heaven because I want to live and I want you to feel that same pulsing spark: the living which Middle Eastern philosophers talk about: the life that is a living dance. A life which dances like gypsies in the desert, barefoot and with silver anklets that make noise at every step ...

*Like the gypsies of the desert
With candelabra on their head
Or like the Balinese on festival days ...*

*Like the dervishes turners that turn
On the backbones
Or to the sound of Katakali's anklets ..*

*Balkan music while
Bulgarian dancers
Barefoot on the burning braziers*

...
May you, and may I, bring into our hearts and souls the yes of life; that yes which arises from watching two elders dancing a waltz in the cool summer evenings of Italy; in the yes you can see from a smile under the veil of an Arab woman; in the yes of a child at the edge of the New Delhi road when he opens a candy; in the yes of a man who extends his hands to greet you in Singapore.

*And it goes all around the room
while you dance, dance
And it runs all around the room
while you dance
In the obsessive rhythms the key
Of tribal rituals
Kingdoms of shamans
And rebel gypsy players*

In the Yes of life.

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BY **Entrepreneur** (US BASED MAGAZINE)



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Sushil Aggarwal
Chairman



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Q & A
WITH
Mandira Bedi

Donning multifarious roles of an Actress, Anchor, Entrepreneur and Fitness enthusiast with élan, Mandira Bedi is an out and out grounded person and has always come across as a breath of fresh air in her each and every pursuit – be it in the realm of entertainment or entrepreneurship – and has been continually ruling the hearts of her ardent fans. Her magnetic persona is an absolute delight and her strong personality and philanthropic inclination inspire one and all

BY RICHA SANG



The Ultimate Epitome of
omen
Empowerment

We have always admired you as a strong woman who has carved her own destiny and has achieved excellence in her every pursuit. Please tell our readers about the source of your immense strength.

(Smiles) Thank you for saying that. I think I get my strength from the upbringing that my parents gave me. They treated me as an equal always to my brother; they gave me every opportunity that they gave him and I think with that comes a certain confidence. Also I have been in this business of entertainment for many many years and I have also learnt that you know that the good times are also passing and the bad times are also passing and once you believe in that and know that, that this too shall pass, be it good or be it bad, it gives you strength.

Your debut in and as ‘Shanti’ was extremely popular and in sync with your real life persona of a strong woman. Please tell our readers about your favorite role and what exactly inspired you to enter the realm of acting?

So Shanti was my first role and I got into it without actually ever planning to become an actress. I was seen I suppose at the right place at the right time. I was a director’s assistant on an advertising set and they asked me to come and audition for Shanti that was the first role that I ever did and I really enjoyed it. I don’t think that I was that strong a woman before I became Shanti. But Shanti taught me a lot. Shanti gave me you know not just taught me everything about acting but it made me, as the years went by, become more and more confident about myself. And if I look back at my most favourite role, number one would be Shanti and number two would be more recently the role I played

for the Indian season of 24; I played a character called Nikita, which was literally like a dream role for me. So those were my two favourite roles.

Today, you are resting elegantly on the pinnacle of success. Do you reminisce any of the hardships or struggles which you might have faced in your journey to the top?

Aaaah (smiles) I don’t think I am resting on any pinnacle of success. Thank you for saying that to me though. I think hardships or struggles, I think everybody who has been in this business goes through them. And every project may be comes with it, a lot of work comes with stress, no work comes with stress, so there’s a lot of ups and down that you go through in your career and like I said earlier ‘this too shall pass’ has been my mantra through it. All the ups are also transient and passing, all the downs are also transient and passing and as long as you know that I think that’s what the best way to keep you going. Whatever this is, whatever you are going through – good or bad, obstacle or you know smooth sailing, it is temporary.

You have successfully donned multifarious roles of an actress, anchor, entrepreneur and fitness enthusiast. Which of these is most dear to you and why?

Actor, entrepreneur, fitness enthusiast, anchor – which one do I enjoy the most, (pause thinks) well, here’s the thing I can’t pick one only because I think that’s what gives my life so much variety. You know a week in my life could be a different thing every single day. One day I could be anchoring a corporate show, the other day I could be holding a gun and shooting some goons down – playing a role, the third day I could be sitting designing a collection. Fourth

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day, you know, I could be shooting a fitness video. So, I am just saying there’s so much variety in my life. I can’t say there’s anything that I hold extra dear to me but if you were to make me pick a single thing, I would say fitness is my most favourite thing because that’s what keeps me going for everything else that I do. Being in the gym or working out or running or exercising or being active is indeed my happy place.

Having achieved heights of glory and fame as a popular TV and film actress, a successful entrepreneur and an awe-inspiring fitness enthusiast, do you still have any desire or aspiration which is yet to be fulfilled?

Yes, (elated) there are so many different things that I get to do. I am very very happy that I have so many opportunities that come my way. But having said that, you know, I am not ungrateful but I’d like to also believe that my best is yet to come. In fact, there were my twenties and you know I bumbled my way through my twenties, there were my thirties where I had a lot of insecurities and I believe now in my forties – this is the best period in my life and I also believe that the best is yet to come! So I can’t say that I am happy with just this. Of course I am happy but am just saying that I’d like to do more, I’d like to learn more, I’d like to take up something new, I’ll like a new avenue to open up. I am always game to try something new. (Excited) I don’t know what it is because I have never planned for any of these things, they have just happened. So, my door is wide open to see whatever next is going to step in and come my way.

As the Founder of Mandira Bedi designs, please throw light on your innings as an Entrepreneur.

(Contemplates) Sarees happened to me, literally, you know, just by chance, actually. I mean I got associated with a saree with all the cricket I did and I used to wear saree on the cricket show after that all the reality shows that I hosted, corporate events that I hosted. People asked for me to be dressed in a saree. So I somehow became associated with the saree and one Diwali I decided I am gonna design some sarees for

“I THINK SELF BELIEF & SELF LOVE ARE THE TWO MOST IMPORTANT THINGS FOR ANY AND EVERY WOMAN. IF YOU HAVE THESE TWO INGREDIENTS THEN HONESTLY, THERE IS NOTHING THAT YOU CAN’T ACHIEVE, NOTHING AT ALL!”



myself and wear them. And when people appreciated me and asked me 'who' (accentuates) am I wearing, I was like, I am wearing meeee (laughs). That kind of gave my husband an idea and he said "we can start a label, we can start a brand, you stand for sarees and that's a good idea". So it started about four years ago and umm.... (with enthusiasm) I don't have time to make it you know as big a brand as I'd like it to be because I always thought of entrepreneurship and my saree business as you know the next thing I would do you know after the acting and the entertainment work stops. But by God's grace (excited) Plan A is still pretty rocking and I'm still having really wonderful work that's coming my way in entertainment so I am still giving probably 80% of my time, probably 70-80% of my time to entertainment and may be only 30% of my time to sarees and to the business. But having said that I have a store and I retail out of a couple of websites as well as a couple of stores all over the country.

You are a trend setter in the realm of fitness and have taken fitness to a different level. What makes you a fitness enthusiast? Please share some fitness tips with our readers.

Naah (amazed) I don't think that I am a trend setter as far as fitness is concerned, I have just given a lot of my energy and time to fitness. (Excited) I enjoy being active, I enjoy going for a run, I enjoy swimming, I enjoy working out at the gym, I enjoy being active and that's what it is. I give myself, I think it is very important to give yourself that much time, (pauses) at least 5/6 days a week. I mean, If I could help it, I would work out every day – 7 days a week. But one day I think your body needs rest. If I am to give anybody any tips I would just say, a good way to start getting into fitness even if you don't want to go to the gym is start by walking. Because the beauty about walking is the moment you start tying your shoelaces and you take that first step, your exercise has begun, your exercise regime has begun. So start with something like that. Also, when it comes to weight loss, if you have a lot of weight to lose, don't think about the bigger picture, don't think about that ultimate goal of losing 10 or 15 or 12

or 13 kilos. Think about it literally, one kilo at a time. Say I am going to lose one kilo. Once you lose that one kilo say to yourself I am going to lose one more kilo. Give yourself small goals. So these are the two bits of advise that I would like to give to people who are on a mission or want to you know get fit, lose weight, be strong. Start you know give yourself small goals and the results will give you the impetus to do better, to do more.

Is there any social cause which is close to your heart with which you are associated or wish to be associated in future?

Well, (assertively) there are plenty of social causes that are close to my heart. I mean there's Magic Bus, which is a wonderful Foundation that I do a lot of work with. I host a lot of events with them. There is an old age home with which I have been associated with for the last many many years called St. Anthony's Home for the Aged. You know a lot of people do a lot of things with children, but sometimes people who are old get neglected, get forgotten. People don't want to give any attention, or funds or help to the aged because they think it's not an investment but those are the two causes that I am associated with. And I like to go to St. Anthony's Home and we spend my son's every single birthday lunch at St. Anthony's Home for the Aged where we have lunch with them and we cut a couple of cakes and we have you know a nice time with these lovely old people who really bless my son and who we feel very wonderful and happy to meet.

Behind every successful person there is a strong support system. Please tell us how your support system has added to your success.

Absolutely, (assertively) the support system, nothing can ever happen without a support system. My husband is super supportive. In fact, we have a thing going between us that whenever I am travelling he is in Bombay and whenever he is travelling, I am in Bombay. So we support each other as far as our son is concerned and we don't like our son to be without a parent at any given point of time. (Elatedly) He has always supported me in all the



work that I have done, be it the saree business or be it entertainment, he has always been there, and has always been the wind beneath my wings and you know something, you know it is not a bad thing to ask people for love and support and when you have people who love you and who want to support you, I think you are blessed in any which way.

Being always on the go, how do you maintain work-life balance?

Well, (thinks) being in entertainment, it's kind of difficult because sometimes Sundays don't belong to you and sometimes couple of the days of the week I am out. But having said that, it's also good that it's not like a 9 to 5 job; it's not like Monday through Friday every single day of the week I am working and I am coming home late in the evening. The days I am in town, I am a full on mom, a hand's on mom; I do every pick up and drop for my son. But on the days that I am travelling, that time doesn't belong to me, I have a great support system at home and I manage. You know, for every working woman, you have to juggle things, you have to juggle things about, you have to find a formula for yourself that works

for you for that particular week. And sometimes that formula that works for you this week, won't work for you next week. So the juggle that you do is a struggle for every working mother and everyone who is trying to have a career and also be a family person – a mother and a wife. So you know, for all those women out there, who find it a struggle, find that juggle a struggle, I do too, but you got to find that formula and find it on a weekly basis because that's what we got to do.

What are the ways in which you spend your leisure time? Also tell us about the activities which you undertake to rejuvenate yourself.

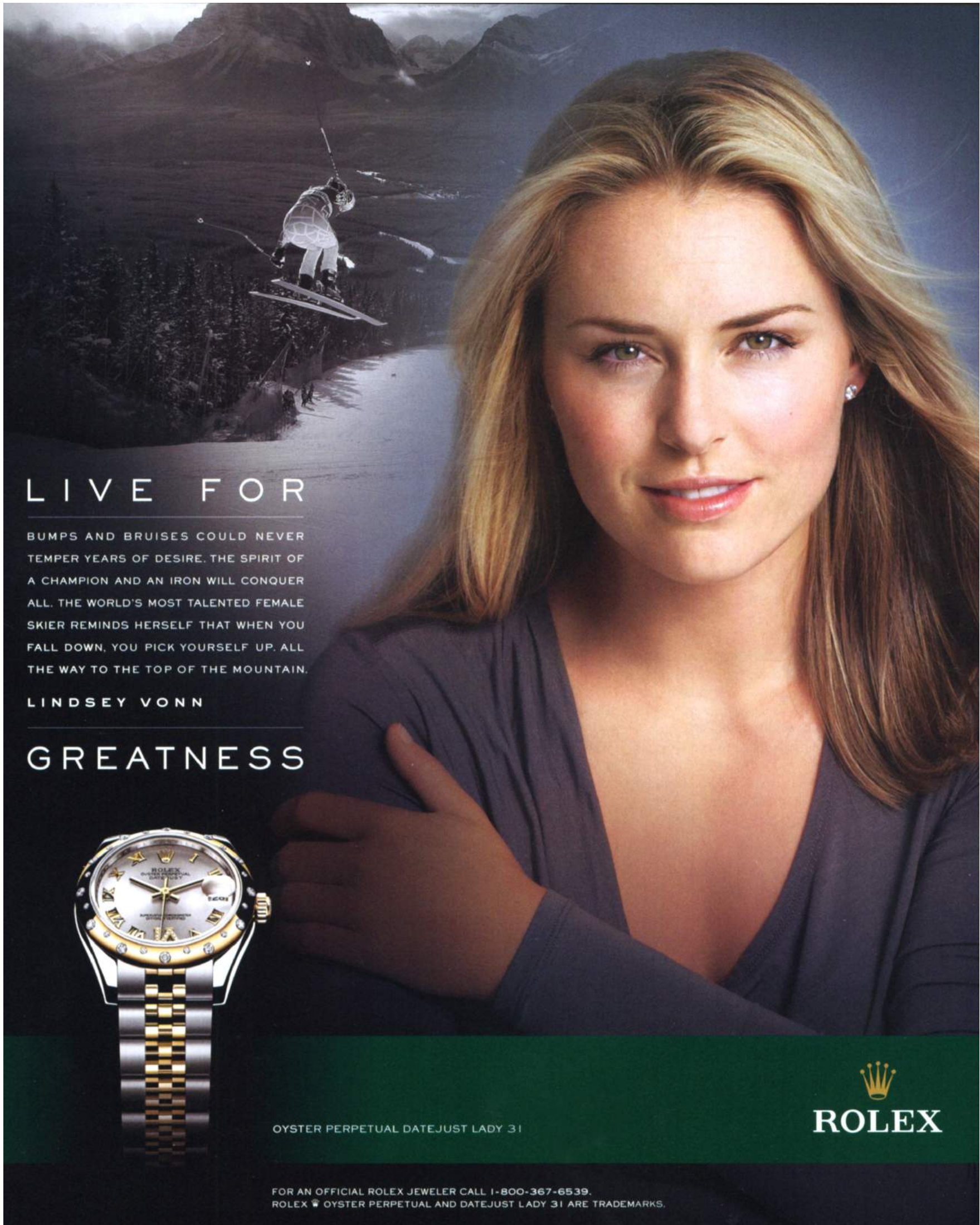
(Elatedly) I spend my leisure time actually with my son. I spend my leisure time going for a run. I spend my leisure time reading. I am very very fond of music. Even if I travel for one day anywhere outside – I have music playing it all time. If I really just want to unwind I spend my leisure time watching, binge watching (smiles) a nice show on any of these platforms.

Your solo trips have been quite popular. What do you enjoy the most – solo travel or family holiday? Which is your favorite destination and why?

My solo trips, well my solo trips (laughs), I do get to go for a quiet a few of them because by God's grace I get wonderful work in amazing and beautiful destinations all over the world like Prague and like Italy, like Singapore, like Australia; I have travelled all over the world because of work and when I travel on work I just stay on for a couple of days or go a couple of days early so I get to see a new country and I get to do a fair amount of travel that way. Having said that, which do I enjoy more, solo travel or travel with the family, I mean they both are completely different. Solo travel gives you the feeling of, you know, complete independence. You can exactly what you want when you want. Travelling with the family is always lovely because I love to take my son to see new experiences. So I mean I enjoy both of them. I tend to do more solo travel because the solo travel is associated with work. But having said that; I do two family holidays a year.

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