



# URS asia one™

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THE ONLY PAN ASIA BUSINESS & NEWS MAGAZINE

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# GLOBAL INDIAN *of* The YEAR 2018



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POWER STRUGGLE FOR 2019

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If you want something you never had, you have to do something you have never done. Though these words were uttered by Thomas Jefferson in about 1800 A.D. – at a time quite different than ours – they are timeless and canonical.

True to our inherent ethos, AsiaOne Magazine and URS Media have been exploring and expanding into fresher expanses and experiences with each international forum organized by us, and every triumph has propelled us to move ahead and far with absolute conviction that the networking Platform of Excellence created carefully by us would before long transform into a pivot of economic, social and investment decisions at national & international levels.

The spirited synthesis of several sectors of the Indian economy, which has been successfully secured by AsiaOne Magazine and URS Media, at a remarkable frequency and international scale, is unprecedented!

With a steady enhancement of our reach, a greater number of countries, business houses and government departments have been eagerly associating with us.

Let the ball of time roll as precise outcomes of efforts being made by Asian Business & Social Forum become evident, and all of us would reap the rewards together. We have already begun on that front with another successful Forum in Mumbai.

In the presence of Mrs. Maneka Gandhi, Chairperson, People for Animals; Mr. Vineet Jain, Managing Director of Bennett, Coleman & Co. Ltd., Karisma Kapoor from Bollywood, and with the participation of several countries, more than 400 business leaders chose to grace our 3rd Edition of India's Greatest Brands & Leaders 2017-18.

For this year's Global Indian of the Year, the following have graced our Cover Page: Nita Ambani, Adi Godrej, Vineet Jain, Dr. Niranjana Hiranandani, Jadavji

Lalji Anchorwala, Dr. Adnan Chilwan, Dr. Anoop Kumar Mittal, Karan Bhagat, Bijay Agarwal, Major Manjit Rajain, S P Singh, Kamal Poddar, K Srinivas Reddy and Ameet Mehta.

Helping us on A Candid Voyage of Profound Insights, His Excellency Mr. Mansour Saad Al-Olaimi, Consul General of State of Kuwait; His Excellency Mr. Gul Kripalani, Consul General of Iceland; His Excellency Mr. Madhusudan Agrawal, Honorary Consul of Republic of Uganda; His Excellency Mr. Alejandro Zothner Meyer, Consul General of Argentine Republic; Her Excellency Ms. Ulrika Sundberg, Consul General of Kingdom of Sweden; and His Excellency Mr. Petko Doykov, Ambassador of Republic of Bulgaria have consolidated our Cynosure.

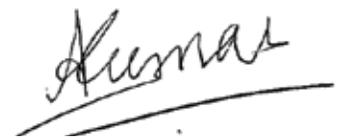
You must read the success stories of the India's Greatest Brands in our Special Feature.

India & Singapore have decided on Joining Hands to Make Singapore Great, and AsiaOne has analyzed the Saga of Singapore's Richest taking a special account of the contribution of Indians and women in the country.

Our interviews with Bidita Bag and Ananya Birla have dwelled over various issues and their stories of struggles and triumphs. Don't miss the chance to read their views.

A Readers' Page is being introduced in our subsequent issues. We want to keep it an open arena, where we expect our readers to pour their hearts out on any topic of regional, national, international or personal importance (social, economic, political or emotional). You may send your articles to me for the Reader's Page and

then some constructive feedback on our endeavours and the stories. I'm available at [anam@asiaone.co.in](mailto:anam@asiaone.co.in) for all that you feel is valuable and want to share.



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### A CANDID VOYAGE OF PROFOUND INSIGHTS

To create an exciting experience for the readers of AsiaOne magazine, Consul General of State of Kuwait, Consul General of Iceland, Consul General of Republic of Uganda, Consul General of Argentine Republic, Consul General of Kingdom of Sweden and Ambassador of Republic of Bulgaria have shared their own diverse perspectives to their respective vision, culture, tourism and more

## GENERAL ELECTIONS

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Though it is too early to conclude which party will win the 2019 general elections, here's an attempt at the analysis



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**A SEA OF MYRIAD STREAMS**  
A singer, a songwriter and an entrepreneur! There are multiple ways to define Ananya Birla, who is efficiently donning innumerable hats and achieving heightened dimensions of glory, with each one of her passionate endeavours in varied spheres – Music, Mental Health & Microfinance! Read on to know more about the dynamo as she shares her views with Richa Sang



## FACE-TO-FACE

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**BIDITA BAG: BOLLYWOOD CALLING**  
Making it big in Bollywood owing to her sheer dedication and passion to prove her mettle, Bidita Bagh is scripting stories of success with her spellbinding acting prowess and has created a unique niche for herself in the realm of cinema. Here's a presentation of some excerpts of her interview with Anam Kumar



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The current volatility in global economy calls for tangible actions on milestones achieved between the two countries in last few years. It is time for the insightful leadership discussions to be converted into economic gains for all.

Second edition of The Economic Times India UAE Strategic Conclave will not just deliberate on pressing bilateral business issues, but also be the voice for a new set of industries which have come up as a result of the diversification drive in UAE and consolidation and expansion vision of a resurgent India.

**Who Will Attend**

- Ministries and Government Departments
- Investment Promotion Agencies
- Chambers of Commerce and Industry & Business Councils
- Industrial and Economic Zones
- Banking and Financial Institutions
- SWF, Pension and Investment Funds, Family offices
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## INDIA WINS ASIA CUP CRICKET TOURNAMENT 2018 DEFEATING BANGLADESH FOR THE 3<sup>RD</sup> TIME

HISTORY OF ASIA CUP FINALS		
YEAR	RESULT	MOM
1984	Round-Robin tournament	Won by India
1986	Sri Lanka beat Pakistan by 5 wickets	Javed Miandad 67
1988	India beat Sri Lanka by 6 wickets	NS Sidhu 76
1990	India beat Sri Lanka by 7 wickets	M Azaruddin 54*
1995	India beat Sri Lanka by 5 wickets	M Azaruddin 90*
1997	Sri Lanka beat India by 8 wickets	M Atapattu 84*
2000	Pakistan beat Sri Lanka by 39 runs	Moin Khan 56*
2004	Sri Lanka beat India by 25 runs	M Atapattu 65
2008	Sri Lanka beat India by 100 runs	Ajantha Mendis 6-13
2010	India beat Sri Lanka by 81 runs	Dinesh Karthik 66
2012	Pakistan beat Bangladesh by 2 runs	Shahid Afridi 32 & 1-28
2014	Sri Lanka beat Pakistan by 5 wickets	L Thirimanne 101
2016	India beat Bangladesh by 8 wickets	Shikhar Dhawan 60
2018	India beat Bangladesh by 3 wickets	Liton Das 121

In a successful, thrilling run chase, India beat Bangladesh by three wickets, and bagged the Asia Cup 2018, in the final of an extraordinary tournament. The Indian cricket team successfully secured their Asia Cup trophy by defeating worn-out Bangladesh cricket team in the tournament finals.

India, after winning the toss, elected fielding. Bangladesh openers played some outstanding strokes and gave a good start for their team.

Liton Das, who scored his maiden 121 runs off 117 balls before being stumped by Dhoni, made a valuable contribution in runs, including 12 fours and 2 sixes, partnering with Mehidy Hasan Miraz.

Despite the good start by Das and Miraz, the Bangladesh team's middle order tumbled

and lost their crucial three wickets in just 31 runs. Owing to the batting collapse, Bangladesh lost 10 wickets for 102 runs, and their innings lasted 48.3 overs.

Kuldeep Jadhav was very effective in his spell of 45 runs in 9 overs, and gave a lurch to the Bangladeshi team by nabbing three wickets.

After a great start from Indian openers, India managed to restrain Bangladesh to just 222. In all, Bangladesh team put up a great show and won the hearts of true cricket lovers all over the world.

In the run chasing of 223, Rohit Sharma's magnificent 48, together with some outstanding knocks from MS Dhoni, Dinesh Karthik, Ravindra Jadeja and Bhuvneshwar Kumar made India win off in a nail-biting last-ball happenstance.

## ELEPHANT BIRD WEIGHING ALMOST A TONNE NAMED WORLD'S LARGEST

The flightless elephant birds of Madagascar, Vorombe titan, have not been a lucky species. Relentless human interference resulted in the extinction of the species in the 17th century.



Weighing 1,000 pounds and standing nearly 10 feet tall, the bird's designation as the largest bird to roam the earth was challenged by the discovery of Dromornis stirtoni, an unrelated Australian giant that vanished over 20,000 years ago. After heavy debate and some recent revelations, however, the vegetarian elephant bird's title as the largest has been restored. The bird had four species across three genera – Mullerornis, Vorombe, and Aepyornis. While their geographical proximity is closer to the ostrich, their closest known relative is actually the kiwi.

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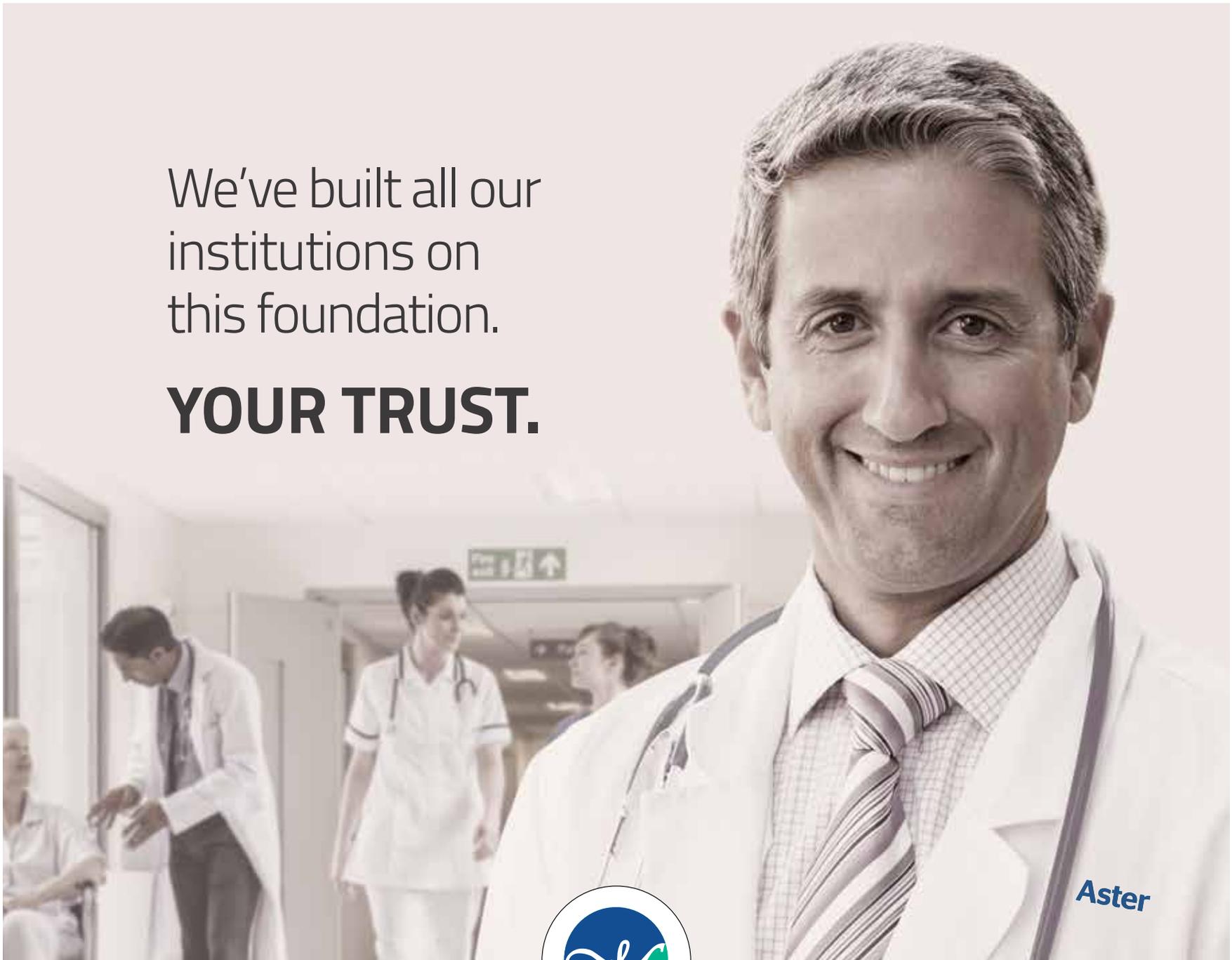
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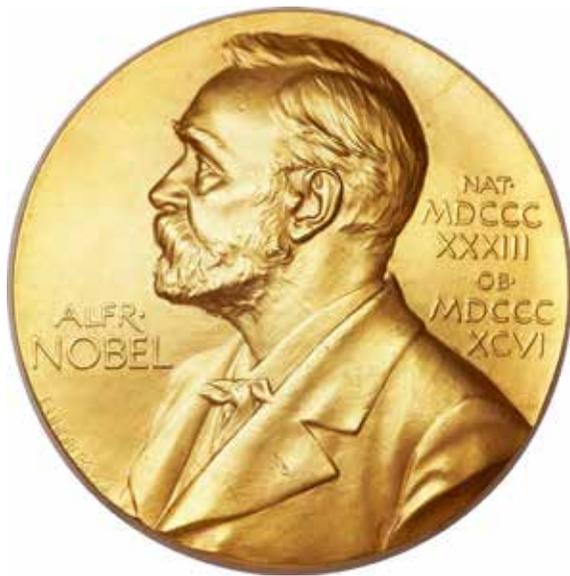


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## NOBEL PRIZE 2018 AWARDED BY SWEDISH & NORWEGIAN INSTITUTIONS



In 2018, 12 new laureates have been awarded Nobel Prize for accomplishments that have done the greatest good to mankind. The award, Nobel Peace Prize, is administered by the Norwegian Nobel Committee and is given by a committee of five people, which is elected by the Parliament of Norway. The Nobel Peace Prize award includes a medal, a diploma, and finances/funds. The Royal Swedish Academy of Sciences awards the Nobel Prize in Physics, the Nobel Prize in Chemistry, and the Sveriges Riksbank Prize in Economic Sciences in Memory of Alfred Nobel; the Nobel Assembly at the Karolinska Institute bestows the Nobel Prize in Physiology or Medicine;

and the Swedish Academy grants the Nobel Prize in Literature. The Nobel Prize in Physics 2018 was awarded for path-breaking inventions in the area of laser physics jointly to Arthur Ashkin for the optical tweezers and their application to biological systems and to Gérard Mourou and Donna Strickland for their process of generating high-intensity, ultra-short optical pulses.

The Nobel Prize in Physiology or Medicine 2018 has been bestowed to James P. Allison and Tasuku Honjo for their outstanding efforts in discovery of cancer therapy by inhibition of negative immune regulation. Their works are considered an important milestone in the treatment of cancer.

## KHALIFASAT SATELLITE SUCCESSFULLY LAUNCHED BY UAE

The UAE successfully launched its indigenously built satellite KhalifaSat on 29th Oct 2018 at around 8:00 AM UAE time from Japan's Tanegashima Space Centre. It was the UAE's first and the most sophisticated and advanced satellite that was designed, tested and manufactured completely by 70 male & female Emirati engineers. The satellite, which was built by Space Technology Laboratories, Mohammed bin Rishad Space Centre in Dubai, also bears the name of President, His Highness Shaikh Khalifa Bin Zayed Al Nahyan. It was successfully placed in the orbit onboard the H2A rocket from Space Centre. The satellite is equipped to transfer images at a very high speed and will also observe environmental changes locally

and internationally. KhalifaSat works as a specialized camera in space which is powered by the sun. This is meant for providing high-resolution images. Mohammed bin Rishad Space Centre get five patents and developed seven space innovations that is meant for enhanced digital camera, fast image download and high-speed communication capabilities. It also has an automatic satellite control system, a satellite positioning technique allowing it to capture multiple 3D images and an advanced target positioning for capturing high-quality images. For the satellite, an orbit calibration was done to fix or fine tune certain parameters of the sensors. It will also be used to provide detailed imagery of the ice caps at the North and South Poles.





## SCRAWNY DWARF PLANET NICKNAMED GOBLIN DISCOVERED

A scrawny dwarf planet nicknamed the Goblin has been discovered well beyond Pluto. This 300 kilometer wide, round frozen world was first spotted by a team of astronomers in Hawaii using the Subaru Telescope in the October of 2015, thus justifying its Halloween-themed name. But it wasn't publicly unveiled by the International Astronomical Union's Minor Planet Center after verifying the discovery following further observations with ground telescopes. The Goblin is officially known as 2015 TG387. It is the third dwarf planet to be recently discovered orbiting the sun on the desolate fringes of our solar system. The Goblin was spotted by a team of astronomers - Scott

Sheppard of the Carnegie Institution for Science, Northern Arizona University's Chad Trujillo, and David Tholen from the University of Hawaii - when it was fairly close to the sun, nearly 80 AU. The other two discoveries are the dwarf planets Sedna, an icy world 1000 kilometers across discovered in 2003, and 2012 VP 113. These discoveries were made by some of the same people on the team of Sheppard of the Carnegie Institution. In a statement made at the University of Hawaii, David Tholen commented that they could only observe 2015 TG387 when it was near its closest approach to the sun. The team stumbled upon the Goblin in their pursuit of the hypothetical Planet X.

## KUAIZHOU 1A LAUNCH BY CHINA

September 29th saw China launching its CentiSpace-1-S1 small satellite on a Kuaizhou-1A rocket from the Jiuquan Satellite Launch Centre in Northwest China, making this China's 26th orbital venture of the year. It is an experimental satellite for the low-orbit navigation enhancement system developed by the Beijing Future Navigation Technology Co. Ltd. The launch of the CentiSpace-1-S1 marks the second commercial launch by the Kuaizhou-1A. Another launch is anticipated at the end of the

year, and six more have been scheduled - including one for a foreign client. This enthusiasm resulted in plans to launch four Kuaizhou-1A within a week during 2018, partially to make "world record for launch frequency." Expace Technology Co. Ltd, a subsidiary of China Aerospace Science & Industry Corp, specializing in R&D, manufacturing, and marketing of the Kuaizhou series launch vehicles, were given the contract for this mission on May 2018. The launch vehicle is based on the DF-21 missile.

## SINGAPORE COMPANIES ARE ON A GLOBAL ACQUISITION SPREE



Singapore companies have awoken to a hunger that's been acquiring companies globally, from real estate to engineering. Comparing to the figure of last year's US\$41.9 billion, the overseas deals this past September are almost double at US\$91 billion. The increase in deals was 7.8% to about 468 deals this year. This far outweighed the number of global mergers and acquisitions that only grew by 2%. China remains a prime target for Singapore companies like Temasek, GIC, Singapore Technologies Engineering Ltd., CapitalLand Ltd., etc. as they have invested heavily in various Chinese companies. The number of these transactions increased more than five times its previous value from US\$3.8 billion to US\$19.5 billion.

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## WORLD TOURISM DAY CELEBRATED WITH A FOCUS ON INNOVATION

The World Tourism Organization (UNWTO), the prominent international organization in the field of tourism, is the UN agency accountable for the promotion of responsible and viable tourism, and considers

tourism as a dynamic force to foster economic development, inclusive growth and environmental sustainability and offers headship and direction to the sector in promoting knowledge and tourism policies world over.

In the 38 previous editions of World Tourism Day, the focus had been made on Peace and Dialogue, Energy, Accessibility, World Heritage, Water and Tourism and Sustainable Tourism.

To take full advantage of the tourism in maximizing socioeconomic impact, UNWTO promotes tourism to attain the Sustainable Development Goals, aimed at alleviating poverty and promoting inclusive and sustainable development worldwide.

World Tourism Day, launched by the UNWTO, celebrated on 27th September around the world, is a distinctive occasion to raise wakefulness on tourism's real and potential contribution to sustainable development.

World Tourism Day 2018 will highlight the prospects provided to tourism, by technological and digital advances and

innovations including big data, artificial intelligence and digital platforms, for tourism development.

According to the UNWTO website, the programs will commence in the Hilton Budapest Castle, with a number of UNWTO members participating namely, UNWTO Secretary-General Zurab Pololikashvili and Zoltán Guller, the government commissioner and CEO, Hungarian Tourism Agency.

The events will take account of tourism-related meetings and discussions, keynote speeches and messages by eminent tourism personalities, tourism-related events and developments, and will come to an end by an invitation-only dinner on the Európa Boat. The event marks the important role played by technology in the hospitality and tourism industry.

## NEW CHIEF JUSTICE OF INDIA

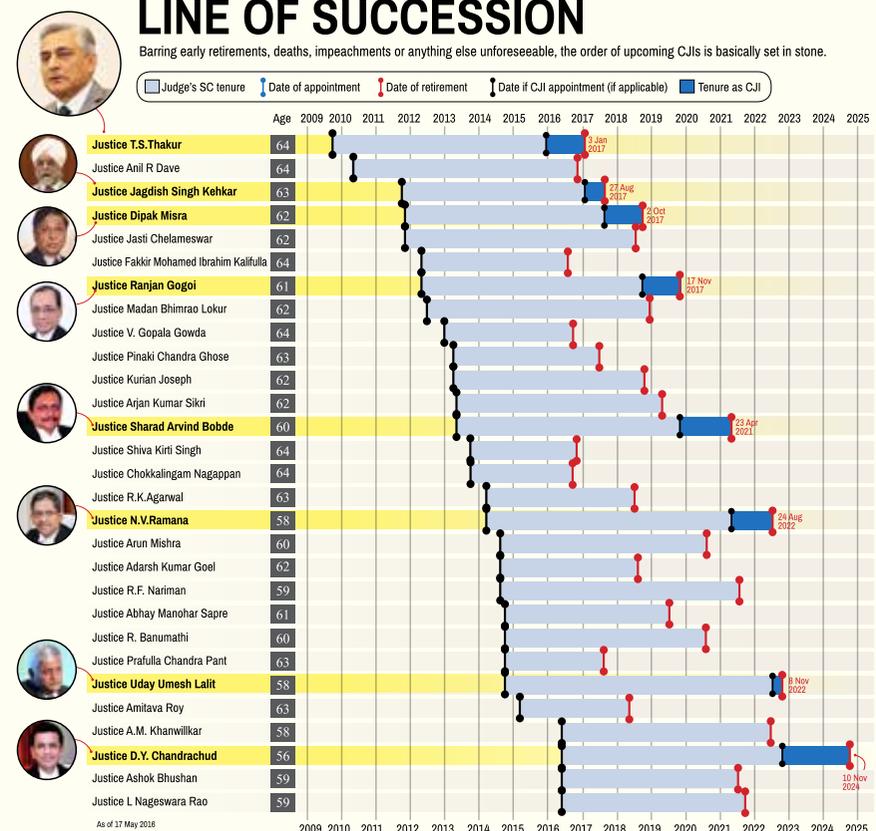
Justice Ranjan Gogoi has taken over as the new CJI on October 3, 2018, after succeeding former CJI Dipak Misra, who retired at the mandatory retirement age of 65. Chief Justice of India Dipak Misra recommended Justice Ranjan Gogoi's name for the post to the government, who took oath in the presence of President Ram Nath Kovind at the Rashtrapati Bhawan. Ranjan Gogoi became 46th Chief Justice of India. His tenure is slated to complete on November 17, 2019, a day before turning 65 years of age. He belongs to Assam and is the son of former Assam CM Keshab Chandra Gogoi. He started practicing as an advocate in 1978 and was appointed as a permanent

judge of Gauhati High Court in Feb 2001, where he practiced on constitutional, taxation and company matters. He had sworn at the Supreme Court as a judge on April 2012. He is credited with being the first person from the North-Eastern states to become the Chief Justice of India. He was also one of the four senior most Supreme Court judges who raised the issue of selective assignment of sensitive cases by recent CJIs to certain judges.

Various important cases were handled by the bench led by Justice Gogoi such as the appeals filed by the Rajiv Gandhi assassination case convicts. He also played an important role in upgrading the Supreme Court creche within the court complex.

## LINE OF SUCCESSION

Barring early retirements, deaths, impeachments or anything else unforeseeable, the order of upcoming CJIs is basically set in stone.



**CYNOSURE** //

# A CANDID VOYAGE OF

*Delve deep for precious moments of self-awareness, and comprehend the within to apprehend the without. It not only helps in putting things in the right perspective, but also in creating a sphere of unbounded knowledge. To create an exciting experience for the readers of AsiaOne magazine,*



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# PROFOUND INSIGHTS

*Consul General of State of Kuwait, Consul General of Iceland, Consul General of Republic of Uganda, Consul General of Argentine Republic, Consul General of Kingdom of Sweden and Ambassador of Republic of Bulgaria have shared their own diverse perspectives to their respective vision, culture, tourism and more*





**KUWAIT**

**UTTERLY  
FASCINATING,  
PEACEFUL &  
SAFE**



*Famous for Kuwait Towers and the Grand Mosque, people in Kuwait own fanciest clothes, some of the most expensive cars in the world, and love to travel to Europe, while holding close to their heart their own traditions of the desert. It's a truly captivating country where the traditional meets modern, and creates an incredibly charming and engaging culture*

**By His Excellency Mr. Mansour Saad Al-Olaimi, Consul General of State of Kuwait in India**

**T**he futuristic vision for the State of Kuwait speaks about the measures being undertaken by the State to develop all sectors, including the tourism sector. In view of its importance, the State has made provision for more jobs to promote and cater to this sector, which will in return contribute to increase in GDP by 2% to 4%, and will attract Foreign Investments, in line with the promising development plan, namely (Kuwait 2035). For example, one of these promising projects is the Islands development project. This huge project is estimated to cost more than 450 Billion Dollars. As well as tourism sector is one of the bases which contribute on making Kuwait a Financial & Commercial hub.

**TOURISM OPPORTUNITIES**

Kuwait established The Kuwait Hotels Company in 1962 a year after getting its independence, and joined the World Tourism Organization a year after. It initiated building infrastructures

required to set up a number of economic projects in that period, which are still going on, and in addition to other projects which are established subsequently. Some examples are as follows: Kuwait Towers – Cinema Halls – Theaters – Public gardens – Green Island – Commercial Complexes – Al Mubarakiya Market – Amusement City – Pool Complex and Ski lounge – Museums – Scientific Centre along an Aquarium with a wide variety of fish, and a museum of ancient ships – Liberation Tower which is considered the second-largest tower in the world with a height of 372 meter.

There are some ancient monuments around Kuwait, such as Old Gates of Kuwait City, whose walls have been demolished and gates kept as witness of events which occurred in the State of Kuwait. Red Palace in Jahra city, and Seif Palace in addition to Failaka Island which were formally called (Icarus) and which have some archeological sites. As the State of Kuwait is interested in environmental

tourism, it has established Shaikh Sabah Al Ahmed Natural Reserve (reservoir) and Shaikh Jaber Al Ahmed Marine Reservoir.

**MY EFFORTS TOWARDS CORDIAL RELATIONS**

India and Kuwait traditionally enjoy friendly relations, rooted in history and have stood the test of time for about hundred years. India has been a natural trading partner of Kuwait, and Kuwaiti Commercial ships have been frequenting India, especially to Mumbai city and other states for trade. Until 1961, Indian Rupee was the legal tender in Kuwait. We take this opportunity to specify some of the steps taken by the Consulate in this regard:

Speeding up the process of approval documents of the Indian companies regarding Export & Import from and to Kuwait.

Holding regular meetings with Senior Officials in Mumbai city to see their points of view regarding



**“INDIA AND KUWAIT ENJOY FRIENDLY RELATIONS ROOTED IN HISTORY, AND HAVE STOOD THE TEST OF TIME”**

matters related to both the countries (Chief Minister of Maharashtra, Police Commissioner and Customs Commissioner and Indian Chamber of Commerce).

Participating in a number of seminars & meetings related to economy, so that we can be aware of the new investment opportunities and can take part in it. The consulate also attends a number of other formal & informal functions.

It arranges and facilitates trade delegations and assignments from both the countries using measures to get the required visas and other required diplomatic formalities.

It facilitates measures of Work agreements for Indian workers who are interested to travel to Kuwait.

The mission carries out this particular work at present to further develop and strengthen relations between both the countries.

**STRENGTHENING STRATEGIC PARTNERSHIP**

Indo-Kuwait relation is considered as one of the best and has a historical significance to it, because Kuwait had significant relations with India during different political eras of India. For example, volume of trade exchange between the countries reached to (15000) million dollars in 2017, and trade balance continues to flourish.

**POTENTIAL IN INDIA**

To speak about India’s prospects, we

can say that these prospects speak on their own, and are quite clear to all that India has a highly trained level of manpower. India has a distinguished geographical site, and is a mega global market; hence, we find that a number of global companies are choosing India as their headquarters like Amazon Company, etc.

In addition, we find a number of countries and a Consortium of companies that are keen to reach to an understanding by sorting out economic problems in India. In brief, we can say many great prospects are available at present in India.

India is among the Asian countries which play a pioneering role in the region, and especially in the Asian continent. As India has developed economically, technically and commercially, the trade balance for India has been considered to be very high in comparison with its population.

Due to these facts, the future of Indian growth looks promising and flourishing for the decade.



## **ICELAND** **LAND OF LOVE &** **IRRESISTIBLE CHARM**

*A country of happy literate people, Iceland publishes more books per capita than any other country in the world. People gift each other books on Christmas eve and read them the entire night. Hot springs, live volcanoes, zero mosquitoes, beautiful horses, typical icelandic cuisine and complete lack of violent crimes define this country. And, not the least, Iceland is the most web-savvy country of the world*

**By His Excellency Mr. Gul Kripalani, Consul General of Iceland in India**

**W**e focus the work on key areas; promoting tourism to Iceland has been very successful. There has been a 50% yearly increase in the number of tourists traveling to Iceland. The Indian film industry has also showed much interest. Iceland receives about two productions a year. As a matter of fact, Indian part is not as big as that of Hollywood, but it is picking up really fast.

The biggest success is “Gerua” the feature song of the Bollywood movie

“Dilwale” starring Shahrukh Khan & Kajol which received some 200 million views on YouTube.

### **OFFERING AMPLE BUSINESS OPPORTUNITIES**

India is not a classic market for Iceland. Iceland is primarily a food-exporting country. It exports fish and lamb. Two of the largest companies of Iceland – Marel & Ossur are both located and have presence in India. Marel is a high-tech company that produces food processing equipment and Ossur

is a medical equipment company that produces prosthetics – all the support equipment. Ossur’s upper extremity supports are designed to improve patient outcomes for a wide range of indications – functional and cost-effective foot and ankle supports for rehabilitation of most sprains, fractures and traumatic injuries. India has turned to be more high-tech connection for Iceland rather than traditional export market. Other focus is to include business opportunities in targeted high-tech areas such as renewable



energy, in particular geothermal energy & hydropower, biotechnology & information technology, and environmental technologies. Iceland's startup industry is also fast growing and provides an attractive market especially in cutting-edge sectors like digital technology and biotechnology.

#### **TOURISM OPPORTUNITIES**

Uniqueness of Iceland lies in its unspolited nature and the fact that it has a small population of 3.50.000 people. Iceland is full of exciting activities and breathtaking landscapes. You can witness geysers, waterfalls, glaciers, volcanoes, valleys and endless stretches of black sandy beaches. For activities, you can go hiking, biking, snowmobiling, kayaking or just soak up the warmth of a natural hot spring. The options are endless. Some experiences can only be enjoyed in the summer time others only in wintertime and some all year long. Seeing the

Northern lights is on the bucket list of many people and Iceland is an excellent location to witness that and is surely a unique experience.

Iceland today receives two million tourists in a year, but Indian share is far too low compared to the size of India as a country. Over the past four years there is a 50% yearly increase in Indian tourist arrival. Even though the pace has been increasing, we have sensed many of them avoided a visit to Iceland, because there were no direct flights between India and Iceland. Recently, WOW Air, an Iceland-based carrier launched its flights to India starting a week from 07 December 2018, and is going to transform many Indians to visit Iceland. With this new flight, Iceland will become a big hub of trans-Atlantic flights. There will be an attractive proposition for many people flying to North America, considering Indian diaspora is huge both in Canada and the U.S. and there

**“UNIQUENESS OF ICELAND LIES IN ITS UNSPOLIT NATURE AND THE FACT THAT IT HAS A POPULATION OF 3.5 LAKH PEOPLE”**

is the possibility of Indian tourists or family to stopover in Iceland.

#### **STRENGTHENING STRATEGIC PARTNERSHIP**

As Honorary Consul Generals representing countries, in this case, me representing Iceland, it is our duty to bring the two countries, i.e. our own country and the country we represent, closer to each other.

With visits of our senior leaders from Iceland, e.g. President Ólafur Grimsson to India and constant efforts by our Ambassadors based in New Delhi, the two countries have had very cordial political relationships.

Trade and Business relations between Iceland and India have improved and of course, tourism has gone up over 50% from all over India, and from our region of Mumbai, it has reached an incredible increase of over 100%. This tourism trade is increasing even more and thus understanding between Indians and Icelanders is also becoming more friendly.

#### **ICELAND & INDIA**

Iceland and India, despite the distance and contrast in population size have built a strong friendly relation based on shared democratic values and mutual interest. The opening of the Icelandic Embassy in February 2006 in New Delhi and of the Indian Embassy in Reykjavík in August 2008 have further strengthened diplomatic and business ties between the two countries.

India is one of Iceland's priority countries when it comes to foreign economic relations. The Governments of Iceland and India have taken measures to facilitate stronger business relations, including through the conclusion of bilateral agreements on the Promotion and Protection of Investments and on the Avoidance of Double Taxation, as well as an Air Service Agreement and MoUs in such areas as renewable energy and sustainable fisheries. Furthermore, a broad-based Free Trade Agreement is being negotiated between India and the European Free Trade Association (EFTA) of which Iceland is a member. The trade agreement, when concluded, will serve as a catalyst for increased bilateral trade and investment between Iceland and India.

**UGANDA****INCREDIBLE COUNTRY OF BEAUTY & DIVERSITY**

*A country of stunning natural beauty, with wild animals, over 1,000 species of birds, waterfalls, crater lakes, green rolling hills, banana boats, handcrafted unique goodies, tropical fruits; Uganda is also known as the most ethnically diverse country in the world. It not only offers to the world the purest honey, natural skin care products, and the most natural peanut butter, it also offers a blend of traditional culture and modernity*

**By His Excellency Mr. Madhusudan Agrawal,  
Honorary Consul of Republic of Uganda in India**

**U**ganda's National Vision is "A transformed Ugandan society from a peasant to a modern and prosperous country within 30 years". This involves changing from a predominantly low income to a competitive upper middle income country within 30 years. It is envisaged that the country will reach a per capita of USD 9,500 by 2040. The theme of the Vision is, "Accelerating Uganda's Socioeconomic Transformation".

**THE VISION 2040**

The Vision attributes, which are consistent with the principles of the constitution, are: (a) Independence and sovereignty; (b) Democracy and the rule of law; (c) Stability and peace; (d) Knowledgeable and skilled; (e) Able to exploit and use its resources gainfully and sustainably; (f) In a strong federated East Africa with an effective African Common Market and a strong African Defence Mechanism.

To realize this Vision, Uganda will need to increase its GDP 30 folds in the next 30 years to attain the level

of development observed in Upper Middle Income (UMI) countries. An analysis of these countries' development paths and assessment of Uganda's potential confirms that it is possible for the country to attain an upper middle income status within the next 30 years.

The Vision is conceptualized around harnessing the opportunities, improving competitiveness and strengthening the fundamentals for transformation.

The opportunities include: Agriculture, oil and gas, tourism, minerals, knowledge and ICT, abundant labour force, geographical location, water resources, industrialization and trade. On the other hand, the fundamentals include: physical infrastructure, ICT infrastructure, Science, Technology, Innovation & Engineering (STIE), and human resource. Various focus areas of development include Tourism, Agriculture, Industrialization, Oil and Gas, Minerals, Knowledge and ICT Sector.

**TOURISM OPPORTUNITIES**

Tourism is a driving force in propelling economic growth and is recognized under Vision 2040 and the National Development Plan (NDP II) as a key sector with abundant opportunities for Ugandans given the endowment with various tourism attractions including diverse nature based, faith based, culture and wildlife heritage, eco-tourism and MICE (Meetings, Incentives, Conferences and Events) attractions.

Currently, tourism is the leading foreign exchange earner for Uganda generating US\$1.453bn and contributing UGX 6.8 trillion of Uganda's GDP (7.3% of GDP) in 2017 followed by remittances which received \$1.2b (about sh4.5trillion) in 2017. The sector was responsible for 6.3% of total employment, while tourist arrivals grew from only 539,000 in 2006 to 1.4 million in 2017.

Uganda Vision 2040, the Second National Development Plan (NDP II) and the National Resistance Movement (NRM) Manifesto 2016-2021, and sector development plans emphasize water-based tourism including water sports on navigable lakes and rivers and redevelopment of the Source of the River Nile into a world-class tourist attraction site and turn it into a modern international and domestic

**"TO REALIZE ITS VISION 2040, UGANDA WILL NEED TO INCREASE ITS GDP 30 FOLDS IN THE NEXT 30 YEARS"**



tourism center as priorities.

Uganda's tourism largely rides on her natural endowments which give an edge over many of the popular tourist destinations in Africa. Uganda has an abundance of diverse tourist attractions ranging from abundant and diverse wildlife, culture to landscapes and water bodies.

Uganda stands out in Africa because the country has more than 50% of the world's remaining population of mountain gorillas, over 1,060 species of birds, constituting 11% of the global population of bird species, 345 species of mammals, 86 species of amphibians, 142 species of reptiles, 1,249 species of butterflies, over 600 species of fish and over 5,406 species of flora.

Uganda is also home to the source of River Nile, the longest river in the world, Lake Victoria, the largest fresh water lake in Africa and Mt Rwenzori, the legendary mountains of the moon, the only mountain in the world with a snow cap on the equator.

Lake Victoria is the largest freshwater lake in Africa, with a surface area of about 68,800 sq. km shared

between Kenya (6%), Uganda (45%) and Tanzania (49%). The catchment area of the lake covers 180,959 sq. km, 15.9% of this is constituted by Uganda. Biodiversity combined with the scenic beauty of the Lake Victoria is one of the important contributors to increased tourist arrivals in the country and the investment in the hospitality industry.

The country has 10 national parks, 12 wildlife reserves, 10 wildlife sanctuaries, 5 community wildlife management areas and 506 central forest reserves each with unique endowments. For example, Murchison Falls National Park is home to the lions, elephants, leopards, buffaloes, giraffes and lots of other species, and the spectacular waterfalls, while Queen Elizabeth National Park boasts of big five, the spectacular Kazinga Channel and climbing lions. Bwindi Impenetrable National Park offers true pristine and virgin tropical forests with Mountain Gorillas, tropical forest elephants, Chimpanzees and a host of birds and primates. Uganda's rich culture is also something to explore,

from the captivating dances to exquisite cuisines in the different parts of the country, as well as the friendly and hospitable people.

### MY EFFORTS TOWARDS CORDIAL RELATIONS

As the Consul General of Republic of Uganda in India to improve political relations, trade and business between Republic of Uganda and India, I've worked for the following: a) Post accreditation of Hon. Consul of Uganda, Indian Vice President, Shri Hamid Ansari visited Uganda in Feb 2017, b) Uganda Prime Minister, Dr Ruhakana Rugunda, visited to Mumbai for inauguration of the Consulate office, c) Uganda Vice-President, Edward Ssekandi, visited India for first Uganda – Investment Summit held on 8th March 2018, d) LETTER OF INTENT signed worth USD\$ 1.2 Billion for investments in various sectors, e) India Prime Minister – Shri Narendra Modi visited to Uganda on 25th July 2018, f) Donation of Mobile Mammography Van to Uganda Cancer Institute (UCI).



## **ARGENTINA AMAZING & EXQUISITE**

*Full of rich culture, history and natural beauty, Argentina is a country of breathtaking nature and wildlife, and perfect for sports enthusiasts and art lovers. One would love it not only for skiing, sledding, fishing, kayaking and snowboarding, but also for the local birds – penguins, seals and orcas, and then also for the Argentine wine, beautiful mountains, falls, national parks, valleys, ride to the countries, islands, shopping, festivals and adventures*

**By His Excellency Mr. Alejandro Zothner Meyer,  
Consul General of Argentine Republic in India**

**A**rgentina, meaning made of silver or silver-coloured, is a precious country, world-renowned for the tango, elegant architecture, steak, wine, and soccer, and of course, Diego Armando Maradona.

Though it has its own share of economic struggles, Argentina continues to play an important role in the global economy, especially with regards to its agricultural production, based on livestock farming, cereal cultivation (wheat, corn and transgenic soy), citrus fruits, tobacco, tea and grapes.

### **LEADING IN SEVERAL SPHERES**

It is the world's largest exporter of soy-derived products, as soy and sugar cane are extensively cultivated for bio-fuel production.

It is also the world's largest exporter and fourth-largest producer of bio-diesel. Rich in energy resources, it is the largest natural gas producer in Latin America, and holds the world's second-largest shale gas reservoir

and the fourth-largest oil and lithium reservoir.

Its industries have shown robust growth in recent years, and meat packing, flour grinding & canning, flour-milling, motor vehicles, consumer durables, textiles, chemicals & petrochemicals, printing, metallurgy and steel are the country's main industries.

Specializing in areas of high-tech services, it is highly competitive in software development, call centers, nuclear energy and tourism.

### **TOURISM OPPORTUNITIES**

Tourism in Argentina is very rewarding due to its amazing cultural offerings and a vast variety of natural assets.

Its capital city, Buenos Aires, is the most visited city in South America, and there are 30 National Parks in Argentina including many World Heritage Sites. The main tourist attractions in Argentina include the following:

**IGUAZÚ FALLS:** Iguazú Falls is a UNESCO site that brags of stunning

waterfalls with amazing views. The waterfalls share borders with Brazil and Argentina. Iguacu National Park is one of the new 7 wonders of the world. The falls contain somewhere between 150 and 300 separate waterfalls and are almost two miles long. The Iguazú Falls are consisted of about 275 individual waterfalls and cascades giving chance to include a boat safari, which powers up the river to the foot of the falls.

**PERITO MORENO GLACIER:** Perito Moreno Glacier is part of the Los Glaciares National Park. Perito Moreno Glacier is actually part of the Southern Patagonian Ice Field. The Perito Moreno Glacier is a huge tourist's attraction and views the glacier from a small boat on Lake Argentino, witness huge chunks of ice breaking from the glacier and plummeting into Lake Argentino. The Perito Moreno is 30 km (19 mi) in length. It is also a UNESCO site of Patagonia's Los Glaciares National Park, which has 3,359-meter-tall Monte Fitz Roy, beautiful mountain straddling the border with Chile.

**USHUAIA – THE END OF THE WORLD:** It is the world's most southern city located on the very edge of the continent of South America, and is well known for its incredible landscapes, has truly unique landscape features of

**“USHUAIA IS THE WORLD'S MOST SOUTHERN CITY LOCATED ON THE VERY EDGE OF SOUTH AMERICA”**



woods, mountains, glaciers and sea, and serves as a popular base for Antarctica cruises, winter sports and wildlife viewing. The bragging massive stretches of plateaus and plains, made even more dramatic by the backdrop of the Andes.

**TIERRA DEL FUEGO NATIONAL PARK:** Tierra del Fuego National Park attracts numerous visitors and hikers to Argentina's oldest coastal national park; a massive 156,000-acre area extends all the way from Beagle Channel to the Chilean Border and northwards to Lago Kami. There are lakes, rivers, peaks, and glaciers, and it also includes everything from tall waterfalls, dense forests, and mountains, along with beautiful glacier-fed lakes such as Roca and Fagnano.

**MAR DEL PLATA:** Mar del Plata, located in the Atlantic coast 400 kilometers from Buenos Aires has the best beaches in South America, and the beautiful beaches sprawl for more than eight kilometres popular among sea lions. Argentina's top beach resort town boasts 10 miles of sandy beaches with very dense crowds, particularly in the summer months.

Mar del Plata is home to the excellent Juan Manuel Fangio Museum, a car museum dedicated to one of the world's greatest to the first automobile (an 1886 Daimler). Mar del Plata Aquarium has many marine attractions, including dolphins and seal shows, penguins, tortoises, and flamingos.

**MENDOZA:** Mendoza is one of Argentina's most beautiful cities, and the wine capital of Argentina. Argentina's world famous Malbec wines hail from here. It is also popular for outdoor enthusiasts among hikers and climbers, many aiming for the top of the 6,960-meter-tall Aconcagua Mountain. Mendoza has many other fun cultural attractions, including a number of museums and annual festivals, as well as a bustling Central Market, where locals buy and produce meat & fish.

Argentina is a dynamic and incomparably unique country of natural and man-made wonders. It must be visited by nature- and adventure-loving tourists.



**SWEDEN**

**INCREDIBLY PROGRESSIVE & RECEPTIVE**

*A country with one of the best benefits in the world, in terms of universal healthcare and education, it has also been reported by the World Economic Forum as the most advanced country for women, and has developed one of the most comprehensive public transportation systems in the world. It's also a country where you can really enjoy yourself through swimming, kayaking, walking, or picnicking, and be yourself*

**By Her Excellency Ms. Ulrika Sundberg, Consul General of Kingdom of Sweden in India**

Sweden is a powerhouse of ideas and innovations, and is ranked as no. 1 in the EU and as no. 2 globally by the World Economic Forum. The economy is strong and exports to Asia went up with 28% in 2017. The Swedish Government's overarching priorities are job creation, lifelong learning, sustainable development and fighting climate change. Sweden has also pledged to be the first fossil-free country in the world by 2030 and zero CO2 emissions by 2045.

**HOLISTIC AND SUSTAINABLE GROWTH**

To achieve these goals, it is focusing on Industry 4.0, life science and health, digitalization, start-ups and SME, research and development, environmentally sustainable production as well as fighting climate change. Our industries are constantly incorporating new technologies like AI or blockchain and have adopted the circular economy.

The Swedish Government is a strong supporter of United Nations

Agenda 2030 and the realization of the 17 Sustainable Development Goals (SDGs). She was among the first countries to present an implementation report in June 2017. Sweden was the first country in the world to adopt the Climate Act, which binds future generations and governments to attain the goal of keeping global warming at maximum 2 degrees Celsius as set out in the Paris Agreement.

**TOURISM OPPORTUNITIES**

Tourism from India to Sweden has steadily increased in the last decade. In August 2017, Air India introduced a direct line New Delhi-Stockholm. Their Dreamliner airplane flies four times per week.

In 2017, 220,000 hotel nights were registered by Indian tourists. This figure does not cover house rentals or Air B&B. Many Indians come to experience our wild beautiful and green nature, our archipelago and the Northern light. The fact that we have "Allemansrätten" - a right to roam freely - has attracted a lot of attention

**"THE SWEDISH GOVERNMENT IS A STRONG SUPPORTER OF UN AGENDA 2030 AND THE REALIZATION OF THE 17 SDGS"**



globally. This unique right allows you to set up a tent for 24 hours on other people's property anywhere in the country as long as you stay out of sight from any permanent dwelling or house. Another recent development is that Sweden is now 99% cash free. You need to bring your credit card and other smart payment solutions like Klarna or IZettle.

**MY EFFORTS TOWARDS CORDIAL RELATIONS**

The India-Swedish relations are excellent and I would argue that we are at an all-time high. Former President Mukherjee paid an official visit to Sweden in 2015. Swedish Prime Minister Löven visited the



“Make in India” in Mumbai in 2016. Sweden hosted the first “Make in India” outside of India in Stockholm in October 2017.

Prime Minister Modi visited Prime Minister Löven in April 2018, and he also met with the other Nordic Prime Ministers in Stockholm.

We have signed over twenty-five MoUs in key areas like health, environment, sustainable development and smart cities. A Joint Declaration with an accompanying Action Plan has been signed by our two prime ministers.

A joint strategic innovation partnership was also signed in 2018 and the implementation modalities are being worked out.

### **STRENGTHENING STRATEGIC PARTNERSHIP**

There is a lot of complementarity between India and Sweden and a long-term commitment exists on both sides. Sweden and India have mutual interests and share many values. A very close partnership is of mutual benefit. Both countries can learn from each other. We make a very good match despite the differences in size.

### **POTENTIAL IN INDIA**

India is among the fastest-growing economies and is poised to be the most populated country in the world in the next decade. The choices which India makes will have a global impact. Sweden stands ready to share its

lessons learnt, e.g. in transforming a society into a green and sustainable one. Best practices need to be exchanged. Sweden looks forward to setting up joint projects with the aim of creating future-proof solutions and life styles, based on life cycle costs and circular economy principles.

Many key reforms have been enacted in India in recent years, like Aadhaar and GST, which will allow India to strive economically and plan appropriately for the future. Still more reforms are needed. Some are being pushed by the private sector like connectivity and ICT. Currently, there is an important debate about public sector reform, also an area where Sweden has experiences from its transformation in the 1990-ties.



## **BULGARIA** **HEAVEN IS NEARBY**

*Very close to being a heaven on earth, Bulgaria is not only famous for its 378 km Black Sea coast made up of golden, sandy beaches, but also the charming coastal outcrops, such as Nessebar, the “Pearl of the Black Sea” and a Unesco World Heritage site. Of course, the beaches are just the beginning of Bulgaria’s beauty as the country’s remarkably picturesque mountains with tempting hikes, glistening lakes, masterpiece monasteries, stunning cathedrals, delicious dishes, rugged castles and cavernous caves complete the picture*

**By His Excellency Mr Petko Doykov, Ambassador of Republic of Bulgaria in India**

**B**ulgaria is a small but beautiful country in the South Eastern part of Europe with a long history and many attractive features. Established in 681 A.D. the country has gone a long way to become the modern contemporary state of today. A member of the EU and NATO, Bulgaria comes to the foreigners as a country with a lot of opportunities for cooperation and joint projects, yet with a lot of interesting places to enjoy and discover as well.

### **RELIABLE & PREDICTABLE PARTNER**

In the recent years, Bulgaria has constantly been a reliable and predictable partner of all European countries. Projecting stability has inevitably been on the agenda of the Bulgarian government. During the first half of 2018, Bulgaria held for the first time the rotating Presidency of the Council of the European Union. Promoting the European perspective of the neighbouring countries of the Western Balkans as a way of

furthering stability and prosperity on the continent was one of the main priorities of the first-ever Bulgarian Presidency of the Council of the EU.

The reason for the country’s stability should be sought in the unity of the Bulgarian people. “United We Stand Strong” is our main slogan. It is enshrined in our Constitution and it is clearly visible on the façade of the main building of the Bulgarian parliament in downtown Sofia. Bulgaria is a country of tolerance where representatives of different religions, such as Orthodox Christianity, Islam, etc., have been peacefully coexisting for centuries. The spirit of tolerance is behind our unity and domestic stability. In turn, they constitute an important prerequisite for the country’s economic development and our people’s prosperity.

A very important part of the Bulgarian economy is centered on the sectors of manufacturing and services. Traditionally, Bulgaria is also famous for its strong agricultural traditions. Equally important are sectors such as tourism, education, etc. Just to

mention here that there are currently more than 50 universities in Bulgaria and their doors are open equally to students from Bulgaria and abroad.

### **TOURISM OPPORTUNITIES**

Blessed with outstanding nature and abundant natural resources, Bulgaria comes third in Europe in number of cultural artefacts and second in number of natural spring resources. Our tiny EU country has everything from rich culture and ancient history, mountainous rivers and sea to four seasons, delicious food and the famous Bulgarian wines. All that is packed in a territory of only 111 square kilometers, and it inspires the travelers to visit Bulgaria again and again. By welcoming more than 8.8 million tourist arrivals in 2017, more than its own population of slightly above 7 million, Bulgaria reached a milestone of 7.6% increase in foreign tourist arrivals in 2017, which is a remarkable growth in the context of the European tourism industry. The number of Indian tourists in Bulgaria reached 12000 in 2017, registering an impressive growth of 22% in comparison to the preceding 2016.

Indian travelers also discovered Bulgaria, voting for it as the “Best Emerging Tourism Destination in the World” in the “Travel & Leisure” Awards for 2016.

**“INDIAN TRAVELERS HAVE VOTED BULGARIA AS THE BEST EMERGING TOURISM DESTINATION IN THE WORLD”**



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

The main focus of the Embassy's activities during the past few years was on the exchange of visits. We hosted in India the Bulgarian Minister of Tourism, two Deputy Ministers of economy, a Deputy Minister of science and education, and a number of delegations at a lower level. Many business delegations from my country also visited India. And we had Indian official and business delegations going to Bulgaria as well. Quite recently, from 4 to 6 September 2018 the Honourable President of India Shri Ram Nath Kovind paid a historic visit to Bulgaria. The last one at such a level took place 15 years

ago. And we worked actively for the encouragement of people-to-people contacts which we deem as a backbone of the traditionally strong and excellent interaction between our two countries. With a view to improving the relations between Bulgaria and India in the field of economy and trade in September 2017, the India-Asia-Bulgarian Chamber of Commerce was registered in New Delhi, which is the third bilateral commercial chamber established in the last 2 years. The chamber announced officially its existence on 28 November 2017 with its launching taking place at the premises of the Embassy of Bulgaria in New Delhi thus giving the Indo-Bulgarian business community yet another reason to celebrate.

Bulgaria holding the rotating Presidency of the Council of the European Union during the first half of 2018 created many new opportunities for the bilateral economic relations. In cooperation with FICCI, the Embassy organised a Bulgarian-Indian Business Forum in New Delhi in March 2018 and jointly with the India-Asia-Bulgarian Chamber of Commerce we organised and conducted a Road Show in Tamil Nadu in April 2018 in order to better present the possibilities for business and investment in Bulgaria.

### **STRENGTHENING STRATEGIC PARTNERSHIP**

As mentioned above, the two countries have been enjoying excellent relations

throughout the whole history of their existence. We recently had a state-level visit to Bulgaria and our ambition is this visit of the Honourable President of India to pave the way for a number of visits at the levels of Parliament, Prime Minister, Minister of Foreign Affairs, etc. Such visits would additionally boost the cooperation in the areas of mutual interest, with culture, education and people-to-people contacts being an important part of our endeavours to maintain and further increase the bilateral dialogue and interaction.

A very promising area is the cultural exchanges. It is worth noting that the second-largest city of Bulgaria, Plovdiv, which is the oldest living city in Europe, will be the European capital of culture in 2019. This in itself is representative of how significant Bulgaria's contribution to the common European cultural heritage is. On the other hand, the International Day of Yoga was celebrated in 2018 in over 30 Bulgarian cities. These are just two examples of how broad are the perspectives and opportunities for cooperating with each other in the field of culture. The last decade recorded four-times growth in the bilateral turnover. Bulgarian exports to India increased by 83% in 2016 with the bilateral trade increasing by 14% in the same year and the trend is up with 7% growth of the bilateral trade in 2017.

Yet, there is a huge potential for the further increase of the bilateral trade and investment relations. Bulgaria is among the fastest-growing economies in the European Union with 3.6% growth in 2017. The country is the second-best outsourcing destination on the European continent with the lowest corporate tax rates of 10%, highly educated workforce and free access to the 500 million EU market. Bulgaria's debt stands the third lowest in the EU 28 (25.4% of GDP) as of 2017, and we have in Bulgaria competitive operational costs and



labour level. At the same time, eight of every ten cars in Europe are equipped with some auto parts produced in Bulgaria. The tourism industry of Bulgaria reached the highest growth in tourism arrivals in Europe in 2017 and the results in 2018 are also impressive.

To avail ourselves of this potential and to be able to unleash it, the Bulgarian Embassy in New Delhi and its Commercial Section will keep working closely with the Indian Chambers like FICCI, ASSOCHAM, PHD, etc. and the three bilateral chambers, namely India-Asia-Bulgarian Chamber of Commerce, Indian-Bulgarian Business Chamber and Balkan-India Business Association.

#### **POTENTIAL IN INDIA**

Today, India is considered as the fastest-growing major economy in the world, and we consider it as one of our strategic economic partners. Over the years, our countries have developed a longstanding amicable relationship, and businesses from Bulgaria and India have established mutually beneficial partnerships.

It is our understanding that there

is a scope for further expanding the Bulgarian exports to India. One category of goods that holds great potential is the agricultural products, food stuffs and beverages. Another one is the Bulgarian perfumery and cosmetics. Bulgaria is a famous producer and exporter of rose oil and rose oil-based products which have also attracted customers in other Asian markets. Finally, we can seek further opportunities to expand our exports of products on the higher end, such as pharmaceuticals, machines for the food processing industry, etc.

Equally important, the interest of the Bulgarian business towards India has led to the implementation of large-scale projects under various programmes of the Indian government, such as Make in India and Clean India. We take pride in the fact that in recent years Bulgarian entrepreneurs have strengthened their position as one of the fastest growing Internet providers in New Delhi and Hyderabad. Bulgarian companies have established production facilities in India and are currently operating a manufacturing plant for veterinary medicines in Pune. In 2017, Bulgarian and Indian companies have launched ambitious investment projects under the Make in India initiative in the fields of bio-toilets production and solar energy. The Embassy and its Commercial Section are ready to extend their support to future Bulgarian projects in India.

**“BULGARIAN AND INDIAN COMPANIES  
HAVE LAUNCHED INVESTMENT PROJECTS  
UNDER THE MAKE IN INDIA INITIATIVE”**



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**GENERAL ELECTIONS**

**POWER STRUGGLE FOR 2019**  
**CONSEQUENTIAL**  
**BATTLE IN**  
**LARGEST**  
**DEMOCRACY**

**BY ANAM KUMAR**





*Though it is too early to conclude which party will win the 2019 general elections, or to be precise will Narendra Modi be able to continue as Prime Minister for a second term, one set of people feels that given a second chance, Modi will make India more powerful domestically and internationally by doing bigger things than what he has already done in merely 5 years; while another set of people feels that Modi's charisma has waned considerably, and BJP would definitely face a strong challenge in 2019 general elections as a seemingly united opposition may bring better days if they come to power*

The Indian general elections 2019 are going to be held in India in April or May 2019 to constitute the 17th Lok Sabha. Heated debates have started and fresher analyses are being made with each passing day as to in whose favour will the Indian public vote.

Predicting the results of any election is difficult. One may only conjecture, but even political experts are unable to make absolutely accurate forecasts. Here, an attempt has been made to put all facts and opinions together. The actual outcome of India's general elections 2019 and readers' opinions on various aspects may considerably differ from what has been presented here.

To move ahead, two relevant examples must be considered. In 2004, all opinion polls hinted that Vajpayee-led NDA would gallop back to power on the back of a 'Shining India' horse. Actually, BJP was overconfident and to take the opposition by surprise, even called an early election. When the Indian voters elected a Manmohan Singh-led government, all political pundits showed surprise. If the voters rejected the Vajpayee-led government, one of the significant factors being incumbency, the same did not happen in case of the Manmohan Singh-led government, which then carried on to rule India for a decade.

Actually, the Indian voters are known for their stunning talent to throw unexpectable surprises during every election.

The above analysis compels us to believe that no one can tell who will win the 2019 elections. Increasingly people are changing their perceptions. Earlier it was clear to almost every voter of India that BJP would win the 2019 elections and Congress would

be defeated again, and that Modi is strong and Rahul is weak. However, things have changed within the last few months. Several of those who said with conviction that BJP would definitely win the 2019 elections, or those who said Congress would definitely lose, or those who said Modi can't be defeated, or those who said Rahul is not a good politician have backtracked their statements. The new bottomline for 2019 general elections is: the race is wide open!

### SCRUTINY OF VARIOUS ANGLES IN 2019 ELECTIONS

Both state- and national-level factors will play a major role in the general elections. The general perception is that Narendra Modi-led BJP would retain power in the 2019 elections, even if the magical majority mark may remain elusive for the saffron party. However, of late, Rahul Gandhi-led Congress' attempts at creating a Grand Alliance of all national and regional parties have increasingly impacted people's opinion that a turnaround is possible. As has happened in the past, India's electoral arithmetic and political climate is liable to change at any time triggered by any incident that the public considers important, and the outcome of the elections can never be predicted with complete accuracy.

However, two unpredictable steps have already been seen: Shiv Sena decided not to support the government during the no-confidence motion in the Lok Sabha and also announced that it would contest the next general elections separately. Also unpredictably, Telangana Rashtra Samithi (TRS) and Odisha-based Biju Janata Dal (BJD) chose not to support the opposition during the no-confidence vote by walking out

of the house. It means that if they could come to a pact during the no-confidence motion, they may do it after the elections too. So, if the NDA coalition fails to secure a majority in 2019, the BJD and TRS may secretly support the NDA, if not openly.

Similarly, the All India Anna Dravida Munnetra Kazhagam (AIADMK) had openly supported the Modi government during the no-confidence motion. Though it's not as powerful as it was during Jayalalithaa's time, it is still a force in Tamil Nadu.

Let's analyze various factors that are favourable for the BJP and its allies, and also factors that are not so favourable for them.

**Rafale Deal:** Though the Opposition was almost without a major issue throughout the Modi government's tenure, Rafale Deal has finally given a weapon and an opportunity to the Opposition. Full details are still not out. It's better to wait and watch in this case too, as time would tell if this issue goes in favour or against the Modi government.

**Falling Rupee:** Though it is being explained as due to international pressures and a demand-supply mechanism, the effect is being echoed in public psychology. Those who understand and those who do not understand the implications of a falling rupee are certain that it's bad for the economy, and thus it would affect BJP's chances in 2019 elections adversely.

**Falling Stock Market:** Stock investors will be keenly following the political developments in the runup to the election, as poll outcome had often taken the market by surprise in the past. Fall and rise of Sensex has affected poll outcomes in the past, and is liable to make a dent in 2019 elections too. How much? Once again, we'll have to wait and watch.

**Rising General & Fuel Prices:** Price rise has deeply affected the pockets of Indian citizens. This is a major issue. Price rise during the previous Congress' government was one of the reasons because of which BJP had won the 2014 elections. This time, it would definitely give the BJP government a scare. Rising fuel prices have negatively impacted Modi

*"PREDICTING THE RESULTS OF ANY ELECTION IS DIFFICULT. ONE MAY ONLY CONJECTURE, BUT EVEN POLITICAL EXPERTS ARE UNABLE TO MAKE ABSOLUTELY ACCURATE FORECASTS. HERE, AN ATTEMPT HAS BEEN MADE TO PUT ALL FACTS AND OPINIONS"*



government's chances of an easy win in 2019 general elections.

**Farmers' Anger:** Rage of farmers is an important setback for the Modi government. To swell their financial woes, fuel prices are at record high, fertilizers are becoming expensive, and rural incomes are dwindling. Crop yield is high, crop prices are low and input costs are high. March of thousands of farmers to New Delhi

recently highlighted the grave issue. To offset any adverse effect, the Modi government has raised state-mandated prices for winter crops such as wheat & rapeseed, and has announced minimum support prices (MSPs) for most crops yearly to set a benchmark.

**Demonetization & GST:** Both demonetization and GST are being showcased as important economic reforms by the BJP, while the

opposition has been projecting them as failures of the government. No doubt, both caused hardships, a temporary slackening of economy, and hurt short-term growth; however, instead of making a judgment, it should best be left to the voter to decide on the basis of his/her first-hand experience, if these two were good or bad.

**Legislative Assembly Elections:** Rajasthan, Madhya Pradesh, Chhattisgarh, Mizoram and Telangana are expected to go to polls before the end of 2018 and both the Congress and the BJP are gearing up to take each other on in a contest that will set the tone for the 2019 general elections. The outcome of these state elections would greatly impact the psychology of the voters, and in turn the general direction of voting in the parliamentary elections.

**Anti-incumbency:** It simply means voting against the government in power. Till a few months back, everybody was confident that the BJP government would be voted back to power. However, the public anger is on display due to several factors, and anti-incumbency appears possible now. Already speculations are rife that BJP will have to face anti-incumbency in Rajasthan and Madhya Pradesh. There are chances that the same mood of the voters may be reflected at the national-level polling too. However, it's difficult to predict as of now, how strong or weak would be anti-incumbency. Also, BJP cannot be adversely affected only due to anti-incumbency, unless Congress and its alliance partners stick together and reap the benefits of any anti-incumbency with precise calculations. On the other hand, BJP will have to take some strong steps to revive the economy and mend the social fabric of the nation to avoid strong anti-incumbency.

**Opposition Unity:** This is tricky now! Unity, Alliances and Mahagathbandhan sound really impressive. However, the past teaches us that political alliance among parties is a crazy horse! The more the number of parties claiming to be united, the crazier the horse gets. Distribution of seats, leadership concerns before and after the polling, and distribution of booty, in case the alliance wins enough seats to be able

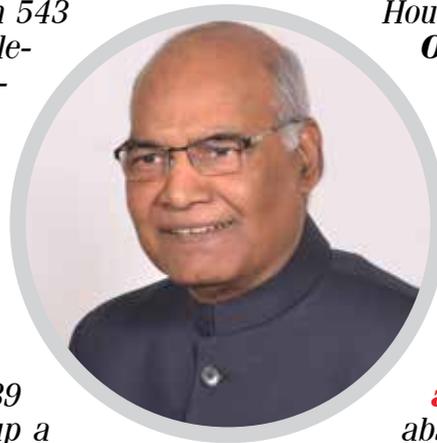
# ROLE OF PRESIDENT OF INDIA IN GENERAL ELECTIONS

As the uncertainty over 2019 general elections is rising, it is possible that BJP doesn't reach the magic number and no single party or pre-election coalition gets a clear majority. In such cases, the role of President of India, Ram Nath Kovind, becomes important, as in such cases, Article 75 of the Indian Constitution provides certain rights to the President to find a solution.

The strength of the Lok Sabha, i.e. the Lower House of Indian Parliament, is 545, out of which 543 are elected members, elected from single-member constituencies by first-past-the-post voting, and the remaining two are nominated by the President of India to make the total count 545. Any party that wins more than half the seats, 272, is invited by the President of India to form the government.

BJP's win with a two-thirds majority in the last elections had surprised everyone as every general elections from 1989 onwards to the Lok Sabha had thrown up a

fractured verdict. If no party or coalition gets a majority in 2019 general elections, the Constitution of India has empowered the President of India to decide in her or his discretion whom to invite to become the Prime Minister and form a government. In the exercise of such discretion, constitutional conventions play an important role in guiding the President. Normally, the choice of Prime Minister will be decided by the party position in the House of the People.



**Options before President Kovind:** The primary factor will be his assessment of who as Prime Minister and which body of Council of Ministers will enjoy the confidence of Parliament in terms of Article 75 (3) of the Constitution, which reads: "The Council of Ministers shall be collectively responsible to the House of the People."

The following appear to be the options:

a) If there is no single party with an absolute majority, the President may look for

to form the government are major issues, which pose a continual threat to disrupt the entire alliance any time – before elections, during elections, after elections. If cards are not played well, and if all alliance partners are not kept continuously satisfied on all fronts, cracks would appear. The voters are deeply affected by the constitution and break-up of such alliances, and react positively or negatively through their votes. Burying the differences (which are quite a lot in number!), and a continual pragmatic approach are quite significant for the success of any such opposition unity.

The recent decision of BSP's Mayawati to stay away from any Congress-led alliance due to seat-sharing issues, and SP's hint that any delay in seat-sharing would pressurize it to fight the elections on its own, have shown that keeping the flock together wouldn't be easy. In such a case, calculations on which political parties would form an alliance would have to be done after elections, depending on the seats each wins.

Indian voters' general experience of previous united fronts of political

parties has never been good. Actually, different political parties may come together for fleeting or/and opportunistic benefits, their unity does not last long. The voters finally end up cheated and there is a general trust deficit regarding these united fronts.

**Election Machinery:** BJP has the best election machinery, the behind-the-stage organization that helps it during elections and later in deciding on popular policies during the government's tenure. Its booth-level committees has majorly helped it in all national and state elections.

**Role of Regional Parties:** As BJP feels that it may not win as many seats in 2019 general elections as it did in 2014, it would be more inclined to solicit support from regional parties. Congress is in a greater mess. After its worst performance in its electoral history, it is completely dependent on regional parties to hold BJP from winning a second consecutive term.

Though both BJP and Congress appear to have selected which regional parties to approach for support, changes till the end in politics are considered natural. Some non-

committal regional parties would wait for the election results to make their move after making the best calculations.

BJP's track record of convincing regional parties for support and keeping them together is better than the Congress. Also, in the current context, all regional parties that have stood against BJP, have a strong clout of their own, and would stake claim to as many seats as possible. Consequently, any Opposition Grand Alliance would be difficult to form and keep together.

### MORE ANALYSIS

Now, moving ahead, a positive-negative analysis for both Congress and BJP would clarify things further.

**What's Good for Congress & Rahul Gandhi:** Though Modi is still the favourite candidate for the Prime Minister's post, Rahul Gandhi's popularity has increased. An increasing number of people and even political parties have conceded that if a Grand Coalition is to be made, Rahul Gandhi is the best person to lead it.

While BJP government has been

*the leader of a pre-poll alliance that has a majority.*

- b)** *If there is no such pre-poll alliance that has a majority, the President may invite the leader of the pre-poll alliance who is supported by a sufficient number of Lok Sabha MPs to command an absolute majority.*
- c)** *It is only when options A and B are ruled out that the President may invite the leader of a post-poll alliance. The President will make sure that the groups or parties agree to some common programme or policies. The post-poll alliance must elect its leader before the President invites it to form the government.*
- d)** *When options A, B, and C are ruled out, the President may send a message to the House asking it to elect its leader (to seek a vote of confidence).*
- e)** *If the House also fails to elect its leader, the President may explore the possibility of installing a 'National Government,' in which all major political parties in the Lok Sabha may be represented. Such a government would only be a caretaker government for carrying out the day-to-day administration until the mid-term elections to the Lok Sabha are conducted.*
- f)** *If there is no possibility of installing a 'National Government,' the President may call a mid-term election.*

*"BJP'S TRACK RECORD OF CONVINCING REGIONAL PARTIES FOR SUPPORT AND KEEPING THEM TOGETHER IS BETTER THAN THE CONGRESS. ALSO, ANY OPPOSITION GRAND ALLIANCE WOULD BE DIFFICULT TO FORM AND KEEP TOGETHER"*

variously called an ultra-right and orthodox Hindu nationalist government, Congress has managed to revive itself considerably. With a strength of only 44 MPs in Lok Sabha (UPA has 60), and BJP has 282 (NDA has 336), it could manage to give a hard time to the government within and without Parliament.

Rahul Gandhi has projected himself as one who is not after the PM's post, in stark contrast to BJP's Narendra Modi. He has suggested to all political parties that a grand coalition is possible, and the PM may be chosen later depending on which political party garners maximum seats and on whose name a consensus is reached.

An interesting fact is that Modi's popularity is not as strong as it was in 2014, while Rahul Gandhi has consistently improved. Another interesting fact is that it's not a norm that strong orators or politicians like Modi would definitely win, and weak orators or politicians would definitely lose. If that had been the case, BJP would have definitely won a second term under the leadership of Atal Bihari Vajpayee.

Something that has gone totally wrong for BJP is the gap between expectations and implementations. The balloon of hype and promises that was inflated as Modi became the PM and in the ensuing years, lost

gas consistently with several policy decisions.

India is a huge country with a legacy of protecting and balancing innumerable philosophies, religions, castes and communities. Since ancient times, it is better known for embracing everyone and rejecting no one. BJP somewhere went wrong by creating rifts between different philosophies, religions, castes and communities, while trying to strengthen its own ideology, which it mistakenly assumed to be the core of every Indian – even Hindus. Hindustan is actually a country of all religions. All philosophies, religions, castes and communities together create Hindustan. No one party can claim to own the Indian philosophy.

Congress' performance in the last Gujarat Assembly polls under Rahul Gandhi's leadership have shown that BJP can fall down and Congress can rise. Rahul is also improving. He has time and again proved that he has all elements in his personality required to take on any national political challenge. He has improved the working culture of the Congress. He has reorganised the CWC, striking a balance between young energy and experience of the old guard.

**What's Bad for Congress & Rahul Gandhi:** The general perception, which appears as deliberately fashioned, among the masses is that Rahul Gandhi is not mature enough to lead the country. He needs more political exposure to harness his skills.

Congress has lost in majority of the states. Reviving takes time and the incumbent government has all resources and powers to manipulate opinions and/or actually do good in the state and strengthen its base for the next elections. This means, Congress' position nationwide is weak. It has lost in even those states, which were considered its stronghold. It doesn't augur well.

Rahul Gandhi's political immaturity would definitely pose a challenge in discussions and negotiations to form a grand alliance. He will have to deal with seasoned and astute politicians such as Sharad Pawar, Mayawati and Mamata Banerjee. He will have to balance very carefully, satisfying people from his own party in the

## ROLE OF ELECTION COMMISSION

*The Election Commission of India is an autonomous entity prescribed in the Constitution of India. It is the federal authority responsible for administering all the electoral processes of India and ensuring they are free and fair.*

*Candidates are required to file their nomination papers with the Electoral Commission. Then, a list of candidates is published. No party is allowed to use government resources for campaigning. No party is allowed to bribe the candidates before elections. The government cannot start a project during the election period. Campaigning ends by 6:00 pm two days before the polling day.*

process of seat sharing while ensuring he doesn't belittle alliance partners.

He has to fight the negative propaganda spread against him on social media, and has to work hard to challenge that image. He also has to shake off the burden of charges that he is a privileged beneficiary of dynastic politics.

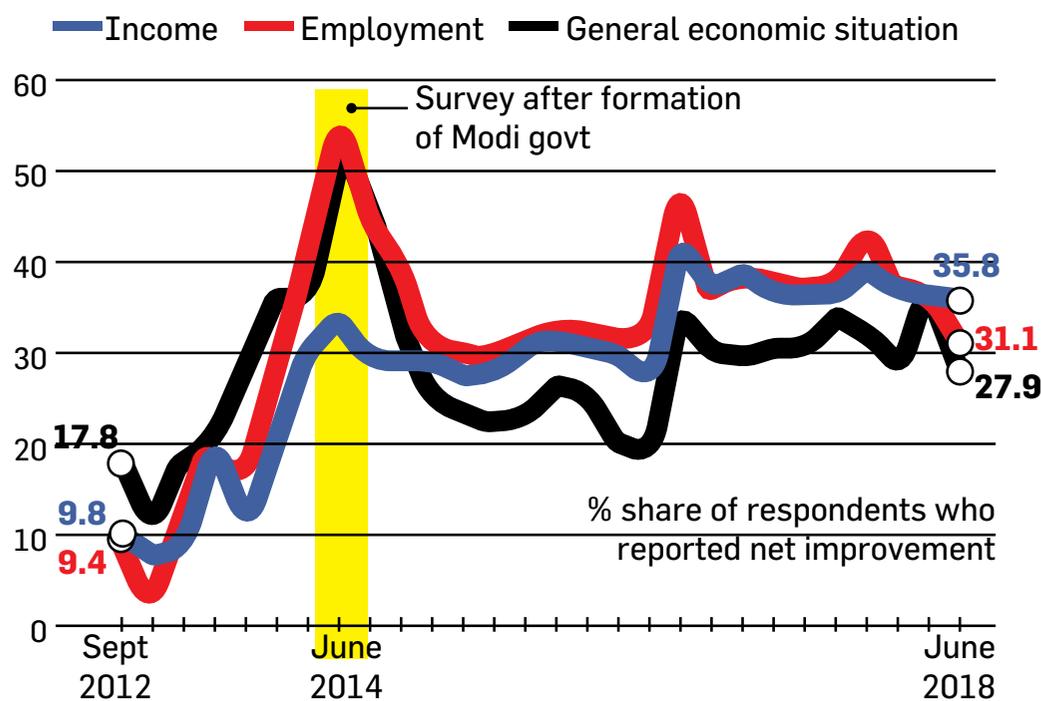
**What's Good for BJP & Narendra Modi:** Modi government must be given immense credit for what it has done for the nation during its 4-plus years' tenure. India is the fastest growing major economy in the world, our foreign relations with most countries have improved, we have also enhanced the spheres of technology and infrastructure, and all these

wonderful achievements have been made under the dynamic leadership of Narendra Modi.

Narendra Modi is still the biggest leader of India in contemporary politics. No other leader of any national or regional political party can match his profound political and popular charisma. Learning from all mistakes and failures, he can still guide his party to another wonderful victory.

Though Congress is targeting the government on the Rafale deal, Modi government's tenure is free of any major corruption charges. Modi is also considered a man with a vision, who really wants to make India better on every domestic and international front. Because of his good understanding and

### CURRENT AND PAST VOTER EXPECTATIONS



Source: RBI



relations with the business community and business-friendly policies, he is popular among the business class also.

Amit Shah is a star strategist. His style of calculations and wresting political victories from seemingly impossible situations, may help BJP turn things around for the best.

The political background in the country has undergone an overall change. The BJP is no longer only a party representing the Hindi heartland – it has successfully unfurled its wings in the northeast region of the country under Modi's leadership.

There is a strong belief that the BJP may lose in Rajasthan and Madhya Pradesh. However, it is also a reality that a significant number of voters in these states still prefer Modi over their own state BJP chief ministers. That means the people may reject the BJP



in the state-assembly polls but will vote for the BJP in the Lok Sabha elections. **What's Bad for BJP & Narendra Modi:** BJP has gone wrong on many counts, especially its ideology. The fact that BJP's electoral tool of Hindutva has been repeatedly rejected by the Indian voters, speaks loud that elections cannot be won only on religious issues. Not only are other

social, economic and political issues are more important, but extreme and highly radicalized views of political parties are also rejected outrightly.

Though everywhere a two-thirds majority won by the BJP in 2014 general elections has been touted as historic, the BJP did not use it constructively, thoroughly and accurately. A two-thirds majority is

*"NARENDRA MODI IS STILL THE BIGGEST LEADER OF INDIA IN CONTEMPORARY POLITICS. NO OTHER LEADER OF ANY NATIONAL OR REGIONAL POLITICAL PARTY CAN MATCH HIS PROFOUND POLITICAL AND POPULAR CHARISMA"*

not only a sign that a government has unlimited support, which would help them win the next and/or the next few elections, it also brings with it immense responsibility. The BJP, instead of boasting about it as a symbol of high-powered victory, must have used it to radically change India for the better. It was actually an unprecedented opportunity to unite India where there were rifts, to start long-term impactful projects on history, research and development, infrastructure, scientific advancements, and make remarkable progress in the spheres of economy and international relations. It was a golden opportunity to better, if not resolve, the Kashmir issue, as well as border issues with Bangladesh and China, as complete majority gives a government absolute power to make those amendments which a coalition-led government may never attempt or implement. The powerful energy of a two-thirds majority could have been used in a constructive debate all across India to explore and create long-term institutional and philosophical changes to an already rich heritage and society of India than wasting the same powerful energy into trivial issues such as JNU agitation, beef eating, cow smuggling, compulsory slogans such as 'Bharat Mata Ki Jai' in schools, suppressing dissent by calling people anti-national, surgical strike, etc.

With the growing uncertainty with each passing month, and with voices raising that BJP may not win comfortably or may even lose 2019 elections, extremist tools such as Hindutva and Ram Temple may become political necessity for BJP, which are deliberately kept on back burner for now. However, they would, in all probability, do more harm than good in 2019 elections. Hindutva, if understood correctly, stands for all positive intentions and deeds. If implemented in this positive avatar, it may help BJP immensely.

Radical measures of BJP government in good faith have actually backfired, as people, especially the middle class, bore the brunt as they appeared ill-conceived and ill-implemented measures, such as Demonetization, GST and Aadhaar enrolment. Extremist ideology, remarks and

intentions of BJP have made people believe that a BJP-led government is anti-democratic and intolerant, while the very fabric of India is world-renowned for its democratic and tolerant hues.

The weather and sky are not as clear as they were in 2014. Congress was in the midst of one of the worst corruption charges, the economy was in a bad shape, and Narendra Modi appeared a charismatic and invincible leader who could make a dramatic turnaround to bring the old glory of India back. However, the ensuing once-in-a-generation electoral rout of Congress would not be possible again. 44 seats of Congress also reflects that it had reached its bottom. Now, there's way only up.

The BJP has often been criticized for terrorizing people into not saying anything against the BJP, its government or Narendra Modi. Anyone sharing anything against the three or opposing their views has been often branded anti-national.

While minorities like Muslims and Christians are overwhelmingly against the government, the majority Hindu community is virtually split down the middle over its support/opposition.

### WHAT WOULD HELP BJP

In the available time, some platforms may be transformed into positives for the BJP.

**Young voters:** They are above past politics. They want results. BJP has been successfully highlighting its current achievements, and they have been embraced by the youth.

**Women Welfare:** BJP's women welfare schemes would definitely mobilize them in favour of BJP. At the state level, the female turnout generally surpasses the male turnout, so they



constitute a large section of voters.

**Social Media Campaign:** BJP is a clear winner on this front. Be it projecting positives of its own government or negatives of Opposition, BJP has impacted opinions nationwide. The use of latest technology is also in favour of BJP. Though other parties are waking up to this new and powerful phenomenon, they would take time in reaching the level where they could compete with BJP. Facebook, Twitter and WhatsApp played a significant role in BJP's win in 2014 elections, and they are going to be an important battleground in 2019 elections as well.

### CONCLUSION

Whatever the outcome of general elections 2019 for Lok Sabha in India, one thing is certain: A new India is in

the offing. If BJP and alliances win the elections with a majority, it'll be a great opportunity for India, as BJP can continue its development agenda, and learning from all its past mistakes it'll have a better chance to succeed politically while strengthening India. If Congress or a Congress-led alliance forms the next government, it'll be again a great opportunity for India, as Congress' experience of governance and handling the economy would help it revive the economy and put it on a higher level of growth.

As history is witness, strong leaders and parties have lost elections, and seemingly weak leaders and parties have won them. Anything is possible!

As citizens, we must look forward to 2019–2024 as a golden period, in which we would reap our rewards of being the fastest growing major economy in the world. All good that has come our way would be evident in that period, and must propel India to a leading world position. This would also be the period when we start reaping the rewards of some of the foundational changes brought in by Modi government and must continue the good work to do even better in the future.

Let us all be optimistic: whoever wins in 2019, India will be a definite winner.

*"WHATEVER THE OUTCOME OF GENERAL ELECTIONS 2019 FOR LOK SABHA IN INDIA, ONE THING IS CERTAIN: A NEW INDIA IS IN THE OFFING. LET US ALL BE OPTIMISTIC: WHOEVER WINS IN 2019, INDIA WILL BE A DEFINITE WINNER"*



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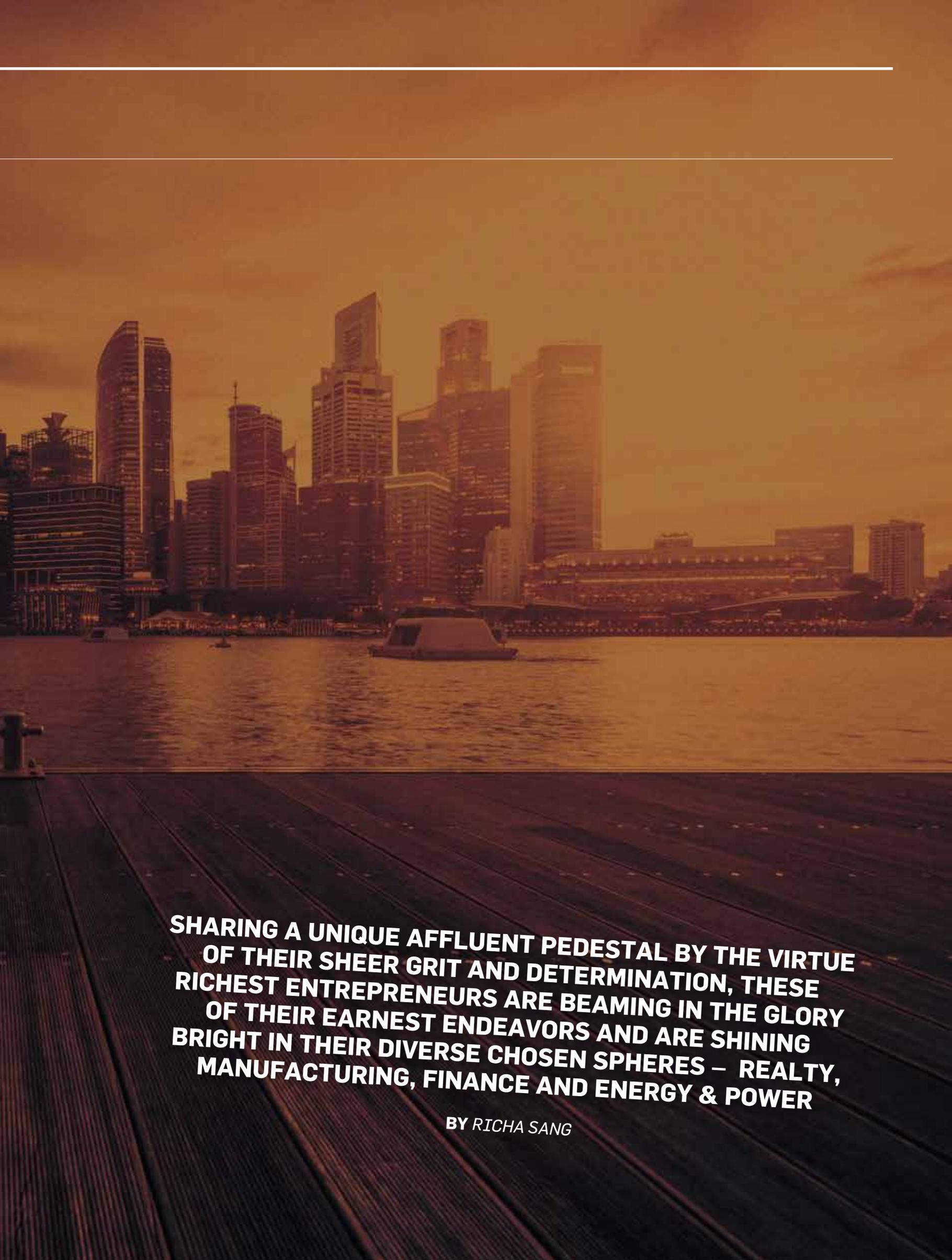
\*Based on the Golden Globe Tigers 2018 award ceremony for Excellence and Leadership on Healthcare Management held on 23<sup>rd</sup> April, 2018. #Based on internal data. ^Based on the URS AsiaOne award ceremony held on 10<sup>th</sup> September, 2018.



**ACHIEVEMENTS**



*JOINING HANDS TO MAKE*  
**SINGAPORE GREAT**  
A SAGA OF SINGAPORE'S RICHEST PERSONALITIES

A photograph of a city skyline at sunset, with a boat on the water and a wooden deck in the foreground. The sky is a warm orange color, and the buildings are silhouetted against it. The water is calm, and the boat is in the middle ground. The wooden deck is in the foreground, leading the eye towards the water and the city.

**SHARING A UNIQUE AFFLUENT PEDESTAL BY THE VIRTUE  
OF THEIR SHEER GRIT AND DETERMINATION, THESE  
RICHEST ENTREPRENEURS ARE BEAMING IN THE GLORY  
OF THEIR EARNEST ENDEAVORS AND ARE SHINING  
BRIGHT IN THEIR DIVERSE CHOSEN SPHERES – REALTY,  
MANUFACTURING, FINANCE AND ENERGY & POWER**

*BY RICHA SANG*

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## **ACHIEVEMENTS**

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*There's an escalating rise in the combined wealth of the richest tycoons in Singapore and this year's biggest money minters are the realty siblings Robert and Philip Ng and Facebook cofounder and Singapore permanent resident Eduardo Saverin. Retaining their No. 1 spot with \$11.9 billion, the Ngs boosted their net worth by \$2.5 billion. Their might is explicit by the fact that their Far East-led consortium scored a victory in May by clinching a prized mixed-use site in the popular Holland Road precinct with a \$904 million bid, beating out more than a dozen other aspirants.*

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### **Brothers Robert and Philip Ng \$11.9 B**

*Spearheading Far East Organization, Singapore's largest private landlord & property developer is no cake walk. The group was founded by their father Ng Teng Fong, who shifted from China to Singapore in 1934 & came to be known as "The King of Orchard Road". Sino Group, their Hong Kong arm, is overseen by older sibling Robert and his son Daryl, while Philip oversees the Singapore interests.*

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### **Kwek Leng Beng \$6.7 B**

*Besides being the executive chairman of Singapore's Hong Leong Group, founded by his father in 1941, Kwek Leng Beng is also executive chairman of City Developments, the island state's second-largest property developer. He has been on an overseas expansion drive, acquiring assets in the UK, China and Australia. Quek Leng Chan, his cousin is also a billionaire and runs the Hong Leong Group's Malaysian operations. His son, Sherman, took charge as group CEO of City Developments following a decade in various roles in January 2018.*

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### **Eduardo Saverin \$11.8 B**

*With an increase in fortune by \$2.5 billion, he remains a close No. 2 with a net worth of \$11.8 billion. Shares of Facebook, in which he holds a minority stake, rose 30% from a year ago, on a jump in ad revenues.*

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### **Khoo Family \$11.9 B**

*The heirs of late banker Khoo Teck Puat, who invested in Standard Chartered Bank in 1986, The Khoos are one of the most affluent families of Singapore. The lion's share of their fortune comes from the sale of their stake in Standard Chartered Bank for \$4 billion in 2006. They also control the Goodwood Group of Hotels, chaired by Mavis Khoo-Oei, which owns Singapore's historic Goodwood Park Hotel.*

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### **Goh Cheng Liang \$7.6 B**

Goh gets the bulk of his wealth from a 39% stake in Japan's Nippon Paint Holdings, the fourth largest paint manufacturer in the world. He started making paints in a small factory in Singapore before he went on to partner Japan's Nippon Paint in 1962. Goh's son, Hup Jin, was appointed chairman of Nippon Paint in March 2018 and also runs their privately held joint venture, Nipsea.

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### **Arvind Tiku \$2.3 B**

Indian-born Singapore resident Arvind Tiku has interests in oil and gas, property and renewable energy, held through his privately held AT Holdings. He left India at a nascent age of 18 to study mechanical engineering in Russia and worked as a commodities trader before getting into oil and gas in Kazakhstan. Besides owning a stake in London-listed Nostrum Oil & Gas along with steel magnate Lakshmi Mittal and Timur Kulibaev, son-in-law of Kazakhstan's president, Tiku has invested back home in renewable energy projects across India but has put these up for sale.

He is the second-richest Indian-origin business magnate in Singapore and with assets worth USD2 billion. Apart from a Master's degree in Mechanical Engineering from the Kazakh National Technical University, he also holds a degree in Trade Finance. He was previously a shareholder and director on the board of Nelson Resources Limited, an oil and gas company listed on the Toronto and London Stock Exchanges and was the Managing Director for Central Asia at Marc Rich Investment AG where he established an international trading division for crude oil and oil products.

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### **Father-son pair, Raj Kumar and Kishin RK \$2.7 B**

One of the Singapore's leading landlords with their Royal Holdings/RB Capital property empire, the duo have been on a deal making spree after a 2011 family settlement between Raj and his younger sibling Asok Kumar Hiranandani, also a billionaire. The 442-room Holiday Inn Express at Clarke Quay and the five-star Hotel Intercontinental at Robertson Quay are some of their prize holdings.

Creating an enormous stir in Singapore real estate sector by announcing their plan to merge their respective property firms, Royal Holdings and RB Capital in 2014, the duo is aiming to enhance the gross assets to \$10 billion by 2020, which is more than double their present combined value. Kishin RK, an only child, is the sole heir to his father's portfolio; the proposed move, long overdue, represents the second phase of succession planning.

When Kumar and his younger sibling, Ashok Kumar Hiranandani, divided up the property portfolio they had built together over 3 decades and went their separate ways in 2012, the first phase of successive planning was completed. Prior to that regrouping, Kishin RK had started RB Capital in 2006, independent of the family empire. The duo have endeavored into various joint ventures after this settlement between the two brothers. Business is all about learning from the experience of his parents, for Kishin RK.

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## **ACHIEVEMENTS**

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### **YOUNGEST BILLIONAIRES**

1. Kishin RK, one half of the father-son duo behind Royal Holdings and founder of RB Capital, is the youngest at 35;
2. Eduardo Saverin, Cofounder of Facebook, is second at 36.
3. Razer Chief Executive Officer Min-Liang Tan is third at 40. With a net worth of US\$1.1 billion (S\$1.44 billion), he's also the only one proudly helming the tech/gaming flag.

### **OLDEST BILLIONAIRES**

1. Chang Yun Chung of shipping empire Pacific International Lines is the oldest at 99.
  2. Goh Cheng Liang follows the league at 91.
  3. Wee Cho Yaw is third at 89.
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## **RICHEST WOMEN IN SINGAPORE**

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**CHRISTINA ONG**  
Net Worth \$1.8 Billion

**C**hristina Ong, backed by a massive business empire, is one of the wealthiest women in the world. Born in 1947, Ong is a Singaporean businesswoman with ties to a number of top and big companies in Singapore. She is married to Business magnate and investor Ong Beng Seng with whom they are blessed with two kids.

Her investments in Mulberry, which is one of the biggest and well known British handbag producer, is a major source of her wealth. Other assets that sum up the multi-billion empire include investments in Hotel Properties Limited, fashion retailer Club 21 and NSL, an industrial company that runs OBS.

She also founded COMON Group a holdings company made up of COMO Hotels and resorts. The couple has also invested in Singapore Grand Prix and have stakes in Kuo International; an oil trading company ran by Christina's brother Peter Fu Chong.

A holder of Italian Fashion Hall of Fame Award for her service to the Italian fashion industry, this lady billionaire was included in the list of Singapore's Women's Hall of Fame as global fashion entrepreneur and luxury hotelier in the year 2014.

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**D**ubbed as the queen of beauty, who has built a massive empire in the cosmetic industry and in the process generated a significant amount of wealth, Sabrina Tan, with a net worth of \$1.2 billion, is the youngest woman billionaire in Singapore.

Beauty business has always been in her blood as her mother Madam Ivy Eu owned a chain of three salons called Sabrina Beauty Center.

She founded Multibillion Skin Inc., in 2007 after saying goodbye to the IT industry and a six-figure annual salary. The company started with a 200 sq. ft. Store In The Central at Eu Tong Sen Street and has since expanded to 11 concept stores in Brunei, Vietnam, Lithuania, and Spain.

Her success in the cosmetic industry is attributed to the unique combination of serums and hyaluronic acid that effectively hydrate eczema skin and other affected types of skin and tissue. The products boast of the advantage of healing and regenerating the worst skin conditions a position that has seen them amass a good chunk of sales on strong demand.



**SABRINA TAN**  
Net Worth \$1.2 Billion

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**OLIVIA LUM**  
Net Worth \$900 Million

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**O**livia Lum is another self-made Singaporean Business magnate, renowned for being the founder, Chief Executive Officer and president of the Singapore-based Hyflux's Group despite starting her corporate life as a chemist with Glaxo Pharmaceuticals.

It is at the first job that Lum started working on ideas as she sought to be independent and after taking note of the fact that there were no sources of clean water in the country, Lum quit her Job In 1989 at Glaxo. At the age of 20, she sold her car and apartment and embarked on an ambitious journey that even in her wildest dreams could not have imagined how successful it would become. She went on to found Hyflux, an organization that emerged as one of the biggest if not the biggest in Singapore when it comes to water filters and chemicals.

She worked herself out during the initial years of the company riding a bicycle to sell some of the company's water filters and treatment chemicals. Her efforts were rewarded in the early 2000's, as Hyflux's became a mainstream company after becoming the first water filters and treatment company to be listed on the SESDAQ after which it was upgraded to the Singapore Exchange mains Board.

The listing of Hyflux's in Singapore's main exchange with it brought a lot of wealth as she saw her net worth climb to more than \$240 million in 2005. As of 2007, Hyflux's was a multi-billion company with over 800 employees.

While most of her wealth is tied to her stake in Hyflux's, she has also held a number of high profile position both in politics and in the private sector. However, she relinquished a good chunk of the posts as she sought to focus most of her time and energy on the Hyflux's rapid expansion in 2008.

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**C**hong Phit Lian is the fourth richest woman in Singapore with an estimated net worth of \$650 Million and is a self-made millionaire from a humble beginning. Born and raised in a small city called Kulai in Malaysia, during her early years, she worked at her Father's rubber plantation from where she appears to have mastered the art of business.

However, it is only when she moved to Singapore, to study at the Polytechnic Institute in Singapore that she achieved glory. But the process of attaining fame was gradual. After her father's demise, Lian began working in part-time jobs and borrowed money from relatives to finish studies.

After completing her education, she began working in the industries of constructions and engineering from where hard work paid, as she rose through managerial ranks. She was named the CEO of Jetstar Airways one of the biggest airlines in the region in 2006.

Being appointed as the CEO Of Singbridge Company is one of Lian's biggest achievements as it is this appointment, which opened the door for her to accrue the wealth she currently controls.

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**CHONG PHIT LIAN**  
Net Worth \$650 Million

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## **ACHIEVEMENTS**

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**C**hew Gek Khim is a multitasking personality who rose to the rich people list owing to her diversified interests. The granddaughter of Tecity Group founder Tan Chin Tuan, she is the appointed Chairman of the 124-year-old investment holding company Straits Trading. She is renowned as one of the most powerful businesswomen in Asia and chairs Straits Trading, which is one of the oldest companies listed on the Singapore Stock Exchange and has interests that include real estate, hospitality and tin smelting. She took control of the company in 2008 after a bidding war with the Lee family. Chew transformed the staid colonial-era tin smelter into a modern firm with robust cash flow. She regards her grandfather, Tan Chin Tuan, who was the chairman of OCBC Bank, as her mentor.

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**CHEW GEK KHIM**  
Net worth: \$460 million

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**GOY**  
GLOBAL INDIAN  
2017-18

# GLOBAL INDIAN OF THE YEAR



**NITA AMBANI**



**ADI GODREJ**



**VINEET JAIN**



**DR. NIRANJANA HIRANANDA**



**KARAN BHAGAT**



**BIJAY AGARWAL**



**MAJOR MANJIT RAJAIN**

# YEAR 2017-18



JADAVJI LALJI ANCHORWALA



DR. ADNAN CHILWAN



DR. ANOOP KUMAR MITTAL



S P SINGH



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AMEET MEHTA

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NITA AMBANI

# PRODIGIOUS JOURNEY TO THE ZENITH

*Nita Ambani has created a special identity of her own in the industry, as she likes to take an active interest in the business of her husband, while taking care of Dhirubhai Ambani International School and Mumbai Indians cricket team. Apparently, she wanted more than just being the wife of the richest man in Asia*

BY  
ANAM KUMAR

**“NITA AMBANI IS A TALENTED INDIVIDUAL AND HAS BEEN ADDING SIGNIFICANT VALUE TO RELIANCE INDUSTRIES LIMITED”**

**S**tarting modestly as a school teacher belonging to a middle-class family in suburban Mumbai, Nita Ambani is today one of India's wealthiest women. She works extensively to make a positive difference in the society, and her priorities include her family and her various business interests.

Her inordinate success and stature in India may have changed her outward demeanor, but not her kind heart and sharp mind, as she is quite grounded and focused on the right priorities in life.

## THE GENESIS

Holding an undergraduate degree in Commerce from Narsee Monjee College of Commerce and Economics, she also loves to dance and is professionally trained in Bharatnatyam. After her college, she started working as a school teacher and often travelled around the country for her dance performances.

As life had a different plan, which was unfolded several years later and maybe nobody had foreseen it then, the



## NITA AMBANI

late Mr Dhirubhai Ambani noticed her during one such dance performance, decided to get his elder son Mukesh to be married to her, and Nita Dalal became Nita Ambani.

As Nita wanted it at that time, though she married Mukesh – who was already a millionaire by then – she didn’t discontinue teaching. Though there’s nothing wrong in it, it became a curious case, as is evident in one of the anecdotes that often makes a round among those who like to dig deeper to find out about her immensely inspiring life story. As it happened, while still in her teaching profession, Nita was offered two tickets for the 1987 World Cup by one of her student’s parents. However, what they didn’t know was that Reliance Group was one of the sponsors of the World Cup series. Though Nita had politely refused those two tickets to the stadium, she was later seen on TV sitting in the VIP stand during the match. Something like this is possible with those who understand their roots, even when life may take them to soaring heights.

When finally Nita decided to bid adieu to her teaching profession, and joined Reliance Group actively, she impressed Mukesh with her interest and spirit into education, rather than be influenced by his business ideas. As Mukesh Ambani shares, “With my wife being a teacher, she is now saying that it is high time that you teach. Both of us will be involved in the education in the coming years, that is something that we want to do more for our own satisfaction than anything else”.

### WEDLOCK OF DESTINY

Born as Nita Dalal in a middle-class Gujarati family in Mumbai to Ravindrabhai Dalal and Purnima Dalal, her ambitions included being a good teacher and an accomplished Bharatnatyam dancer. Her sister Mamta Dalal still works as a school teacher.

As nobody has seen the staircase of destiny, and those who just believe in taking the next step, which is visible as they keep walking ahead, Nita had no idea that another horizon existed which would be apparent only after her marriage. However, life is known to take sudden turns and is totally predictable. It happened to Nita also, and the turn was absolutely exhilarating.

As Nita married Mukesh, she entered the first business family of India, and in a matter of time, became the Chairperson and Founder of the Reliance Foundation and a Non-Executive Director of Reliance Industries. She is also the Founder and Chairperson of Dhirubhai Ambani International School, Mumbai. She is, of course part of the Asia’s richest family which has a net worth of more than

\$45 billion. She has also been the first Indian woman to become a member of the International Olympic Committee (IOC). She was among the eight candidates nominated for membership in the International Olympic Committee (IOC) by the Swiss-based panel. The election of new members was held during the 129th IOC Session in 2016, and she was elected.

Nita and Mukesh Ambani have two sons and a daughter: Akash, Isha and Anant, in that order. After graduating in Economics from Brown University, Akash Ambani

**“NITA AMBANI HAS BEEN ENGAGED IN SEVERAL INITIATIVES THAT HAVE STRENGTHENED RELIANCE & HAS EVEN SUCCESSFULLY SET UP AND HAS RUN INSTITUTIONS SUCH AS DHIRUBHAI AMBANI INTERNATIONAL SCHOOL”**

has grown to be the Chief of Strategy at Reliance Jio Infocomm. Isha Ambani is a graduate in Psychology from Yale University, and is involved with the Reliance Group as Director at Reliance Jio Infocomm and Reliance Retail. Anant Ambani, also a graduate from Brown University, is a great lover of cricket, and has started to be involved with the Reliance Group. Nita herself has been appointed as Director on the Board of Reliance Industries Limited (RIL). The appointment was initiated as Mukesh’s uncle, Ramniklal H Ambani, retired from the Board at the age of 90, and it offered RIL an opportunity to meet a new law requiring listed companies to have at least one woman in the boardroom to boost gender diversity.

Confident that Nita would add significant value to RIL, Mukesh Ambani asserted that, “Nita has been engaged in several initiatives that have strengthened Reliance, right from building the world-class township and the ecological development at Jamnagar, next-generation office campuses, designing customer touch points of Reliance Retail, healthcare initiatives, successfully setting up and running institutions such as Dhirubhai Ambani International School and Mumbai Indians to, most importantly, managing Reliance Foundation.”

### GOOD DEEDS AND REWARDS

As the Founder and Chairperson of Reliance Foundation,



the CSR arm of Reliance Industries, Nita has initiated quite a number of exciting projects, including constructing a company township for the employees of Reliance's mega-refinery at Jamnagar. As her priorities are always to offer the best facilities while taking care of the environment, the project set up a well-planned, tree-lined and an environment-friendly colony to house more than 17000 residents. It was upgraded with time, and currently the Jamnagar complex has one of the largest orchards with nearly 100,000 mango trees, and is also home to a variety of birds.

In her capacity as the Co-owner of Indian Premier League (IPL) team, Mumbai Indians, she contributes back to the society through her Education for All (EFA) initiative, and has reached over 70,000 underprivileged children while creating awareness for education using various media and digital platforms. Under Nita Ambani's powerful vision and insightful leadership, the Dhirubhai Ambani International School (DIAS) has been continuously recognized as one of India's best schools, and its credibility can be judged by the fact that all three children of Nita Ambani have studied at DIAS only.

For her initiatives on grassroots sports, she has received the Rashtriya Khel Protsahan Award 2017 from the President of India. She has also received the award for Best Corporate Supporter of Indian Sports.

Under Nita Ambani's guidance, Reliance Foundation has already touched the lives of 20 million people across India in more than 13,500 villages and 100 urban locations, with the prime objective of creating and supporting meaningful activities through innovative institutions to address some of India's most pressing developmental challenges.

The Foundation lays significant emphasis on leveraging technology for developmental solutions. Following its model of direct engagement, the Foundation directly reaches out to the affected communities through trained professionals, and has been focusing in the areas of rural transformation, health, education, sports for development, disaster response, arts, culture & heritage and urban renewal.

To maximize its reach and improve outcomes, Reliance Foundation has also established strategic partnerships with organizations that have the technical expertise and experience to undertake various programmes in the identified focus areas of operation.



ADI GODREJ

# PIONEERING THE ART OF EXCELLENCE

*Spearheading the vast Godrej empire with diverse segments ranging from locks, soaps, property, retail and animal feed to the engines that power India's space programmes, Mr. Adi Burjorji Godrej is one of the most popular and revered business leaders and a role model to umpteen industrialists who look up to him for inspiration*

BY  
RICHASANG

**"WE HAVE ALWAYS BEEN FOR THE OPENING UP OF THE ECONOMY... WE ADVOCATE OPEN TRADE, NO PROTECTION."**

Occupying the coveted throne of US\$4.6 billion Godrej Group with operations in India and several other countries, Mr. Adi Godrej is efficiently chairing the 120-year-old consumer-goods giant family conglomerate, which was established in 1897 by Mr. Ardeshir Godrej who gave up his profession as a lawyer to make locks and his brother Pirojsha Burjorji acquired a vast stretch of land in suburban Mumbai. Armed with Bachelor's and Master's degrees from the Sloan School of Management at Massachusetts Institute of Technology (MIT), Mr. Adi Godrej is efficiently carrying forward the legacy of excellence.

#### ON AN ESCALATING GROWTH TRAJECTORY

Mr. Adi Godrej's exemplary leadership has had an extremely positive impact on the growth of the Group. Reminiscing about the changes at Godrej over the years, he shares, "First of all, we have grown tremendously. When I joined the business in 1963, the total turnover of the business was Rs. 10 crore. We have gone into new

areas, value-added areas. We have done a lot of R&D. We have globalized, with manufacturing operations in a lot of countries. In Godrej Consumer Products, for example, we have higher per capita sales in countries like Indonesia, South Africa, Kenya, Tanzania, Nigeria, Ghana, Argentina, Chile, Uruguay, than we do in India. We have globalized a lot and we have size and scale in our operations.

Under his exquisite leadership, the Godrej Group is making a mark on the global stage. Sharing some of the growth strategies of the group, he says, “We expect good growth both from our Indian Businesses as well as from our international businesses. We are mainly in developing countries; they are growing much faster than developed countries. At the same time we keep looking for new opportunities for acquisitions, we keep looking at new geographical entries, we keep looking at growth all the time.”

#### **EMBRACING ECONOMIC REFORMS**

As a proud Indian whose group has its roots in the country’s independence and Swadeshi Movement, Mr. Adi Godrej is feels that the Indian economy is on a sound footing and believes that with consistent growth, India will emerge as the world’s largest economy by 2050, surpassing the U.S. and China. He considers the Goods and Services Tax (GST) as the best reform since 1991 when the Indian economy was opened up by PV. Narasimha Rao and Dr. Manmohan Singh. His assessment of the GST roll-out is positive and he considers it to be “very good.” According to him, “It is a major economic reform. I think it is the most important economic reform of India since the opening of the economy in 1991. It has been extremely successful. GDP growth has improved. The GST Council had met many times to take quick decisions on issues in their horizon and they had resolved many. This has led to better growth now. Many of the rates are lower than they were before GST. They have been passed on to consumers. For example, Godrej soaps have become cheaper by 9%. Consumers are benefiting from lower rates. And, tax collections have gone up.”

Countering the perception that the implementation was poor, resulting in flip-flops, Mr. Godrej asserts, “I don’t agree with that at all. For such a major reform, it was implemented very well. The GST Council had sat very often, taken decisions. People who don’t like change will always complain. And in this case it has not been good for people who used to evade taxes. With GST, it is very difficult to evade taxes. So those who were evading taxes are the main ones complaining and making excuses. They were the same ones who delayed GST by 10 years.”

Supporting the multiple tax slabs in GST, he stresses, “You cannot have one or two rates in a country like India. You cannot have similar rates for essentials and luxury and ‘sin’ items. So in a country like India, there are bound to be multiple rates. Earlier, there were infinite number of rates, not just multiple rates. There were different rates of excise duty and different rates of VAT by the States. Now at least, there is a standard rate for India.”

Being optimistic about the overall state of the economy, he affirms, “It is very good. We have had 7.7% growth in

**“THE ECONOMY IS ON A VERY GOOD FOOTING. WE MUST AIM TO CONTINUE TO BE THE FASTEST-GROWING ECONOMY IN THE WORLD. IN MY ESTIMATE, BY 2050 INDIA WILL BECOME THE LARGEST ECONOMY IN THE WORLD”**

January-March. It has been growing every quarter and in 2018-19, I expect much better growth than 2017-18.” He further states, “The economy is on a very good footing. We must aim to continue to be the fastest-growing economy in the world. In my estimate, by 2050 India will become the largest economy in the world overtaking first the U.S. and then China ... because of our demography and because of our democracy.”

Finally, he declares with pride, “The economy is on a very good path. The whole world recognises it. All people including foreign leaders are coming to India. FDI in India is the highest in any country in the world. We are the fastest-growing economy in the world.” An ardent advocate of an open economy, he says, “We, at Godrej, have always been for the opening up of the economy. Even before 1991, we had advocated openness. Even now, we advocate open trade, no protection. Competition is the best.”

#### **STRONG PILLARS OF STRENGTH**

Mr. Godrej’s was really close to his better half, the late Ms. Parmeshwar Godrej, an active philanthropist. Her biggest initiative was joining hands with legendary Hollywood actor Richard Gere, the Bill and Melinda Gates Foundation and the Clinton Global Initiative to combat AIDS through the launch of the ‘Heroes Project’ in 2004. Besides Mr. Godrej, she is survived by her three children who are the personal



and professional pillars of strength for the former. Ms. Tanya Dubash, their eldest daughter is Executive Director and Chief Brand Officer of the Godrej Group. Ms. Nisaba, their second child, is currently the Chairperson of Godrej Consumer Products. Their youngest son, Mr. Pirojsha Godrej is the Executive Chairman of Godrej Properties.

#### **FOSTERING A SUSTAINABLE FUTURE**

Being quite conscious of his responsibility towards the environment, sustainable development is his most urgent priority. Sharing his views on becoming Carbon-neutral group, he asserts, “We have recently become carbon-neutral. The cost of alternate energy is cheaper that it used to be and in the long run it will be much cheaper than carbon-emitting energy like coal or oil. We have a mangrove forest. Then we use a lot of solar energy at our plants. We have also gone for water recycling. We also recycle waste into energy. We have a large operation in palm oil manufacturing. We are the largest in palm oil manufacturing. We are the largest in oil palm cultivation in India. In our factories, the palm waste, which you get after palm fruits are crushed or oil, is recycled to produce

energy.” He adds, “In Godrej Properties, all our buildings are certified green buildings. We have also created a CII Green Business Center – and now India has the largest number of green buildings outside US. Our headquarters, Godrej One, is platinum-certified. In Hyderabad, we converted plastic into oil.”

#### **AN UNCEASING TRAIL OF RECOGNITIONS**

He is the recipient of several awards and recognitions, including the Rajiv Gandhi Award 2002, the American India Foundation (AIF) Leadership in Philanthropy Award, the Entrepreneur of the Year at the Asia Pacific Entrepreneurship Awards, the Best Businessman of the Year for the GQ Men of the Year Awards, Chemexcil’s Lifetime Achievement Award, the AIMA – JRD Tata Corporate Leadership Award 2010, the Bombay Management Association – Management Man of the Year Award, the Qimpro Platinum Standard Award for Business, the Ernst & Young Entrepreneur of the Year, the Padma Bhushan, the Asian Awards Entrepreneur of the Year, the All India Management Association - Business Leader of the Year and the Golden Peacock Lifetime Achievement Award for Ethical Leadership.



VINEET JAIN

# MAKING A CONSTRUCTIVE DIFFERENCE

*Transforming a newspaper company into a multimedia conglomerate straddling print, radio, TV, online and outdoor, Vineet Jain – one of the most powerful change makers of contemporary India – has driven his newspapers to reflect the hopes & aspirations of the educated and the urban middle class*

BY  
ANAM KUMAR

**“INDIA IS  
FACING THE  
GROWING  
SCOURGE OF  
FAKE NEWS  
AND SERIOUS  
CONCERNS  
ABOUT DATA  
PRIVACY”**

**V**ineet Jain believes that excellence is a journey, not a destination – and that’s what drives him to do better, and to motivate his colleagues to keep raising the bar. For him work is pleasure, as it doesn’t seem like work! He doesn’t enjoy holidays beyond a week-10 days, and feels the urge to get back to work because it is creative, dynamic and exciting. He considers the creative process very exciting, and has taken several innovative initiatives – over the years, whose impact at the national and international levels is unfathomable – such as setting up Times FM in the 1980s almost as a garage start-up, with his personal collection of music; and establishing Times Internet as the undisputed leader in the country as original creators and distributors of online content.

#### RAISING STANDARDS

He reminisces about the Times FM, “It was our group’s first baby step beyond print. That later grew into Radio Mirchi, which is now a household name in cities across

the country. In the 25-30 years since we started to seriously diversify, we have become the dominant No. 1 player in virtually every segment we've entered – radio, TV, online.”

He is the Managing Director of India's largest media group – Bennett, Coleman & Co. Ltd., and undeniably holds a vantage point where his perspectives would be entirely different than those of a layman, as his viewpoints, opinions and judgments are taken seriously nationally and internationally. Sharing his views on contemporary India, he feels that a real India cannot be pointed out as “This is real India, or that is real India,” and clarifies, “India lives in many centuries at the same time – both socially and economically. On the one hand, we still have far too many old and entrenched orthodoxies and feudal mindsets; on the other, we are blessed with millions of young and assertive citizens who are globally connected and modern in their thinking. Similarly, we have extreme poverty on the one hand and an expanding billionaire class on the other.” However, despite this diversity, he finds India extremely aspirational, which is reflected in the growing, educated, urban middle class that is reshaping our nation in big and small ways.

The media has also been playing a parallel positive role in the building and reshaping of India, as she has a fairly robust, independent-minded media even in challenging situations where journalists often face intimidation and violence, especially outside the big cities; and news organisations face frequent attacks on their freedom to write and report honestly and without fear, and even brave advertising bans from both government departments and corporate bodies. Opining that such bans typically impact smaller newspapers because many of them are financially weak, he strongly feels that media should stand together on such industry-wide issues and challenges, and should collectively support organisations that are facing threats from people and institutions in power. At the same time, he believes that, “Media too needs to continually raise its standards in terms of the accuracy and integrity of what it writes and reports, as well as be more knowledgeable and domain-specialised when it analyses complex issues.”

#### **FOCUSING ON THE CORE**

He has had his own share of professional challenges, as even under his dynamic and insightful guidance, changing mindsets especially in a 180-year-old company with an iconic brand, was not easy. He shares, “People tend to be complacent and risk-averse, especially when the traditional lines of business are making good money and the new

businesses aren't likely to yield monetary dividends in the short run. Their thinking is, why rock a stable boat?”

However, with a firm belief in the capabilities of a young nation like India, he feels that, “We need to anticipate the future needs of those in their teens and twenties, the millennials. I try to cut through the surround sound of naysayers and status quoists, and zero in on the core of what we need to do, where we need to be.”

Protection of the freedom of speech and expression is a significant step towards a better India, as an independent

**“MEDIA NEEDS TO CONTINUALLY RAISE ITS STANDARDS IN TERMS OF THE ACCURACY AND INTEGRITY OF WHAT IT WRITES & REPORTS, AS WELL AS BE MORE KNOWLEDGEABLE & DOMAIN-SPECIALISED WHEN IT ANALYSES COMPLEX ISSUES”**

media would also make India stronger. He definitely wants things changed for the better; however, feels that instead of reforming the entire media industry, some concrete steps towards an independent and transparent media would show the right way. He asserts that towards this cause, firstly, the judiciary needs to block all attempts at undermining press freedom – whether it is in the form of gag orders or advertising bans. Secondly, governments should not be in the media business because it creates an uneven playing field; unlike the private sector, they have free access to public funds without any pressure to be financially viable. Thirdly, if India is to have a healthy, diverse and competitive media ecosystem, telecom companies must not be allowed to favour their own content over that of others; also, just as TV channels are not permitted to own majority stake in cable networks, telcos should not be permitted to own majority stakes in content companies because it constitutes conflict of interest and can lead to restrictive and unfair trade practices. He opines that in an era in which digital content – be it news or entertainment – is increasingly being consumed through mobile phones, the principle of net neutrality must be extended to telcos.

He also clarifies on a burning contemporary issue of fake news, “India – and it is not alone in this respect – is facing the growing scourge of fake news and serious concerns about data privacy. We need well-thought-out regulation,



not knee-jerk measures to tackle such complex socio-technological issues.”

#### **DRIVING CHANGE & EMPOWERMENT**

Mr. Jain derives a great sense of fulfilment when something his Group writes or does helps make a difference, be it at a micro or macro level. Being a fiscally responsible and socially progressive organization, his Group has always taken a cue from the world values and philosophies, and has argued – through Editorials and Times Views – for transparent, fair and optimal allocation of government-controlled natural and financial resources, including spectrum or coal; for an individual’s right to choose how he or she lives so long he/she doesn’t hurt or harm anyone else; for decriminalising homosexuality and suicide; and has helped drive numerous changes in laws, policies and practices. Mr. Jain summarizes it, “Ultimately, what matters is making a difference.”

He has also taken an active interest in helping drive change and empowerment, doing it consistently – at the individual, community and national levels. Describing further he says, “I believe there are few better ways of

giving back to society than by educating the young. We’ve set up Bennett University as a not-for-profit initiative with a lot of thought and care because we want to provide students with world-class teaching and facilities, be it in engineering, management, law or media studies.

“I’d also like to briefly touch upon the work of our non-profit arm, the Times Foundation. It has helped build homes, hospitals and a school in states like Tamil Nadu, Andhra Pradesh and J&K in the wake of tsunamis, floods and earthquakes. The Foundation has also been working quietly in the areas of health and nutrition, women’s empowerment, and education and skill development.”

Though he has received a number of awards over the years, he has always accepted them on behalf of the entire Times family, as he feels that they’re an acknowledgement not so much of one man’s efforts as the hard work and creativity of his colleagues. His role is to create an environment for them to be the best they can be.

Ever ready to encourage those who look up to him as their role model, he exhorts them thus, “Know who you are and stay true to yourself, follow your dreams and don’t let adversity knock you down, and enjoy life – responsibly.”



DR. NIRANJAN HIRANANDANI

# THE UNDISPUTED KING OF REALTY

*Assiduously leading Hiranandani Group to new frontiers of success as a Co-founder and Managing Director, Dr. Niranjan Hiranandani is a real go-getter, an effervescent personality, who is brimming with zest for life and possesses the capability to efficiently strike a magnificent work life balance*

BY  
RICHASANG

***“IT IS NOT ABOUT WORKING FOR MONEY. MONEY IS A BY-PRODUCT OF WHAT YOU DO WITH PASSION AND SINCERITY”***

**A** qualified Chartered Accountant, Dr. Niranjan Hiranandani acquired a degree of Doctor of Philosophy in Management after completing his thesis on ‘Housing Revolution in India Challenges and Prospects.’ He has served on the board of the Housing and Urban Development Corporation (HUDCO), was the adviser to the Government of India on the Housing and Habitat Policy for over a decade; and served as Chairman of Housing Committee of FICCI as well as Chairman of Real Estate & Infrastructure Committee of Indian Merchant Chambers. Credited with changing the skyline of Mumbai in Powai, Thane and Panvel, he is soon to extend reach to the cities of Pune, Chennai and Ahmedabad.

#### **CREATING TIMELESS MASTERPIECES**

His passion for aesthetics is best explicit in the spellbinding architecture of the neo-classic buildings of Hiranandani Gardens, Powai. As he states, “I wanted the building design to be timeless. That is how the whole idea about

**DR. NIRANJAN HIRANANDANI**

European architecture came up but not many appreciated this concept at that time. Today, a brand new building or a building made 20 years ago; they all look new and similar. This is perennial and attractive architecture.” The classic design and architecture is quite evident in all Hiranandani developments and has become the Group’s signature style. Describing the idea of developing a mixed-use township – a concept foreign to India, he says, “My brother Surendra and me started the real-estate business by doing small and medium projects in Versova, Malad, Ville Parle and Mulund. Every time I finished a project, I would look out of the window of the building and would be disappointed of the views of the surroundings. This set me thinking of creating an atmosphere that was beautiful everywhere.” He further adds, “Powai at that time was an undeveloped quarry land and we were able to get about 250 acres at reasonable price. With an aim of creating a lifestyle, the construction at Powai was started in 1987. Architect Hafeez Contractor who had just started his practice and had done our Versova project Beach Classic joined in 1988-89 and has been working with us ever since. We built the entire infrastructure from roads, electricity, storm water drains, sewage treatment plants, telephone cabling ducts, schools shopping complex, hospital etc. Of course, most people were cynical of what I was doing and it was a huge risk for us, of building an entire suburb from scratch. We met with resistance to change but managed to convince the authorities that our intentions were clean. Few in the government department supported us, though the concepts like cement concrete roads or recycling of water were new at that time.”

**THE STEADY ROUTE TO SUCCESS**

Describing about his odyssey of becoming a builder extraordinaire, he states, “My brother and I are first generation businessmen. My father L H Hiranandani was a famous ENT specialist and he wanted me also to become a professional. Therefore I became a Chartered Accountant but as I always wanted to do a business, I forayed into the textile segment. Simultaneously, I co-invested in plots in Malad and started building there. The turning point came when I had to choose between both the businesses that were making losses. In January 1981, I received a letter from my textile mill workers union asking for a 100 per cent increase in wages. Though, they would have accepted even 10 per cent raise, I looked at it as a ‘sign from above’ and decided to sell off the textile unit and focus completely on real estate.”

He elaborates on the way in which he created a differentiator for himself, “Very few developers in 1980s were keen on hiring

professionals. I engaged young professionals as I could not afford the experienced experts. We set the quality benchmarks for ourselves whether it was, design, construction technology or materials. When we started with township development, not a single realty firm was implementing that range of activities. So, it was a steep learning curve for us. I feel what set us apart from the competition was that the other developers did not provide stabilized quality which we did. We became iconic by default because the others just didn’t do what was needed to be done.”

**“EVERY TIME I FINISHED A PROJECT, I WOULD LOOK OUT OF THE WINDOW AND WOULD BE DISAPPOINTED OF THE VIEWS OF THE SURROUNDINGS. THIS SET ME THINKING OF CREATING AN ATMOSPHERE THAT WAS BEAUTIFUL EVERYWHERE”**

**EXPLORING NEW FRONTIERS OF SUCCESS**

Extraordinarily riding the success wave, Dr. Hiranandani seems to be on expansion spree. Elaborating upon his projects, he discloses, “The recently completed projects include 4.2 million sq ft ‘Hiranandani Signature’ building in GIFT City Gujarat and 2 million sq ft TCS mega campus ‘Olympus’ in Thane. Hiranandani Fortune City at Panvel is a 558 acre mixed-use township under construction as also, 400 acres integrated township at Oragadam, Chennai. Other projects include resort living development on 500 acres in Khandala and tourism focused development on 250 acres plot in Alibaug. Also, in planning stages are the logistics & warehousing project in Nasik, 250 acres Industrial Township in Pune and SEZ in Chennai.”

Not letting age to act as a dampener in his pursuit of success, he declares, “Rather than slowing down, my work has increased fourfold in the last couple of years. Expansion works are being carried out in our existing projects of Powai and Thane and we are also looking at opportunities for SEZs and townships in Mumbai, Jaipur, Ahmedabad and other Tier II cities.” Besides his real-estate business, Dr. Hiranandani is also the Chairman of H-Energy, the company started by his son Darshan Hiranandani that is building LNG re-gas terminals and natural gas pipeline projects in India as well as the LNG liquefaction project and crude oil infrastructure in Canada. He elucidates, “Basically there are 2 projects. The



West Coast project consists of LNG re-gasification project at Jaigarh in Maharashtra and the East Coast Project that includes setting up a Floating Storage and Regasification Unit at Digha, West Bengal. H-Energy also plans to develop an LNG liquefaction project comprising a floating and onshore natural gas liquefaction plant in Canada.”

#### **BRIMMING WITH ZEST FOR LIFE**

Despite his work-related responsibilities, he definitely knows how to enjoy life as well. He likes to spend time with friends and family, and definitely knows how to manage time well. “Work is my passion and hobby. I am really enjoying what I am doing. Going to parties and having fun is what I do apart from the work. I am the first one to go on the dance floor, may not be the last one though,” he states with a smile.

For him passion for work is all that matter, as he puts it, “It is not about working for money. Money is a by-product of what you do with passion and sincerity.” Elaborating on his daily schedule, he says, “I start my day at six in the morning; go to the gym then browse through all the morning newspapers. On my way to work I call all my CEOs for an update and by the time I am in office at 9.30 am I am set to

start work immediately. Moving from one task to another, the first half of my day is dedicated to office work. The second half is for external meetings, media interactions and social appointments. So, the day ends as per any social event timing. As a matter of fact, many ask me how I manage to do so much at my age and I always say, it’s simply passion for life and for Hiranandani Communities.”

#### **THE GEM OF A PERSON**

He has drafted the State Policy for Slum Rehabilitation in Mumbai, which was designed to improve the wellbeing of over 6 million slum inhabitants. Besides being a trustee of Nathdwara Temple, he holds key positions in various government bodies, private & social institutions, schools & colleges. He also runs 17 colleges, 8 schools, 3 hospitals and 3 temples. He has opened Charitable Trusts along with his brother and through Hiranandani Foundation, he has contributed immensely to the Indian education sector; the Trust runs 3 schools in Powai, Thane & Chennai all from KG to 12th Grade. He is also enthusiastically working about improving the healthcare sector of India, through a multi-speciality hospital at Powai – Dr. L.H. Hiranandani Hospital.



JADAVJI LALJI ANCHORWALA

# THE MAN WITH A MIDAS TOUCH

*Carving his own destiny with his sheer grit, passion and determination, Mr. Jadavji Lalji Anchorwala is a living legend who possesses a rich experience of over 60 years in the realm of electricals and has successfully thwarted all hurdles which came his way owing to his self-belief and the motivation to excel*

BY  
RICHASANG

**“MY LIFE  
MOTTO IS  
TO WORK  
EVERY DAY, BE  
HONEST, SPEND  
LIKE A MISER  
AND DONATE  
LIKE THE  
WEALTHY”**

**N**ot letting his humble background act as a dampener in his pursuit of excellence, Mr. Jadavji Lalji Anchorwala has come across as an embodiment of perseverance whose success story is an inspiration for umpteen aspirers who aim to make a mark for themselves. As he puts it, “As a person who has been a part of the world of Electricals for over 60 years, I’ve been a fortunate witness to the evolution of the market, and consumer behaviour trends. My journey began from a 10’x10’ house, I spent countless nights sleeping on the pavements of Mumbai, studying under street lamps while studying for my 10th Grade examination. I would also sell coupons to workers near me, and eventually joined my father at his Kirana (provision) Store. One morning, the family took up the challenge to make moulds. It seemed like an ordinary morning at the time, little did I know that it was the beginning of a new phase in my struggle to go beyond my circumstances, which would start with taking over a small factory and end in being where I am today. I have

**JADAVJI LALJI ANCHORWALA**

built an empire with sheer grit, passion and determination to change the status quo of the electrical industry. People often say that I have the Midas Touch, but I think they're just being kind."

**THE UNCEASING SAGA OF SUCCESS**

A brand is not built in a day and enormous efforts are required in making it see the light of day. Describing the tremendous sweat and toil which went behind establishing the popular brand 'Anchor', he asserts, "I strongly believe that my brand's success story defines me, just as much as my struggles to make the brand a success, which is why, to my mind very few stories have matched the magnanimity of the success that Anchor embodies. With a humble beginning in 1963, it rose to the leadership position in just 2 years and continued to lead the pack in terms of innovation and product quality standards until the change in management."

Being extremely involved and enthusiastic about driving GreatWhite to the path to success, he elaborates, "I'm happy to be the hand that was chosen to rewrite history and make GreatWhite a resounding success. The year 2011 marked another beginning and by 2013 we were back with a robust and avant-garde production facility, advanced infrastructural arrangements and a state of the art tool room and R&D center, delivering a Line worth 700 Crores featuring Switches, Wires and Cables, MCB's and RCCB's, Lighting and Fans – once again welcomed with open arms by our dealers and consumers. In recent times, we've upscaled our portfolio to include Conduit Pipes and Fittings, and have grown to 38 Sales Offices, 18 Depots and Headquarters in Lower Parel, Mumbai."

Throwing light upon the organization's expansion plans, he says, "GreatWhite is proudly patronized by leading Developers, Governmental and Semi Governmental Institutions, Traders and Consumers, a privilege we consider one of our greatest achievements, and plan to serve them better with an expansion plan to hit the 1000 Crore mark soon."

**PUTTING UP A BRAVE FRONT**

It is a universally acknowledged fact that a man's true strength can be assessed by the way in which he deals with adversity. Besides talking about some of the challenges which Mr. Anchorwala faced, he also shares the techniques which he employed to overcome those challenges, "The

market has evolved greatly over time and has grown exponentially in terms of the number of competitors, the expectations of the consumers and the calibre of both the talent and technology employed in production facilities. It was, admittedly, an uphill task, but not something we couldn't handle. We realized early on that the success of any venture is the result of the single-minded and concentrated effort of an entire team of like-minded and passionate individuals as against just the vision of the founders. So we started at the very base, got the right team on board,

***"WITH ANCHORWALA GAUSHALA IN KUTCH, SHAH AND ANCHOR ENGINEERING COLLEGE, WE'RE GIVING BACK TO THE NATURE THAT SUSTAINS US, AND PROVIDING EDUCATIONAL OPPORTUNITIES FOR THE BRIGHT FUTURE OF OUR COUNTRY"***

identified our strengths and played to them. Our legacy of 5 decades brought the best of the best on board and set the ball rolling. We explored uncharted territory both in terms of the landscape to establish our facilities and the mindscape of the team that led to some of our path-breaking innovations."

**THE PERFECT SUPPORT SYSTEM**

He owes his happiness and success to a strong support system, "While I have been on the quest for innovation, my entire family has been a pillar of support that I could always lean on. My wife has inspired me in innumerable ways and my sons joined my line of business early on, and have grown to be the business tycoons they've become today."

Banking on the efficient support system of his family, he elatedly expresses, "My sons were generous with their time and expertise when it came to making hiring suggestions and decisions for talent to assist with back office operations, choosing and deploying the right technology and IT resources to ensure a hassle-free production process. We implemented the SAP ERP model, early on, for efficient resource management. With an efficient and competent Research and Development Team, we were able to tap into the evolving needs of the user base and devise innovative solutions to fulfil those needs."



### **THE LONG TRAIL OF RECOGNITION**

A humble and down-to-earth personality, Mr. Anchorwala feels “honoured to be bestowed with the accolades and praise that has come my way over time, I have been deemed as ‘The Doyen of the Industry’ following our contribution of Piano Switches to the industry, but the achievement that stands out to me the most, has come after the launch of GreatWhite, the inclusion in ‘Fast 50’.” He further adds, “It drives me to push harder day after day to raise the standards of the quality of the products we deliver that our user base has come to expect from us, and also love about us. For our first sales year turnover of an unprecedented 150 Crores, we only have our consumer base to thank. 2016 saw me accept the award of ‘Power Leader of the Year’ which would not have been possible without the tireless support of my team.”

For Mr. Anchorwala, the greatest recognition is to be recognised by the excellent quality of his products and he asserts with pride, “It fills me with immense pride to mention that we are the only company, across the globe, to offer Lifetime Guarantee on all our Switches and Wires.

Our product range has always been a crown jewel for us and has at occasion been subject to the ugly side of a fiercely competitive market, our journey to reaching the heights of success has been marked by many hills and valleys. Our motto of “Never Look Back” has always kept us going. Through it all, we’ve continually aimed for new highs to achieve and set new goals to accomplish.”

### **THE ACT OF GIVING**

Being committed to giving back to the society, he actively contributes towards the welfare of humanity through his endeavours in the education and healthcare sectors. He says, “Our CSR initiatives are closely driven and largely motivated by our religious sentiments, as a Jain family from Kutch, we have always centered each of our initiatives around the act of giving ... Anchorwala blood donation camps, providing basic healthcare facility, education to the needy, running of Gaushalas called Ahimsa Dham in Kutch for cows and animals. Our family has recently also pledged 31 Crores towards the Girl Child Education initiative.”



DR. ADNAN CHILWAN

# SUCCESS - A RESULT RATHER THAN A PURSUIT

*Dr. Adnan Chilwan is young and passionate! Though his success and achievements are clearly disproportionate to his age, it is predictable because he loves to invest and compete with himself, and the outcome, no matter how extraordinary, is just a logical consequence*

BY  
ANAM KUMAR

***“INCREDIBLE  
THINGS  
HAPPEN IF  
YOU BELIEVE  
THAT YOU ARE  
YOUR OWN  
COMPETITION  
IN THIS  
WORLD”***

**B**y ensuring focus and progressiveness, whilst preventing himself from being distracted by actions of others, he has been taking charge, making his own rules, and writing his own script for the future. Thus, driven by his own ambitions, and not by others', Dr. Chilwan believes in building capacity for future – financial, people, systems and technology – pre-emptively and continuously, and considers them key ingredients in the recipe for his success.

Though success may be a subjective term, and may be a matter of opinion, Dr. Chilwan feels that it is also definitely personal. Whilst many measure success via theirs or the organization's financial achievements, he has a very different perspective, i.e. shattering myths and changing mindsets.

He shares, “My success story is not just about the transformation of DIB under my leadership. It is about the mindset change that has happened because of what I



**DR. ADNAN CHILWAN**

believed I have pursued over my entire working life – making Islamic finance the norm. From my earlier achievements in incorporating the model in foreign conventional players, to converting a conventional bank into an Islamic entity, to completely unleashing the true potential of the oldest Islamic bank in the world, all have led to this massive change, and shattered the myth that Islamic finance is limited to select Muslim populous. Clearly it is not and the world knows it now.”

**TAKING AWAY THE “IM” FROM IMPOSSIBLE**

He is also aware that the world sees only the tip of the iceberg and considers others’ successes easy, and fails to see the years of hard work in achieving any greatness, which is understood and felt by only those who see it through till the end.

He observes candidly, “For me, the journey is just as rewarding as the final result. My career has spanned some of the most tumultuous years in the history of the financial services industry, but what I saw during this time was opportunity. Ten years ago, when I joined the bank, I had a decade-long vision for the organization – I knew the bank could be the single most disruptive player in the financial sector in this time frame. But this message would have been a little difficult to digest at the time, given the effects of the global financial crisis and the positioning of DIB in those days.”

Renowned for taking away the “im” from impossible, Dr. Chilwan set about to adjust the sails, broke the plan down into intermediate goals over shorter horizons which appeared more realistic then, and all of a sudden, what seemed ambitious and virtually impossible in those days is a reality today – DIB is the 4th largest and the 3rd most profitable bank in the country, a jump of around 9 places in less than half a decade, and all of that was possible organically.

Acknowledging that every success is a team effort, and though uninhibited passion and belief played a major role in DIB’s current success, he is also aware that even if your ultimate vision, goal or game plan is visible to a limited few, break it down into manageable steps, keep providing input and guidance to steer and direct, and instead of waiting for things to improve in order to progress and grow, craft out opportunities in any given scenario.

**GROWTH - ELUSIVE TO OTHERS, EXCLUSIVE TO US**

Getting a chance to understand a situation through the

eyes of an expert is priceless, and here Dr. Chilwan shares how around 2008 when the global financial crisis impacted the UAE and the region, he wielded a different approach than most of his competitors and first expertly created the foundation and then swiftly made DIB the fastest growing organization in the region. He reminisces, “In 2008, the impact of the global financial crisis had made its presence known in the UAE and the region, and it was quite a dismal picture across the industry at the time.

“Most players were effectively trying to gather themselves

**“THE JOURNEY IS JUST AS REWARDING AS THE FINAL RESULT. MY CAREER HAS SPANNED SOME OF THE MOST TUMULTUOUS YEARS IN THE HISTORY OF FINANCIAL SERVICES INDUSTRY, BUT WHAT I SAW DURING THIS TIME WAS OPPORTUNITY”**

up quickly and grab whatever business was available in the market to show growth in size and profitability. To me, it was clear that we could not do what the others were doing. That approach was definitely not aligned to the long-term plan I had for the bank and the industry.

“So, irrespective of how the market was behaving or competitors acting, for us it was time to CONSOLIDATE. I had a two-pronged agenda in mind even at the time, the second leg being GROWTH, but I knew that we were not ready to get a glimpse of that currently. So I provided the first five-year consolidation plan with yearly executable targets and goals, which effectively aimed to strengthen the bank financially, create capacity (financial, personnel, systems) so as to establish a platform from where growth was inevitable. And then when the time came, well the rest as they say is history!

“All the scepticism has disappeared, and the market in fact is expecting even more from us. And what to me is perhaps our greatest achievement is that in these last few years, we have made Islamic banking a household model across the country and are now spreading it to other markets as well.”

For him, the true satisfaction is the achievement of what he is pursuing – rewards and accolades are a mere ratification and reaffirmation of what he already believes to be true. His steely self-belief, firmness of purpose and



passionate efforts have naturally brought him various recognitions of the highest order, as he has been ranked amongst the top 3 Indian leaders in the Arab world by Forbes, and also in the CEO rankings in GCC. He has also won multiple awards and accolades for his vision and excellence in Islamic banking, including the Islamic banker of the Year award multiple times.

Believing that success is not static, and is not a point in time, but is the ability to build on what has already been achieved to reach newer, greater heights, his thirst for more keeps him inspired and motivated, while he follows his true passions, and always seeks more beyond the horizon. At the same time, his philosophy is reflected in the vision of the organization as well – progressiveness, constantly evolving, improving and moving in a northbound direction.

Committed to give back to the society, which has helped

him achieve tremendous success, he is deeply involved in CSR activities. More than just about money, his CSR goes well beyond financial commitment and support. He believes in positively impacting lives of others in a variety of ways, and accordingly devotes his time to propagating not just the business model he believes to be the most appropriate for today's world, but also his own learnings and experiences to students and practitioners across the globe.

Competing with himself, he believes in daily improvements, which can do wonders while continuously moving towards one's goals. "One does not need complex strategies and plans and huge towering targets. Incredible things happen if you believe and follow the concept that you are your own competition in this world. My first thought every morning and my life-long motto is simple – TODAY WE NEED TO BE A TINY BIT BETTER THAN WHAT WE WERE YESTERDAY."



DR. ANOOP KUMAR MITTAL

# LAYING STRONG FOUNDATION FOR A PROSPEROUS NATION

*Efficiently spearheading NBCC (India) Limited as the Chairman-cum-Managing Director, Dr. Anoop Kumar Mittal possess extraordinary leadership qualities, a rich experience of over 35 years and is renowned for undertaking quality work in Civil Engineering, Consultancy and Project Implementation*

BY  
RICHHA SANG

***“I STARTED  
MY CAREER AS  
AN ASSISTANT  
ENGINEER &  
ROSE TO THE  
POSITION OF  
CMD WITH MY  
PASSION &  
COMMITMENT”***

**A**s the 16th CMD of NBCC, a Schedule ‘A’ Navratna Company under the aegis of Ministry of Housing and Urban Affairs, Government of India, Dr. Mittal oversees its policy and strategic decision making and has been associated with the organization for the past 30 years. Prior to his appointment as the CMD in 2013, he was the Director of Projects division. Under his leadership, NBCC has adopted innovation in construction processes while developing sustainable residential, commercial, institutional and office projects while also nearly doubling its turnover to Rs 7,096 crore.

#### **REAPING THE SWEET FRUITS OF SUCCESS**

Dr. Mittal is an asset for NBCC and his earnestness and determination coupled with his innovative business

strategies facilitated operational efficiency and faster growth of the organization. He declares with pride, "I started my career at NBCC as an Assistant Engineer and rose to the position of Chairman-cum-Managing Director with my passion and commitment. My work was appreciated by my seniors all the time." He elaborates, "During my current tenure, NBCC achieved the Navratna status. The growth rate too has been phenomenal." Throwing light upon his life's inspiration, Dr. Mittal asserts, "Passion towards work and continuous support of my family has made me successful. I never targeted any position but each year in my career has been a new high. I believe if a person is successful in his endeavours, then he yearns to do more in life."

#### **ALL ROADS LEADING TO PROSPERITY**

Dr. Mittal is a visionary who has steered significant functional, structural and policy reforms for NBCC's overall growth and aligned the organization with national flagship schemes. He stresses, "Our vision is to be a world-class construction company. It is matter of pride that NBCC is playing a meaningful and significant role in nation building. We already have an order book of Rs. 80,000 crore and expected to touch Rs. 1 lakh crore soon. We have set a target to attain 30 to 35 per cent CAGR in the next financial year." Through light on some of the strategies being employed by NBCC under his guidance, he declares, "On the domestic front, we are diversifying, exploring new markets and adding more business verticals. NBCC has great plans for affordable housing and infrastructure development on land parcels belonging to sick and loss-making PSU's. After building a solid reliable reputation in domestic market, NBCC is exploring opportunities in international markets. We are working on some prestigious projects like the National Prison Academy in Maldives, the Supreme Court building and 956 units of social and housing in Mauritius as well." He states with pride, "We recently bagged construction order of Mahatma Gandhi Convention Centres (MGCC) in nine African countries: Niger, Uganda, Malawi, Zambia, Liberia, Gambia, Burkina Faso, Togo, and Gabon. We have also signed a Rs 400 crore project to construct the India Pavilion at the Dubai World Expo 2020."

#### **EMBRACING PRO-PEOPLE TECHNOLOGY**

Technology makes our work easier and efficient. Today, it has an imperative to align technology with the organizational processes to make them seamless and efficient. Throwing light upon some of the initiatives Dr.

Mittal undertook for good corporate governance and the effective use of technology, he says, "It is essential in today's fast-changing business environment to keep abreast with evolving technologies and innovations. As a chief of the organisation, it is my duty to implement them for better output. Some of the online services introduced include online file tracking system, digitisation of records, online appraisal system and online recruitment system. We adopted paperless communication through ERP for all official matters."

***"I TRULY BELIEVE THAT AN ORGANISATION'S STRENGTH LIES IN ITS EMPLOYEES & THEIR SATISFACTION IS OF UTMOST IMPORTANCE. MY CONSTANT ENDEAVOUR HAS BEEN TO HAVE AN OPEN COMMUNICATION BETWEEN THE ADMINISTRATION AND STAFF"***

He adds, "We have also introduced new policies to streamline the work culture. Employees are the most important asset for any organisation. We recruit management trainees every year through GATE which provides fair chance and transparency in the selection process."

Stressing upon the importance of training programmes for the employees, he asserts, "NBCC ensures that all employees are equipped with new technologies and new-age skills. We organise training programmes for them at regular intervals. There is decentralisation of power to ensure accountability at each level. We regularly review our policies, strategies, guidelines and procedures for further improvement."

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

As an ardent advocate of reforms for efficient administration, Dr. Mittal feels, "I believe transparent administration is the hallmark of a progressive organisation. We have decentralised decision-making and delegated responsibilities for ethical corporate governance."

A champion of sustainability, he asserts, "NBCC is encouraging innovative design and construction technologies for environmental rejuvenation. Pre-cast and pre-fab technologies minimise the impact on environment and help in completing the project at a much faster pace than



conventional methods. We have imbibed green engineering which balances functionality with a building's impact on nature. Green buildings use processes and materials that are environmentally responsible and resource efficient. Most of our projects conform to GRIHA ratings. These initiatives promote a cosmopolitan way of living with easy mobility, smart infrastructure, open spaces and highly functional public facilities."

#### **SERVING HUMANITY**

It is a widely acknowledged fact that a man becomes truly human only when he tries to make others secure, comfortable and happy. Dr. Mittal is very well aware of the importance of social service and laying significant emphasis upon CSR, he exerts, "Giving back to the society is our duty. Being a PSU, our duty is to meet people's expectations and serve the society in general. CSR is no more an obligation or optional. It also plays a major role in brand positioning and consumer retention. NBCC has a CSR Policy which combines our values of social good, green engineering, and human rights with our business operations and core strategies." He further adds,

"NBCC is committed to nation building and contributing to the society that will sustain its growth. It works with communities near operational areas to implement a range of programmes that can positively impact their lives. Our teams participate throughout a project's lifeline and contribute in areas like health, education, infrastructure development and local employment."

#### **AWARDS & RECOGNITIONS**

In recognition of his path breaking contribution to India's infrastructure sector, numerous awards and recognitions have been conferred upon Dr. Mittal. He received CNBC-AWAAZ CEO Award by Chhattisgarh Government for Outstanding Contribution in Infrastructure in July 2018.

He has been honoured with Distinguished Fellowship 2018 of Institute of Directors (IOD). "CEO of the Year" Award was conferred upon him by Top Rankers Management Consultants at FORE - Top Rankers Excellence Awards 2018. He also received Asia Pacific Entrepreneurship Award 2017 and SCOPE Excellence Award for Individual Leadership 2014-15.



Health & Hygiene  
**Outreach Programmes at Schools and Colleges**



Health Awareness Programme at Cubbon Park



### Awards and Rewards

**MOST RECENT**

- for Excellence in Healthcare
- ET Awards for being the Most Inspiring Doctors in India
- India's Greatest Brands & Leaders
- Social entrepreneurship award by USAIDS and MSD for Mothers
- Icons of Healthcare Award at Singapore – leading women's healthcare hospital in India
- Hold the credential of receiving the Fellowship of Royal College of Obgyn from London



**Around The World**  
 Dr Hema Divakar participates in various conferences and stakeholders meets as FOGSI ambassador to FIGO (Federation of International Gynaecologists and Obstetricians)



Health Economics Meeting at Athens



@ FIGO HQ London



### 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

Based on our previous experience 5 years 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 as to get our 2<sup>nd</sup> 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. Purni, 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.

 **Divakars Speciality Hospital**  
 A passion for quality healthcare  
 No. 220, 9th Cross, JP NAGAR 2nd Phase, BENGALURU 560078

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KARAN BHAGAT

# GUIDING GENERATIONS TO THE PATH TO PROSPERITY

*The Co-Founder of IIFL Wealth Management, Mr. Karan Bhagat possesses a rich experience of over 16 years in Financial Advisory, and leads a team of professionals who manage the wealth of leading families in India as well as select global hubs and provide a cumulative solution to all finance-related queries*

BY  
RICHASANG

**“VALUES SUCH AS HUMILITY, MODESTY & CLIENT-CENTRICITY HAVE STAYED WITH ME THROUGHOUT MY JOURNEY”**

**M**anaging finance for some of the wealthiest individuals and families in the HNI and Ultra HNI segment possessing numerous assets, Mr. Bhagat gained deep insight and has never shied away to pass it down to his team. His substantial experience – in various aspects of Finance like asset management, mutual funds, investment advisory, seed funding, equity management, corporate advisory, investment banking and wealth-structuring solutions – teams up well with his leadership skills and enables him to efficaciously spearhead his team towards achieving their mission in the most desirable manner.

#### **STEADY ENDEAVOURS TO SUCCESS**

Rising up the ladder of success with each sturdy step

**KARAN BHAGAT**

was not a cakewalk for Mr. Bhagat but nevertheless he unrelentingly pursued the path by defying all odds owing to his sheer determination and self-belief. As he puts it, “I had set up my own travel agency while simultaneously doing my studies. After completing my MBA in Finance from IIM, Bangalore in 2001, I received an offer from a consulting firm in Barcelona. But it had to be revoked in the light of the World Trade Centre crash. I thought to utilize that time in a constructive manner and took to teaching English and Maths to MBA aspirants.” He adds, “After joining Kotak Mahindra Bank in their Delhi branch in 2001, I rose to head the bank’s wealth management practice for Mumbai by 2007. The beginnings of the dream to start out on my own were seeded in mid-2007. It was in April 2008 that seven of us, including Yatin Shah and Amit Shah, decided to start on our own. But instead of going all out on our own, we decided to pursue a path of professional entrepreneurship. We approached Nirmal Jain, Founder and Chairman, IIFL Holdings Ltd, and were given the responsibility of setting up IIFL Wealth as a unit of the IIFL group. We have now established ourselves as one of the leading investment management companies in India in less than a decade.”

**CREATING OPPORTUNITY OUT OF ADVERSITY**

For a resilient person, every adversity, challenge, trial, obstacle, or problem is an opportunity for greatness and a problem is usually perceived by him as an opportunity to introduce an innovative solution to it. Talking about the challenging times and their enriching effects on him in terms of the experiences gained and the lessons learnt, Mr. Bhagat states, “We started in 2008 amidst the global financial meltdown and it was no less than a trial by fire. We remained modest and grew in a systematic manner. The period before 2008, when the global financial crisis occurred, whatever a wealth manager did, he made money. Private bankers started taking credit of great returns on themselves rather than admitting that it was a function of the market. Wealth management became a distribution market, almost like broking, where healthy commissions were easy to make by selling products.”

He further adds, “The scenario was gloomy the world over following the economic meltdown across asset classes. As someone who has had failure and adverse circumstances as my starting points, life has moulded me to be unafraid and undaunted in business. Having worked in the industry for a good amount of time, we knew the service and the gaps of most banking players in the game. The realisation that as good advisors, we needed to take care of a client’s multifarious needs and not merely sell financial products,

got us headed in a direction that seemed to work. We saw that there was a gap for a consolidated balance sheet, more effective tracking and monitoring of investments. It was only obvious that good advisors should do all of this, not just sell products.”

Revealing that perseverance had been his key to success in adversity, he says, “Our entrepreneurial journey coincided with the 2008 turmoil in financial markets. A simple advice that came my way – not to wait for the global situation to improve but rather tread the chosen path with renewed

**“MY KEY ADVICE TO UPCOMING LEADERS IS THAT YOU NEED TO BE SELF-CONFIDENT – EXUDE POSITIVE BODY LANGUAGE AND COMMUNICATE CLEARLY, PASSIONATELY AND EFFECTIVELY; ... AND LEARN TO DEAL WITH PRESSURE”**

vigour and remain patient about the milestones we had set – has made all the difference.”

**INNOVATING HIS WAY TO THE TOP**

Being an innate trendsetter, Mr. Bhagat has always promoted innovation and has charted his own trajectories of success. As he elaborates, “We built a strong advisory practice as opposed to a prevalent commission-based model in the industry. IIFL Investment Managers began in 2008, at a time when the market was a volatile place to be in. The setting up of the wealth division for IIFL was of a professional entrepreneurship where interests of all the stakeholders were aligned. Our employees own around 21 pc stake in the company and function with an entrepreneurial mindset in a vibrant eco-system. This in turn kept us aligned to the long-term interest of the clients. When every other organization was cutting corners, we found it to be the best time to hire quality people and acquire companies which were complementary to the business.” He adds, “Our assets under management, advice and distribution jumped 38.81% in the last one year and stands at Rs1317.62 billion (as on 31st March 2018), making us one of India’s largest private wealth management firm in terms of assets under advice and management.”

Finally, he declares with pride, “We started off with pure wealth advisory and management services and



have metamorphosed into one of the largest wealth management companies offering Wealth Management, Asset Management, Credit Solutions, Estate Planning and Corporate Finance.”

#### **A ROCK SOLID SUPPORT SYSTEM**

The adage ‘Behind every successful man there is a woman’ holds true for Mr. Bhagat, who is all praise for his wife for her continual support. He declares elatedly, “My family has always been supportive of my entrepreneurial pursuits. My biggest inspiration lies in my family – my wife, Shilpa has always stood beside me in thick and thin. She has been a pillar of support throughout my life and urged me to quit my stable job at Kotak where I headed the bank’s wealth management practice and start my own venture. I am grateful for her support and she takes the entire credit for meticulously nurturing the entire family as one with love, care, respect, patience and endurance. I am also inspired by my kids; children can teach you how to balance life between work and play.”

#### **AWARDS GALORE**

Mr. Bhagat has been recognized for his exceptional achievements in the finance sector through various awards

and recognitions. He has received ‘Best Wealth Management Thought Leader’ at India Wealth Awards 2018 and Hubbis Indian Wealth Management Award for Excellence 2017. In 2017, he was also featured in the prestigious ‘40 under 40’ list of The Economic Times & a leading international magazine where India Inc.’s leading young business leaders were recognised. Under his leadership, the company has received ‘The Best Family Office Services, India’ and ‘The Best Succession Planning Advice and Trust, India’ Awards by Euromoney Private Banking and Wealth Management Survey, 2018 besides 80 other awards of repute since 2008.

#### **GIVING BACK TO THE SOCIETY**

Keen on supporting social welfare through promotion of education and sports, Mr. Bhagat asserts, “My wife and I are particularly keen on ensuring child welfare, for which we support the cause of education among underprivileged children through the Yasham Foundation. The foundation aids children in understanding school curriculum better by means of remedial teaching, audio-visuals and reinforcements.”

He also believes that “sports should be given importance” & says, “We took a conscious decision to adopt sports as part of our CSR activity and to promote National and Olympic sports in the country under the banner of ‘EKA.’”



BIJAY AGARWAL

# BUILDING SUSTAINABLE EDIFICES OF TRUST

*Hailing from a small town, and having learned the basic rules of money management at a young age, Bijay Agarwal began his thrilling journey with one small step. However, his commitment and passion soon turned into huge financial gains, and today he is renowned as one of India's leading real estate developers*

BY  
ANAM KUMAR

***“WHEN THE IT BOOM HIT BANGALORE, WE BECAME A TRENDSETTER, AND SET UP THE FIRST IT TECH PARK IN WHITEFIELD”***

**B**ijay Agarwal's story is of immense inspiration, as he became successful step-by-step through extraordinary grit and firmness of purpose. He started out humbly in Bengaluru in 1993, acquiring a small plot that offered 20,000 sq. ft. of construction. It was a commercial building called Money Chambers and it was a success! This encouraged him to construct his first residential project in Indiranagar of just 12,000 sq. ft. of built-up area. After that, there was no looking back!

#### **CONSISTENT TRAJECTORY OF GROWTH**

Though his success has really taken him to great heights, he has never left his roots. He shares, “I always ensure that my debt is contained to a certain level and once the project is complete, it is paid off. I also safeguard the



## BIJAY AGARWAL

company's and my own interest by conducting a 'financial health check-up' every six months that allows me to know just what risks I can take. This helps me stay grounded and my company stable."

In the initial phases, under the dynamic leadership of Bijay Agarwal, Salarpuria Sattva Group focused on a mix of commercial and residential developments. Rapid bookings, since beginning, offered them ample encouragement, and they kept acquiring more land and expanded continuously. They believed in maintaining a balance between residential and commercial to ensure cash flow while continuing with the risk appetite with commercial projects.

### TRANSFORMING CHALLENGES INTO OPPORTUNITIES

Bijay Agarwal reminisces, "When the IT boom hit Bangalore, we became a trendsetter. We set up the first IT Tech Park called GR Tech Park in Whitefield, Bengaluru. At that time, global companies were scouting to invest in residential and commercial properties and you can safely say that we showed the way."

One success led to another, and in 2010 they earned recognition as a CRISIL A stable rated company which was truly a milestone for them. By 2015-16, they had completed 110 projects and had established their presence in cities such as Bangalore, Hyderabad, Kolkata, Coimbatore, Pune and Goa.

In addition to progressing in real estate, they also explored other avenues of expansion, and made forays into Education by setting up Greenwood International School. Next, the Aero Accessories, Sattva E-Tech and Logistics divisions were also set up. Today their business verticals include facilities management, aerospace, education, hospitality, office spaces, homes, D&B solutions and urban development.

Growing consistently with each passing year and with each project, they kept on creating newer stories of success. Sharing about such projects, Bijay Agarwal says, "One of our most ambitious and Asia's best project is Knowledge City in Hi-Tech City in Hyderabad. The technologically advanced IGBC certified Platinum rated multi-purpose Commercial building has a total development of over 7.5 million sq. ft. with an array of amenities.

"Today in Hyderabad alone, we are working on 20 million sq. ft. of IT space – Knowledge City, Cyber Park and Necklace Pride. Knowledge City is already touted to be one of the best in Asia and some of our prominent clients are Novartis (1 million sq. ft.), SAP, JP Morgan, HSBC, etc. We should complete the project by mid-2019. We have also

launched a mixed development project, Magnus, at Jubilee Hills. It is a premium gated community and we plan to develop 5.4 acres and construct four residential towers and one commercial tower."

Their other cutting-edge projects in Hyderabad include Salarpuria Sattva Knowledge Capital in the financial district of Nanakramguda and Salarpuria Sattva Knowledge Park. They have also tied up with the Telangana Government to build Image Tower, a world-class animation, gaming and visual effects centre of more than 2 million Sq. ft. that will

***"ALWAYS BE HUMBLE AND WORK HARD. HAVING THESE TWO QUALITIES WILL TAKE YOU PLACES. AT THE SAME TIME ALWAYS TRY TO HELP OTHERS AS MUCH AS POSSIBLE. A LITTLE KINDNESS CAN GO A LONG WAY"***

be the new-age Charminar in the city.

In 2018, they have already completed 26 million sq. ft. of construction, and 38 million sq. ft. is in progress.

### BALANCING ALL ACTS

Being a smart businessman and a pragmatic person, he strongly believes in diplomacy and honesty in all his relationships and complete transparency in all business dealings. He asserts, "When dealing with people in business, we tend to come across many challenges, but one of the biggest issues is how to deal with people tactfully. Often people take advantage of you, but if you spend time with someone, you eventually get to know their intentions. Through all these challenges I have learnt that one must never fight and solve one's problems; it only leads to more crisis and litigation, rather approach the issue humbly and peacefully."

In the best interests of his clients and the general property buyers, he believes in reforming the real estate industry. He feels that all government approvals should be fast-tracked so that the developer can launch the project in a timely manner and with minimum delay in order to deal with the project efficiently.

He also wants to bring a change by simplifying direct and indirect tax laws and by incentivizing and rewarding the compliant developers, because he also believes that,



“No good incentives are being given to good developers even when the real estate industry is the key generator of jobs, consumer of a large number of products from other industries and also has huge capital consumption. Compliant developers need to be given a platform and recognition needs to be given to them.”

He cherishes having earned a degree in Owner/President Management (OPM) Program from Harvard Business School, and accepts that it has not only helped him learn the art of how to master his business, but has also helped him look at things more subtly. Giving due credit to his family for his various achievements in professional life, he shares, “My family has always been my biggest pillar of strength. They have always motivated and inspired me to do better. In my professional life, my focus is to build trust and quality and to deliver more than what I promise, always.”

#### **A LEADER OF THE FUTURE**

Under his insightful leadership, Salarpuria Sattva has always been exceptionally passionate about sustainable development and has always shown strong commitment

to environment conservation. Being an environmentally conscious brand, it has constantly believed in contributing towards the future in every little way possible. Its flagship IT Tech Park in Hyderabad, ‘Knowledge City’ (Indian Green Building Council rated) is a testimony to this. Its blueprints for all its projects always include Rain Water Harvesting and Solar Energy consumption.

Apart from various green initiatives, Salarpuria Sattva has also been providing comprehensive free stay for families of ailing patients at Sai Baba Hospital located at Whitefield in Bengaluru. The Group provides patients’ families with basic amenities so that they can have an affordable and stress-free stay. It has also been doing many small-scale sustainable activities in and around Bengaluru.

Though Bijay Agarwal has achieved extraordinary success, it hasn’t changed his innate qualities of benevolence and pragmatism. He is still a down-to-earth person, and believes that, “Always be humble and work hard. Having these two qualities will take you places. At the same time always try to help others as much as possible. A little kindness can go a long way.”



MAJOR MANJIT RAJAIN

# LEADING FROM THE FRONT

*As the Executive Chairman, Major Manjit Rajain is efficiently spearheading Tenon Group & has played a commendable role in establishing it as a brand trusted for a wide range of security & facilities management services – constantly flourishing under his leadership, business insights and operational expertise*

BY  
RICHASANG

**“DON'T ASK  
SOMEBODY  
TO DO  
SOMETHING  
WHICH YOU  
CAN'T DO IT  
YOURSELF ...  
DO NOT LOSE  
DIGNITY &  
INTEGRITY”**

**A** source of guidance & sound corporate practices for a highly evolved team owing to more than two decades of his leadership, Major Rajain has strengthened the growth trajectory of the company by introducing it to new markets and extending its global reach.

#### **STRONG ROOTS; SWEET FRUIT**

Drawing upon his experience in the Indian Army and the Police Force, he efficiently delineates the ethics of the organization in terms of discipline, deliverance and expertise. Having commissioned in the 11th Armoured Regiment in the Indian Army, he was actively engaged in operations in Rajasthan and Jammu & Kashmir during the 7 years of service. Subsequent to his service in the Army, he joined the Police force and rapidly rose to the level of Assistant Commissioner of Police. Talking about his background, Major Rajain elaborates, “I belong to a distinguished family of Haryana. My Grandfather, Rao Sahib Ch Rup Chand was a leading lawyer of Rohtak and



## MAJOR MANJIT RAJAIN

my father Sh Raghvir Singh Rajain was an IPS officer of Haryana. I have served the Cavalry for 7 years and yearned for more and this quest led me to join and serve the police force in J&K.”

He considers that the building of his character & life itself was through his experiences when he worked in the police force and when he was posted in a challenging environment in the J&K. Most significantly, his tenure in the defence forces made him realize the importance of security, and in the year 1995 when he decided to move into a civil life to spend more time with his family, the security services was the first sector that struck his mind and he entered the corporate world with a security brand which has emerged as a leading security solutions provider in India. As he puts it, “After serving in the Army and being a part of the Police force I decided to explore the corporate world. Using my knowledge based security experience; I forayed into entrepreneurship and incorporated Peregrine Guarding in 1995, which has been independently rated by KPMG, EY, Deloitte and Grant Thornton as amongst the top 4 security service providers in India.”

### CHARTING UNIQUE TRAJECTORIES OF GROWTH

His entrepreneurial drive spearheaded the continuous expansion of the company portfolio through acquisition and new business ventures during the period from 2007 to 2014. In the year 2009, Major Rajain augmented his vision by acquiring Roto Power – a leading electrical and mechanical service provider that expanded Tenon’s ability to optimize value by offering a wider range of services. He shares, “Vision for growth led to the expansion of the business and in 2007, Tenon Integrated Facilities Management Services was established. In 2009 the corporation was further strengthened by the acquisition of a leading electro mechanical service provider – Rotopower. With the listing in the London Stock Exchange (AIM) through the parent company Mortice Limited, registered in Singapore, we ensured Tenon the distinction of being the only corporation in Asia offering Integrated Facility Management Services, Security and Electrical & Mechanical services to be featured. With the acquisitions of the leading UK based facility management companies – O&G Group and Elite Services and Singapore based Frontline Security, the Group’s presence grew beyond the subcontinent.”

He has strengthened Tenon’s position through quick, relevant and innovative decisions and has introduced it to new markets and extended its global reach. Brimming with enthusiasm, Major Rajain works with his team as if they are on a mission and has made Tenon a brand that delivers worldclass Integrated Facility and Security Management

Services to satisfy global clients.

### A STRONG SUPPORT SYSTEM

Considering his family as a strong support system, he owes his personal and professional achievements to his family members. Describing his moments of triumphs he says, “Professionally there have been many defining moments but one that stands out distinctly is when we listed our company at the London Stock Exchange through Alternate Investment Market (AIM) in 2008. The ringing of the gong was definitely

**“AT THE HELM OF THE GROUP HAVING 3 DISTINCT YET INTEGRATED VERTICALS ... I NOW OVERSEE ITS CONTINUOUS & PLANNED GROWTH IN TERMS OF BUSINESS, MARKET AND PORTFOLIO THROUGH ACQUISITION AND NEW BUSINESS VENTURES”**

a moment that will be cherished. Personally, the birth of my two sons, their achievements and finally the moment when they joined the Tenon Group.”

Major Rajain feels that his sons are his greatest assets and takes pride in the fact that they are supporting him in expansion of the group. He stresses, “Both my sons are management graduates from Yale School of Management. Angad has been associated with the Tenon Group since 2014. He brings with him a new and an invigorated approach of managerial style and skill sets that will be vital in evolving Tenon to the next level of success and delivery. His experience of working with the world’s leading financial institute, Blackrock and handling their portfolio of prestigious clients will definitely add a strategic dimension to his leadership. During his stint as management associate with the Tenon Group, he has worked with various departments and provided his valuable inputs for their improvement. He also was actively involved in the Tenon Group’s two acquisitions – O&G in UK and Frontline Security in Singapore. Anuj has recently joined the Group and is in the process of induction across departments. They bring with them a youthful style that thinks beyond the paradigm. The amalgamation of traditional approach with modernity will ensure that we are moving from transactional to transformational, and I am sure with these young men at the helm of affairs, we will witness more consistent and accelerated growth within the company.”



### **GIVING BACK TO THE SOCIETY**

For Major Rajain, social responsibility is extremely important and he considers it a moral duty to serve the deprived sections of the society. He asserts, “As the Executive Chairman of the Group, I head the CSR committee and oversee all Community Development projects of the Group. The CSR initiatives of the Tenon Group are in the following four areas:

- **Education** – Maintenance of educational institute with an objective of assisting students in their studies
- **Health** – Promoting preventive healthcare and sanitation
- **Sustainability** – Imparting employment enhancing vocational skills
- **Environment** – Ensuring environmental stability through ecological balance”

He further adds, “Under our CSR program, the Tenon Group has adopted a school in Jhajjar (Haryana) for the underprivileged as its CSR initiative.” He has provided educational Infrastructure Support to the school, which includes construction of the new floor with 3 state-of-the-art classrooms and a spacious Library, complete revamping of the interiors to facilitate optimum environment for learning

and setting up of Primary Healthcare Unit with a Doctor, Paramedic and Mobile Ambulance. The impact of the CSR work has been outstanding as it directly affects 400 students. There has been a significant drop in absenteeism, improvement in academic performance and better hygiene and comfort for all the beneficiaries due to better infrastructure facilities. Environmental sustainability is also targeted through tree plantation. Further, 8000+ residents of Dhaud village will benefit from the Primary Healthcare Unit.

### **MERIT RECOGNIZED**

He has received numerous felicitations for his contribution to the security industry namely Global Achiever’s Award in 2016 in Dubai and International Award for Excellence by the Institute of Economic Studies in September 2015 at Bangkok. He won the Security Leadership Award in 2012 and the CAPSI Security Entrepreneur Award in 2008. His leadership led Peregrine to be awarded the Fastest Growing Security Company of the Year in 2006. He has also been appointed as Chairman, Homeland Security Forum under Indo-American Chamber of Commerce and is the Global Advisor to the Yale School of Management.



S P SINGH

# PASSIONATELY STRIVING FOR A BETTER INDIA

*Known for his fervent inclination towards quality education and service to the nation, Mr. S P Singh started with nothing but his unmatched enthusiasm, determination and unparalleled vision. Facing every challenge head on, he engaged himself in all sorts of constructive works to achieve the extraordinary*

BY  
ANAM KUMAR

***“I KEPT ON  
WORKING  
WITH  
DILIGENCE TO  
PROVE THE  
WORTH OF MY  
VISION, AND  
OVERCAME  
CHALLENGES”***

**B**orn in a farmer family in village Sadarpur, Hardoi, UP, in India, Mr. S P Singh is a dynamic and charismatic personality in politics and education sector of India.

## **SPECTACULAR ACCOMPLISHMENTS**

Mr. Singh laid the foundation of Lucknow Public School in 1983, and then went on to establish 12 campuses at different locations in the city of Lucknow and rural areas in the districts like Hardoi, Sitapur, Lakhimpur Kheri and New Delhi providing quality education to approximately 28000 students as per global needs through almost 2000 skilled faculties and other employees.

Be it ICSE/ISC, CBSE or UP Board, results of Lucknow Public Schools & Colleges have always been commendable. In UP Board, LPS students have topped 11 times in the State, in CBSE branches also they have produced city toppers every year, and in ISC Exams 2018, their student Lipika Agarwal got 1st position in India and abroad, and another student Nidhi Priya got 2nd position. Thousands of alumni of LPS are working in



**S P SINGH**

esteemed positions in India and in different countries.

**SERVING THE NATION**

Following the wishes of his followers and well wishers, he contested the election of Member of Legislative Council, UP in 2002 & 2008, and won both the times to serve the nation. In 2014, his spouse Mrs. Kanti Singh contested for the same seat and won. As an MLC, he utilized 100% of his discretionary funds for public welfare in his constituency, visited each and every village of his constituency and helped the people in every way, working in those remote areas where development was a dream.

He shares, "Life is not a bed of roses, so has been with me as well. When I envisioned for a quality school in Lucknow, I had to face so many challenges that prevailed at that time. In eighties, a city like Lucknow was a place which demanded smooth flow of money to initiate any new ventures. I had nothing but my enthusiasm, determination and of course my vision. By God's grace, I got good fellow dreamers, who have been very much hardworking and sincere. It was money that I did not have. I borrowed from close associates. I had to work upon how to conceptualize, how to implement with meager amenities and amount, and how to prove the worth of my vision, and riding on my constant fire and diligence, I kept on overcoming challenges."

Mr. Singh believes that circumstances don't make anyone strong or weak but they come to prove the worth of a doer. He asserts, "Challenges give us strength. For instance, a piece of diamond has to bear extreme pressure and heat for trillions of years to come up to the level. Challenges paved novel ways for me."

**GLOCAL VISION**

Dedicated to make a marked difference at both international and domestic levels, he further shares, "Any policy or rule cannot be ideal for ever. Things change as per need of time. It's the time of glocal things as global things are becoming local and local are becoming global. To impart better education, the government and the private sector should join hands together."

He is also very keen to make meaningful changes in the education sector of India, as he advocates for the adoption of government schools in rural areas by leading corporates under their CSR plans. He feels that this would help in providing basic infrastructure to these schools similar to

that of any public school. He also believes that to mitigate the problem of teachers, there should be a provision of deploying volunteers for teaching different subjects. Under RTE, private institutions are already giving admission to the children of underprivileged section of the society or BPL families. To get best results, he suggests that there is a strong need of keeping a tab on schools, if all schools are complying with the rule or not.

His other ideas on improvement include skilling the students and periodical training for teachers. He also

***"AS AN EDUCATIONIST AND PHILANTHROPIST, MY MISSION IS TO IGNITE THE MINDS OF THE YOUNG GENERATION TO HELP IN THE GROWTH OF INNOVATIVE IDEAS AND WORK TOWARDS PROGRESS AND PROSPERITY OF INDIVIDUALS & NATION"***

predicts that technology would improve education with a far-reaching effect, and shares, "It is the time of advancement in technology. Everyone has to adopt artificial intelligence. Hundred percent use of technology is required in public as well as government schools. The need is that one has to go on updating and upgrading oneself."

**REWARDS ARE NATURAL**

A firm believer that triumph is the result of ceaseless work in the right direction at the right time, he says, "Many moments of triumph have come in my life. I feel that success is a journey not a destination. When I started LPS in 1983 and when I got success in one year, it gave immense pleasure. But all my triumphs are conjointly shared with my fellow workers and team members."

He also feels delighted that his hard work has always paid off, and he has been amply rewarded for his passion and dedication. Winning a seat himself in the Legislative Council, Uttar Pradesh two times, then his wife winning the same seat, then receiving various awards for his hard work, and then his students topping in exams – all have brought immense pleasure and delight to him. However, he is very grounded, and feels that all these achievements have been possible for him due to the grace of God and support of his wonderful team of co-workers and think-tanks, while he carries on innovating, following the voice of his conscience.



### **A NOBLE SOUL**

Believing that one must undertake all tasks with full energy level and totality, Mr. Singh has not only offered quality education to the society, but has also carried out his social responsibilities with devotion. He has always responded to the nation's call for help during any kind of natural calamity.

He has handsomely contributed during the Bhuj earthquake in Gujarat in 2001; during Tsunami in South India in 2004; during Kosi flood in Araria and Madhepura, Bihar in 2008; during flood in Kedarnath in 2013; and during flood in Kerala in 2018. He also offers quality education to slum area children, running classes for them at Lucknow Public Schools & Colleges, and offers them free dresses & books. In winters, he distributes blankets, woollen clothes and sweaters to people in far-flung villages and slum areas. He conducts regular blood donation and eye check-up camps. To promote awareness towards health, sanitation and hygiene,

he distributes bath as well as washing soaps to people. He has organized National Job Fairs offering job placements to hundreds of students. For unemployed youth, he has written a book on career counselling, 'Sapne Aur Rozgar Ki Raheen'. Its second edition is ready to be launched soon.

He feels that the young generation of today must understand their responsibilities, and work for the nation. They must be innovative, enthusiastic and eager to learn new things; morality, humanity, values, self-disciplined attitude should be their core objectives; and they must make our earth a better place through their commendable and heroic deeds in their respective fields, cherishing global needs and values. He asserts, "As an educationist and philanthropist, my mission is to ignite the minds of the young generation to help in the growth of innovative ideas and work towards progress and prosperity for the continual development of individuals and the nation."





KAMAL PODDAR

# A DEEP RESERVOIR OF TALENT

*The Managing Director of the multi-diversified financial conglomerate, Choice International Limited, Mr. Kamal Poddar is a visionary and an inspirational leader under whose spearmanship Choice Group has created new benchmarks in the financial services industry*

BY  
RICHASANG

**“A HIGH POINT I’VE ACHIEVED IS TO BUILD A CHOICE FAMILY OF 2000+ MEMBERS WHO LOOK UP TO ME AS AN ELDER BROTHER”**

**A** fellow member of the Institute of Chartered Accountants of India, Mr. Kamal Poddar established Choice International Limited in the year 1993, as an integrated financial service provider firm, which was set up with a vision of making it India’s largest and most respected financial services firm. Leading a journey that has been full of ups and downs, he has always been self-motivated and inculcated a spirit of striving to perfection amid his entire team. It has been his management and leadership that have led to the rise of a team truly fervent and meticulous towards achieving his vision for Choice Group. As a strategic ‘think tank’, it is his vision and determination that has led to the rapid growth of Choice Group at large. With an illustrious career path spanning several years, he has scripted Choice Group’s spectacular growth story. From a humble beginning to a full-fledged financial service empire; catering to all the needs of the clients under one-roof, Mr. Poddar has tasted success in real terms. Being passionate about Cricket and Poetry, he encourages everyone to pursue their passions.

**LEADING THE WAY TO THE TOP**

Having worked really hard to reach the pinnacle of success, Mr. Poddar is a true leader who believes in team work and takes pride in building a robust Choice Family. As he puts it, “Since we are a growing company, we wear many hats every single day! And at the pace at which we are moving ahead, we tend to create a new high point every 6 months. However, one high point I think I’ve achieved with the help of my team is to build a Choice Family of 2000+ members who look up to me as an elder brother instead of the big ben of the company! Our relationship is beyond our profession. No doubt they are professionals in their technical skill sets (We have more than 500 qualified CAs’, CFA’s, CS, CFP’s & MBA’s working for us) but the camaraderie in our people’s practice lets us grow and nurture a strong workplace culture.” He further adds, “I’ll share a small instance which will support the above statement. We have nearly 400 employees at our HO in Mumbai and we serve fresh food during lunch time for each one of us. We don’t have separate food made for the top management and junior level executives. Also, there’s no separate room or canteen for the directors to have their lunch. We have one single open space where everyone has their lunch together. In my opinion, the key ingredient of successful team building lies in accessibility. If as a leader, you are approachable by your teammates, there’s nothing like it! I’m proud to say that we’ve built a team that can work for 40 hours at a stretch if need be.”

**MARCHING TOWARDS A LUMINOUS FUTURE**

Imbibing the notion that happy employees make happy customers, Mr. Poddar intends to make the organization a coveted place to work. He describes, “Well, I’ve two long term visions. One is steer clear, to make Choice International Limited as one of the most ASPIRATIONAL places to work with. It should be a dream of budding professionals pursuing MBA, CA, CFA etc. to work alongside Choice Group.” He further adds, “We have taken some concrete steps as well to make that happen. We are working on building a workplace that transcends policies & practices. We wish to build a workplace with most creative practices, superior bottom line, least stressful jobs with generous pay packages that an employee appreciates. Practices are important, however correct selection coupled with righteous implementation of the said practices makes a mark!” He elaborates, “Another long term aspect we are emphasizing on is reaching out to the masses at large. We are eyeing our presence across

712 districts that are present currently. Since we deliver almost every financial service one could think of (Right from stock market trading to retail loans or even insurance broking for that matter), the retail investor can get benefit of any of the said services under one roof of Choice given the presence across every district in the country.” Talking about a recent acquisition, he says, “We are diversified across varied sectors; however, primarily we specialize in financial services. Thus, with our recent take over broking business of Inditrade Limited (which is 3 times voluminous

**“WE ARE WORKING ON BUILDING A WORKPLACE THAT TRANSCENDS POLICIES & PRACTICES ... A WORKPLACE WITH MOST CREATIVE PRACTICES, SUPERIOR BOTTOM LINE, LEAST STRESSFUL JOBS WITH GENEROUS PAY PACKAGES”**

than us) we have gained prominence in bigger presence across the country and we are targeting to reach in the ‘Top 10 Stock Broking Firms’ in India. That’s our short term target & with our business plans to achieve in the coming years, we shall surpass this objective in no time.”

**WELCOMING CHANGE**

Appreciating the rapidly changing business scenario, Mr. Poddar states, “India is in the pursuit of Digitization. With that being a multiplying force, it will have far reaching implications for the corporates, household & public sectors. Access to internet with pool of information is easy; thanks to Google that has enabled 120 railway stations with internet. With that being said, there are 15,000 people daily who are using internet for the FIRST TIME. That is a huge number and leaves us a huge room for improvement. With key initiatives like Aadhaar, JAM, GST & Digital payments have created a significant push towards adoption of digital, and the fast – transforming way we do our business.” Reminiscing past, he says, “Back in the days, it used to take a minimum of 2 days to complete the account opening process due to the traditional paper work. With EKYC coming in, one can open an account & transact on the same day. So I think, Digitization has bought about a phenomenal change in the financial services industry so far right & has a lot coming our way in the times to come! I await



the future to see the impact of blockchain, AI, and other fintech innovations that have the potential to reconfigure the entire value chain for financial services.”

An ardent advocate of financial inclusion, he lays emphasis on the fact that “One must have access to useful & affordable financial products & services that meet their needs that are delivered in a responsible & sustainable way. This is nothing but financial inclusion. Equal opportunity to access financial services is financial inclusion which is a need of the hour. With the recognition of technology to address & outreach remote areas in a viable manner, we must be at par in adaptation of technology for the ease of an investor. Adoption of biometrics assists in account opening for illiterates whereby ensuring security of transactions and enhancing confidence in the financial services system.” He adds, “We aim that retail investors do not fall prey of chit fund scams due to less level of penetration of the financial education. Hence, it can be an influential factor to turn things around. Financial Education being a crucial component, we have ensured that our existing products and the products that are underway involve enough resources that educate the investor first!”

#### **BUILDING A BETTER WORLD**

Giving back to the society through its numerous initiatives, Choice Group under Mr. Poddar’s guidance is setting a commendable example for others to follow suit. He stresses that “CSR has always been a matter of prime importance for Choice Group and emphasis has been given to improve upon the same each day. Nature, Education, Employee Upliftment and Health are few important aspects we cover in our CSR initiatives. He further states, “It gives me immense pleasure to share that in collaboration with Kalinga Institute of Social Sciences, we are constructing a school for 5000+ underprivileged children of Maharashtra which will serve 4 meals to them every day free of cost. The cost of this project is 10 million dollars (65 crores). We have full body medical checkup for our employees at the Head office twice a month to ensure that they are mentally and physically fit. Though we are into service industry, we imbibe the best practices for minimum carbon footprint. We have solar panels assembled at the Head office for an ecologically sound workplace. We also have full cover of insurance for our employees followed by education at a subsidized rate for employees with paucity of finance.”



**K SRINIVAS REDDY**

# **STORY OF DREAMS, DETERMINATION AND DILIGENCE**

*The setting of the story of K Srinivas Reddy is similar to that of some Indian films, where a boy from a very poor agricultural family, belonging to a small village, toils day & night, and finally becomes super successful, riding on nothing but a white heat of desire to realize his dreams*

**BY**  
**ANAM KUMAR**

***“TAKING ALL  
CHALLENGES  
IN MY STRIDE,  
NEVER LOSING  
HOPE, I  
FOUGHT TOOTH  
AND NAIL TO  
GROW MY  
BUSINESS”***

**T**he village in K Srinivas Reddy’s story is Ramakrishnapuram in Hyderabad, and during those times the nearest school was eight km away. However, he never shied away from walking 16 km a day up and down barefoot to complete his studies.

At the same time, he had to think about supporting his family, so he started a part-time business in pesticides, where he dealt with farmers directly.

As not everything would be positive and predictable in such stories, K Srinivas Reddy’s story also had ups and downs. Though he finished his studies successfully, he ended up with a heavy loss in his business. He could not afford a loss like that, and to compensate it, he had to leave Ramakrishnapuram and go to Hyderabad in search of a job.



## K SRINIVAS REDDY

It took a lot of hardship and time as he kept on looking for a job, before he selected a real estate company and started working with an extraordinary desire to excel. A sincere worker and a quick learner, he grasped the intricacies of the real estate industry in four years, and established his own company, Shathabdhi Townships Pvt Ltd.

### FACING CHALLENGES HEAD ON

After launching his own company, he realized that his inner zeal to progress is not enough, and external factors also need to be taken care of. However, as life has taught him to face every challenge head on, his vision, excellent decision making and strategizing skills came to his help every time. He remembers, “Even after establishing my own company, the journey was tough! A severe recession set in and all software companies went down drastically. Also, the Telangana Movement was at its peak at that time and my business suffered for three years. Then, a sad thing happened, which shook all of us emotionally. The sudden and sad demise of then Chief Minister Shri Y. S. Rajasekhara Reddy also impacted the entire real estate industry adversely, and overall it became an extremely trying time for people like me.”

He further elaborates, “However, taking all challenges in my stride, I never lost hope, and literally fighting tooth and nail to grow in my business, I kept encouraging my entire marketing team. I ensured that irrespective of business or no business, all of us should stick together, and I kept on fulfilling all their basic needs.”

K Srinivas Reddy’s hard work paid off, and he did not only earn better, he also garnered a rich experience in the real estate industry. He is passionate about growing himself in the industry, and simultaneously wishes to bring several changes for its better functioning. He feels that, “There should be transparency with the customers and also fool-proof government decisions with clear-cut guidelines. If I had absolute reformative powers, I would bring complete transparency in the real estate industry, and would develop it tremendously. I would also bring speedy revenue clearance from the concerned department, and prompt approvals for projects.”

### PINNACLES OF SUCCESS

Today, under his insightful leadership, Shathabdhi Townships Pvt Ltd has grown into one of the largest diversified real estate companies with a decade-long experience in the real estate sector. K Srinivas Reddy has also painstakingly

developed the best team of real estate development professionals in his organization, who are dedicated to sincerely live up to the expectations of the buyers. Shathabdhi Townships Pvt Ltd has already completed six projects in Shamshabad and Kothur areas, and has grown to the Number 1 position dealing with only government-approved plots like HMDA, DTCP with commitment, quality & timely execution. As a result of continued dedication of everyone at Shathabdhi Townships, it has created a dynamic team of 850 marketing professionals.

**“OPPORTUNITIES DO NOT COME OFTEN IN TODAY’S COMPETITIVE WORLD. ONE MUST MAKE THE BEST USE OF THE AVAILABLE RESOURCES AND STAY FOCUSED, WHILE IMPROVING PRODUCTIVITY AND STRENGTHENING ONE’S OWN SELF”**

Looking back at the struggling period, K Srinivas Reddy recalls, “We had started with just 12 members in our marketing team in the year 2007. However, we all worked hard together and in merely four years’ time, we expanded our marketing team to 100 members, which was a turning point for us. Today, we have a team of 850.”

He shares further, “That was what was happening in business. At home, my family supported me completely and posed full trust in me without keeping too many expectations. It helped me a lot.”

Creating a robust team of 850 marketing professionals wasn’t easy, but K Srinivas Reddy’s approach to his employees and customers is unique, where he believes in creating relationships not business. He has focused since beginning on offering opportunities to youngsters, not only providing them an exciting career, where they can grow to any extent, but also taking care that they derive immense happiness from their jobs.

He explains, “We have more than 10,000 satisfied esteemed customers, and associating with them we have created a win-win situation, where all of us are proud and happy! We have also concentrated on not only spreading individual happiness, but working for the entire society, which has enjoyed maximum benefits through our work and through our organization, as investing with us means an assurance of sound returns.”



#### **FULFILLING RISING ASPIRATIONS OF INDIA**

Focusing on offering finer experiences to his customers through his various projects, K Srinivas Reddy wishes to meet the rising aspirations of this emerging nation, while creating fresher and better benchmarks in improving the quality of life. His approach is very clear; everyone at Shathabdhi Townships strives to exceed the expectations of their customers, and through the spaces they have been building, they articulate their idea of a city designed to strike a fine balance between its structures and the communities that foster in them.

Under the insightful guidance of K Srinivas Reddy, Shathabdhi Townships has been endeavouring with powerful promises, meticulously chalking out its plans to ensure that its brand becomes synonymous with the highest standards in real estate quality – today, tomorrow and in the coming decades. It works by the philosophy of K Srinivas Reddy that successful real estate is about people: where they live; how they get to work; what they do when they get there; how they relate in their work environment to their partners, peers, and clients; and whether the workspace is efficient and effective at meeting the organization's objectives.

Commitment, dedication and professionalism, being its core values, Shathabdhi Townships, through its ongoing and

completed projects of Silver Springs, Vasudha, Sampada, Suvridha Grand, Vasudha Extension, Magadha, Shathabdhi Valley and Shathabdhi Valley Extension, has offered people extraordinary places to settle down with delightful designs, glorious living, and invigorating & innovative infrastructural amenities, completely fulfilling their expectations of reliability, confidence and trust.

#### **ALWAYS ONE STEP AHEAD**

As real estate business is highly competitive, K Srinivas Reddy always keeps one step ahead of his competitors through focused commitment and cent-percent customer satisfaction. He is also highly successful in his business, as he has always believed in implementing the right policies with clear-cut clarity.

Understanding that success is not easy, and though he could make it, there are a lot more like him out there, who also have been fighting daily their own battles, he shares his enlightening insights, "Opportunities do not come often in today's competitive world. One must make the best use of the available resources, and stay focused, while improving the productivity of the company and the same time strengthening one's own self."



# CHARTING A LEGAL COURSE FOR NATION BUILDING

*Exuding grace & charm owing to his eloquence & foothold in Management & Legal Sciences, the multitasking advocate Mr. Ameet Mehta is efficiently driving Solicis Lex to the pinnacle of success & has ensured its emergence as one of the fastest growing law firms providing legal services to a diverse client base*

BY  
RICHAS SANG

**“CREATING A  
BRAND OVER A  
PERIOD OF  
TIME &  
WORKING  
TOWARDS ITS  
EXECUTION  
INSPIRES US  
CONTINUOUSLY”**

**A**rmed with an Engineering degree from Pune University, Mr. Mehta pursued a course in International Trade Management from the NMIMS and MBA Finance from Leeds University Business School, United Kingdom. Subsequently, he completed his LLB from Mumbai University and also obtained a professional course in Mergers and Acquisitions from London Business School. Besides being one of the drafting members for RERA bill, he practices in Criminal, Property, Redevelopment, Conveyance, NCLT and Mergers and Acquisitions matters, he has also co-authored books such as ‘Conveyance, Redevelopment, Criminal Law’ and ‘Ready Reckoner for Stamp Duty and Market Valuation 2013, 2014, 2015 and 2016’.

### **RISING UP THE SUCCESS LADDER**

Success is sweetest for those who attain it with their earnestness and perseverance. An ardent follower of the Management Guru the Late Dr. C K Prahalad, Mr. Mehta derived valuable business insights from his book “The Fortune at the Bottom of the Pyramid” According to him, the book “gives us an insight to corporates about business potential, which we are unlikely to think off.” “This precisely was our start point. Where do we get business from? We realized Low Income markets present a prodigious opportunity as cost is the main driving factor for most companies today. However, I was not sure if I would do so with this concept as a start point. I really wanted a ‘jump in and learn’ position. Indian markets are an opportunity to do just that.”

Elaborating about his assets which eventually helped him to climb up the ladder of success, Mr. Mehta says, “I found that having a combination of Engineering and financial background was a definite edge in building a corporate practice. It’s a skill that not too many corporate lawyers would have and so it turned out to be a very useful tool. Further the business model that we followed and which was one of the single most effective marketing and business development tools that any law firms can use is that of your “Client’s interview”. The client interview can be an informal, face-to-face visit, to learn what the client’s changing needs are, often performed by someone at a senior level. The purpose of such interview is to determine the client’s relative degree of satisfaction with the firm’s service, feedback about individual lawyers looking after their matters, client’s service preferences, suggestions for improvement, and viewpoints that can help the firm do better in terms of a lawyer-client relationship. This turned out to be a successful start that facilitated many rectifications and we made analysis of what the actual requirements are matching our capability and resources available for them.”

### **OVERCOMING ADVERSITY WITH ÉLAN**

The strength of a person is best explicit during difficult and challenging times and the capacity to tackle change without being overpowered by adversity is an essential trait of a winner. Sharing some of the specific challenges, Mr. Mehta asserts, “The specific challenges that we face today is the fragmentation of the legal market and the decline of the institutional relationship. As clients become more cost and value-conscious many are pursuing ‘best of breed’ strategies, building ties with individual partners or practice areas is more frequent rather than with firms as a whole.”

He adds, “This concept and business practice has been challenging and such business models of the bigger firms like ours, who for 10 years plus experience are now offering

clients multi-disciplinary (and multi-jurisdictional) solutions under one roof. Our Law firm has built business around the associated economic synergies. Firms like ours are likely to pursue a range of strategies to compensate – some will merge, some will continue to expand internationally, some will shrink, some will specialize or some will acquire another firm.”

Suggesting some of the techniques of overcoming these challenges, he asserts, “The firms that succeed will be those who are best able to differentiate their offering

***“HAVING A COMBINATION OF ENGINEERING & FINANCIAL BACKGROUND WAS A DEFINITE EDGE IN BUILDING A CORPORATE PRACTICE. IT’S A SKILL THAT NOT TOO MANY CORPORATE LAWYERS WOULD HAVE & IT TURNED OUT TO BE A VERY USEFUL TOOL”***

and digitally transform their operations to ensure they are using people, processes and technology to deliver the best client experience. The fact that the fragmentation process is eroding institutional knowledge makes this a doubly difficult task, making it vital to build the deepest relationships at every client touchpoint.”

### **AN INFALLIBLE SUCCESS MANTRA**

Everybody has a mantra for success and Mr. Mehta doesn’t shy away from sharing it. For him, “Creating a brand over a period of time and having the passion to work towards the execution of this brand inspires us continuously.” He further adds, “Our overall goal is to cultivate a positive attitude and stay motivated: The focus area of the firm is based on the following premise:

- 1. Visualize your goals:** Positive imagery is a powerful way to remain inspired to advance.
- 2. Be realistic:** Advancing your career is all about attaining your goals — but those goals must be realistic; otherwise you’re just setting yourself up for failure.
- 3. Have a setback plan:** According to an article titled ‘12 Strategies for Motivation that Work!’ by the Dean of Students at Allegheny College, it’s essential to be prepared to deal with setbacks.
- 4. Learn positive self-talk:** Just like a coach encourages his or her athletes by assuring them they can do it, you





should learn to encourage yourself with positive self-talk.

**5. Develop a routine:** Developing a routine can provide you with a powerful tool to stay positive and motivated.

**6. Create a competitive environment:** Friendly competition can help you up your game and surpass your own expectations.

**7. Reward team as well as yourself:** In his Chron article 'Motivational Strategies in Business,' George N. Root III explains how rewarding employees inspires them to perform better."

#### **A NEVER-ENDING SERIES OF RECOGNITION & AWARDS**

Under Mr. Mehta's leadership, the firm has received various accolades and awards in the last 7 years namely Best Legal Advisor Award 2013, Maharashtra Gaurav Award 2014, USA Congressional Recognition, 18th District Texas 2015, National Real Estate Award 2016 and Khoobsurat Jewels of India 2017. However, Mr. Mehta considers the support of his family, Senior and Junior Lawyers of firm, personal and corporate friends as his greatest asset without which no Award would have been possible. He stresses, "My family missed me every day in the last 6 years. I had not taken

any holidays or may be just a few holidays which I hardly remember. But they never complained and even though the complaint was there, they supported the vision I carried. The urge to perform with passion was enormous and to create a work culture that suits lawyers to perform with high productivity and efficiency." Realizing the significance of rejuvenation and me-time for lawyers, Mr. Mehta asserts, "We have also created flexi timings that enable lawyers to focus their quality time with family and personal work sometimes. This ensures less attrition."

#### **NOBLE ENDEAVOURS**

Brimming with kind intentions of giving back to the society, Mr. Mehta "has been working closely with Cancer Patients Aid Association and Indian Cancer Society on various issues and subjects." His noble endeavours are multifarious, "Apart from this we provide free legal aid to people below poverty line and who are at lower strata of income group in city. We frequently carry Tree Plantation Drive also to keep city green. We participate in Swatchh Bharat Abhiyan to keep surroundings and city clean. We conduct free seminars and advisory speeches in various forums and colleges to empower students for their betterment and advancement of their careers for a better future."

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Lighting Lamp at 3rd Edition of India's Greatest Brands & Leaders, 10th Sept 2018, Taj Lands End Hotel, Mumbai (Left to Right): Ashish Chauhan, Niranjn Hiranandani, Karisma Kapoor, Maneka Gandhi, Vineet Jain and Rajat Shukul



Keynote speech by Rajat Shukul at IGBL3



Karisma Kapoor felicitating Ashish Vidyarthi with "Corporate Motivational Speaking"

# 3rd Edition Pride of the Nation Series; Celebrating 71, India's 71 Years of Independence

3rd Edition of India's Greatest Brands & Leaders 2017-18 and Pride of the Nation Series; Celebrating 71, India's 71 Years of Independence were organized on 10th September 2018 at Taj Lands End Hotel, Mumbai, by URS-AsiaOne magazine and URS Media Consulting P.L. In addition to Mrs. Maneka Gandhi, Chairperson, People for Animals; Mr. Vineet Jain, MD, Bennett, Coleman & Co. Ltd., & Karisma Kapoor from Bollywood, Ambassador of Bulgaria, High Commissioner of Botswana, Consul General of Kuwait, Consul General of Iceland, Consul General of Uganda, Consul General of Argentina, Consul General of Sweden, and Consul General of Malaysia graced the Forum



Her Excellency Mrs. Lesego Ethel Motsumi felicitating Akriti Kakkar with BlackSwan Bollywood Award for Best Singer



His Excellency Mr. Petko Doikov and Her Excellency Mrs. Lesego Ethel Motsumi felicitating Aishwarya Sakhuja with BlackSwan Bollywood Award



A panoramic view of the Forum



with Black Swan Award for "Outstanding



Maneka Gandhi felicitating Vineet Jain with Global Indian of the Year Award



Rajat Shukal welcoming Maneka Gandhi with the Guest of Honour Award



Panel Discussion 1 in progress – India is on the Best Path of Opportunities Today: Is 'Fastest Growing Major Economy in World' Tag Enough? (L-R): Ashish Vidyarthi, Raj Vardhan Patodia, Milind Borkar, Rakesh Sinha, Vinesh Gadhia, Satya Vadlamani and Dev Kumar



His Excellency Mr. Petko Doykov and Her Excellency Mrs. Lesego Ethel Motsumi felicitating Mrinal Kulkarni with Black Swan Award for "Outstanding Contribution in the Field of Marathi Films & Television"



Maneka Gandhi felicitating Ashish Kumar Chauhan with Guest of Honour Award



Her Excellency Mrs. Lesego Ethel Motsumi felicitating Madhoo Shah with BlackSwan Bollywood Award



Maneka Gandhi felicitating Karisma Kapoor with BlackSwan Women Empowerment Award



Maneka Gandhi felicitating Adnan Chilwan with Guest of Honour Award



His Excellency Mr. Petko Doykov and Her Excellency Mrs. Lesego Ethel Motsumi felicitating Bidita Bag with BlackSwan Bollywood Award for "Best Actress" for the film Babumoshai Bandoobbaaz



The White Swan Awards  
India's Most Influential Brands & Leaders in Education 2016-18



The Black Swan Awards  
Most Influential Leaders 2017-18



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



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**P**ride of the Nation Series; Celebrating 71, India's 71 Years of Independence was a high-level Business Summit where the growth engines of the entire India were felicitated, and relevant discussions on the Indian economy were held.

**Global Indian of the Year**

Only par excellence leaders & brands from across India are worthy of being selected as AsiaOne Global Indian of the Year 2017-18, and only 14 exclusive "AsiaOne Global Indian of the Year" were felicitated at the Summit for their special work in the politics, industry and society: Nita Ambani, Adi Godrej, Vineet Jain, Niranjan Hiranandani, Jadavji Lalji Anchorwala, Adnan Chilwan, Anoop Mittal, Karan Bhagat, Bijay Agarwal, Major Manjit Rajain, S P Singh, Kamal Poddar, Srinivas Reddy and Ameet Mehta.

**Main Brand Awardees include:**

Hiranandani Developers, Wadia Hospital, The Aga Khan Academy, Parvathy Hospital, Aditya Group, Lotus Valley School, RValue Group, Euro Safety India Pvt Ltd, Spartan Engineering, PC Chandra Jewelers, Deyor Camps, The Chintel School, IVVO Mobile, Lapcare, Children's Academy, Dr. Best, Xperitus Insurance Brokers Pvt Ltd, Pasura Crop Care Ltd, MySchool, 360 Realtors, Allied Digital, Green Morning Horticulture Pvt. Ltd., Smart Wife, Aadi's Tantra Studio, GAFA, Jindal Panther TMT Rebars, GIIT Professional college, Indigo Women, San Academy Group of Schools, CORE Logistics Pvt. Ltd., Eris Lifesciences, VIP Hair Colour Shampoo, Dreamzz Ivf, Heart Hospital, MD International School, Sri Krishna Sweets, Spark Group, MGH Group, KL University, Signum Group, DCM Shriram Ltd – Fenesta, Neron Informatics Pvt Ltd, Divakar's Speciality Hospital, Aurion Business Consultants, Maxcure Hospitals, Drools, Samashti International School, Singhad Group of Institutes, SNBP Group of Institutes, Kay2Steel, Avon Moldplast Ltd, Vestian, Essel Infra Projects Ltd, Penna Cement, Bright Outdoor, Kirana King, Kolars Healthcare Group, Bangalore Institute of Management Studies, Vasal Educational Group, Sneha Farms Pvt Ltd, Spider Locks,

Golden Bird AIF, Techno India Group, Yash Fans Pvt Ltd, Vedant International School, AVG Logistics Ltd, Infinova India, Dayawati Modi Academy, Shriram Life Insurance, GBP Group, Bharti AXA General Insurance, Logicash, Senrysa, Nova Pulse IVF Clinic Pvt Ltd, VBHC, G: Corp Developers, Avanse Financial Services, Narayana Group of Educational Institutions, Oliva Skin & Hair Clinic, Rise International School, Sanfort Group of Schools, HealthNet Global, Brainware University, Apollo Inffratech Group, Epistemo Vikas Leadership School, Saga Global Consultants, Little Leaders, Holy Land Marketing Pvt. Ltd. (Golden Crown), Fozet, Global Tree, Sai Shradhha Hospitality, Moonsoon Industries, JJ Jonex, NBCC, etc.

**Main Leader Awardees include:**

Anirban Aditya, Dr. Neha V Berlia, Brajesh Singh, Dr. Sandeep Bakshi, Rakesh Sinha, Sham Nijhawan, Lalit Chaudhary, Pradipto Ganguly, Prasanth Kumar Pabattli, Jitendra Karsan, Mayank J Shah, Dalbir Kaur, Manoj Bansal, Ashish Mathur, Ms. R Archana, Gurpreet Singh, Gambhir & Rupinder Madan, Amit Bakshi, Radha Krishnan, Harish K. Kohli, Dr. Rajan Thakur, Sanjay Kaul, Murali Mahadevan, Ajay Desai & Hitendra Parekh, Anis Ahmed, Koneru Satyanarayana, Raj Vardhan Patodia, Ajay S. Shriram, Dev Kumar, Dr. Hema Diwakar, Syam Panayickal Prabhu, Dr. G Anil Krishna, Capt. Rohit Sen Bajaj, Swetha Manthena, Prof. M.N. Navale, Dr. D.K. Bhosle, Sunil Aggarwal, Sushil Aggarwal, Shrinivas Rao, Ashok Agarwal, B Vikram Reddy, Yogesh Lakhani, Anup Kumar Khandelwal, Dr. D.Vijaya Krissna, Suresh M, Sanjeev K. Vasal, D Ram Reddy & D Varun Reddy, R K Agarwal, Amit Sharma, Satyam Roy Chowdhury, Ritesh Naredi, Dr. Suresh K Patel, Sanjay Gupta, Milind Borkar, Dr. Ritu Dewan, Manoj Jain, Anupam Gupta, Fahim Sultan, Sanjeev Srinivasan, Vipin Jain, Kumar P. Saha, Jaithirth Rao, Sadanand, Amit Gainda, Puneet Kothapa, Dr. Prashant Soma, Girraj Bansal, S. K Rathor & Kavita Rathor, Vikram Thaploo, Phalguni Mookhopadhyay, Mitul Patel, Anil Chowdary Kolli, S.K. Jain, Anu Gupta & Kapil Gupta, Vijay Kumar Budhreja, Ankur Jain, Srikar Alapati & Subhakar Alapati, Govind Nair, Mohammed Shavez, Janak Raj Mahajan.



(L to R): Srishty Raj Koul, Ravi Ramakrishnan, Rakesh Sinha, Dev Kumar, Satya Vadlamani posing with their awards



His Excellency Mr. Petko Doikov and Her Excellency Mrs. Lesego Ethel Motsumi felicitating D Varun Reddy and D Ram Reddy



His Excellency Mr. Petko Doikov and Her Excellency Mrs. Lesego Ethel Motsumi felicitating Preeti Jhangiani with BlackSwan Women Empowerment Award



Panel Discussion 2 in progress – New India, New Grounds, New Horizons: Challenges and Possibilities After 71 Years of Independence (L-R): R Archana, Major General Vikram Dogra and Dr. Geoffrey Fisher

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INFLUENTIAL ASIANS**

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 [india@asiaone.co.in](mailto:india@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 Asians Currently Under the Age of 40

**KAREENA KAPOOR**  
Indian Cinema Actress



**EILEEN WEE**  
Managing Director, Touch  
PR & Events Pte Ltd Singapore



**KRYSTAL CHOO**  
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**PRANAV ADANI**  
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197

HOUSEHOLD PRODUCTS

AUTOMOTIVE

126

FOOD & BEVERAGES

196

178

FINANCE

187

INFRASTRUCTURE

EDUCATION

128

HEALTHCARE

203

100

# INDIA'S 100 GROWING BRANDS

India has been consistently reaching the pinnacles of success owing to its greatest leaders, who are the epitomes of earnestness, and have always put their best foot forward in enabling her to reach the remarkable position of one of the fastest growing economies in the world. A lot goes in making of a brand and a lot was



# RECREATEST

## 2017-18

involved in the intense selection process carried out by experts (as they thoroughly examined more than thousand brands), culminating in the exclusive list of India's Greatest Brands 2017-18.

**Process Reviewers: PwC**



# HERO MOTOCORP

LEVERAGING TECHNOLOGY TO REVOLUTIONIZE THE INDIAN TWO-WHEELER MARKET

*Having ventured into the two-wheeler segment with its fuel-efficient motorcycles in the 1980s, Hero MotoCorp has come a long way to establish itself the largest and best bike manufacturer in India & the world no. 1 two-wheeler company in terms of unit volume sales*

**W**ith its four internationally benchmarked facilities in Gurugram, Dharuhera, Haridwar and Neemrana, Hero MotoCorp always believes in 'manufacturing happiness' through its units maintaining harmony between man, machine and nature to reduce the effect on environment and promote a healthy biome. By stringently adhering to the basic principles of integrity, modesty, swiftness, respect and excellence through teamwork, the company works on the philosophy of 'Excellence in Quality' in its products, services and operations. Working on the vision of a mobile and empowered India, the company successfully accomplished its objective by providing world-class mobility solutions to the Indian motor market, setting new standards in technology, styling in quality and extending its footprints in the global arena. The company is persistently making endeavours in upgrading its operational efficiency, assertively extending its reach to new client base, consistently investing in brand-building

activities and safeguarding customers' and shareholders' interest.

### CREATING EFFICIENT AUTOMOTIVE SOLUTIONS

After its dissociation from Honda of Japan in July 2011, the company has utilized every opportunity in leveraging its strong presence across sports, entertainment and ground-level activation. The company gained 49.2% stake in Erik Buell Racing, a sports motorcycle manufacturer, from its base in Wisconsin, United States. The company also invested US\$ 30.5 million (Rs. 205 crore) in October 2016 and acquired a 32.31% share in Ather Energy, an electric scooter manufacturer, and made a further investment of US\$ 19 million (Rs. 130 crore) in 2018.

The company came out with various customer-friendly initiatives to establish a trustful relationship with its customers, such as the Hero Honda Passport Program, presently known as the Hero GoodLife Program. The sale of the company in the two-wheeler segment is more than the combined sale of the companies placed at second, third and fourth ranks, with a sale

of over 10 lakh units only of Hero Honda Splendor, the most popular bike among Indian masses.

### CONTRIBUTING TO SOCIAL CAUSE

The company realises very well that being the leading motorcycle manufacturer with a 46% market share in India also brings with it the added responsibility of contributing to the society and the environment. The Happy Earth, Ride Safe India, Hamari Pari and Educate to Empower, along with the 'We Care' CSR programme are such programmes which enable the company to strengthen its position as the leading two-wheeler company in the country. The company is ranked seventh among the most-trusted brands in India in the brand trust report published by Trust Research Advisory and was adjudged the 'Best value for Money Bike Maker' and 'Best Advertising' in the two-wheeler segment at the Auto India Best Brand Awards 2012. The company is also a sponsor to the Caribbean Premier League T20 Cricket Franchise 2018 and India's top-tier men's football leagues, the Indian Super League and the I-League.

# MGH GROUP

OFFERING COMPREHENSIVE WORKPLACE SOLUTIONS GLOBALLY

*Spread over several Afro-Asian countries, MGH Group runs useful global distribution system (GDS) services, including FMCG contract logistics, supply chain solutions, such as ocean carriers, airlines GSA, radio & television network, IT solutions and inland movement of consumer goods*

**O**nitating its operations as distributor representative on behalf of Gillette in Bangladesh and at present headquartered in Singapore, the MGH Group of Companies expanded its operations from Dhaka to the other cities of Bangladesh – Chittagong, Feni, Sylhet and Moulvi Bazar, through its wholly owned subsidiary, Galileo Bangladesh, from the year 2000 onwards with 900 travel agencies on board, capturing the lion's market share of 40%. Today, it is spread over a large number of Afro-Asian countries such as Hong Kong, India, Pakistan and Nigeria.

Subsequently, the Galileo Nepal and Galileo Mauritius initiated business operations in their respective countries in 2005 & 2007 respectively, the former enjoying the leading position with 45% of market share of after five-six years of its operations serving 400 travel agencies in the capital Kathmandu and Pokhra, and the latter having a strong hold on the Mauritius market, receiving calls for business assistance from 70 travel agencies and also being called to service for joint promotion with Air Mauritius, the national flag carrier in April 2015.

Spurred by an unquenchable thirst and ambition for global dominance, the MGH Group started corporate operations in 2010 with a particular focus on Online Travel Agencies to promote clientele and gain major market share, followed by Galileo Nigeria in 2011 with the mission to widen distribution network for continual growth across Lagos, Abuja, Port Harcourt, Kano and many others by serving a total of 800 travel agencies.

### GLOBAL PRESENCE AND OUTREACH

MGH borrows logistics services from different shipping and travel agencies for distribution of services to those who need them, for example Yang Ming Line (YML), the national shipping Line of Taiwan represented by Transmarine Logistics Limited in Bangladesh, which caters to 66

different services throughout the world with 88 ships of its own apart from a tie-up with China Ocean Shipping company for reinforcement of the fleet.

United Arab Shipping Company (UASC) offers containerised, temperature-controlled cargo services in the Middle East, Europe, Indian Sub-continent, Far East, Australia, West Africa, American continents with technologically the most advanced fleet of six 18,800 TEU and eleven 15,000 TEU containerships. Other shipping companies include Hong Kong, SAR, Emirates shipping line operating in the Middle East, China, South East Asia, India and Africa, Hubline Bhd., an intra-Asia Shipping Line based in Malaysia, Regional Container Lines (RCL) operating as feeder shipping route between Bangkok and Singapore, covering 60+ destinations in Asia, Australia, the Middle East and Bangladesh.

### CUSTOMER-CENTRIC APPROACH

MGH Group also maintains Inland Container Depo in South Asia's Chittagong, the most important supply chain platform

for retailers from Bangladesh. The Group also intends to expand into housing facilities and commission Rubber tier Gentry (RTG) cranes and launch Freight Train Service. Taking extraordinary care, the company avoids unnecessary time loss and inconvenience at all costs.





# DHIRUBHAI AMBANI INTERNATIONAL SCHOOL

AN EDUCATIONAL INSTITUTION OF LEARNING AND EMINENCE

*Established with a desire & dream to build a world-class learning environment, Dhirubhai Ambani International School, a K-12 co-educational International Day School, not only inspires children to excel academically & fosters their holistic development but also nurtures them to face the world with poise*

**C**reating meaningful impact in students' lives and personality, Dhirubhai Ambani International School follows international standards and adopts latest developments in education and schooling, & unleashes the inherent potential of students to significantly contribute to the economic progress and social welfare of the nation.

### CREATING LEADERS OF CHANGE

Dhirubhai Ambani International School, a member of the CIPP (Cambridge International Primary Programme) and authorised by the IB (International Baccalaureate) to offer IB Diploma Programme, is a proud member of leading global organizations such as The Hague International Model United Nations affiliate, member of Near East South Asia Council of Overseas Schools, National Association for College Admission Counselling and International Schools Theatre Association. The school is also accredited by Council of International School and New England Association of Schools and Colleges.

### BEST-IN-CLASS INFRASTRUCTURE AND FACILITIES

Dhirubhai Ambani International School provides state-of-the-art facilities, technology and infrastructure to enhance teaching and learning outcomes by way of open school design, IT-enabled classrooms, well-equipped laboratories, spacious play areas for sports, huge library and campus with modern security systems to name a few. Providing a caring and affirming atmosphere to effectively meet the orderly learning needs of students has always remained a focus of the school.

Some of the defining features that set Dhirubhai Ambani International School apart are highly qualified and experienced faculty including expatriates from many countries, an appealing teacher-student ratio of 1:7 for personalised attention, well-equipped infrastructure and campus with Wi-Fi enabled classrooms, resourceful art room, yoga room and a multipurpose auditorium. To make sure the safety and security of students, the school also has its secure transportation system in place.

### VALUE-BASED & HOLISTIC EDUCATION

The success of its educational model, i.e., a global school with an Indian mind, an Indian heart and an Indian soul, is evident from the accomplishments, students' feats and reputation as one of the world's top schools. By bringing in mutual partnership from parents and academicians alike, the school makes every doable effort for the emotional, social, and academic development of its students.

Apart from resilience, the hallmark of the school lies in its ability to impart quality education. With a mission to provide a learning milieu for all-round development through the joy of value-based learning, high values and celebration of diversity, the school aims to foster international mindedness through a local and global dimension in the curriculum, as well as interactions and exchange programmes with organisations and institutions around the world.

Ranked as No. 1 International School in India by Education World, it has received Excellence in Academics Award by NDTV and is one of the top five International Baccalaureate schools globally.

# RVALUE GROUP

## TRANSFORMING ENTERPRISE FUNCTIONS AND CO-CREATING VALUE

*An organization with a team of pioneers, practitioners and resultants from the global business services space, RvaluE Group has established itself as 'Game Changers and Gurus' to provide customized strategic advisory, implementation and program management services*



Within a short span of 14 years since its inception in 2005, RvaluE Group has emerged as a thought leader, premier, much sought-after global organization to help companies realize optimum value from their investments by tapping the full potential through functional restructuring & business process redesign, setting up shared services, offshoring, outsourcing, RPA & intelligent automation, and business process operations.

### BANG FOR THE BUCK

RvaluE has shown convincing adroitness and experience in delivering improved business proficiency at lower costs. Through, practitioners' foresight, subject matter expertise commitment, and hard work, RvaluE group has made a significant mark in diverse fields of business activities, such as finance, information technology, operations, marketing, human resources and supply chain processes, in the country as well as in off-shore services. RvaluE has a unique edge as an authorized organization to implement e-Sourcing Capability Model of Carnegie Mellon USA, highly acclaimed as a best practices framework.

### INNOVATIVE APPROACH TO MANAGEMENT

RvaluE Group's visionary approach focuses on various aspects of transforming service functions, SSC/BPO expansion, M&A opportunities, modernizing and updating sourcing strategies and structuring models, talent and capability enhancement and innovative delivery models. RvaluE group has demonstrated exceptional insight and management proficiency while working in consultation and interaction with the CXOs & Board of the clients, so that the clients' investments are duly returned with appreciable enhancements. The transformation mantra RvaluE adopts is 'BIC to BIC' and 'BP to BP' i.e. implementing 'Best-in-class' to 'Best-in-context' practices to turn 'Business

process' into 'Business performance' thereby rebooting and redesigning the strategy to transform 'staff' functions into 'line' functions and 'support functions' into 'service functions'.

### INTROSPECTIVE VISION FOR CRITICAL EVALUATION

RvaluE Group's counselling to business enterprises regarding making a choice between outsourcing and shared services is always precise, scientifically and clinically tested, depending on the structure, nature and extent of the business of the enterprise seeking its services in accordance with their best of interests. The greatest accomplishment of the company's precision, authenticity and introspective vision is its expertise to recommend and implement a wide range of strategies and processes specially and uniquely designed for different types of services and for different kinds of clients in the industry ecosystem. For instance, RvaluE brings expertise in structuring models, setting up and managing operations like BOT, BOM, spin off, hybrid,

managed operations and services, third-party BPO, dedicated captive, process consolidation and transformation projects, eSCM implementation, leadership and organizational capability development, with focus on best practices and value delivery.





## ADITYA GROUP

### HAILING THE DAWN OF PROSPERITY

*Established in 1984, by the visionary leader the Late Mr. Bhaskar Aditya, Aditya Group has emerged as one of the fastest growing business houses in Kolkata and now under the dynamic leadership of its Chairman, Mr Anirban Aditya, the Group is committed to deliver a superior experience*

**A**n alumnus of University of Wales, Cardiff, UK, Mr. Anirban with his exceptional management skills, administrative principles and smart expansion policies has provided the direction and momentum which is catapulting Aditya group to greater heights of success. He is efficiently managing a diversified portfolio of the Group comprising Education, Sports, Hospitality, Real estate and Entertainment while creating value for millions of people across varied sectors.

#### AIMING FOR HOLISTIC DEVELOPMENT THROUGH EDUSPORTS

Under his leadership, the group successfully runs Aditya Academy Secondary, Barasat, perhaps the largest in the city. The school started its operations in the Year 2003 and has been awarded for the "Outstanding Infrastructure" by "National School Awards". It is situated at Kadambagachi, Barasat about 15kms from the Kolkata Airport in serene and a nature-friendly environment. From our humble inception in 1994 with around 40 kids today they have facilitated education for over 1, 00,000

students, through its chain of schools spread over 8 campuses across Kolkata.

Owing to his concentrated efforts and vision, Aditya Schools of Sports has also seen the light of day, and sports have been integrated seamlessly with education in all group school ventures under the flagship of Aditya Academy. The only of its kind institution, perhaps in the entire country, Aditya Academy comprises beginners to finishing school with hostel facilities and a comprehensive sports arena having world class facilities, namely international size cricket ground in collaboration with Cricket Association of Bengal with a capacity of 9000 spectators & international size football ground for holding national level matches for 5000+ spectators.

Mr. Anirban believes in promoting Edusports which is essentially integrating sports with educational to ensure a 360 degree development of a child from the very beginning and intends to provide excellent sports facilities to nurture the young talents who would shine bright and bring laurels for the nation. He also plans to set up a shooting academy for both 10m & 50m range and state-of-art badminton,

basketball, tennis and chess academy are also in the offering, Under his mentorship, Mr. Joydeep Karmakar, former Olympian and Commonwealth Games Gold Medalist has joined the Academy to run its day to day operation. They are also in talks with Mr. Abhinav Bindra, the Olympic Gold Medalist who will be associating them as a member of its Advisory Board.

#### CARRYING FORWARD THE NOBLE LEGACY OF GIVING

The founder of Aditya Group, late Mr. Bhaskar Aditya, started his philanthropic journey in the education sector and set up the Dum Dum Aditya Education Society, a non-profit organization in the year 1994. He funded the institution with proceeds from the group's other businesses a legacy that the next generation of the Aditya family, Mr. Anirban Aditya and Mr. Ankit Aditya are following to this very day. The group frequently indulges in many activities outside of their philanthropic activities, in order to strike a balance in economic, social and environmental imperatives by reaching out to those in need and work towards a better future.

# AURION BUSINESS CONSULTANTS

## OFFERING COMPLETE BUSINESS SETUP SOLUTIONS

*Robustly crafted on the foundation of loyalty, honesty, respect and transparency, Aurion has created fresh benchmarks for excellence, quality and delivery of services, establishing itself as one of the top branded business consulting companies for business setup in the UAE*

**H**olding an enviable track record of establishing around 1200 companies with a clientele from over seventy countries, Aurion Business Consultants has the vision to excel in the field of international consulting and to spread its network around the world to become the top-ranked Consulting Company worldwide. Firmly believing in providing good services to their clients at a fair price, Aurion's management systems are built transparent so as to apply policies that give its clients open real-time access to data.

### THE WORLD-CLASS AURION WAY

Pioneers in extending professional service for registration of free zone companies and related matters in various UAE free zones, Aurion provides service and assistance for business setups 100% expatriate-owned free zone companies in UAE, JAFZA Dubai, Cayman Islands, UAE Ajman Offshore and RAKICC Offshore. They also assist in opening bank accounts with some of the leading banks of UAE. They help in arranging business loan, Visa and PRO services, Chamber of Commerce registration, and Logo & Website creation.

Aurion also provides accounting assistance and a host of other services. Aurion is also an acclaimed name in the field of ISO 9001:2015 certification consultation and implementation.

### CREATING SUCCESS

Aurion guides its clients to choose the right location for setting up a company and incorporates a company complying with all legal procedures. For company incorporation in UAE, Aurion has teams of highly experienced professionals with cost-effective price structure for their services. They deliver all services keeping in mind the highest professional standards, abiding by the most efficient, economical and accurate methods.

Holding a rich experience with overseas

investors, Aurion continuously strives to improve the quality and productivity as per the international standards.

Aurion has had the privilege of working with an incredible group of clients that span industry sectors and continents. Most of their assignments are repeat business and client referrals. The values that Aurion delivers encourage their clients to continually engage and recommend them. Once the company is incorporated, they maintain the file throughout and lend support to the company in all their dealings with authorities. They also render assistance in renewal of License from time to time. As per the requirement of the client they assist them in getting the right candidate for the jobs & help in obtaining visas for them.

### THE TEAM

Guided by the vision of Mr. Syam Panayickal Prabhu, Founder & MD, Aurion has a dedicated team of business consultants who are ahead in terms of quality, excellence and delivery of services. They truly believe that every customer is

special and therefore proactively listen and help them out. They understand that client's success is their success and hence teaming up together could make it happen! Their comprehensive vision, ingenious ideas and agile solutions form a perfect combination.





# BRAINWARE UNIVERSITY

NURTURING WITH HOLISTIC EDUCATION

*Brainware University is a premier university with a state-of-the-art infrastructure offering specialized courses in graduate and post-graduate level in engineering, science, commerce, management, computer, pharmacy and PhD programme along with diploma courses in a wide array of subjects*

**R**endering a wholesome learning experience to its students, Brainware University has been recognised as one of the top private universities in West Bengal. The university is the brainchild of Mr. Phalguni Mookhopadhyay. They always value in maintaining their brand reputation in the education sector, and this noble intention has been reflected in the making of this university. They are a unitary university operating since 2016.

Currently, the university accommodates over 90 teaching staffs comprising experienced teachers and eminent research scholars from the academia and industry. The institution is purposive to provide students-centralized services such as web-based students' forum and a tailor-made app for regular academic updates and other common amenities. The courses are aligned with industry requirements and over 34 new UG and PG job ready courses are being offered from this academic session along with prevailing 20 courses. All of them are designed in such a way that students even from economically

backward classes can enrol themselves for a brighter future. Meritorious students are even offered scholarships from the university. Industry-Institute Interaction Programmes are organised on a regular basis for the students so that they can get hands-on experience. The vibrant placement cell is networked with pan India employers offering job assistance to all the students. The students are successful in securing great jobs because of the exhaustive pre-placement training given from day one. As they are providing such diverse opportunities, students response are very high within this short period of establishment. Brainware University is happy to announce that 1400+ seats have been filled in the upcoming academic year.

### MORAL AND ACADEMIC ENRICHMENT

The institution is highly acclaimed for delivering quality education through Interactive Learning System. Many experts from the industry often visit here to interact with the students. The university inspires students to participate in various extra-curricular activities and cultural programmes for over-all development.

### LEVERAGING CORPORATE NETWORKS

The university has a robust training, placement and employability development structure in place comprising a devoted team of experienced cross-functional experts including corporate relation managers, student mentors, university professors, industry consultants, HR specialists, communication trainers, soft skills experts to help the students in getting the best suitable employment opportunities. Courses are designed for showcasing professionalism in the highest order and mapped to industry requirements. The students get an overall idea about how the industry works before their recruitment.

### CONTRIBUTION TO THE GREEN INITIATIVE

As a part of Unnat Bharat Abhiyan Green Initiative of the Government of India, the university emphasises on planting more and more trees. The carpool service is provided to minimize air pollution. The campus is a no-smoking and plastic-free zone and the students enjoy the extensive greenery of the university.

# AVG LOGISTICS

ECO-FRIENDLY TRANSPORT PARTNER OF MAJOR BUSINESSES

*Founded under the guidance of a visionary logistics professional, Mr. Sanjay Gupta, armed with 30+ years of solid and varied experience, AVG Logistics Limited is an ISO 9001 - 2008 accredited logistics company consistently delivering excellent services to the customers*

**U**nder Mr. Sanjay Gupta's dedication and passion, AVG Logistics Limited has quickly transformed into a market leader for providing customized logistics solutions for every need, continuously striving to better logistics services in India through a robust supply chain, where customer satisfaction remains the core objective and main focus. AVG Logistics has been instrumental in introducing train movements on several most difficult routes and deployment of 32 ft. containers on high volume road routes for cost reduction.

## DEDICATED AND PASSIONATE

Specializing in two of the most important functions of logistics, Transportation and Warehousing, with over 60+ fully computerized branches all over India, AVG Logistics Limited has a large customer base from different sectors of India, which include several renowned brands like Nestle, ITC, Mondelez, GSK, Amara Raja, Airtel, MRF, Mother Dairy, UltraTech Cement, Coca Cola, IGNOU, Patanjali, etc.

Perfectly understanding the global language of supply chain management, AVG Logistics Limited has progressed internally & externally across boundaries with its 500+ workforce of dedicated & skilled professionals, 1200+ trucks under operations, including hired & owned dry/reefer vehicles & 354,000 sq. ft. of extensive warehousing space, providing 24x7 integrated logistics services in a most efficient manner. Their certified all-weather proof, containerized vehicles offer FTL, LTL, ODC, trailers, parcel and project services.

With unmatched expertise, AVG Logistics Limited enables its clients to focus on the core competencies of their businesses by providing them cutting-edge customized logistics solutions resulting in reduction of inventory & operational costs, and incremental transportation costs, as meeting its clients' expectations

successfully is its Mantra of success.

## OFFERING SUPERIOR & SUPERLATIVE SERVICES

With its immense portfolio of logistics solutions, it serves multiple industries and is ever-ready and ever-willing to face the challenges to rise above its competitors. They customize supply chain solutions to help clients throughout all their challenging stages, as they are well positioned to support diverse shipping and supply chain needs of its customers, while its team of professionals works to improve the flow and management of clients' products.

## AVG GREEN

Dedicated towards creating sustainable, green and environment-friendly initiatives, by lessening any negative impact on the environment, AVG Logistics Limited are always eager to find the best ways through which they can contribute to the environment's safety by primarily focusing on the safety aspects related to all types of activities involved in logistics.

It is committed to develop efficient and environment-friendly operations while reducing logistics complexities, and being aware of the social and ecological impact of its activities and fulfilling its social responsibility, it uses emission-free vehicles.





## CHILDREN'S ACADEMY

CREATING FUTURISTIC YOUNG MINDS

*With a firm belief that children are the future of our planet, and have the ability to transform it in a new and better world, the Children's Academy Group of Schools is enhancing the knowledge of thousands of children by giving them the foundation upon which they can build their future*

**T**he Children's Academy Group of Schools, established in 1970, is a dynamic institution that offers the best of both worlds - integrating the essence of conventional knowledge and modern schooling. Since its inception, the group has been dedicated to providing a progressive learning environment focusing on the holistic development of its students.

### DEVisING NEW METHODS OF LEARNING

Battling several odds in this ever-changing world, the Group has endeavoured comprehensively to innovate and modernize pedagogy yet within the ambit of its roots which focus on discipline and hard work. By providing students with both modern technology and established teaching methods, the Group aims to transform the students into lifelong learners, capable of facing the challenges that life can throw at them. The curriculum of the schools is uniquely designed to foster the all-round development of every student. While the Group has earned its reputation by excelling in academics over the decades, it lays great

emphasis on the fact that each student participates in some form of art, sports, entertainment or any other extracurricular activity.

It is with this vision that the Group has identified and consciously incorporated the skills that are critical for 21st Century learners - 5 C's - Communication, Collaboration, Critical Thinking, Creativity and Character-Building. The Group's lesson planning takes into account more than just the regular learning and is designed in such a way so as to ensure that all the above mentioned skills are imbibed in the students through the use of various activities. To this effect, the Group is home to various clubs like the Nature Club, Literature Club, Science Club, Citizenship Club among others which hold a host of activities to ensure that the students become responsible global citizens and drive an optimistic change. There are various social outreach programmes that instil in students the quality of empathy, and to care and contribute to make this world a better place. School trips are planned to various states around the country with the idea of increasing cultural

knowledge. Alongside the Annual Days, the Group also organizes a grand biennial mega-event known as the State Darshan, a learning experience unique to Children's Academy that gets the students acquainted with India's cultural nuances and their own cultural identity. Needless to add, the prime objective of all the events and activities is to provide a platform and give the students the confidence to put their best feet forward on various stages across the world in their future years.

### DISTINCTIVE SYSTEM OF EVALUATION

On the academic side, the Children's Academy Group of Schools follows the system of evaluation that includes formative and summative modes. These two types of assessments working in tandem with each other help for the rapid academic development of the student while ensuring minimal pressure. Children's Academy has been ranked among the top 10 schools in Maharashtra in the Education World Rankings 2018-19. The Group has also won an award for creating a global learning environment at the World Education Summit.

# CORE LOGISTIC

## INNOVATING ITS WAY TO THE TOP

*Continuously striving to live up to the highest industry standards, and trusted for a wide spectrum of cost-efficient services and a simple end to integrated logistics and supply-chain management, Core Logistic Pvt. Ltd. is renowned for its third-party logistics and warehousing services*

**W**ith 'Time is money' being at the heart of Core Logistics' values, it aims at providing customized, reliable and leading-edge solutions for the complete outsourcing of inventory and logistics handling services, comprising chiefly of warehousing, inventory management, forward logistics, reverse logistics, and reverse management including FTL (full truckload), LCL (less than container load), bonded trucking as well as Track and Trace facility.

### AN AVANT-GARDE & SYNERGETIC APPROACH

Its state-of-the-art warehousing infrastructure and over 400 skilled and ambitious employees are the organization's valuable assets. The company is immensely popular for its services, which are scaled and customized exclusively to meet the clients' needs, continually employing the most cutting-edge technology. Continuously striving to provide cost effective, viable and single point control-centric solutions, the company has developed its own multi-client, multi-warehouse inventory management system – Optimiser – that allows for a comprehensive system and user-defined enquiry and reporting capabilities.

### ROBUST RESOURCES

A leading brand in the Warehousing and Logistics Services, Core Logistic ensures error-free execution of every task and delivers more than what it commits. The company offers customised, modernized warehousing services, facilitated through its massive 8.60 lakh sq. feet of warehousing space, spread across the country in over 30 locations and 42 branches, with a stellar fleet of nearly 200 GPS-enabled vehicles, available 24x7. No wonder it celebrates an impressive clientele including telephone giants Vodafone Limited,

Samsung India Electronics, Panasonic India, and Indus Towers.

The company makes use of extremely high quality equipment for its multimodal logistical services with particular emphasis on quality controls. The company understands that 'Change is the only constant'. Keeping up with that, the team is continuously researching to bring in futuristic technology, products and solutions in order to provide a seamless end to end delivery with minimal wastage of resources.

With its prime focus on Telecommunication Industry, the company caters to the requirements for the outsourcing of complete Inventory and Logistics Handling Services, comprising Warehousing – Asset Management, Inventory Management – ERP Solution, Forward Logistics – Primary & Secondary Transportation to final destinations, Reverse Logistics – Stock Returns and Cam Movement – Site To Site Movement.

Primarily being a value-driven company, customer satisfaction remains

the most important to it. As a full-service distribution facility, the firm lays due emphasis on safety and adopts safe and environment-friendly work practices and procedures, delivering its promise of providing high quality, fast, accurate and cost-effective services to all its clients.





## DAYAWATI MODI ACADEMY

SHAPING THE FUTURE OF THE NATION

*Carrying forward a legacy of excellence since 1981, Dayawati Modi Academy has been a proactive institution of learning with a blend of values, tradition, technology and a quest for excellence, and fosters an ambience of community & collaboration, source & acceptance as well as joy & challenge*

**L**ocated in Modipuram, on a well-connected NH-58 connecting New Delhi to Dehradun, Dayawati Modi Academy (DMA) is merely 65 kms from New Delhi and 5 kms from Meerut. Its sprawling campus is spread over an area of 8 acres and houses world-class state-of-the-art infrastructure facilities which are efficiently utilized by its more than 5000 students and over 200 teachers. Behind DMA's saga of glory lie sincere toil, perseverant and persistent endeavours, endurance and faith of the deft and diligent hands that have worked concertedly for over 37+ years to bring it to its present state of eminence.

### AN ENVIRONMENT CONDUCTIVE TO LEARNING

Attitude and perceptions are the watchwords at DMA as they affect students' ability to learn so the educationists take due care in shaping young impressionable minds. They facilitate the process of synergizing the combination of pedagogy and tools to empower the students to grow into individuals with strong,

open, discerning and sensitive minds who would eventually acquire the roles of global citizens. By implementing a unique academic programme coupled with innovative teaching methodologies, which encourages students to develop critical reasoning ability, the educationists ensure that students learn through enquiry and reason, exchange ideas, develop key personal and social values, take ownership for individual choices and set goals to realize their unique potential. DMA strongly believes in continuous growth and openness, embedding its students in the roots of Indian culture and providing them with the wings to explore the vast horizon of learning in pursuit of excellence. The school comes across as an institution of learning with a conducive environment nurturing the growth of an overall personality imbued with the right value system to develop responsible, thinking, sensitive, global citizens and is continually working on its mission of imparting quality education and creating a spirit of excellence – enabling the students to brace all challenges of life as well as, be conscious of our rich cultural heritage.

### PROMOTING HOLISTIC DEVELOPMENT

Innovation and creativity are the keywords of the DMA curriculum and the educators always take pride in organizing new activities and reframing the curriculum to keep pace with the changing needs. They plan and prepare a meticulously programmed curriculum to harness and channelize the potential of every individual youngster to equip them with confidence, grace, poise and leadership qualities.

DMA opens the portals of opportunities for development of particular skills and enhance the students' non-academic abilities. These activities groom the students in the art of living and in working together to exercise leadership and to take the initiative to execute the things from their point of view and also aid in facilitating in development of various domains of mind and personalities.

DMA fosters a favourable, inspiring and ennobling atmosphere, fortifying their intellectual, moral, aesthetic and practical capabilities thereby chiselling them into human beings possessing a high sense of character and integrity.

# DEYOR CAMPS

OFFERING EXCITING ACCOMMODATION AND ADVENTURE ACTIVITIES

*With a rise in customer preference towards newer and inexpensive options, Deyor Camps has been quick in tapping the business opportunity presented by this dispositional change, and has now grown substantially to a renowned chain of branded camps, cottages, and adventure activities*

**H**aving spotted the missing link and to meet the unmet and hidden demands of the unorganised sector for adventure travel market in India, the founders of Deyor Camps were quick to commence as a B2B company arranging for campsites and adventure activities across India, and startlingly had sent over 10,000 people for camping just in its first business quarter, offering excellent outdoor accommodation and exhilarating experiences.

## LURING MODERN-DAY TRAVELLER

With more than 100 campsites set up across popular locations such as Ladakh, Dharamshala, Rajasthan, Lonavla and Munnar, Deyor Camp intends to push it up by nearly two- to three-fold in a couple of years, confidently banking upon their superb services and a dexterous team that is always on their toes to provide tents, Wi-Fi, food, transportation and other leisure activities at these campsites and unfailingly make certain quality of the location, food and indispensable facilities.

The founders at Deyor Camps very well understand the need of and profitability behind establishing adventure camps, and in view of this Deyor Camps not only provides camping facilities with amenities like Wi-Fi, meals and various adventure activities, it has also provided an array of accommodation experiences in pilgrimage cities, organising backpacker trips, weddings and special events.

One of the key expansion strategies of Deyor Camps is to work on a commission-based model that has fostered its presence in many countries offering more than 1,000 adventure activity experiences, with a profitable partnership with local vendors for camping for leisure and corporate travelers.

## CREATING A NICHE BY ENABLING INFRASTRUCTURE

In effect, the company intends to be known as being a 'travel experience

company' rather than just a 'tour and travel operator', catering to numerous aspects of its customers through Deyor Camps, Deyor Rooms, and Deyor Tent.

To address the problems and requirements of this growing and unexplored class of campers, trekkers and adventure enthusiasts, the company strives hard to make the process of discovering, verifying and reserving a campsite a seamless and convenient process.

Deyor Camps is not only enabling local people, local entrepreneurs and small businesses to grow their communities and businesses, but also promoting them to conserve and exhibit their cultures as well as to build benevolent and caring systems for tourists and adventure enthusiasts.

## PUTTING PEOPLE AT THE HEART OF OPERATIONS

The team at Deyor Camps is passionate and has a shared vision to create something unique and exclusive within the existing ecosystem and tour and

travel landscape.

Deyor Camps inspires young people to travel and experience the depth and breadth of India and abroad through camping and travel, adequately and efficiently backed up with a profitable and sustainable business model.





# NARAYANA GROUP OF EDUCATIONAL INSTITUTIONS

NURTURING TALENT WITH ACADEMIC BRILLIANCE

*The Narayana Group is renowned as one of the foremost educational conglomerates in Asia inspiring its students to make optimum use of a facilitative campus infrastructure, learning environment and integrated technology, and evolving them as assets for the nation and humanity*

**H**aving ventured into the educational domain in 1979, setting up new milestones in academic excellence, the Narayana Group has stretched its footprints across 15 states in India, accommodating over 40,000 teaching and non-teaching staff and providing world-class education to about 4 lakh students helping them to achieve great success in national and international educational competitions and bring reputation to the university and the nation. The Narayana Group accommodates a unique integrated curriculum with a focus on academic excellence in 200 schools and 400 junior colleges (+2 colleges), producing some of the nation's toppers in competitive exams at the school and pre-university stage. Over 800 Narayana students are admitted to the IITs every year, thousands admitted to the NITs and scores of thousands admitted to the premier medical and engineering professional colleges every year. Apart from this, the Narayana Group also comprises of 20 professional colleges including the prestigious Narayana Medical College. The Narayana Group also offers

stand-alone coaching centers focused on engineering, medical, civil services and chartered accountancy career paths.

### PROMOTING INTUITIVE LEARNING WITH COMPREHENSIVE EDUCATION

The Group excels in defining new benchmarks in academia by creating an all-inclusive learning atmosphere and imparting technology enabled yet teacher driven curriculum. It is this unique mixture of technology, infrastructure, competitive yet inclusive atmosphere and the drive of passionate academicians that helps Narayana students achieve great success in securing top ranks in national and international competitive examinations. The Group makes sincere efforts in consistently reinventing itself with the ultimate objective of instilling strong educational values and inculcating the best personality traits in every student. The Group helps them in developing an instinctive tendency to grasp academic fundamentals, master them and apply them judiciously with a meticulous approach to solve complex problems.

Adopting a student-centric approach, the Group focuses on different age groups,

nurturing them across four schooling levels - kindergarten, primary, secondary and specialized Olympiad secondary schools, facilitating them with the perfect learning environment for developing the intellectual, social and physical dimensions of their personality. The highly experienced faculty combines strong fundamental knowledge and critical thinking in smart classrooms and hone students' skills in using both theoretical and practical approach, thus, imparting effective education.

### BLENDING TECHNOLOGY WITH INTENSIVE TRAINING

The Narayana Group has introduced a digital experience called nDigital, wherein students, parents, teachers and administrators can all be included in the journey of education. As part of the nDigital program, Narayana offers its students a unique digital academics platform called nLearn. nLearn within junior colleges includes an online learning, testing, assessments and remediation mobile app and web portal. Students take weekly exams online, thereby preparing themselves for the JEE and NEET exams.

# SAGA GLOBAL CONSULTANTS

TAKING THE OIL AND GAS INDUSTRY BY STORM

*When it comes to services in the oil and gas industry, only a handful of names are capable of top-class service provisions than Saga Global Consultants. A single window organisation aimed at providing expert technical and management support to the oil industry, their proficiency is unmatched*



On a global basis, Saga aims to provide expert technical, managerial and human resource services in both the upstream and downstream sectors.

## DRIVEN BY KNOWLEDGE

They are driven by knowledge, gained through years and years of hard work on the job, and it shows in their work. They provide global companies with highly skilled human resource executives, with hands-on experience of working in the petroleum sector. Technical and management consultancy projects are their forte, with training and development services to industry professionals around the world rounding off their three-pronged arsenal of consultancy services.

Owing to their strong domain knowledge of the hydrocarbon and related sectors, Saga Global are one of the only few names that one can blindly trust when it comes to expertise in the petroleum and oil industry. They are a self-proclaimed knowledge-based organisation.

Their experience in providing end-to-end solutions to all problems of the oil and gas sector has lent them something which cannot be valued in any monetary measure; a passion for the job and an inane ability to solve any problem that comes in front of them.

## TEAMWORK MAKES THE DREAM WORK!

The entire team at Saga Global Consultants is responsible for the resounding success that the organization has enjoyed. SK Jain, the CEO of the company, is himself a very qualified man, with professional experience worth four decades to his name. He has done every task imaginable in the organization, and provided his values of integrity and loyalty to the entire workforce. Carrying forward the legacy that Mr. Jain has set forth, the Saga Global Consultants family is continuously working hard to maintain the

status that the organization has enjoyed for the best part of its existence.

An innovative, focused and committed team always striving to put a smile on its customers' faces, Saga sets an example for the entire corporate world to follow.

Firmly believing in their mission statement, i.e. sustained growth through customer delight, enhanced market share & continuous product innovation, they are committed to capture the essence of what makes Saga such a unique organization in the petroleum and related sectors. Innovation, customer satisfaction and a need to influence the market is what Saga Global Consultants stands for.

## LOOKING FORWARD

Saga has been working with some of the world's best companies for a while now. This includes projects with the likes of Ceylon Petroleum, Chevron and Shell. Moving forward, the only way to go is up. The entire team at Saga is ready to work day and night to bag more prestigious projects, to impact more lives and to

keep providing the best-in-class services to the petroleum sector.

Completely dedicated and focused on the best delivery, consistently considering maximum benefits for its clients, Saga Global Consultants have become a name to be reckoned with.





# PATHWAYS SCHOOLS

## SHAPING THE FUTURE GENERATIONS OF INDIA

*School is a second home for children; and when it is one of the Pathways Group of Schools, children are bound to become better persons. If your child has had the good fortune of spending his/her formative years in one of these institutions, you can stow away all your worries about your child's future*



Pathways schools have always been one of the leading schools in the entire nation.

### LEADING FROM THE FRONT

In the year 2003, the first Pathways School, the Pathways World School Aravali, was launched. Then and there began a 15-year journey towards becoming one of the nation's best groups of schools, one which moulds students into better human beings, and good citizens of the country. Opting for a student-centred approach in its learning methodology, these institutions preserve the best traditional Indian culture while teaching students to embrace all the good about Western and international culture.

The primary years programme, the middle years programme, and the diploma programme of the International Baccalaureate Organisation of Geneva are all included as part of the curriculum here. The school is a pioneer of the Howard Gardner-developed multiple intelligences approach, representing the

many pathways of learning.

### A BEACON OF HOPE

Today, the Pathways Group of Schools has six campuses, with three pre-primary schools and three international K12 schools. The schools offer safe and peaceful environments for students to focus solely on learning, developing themselves, and most importantly, having fun while learning! Captain Rohit Sen Bajaj, the Director of Pathways, leads by example. His tiring efforts along with the contribution of the entire Pathways family has made it possible to keep the legacy going, acting as a beacon of hope for students. Purposeful use of technology in school education has been immortalized by Pathways, with interactive whiteboards and projector screens being just some of the interesting gadgets used by the institutions to help their students learn and grow. Stimulating an intellectually challenging environment, catered to the needs of every individual, is what Pathways excels at. Students are taught to become excellent communicators,

those who can use technology readily and, most importantly, those who can contribute to the nation in any way, shape or form.

### THE PARENTS' BACKING

All the parents of children studying at any Pathways institution have nothing but praise for the schools. One proud parent says, "The more I get to know about Pathways, the more I like it. It is the best decision which my husband and I have taken for our daughter. The pathways family is doing a brilliant job in keeping that BIG smile on her face. A BIG hug and a BIG thank you!!!"

Another parent has somewhat of a similar thing to say, "I am amazed how at Pathways you celebrate each child on their simplest achievement and focus on celebrating the child first and then the achievement! It is in these small details that geniuses are created."

This constant support from parents, coupled with the untiring effort of the team at Pathways, makes sure that the Pathways Group of Schools offers children the best learning experiences.

# VESTIAN

## GLOBALIZING WORK SOLUTIONS

*Persistently engaged in multiple workplace solutions, including buying, selling, renting, self-owned or leased real estate residential, non-residential buildings and multiple other related solutions, Vestian Global Workplace allows customers access to open, honest communication for real-time information*

**A** classified, wholly self-owned subsidiary of US company headquartered at Chicago, incorporated in 2010 under the Company's Act in Bengaluru, Karnataka for operations in India, Vestian Global Workplace Services Private Limited has developed one of its core values as conflict-free solutions, compatible with individual customer's needs in conformity with local laws, litigation-free transparent services, allowing customers access to open, honest communication for real-time information through various management tools including the company's website.

### CONFLICT-FREE SOLUTIONS

While offering customized innovative solutions, the company maintains a sensitive approach towards the business objectives of the client with an eye on the best possible deals on timely basis for their clients. To ensure top-quality service to the clients, Vestian professionals provide transparent, uncultivated view of the market in order to provide the client to use his free, personal judgement with regard to leasing, acquisition, construction and project management.

### DELIVERING MEASUREABLE RESULTS

This Karnataka-based Indian subsidiary has expanded multiple times during the last 7-8 years in the Asia-Pacific region comprising India, China, Sri Lanka and the Middle-East, having grabbed the largest volume of work in the corporate real estate execution, reinforced by integrated services delivery. In 'Sringo Sponsum' to the committed vision of "Delivering Measureable Results", Vestian focuses on accountable-high quality, metric-driven most economical services with regard to the operational costs of the enterprise.

### DEMIURGIC INVENTORY TOOLS

One of the distinctive features of Vestian is the creation of "Space Inventory Solutions" (SIS) reality tool, a unique and

novel entry into the real estate industry. These technology-based tools have been instrumental in improving and enhancing productivity on a continual basis. This real-time inventory management tool has greatly benefitted end-users by enlightening them in respect of relevant information to help them make quick decisions after scanning property lists, comparing different options to arrive at the most profitable deals in the end. Vestian regularly uploads all the relevant information regarding real estate on all prominent social media channels for the benefit of customers through digital mode. Some of the unique achievements of Vestian include its mounting rise from a consultant firm to execution firm to fulfil the requirements of real estate for the corporate sector, providing even the minutest details about the existing and upcoming real estate markets and their future trends.

### ENVIRONMENT-FRIENDLY WORK ETHICS

Seriously taking care of its responsibility

regarding environmental health, Vestian is the one and only workplace solutions firm, having been certified by ISO for both quality management and environmental health and safety. The company has also acquired the membership of the Indian Green Building Council.





# SAMASHTI INTERNATIONAL SCHOOL

## SHAPING THE FUTURE OF THE NATION

*Firmly believing that schools are temples of learning; temples dedicated to bringing out the absolute best version of a human being, Samashti International School in Hyderabad has emerged as one of the top CBSE schools in the region by serving as a temple of enlightenment for young minds*



roviding a strong foundation on which children grow and develop, Samashti has always been an institution that imparts the right values.

### DEDICATED TO THE CAUSE OF THE COUNTRY

The brainchild of Swetha Manthena, the current Managing Director of the school, Samashti has been providing top-of-the-line facilities to enhance the growth and learning of its students ever since it was established. The institution has been powering forward, brushing aside all that comes in its way, dedicated to a sole cause: shaping young minds to become the best versions of themselves. The young generation, after all, is what will give an identity to the nation in the coming years. Samashti realizes the importance of this fact, building a platform dedicated towards providing quality education to all its students.

### HAPPINESS ALL AROUND

When it comes to the quality of learning at Samashti International School, it is not only

the children that are happy. The parents of children studying at the school have nothing but praise for the institution, as they feel proud to be part of Samashti International School's commitment to success and share freely with the deepest sincerity that they endorse Samashti School for their child's personal growth. The encouraging words of parents and their complete satisfaction with the quality of education that Samashti International School provides to their children has consistently encouraged the school to do even better.

Performing nukkad natak (street plays) at public places on socially relevant issues, placing sign boards at strategic places with messages on road safety, performing a dance drama on the urgent need to save the rivers of India and involving all the parents in taking a pledge to save the rivers are just a few of the initiatives taken up by Samashti International School.

Samashti has been participating in IIMUN conferences since 2015-16. Model United Nations (MUN) is an educational simulation of the various committee sessions of the United Nations wherein school students learn about diplomacy,

international relations, global issues and the United Nations. Samashti has bagged the Best Delegation Award at the IIMUN conference in 2018.

### WELL-DESERVED RECOGNITION

Ranked No. 5 school in the area of Telangana and Hyderabad, the School has been bestowed with its fair share of awards. It has been adjudged as Number 1 in India in Innovative Teaching Practice under India School Merit Awards 2017-18 by Education Today. It has been selected as one of the top 20 CBSE schools in Telangana and Andhra Pradesh by Brainfeed Magazine. Samashti has bagged the third position in India for the Use of Nature in Education and Effective Partnership with Parents by Early Childhood Association of India. The Managing Director, Swetha Manthena, has been named as one of the top 100 Highly Effective Edupreneurs of 2017 and 2018 by Alert Knowledge Services. The students of course have proved their mettle in academic as well as co-curricular activities. Samashtians are regular achievers in the various Olympiads, ASSET exams, and other competitive evaluations.

# KIRANA KING

## REVAMPING THE GROCERY RETAIL LANDSCAPE

*Kirana King is the fastest growing grocery retail company with a mission to bring about a sea change in the grocery retail landscape and encourage small and big retailers to transform their grocery stores to move up the ladder and to provide a well-organized retail platform*

**S**tarted with an objective to revamp and face-lift the grocery retail ecosystem, Kirana King seamlessly strives to empower and bring to the fore the conventional Kirana or grocery stores allowing them to witness a makeover and revolution by understanding the consumer attitudinal and behavioral changes, undertaking inventory management, effectively managing operations and providing them with a modern infrastructure, which would enable them with immense opportunities to standardise, centralise and digitise the traditional Kirana system and address their core problems while maximizing profits.

### ORGANISING THE UNORGANISED

With a unique brand name, Kirana King – India Ki Nayi Dukan, under its flagship, the company kicked off its operations with 13 value stores and one superstore in Jaipur, India, and has ambitious plans to scale it up by opening more than 100 stores by the end of 2018.

Application of sound and tactful business practices clubbed with best marketing strategies and a dedicated team of seasoned professionals efficiently allow the retailers to retain the regular customers and to attract new customers profiting from the economies of scale and scope of a large retail chain, and, needless to say, while making existing identity remaining together.

### A UNIQUE AND HEALTH MARKETING MIX

Kirana King not only conducts press/media coverage and PR activities to ensure excellent visibility of their store, but also organises presentations and seminars with channel partners to train them on operational effectiveness and customer service.

Highly optimistic about its channel partners, projects and customers, Kirana King has a robust supply chain network

to improve and augment value customers perceive and experience at traditional grocery stores by optimising supply chain drivers such as inventory, logistics, procurement, pricing and information.

Among various strategies and methods to strengthen the supply chain and the entire retail network, the prominent ones include strategic network optimization by partnering with suppliers, distributors, and customers; product life cycle management; IT infrastructure to support supply chain operations; product procurement; demand planning and forecasting; and inbound and outbound operations.

### TAKING ALL THE WOES AWAY

Kirana King assists all the retailers in shelf-space planning, product visibility and variability, excellent packaging, and timely delivery, advertising and marketing, and transfers to its valued partners the benefits of large-scale economies by single-source purchases and centralised supply system catering to the requirement of the grocery retail, thereby streamlining

the whole selling system. Through its valued assistance services such as store renovation to inventory management, the retailers associated with Kirana King can do away with bad inventory management and focus only on customer service and business growth.





# SINHGAD INSTITUTES

## A DESTINATION OF ACADEMIC EXCELLENCE

*Sinhgad Institutes has managed to transform education in a way not seen before. Spanning education from kindergarten to post graduation, Sinhgad Institutes believes in providing an education that prepares students to be good citizens of not just their birthplaces, but also the entire globe*

**O**n the year 1993, Prof. M. N. Navale, a well renowned educationist par excellence, laid the foundation stone of Sinhgad Institutes commencing with a Polytechnic followed by Sinhgad Institute of Management. Less than two decades thereafter he established one of the biggest and most renowned education conglomerates in the region.

Sinhgad Institutes with 12 Campuses, 85 institutes, 26 Schools and over 90,000 students is one of the most preferred education destinations in India, a powerhouse of education, with a rich legacy of 25 years of academic excellence, offering programs in various disciplines like Management, Engineering, Pharmacy, Architecture and Health Science - Medical, Dental, Nursing and Physiotherapy, Law, Hotel Management, Arts, Commerce, Science and Doctoral programs. All Courses are approved by AICTE, Medical Council of India, DCI, Nurses Bureau of India, PCI, Council of Architecture, & Government of Maharashtra, Affiliated to Savitribai Phule University of Pune, Solapur University and Mumbai University, as applicable.

### EMPHASIS ON RESEARCH

Sinhgad Institutes is well known for research with over 100 Research journals, 100 Ph. D. Guides, 500 Research projects & 300 Ph.D. candidates.

### SPORTS AT SINHGAD INSTITUTES

Sinhgad Institutes has excellent sports facilities catering to track & field, lawn tennis, swimming, cricket, football, basketball, volleyball, table tennis, skating, yoga covering a wide range of indoor and outdoor sports.

### LEGACY OF UNIVERSITY RANK HOLDERS AND GOLD MEDALISTS

Sinhgad Institutes has a strong legacy of University Rank holders since its inception with students securing gold medals and University rank.

### HARVARD & BLOOMBERG AT SINHGAD

Sinhgad Institutes has association with Harvard Business Publishing and Bloomberg using integrated Harvard content and case study methodology as a key mode of instruction; supplemented by innovative courses, online simulations and

role plays. A dedicated terminal has been established with Bloomberg for students to get hands-on knowledge of markets and finance, also offering offsite Internship Program called Bloomberg Championship Program with certifications and other metrics based incentives for students.

### CORPORATE CONNECT

Corporate Connect at Sinhgad Institutes is very extensive. National as well as global corporate houses, MNC's are always sourcing from the talent pool of students at Sinhgad Institutes. Individual counseling is provided to students to increase their employment potential securing average package of Rs. 4 lacs p.a. to as high as over Rs. 14 Lacs p.a.

### LARGEST CAMPUS PLACEMENTS IN SINGLE DAY WITH 1223 OFFERS BY TOP 3 IT MAJORS

Setting new benchmarks Sinhgad Institutes recorded largest campus placement in single day in Sep'18, with 1223 students obtaining placements from Cognizant, Accenture & Infosys, with packages from Rs. 3.5 to 4 Lacs per annum.

# SMART WIFE

THE BEST SOLUTION FOR ALL YOUR GROCERY NEEDS

*Understanding that these days it is tough to find someone we can genuinely trust, especially in the food sector, where adultery & malpractices are on the rise, Smart Wife - a leading departmental store brand - has given a genuine hope to customers, as it aims to provide only the best-quality products*



The parent company of Smart Wife, Om Shri Shubh Labh Agritech Pvt. Ltd., was registered in 2017.

## EAT HEALTHY WITH SMART WIFE

Smart Wife is still one of the 'infants' of the departmental stores sector. What is surprising to see, however, is the rapid growth that the brand has showcased. In under a year, it has opened up more than 20 mega stores in the capital of the country, Delhi, and plans to open a 100 more in different locations by the end of 2018.

Serving more than 5 states currently, the company is headquartered at Gwalior, Madhya Pradesh. Grains, bakery products, spices, rice, dry fruits, and oil are some of the commodities available for sale at all Smart Wife stores. These products are sourced from the absolute best farms and dealers, with a transparent supply chain process, and rigorous quality control checks to make sure that the customers get what they pay for.

With their intensive knowledge about the agritech sector, Smart Wife presents to their customers the best-in-class products at competitive prices.

## UNPARALLELED PROWESS

Their unmatched expertise in what they do enables them to service their customers with top-of-the-line products, and their advanced usage of technology in everything they do helps their cause further. They obtain their produce that is hygienic and from sources that are trusted, because in the end, it is customer satisfaction that matters more than any profit or fame. Be it water, fruits, vegetables, flour, cereals or spices, Smart Wife makes sure that products are of the best quality possible, and that the packaging and processing methods used are technologically advanced enough to benefit all parties involved.

It believes in four mantras for best internal and external results: A for Ability,

V for Vision, P for Passion and F for Force. Thus, the experienced and young, expert and dynamic professionals at Smart Wife manage the entire organization with a mantra of AVPF. The expertise of the business also comes from other ventures of the company, as its business is expanded into petroleum, transportation, logistics and education.

## EXCELLENT MANAGEMENT

Girraj Bansal, the CEO and President of Smart Wife, believes that in this ever-changing society, the most powerful and enduring brands are built from the heart. It has been a great journey so far, but it is only just the beginning. His vision forms the basis of what Smart Wife stands for. Servicing their customers directly from the heart, in order to please their hearts, is what the brand aims to achieve.

Sometimes, in this cutthroat competition, all it takes to succeed is a little bit of love and affection! It is certainly an approach which could be used by most brands out there that seem to have forgotten what the customer really means. Taking a page

out of Smart Wife's book may prove to be a saving grace for them! Smart Wife has proven to be a brand for the masses, in this selfish world. Continuing the good work is all that is required, and it won't be long before Smart Wife becomes a brand renowned all over the world!





## SNBP GROUP OF INSTITUTES

FORTIFYING THE PILLARS OF THE NATION

*Following a mantra that education should aim to cultivate the physical, mental, social, and spiritual powers of an individual, the chain of SNBP Group of Institutes was inception in 1997 at MHB, Yerwada under the name of Subhadra Educational Society by the Founder Secretary Dasharath Bhosale*

**D**asharath Bhosale's vision transcribed into brick and mortar was founded with a singular aim - to provide education for all. The first school to take off was SNBP School in Yerwada in 1997, the second was SNBP International School in Morwadi, PCMC, the 3rd School came up in Rahatani, PCMC, the 4th School in Chikhli and a school in Wagholi is upcoming. Within 2 decades, five schools have been established under his leadership. The Education Stalwart Dr D.K Bhosale got support from illustrious educationists - Mrs Jayshree Venkatraman, Mr Vibhakar Telore, Dr Lakshmi Prassanna and Mrs Neena Bhalla.

SNBP Institutes focus on the holistic development of a student. Believing in the philosophy that 'A healthy mind dwells in a healthy body,' the process of teaching and learning here are driven with passion. Every practice implemented here aims to develop a positive attitude which encourages adaptability in students. This combination of a healthy body and mind which are a consequence of a healthy environment is what ensures optimum growth of

individuals. This drive to create world-class institutes is seen in Rahatani, with the campus constructed over a sprawling 2 lakh square feet.

### BALANCING WORK AND PLAY

Along with affiliations with the CBSE, every school is equipped with modern amenities and aids which help the learning process depart from textbooks, and concepts are introduced using a more hands-on approach. SNBP strives to adopt the best methods combined with relentless efforts to equip every institute with an infrastructure and environment that not just sets a standard in education but also creates a surrounding that is conducive to learning where kids can enjoy and grow. Activities and practices are directed so they help students keep up with the rapidly changing lifestyle and challenge themselves, making them capable of living a high standard of life. All classrooms are equipped with audio-visual aids, Internet, and RFID, classifying them as a smart class. Subject experts are invited from various fields to interact with children about topics, helping them gain more insight, understand career paths,

and aid them in becoming self-sufficient. The entire curriculum is mixed in activities. This melting pot of studies and play is the main philosophy behind the working of SNBP. The SNBP Group of Institutes pay extreme attention to the children's security with all institutions under CCTV surveillances, and the play equipment certified by international standards. The campuses are equipped with multipurpose courts, gymnasiums, top-of-the-line exercise equipment, an exceptional library & a world-class auditorium.

### ENABLING THE NATION

With a focus on making education fun & easier to understand, & providing a healthy, value-based and stimulating environment, the learning process is designed after carefully understanding and studying the needs and psychological requirements of children. The highly qualified and competent teaching staff accommodates for this in how they design and impart the curriculum. SNBP Group of Institutes cultivates a distinct sense of respect for traditions, and the environment, while also challenging the status quo when required.

# HIRANANDANI DEVELOPERS

BUILDING HOMES; CREATING TRUST

*With a firm commitment towards community service and its happiness, Hiranandani Developers Group has been perpetually striving through innovative technologies, reinforced by excellent, path-breaking architectural designs and engineering expertise to transform the outlook of the city*

**R**ight from the day of its inauguration in 1978, Hiranandani Developers have had their vision and mission set on delivering quality, and state-of-the-art architectural designs with complete focus on customer satisfaction, as they develop most beautiful, attractive, loveable and decorative residential townships and commercial complexes for a better life-style of the people.

### BUILDING FUTURISTIC TOWNSHIPS

The Group, through its sturdy and environment-friendly construction of residential as well as commercial complexes has made a mark in Indian as well as international arena. Another feather in the cap of the Group is a lavishly-furnished five-star hotel, Meluha the Fern in the suburbs of Powai in Maharashtra.

One of the radical projects undertaken and successfully completed by the Group is the transformation of the barren waste land of Powai and Thane in Maharashtra into lush-green, bustling, ultra-modern townships, accomplished with all the metropolitan amenities and facilities for residential as well as shopping complexes, surrounded by foliage. The Group also maintains a Horticulture unit specially to bring Nature in the vicinity of human life and its activities.

### ECO-FRIENDLY CONSTRUCTION

It is a great tribute to the Group for its serious concern for environment and depleting natural resources that it introduced as far back as 1989, 100% sewage recycling and rain-water harvesting to tap water resources for its projects.

To capture and stall the continued deterioration of our environment, the Group has planted extensively, a large number of indigenous trees & shrubs in all the urban townships to attract local birds and save them from extinction or endangerment.

### SERVING THE PEOPLE

Hiranandani Developers has the exclusive honour of formulating on behalf of the State of Maharashtra, a Slum Rehabilitation plan, which proved instrumental in improving the lifestyle and wellbeing of more than six million inhabitants, which is a testimony of high sense of responsibility and concern for the marginalised sections of society.

The Hiranandani Group is also deeply involved in healthcare activities through construction of elite hospitals. These hospitals are a preferred destination for genuine healthcare. Patients are accorded personal attention, high-end services in all the areas of medicine and surgery including neurology and psychiatry, most modern operation theatres, intensive care units with expertise to handle complicated surgeries and treatment of infections.

The activities of the Group are not restricted to real estate development alone. The Group, as part of charitable trusts, is running three senior secondary level schools in Powai, Thane & Chennai which is a commendable achievement

for an enterprise primarily engrossed in real estate development. The purpose of this initiative is to inculcate a sense of self-discipline, integrity and responsibility in students and learners under highly accomplished and experienced professionals.





## TECHNO INDIA

TRANSFORMING DREAMS INTO REALITY

*Being the largest academic conglomerate of Eastern India, Techno India Group is delivering quality education for more than three decades across the country. In its relentless quest for perfection, excellence is not merely a core value of the Group, it is what defines the Group*

**T**echno India Group has developed a comprehensive, structured and state-of-the-art curriculum, which helps its students ready for all the challenges that life throws at them. This has already been proved by its illustrious alumni engaged in successful corporate or academic careers across the globe.

Over the years, Techno India Group has vastly expanded its academic offerings, which currently include degrees in Engineering, Science & Technology and Management Studies, as well as Humanities and other specialized streams. From Kindergarten to Postgraduate and beyond, Techno India's students experience the very best, are prepared for the best in life and career, and best values are instilled in them during their academic experience here.

### BRIDGING THE GAP BETWEEN ACADEMIA AND INDUSTRY

The latest feather in the cap is Sister Nivedita University (SNU) in New Town, the IT hub of Kolkata, which is based on Sister Nivedita's ideologies of inclusive

education, empowerment and research-based curriculum. SNU's target is to bridge the gap between academia and industry, and towards that goal it has emerged as the first-of-its-kind University in Eastern India to co-own and co-design courses with reputed multinational companies under the Industry-Academia Interface Program. Offering the best and the unique, it aspires to become the 'university of choice' for students who seek an experiential learning that is value-based and holistic, focusing on an overarching goal of transforming lives.

### HARNESSING TECHNOLOGY – ENRICHING LIVES

Currently, a conglomerate worth \$150 million owning a workforce of six thousand, it has also ventured out in areas that complement its efforts in academics, namely in Health Care, Hospitality, Media, Entertainment and Tourism. Its various ventures include an age-old widely circulated Bengali Daily Aajkaal, V3G Films, a super speciality hospital in the suburbs of Kolkata – Nehru Memorial Techno Global Hospital and a boutique

hotel in the Queen of the Hills Darjeeling.

With its lofty vision to achieve and offer the best, Techno India Group believes in the powers of dream, and strives to transform dreams into reality. It aspires to impart education of the highest quality, create the best infrastructure and allied facilities to foster research, product development and industrial consultancy, build good Industry-Academia interface to leverage the best collaborative output in terms of recruitment, industrial training, research and consultancy. It is also dedicated to create a steady flow of quality human resource capable of meeting the technological challenges of tomorrow.

It has created a promising base of high vision and passion as it owns 33 years of excellence in knowledge management, 5 Universities, 22 Engineering Colleges, 12 B-Schools, 40 IT Training Institutes, 22 R&D Labs, 18 Public Schools, 7 HS Schools, 100 State-of-the-art Campuses, 5,000 Faculty & Staff Members, 1 lakh+ Student Base, 10 lakh alumni across the world, Knowledge Cities, a Multi Speciality Hospital, and a Hotel in Darjeeling.

# NBCC

## SCULPTING A SUSTAINABLE FUTURE

*A Government of India Civil Engineering Enterprise, NBCC (India) Limited is a Schedule 'A' Navratna Company under the aegis of Ministry of Housing and Urban Affairs, and is today an undisputed leader in the construction industry, owing to its dedicated workforce and exemplary leadership*

**C**reating new benchmarks of success with each passing day, NBCC has been on a phenomenal growth curve since Dr. Anoop Kumar Mittal took over its reins as the Chairman-cum-Managing Director in 2013. With his extraordinary leadership qualities, a rich experience of over 35 years in Civil Engineering, Consultancy and Project Implementation and most significantly his tireless endeavours, Dr. Mittal has reversed the organization's previous downward trajectory and has transformed the Central Public Sector Enterprise (CPSE) into a major construction giant, which has been growing stronger day-by-day with a phenomenal 30 per cent growth in turnover.

The icing on the cake is NBCC's achievement of Navratna status (a rare and coveted distinction conferred by the Government of India) in June 2014. Its order book has grown four-fold since 2013 and its exceptional performance can also be assessed from its improved share price and enhanced market capitalisation. NBCC is currently holding the work order of more than Rs. 80,000 crore under the leadership and commitment of Dr. Mittal and has acquired the status of a renowned and popular brand. In addition, Dr. Mittal has introduced sweeping changes and formulated new policies at the organization in the last five years not only to increase transparency but also to add value to its overall growth.

They include streamlined HR practices, online appraisal systems and e-billing among others. He has also facilitated development of a unique financial model for redevelopment of old dilapidated government colonies by utilising commercial built-up area to make the projects self-sustaining with no financial burden on the exchequer. It is Dr. Mittal's constant endeavour to facilitate sustainable development by leveraging smart technologies and green engineering.

### DIVERSE AREAS OF OPERATION; EXTENDED REACH

NBCC has been executing many Landmark Projects as a PMC which contributes to about 93% of its annual revenue. The segment being the Company's core strength, the areas covered under its umbrella include Re-development of government properties, Roads, Hospitals & Medical Colleges, Institutions, Offices, Airports, Bridges, Industrial & Environmental Structures, etc. The Real Estate segment of the Company which came into being in 1988, mainly executing Commercial Real Estate Projects, today has undergone a sea change in terms of operation. Having a formidable presence in the Real Estate sector, the firm has huge land banks all across the country measuring approximately 200 acres and a number of ongoing projects, apart from some major ones already delivered.

It also undertakes development of Rural Roads in underdeveloped and remote areas under 'Pradhan Mantri Gram Sadak Yojana' (PMGSY) in Bihar, Jharkhand, West Bengal, Tripura and

Odisha which has contributed towards improved connectivity and increased earning capacity and livelihood for the villagers, thereby adding to the GDP of the country and facilitating faster access to medical facilities in nearby towns/cities.





## THE AGA KHAN ACADEMY HYDERABAD

WHERE EXCELLENCE EXUBERATES

*Incepted in the year 2011 with a batch of 72 students, the Aga Khan Academy (AKA) in Hyderabad now boasts of 650 students, eventually integrating as one of the planned "centers of excellence in education" to be established in 14 countries across Africa, the Middle East, and Central & South Asia*

**P**assionate about contributing significantly to the world at large, the Aga Khan Academies are based on the vision of his Highness the Aga Khan, which visualizes a progressive society with delivering right education to the deserving people.

True to the words of Nelson Mandela that, "Education is the most powerful weapon that can change the world", The Aga Khan Academy (AKA) is a noteworthy part of the global social development arm of the Aga Khan Development Network (AKDN) distinctly operating as one of the six agencies working in India.

### GLOBAL THINKERS MEETING LOCAL CHALLENGES

Understanding this profound truth that education is the edifice where the future of any society is built, The Aga Khan Academy Hyderabad is a not-for-profit, secular, coeducational day and boarding school for students in grades 1 to 12. Regardless of the socio-economic background, race, religion or culture, the meritorious students are selected

on the basis of merit, and financial aid is available to ensure access. Equalitarian in approach, this academy provides a distinctive platform to polish these students with the futuristic goal to generate ethical and effective home-grown leaders capable of withstanding global challenges and bringing about positive changes in their home societies.

Once selected, the Academy provides them with education of the highest international standard in order to prepare them to bring about a significant change in the outlook of the world through trained leadership, service and success on the global stage.

Integrating and streamlining their education both globally and locally, the Academies have chosen the International Baccalaureate as the vehicle through which to deliver their inspiring vision. The IB Curriculum prepares them as representatives of quality education to meet the global demands of education, while secular education and innovative 'edutech' opportunities supplemented by five co-curricular strands of inquiry integrated within all subjects - ethics,

pluralism, cultures, governance & civil society, and global economics - make them ideal global citizens who can contribute effectively to their home societies.

The Academy's distinct leadership development programme is an egregious ambience of a 100-acre purpose-built campus with state-of-the-art technology, classrooms, and sports facilities offered in collaboration with the Aga Khan Development Network and local government partners. These students are trained to become the flag bearers of their societies who are educationally erudite to provide real-life solutions to the existing challenges.

### FLAG BEARERS OF POSITIVITY

Acquiring the distinction as a pedagogical laboratory in both teaching and learning, while selecting the best students and hiring the most competitive professional staff, the Aga Khan Academy is an abode where quality education is dispensed producing analytical thinkers with a wider open enhanced understanding of the world to bring positive changes in the society.

# GBP GROUP

## CREATING A BRIGHTER TOMORROW

*Consistently putting its client's best interests first, Gupta Builders and Promoters, popularly known as GBP Group, is a renowned real estate company in Chandigarh, which is crafting superior residential and commercial properties to provide a better lifestyle for upcoming generations*



GBP group is widely acclaimed for its wide array of 2 and 3 BHK apartments, residential plots, retail, villas, independent floors, office spaces, hotels and studios.

### OFFERING A PLETHORA OF FACILITIES

With a customer base of more than 8000, the Group has established itself as a major real estate player in the last 5 years. Within such a short time period it has taken its sales from 40 crore to 600 crore that has made it the fastest-growing company in the real estate sector. Currently, it has with it projects worth over 3000 crore, which involve a magnificent 20-storey building called Centrum in Zirakpur. Other than this, the other ongoing projects are GBP Camellia, GBP Rosewood Estate Phase 2, GBP Athens and GBP Superia.

The Group has its own unique way of completing the projects as its supremacy lies in making optimum use of vacant spaces. It has been creating marvellous architectural designs for housing and townships projects that are considered way ahead of their time. The Group believes in erecting such structures that are synonymous to perfection. Till now, it has successfully provided residential structures to more than 500 families thus making their lives comfortable and happy.

Residential and commercial space offered by GBP Group is a mix of brilliant architecture and exquisite functionality, spread across all the blocks that will make you witness and feel the greenery all around you even in your bedroom and drawing room. And the exterior looks like garden on the height. The skill applied in constructing every building offers exceptional perfection that sets GBP apart from other real estate companies in Chandigarh. The biggest priority for the Group is its customers and it wants to build a better and brighter tomorrow for them. It is always ahead in investing in acquiring expert knowledge so that it can inculcate new and innovative ideas in its designs and

construction along with state-of-the-art technology to deliver the best structures to its customers.

The Group believes in promoting and executing fair and transparent transactions with its clients. It understands the fact that the hard-earned money of its customers should be optimally utilised, so its team is dedicated to design and deliver projects as per the needs and aspirations of customers. The team works in its full capacity and that is the main reason behind the Group's glorious expedition into the real estate sector. The residential projects of the Group are designed by the team in such a manner that they fall into the vicinity of best universities, hospitals, malls, schools and commercial centres. They provide the people a plethora of facilities such as lush green landscaped parks, refreshing environment and 24-hour water and electricity supply.

### AWARDED FOR CREATING GREAT SPACES

The Group has been recognised as the fastest-growing real estate company for

its remarkable growth in the real estate sector in the northern region by the Times Group of India. The whole Group is dedicated to ensure that it adheres to the highest standards with a strong belief that delivering quality performance will take it to new heights.





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Cambridge International School, Phagwara  
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Ivy Kinders Educare, Phagwara



Vasal Educational Group



# VASAL EDUCATIONAL GROUP

SPREADING EMPOWERED RAYS OF EDUCATION IN ALL DIRECTIONS

*Through world-class schools focusing on providing exceptionally valuable and enduring education for the holistic development of the students, Vasal Educational Group is promoting personal growth, intellectual integrity, global sensitivity, local engagement and civic values in all its schools*



Through the schools, Vasal Educational Group seeks to nurture and curate young minds by facilitating experiential learning and mentor them to become self-directed, global leaders of tomorrow. The journey began in 2006 with Cambridge International School in Dasuya and since then it has become the most preferred school in and around the region. Thereafter, GEMS Cambridge International School, Hoshiarpur was established, which has emerged as a leading school in the area in a short span of three years. In 2012, Vasal Educational Group set up IVY World School at Jalandhar, whose high-quality infrastructure matches the world-class facilities of all the leading schools across the globe. In simple words, the Group's growth demonstrates the tremendous need for enduring and high-quality school education.

## BUILDING THE FUTURE

Starting from a single school in Dasuya, Vasal Educational Group has today grown into a movement that provides quality

education through its 3 play schools and 4 senior schools. All these institutes of excellence provide thousands of parents and their children with the assurance of opportunities enough for each one blossoming into a good human being and a successful individual.

## CONSTANTLY CREATING DYNAMIC ENVIRONMENTS

Constantly working on its mission of creating dynamic environments full of ample opportunities towards empowering the students with future readiness, Vasal Educational Group is bent on creating futures where the students become responsible, thoughtful, creative and innovative to stay ahead of times. The Group continually attempts to create a curriculum that matches the times and enhances the capacities of the children to master the skills for effective learning.

Under the able leadership of Mr. Sanjeev Kumar Vasal, Vasal Educational Group and I-League Education are flourishing in varied dimensions to spread education and make a difference in the society at large. He chose his home town of Dasuya

for laying the foundation of the first school because he wanted to provide quality and affordable education to all who wished 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 are the sweet fruits of his relentless efforts. His vision for disseminating quality education has kept him going forward 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. With new generation play schools and four very successful senior schools with 10,000 students and 500 educators, Vasal Educational Group is tirelessly working on its mission to put its schools on the world map under the category of the most sought after schools by promoting dynamic education models and providing the students with innumerable opportunities to blossom into successful individuals in life and their chosen career paths.

# GODREJ PROPERTIES

TAKING REAL ESTATE TO THE NEXT LEVEL

*When one thinks of home appliances, security, furniture and consumer goods all rolled into one, the first name that pops into one's head is the Godrej Group. In what can only be justified as a master of all trades venture, the Godrej Group has been continuously providing the best in class services*



Established in 1897, the Godrej group had a single aim in mind – to establish economic self-sufficiency and excellence within India, even in those times of British rule.

## BRINGING THE GODREJ TRUST

Making powerful and meaningful products has always been in Godrej's DNA, with the organization being credited with creating the first ballot boxes for independent India's first general election, and making one of the world's first soaps out of vegetable oil. Continuing a 121 year old legacy, and bringing with it the trust of the Godrej brand name, Godrej Properties aims at continuing the good work of the brand in the real estate industry.

The philosophy, integrity and innovation of Godrej have been bestowed upon the real estate industry in the form of Godrej Properties. Cutting edge design and technology is what helps them achieve their goals.

## SUCCESSFUL PROJECTS AND MORE

Innovation is the forefront of all things at Godrej. In the real estate industry, Godrej Properties has delivered many innovations and industry-first projects, ones that competitors could only have dreamt about. Planet Godrej was India's tallest occupied building when completed in 2008. Godrej also owns the only LEED Platinum certified project, their commercial office project, the Godrej BKC. They also own one of India's most sustainably planned projects, The Trees. Within six months of launch, Godrej Properties had already sold INR 1200 crores worth of spaces back in 2015.

An IPO in 2010 enabled Godrej Properties to become a publicly listed company, raising USD 100 million in the process. Their fund management subsidiary, Godrej Fund Management, was launched in 2016 and raised USD 275 million in a real estate focused fundraiser.

## RECOGNITION FOR THE GOOD WORK

All the innovation and hard work of Godrej Properties has not gone unnoticed. At the Construction World Architect and Builder Awards 2018, Godrej Properties was awarded with the title of one of India's top builders, an honour bestowed upon only a few. This was the second successive year that Godrej Properties captured this award. In the ABP News Real Estate Awards of 2017, Godrej Properties was named as the residential developer of the year. It also took home the Premium Real Estate Company of the Year Award home at the Corporate Live Wire – Innovation and Excellence awards. All these honours lay testament to the fact that Godrej properties symbolises everything that Godrej stands for. Innovation, sustainability, and a will to do good for the society are the principles that Godrej properties abide by, and it is clearly visible in their work. It is the people working at Godrej Properties that make the organization exactly what it is. Their hard work, talent and the will to win has helped shape the company into the real estate tycoon it is today.

## THE LEGACY

Calculating that as an estimated 10 million Indians are moving into the urban areas annually, the country's urban landscape is likely to change dramatically in the coming decades, Godrej Properties is planning to cater to these people.





# BANGALORE INSTITUTE OF MANAGEMENT STUDIES

GENERATING STIMULATING AND ENRICHING IDEAS

*A vibrant and welcoming learning community, committed to creating the best possible educational experience for every student, Bangalore Institute of Management Studies (BIMS) aims to enable all its students to reach their full potential*

**M**anaged by Geetha S Educational Trust, Bangalore Institute of Management Studies (BIMS) has a talented, dedicated, and caring team of staff members, all of whom are passionately dedicated to ensure that the abilities of the students under their care are nurtured and carefully developed to help students become responsible and next-generation citizens.

## PASSIONATELY DEDICATED

The faculty members and teaching assistants are fully trained & experienced, and are experts in their fields, and working as a team they strive to make the institution a very special place, every day, for every student.

Offering a stimulating and enriching environment to all its students, enabling them to enjoy all aspects of their learning, BIMS believes in regular contact with parents/guardians, and giving full value to the home-college partnership as an essential part of the education process, keeps on looking for innovative ways to involve parents in the life of the institution

and to keep them informed of the things they are doing. This special involvement is targeted to create a special bonding among the teachers, parents and students for best results and benefits for all.

## RAISING BENCHMARKS

BIMS has revolutionized the Indian education industry, as it has focused on challenging to raise the current benchmarks for excellence even higher. BIMS' recognition as a world-class training institute with high values, principled and dedicated management, and a solid team of technically sound faculty, has helped students to pass through the Indian education system to always excel wherever they find themselves - in India or abroad.

To achieve their high standards, they continuously work hard to create excellence in their young students by providing them with the best academic and technical faculty members, who are masters in their own rights holding degrees from all over the world, while being totally committed to fulfill the mission and vision of the institute. To

realize this commitment, they have developed robust relationships with many employers around the world, so their students are immensely helped in the placements after their studies.

## STATE-OF-THE-ART FACILITIES

BIMS has modern classrooms, well-equipped libraries, computer rooms, seminars, workshops, and many other interactive teaching methods to provide the best learning environment to its students, which is serene and well-landscaped. Their experts in counselling are always available for students to consult in respect to career and other related matters.

They understand that every individual is special with his/her unique capabilities, and therefore focusing entirely on identifying this uniqueness, the institution is created not to force any specialization onto a student, but to nurture his/her natural abilities, be it artistic, analytical, scientific or linguistic. In a nutshell, they are fully dedicated to make their students' journey at college a beautiful memory, which they would cherish for a lifetime!

# SIGNUM GROUP

## LIVE ONCE LIVE SIGNUM

*Armed with a brilliant & experienced team of ingenious professionals, Signum Group has undertaken the prestigious enterprise of providing homes, office spaces, IT parks, integrated townships and malls of exceptionally exquisite quality, with ultra-modern amenities and a pleasant look*

**T**he Group's vision is to focus on the development of sustainable quality with the sole mission of providing infrastructure that is affordable, acceptable and is acclaimed by the buyers.

### AN UNWAVERING FOCUS ON QUALITY

Taking full onus of all its activities, the Group ensures that only experienced contractors of repute are assigned the task of construction as collaborators with strict directions to ensure the safety.

As a testimony to their mission to follow ethical and transparent business practices, Signum Group has vowed to adhere to Confederation of Real Estate Developers' Associations of India (CREDAI) Code of Conduct as a member of CREDAI, Bengal.

### HIGH CONCERN FOR ENVIRONMENT

With a high sense of responsibility towards social safety and welfare, Signum Group has launched various 'green initiatives' and introduced environment-friendly and environment-promotional techniques and is stringently following the prescribed laws, regulations and provisions in place for the protection of environment. Apart from nurturing trees and maintaining public parks for their up-keep, such 'green initiatives' have also been expanded to include schools through in-house trust.

### SUSTAINABLE GROWTH BY ALL-INCLUSIVE APPROACH

Acknowledging the significance of human resource as a vital and indivisible arm of production, the Group is fully concerned about the welfare of employees, the backbone of any big venture. Signum Group fully understands the significance of team work to accomplish its avowed mission of fulfilling its commitment to create living spaces never-ever dreamt of or visualized. This has been possible

exclusively through keen foresight, persistent focus, unceasing hard work and dedication and pragmatic approach. The group maintains healthy and cordial relationships by accommodating the opinions of all stakeholders and awarding due recognition to the know-how of the work force, treating them as partners. The interests of the shareholders and all other associates are given high priority so as to maximise their wealth and profit.

### LIVE IN A BETTER WORLD

Signum Group has always believed in the execution of ideas into practice by providing homes with all-inclusive comfort and giving pleasurable amenities of life. For this purpose, the Group intends to embark on unexplored avenues to facilitate smart living spaces through their modern concepts and avant-garde creations.

Signum Group has also made significant contribution in the field of education by setting up Stem World School with curriculum focused on academics. It is the 1st school in Eastern India to

implement the United States' STEM technology, where education is provided to children belonging to the BPL group of the society.

Signum Group has won a number of awards for its valuable contribution in the fields of real estate and education.



Cloud 9, Off Alipore, Kolkata



Signum Gardenia, New Ballygunge, Kolkata



Sherwood Estate, Narendrapur, Kolkata



## EPISTEMO VIKAS LEADERSHIP SCHOOL

BRINGING INNOVATION INTO TEACHING METHODOLOGIES

*To impart global learning by incorporating modern tools and techniques with the intent of bringing out the best in children and to instill holistic aptitude and attitude, Epistemo Vikas Leadership School believes in disseminating knowledge irrespective of caste, creed, religion or nationality*



Epistemo Vikas Leadership School is one among the top-rated new-generation schools in Hyderabad.

### MAKING LIFE BETTER AND TEACHING ENJOYABLE

Having opened its doorway to education in 2012 under the umbrella of Vikas Group of Institutions, Epistemo has gone from strength to strength, and now offers Cambridge Curriculum also to its students.

The school has been founded with a mission to endow students with a learning environment conducive to honing skills and values in a compassionate, child-centric atmosphere, and is committed to nurturing global citizens with a strong sense of self-esteem and duty.

In less than a decade's time, Epistemo, which offers both Cambridge and CBSE curriculum, has spread its wings and grown astoundingly in scope and numbers. It has transformed traditional methods of teaching, thus paving the way for world-class, comprehensive learning with a universal approach.

### OFFERING PAR EXCELLENCE EDUCATION SANS BOUNDARIES

Under the leadership of Samaikya Educational Society, Epistemo Vikas Leadership School has adopted new-age teaching methods and modern teaching-learning programmes to bring together creativity and diversity in thought process and make learning innovative, enjoyable, and useful for the students.

Equipped with world-class facilities, Epistemo Vikas Leadership School aims at comprehensive and overall development, rather than focusing only on studies. Its curriculum is structured to prepare the students to take on challenges.

The spacious school campus boasts of a large auditorium, sports ground, well-furnished technology-enabled classrooms, healthy canteen, medical facility and well-stocked library and laboratories.

### BRINGING A PARADIGM SHIFT AND RADICAL CHANGE

Epistemo strongly believes that a paradigm change in education towards 'Internationalism' is crucial.

In line with this vision, the school has

launched a slew of ambitious programs that seek to address gaps in almost every aspect of a child's developmental profile.

The programs are the brain-child of the school's Director Mr. Anil Kolli, who believes that the need of the hour is to create a modern learning environment that supports the learners' growth and self-direction while giving them an opportunity to develop twenty-first century competencies.

Aware that the next great revolution is destined to happen in information and technology, the school is working with industry leaders in creating an advanced ICT Curriculum that allows students to explore and innovate in the emerging fields of artificial intelligence, robotics, cyber-security and crypto-currency.

STEAM+ is a program seeks to amalgamate entrepreneurship with principles of science, technology, engineering, art and math into everyday learning through carefully curated projects and multi-disciplinary assignments.

With a leadership that is driven by vision, Epistemo Vikas Leadership School looks set to tackle the challenges of 21st century.

# 360 REALTORS

## THE ONE-STOP SOLUTION FOR PROPERTY INVESTMENTS

*360 Realtors understands that purchasing or investing in property forms a very important part of our lives, and a clear understanding of its nitty-gritties is of paramount importance for a smooth experience. The company provides 360 degree solutions to the buyers in India and abroad*

**E**stablished in 2014 by Mr Ankit Kansal, 360 Realtors has emerged as the largest player in primary residential sales in India in a short span of time. Earning the status of the largest real estate consulting company in the country, it works on the principles of commitment, honesty and reliability. Its customer base includes people who want to invest their hard-earned money in something that can give them higher returns, as well as those who want to buy a home for end use.

The company offers a wide range of services that mainly include real estate consulting, NRI services, after-sales assistance, home loans and legal assistance. It has an efficient team of real estate advisors who mainly lay emphasis on customer satisfaction, credibility and professionalism. It consists of over 1,000 employees spread over 40 domestic and 9 international offices. They are equipped with the ability to explore the properties as per the requirements of the customers. The team makes sure that the money of the customers is invested in the best option that provides the highest returns.

As buying a property in India can turn out to be a tiresome and daunting task, especially if one is looking for the perfect dream home, the team assists clients at every step of the way to make the process seamless and very transparent. The customers seeking to buy a home require real-time advice, property comparison, property tours, deal closure, legal and home loan assistance, and this whole procedure forces the person to think twice before making the investment. The team at 360 Realtors is well aware of all this, and has come up with a one-stop solution for such hurdles. The army of experts work constantly to evaluate each and every project, so that the customers don't have to go through these hassles and can conveniently invest. In addition to its personal services, 360 Realtors also offers comprehensive information on real estate opportunities and helps in securing

loans at attractive interest rates.

### A REWARDING JOURNEY OF SUCCESS

360 Realtors has been riding on the chariot of success since its inception, and continues to do so despite all odds. It sold over 4,000 properties in the previous financial year when the residential market was on a decline. It also doubled its revenue to 104 crore in spite of the ongoing snags in the housing market. All this was possible because each and every employee put their best foot forward, and left no stone unturned to consistently meet their objectives. People have shown a great amount of trust in 360 Realtors as the team works to provide them credible and in-depth solutions. In the current financial year, the brokerage house is targeting to sell over 7,500 units as the company aims to earn a revenue of more than 200 crore.

For all property investments, 360 Realtors offers end-to-end solutions to both first-time buyers and seasoned investors through a team of experts whose core competencies are patience, a good know-how, market intelligence and understanding

of the customers' needs. It suggests the best alternatives keeping in view customers' taste, need and budget, focusing one hundred percent on customer satisfaction. It also specializes in maintaining the Investment Portfolio, Real-estate Market Feasibility Surveys & Studies.





## GAF/A

### ENHANCING FINANCIAL LITERACY

*GAF/A or Global Applied Financial Analyst is a powerful program in India that gives an opportunity to make a career in Financial Markets. Developed by NSE Academy, a wholly owned subsidiary of The National Stock Exchange of India, this program has an industry endorsed curriculum*



With a vision of generating global financial awareness, GAF/A or Global Applied Financial Analyst, jointly offered by NSE Academy Limited and EIDOS, is teaching the students to operate effectively and ethically in the financial markets.

#### INDUSTRY RELEVANT CURRICULUM

GAF/A blends classroom learning with the industry exposure. Expert faculty from NSE Academy provide guided learning. Mentoring and Industry relevant teaching by corporates from the Industry provide industry exposure as well as real-time knowledge of the working of the Financial markets. The program already has recruitment endorsement from the best companies in India and worldwide.

#### CAREFUL RESEARCH AND ANALYSIS

The course is designed across three levels, Associate, Professional and Expert. The Associate level starts with providing the detailed breakdown of the Financial Markets and the Fundamentals

of Bank Management. Students then learn about Mutual Funds and Personal Financial Planning.

On reaching the Professional level, students learn about the economics of the Financial markets followed by Fundamental and Technical analysis which is the most critical skill in the Financial markets thereby empowering them to be able to analyze various financial statements like cash flow and fund flow and other financial indicators. They also learn the concepts and knowhow of Equity Derivatives. The final level or Expert GAF/A is designed in such a way so that the students can learn about the dynamics of commodity market, investment advisory and financial planning, equity research analysis and knowledge of the Foreign exchange and Currency markets.

The program critically explains the performance evaluation techniques and also how to apply the various approaches to the portfolio. The interesting thing about this program is that it elaborates upon the mechanisms of capital markets from the perspective of an individual

investor and a financial institution. The program content has been created after thorough research in to financial careers using the latest parameters and tools in career assessment and projections.

#### JOINTLY DEVELOPED BY EIDOS AND NSE ACADEMY

The credit of developing a course like GAF/A goes to NSE academy and Eidos that are dedicated to create an atmosphere of knowledge which can help the professionals to take informed decisions relating to the financial market by spreading financial literacy in the country.

The association of NSE academy and EIDOS has made GAF/A a platform that uniquely motivates and empowers the students to make a successful career in the field of finance. The Eidos group, incepted almost two decades ago has trained over 20000 students in various in various fields such as Finance, FMCG and consulting. The institutes operating under the Eidos group have been consistently ranked among the best in India.

# G: CORP DEVELOPERS

## BLENDING AESTHETICS AND ETHICS

*A leading company of the G: Corp Group, G: Corp Developers Pvt. Ltd. is renowned for its exclusivity in building and developing efficient and functional spaces with the best contemporary design, innovation, space optimization and quality execution in residential, commercial and retail segments*



G: Corp Developers Pvt. Ltd. is a pioneer and committed to provide its valuable customers spaces that are aesthetically pleasing, sophisticated, perfect in space planning and environment-friendly and displays high amount of integrity and transparency at the highest level, ensuring them great value addition.

### EXTRAORDINARY TRANSPARENCY AND INTEGRITY

The company has successfully completed about 6 million square feet of residential, commercial and retail space in the past and has given possession of the completed projects to its customers. The company is currently working on approximately 4 million square feet and has entered into contract to develop another 11 million square feet in the near future. G: Corp aspires to gain reputation as a distinguished builder and developer highly acknowledged for its transparency in creating highly organised and functional spaces, eventually leading to immense customer satisfaction and trust. Working on a mission to bring transparency and high business ethics in the construction industry for the satisfaction of its wide customer base, the company consistently endeavours to achieve excellence, simplicity, functionality with creativity for exquisite design to its customers.

The company governs all its activity within the framework of law, following the rules and regulations determined by the concerned authorities with the intention to come out with projects giving value for money along with enormous satisfaction to all its internal and external customers, associates, landowners and investors.

### CONTRIBUTION FOR THE SOCIAL CAUSE

The company always works with a belief to contribute to the society and environment and creates its property keeping in mind maximum energy saving

and water conservation. The company provides funds to 'The Akshaya Patra Foundation' and has collaborated with them to serve free nutritious mid-day meals to underprivileged and school children in Bengaluru. The company in collaboration with Rotary International (RID3190) contributes to the livelihood of impoverished/widowed women and has also taken the responsibility for the livelihood of orphaned and mentally challenged in partnership with "The United Orphanage for the Disabled".

The company donated 140 solar lamps in rural Bihar for the women artists of 'Madhubani Painting'. The company in partnership with A Heart Foundation promotes the initiative for distributing incubator warmers to save the lives of new born infants. The company donates for the specially-abled and impart them the skills to secure their future and to provide accommodation to blind students and elders. The company is also associated with the 'Grow Tree' initiative to plant trees in public lands to celebrate employee birthdays, corporate

achievements or offset carbon emission.

The company has been bestowed with various awards for its contribution in the real estate sector, which include the Icon from Global Real Estate Brand Awards 2017 and the Best Green Infrastructure Project by Golden Brick Award 2016.





## GIIT PROFESSIONAL COLLEGE

ONE OF ITS KIND IN THE EDUCATION SECTOR

*Affiliated to Kolhan University and approved by Department of HRD, Government of Jharkhand, GIIT Professional College is a unique college that provides not only a valuable Graduation Degree Program, but also a high number of employment opportunities*



GIIT's Graduation Programme is unique and valuable because its curriculum integrates the university syllabus with skill development, internship, project work, and industrial training, so that it becomes job-ready, and also develops a professional capability in all its students.

### VALUABLE PROGRAMME

Its Graduation Programme consists of 1200 to 1500 hours of study time in a year, complemented with weekly tests that help in students securing excellent academic performances. This unique, integrated and focused approach has resulted in 100% 1st Division result at GIIT, which in turn has turned into minimum 70 times campus interviews every year, providing students a unique opportunity to join jobs right after they complete their studies.

### A GLORIOUS EVOLVING PATH

GIIT Professional College has been established after thorough research and development, and is the first initiative of Genius Intellectuals Initiative Trust

(GIIT) established in 2012. Thus, GIIT has been founded by a group of professionals who have 18 years of proven experience in running graduation and post-graduation courses in IT and Management. GIIT has gone through a glorious evolving path, and in the process has set a benchmark in providing supreme quality education and training to the students. GIIT has an extra edge over all other educational institutes, as the high-quality academic excellence of its students has been amply supported by the College by a high number of campus placement interviews and employment to the students.

GIIT Professional College started with a vision that as getting employment after graduation is the biggest problem for the students, it should launch a job-ready graduation in B.Sc. IT/BBA/B.Com. Its vision worked directly, and through its unique way, it has contributed powerfully towards developing a competent and capable workforce in the country. The job-ready graduation helps students in multiple ways, as it combines the University Syllabus with preparation

for competitive examinations, skills development training, extensive practical exposures, events, projects and many more competency enhancing inputs to transform Text-Book-Learning to Work-Based-Learning enabling the students to distinguish themselves with others, also helping them get distinct advantages in grabbing various job opportunities.

### 360 DEGREE APPROACH

The model adopted by GIIT Professional College is a 360-degree Educational Model, under which students are taught in technology-enabled classrooms with the help of the latest audio and video tools by experienced and well-qualified faculty members. Through its various courses, GIIT provides a thorough practical exposure to its students in its state-of-the-art lab. In addition, students are also given opportunities to participate in various presentations, workshops, events, and interviews annually, which develops their professional abilities like time management, team spirit, problem-solving abilities, leadership qualities and communication skills.

# SPARK GROUP

## CONSTRUCTING NEW SKYLINES OF SUCCESS

*Consistently working on its vision to be globally recognized as an eminent player in the development of real estate and setting new benchmarks in the space of Architecture and Innovation, Spark Group is contributing to Mumbai's Development Plan and is maximising value for the customers & investors*

**H**aving contributed to a vast variety of projects in Redevelopment, Transfer of Development Rights, Slum Rehabilitation Authority, Municipal Land, and Private Property, Spark Group has emerged as one of the most renowned brands in the sector today and is continuously adding more and more projects to its comprehensive list of milestones.

### EXEMPLARY LEADERSHIP; EXCEPTIONAL ACHIEVEMENTS

It is a widely known fact that a tiny spark can light the darkest of nights. It was this fire and passion that led Shri Dattajirao Desai to establish Spark Developers in the year 2000. A visionary, Shri Dattaji has worked with the Chief Minister as his secretary in Mantralaya for 12 years and later as a Joint Municipal Commissioner in the BMC for 10 years and during that tenure, he also served as a Metropolitan Magistrate and was instrumental in the foundation of 1991 D.C. Rules.

His tenure with the government not only gave him a bird's eye view of the housing scenario, but also enabled him to design solutions keeping in mind the available resources and rules and regulations. He envisioned redeveloping all major cities and towns, and his exemplary leadership is taking Spark Developers to new heights with each passing day.

Another visionary leader is Shri Ajay Desai, who is spearheading the Group as Managing Director and is an assiduous performer with more than 18 years of experience in real estate construction across residential, commercial and redevelopment segments. His Master degree in civil engineering and vast expertise in the field of building spectacular structures is adding a novel dimension to the Group.

### REACHING NEW HEIGHTS

Since its inception, Spark Group has

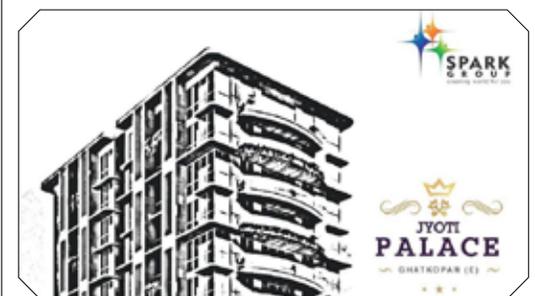
been reaching new heights of innovation, grandeur, and opulence in the realm of real estate, by providing the customers with architectural delight, staying committed to quality and carrying out timely execution of the projects.

Following a unique and comprehensive business model that preaches the essentials of a perfect home in addition to exceptional customer service and transparency, the Group offers high-quality residential properties and living spaces which are splendid and considered irresistible by the customers.

Committed to the values of transparency, flexibility and commitment, the core team at the Group consists of highly qualified, experienced and dedicated knowledge workers who provide exceptional after-sales service to the customers and foster a long-term relationship with them.

They go beyond their day-to-day tasks in their pursuit of excellence and are efficiently taking the company to the pinnacle of success.

Owing to the dedicated efforts of a hard-working team and able leadership, Spark Group is continually pursuing world-class quality and delivering the best to its customers, business associates and investors.



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**SPARK GROUP**  
creating world for you

Unparalleled vistas of the Arabian Sea  
Eastern Express Highway  
Sea Link for a privileged few

		
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## GLOBAL TREE

ERASING BOUNDARIES AND CREATING OPPORTUNITIES

*A pioneer in the field of overseas education, Global Tree offers overseas assistance to students, working professionals and companies through education counselling, examination training, college application guidance, career counselling, visa processing and immigration advisement*

**G**lobal Tree is a leading overseas careers consulting company offering a wide array of solutions for a range of key verticals. It is one of the very few organizations with the prime focus on Immigration-Overseas education and Training related concerns. It also focuses on Investor Visas, Work Visas, Dependent Visas, and Visit Visas. It has been providing these services under one roof, with 10,000+ success stories and a growth rate of 100% for 5 years in a row.

### DELIVERING ALL-INCLUSIVE PERSONALIZED SERVICES

The company ensures that its clients have the potential of meeting their goals by providing customized necessary information and guidance they need for any of the Visa processes.

It aims to be a global leader in giving career direction and enlivening lifetime dreams of overseas aspirants and to help them with unique and end-to-end comprehensive, personalized services through a professional & holistic approach.

Global Tree believes in apt profile

matching, i.e., the solution is provided according to the profile's suitability. It is known for guiding its clients with right career choices. Continually updated with the changes in the industry, the company tries to provide faster solutions to the same process, which already exists in the market. Along with its unmatched expertise, the firm has made sure that its charges are economical to cater to maximum people. Specializing in filing visas under any category, Global Tree is one of the few Consultants that process Visas for more than 70 Countries. It also helps in foreign exchange, air ticketing, and pre-departure and post-landing support. The company also has tie-ups with several licensed service providers. Global Tree believes that its success is measured by the positive impact it has on the lives of others and not through superficial metrics like money.

It is recognized by Australian High Commission, Canadian High Commission, UK Border Agency, Irish High Commission, New Zealand High Commission, and many more, ensuring faster visa approvals. It is also associated with ICEF, AAERI, and is a member of AIRC. Global Tree has tie-ups

with attorneys like ICCRC & MARA.

The clients' success has taken the company forward, and it plans to have their satisfaction to the maximum even in the future. To take this ahead, it plans to open more offices in Mumbai, Chennai, Bangalore, New Delhi, another branch in Hyderabad, and more branches in tier one and tier two cities across India and is planning to open overseas office next year.

### RECOGNIZED FOR INVALUABLE CONTRIBUTION

It has been impeccable in its work, and perfect in its result with decades of great practice and has been growing by leap and bounds. It has been highly recognized for its unstinting service to the young adults, and youth of India, and has got many honorable citations. A well-renowned magazine has felicitated Global Tree in the category - Overseas Education & Immigration and awarded top in 10 Most Promising Immigration Consultant for 2017. It is also considered as India's most credible immigration and Education consultant. It was awarded as Times Education Icon 2017 by the Times of India.

# VBHC VALUE HOMES

## CREATING AFFORDABLE HOUSES OF GLOBAL REPUTE

*An amalgamation of people with rich and vast corporate experience from diverse backgrounds, VBHC Value Homes is dedicated towards creating good-quality living for everyone, to fulfill its philosophy of offering a home to everyone in its pursuit to become India's premier national housing company*

**F**ormerly known as Value and Budget Housing Corporation Private Limited, VBHC Value Homes Private Limited was founded and incorporated in July 2008 by former Chairman of Mphasis, Mr. Jaithirth (Jerry) Rao and former Consumer Banking Head of Citibank, Mr P S Jayakumar.

### CREATING QUALITY SPACES

Believing in a philosophy that good-quality living should be within everyone's reach and grasp, VBHC's projects are superior and one notch above its competitors as it applies contemporary building technology, computer-aided design methods, a lean manufacturing process and ingenious industrial engineering processes. Therefore, it is able to deliver not only affordable housing, but also exceptional quality of construction, a transparent buying experience, speedy completion and delivery at low cost. It has already finished landmark projects in Mumbai, NCR, Bengaluru and Chennai, and recently, has opened an international office in Dubai to serve customers across the Middle East and other parts of the world.

A proof of its excellent quality is evident in the collection of its prestigious investors, including HDFC, IFC, Carlyle, Van Herk Groep, Daiwa Group, and Caspian Advisers. Riding on a wave of confidence, VBHC has large-scale expansion plans, and promises to deliver 18,000 homes in the next few years as it expands its footprint across India.

Endeavouring to achieve its vision to become India's premier national housing company, it is committed to maintain the highest standards of excellence in design and innovation in its products, while maintaining the highest standards of integrity and dedication in its customer service.

Not only that, it is committed to establish and implement an effective quality management system, transparency to its

customers and all stakeholders, integrity and dedication in its customer service, and timely delivery of homes to its customers.

In its pursuit to build excellent houses, it also desires to contribute towards nation building by providing affordable homes, while complying with all requisite statutory and regulatory requirements. Simultaneously, it strives to continually enhance customer satisfaction by establishing and implementing an effective quality management system.

In its pursuit of excellence, it is committed to utilize the best quality systems in the industry, while offering transparency to all its stakeholders. In its pursuit, several reputed investors has joined hands with it, such as HDFC, that understands the evolving needs of the housing industry just like VBHC; Caspian that invests in affordable housing, in which VBHC is one of the pioneers in India; the Carlyle Group, which brings along its reputed connections from all over the world; International Finance Corporation, a part of World Bank, which has chosen VBHC because of its focus on

sustainability, inclusiveness and value development; Tano Capital, which has a mission to develop innovative investment opportunities in global hard assets in India and China; Daiwa House Industry Co. Ltd., which is Japan's largest homebuilder, specializing in prefabricated houses.





## LITTLE LEADERS

### TRANSFORMING INDIA'S SCHOOLS

*Working on its profound vision to transform India's schools, Little Leaders Play School, under the aegis of Leaders Learning House Pvt. Ltd., has been working under some dynamic leaders from IIM and IIT background who have an experience of more than 50 years in the field of education*

**H**aving been designed to offer complete growth and development of every child that studies at Little Leaders, teachers at the school are committed to help children do their best in academics and sports, while helping them develop creativity, thinking capabilities, independence and leadership qualities.

#### BEST EDUCATION EXPERIENCES

Working dedicatedly with a vision to become the best preschool in the world endorsed by parents and kids, Little Leaders makes every effort to offer the best education experiences to its young students, while helping them develop as responsible and lovable citizens. Towards this cause, Little Leaders focuses on developing the young minds in a culturally appropriate environment and consistently offers its students opportunities to help them realize their true potential. Knowing that this can be achieved only through hard work and efforts to make positive changes wherever required in the education system, Little Leaders is all set to take the challenge.

#### BEST-IN-CLASS APPROACH AND INNOVATIONS

With a child-centric approach, and self-paced learning mechanisms, Little Leaders has emerged as a one-of-its kind school, and is way ahead of its competitors. Special attention is paid to all students so they learn without getting bored, or losing their concentration. The classroom activities are engaging, extracurricular activities including singing and dancing, are given due importance. And quite significantly, it does not just teach, but creates an urge to learn in the students, thus going an extra mile to create curiosity among the children to learn new things, and improve their mental alertness. All students who study at Little Leaders would quickly learn skills and qualities such as confidence, as the school exposes and encourages them towards stage activities and group and individual participations; leadership, as students are encouraged to become class monitor, electricity monitor, queue monitor; communication, as students are encouraged to communicate through recitation, self-introduction, listening to other children, and conducting activities

that promote language development; logical thinking and decision making; initiative taking, as they are engaged in meal time activities; emotional and social competence, as they are taught through activities such as role plays, dramatization, celebration of birthdays, nature walks, and so on; physical competence, as they participate in karate, yoga, sports day, and activities like balancing beam, etc.; self-help skills, as they are taught through daily routine practice to become independent gradually, through activities like washing hands, zipping, unzipping, how to carry their bag and bottle and how to take care of their belongings.

#### CONTINUOUS GROWTH

It firmly believes that "The one who stops learning, stops growing." So, Little Leaders makes regular efforts towards innovations and improvements including creating new support structures and facilities to keep up with the changing times. After having a very successful stint in the play school business, Little Leaders is expanding the brand franchise for the formal schools also, with a few already in the running.

# AADI'S TANTRA STUDIO

## TAKING CARE OF YOUR SOUL

*Aadi's Tantra Studio is a pioneer in the studio industry of the country, providing spiritual treatments to people to improve their inner self, with a firm belief that inner spiritual beauty is the most important thing for a human being, and if your soul is not satisfied, you cannot find happiness in anything*



Established in 2010, Aadi's Tantra is healing the people not only at physical but also at mental, emotional and spiritual levels.

### HELPING YOU GROW FROM INSIDE OUT

It provides complete wellness with relaxation and fitness at the doorstep of its customers, and this is the uniqueness of the studio. It gives you a sense of calmness and peace by arriving at your place. The skilled practitioners having immense expertise in neuropathy and touch treatments provide such treatments that take away the stress out of you thus making you feel light and calm. During the whole process, the therapists worship the clients as embodiments of deities and consider them as sacred individuals. They believe that when you take care of your inner self, it reflects on your face.

Special cosmic energy is passed throughout the whole therapy so that the person can build a connection with the forces of the universe. The studio has a variety of such therapies some of which are Mud Therapy, Yoni Massage, Full Body Tantra, Nuru Massage, Tantra Ritual, Lingam Massage and Good Time Tantra. Every treatment has different dimensions for different objects, and currently the studio is offering three dimensions that are Virtual World – Lucid Dreaming, Live World – Astral Projection and Spiritual Healing – Tantra Training.

Lucid dream is a unique concept of dreaming in which one can have control over what one wants to dream and can do such things with conscious feelings. It is truly a mind-boggling concept as it gives you an authority over your dreams. It provides a spiritual energy to the body and brain by augmenting the concentration and controlling power of your feelings.

Astral projection is an out-of-body experience that is achieved during sleep, hypnosis, deep meditation or conscious projection. This training is attained

through meditation and concentration and is taught through yogic concepts. It helps the people to understand the meaning of life in a broader way by visiting other dimensions. It takes you away from the pains and miseries of the physical world, thus making your mind calm and peaceful.

The tantra training is a way to teach how to attain consciousness by meditation, rituals, yoga, spirituality and mantras. It involves relieving of pain through sensual touchings that maintain the level of blood circulation in the body. During this massage, an energy called tantra is produced in the body that rejuvenates the whole soul of the individual. There are seven main principles within tantra which the therapy aims to achieve. These principles are surrender, awareness, movement, breath, sound, intention and acceptance.

### MAGICAL BENEFITS OF THERAPIES

In today's world, where people constantly work throughout the day following a hectic schedule that makes their body weak and tired, Aadi's Tantra therapies

are easy options to reinvigorate it. The therapies offer a drug-free, non-invasive and humanistic approach that allows the body to naturally heal itself. It has the power to help release emotions and tension by making the mind and body healthy.





## **M D INTERNATIONAL SCHOOL**

**SETTING NEW BENCHMARKS OF EXCELLENCE**

*Established under the aegis of Manorma Devi Memorial Charitable Trust, M D International School, Bijnor has not only emerged as a centre of educational excellence but has also facilitated all-round development of students through promotion of sports and extra-curricular activities*

**U**nder the exemplary leadership of its Principal Ms. Ritu Kochhar, M D International School is continually working on the philosophy of treating each child in a sensitive manner and providing appropriate developmental programmes, thereby encouraging not just learning but also the love of learning.

In a nutshell, life at MDIS centres on a shared commitment to academic excellence, intellectual growth, art, athletics, and high standard of ethical awareness, sportsmanship and community service.

### **PROMOTING HOLISTIC DEVELOPMENT**

With a mission of providing comprehensive education for holistic development of students with a human touch and visionary outlook, MDIS endeavors to provide an atmosphere conducive for unlocking every child's talent and develop an inquisitive mind.

The school is bent on providing value-based education with new innovations and ideas so that the pupils grow into

aesthetically rich, intellectually aware and integrated young people, who are capable of fulfilling their dreams and aspirations. MDIS is not merely a congregation of children gathered to study in a class room rather it is a temple of learning where mutualism is encouraged and value-based education is imparted to the students with an aim of development of a global vision and problem-solving and decision-making abilities.

Providing the state-of-the-art infrastructure, vigorous outdoor life, vibrant campus and access to technologies in vogue, MDIS assures a rewarding future, modern Gurukul life, secularism, impartial judgement and an ideal blend of tradition and modernity.

### **PLETHORA OF AWARDS**

M D International School has received various awards and recognitions for its pursuit of academic and co-curricular excellence. MDIS has been awarded as 'Top CBSE School 2018' by Touch Education and as Top Pre-Schools of India 2017 by A K S Education Awards. It has also achieved the 'Best Rising Star School Award – 2017'

and the Chairman Sh. S.K. Jain has been awarded 'Pride of India Award – 2017' by Global Leaders Foundation, New Delhi. For two consecutive years (2016-2017), it has been ranked as No. 1 School in Bijnor and has also made it to Top 50 schools of U.P. by Education World.

The school has also been awarded as Top School of Bijnor for the session 2016-17 and was listed as Top School of India 2017 by Elets Digital Learning. MDIS bagged School Excellence Award 2017 and has been recognized as 'Best in Sports Education' and 'Emergent School' for two consecutive sessions (2016-17 & 2017-18) among Top Uttar Pradesh schools by Brainfeed. It has been declared as 'THE GRAND BRAND' & Shri. S. K. Jain has been gloriously awarded with LIFE TIME ACHIEVEMENT AWARD by Mission News.

It has also been recognised as 'Best in ICT implementation' and has received 'Global Sustainable School Award 2017'. In a survey conducted by Education Today, MDIS was Ranked No. 1 in Bijnor for 'Co-Curricular Education'. It has been awarded with the 'International School Award' by British Council for the period 2017-2020.

# OLIVA SKIN & HAIR CLINIC

## REDEFINING AESTHETICS

*Oliva Skin & Hair Clinic has drastically redefined the concept of 'aesthetics' by synthesising the science of cosmetics with the medical advances in the field of dermatology and trichology to help reverers of aesthetics look more handsome, astute, beautiful and youthful*

**R**egistered under the name Sreyas Holistic Remedies Private Limited since 2008 and at present operating in the cities of Hyderabad, Bengaluru and Chennai, the top-most leading chain of skin & hair clinics in South India, and considered the best in the country by leading industry experts, professionals at Oliva Skin & Hair Clinic are well aware of individual differences and do not offer stereotyped solutions to novelty-seekers, as it normally happens at most of the beauty parlours and clinics.

### FUSING COSMETICS WITH HEALTH

The dermatology and trichology experts at the clinic medically diagnose individual cases to identify unique skin and hair requirements of the client from a medico-aesthetic clinical approach and prepare a complete bio-data of the individual's medical condition after which they graph out an all-inclusive plan for treatment to give optimum benefits.

Oliva Skin & Hair Clinic offers a vast range of dermatology & trichology solutions to all the skin and hair problems under one roof, including skin rejuvenation through skin-tightening, pigmentation and dull-skin treatment, hair regrowth, mole removal, pimple treatment, acne scar removal, anti-ageing treatment, removing unwanted hair through laser hair removal, dermal fillers treatment, permanent tattoo removal, mole removal, stretch mark treatment, wart removal, hair loss treatment (PRP), and much more.

### OPTIMIZING CUSTOMER SATISFACTION

The common vision and mission of Oliva is to ensure not only the quality of the products marketed by it but also to render services of exceptional quality for optimum/maximum customer satisfaction. Consequently, Oliva has acquired name and fame in the whole city of Hyderabad and its suburbs. As a mark of its popularity, the chain of

clinics has received 1400+ reviews from Just Dial users. As a result of blending of medical and management skills through the foresight and far sight, a team of dermatologists and trichologists, specially trained in advanced technology and treatment protocols, has played a vital role in raising the Clinic's profile to the level of top position in South India by holding the interest of the clients at the helm, thus pushing Oliva chain of clinics on the path of exceptionally aggressive growth. Oliva chain of clinics uses the most modern laser equipment for its various procedures to maintain the technological level ahead of all other centres serving in the field.

### BOLSTERING GROWTH

With 17 such clinics already in operation, Oliva, charged with a burning desire for expansion, has planned to establish such centres in the cities of Vizag in the South and Kolkata in the east, raising its tally of 17 to 25 clinics in the near future.

As a means of communication for better access to the audience, Oliva chain of

clinics has devised an exclusive brand of language for the purpose.

The success level of Oliva chain of clinics can be gauged from the 1 lakh plus clients' accolades in support of quality, satisfaction and dispensation of service at the clinics.





## MY SCHOOL

### REDEFINING EDUCATION AND LEARNING

*Focusing on the all-round development of a child at the preschool stage itself, My School, in Lucknow, has been laying the foundation for further education and learning of all its tiny tots, ensuring that the children blossom into the most magnificent versions of themselves*

**A**t My School, the most comprehensive set of values, practices and experiences are brought together to form an amalgamation like no other, as it firmly believes that preschool is one of the most important stages of a child's school life.

#### GIVING LEARNING A WHOLE NEW MEANING

This carefully curated environment helps the tiny tots to grow to their full potential, thanks to the standard of education at My School which is at par, perhaps even better than that of preschools in metro cities. Under the efficient management of Dr. Nikhil Garg as the Director, their innovative and enterprising approach has seen them become one of the most upcoming brands in the city, and they are not stopping anytime soon.

Recognizing the fact that at preschool, the brain development of a child is the fastest, My School makes use of extensive experimental techniques to help kids learn. According to reports and research, kids who do well at preschool

perform better in schools later in their life. Perhaps the results of this research can be attributed in some capacity to the efforts of My School, who have been making the lives of thousands of tiny kids, heaven on earth.

#### THE BEST-IN-CLASS LEARNING TECHNIQUES

The curriculum at My School combines three of the best teaching methods known to man – Montessori learning, Play Way and Reggio Emilia.

The institution is all for experimental learning, and none for rote learning. A hands-on approach is followed to teach the kids about everything, with various activities, games and events organized to aid their development.

Allowing kids to take decisions and make choices at such an early stage is what makes their brain development the fastest.

It can be said that childhood and learning truly become one at My School, where kids learn while having fun.

With a vision to become a place of joyful learning and happiness that inspires

everyone, My School is fast becoming one of the best preschool brands in the whole nation.

They focus on critical skills that students should pick up in their preschool years, which include life skills, a good attitude, good habits, and the like. Giving children the right start to their lives acts as a guiding principle for the institution.

#### AN INFRASTRUCTURE TO MATCH THE STANDARD OF LEARNING

My School aims to become Uttar Pradesh's first green preschool. Built on the lines of the learning aid concept, the school spaces have been designed so as to provide a healthy growing environment for the children. Complying with the best international standards, My School has one of the safest learning environments for all pre-schoolers.

Aiming to become the best preschool in the country, My School, Lucknow, is continuously churning out absolute gems of children. Parents could not have been any happier with their kids' education, since at My School, children get only the best of the best.

# VIP HAIR COLOUR SHAMPOO

## INNOVATIVE AND FRESH

*VIP Hair Colour Shampoo is the magnificent result of extensive research and analysis done by the trichology experts at Buy Happy Marketing LLP, which is an online telemarketing company selling e-Commerce products, such as Health, Lifestyle and Home appliances*

**C**lassified as a non-government company, Buy Happy Marketing LLP, which is registered at Registrar of Companies, Chennai, it has a lofty vision to serve the customers with 100% satisfaction through its high-quality call center comprising more than 300 employees. Its strong research and development team has developed innovative herbal products that directly satisfy customer needs. One of its revolutionary products is VIP Hair Colour Shampoo.

### AMAZING PRODUCT

Though the VIP Hair Colour Shampoo has been accepted by all, including celebrities from all walks of life, as a revolutionary product, the company helps its users with clear and detailed instructions for best results. It has to be applied after wetting hands thoroughly, and hair must be completely dry without oil & dust. The company provides two different types of shampoos inside the container, and after taking the required quantity of shampoo by pressing the nozzle over the wet hands and mixing them well, the user must apply the mixture on his/her hair uniformly and massage the head thoroughly. Hands must be washed within 3 minutes from the time of contact, using soap or hand wash, and after waiting for 15 minutes, the user must rinse his/her hair with adequate water.

### REMARKABLE FEATURES

This is the first time in India that a shampoo has been introduced for colouring hair. It's actually a three-in-one product containing a shampoo, a hair colour and a conditioner. Unlike other hair colours, to use VIP Hair Colour Shampoo, one doesn't need gloves, and it doesn't leave any stains, so not even a brush or a bowl is required.

Upon use, it leaves a fresh fragrance, and it's completely tear-free. Of course, upon using, it gives amazing results in

just 15 minutes, and gives 100% grey coverage. It's unisex, and both men and women may use it. It's a complete herbal product, and is ammonia-free.

Regular use of VIP Hair Colour Shampoo gives the best results, as can be seen by countless good reviews of the product.

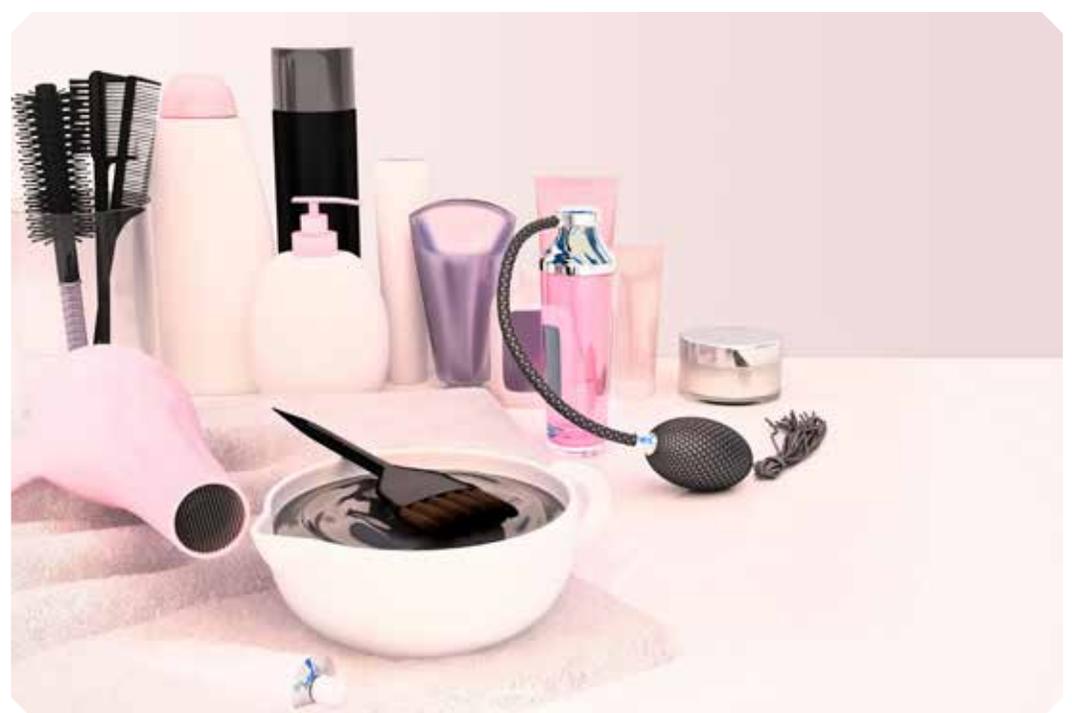
### COMPLETELY DEVOID OF HARMFUL EFFECTS

As it's a completely herbal product without any ammonia, it's devoid of any side effects and is completely safe to use. It's quite innovative, as generally in the market you would find a hair colour, a shampoo and a conditioner separately, but never as a single product. It can be used as a regular shampoo with bare hands, unlike a traditional hair dye which requires mixing of some chemicals while wearing gloves.

Generally, hair dyes cause toxicity when used, as they not only damage the skin, but also cause allergic reactions in some cases. In extreme cases, eye exposures can cause a range of low to high damage, as it may leave mild irritations or even

loss of vision. Hair dyes can also remove the natural color and/or add new color to the hair shaft.

As VIP Hair Colour Shampoo is herbal and natural, not artificial or chemically prepared, it avoids all side effects and offers the best results.





# RISE INTERNATIONAL SCHOOL

NURTURING GLOBAL CITIZENS OF TOMORROW

*Rise International School, Gwalior, in consonance with highly qualified, learned and experient educators, most modern infrastructure, well-equipped labs with latest technology and state-of-the-art pedagogy, is committed towards the all-round development of its wards*

**O**ne of the noteworthy features of the pedagogy of Rise International School, an educational institution of international fame, is that it has discarded rote-learning and has replaced it with co-curricular life-related activities, thus focusing on the all-round development of its wards through activity-based, creative methods of learning to tap the optimum potential of the learners.

## A GLOBAL VISION

The school has synthesized our Indian cultural traditions with a truly transnational outlook, in keeping with the Institute's vision of producing responsible global citizens so that they can face day-to-day new challenges of the fast-changing world, by nurturing the core values of intellectual excellence reinforced by emotional stability, self-awareness, self-esteem and self-confidence in order to prove a valuable asset for the dynamic, multi-cultural, multi-ethnic and multi-lingual, diverse society of ours.

The second mission of the Rise International School is to inculcate in the

wards, a strong sense of self-discipline, leadership, creative and logical thinking, curiosity to explore virgin areas of nature and human life, self-decision-making capability, integrity, empathy towards peers, elders and strangers, perseverance and ethical approach towards life and society in general.

Rise International School's management makes it incumbent to practice the same core values of its mission in the classroom to present a living example to the learners.

## AU CURRENT FACILITIES

The school campus designed by the architects of international renown accords the most suitable environment and facilities with an infrastructure which fully caters to the scholastic as well as non-scholastic requirements of the learner, with adequate provision for sports, arts, community learning with open-classroom freedom as well.

The computer lab in the school is administered by highly experienced and proficient educators in the field with the help of Local Area Network (LAN)

and Internet services with around-the-clock Wi-Fi facility in the whole campus. Similarly, the school library is an example of the scholastic elegance of this temple of learning.

It has an incomparable range of fiction, non-fiction books, magazines, periodicals, huge reference material, computerized audio-visual work stations and an unending stream of other literature.

## HOLISTIC GROOMING OF LEARNERS

Smart classes make the learning process easy and enjoyable by means of audio-visual aids and 3-D multimedia modules, which make the visualization of concepts of utmost abstract nature quite convenient even for the average student. Another feather in the cap of the instructional methodology of the school is the most modernized language learning lab to help improve the pronunciation and expression of the student in English, Hindi and Sanskrit with the help of software.

It also uses student management system and video conferencing to connect and interact with the educators & students after the school hours from anywhere.

# BRIGHT OUTDOOR

## REINVENTING PUBLICITY

*A pioneer in Out of Home (OOH) advertising, Bright Outdoor Media Private Limited is considered a prime one-point destination for hoarding services across railway boards, railway panels, traffic booths covering the entire metropolitan of Mumbai*

**B**right Outdoor offers its clients an assured and commercially desired frequency and outreach to remote destinations at the most competitive prices through 700 select hoardings at locations spread throughout Mumbai. Bright Outdoor has introduced a bunch of communication solutions hitherto unthought-of to take care of ethnic and multicultural concerns beaming with abundant creativity and within the spending capacity of its diverse clients, and is expanding rapidly athwart the country.

### CHASING SUPERLATIVE QUALITY

Bright Outdoor is a conglomerate of many subsidiary units including Bright Outdoor Media Private Limited, Bright Advertising Agency, Bright Telefilms and many more. The company has done it on purpose with a vision to decentralise function for promoting efficiency and improving quality. To provide hassle-free services, the company has opened a large number of platforms in the city in order to facilitate its clients to advertise their brands from the most convenient locations. This has resulted in Bright Outdoor being deemed to be the principle OOH media organization not only in Mumbai but in other parts of the country as well. Bright Outdoor is well known for its best quality exhibits having an excellent visibility which happens to be the first and the foremost essential requirement of an advertisement of viably desired quality.

### A WIDE RANGE OF CLIENTELE

The calibre and the popularity of Bright Outdoor as an exclusively prestigious advertising agency in Mumbai can be gauged from the fact that the agency has 150 corporate clients apart from more than 90% of publicity contracts of movies and events undertaken by it. In order to solicit the audiences to rush to the cinema hall, the oldest form of movie posters known as OOH communication medium,

adopted earlier, has been replaced now by advertising bill boards of huge size. Bright Outdoor is credited with promoting some movies as well. Ajab Gajab – Ghar Jamai, a comedy launched by Big Magic, an entertainment channel, was publicised by Bright Outdoor through outdoor campaign for 15 days to create awareness and gain high SOV by interacting with routine commuters and college students who are the PG of the brand. It is a matter of great pride for Bright Outdoor to be associated with a large number of nationalized as well as private banks such as State Bank of India and HDFC, corporates such as Reliance and government undertakings like LIC and UTI.

### EXPLORING NEW SKYLINES

The hoarding set up by Bright Outdoor and OOH publicity campaign undertaken by the company have been instrumental in huge box office success of movies and to draw large audiences to the TV channels. Bright Outdoor has also expanded its network by establishing branches in the cities of Pune, Ahmedabad, Hyderabad,

and Bengaluru providing personalized services in these cities. Bright Outdoor has set up a noble example of social responsibility by rendering social service through installation of hoardings in Mumbai, free of cost at all social and religious gatherings.





# SAN ACADEMY GROUP OF SCHOOLS

## MOULDING THE FUTURE OF THE NATION

*Inculcating discipline and moral values in the students to cater to the ever-changing norms of the society, San Academy Group of Schools ensures ample opportunities for every child to reach his full potential and centres its educational philosophy on praise, encouragement, enthusiasm and affection*

**B**eing well aware of the fact that children in the present times are more sensitive, with a very high self-esteem and practice independent thinking, the educators at San Academy Group of Schools get the best out of the children through the positive reinforcement of good work and good behavior. Believing in the notion that every child is unique in nature with varying needs, they foster a conducive environment full of love, care, motivation and creativity, and instill in the children a desire to learn with emphasis on their social, emotional, physical, aesthetic, intellectual and developmental aspects, rather than criticism, fear and punishment.

### AN ENRICHING ODYSSEY

Bent on exploring the journey of education by providing enrichment through values and exposure to varied learning opportunities with an emphasis on holistic education, San Academy Group of Schools has a proud academic tradition which maximises every learning opportunity to shape the students' future through high-quality, values-enriched teaching and learning. Giving exposure

and extending various platforms to exhibit the innate talents of children is the prime principle of San Academy institutions.

### A CONDUCTIVE LEARNING ENVIRONMENT

Under the exemplary leadership of Ms. R. Archana the Director, every child is considered as a unique divine blessing by the educators at San Academy who consistently attempt to nurture the amazing abilities of the children. Such an endeavour is enabling each one of them to achieve the best in their lives as San Academy feels that every child has something great in store for future. More to add, Ms. Archana strongly believes in the students' freedom of action and thought, and is consistently working with an aim of taking her schools to the pinnacle of glory, by making the children excel in all the arenas.

Considering every student as an unpolished stone when she or he enters into the school, she feels that it is the school's dedicated mission to shape them into dazzling diamonds in facing the futuristic challenges of the complex and competitive world. According to her, every SAN-ite

should love the school and be always eager to be a part its success story. She also insists on making the learning environment conducive and productive with the help of audio-visual aids, computers, smart boards, etc. and constantly focuses on faculty development through upgrading of teaching skills in terms of matter as well as manner at regular intervals.

### PROMOTING HOLISTIC DEVELOPMENT

Nurturing a vision for holistic development of the students, San Academy has introduced various activities as 'After School Programme' from the Academic Year 2018-19. With a view that classroom teaching-learning environment gets strengthened by after-school activities, this programme is an attempt to target the aesthetic development, character enrichment, spiritual and physical growth, of the students and is a means of developing their skills and competence. In addition, such extracurricular activities enable the students to express themselves freely and inculcate the values of co-operation and brace the students for the challenges of the future.

## ACER INDIA

### AN ACE UP THE SLEEVE

*Established in 1999, Acer India is a wholly owned subsidiary of Acer Computer International, the third-largest PC manufacturer in the world. Acer India is also renowned as the first MNC manufacturer to roll out Intel's Pentium IV processor based systems out of its uniload facility in India*



Acer India was incorporated to provide customer-centric, innovative and cost-effective technology over an unmatched range of applications.

#### INNOVATIVE AND COST-EFFECTIVE

Initially, it had a tie-up with Wipro India, and later having identified India as a crucial market, it decided to set up independent operations. It's well-known for the state-of-the-art uniload facility, which reconfigures all models of desktops, entry level & mid range servers & storage boxes. Headquartered in Bangalore, Acer India has offices in New Delhi, Mumbai, Chennai and Hyderabad, and has a strong presence in various segments such as banks, financial institutions and government.

#### FIRM BELIEVER IN PRINCIPLES AND VALUES

Acer India believes in business ethics as its management philosophy and follows them in all its organizational, professional, institutional and social process development. Everyone at Acer India believes in a combination of principles and values that guide the management and the employees to strive for social goals in sync with their economic goals.

It believes that an ethical company must assume full economic, legal, social, as well as, philanthropic responsibilities. Since 2006, it has been comprehensively and thoroughly reviewing its actions for sustainable development.

#### BREAKING BARRIERS

Acer is a Taiwanese multinational hardware and electronics corporation, specialized in advanced electronics technology. It was founded in 1976, and today it is counted among the world's top ICT companies with a presence in 160+ countries. On a mission to break barriers between people and technology, it is passionate towards creating a world where hardware, software and services will infuse with one another

to open up new possibilities for consumers and businesses alike.

Its 7000+ employees are dedicated to create extraordinary platforms of research, design, marketing, sale & support of products & solutions using its exceptional service-oriented technologies including the Internet of Things, gaming & virtual reality.

#### GOOD DEEDS

Acer India believes in working for the society, as the rapid growth of the IT market has given ample opportunities and extraordinary success to IT sector companies, and it becomes a reciprocal responsibility of all such companies to indulge in good deeds and give back to the society. Such a philosophy originated from the fact that industries have grown and so have national economies by using world's natural resources. These have affected local, national and world well being. Companies must give back to the environment and human beings through associations to reduce any adverse impact on natural resources by becoming

environmentally, morally and socially responsible.

Through its CSR programmes, Acer India has set certain goals through which it tries to achieve a global balance that integrates human, environmental and community resources.





## SANFORT GROUP OF SCHOOLS

PREPARING CHILDREN THROUGH FUTURISTIC LEARNING AND EDUCATION

*Founded in 2009, based on the UK concept of preschool education, Sanfort Group of Schools offers holistic and value-oriented education to toddlers using an eclectic mix of 'play-way' methodology or 'learning by doing' and curriculum, making use of effective, time-tested elements of learning*

**S**anfort Group of Schools, pioneer in preschool education, has a unique distinction of providing education to preschoolers in a way that best meets their learning requirements keeping the orderly flow and logical progression of concepts and activities, as they club their learning with avant-garde and modern technology, to foster learning and bridge any learning gap. The curriculum is designed such as to help children to show their best, develop their innate as well as acquired talent, excel academically, creatively and socially through numerous specially designed activities, role-play models and teaching resources.

### A PLATFORM FOR GLOBAL LEARNING

Equipped with a brand name and expansion strategy that has been confirmed and tested for promising avenues and growth prospects to catch the fancy of both students and parents, the school has in its ambit a powerful branding, in-depth demographics research, and pupil-centered curriculum – all in all a great

mix of key factors required to institute a successful preschool.

To bridge the demand–supply gap of providing quality education to tier-II/III cities and towns, the Group has furthered into K-12 segment also to provide world-class and holistic education, and to discover and nurture their talents and interests in different areas.

### TEACHERS BEING CORNERSTONES OF SUCCESS

At Sanfort, study curriculum is designed and developed by a panel of highly qualified & experienced educationists of international repute, and is etched in core values helping children in refining their senses; developing psychomotor skills, psychological and personality development, and acquiring aptitude for social and environmental care.

The Group has been housing highly dedicated and motivated teachers and educationists who regularly conduct orientation, education and training programmes, inter-school exchange programmes and many other skill development activities, making every

possible effort to encourage the development of each child.

The facilities at Sanfort Schools include mini auditorium equipped with small stage and audio/video equipment, audio-visual rooms for world-class technology-enabled teaching, classes outfitted with LCD or Plasma Screen/Projector, Audio/Video Player and Computers to make teaching more interesting and interactive. For recreational and fun activities, the schools have swings, slides, bouncy, mini train, merry-go-round, splash pool, tunnels, trampoline and many other play equipment.

### PARTNERING WITH THE BEST

Sanfort schools have entered into a unique partnership with pioneering Trinity College, London, for "Trinity Stars Young Performers in English Awards", which facilitates learning of English language through drama, music and performance. Credited as the only preschool brand in the country with "True Smart Learning System" with "Touch N Learn" technology, Sanfort schools make learning more attractive and fun-filled.

# ALLIED DIGITAL

## YOUR ONE STOP SHOP FOR IT SERVICES

*A global IT transformation architect, Allied Digital has been transforming the world of IT services step by tiny step, and are one of the most promising IT service providers in recent times, as they have excelled in assisting clients transform and succeed in challenging environments*



Starting their services in 1984 with a digital data service, Allied Digital has always been collaborating with the best.

### A RICH HISTORY

It was in 1995 that the brand Allied Digital Services was firmly established and it did not take them long to make their presence felt on the global IT stage. Within a year, they had partnered with Dell, one of the most successful IT companies of all time. The next year, in 1997, close alliances with Microsoft and Cisco, along with a partnership with Intel, continued the upward trend for Allied Digital.

### COMPANY VALUES

Allied Digital prides itself on the values it instils in its employees. Believing in a 3S approach, which consists of Smart people, Smart processes and Smart technology, Allied Digital has taken its over two decades' worth of experience in the IT services sector and turned it into cutting-edge solutions for a wide range of industries spanning over 35 countries. A strong foundation for one of the best-in-class Integrated Service Delivery Frameworks has continuously helped the organization in augmenting their position at the top of the pile.

Nitin Shah, the Chairman at Allied Digital, has toiled day and night to create an organisation that stands for the values he believes in – ethics, trust, relationships, attitude, infrastructure, capabilities and transactions. These values, when shaped into a pyramid, form more than just the logo of the company. They form the set of values which provides a continuous guiding light to the company.

Their vision for the future includes harnessing three 'mega' forces, which are: Developing technological depth; Augmenting resources, infrastructure and reach; and Leveraging the best management practices for operational excellence.

Becoming the most admired global IT services provider is what they aim to become, and these three mega forces form the guiding principles to help them achieve this objective. A strong belief that good governance attracts good results is inherently present in all stakeholders of the company. Whether it is an IT engineer or a manager, everyone is part of the same big picture at Allied Digital, one that aims at helping their customers achieve better whilst simultaneously growing themselves.

Offering services and solutions namely, IT-as-a-Service, End User services, Digital Workplace solutions, Process automation, Enterprise IT Managed Services and System Integration Solutions, Allied Digital has created a global platform providing IT support in over 70 countries on its own and through strategic alliances and solutions partnerships leading to an excellent business outcome for all its customers.

### SMART CITIES PROJECTS

Using Information & Communication Technology (ICT) to bring together people, government and various Agencies like healthcare, utility service provider

and mobility, Smart City Project enables efficient engagement for enhanced quality of life and sustainable growth. Allied Digital is focusing a lot on SMART CITIES Projects within India and have successfully implemented SMART CITIES project in Pune, Maharashtra and is working on a lot of other projects as well.





## VEDANT INTERNATIONAL SCHOOL

AN ABODE OF ALL-ROUND DEVELOPMENT

*Considered as a home of happiness by students, Vedant International School inculcates in them a high sense of responsibility for performing their day-to-day activities, while fostering in them a culture of commitment to excellence, professionalism and service orientation*

**M**anaged by Saraswati Education and Charitable Trust, Vedant International School, Nikol, Ahmedabad, is an English- and Gujarati-medium, un-aided, child-centered, co-educational school (from nursery to standard XII, Science & Commerce streams), which is affiliated to the Gujarat Secondary and Higher Secondary Education Board. It welcomes students from all sections of the society, and prepares them for academics as well as social and cultural activities. Housed in the delightfully landscaped verdant campus spread over around 2 acres of land, which has 12000 sq. feet play area for the students, the school actively supports and encourages the all-round development of the students and the faculty, which it considers to be a never-ending process.

### IMPARTING HOLISTIC LEARNING

Providing an effective framework for education through a relevant, broad, balanced, rigorously-taught and monitored curriculum, Vedant International School

facilitates progressive growth, continuous assessment and review of students. It also places great importance on educating the 'whole child' at his individual level of ability, thereby ensuring that he turns out to be a happy learner. Through a holistic approach towards learning, the school aims to provide the students with the requisite knowledge and skills and a conducive learning environment enabling them to learn in a balanced manner to meet their diverse needs.

The school promotes development of Higher Order Thinking Skills (HOTS) which will help the students to tackle many of the moral, social and cultural issues which are a part of growing up. It is also committed to providing them with a harmonious environment which allows interaction with peers for collaboration and mutual growth. Through summative and formative assessments, continuous feedback is provided to the students for facilitating improvisation in the learning process.

### VALUES-BASED EDUCATION

Under the exemplary leadership of the

Managing Director, Dr. Sureshbhai Patel, Vedant International School is continually setting new benchmarks of excellence. Being well aware of the fact that today's generation has an unquenchable thirst to seek knowledge which cannot be satiated by traditional methods of teaching, he has ensured the provision of world-class infrastructure at the school, leading to an array of opportunities for tapping the talents of the young learners.

With a vision of imparting the highest quality of education in a safe, secure and inspiring environment to help the young minds develop into progressive thinkers, leaders and lifelong bearers of skills that will prepare them for the challenges of a dynamically changing world, the school is providing them with a stimulating, purposeful, cheerful and collaborative environment.

The institution aims to nurture students to be responsible citizens of the country and the world and to develop them as leaders in a knowledge-driven world by inculcating in them the ideas of sharing and caring, non-violence, equality and unity.

# CISCO INDIA

## CONNECTING THE WORLD DIGITALLY

*Launched in India in 1995, Cisco is riding on the success wave of its innovative and technologically advanced products in the fields ranging from Home Networking to IP Telephony to Network Security, and has emerged as the global leader in the field of networking*

**S**tarting as the primary innovators of the idea to use LAN for connecting computers spread across the world using a multiprotocol router system, Cisco now stands as the largest networking company.

### LEADING BY INNOVATION

The unending trail of modernization continues not only with the development of top-of-the-line products in the basic fields of routing and switching, but also in technological advancement of Home and Storage Networking, IP Telephony, Optical and Network Security and Wireless LAN.

Since its establishment in India a couple of decades ago, Cisco has progressively improved upon its presence in India and has grown steadily, setting up 7 offices with the current workforce aggregating in excess of 10,000 engaged in sales, R&D and support staff. Cisco has focused not only on training and improvement of individuals but has also created an environment in which the employees blend together to form robust and result-oriented teams of incomparable quality.

### A GLOBAL PROBLEM SOLVER

Since the very beginning and development of computer networking systems, malware in encrypted traffic has remained the biggest challenge for the network security. Cisco, being the pioneers in the field of digital networking, took it upon themselves and successfully resolved the riddle without affecting the privacy of individual data. With a commitment towards their motto of "connecting everything, innovating everywhere and benefitting everyone", Cisco has envisioned to impact one billion people by the year 2025.

Through its superiority in the field of digital technology, Cisco has been helping a wide range of businesses to grow and achieve outstanding results. A few of its prestigious clients include NASDAQ, Huntington Bank and Baptist Health. Cisco has also been involved in simplifying and managing IT

assets, improving the performance and efficacy of the products and helping IT work unswervingly, proficiently and securely through their world-class technical support and advanced services.

Apart from profit making and other business endeavours, Cisco India is also involved in producing a large number of benchmark-capable professionals keeping in mind the future needs and requirements of the industry, and therefore is currently training in excess of 25,000 students in its 176 networking academies in India to raise them as future professionals and the backbone of the industry.

### A RESPONSIBLE CORPORATE PARTNER

Cisco has been using a certified Environmental Management System through continuous improvement in their products and conservation of natural resources, thereby working to preserve biological cycles of the earth. Cisco has also been participating in multiple economic development programs for the underprivileged across the globe.

### AWARDS & ACCOLADES

The unflinching focus and tireless efforts have resulted in multiple awards and accolades for Cisco. Cisco ASR 901 router architected by the engineering team in India was awarded the NASSCOM Innovation Award.





# BOMBAY STOCK EXCHANGE

## TRANSITIONING INDIAN ECONOMY LANDSCAPE

*Being the first stock exchange in Asia, pioneering securities transaction business, Bombay Stock Exchange has been the forerunner in bringing numerous innovations to the Indian capital markets and creating varied investment opportunities for the investors and traders*

**W**ith a unique recognition claim of world's fastest stock exchange, with an average trade response time of 6 microseconds, BSE (formerly Bombay Stock Exchange Ltd.), founded by Premchand Roychand in 1875, is the world's 10th largest stock exchange with total market capitalization of more than USD 2.3 trillion.

### BOOSTING INHERENT STRENGTH OF THE INDIAN ECONOMY

Established in 1875, the BSE is Asia's first stock exchange, and claims to be the world's fastest stock exchange, with a median trade speed of 6 microseconds. During the past 143 years, BSE has aided in the growth of the Indian businesses by providing them with an efficient capital-raising platform. In 2016, BSE established India INX, a fully owned subsidiary of BSE, which is the first international exchange of India.

### STIMULATING GROWTH OF THE INDIAN CAPITAL MARKET

India's outstanding economic growth in

recent past has made it stand among one of the fastest growing world economies. With growing economy ushered a demand for a new framework – to bring in automation – and the BSE was automated in 1995, and since then it has significantly impacted the national growth by making Indian market safe and secure to transact in.

With a vision to emerge as the premier Indian stock exchange with adoption of best-in-class global practices in technology, products innovation and customer service, BSE provides a multitude of services to capital market participants such as risk management, clearing, settlement, market data services and education. In terms of accessibility, it has a nationwide presence and an international reach. BSE has designed its systems and processes such as to protect market integrity, stimulate growth of Indian capital market and foster innovation and competitive spirit across all market segments.

### ENABLING BUSINESS

With renewed fervor and emphasis on

new business opportunities, product and service innovation, technology upgrades, increased investor and member focus, BSE with its group companies – BSE Institute Ltd, CDSL, ICCL, India INX, India ICC and Marketplace Technologies – has always forged ahead on all extremes and fronts, being mindful of its objective to continually improve and embrace new and better ways of conducting business.

BSE, being the first exchange in India to obtain ISO 9001:2000 certification, is also the first exchange in India to launch a special platform for trading in SME securities, S&P BSE SENSEX, exchange-enabled Internet trading platform, mobile-based trading; to introduce equity derivatives and SMS alert & complaint tracking system.

For BSE's pioneering role in developing Indian financial markets, it has won several awards namely Digital Innovation Award 2017, IT Genius Awards 2017, Best Brand Award 2017 by The Economic Times and Best Exchange of the Year Award for equity and currency derivatives.

# PAYTM

## BANK IN YOUR POCKET

*India's largest and the leading payment gateway offering comprehensive payment services to general public and businesses, Paytm has quickly emerged as the fastest and the easiest payment system across India & offers mobile payment solutions to more than 7 million merchants*

**P**aytm is the pioneer and of course the undisputed leader of QR-based mobile payments in India, and with the comparatively recent launch of Paytm Payments Bank, its target is to bring the banking and financial services to half-a-billion unserved and under-served Indians.

### POWER OF EASY MONEY

Its strength in the industry can also be judged by the fact that global giants have decided to join hands with it as investors, including Softbank, SAIF Partners, Alibaba Group and Ant Financial. As of January 2018, Paytm is valued at \$10 billion.

Though Paytm initially offered mobile recharges and utility bill payments, it has quickly transformed itself into a full marketplace for all kinds of products, which can be bought through the mobile app itself. Its business network is vast, as it has more than 100 million registered users, and takes more than 60 million orders per month. More than 7 million merchants across India use Paytm platform to accept payments directly into their bank account.

Paytm is an Indian e-commerce payment system and digital wallet company of India, available in 10 Indian languages and offers online services like mobile recharges, utility bill payments, travel, movies, and events bookings as well as in-store payments at grocery stores, fruits and vegetable shops, restaurants, parking, tolls, pharmacies and education institutions with the Paytm QR code.

### AN EXTRAORDINARY JOURNEY

Paytm was founded in August 2010 with an initial investment of \$2 million by its founder Vijay Shekhar Sharma in NOIDA, India. Initially, it started merely as a prepaid mobile and DTH recharge platform, and later added data card, postpaid mobile and landline bill payments in 2013.

Less than one year later, in 2014, it launched the Paytm Wallet, and the

Indian Railways and Uber added it as a payment option. The same year, it started its e-Commerce services with online deals and bus ticketing. In 2015, it started offering more services like education fees, metro recharges, electricity, gas, and water bill payments. In 2016, Paytm launched movies, events and amusement parks ticketing as well as flight ticket bookings and Paytm QR. Later that year, it launched rail bookings and gift cards.

In 2017, it launched Paytm Gold, a product that allowed users to buy as little as ₹1 of pure gold online. It also launched the Paytm Payments Bank and 'Inbox', a messaging platform with in-chat payments among other products. In 2018, it has started allowing merchants to accept Paytm, UPI and Card payments directly into their bank accounts at 0% charge. It also launched the 'Paytm for Business' app, allowing merchants to track their payments and day-to-day settlements instantly.

### A SERIES OF AWARDS

With its great progress, the organization

has received innumerable awards, including the Diamond SABRE Award as Company of the Year, Diamond SABRE Award in Superior Achievement in Reputation Management, and Gold SABRE Award in the category of Financial Professional Services.





# UNION BANK OF INDIA

BANKING TOWARDS A BRIGHTER FUTURE

*Various foreign players have entered and established a foothold in the nation's banking industry, but despite the competition, Union Bank of India is reigning on top of the charts with a glorious past and a brighter future ahead for the country*

**I**naugurated on the 11th of November, 1919, by the father of the nation, Mahatma Gandhi, Union Bank of India was established with an aim to play a proactive role towards developing the economy of the country.

### THE BEST SINCE TIME IMMEMORIAL

Extending credit for all requirements of all sectors in the economy, Union Bank of India now operates with over 4200 branches across the country. Uninterrupted profit for almost the last 100 years is proof that the Union Bank of India is thinking only about taking steps in the positive direction, and not sideways. The clientele of the bank is over 5.7 crore people, laying testament to the fact that people have faith in them.

Their vision statement says, "To become the bank of first choice in our chosen areas by building beneficial and lasting relationships with customers through a process of continuous improvement." The bank has stood up to each and every word of this statement,

proving time and again that the Union Bank of India is one of the best names to rely on when it comes to banking services.

### ADOPTING LATEST & SUPERIOR TECHNOLOGIES

On the technology fore, Union Bank is again one of the frontrunners. All branches of the bank are computerized, helping customers to carry out their tasks easily and as quickly as possible. Their resident technology, the Core Banking Solution, helps branches to communicate with each other, and a hundred percent of the business of the bank is under this very technology. Cost reduction and speed increases are afforded by the bank's technologies, making it easier for both customers and bank employees to carry out their work. In a competitive scene, having technology by your side can do wonders. The Union Bank of India recognizes its fact, and its infusion of technology with its banking services has made the organization one of the best among all competition.

### NURTURING A BRIGHT VISION FOR THE FUTURE

Building a brighter future is what the Union Bank of India stands for. Under the exemplary leadership of Mr. Kewal Handa, the Chairman of the bank, the hardworking and diligent employees, work day and night to make sure that customers do not have any complaints, and can go about their businesses as usual.

Continuously developing to accommodate future needs, and handling the ever-increasing volume of transactions is what Union Bank works towards. The bank also draws inspiration from its glorious past, in order to create a better future. More than 36000 staff members work in harmony to ensure that the Union Bank of India is recognized as a caring organization, one worth investing in.

The bank's sound corporate mission & culture, a great team working constantly and dedicatedly to achieve it, and caring for the customers makes the Union Bank of India a complete package to bank upon.

# iVVO MOBILES

MAKING SUPERIOR TECHNOLOGY ACCESSIBLE TO EVERY INDIAN

*iVVO mobiles, deriving its name from Innovation, Variety, Value, and Omnipotent, is a direct outcome of R&D-based and innovation-driven approach, for making low-cost smartphones for users in middle-class cities and towns and untapped geographic regions in India and that too at affordable price*

**I**VVO Mobiles is all set and fully confident to bring a discernible metamorphosis in the handset and mobile market and is proactively seeking ways to develop novel and innovative ways to generate business in underserved and existing markets, offering its product and superior after-sales services to customers in India.

Committed to create innovative products and ample opportunities, so no one is left devoid of a mobile handset, iVVO Mobiles is confident of its marketing strategy which is a mix of a unique thought, product, formula and brand, with a wider reach and local adaptation to stand out in the brand-crowded marketplace.

## WAY TO GO – BRITZO

After big success of iVVO Smart Feature Phones in offline market, the company has started its own e-commerce in September this year (where free of cost Shipping is available PAN India). iVVO after a huge success in retail market has come up with a new segment called BRITZO CORPORATE BLEND. In this segment, it is inviting corporates like Uber, Ola, B2B service providers, etc. to buy its products in bulk through e-commerce where they can avail a maximum discount of upto 68% on MRP. BRITZO after huge success of iVVO Smart Feature Phones is all set to launch its "Mobile Power Accessories & LED TVs" this year for rural India.

## CAPITALISING ON A UNIQUE MARKETING MIX

Doing all that's best for business, the company is collaborating with operators for better consumer offerings, foraying into smart consumer appliances business and LED TV business, strategically partnering with other companies for manufacturing its devices as well as setting up its own production facility. With an extensive bouquet of offerings - feature phones, 4G feature phones and smartphones - it is catering to the Indian customers with

an inexpensive way of keeping in touch and staying connected, at the same time eyeing a robust turnover in a couple of years. iVVO 2g Smart Feature Phones have a Free messaging app, called ZTalk to connect to the world, the application is also operational on Google Play Store.

iVVO Mobiles has been endeavouring to gain a sizeable chunk of market share and a solid customer base by offering customers technologically better-quality alternatives to feature phones at a lucrative price point by deploying their internal innovations in mobility and Information and Communication Technology.

## QUALITY, SERVICE AND INNOVATION AS FOUNDATION OF SUCCESS

The company has its manufacturing facilities certified with ISO 9001:2015 for quality management, and has undertaken more than 20 quality control methods (both automated and manual QCs) to ensure that its products stand out from a quality and functional perspective.

With a service presence of 200+ direct/indirect channel partners & 20,000

retailers, over and above 1000+ service centres on a pan-India level, iVVO Mobiles come with a 201-day replacement warranty, in addition to the 12 months plus 3 months extended product warranty, thereby creating a niche for itself in the already flooded mobile handset market.





## AVANSE FINANCIAL SERVICES

ASPIRE WITHOUT BOUNDARIES

*Headquartered in Mumbai, Avanse Financial Services Limited is a new age, fast growing education focused NBFC committed to fulfilling academic dreams of talented young students. It is a part of the WGC group, a financial service conglomerate, catering to lending, insurance and Asset management*

**A**vanse is an associate company of DHFL, one of India's leading Housing Finance Company. The International Finance Corporation (IFC), an arm of the World Bank holds 20 percent equity stake in Avanse.

Avanse's vibrant team of over 500+ employees and strong, diverse leadership team of 200+ years' experience have helped Avanse grow. Today, Avanse continues to be one of the fastest growing education loan specialists and has fulfilled dreams of over 13,000 academic aspirants in over 45+ countries including US, UK, Canada, Australia and others in a short span of time. In its B2B business, Avanse provides funding to Educational Institutes for their growth and working capital needs. Avanse has funded 300 institutes catering to over 7 lakh students. In the last 5 years, the brand's growth has been phenomenal with a CAGR of over 150% and an overall AUM is Rs 3200 crs (including education and other businesses). Key strategic pillars for Avanse's growth have been customer-centricity, process excellence, product innovation, brand positioning, people-

driven approach, digitization, partnerships and alliances.

### LEADING AVANSE SUCCESSFULLY

Avanse Financial Services is led by CEO, Mr. Amit Gaiinda, an accomplished leader with over two decades of experience in the banking and financial services industry. He is responsible for setting organizational strategy basis the vision, profitability and shareholder objectives. With successful stints at DHFL, Bajaj Finance, GE Money and Citigroup, Mr. Gaiinda has a strong track record of building businesses from scratch and managing complexities of scale with strong emphasis on sustained profitability. Mr. Gaiinda is an INSEAD alumnus and holds a Master's Degree in Business Management from International Management Institute (IMI).

### AVANSE – STAYING AHEAD

As Avanse has made significant investments in the fields of technology and digital solutions considering their profound utility in the education financing sector for factors such as course quality, pedigree and potential employability of the institute.

Avanse facilitates straight through Loan processing with automated score cards using Machine Learning. In this digital era, Avanse has made significant progress towards digitisation of systems and processes to cater to the growing millennial customer base.

Since inception, Avanse has launched several industry-first, customer-centric initiatives to create great value for its consumer base. This has helped the company grow to become one of the leading education loan providers in a short span of time.

- **Student Centric Solutions:** It provides 100 percent funding, funding beyond tuition fees (covering visa, travel and stay expenses), customized solutions, limitless loans and instant sanctions.
- **Funding New age courses:** Avanse has developed a thorough evaluation system to offer unique funding and repayment options for new age courses.
- **Digital School fee financing:** Avanse has introduced a first-of-its-kind digital financing solution called 'FeES' for school fee payment through instant credit facility and convenient EMIs.

# LAPCARE

## LEADING IN GLOBAL DISTRIBUTION

*A global leading distribution company preferred for its quality and innovative technology products, Lapcare provides laptop spares and accessories, ably supported by a passionate and devoted team of sales, service and marketing team, with a strong presence all over India*

**I**ncorporated way back in 1997 in Singapore and making its entry into the Indian market in 2007 jointly with Rx Infotech Pvt Ltd, Lapcare's product offerings to its customers include a vast range of compatible laptop spares of all major laptop companies, accessories and mobility solution along with high quality standards and service warranty that in no way falls behind in matching original laptop products, and all the more at a much lower price. In fact, with an imposing vision and a sharp strategy, Lapcare has acquired a sizeable chunk of the market share in a decade's timeframe.

### A BANKABLE ASSOCIATE

Lapcare is highly sensitive with respect to customer service and has continuously offered innovative and best quality products. With a strong and growing distribution network of more than 6500 distributors across India, Lapcare has a strong market presence in nearly all major cities of India and is swiftly getting bigger to reach out to its customers.

In technology industry, major technology purveyors seek for a complementary and bankable distributor to serve a particular segment or the whole market so as to provide extensive market reach and coverage for increasing the marketing impact, soaring sales, widening geographical reach, lowering operating costs and achieving supply chain efficiencies. Lapcare has emerged as a leader in meeting the requirements of technology companies to timely address the customers' plight by developing a service delivery model that works well from both operational and financial perspectives.

Lapcare has in one way or the other shared responsibility of companies to provide effective and timely services without having them incur capital outlay on servicing and after-sales support front.

The complementary nature of

services provided by Lapcare has in turn transformed into a valuable proposition, and has allowed it to chart on the path of being a leading global distribution company in the domain of computers, laptops, mobiles and allied accessories.

Lapcare's association with almost all major IT brands has made it a single point for all computers/servers spares, service and IT peripherals needs, and all this is perfectly facilitated by pan-India presence and a highly committed marketing and service team that has been very instrumental in grabbing a significantly large market share.

### SYMBOL OF QUALITY & TRUST

Lapcare being a customer-centered and market-focused organisation offers a host of innovative solutions through an effective supply chain network of retailers, re-sellers and stockists not only in India but also internationally such as in Hong Kong, Malaysia, and China.

Other than meeting the IT-enabled product and service needs, it also provides a wide range of value-added services to

help customers minimise time-to-market, reduce total cost of ownership, launch innovative products and boost their overall competitiveness. Its laptop protection plan (LLP) assures the end users of free of charge repairs or replacements of Lapcare battery, adaptor and car power inverter.





## BHARTI AXA GENERAL INSURANCE

### REVOLUTIONIZING THE DYNAMICS

*With the rising population and increasing health risks, Insurance sector in India had a long way to go to serve customers in the best way. But little did the pioneers of insurance sector know that Bharti AXA General Insurance was going to change and revolutionize the dynamics of the whole industry*

**B**harti AXA General Insurance Company Ltd. is a joint venture between the leading Indian business Group Bharti Enterprises, which has been credited with revolutionizing the Indian telecom industry, and the French insurance giant AXA headquartered in Paris, France.

The Bharti Group is a 51% stakeholder in this joint venture with the remaining 49% is held by AXA. The company is headquartered in Mumbai and is operational with 103 branches across the country.

#### CUSTOMER CENTRIC APPROACH

Customer centricity is built into the DNA of Bharti AXA General Insurance. It is one of the founding pillars on which their entire business is based. Bharti AXA General Insurance has helped its customers and clients manage their risk to protect what matters the most to them. Its responsibility goes much beyond just quoting a policy.

The company believes in having lasting relationships, strong ethics and a strong

passion for what it does. It aims to be the one stop solution provider for all forms of protection and insurance needs.

Deep understanding of their client's needs, combined with expertise and knowledge allows Bharti AXA General Insurance to successfully deliver sound advice thus securing the future of the community it serves.

#### OFFERING CARE TO CLAIMS

The key moment of truth in insurance emerges when claims are filed. The company endeavors to offer a superior experience during these critical moments, so that customers can focus on what matters most, while leaving worries aside.

The company believes that at every touch point, the customer should be handled with empathy and care. From the very beginning, Bharti AXA General Insurance has strived to provide its clients with truly outstanding services. The delivery of this service is made possible by its focus on developing and maintaining a value-based and high performance culture. The company's

offering includes various products catering to retail, rural and commercial clients and ensuring that protection needs in all spheres are met.

Bharti AXA General Insurance Company has issued over 11.5 million policies and has settled over 1.5 million claims, with 2 claims getting settled every minute.

It has a PAN India network of 4,500+ cashless hospitals and 3,600+ cashless garages. It also provides 24/7 AXA Assistance Worldwide.

#### SUPERIOR DIGITAL INITIATIVES

The customer-centric digital initiatives of Bharti AXA General Insurance are redefining the entire industry. According to the company, in the insurance business, technology will be of prime importance as it will help keep costs low, price products better and offer an enhanced and differentiated customer experience.

Bharti AXA General Insurance's customer-centric digital initiatives will be vital in keeping tab on the pulse of this dynamic sector.

# NERON INFORMATICS

## REDEFINING BOUNDARIES

*Neron Informatics, the brainchild of Mr. Dev Kumar has been recreating benchmarks with its relentless growth and approach to the communications industry. It is the underdog that has risen to astounding heights in the telecommunication industry in an extremely short duration*

**B**ringing the world closer with its state-of-the-art IPPBX systems, Neron Informatics is proficient at improvising the existing features at the disposal of the unified communications industry.

With its wide array of products, Neron Informatics aims to help the big and small businesses - increasing their productivity, reducing communication costs, and reinforcing security all while providing an envious customer support which helps the people to put their faith in this venture. With Dev Kumar at its helm, Neron Informatics knows that while a company needs to be successful, it can also be so when it is the bedrock upon which customers can rest their loyalties. Keeping this approach in their stride, Neron Informatics has been breaking boundaries with its relentless growth in the communications industry.

### USING CUSTOMER SATISFACTION FOR FUEL

The world of communications and technology changes more rapidly than most people can keep up with. Changing and adapting to this constant metamorphosis is the only way to stay afloat amidst the technological chatter. Neron Informatics knows this all too well and they have been at the frontlines of the communication industry development with their tireless research and development. But focusing on R&D doesn't elicit a decrease in product quality. The company's vision is that this extremely reliable product quality is the only way to meet customer expectations while setting a standard in the market. This has constantly made them the first choice for numerous Financial Institutions, government agencies, defence, private sector companies, and small and medium-sized enterprises. They have been constantly driving the market forward with their innovative products. Whether it is the state-of-the-art IPPBX - ONYX CXM - or the revolutionary automated telephony system - Aakiya, Neron delivers

unparalleled features and flexibility and maintains ridiculously easy configuration systems. Armed with a 24x7 customer support service, Neron Informatics' standing is that of a giant in the communications industry. The keyword through this entire process is "customer satisfaction." They break boundaries with their approach of serving the needs of the customers and surpass customer expectations by miles. They provide immediate support from basic technical assistance, to installation, operation, and maintenance of the products. It is apparent why they are one of the fastest growing brands in unified communication industry.

### THE REWARDS OF HARDWORK

The last one year has seen Neron Informatics' work being consistently recognized. They have won 8th Aegis Graham Bell Award 2017 under "Innovation in Green Telecom" category for their project ONYX CXM, NCN's Innovative Product Award, and have been recognized as one of India's 500 Most

Promising IT Companies.

Driven by the motivation to satisfy customers, Neron Informatics' quality solutions are transforming the telecommunications market as we know it and establishing itself as one of the most trusted brands in the market.





## **GOLDEN BIRD AIF**

**ENSURING A FLIGHT OF HIGHER BENEFITS**

*Golden Bird AIF is an investment management company that is mainly concerned with giving people higher benefits for their investment. It provides various value added services to AIF investors, including Investor Servicing Cell, Fund Accounting and KRA – KYC*



Golden Bird AIF has an experienced team that comprises professionals who have expertise of more than 15 years in the field of investment.

### **WELL QUALIFIED & EXPERIENCED PROFESSIONALS**

The team members have a vast professional and entrepreneurial experience that has helped them to create a successful organisation that consists of operational and consulting investment and financial basics. The company has been serving its customers and growing relationships with them.

It provides high-level services that include wealth management, plain broking, business development, end to end solutions, financial planning and market analysis. The company has developed a flexible process of delivering the services that acknowledges the uniqueness of each customer by identifying their goals, needs and plans.

It has a comprehensive financial planning with various financial goal plans

that give confidence to the clients that they have invested in the right place. It offers them best investment options to choose from so that they can get high returns on what they invest.

For a customer a safe and healthy investment is the biggest priority and Golden Bird AIF makes sure that its customers make the best and safest investment.

It is the next level consulting service that constructs its recommendations with respect to generally safe operations and evaluations.

A comprehensive in-depth analysis that is carried out at the company helps the clients in investing their money at most competitive ideas that give them good return opportunities.

### **A HELPING HAND**

People are mostly perplexed when it comes to taking the decision of investing their hard earned money. They don't want to invest in a plan without doing proper research and analysis. Golden bird AIF does all of this for its clients. It has developed end-to-end solutions

and specialized financial solutions that are specially customised as per end user needs. The people at Golden bird are always concerned about making their clients' benefits higher.

Golden Bird AIF has a wide range of service providers who constantly work with the company to provide the best quality service to its clients. Axis bank custodian, PwC tax adviser and Amicorp Group are some of its service providers that take care of its clients' needs.

With a goal of absorbing time value in well-positioned market leaders and indices, the company wants to develop more unique skills to realize the true potential of its investors.

Its trading approach is driven by sound strategy, in-time execution and operational excellence.

Combining the strength of professionals who are not only well-networked, but also highly experienced in local investing advisory and operating team, Golden Bird AIF has partnered with entrepreneurs' managerial services and local business houses to offer them deep strategic and operation study-based execution.

# APOLLO INFFRATECH GROUP

## GOLIATH OF CONSTRUCTION EQUIPMENT INDUSTRY

*Being India's largest manufacturers of high-quality concrete construction equipment with unmatched quality, productivity and innovation, and excellent after-sales service, Apollo Inffratech Pvt. Ltd. offers international standards and global technological breakthroughs in construction industry*

**C**ounted among India's best infrastructure backbone companies, Apollo Inffratech has been diligently manufacturing Batching Plants and Fixed Form Concrete Road Pavers, and is growing by leaps and bounds since its inception in 2008.

### OFFERING COMPLETE CONCRETE EQUIPMENT SOLUTIONS

With an ever-growing dealership network pan-India, Apollo Inffratech is highly equipped with the latest and sophisticated setup and design development facilities to produce concrete construction equipment of paramount quality.

Apollo Inffratech considers client servicing as the new marketing precept and focuses heavily on ensuring that the customers get genuine and quality spare parts as well as exceptional after-sales service in due course of time. To this end, other than offering regular concrete solutions services such as survey, installation, commissioning and electrification, the wide service network of company has time and again extended a helping hand to customers in time of need. To make certain customers get the necessary spare parts within the shortest possible time, the company through its dealership network makes possible timely availability of spares in addition to providing comprehensive training programmes to customers for safe equipment handling and basic troubleshooting.

### DOING ALL IT TAKES TO DELIVER NOTHING BUT QUALITY

In line with Make in India strategy of the government, Apollo Inffratech has made several tie-ups with multinationals for facilitating technology transfers to India, and firmly follows all manufacturing norms and processes of partnering Joint Venture companies. The company boasts of its highly satisfied customers and has been able to generate repeat business orders, largely due to massive product range,

offering customers one-stop solution for a variety of needs.

With an ambition to soar higher, Apollo Inffratech has institutionalised several arrangements with other companies namely, A JV Apollo Hawkeye Pedershaab Concrete Technologies Pvt Ltd, which has technical alliance with MBK, Germany, for sales and manufacturing of machines to produce concrete pipes, manhole systems and box culverts with vertical cast vibration Technology. Apollo Inffratech also entered into a JV with Carmix, Italy, to manufacture and sell self-loading mobile concrete mixer. Apollo's exclusive partnership with HEM, USA, allows it to provide a comprehensive range of slip form concrete paving equipment and its new JV Apollo Zenith Concrete Technologies Pvt. Ltd. with Zenith, Germany is for Block making machine.

### VALUING CUSTOMER RELATIONSHIPS

For imparting training and fostering knowledge sharing to make easier for its customers to tackle jobsite difficulties, Apollo Inffratech provides onsite as well

as hands-on training to customers with detailed parts manual and product manual for prompt usage. To increase its brand awareness and build long-term relationship with customers, it strives hard and intends to leave no stone unturned to tap the growth potential in emerging markets.





## LOGICASH

WITH CUSTOMERS AND AHEAD OF COMPETITORS

*Logicash is the extraordinary brainchild of Mr. Vipin Jain who set out to rejuvenate the industry by combining knowledge with technology, to become a leader in the delivery of timely, comprehensive, cost-effective & innovative business solutions empowering clients to take optimal business decisions*

**U**nder the profound vision of Vipin Jain, Logicash most efficiently manages the cash transactions and accounting information of BFSI and Retail sectors corporates with their growth in business transaction volumes. Essentially, Logicash helps its clients to focus their cash management back on driving their businesses, while simultaneously reducing their cost.

It is able to help them because its understands their position that they are increasingly being requested to play a strategic role in supporting organizational strategy, but they simply don't have the bandwidth to make this happen due to ever growing demand of day to day operations. Here comes Logicash which is dedicated to help its customers thrive their business by quality service delivery that enhances productivity and efficiency. An association with Logicash helps its clients with 24x7x365 monitoring services, round-the-clock information and data processing call center, a CRM for 365 days, providing a real-time record of all transaction activities, a reliable integrated access to

information to clients and customers, and its CIT Vendors in cash management.

### CUSTOMER DELIGHT IS FIRST PREFERENCE

Logicash, under Mr. Jain's guidance, is fully committed towards its customers, while overcoming all challenges with the sole goal of attaining customer delight.

Starting in year 2010, with a quest on engagement with people, clients and communities to help them achieve their potential, Logicash has embraced corporate responsibility, while creating a win-win situation where both itself and its customers can thrive in the recent and long-term future.

In less than a decade, it has emerged as a leader in the Cash Management industry offering a Cash Management solution for BFSI and Retail Sector with supreme quality service offerings, state-of-the-art design and reliable performance, in turn helping its clients to improve their customer interactions.

Since beginning, it has focused on delineating, designing, and building a system to achieve eminence in the cash

management industry.

### CONSTANT INNOVATION AND DEDICATION

For outstanding success, it has relied on constant innovation and dedication at every level, helping its customers to stay relaxed while empowering them to keep an eagle's eye on every penny in circulation across the country through Auto-Generated Reports & Real Time Information. To achieve its organizational goals, it has been committed to do its best in all its actions and its interactions with both, its internal and external clients, to provide equal opportunities for its internal framework, vendors and associates, to identify strategies and solutions for its clients, to maximize its client's productivity and profitability.

It envisions to become a preferred "KPO as a MSP" for BFSI and Retail Sector and to work within the parameters of excellence and professionalism. Considering customers as its utmost priority, it has been striving to establish long-term relationships with value-added "Enterprise Solution Bus" structures.

# ESSEL INFRAPROJECTS LIMITED

BUILDING SUSTAINABLE MODELS OF SUCCESS

*Shining bright as one of the fastest-growing infrastructure companies and one of the successful ventures by the Essel Group, Essel Infraprojects Ltd. is building modern, sustainable and inclusive infrastructure for Progressive India and enhancing the quality of people's lives*

**A**spirating to contribute to India's growth story by investing in key infrastructure initiatives with its four major strategic business units – Transport, Green Energy & Transmission, Smart Utilities, Environment and 10 verticals – Essel Infraprojects Ltd. is pioneering progressive infrastructure with its order book value exceeding USD 5.06 billion.

## EN ROUTE TO PROSPERITY

Venturing into Infrastructure space in 2007 with an entry into the surface transport segment, today the Group has presence in Transport (Roads and Railways), Power Transmission & Distribution, Environment (Municipal Solid Waste), Waste Water Treatment and Water Desalination (Swachh Bharat Mission and NAMAMI Gange Programme), Green Energy (Solar & Hydro) and Integrated Utilities (Power, Water, and City Gas Distribution).

It has truly embarked on an exciting journey to transform the façade of the nation with significant infrastructure projects and has currently extended its reach to more than 100 cities across 17 states in India with its presence improving the lives of millions, and facilitating economic growth. Nurturing a vision of creating a 'Social Enterprise' that the country would be proud of, the organization aims to create sustainable businesses which would be socially relevant and play their role in nation-building, command respect and create value for all the stakeholders.

## EXEMPLARY LEADERSHIP

Under the quintessential leadership of the Chief Executive Officer, Mr. Rohit Modi, Essel Infra is charting unique growth trajectories with each passing day. A visionary industry veteran with more than three decades of experience across Government and Private Sector, Mr. Modi is credited with spearheading

businesses in both the private and public sector in transportation, construction and engineering fields. Besides having been instrumental in adding value to the company and its stakeholders through his sharp business acumen and ability to convert challenges into opportunities, he has succeeded in exploring key emerging markets in the country.

## A LEGACY OF EXCELLENCE

The Essel Group has been giving wings to the dreams of millions of people around the world in 172 countries and is passionately working towards not just enriching but also smartening the lives of people of India through its path-breaking innovation and valuable offerings.

As one of the top business houses in India celebrating a strong diversified entity in the country and globally with diverse business presence across Media, Entertainment, Packaging, Infrastructure, Education, Precious Metals and Wellness, and Technology Sectors, it is committed towards developing and adopting new technologies to provide a wider range

of products and a better experience to its numerous customer segments. With worldwide operations and a workforce of 10000+ employees, the Group is growing and evolving every day while contributing to the nation's success and economic growth.





# SENRYSA

## REVOLUTIONIZING WITH POTENT TECHNOLOGY INTEGRATION

*A premier banking technology service provider in India, Senrysa Technologies Pvt Ltd has made rapid expansion with its core expertise in banking, financial services and insurance sector (BFSI) and leads the retail, government and corporate markets, delivering incomparable customer services*

**S**enrysa Technologies Pvt Ltd has developed a unified branchless banking platform, which is a state-of-the-art micro-banking environment, for the customers to perform transactions from an interactive terminal spread across a massive network stretched along the east, northeast and western frontiers. It covers transaction processing, account life-cycle management, device management and integration to core banking with another legacy system and is able to operate and render crucial services to customers. It employs a high-performance module to acquire, route and permit financial message from multiple electronic channels on standard financial message protocol ISO 8583 and other proprietary protocols.

Micro-banking services can be deployed anywhere using seamless integration of biometric devices, Tab, smartphones, POS and micro-ATM.

The company adopts a people-first approach and serves over 15 million customers and supports over 1 million

financial transactions every day. The platform enables it to deploy complete Aadhaar-enabled payments system (AEPS) services in all delivery channels such as regular kiosk banking, ATM, micro-ATM, Tab or hand-held mobile devices. Its eKYC platform encompasses complexities of eKYC and renders the utilization of Aadhaar data easy across the channels.

The company adopts the black-box approach to mask the requirements of UIDAI in terms of messaging, security, etc. from utilizing application. The platform has clear and highly differentiated representational state transfer (REST)-based API for trouble-free integration with any channels or systems.

The platform supports eKYC service request for generating OTP, using OTP and biometric or both, authentication using OTP and biometric or both, demographic verification and best finger identification (BFD).

The company ensures that every employee has a role to play in its path to success irrespective of the amount of efforts invested. The company considers

it necessary to appraise the corporate culture and values it stands for, and shares this vision with its clients, giving them a glimpse of the rational thinking it shares with its employees. The company encourages its employees to come up with new ideas and is open to innovations and expertise.

### UPGRADING GOVERNMENT PROCESSES

The company uses e-governance to effectively introduce responsiveness, easiness, transparency and accountability in government processes that include improving existing software set-ups, launching modern technologies, equipment, ideas and operations, and devising comprehensive reports to support frameworks for development of software applications.

Senrysa is incomparable in the domain of IT system integration and is a one-stop solution in mobile app strategy, enterprise mobility, mobile payments and mobile wallets, mobile app design and development, mobile app testing and maintenance.

# PENNA CEMENT

PROVIDING FUTURISTIC AVENUES FOR COMMINGLING STRUCTURES

*Rising incredibly as one of the largest privately undertaken companies in the field of cement production, Penna Cement has spread its wings in the entire western and southern India working with organised real estate sector, state governments and international corporate infrastructure developers*

**W**ith a vision to create an unceasing esteem and growth for all collaborators and to achieve the objective of building a “Bigger, Better and Stronger” unit, Penna Cement has established itself as an avant-garde enterprise by equipping all its plants with cutting-edge technology to manufacture world-class cement.

## STRUCTURED ON A SOLID FOOTING

The mission of the company is to contrive ingenious and vying product with an eye on maintaining a healthy environment for all involved.

Penna Cement has always nurtured values, focusing not only on achieving perfection in product development and customer satisfaction but also aspiring to take care of the needs of its employees and the society as a whole. The company leadership has the requisite foresight to comprehend the fact that the road to long-term success is built equally on establishing robust relations with the customers and creating healthy and profitable bonds with all its stakeholders. This has led the company to establish healthy and cordial relations with all those involved including the society and the environment.

## A SAGA OF SUSTAINABLE SUCCESS JOURNEY

The company achieved vital, mentionable milestones with the installation and commissioning of its first production/manufacturing line of MTPA at Tadipatri followed by the first production plant at Talaricheruvu within 3 years of the installation of its first production line which they fondly called their mother plant. In keeping with its vision to create sustainable value, growth and products of exceptional quality, Penna Cement has undertaken the task of producing Portland Cement Concrete (PCC), which has been acknowledged blended cement of exclusively special quality according to

the specification norms of Bureau of Indian Standards. The success story of unbridled expansion of new plants, expansion of capacity, commissioning of grinding units, packing terminal, commercial operations, etc. has continued till-date unabated.

## GIVING BACK TO THE SOCIETY

Penna Cement, along with working towards tenable growth and financial stability has never shied away from its responsibility towards the environment and the society as a whole. The company, as a part of its corporate social responsibility, has worked on an assortment of projects such as education, gender equality, health, women empowerment, poverty and malnutrition.

## TAKING CARE OF ITS SURROUNDINGS AND ENVIRONMENT

In its pursuit to preserve environment, Penna Cement follows a righteous and ethical approach towards its business, harmonising its operations and morals so as to set an example for the society. To achieve this harmony, the company

has been using one of the most advanced waste heat recovery technology to reduce carbon dioxide emissions. The company has also set up sewage treatment plants at all its manufacturing units so as to maintain a clean environment along with furtherance of its business.





# SHRIRAM LIFE INSURANCE

## LEVERAGING TECHNOLOGY TO INSURE THE UNINSURED

*A part of the Chennai-based Shriram Group, Shriram Life Insurance Company Limited holds an impressive portfolio of insurance plans with the objective of catering to the needs of the common man with cost-effective high-quality products to enable him to tread the path of prosperity*



With the backing of the Shriram Group, which has a broad customer base of more than 15 million customers, Assets Under Management (AUM) of more than Rs. 1,40,000 crore and Net Profit of Rs. 22 billion, Shriram Life Insurance (SLIC) holds the advantage of being the only private life insurer to register a profit in 11 out of 12 years of operations.

A joint venture of Shriram Group and Sanlam of South Africa, SLIC is renowned for its efficient use of capital and low operational cost. The company works with the objective to cater to a broader population with effective life insurance solutions.

Shriram Group has more than 72,000 employees across more than 3,400 offices. SLIC has been serving its customers with a philosophy of 'People First', holding to great values, corporate ethics and strictly adhering to the Government's efforts to promote financial inclusion and this culture and value system has been imbibed by the company too.

### DRIVING CUSTOMER-CENTRICITY

SLIC adopts an innovative strategy of leveraging the latest advancements in digital technology and implements customer-centric policies through technology. The company has developed run on analytics platforms, various consumer friendly innovative processes like claim disbursement within 48 hours, live investigations for detecting fraudulent cases and easy-to-use techniques such as customer selfies to expedite the underwriting process.

Moreover, the company has entered into collaboration with an insure-tech company from South Africa, SureBuddy, to provide sponsored term insurance cover to Android users in lieu of watching advertisements and is also in talk with other international insure-tech firms to develop innovative ways to extend insurance to the masses.

Shriram Life Insurance Company (SLIC) has registered tremendous growth in recent years, and has expanded its reach to over 500 + branches. Since inception, the company has covered more than 26 million lives with a total Gross Business Premium of Rs. 6,000 crore till March 2018. The

average ticket size is Rs. 16,000 which ensures a wide array of insurance plans that an average Indian man is able to fulfil his needs and live a prosperous life.

Some major areas that have helped in business expansion and rapid growth of the company are operational efficiency, high level of integrity, superior quality and cost-effectiveness of its products and services. These are strictly adhered to and have become an integral part of the company's policy.

### PRESTIGIOUS AWARDS FOR CORPORATE EXCELLENCE

The company has gained tremendous recognition for its strong corporate strategy with perfect execution and has been bestowed with several prestigious awards and National as well as International accolades. The company was honoured with the 'Best Life Insurance Company' award for the year 2015 and 2016 by ABP News, Excellence in Service award in 2015 by MMA, India Insurance Award for Non-Urban Coverage for 2015 and 2016 and Arch of Europe Award for Service Excellence.

# SPARTAN ENGINEERING

**REVOLUTIONIZING THE CONSTRUCTION INDUSTRY WITH SOPHISTICATED MECHANIZED SOLUTIONS**

*A Mumbai-based manufacturer and supplier of high-quality construction machineries, Spartan Engineering is renowned for offering time-saving, cost-effective advanced mechanized solutions in the construction equipment manufacturing, emerging as the most reliable brand in its industry in India*

**H**aving ventured into the construction equipment manufacturing and supply domain in 2006, Spartan Engineering has made exceptional progress delivering quality construction equipment such as man and material hoists, multi functional material hoists, windmill hoists, firemen evacuation lifts, dumb waiter lifts, rope suspended platforms and rebar processing machines. that are a crucial driving factor for reliable infrastructure.

**TOP SAFETY MEASURES USING HI-TECH MACHINERY**

Equipped with the top-class cutting edge technology process machineries, Spartan's ultramodern manufacturing facilities help in manufacturing a range of competitive construction equipment that include all the required safety features with durability and sophistication.

An ISO 9001:2015 certified manufacturer of vertical reach equipment, Spartan manufactures different models of passenger and material hoists with a weight-carrying capacity of 500 kgs to 2 ton, used in the construction of medium and high-rise structures. All its hoists install centrifugal safety device are activated by centrifugal force, which stops the hoist on exceeding a specified speed limit. The programmable logic controller uses various indicators like VFD trip, limit switch failure, phase failure exit door, etc. These equipment also contain mechanical lock and electric sensors as security features in critical areas like entry/exit door, trap door, erection platform, etc. In its effort to revolutionize material movement for projects up to the height of 70 metres, the company has come out with Spartan Multifunctional Minilift (SML 100) with electromagnetic brake system, which prevents free fall in case of power failure giving high performance and efficiency. Spartan has developed an Advanced Emergency Firemen Evacuation Lift. It is suitable for all types of structures

like Residential & Commercial High Rise Buildings upto 400 mtr. height, Hospitals, Hotels, Factories, Refineries etc. Spartan has also manufactured customised 'Garbage Collection Lift' for all types of buildings, which segregates Wet and Dry waste. It is considered a better solution against garbage chutes and inefficient machines.

**INCOMPARABLE TECHNICAL EXPERTISE**

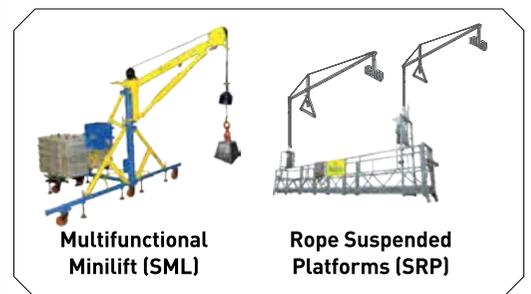
A professionally managed company with the reputation of manufacturing quality construction equipment, Spartan ensures that all its machines go through rigorous test procedure by doing test runs so that clients are supplied the best products delivering optimum performance. The company employs highly dedicated technical experts in engineering design and development as its design and development team that ensures that all its manufacturing activities like designing, fabrication, machining, assembling, testing, finishing and dispatch in-house are vertically integrated and tested through

stringent quality parameters. The team is equipped with the requisite modern 3D design software like SolidWorks and works in parallel with Spartan's business development team to develop and launch innovative products that successfully meet the requirements of the market.



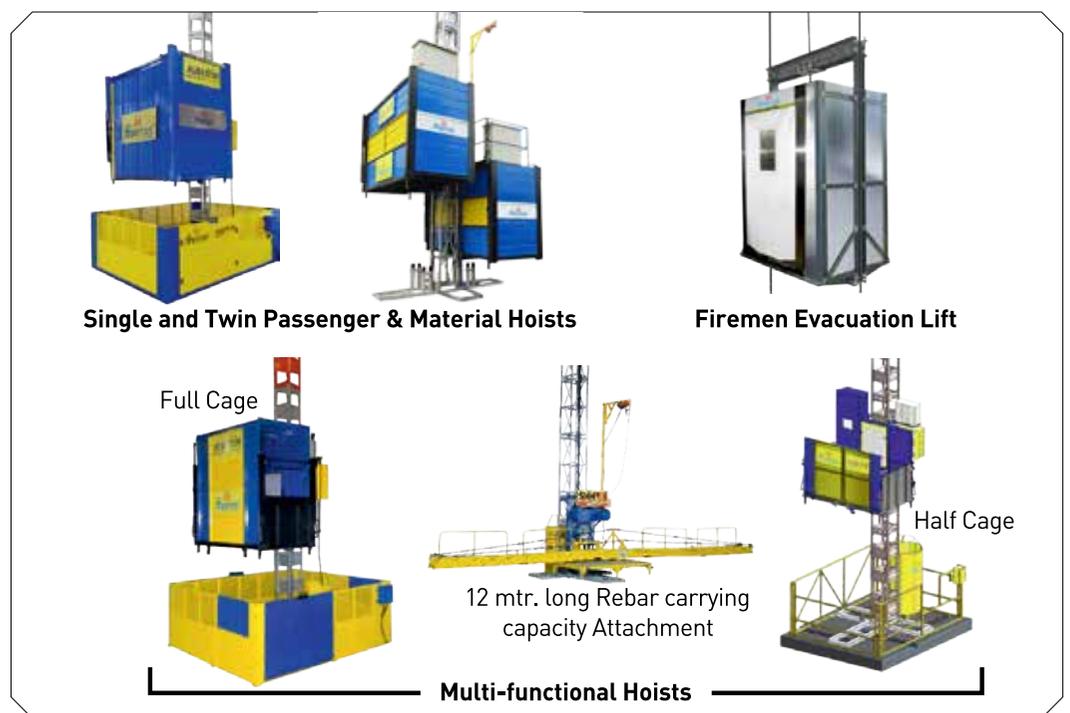
**Bar Cutting Machines**

**Bar Bending Machines**



**Multifunctional Minilift (SML)**

**Rope Suspended Platforms (SRP)**



**Single and Twin Passenger & Material Hoists**

**Firemen Evacuation Lift**

**Full Cage**

**12 mtr. long Rebar carrying capacity Attachment**

**Half Cage**

**Multi-functional Hoists**



## **XPERITUS INSURANCE BROKERS**

**EXPERTS OF RISK MANAGEMENT**

*Combining unique approaches with their invaluable experience, Xperitus have been delivering risk management and insurance solutions to their customers since time immemorial, while progressing consistently to emerge as a name to be reckoned with in its segment*

**A**bsolutely believing in “Value delivered”, which is the tagline of the company, there could not have been any other words better fitted to describe it, since delivering value to their customers is what drives Xperitus. Well understanding that risk management and insurance solutions are a must for any organization/individual these days, and in both corporate and reinsurance segments, the services of insurance brokers are highly in demand, Xperitus Insurance Brokers have emerged as pioneers of risk management.

### **SATISFYING NEEDS**

The X in their name is very special, as it represents a deeper meaning. With the word Peritus meaning expert in Latin, the prefixed X signifies the X-factor that the company possesses. A unique approach to the work of risk management and insurance is what defines Xperitus as an insurance broker firm, with the single purpose of delivering value to their customers with expertise as their guiding light. The firm is promoted by a

healthy group of professionals, which includes chartered accountants, lawyers, engineers, doctors and the like. The belief that best results are achieved through cooperation and coordination runs deep within the company. Helping customers achieve the objective of insurance and risk management, along with achieving growth is what they aim at. It is not about earning a profit, rather it is about satisfying the needs of the customer while ensuring the mutual growth of all the parties involved.

### **A FIRM WITH A VISION**

Xperitus believes in the vision to be the country's best professional insurance and reinsurance services intermediary, endeavouring to take client experience to a higher level, using expertise, innovation, information, and implementation, thereby building in the minds of clients a high degree of trust and assurance.

This vision is enough to instil confidence in all customers of Xperitus. Customer satisfaction, after all, is their highest priority, and they do everything in their power to make sure that it is achieved.

With the right balance of innovation, expertise and development, Xperitus Insurance Brokers always provides its customers with top-of-the-line insurance and risk management services, something it has come to be known for. As their logo represents, using a tick mark, by choosing Xperitus Insurance Brokers, the customers will always be making the right choice no matter what.

With a dedicated team of professionals having experience and expertise in all areas, which includes the Promoter Mr. Sudhir Gudal, Xperitus Insurance Brokers Pvt. Ltd. is zooming straight towards glory. Even though the company has achieved so much in its years of existence, there is still a long way to go. Under the right leadership, a dedicated team and a loyal set of customers, there is nothing that can go wrong for the firm.

Always striving for the best, Xperitus can often be called a pioneer of the risk management and insurance sector. Their value delivery concept is one of a kind, and this is what provides the company with the X-factor to keep ahead of its competitors.

# KAY2 STEEL

## RAISING THE BARS OF PERFECTION

*Manufacturers of ultra-modern quality, earthquake-resistant, highly flexible TMT bars with raw material of prime quality, most modern rolling techniques and well-equipped labs for continual review of quality, Kay2 Steel stands out as the most reliable enterprise in this field*

**E**stablished in 2012, the company has acquired a high reputation for having adopted latest processes of production and delivery of quality steel bars, at affordable price points.

### CLEAR VISION & METICULOUS STRATEGIC PLANNING

Continuously working with a vision of interaction and cooperation with all its customers, it maintains the essential values of integrity, excellence, understanding, unity and responsibility to create substantial market worth.

Embarking on an ambitious plan of expansion to double the production of premium quality steel bars within a span of 2-3 years, Kay2 Steel intends to capture greater market share in view of the rapidly growing market demands. The production model of decentralisation being pursued by the company is an ideal example of able entrepreneurship. It has also drastically slashed peripheral costs such as transport fares and cartage.

### INVESTING IN INNOVATION

The core principle on which the company works is Innovation, which is essential for the development of unknown segments, since creativity is vital for revolutionary boost to the present means of operation. These fresh innovations provide a comfort zone to the workforce for carrying out their manufacturing job efficiently in accordance with the market requirements. The most appreciable part of the company's vision is that it deems its workforce, the surrounding environment and the community at large as an indivisible and indispensable part of the total work atmosphere. Inspired by the holistic mindset and a sense of social responsibility, it spends a part of its earnings towards the conservation of environment and betterment of society through social work to set a benchmark for its successors.

Kay2 Steel's commitment and dedication to produce the best quality steel bars is praiseworthy, especially with regard to achieve such scientific proficiency, a highly qualified and experienced team of creative thinkers engaged in persistent R&D regularly conducts 'stimulation tests' on the development of fresh products and thermo-mechanical treatment to ascertain final characteristics with regard to molecular structure, mechanical properties and tolerance of the bars.

Special attention is also paid to satisfy industry standards and specifications regarding fatigue strength, creep and crack resistance, ability to bend and welding tolerance, tensile and compressive strength. The technology employed by the company helps produce bars of greater strength than those in the market, which gives superior stability and durability and saves 20% of steel during construction of structures. This process eventually leads to reduction in the construction cost without compromising on the quality.

### EXPANDING HORIZONS

Kay2 Steel has been highly successful in catering to the market demands in Punjab, Haryana, Uttar Pradesh and Himachal Pradesh with continual expansion to other states such as Bihar, Madhya Pradesh and Maharashtra.





# PARLE AGRO

PROVIDING LUSCIOUS SOLUTIONS TO YOUR THIRST

*Authentically acknowledged as the country's largest beverage producer and supplier, Parle Agro enjoys the exclusive status of having developed some of the most popular, cherished, diversified and widely popular brands – Frooti, Fizz, Appy Fizz and Bailey at a competitive price*



With 76 manufacturing units manned by highly skilled-in-the-art staff of 5000, Parle Agro playing a pioneering role in the field of beverage manufacturing and supply is engaged unceasingly in research for innovations to satisfy individual longings and tastes of its customers.

### PIONEERING BEVERAGE EMPIRE

Within presence of a little over 3 decades since its inception in Mumbai in 1985, the company has hoisted its flag in more than 50 countries as a provider of not only cold drinks but also of packaged drinking water and PET preforms to achieve the incomparable status of becoming the first and foremost Indian food & beverage company worldwide with immaculate understanding of consumers' tastes.

### DELIVERING AT DOORSTEP

As a proof of company's far sight and foresight, it is worth mentioning that the company has succeeded in bringing its products at the doorstep of consumers, making it portable for buyers and also most

convenient for home delivery by means of Tetra Pak packaging which saves the consumers the hassle of standing outside beverage outlets, consuming drinks from glass bottles which they had to empty and return, before leaving.

Parle Agro Private Limited has set up a special, strategic unit under the title – Parle International tasked with the complete packaging technicalities and solutions with regard to PET preforms bottles and containers through specialized processing. Acclaimed as the provider of a wide range of preforms of unmatched quality, a large number of industries from varied segments hire the services of Parle International for preform solutions.

### PRODUCTS THAT TASTE LIKE MORE

Parle Agro's enterprise is not limited to mango drinks like Frooti or Appy; its latest beverage brand specially caters to the taste buds of those with a special craving for coffee. Café Cuba is the latest brand of beverages, the carbonated coffee soft drink along with another carbonated drink Frio and many more varieties of really savoury, sumptuous, delicious, flavoured

and aerated drinks which have won the hearts of the consumers in all parts of the country. Parle Agro Foods activities are not limited to beverages alone. They have made a thumping entry into the field of snacks with all the fanfare by launching in 2009 Hippo Baked Munchies in different forms and varieties.

### QUALITY, A GUIDING PRINCIPLE

Parle Agro understands its responsibilities towards people's health and welfare. The enterprise's guiding principal vision is to accord top priority to ensure the quality of the products along with the safety of the consumers. For this purpose, they continually keep an eye on the consumer and customer feedback and take immediate corrective action, in case any quality defect, contamination or deficiency is reported in the product, the same is recalled from the market without any loss of time.

It gives preference to social and environmental concerns over financial factors and never compromises with the safety and health of the consumers – undoubtedly, being the best F&B enterprise of India as well as globally.



# SAI SHRADDHA HOSPITALITY

## THE KITCHEN MAESTROS

*Driven by Mr. Govind Nair, a graduate in Hotel Management with over 25 years of experience in the Hospitality Industry, and backed by his experience Sai Shraddha Hospitality is providing Turnkey Kitchen Solutions to their clients with quality products and sustainable kitchen design*

**S**ai Shraddha Hospitality recognizes the fact that success is not independent of the consumer. Thus the trust earned by the company is far greater than their profits. Their endeavor to provide high-functioning kitchen and at the same time cater to every customer's query has put them at the top of their game. Established in 1996, Sai Shraddha Hospitality has been one of the leaders in the manufacturing and supply of Commercial Kitchen Equipments. Headquartered in Mumbai, Sai Shraddha Hospitality additionally operates from Rajkot and Coimbatore, creating a network to better serve their clients and use resources more efficiently.

### COMMERCIAL KITCHEN SETUP, ONE BURNER AT A TIME

Sai Shraddha Hospitality's array of high quality products is designed by a team of carefully selected experts, who are highly experienced and specialized in their domains. Teamwork is the key to a flawless series of operations and the team at Sai Shraddha Hospitality works closely with one another to meet their singular objective - maximum customer satisfaction. They setup world-class Commercial Kitchens for Bulk Industrial Catering, Schools, Colleges, Hospitals, Corporate Canteens, Restaurants, Parcel Kitchens, Bar Setup & Food Trucks. Apart from a wide range of Commercial Kitchen Equipments, the company's selling point is their expertise in Kitchen Designing and Bar Designing. They believe in building a long-lasting relationship with their customers and extend services to their client's right from the beginning of the project. Along with customized kitchen equipment, they also provide Kitchen Ventilation Solutions and Gas Pipeline Solutions. Through their resourceful network they are able to provide exceptional after-sales services. Adding value to kitchens,

and standing up to the principles that they boast, Sai Shraddha Hospitality has been involved with realizing dream kitchens on a budget with their technical expertise and the in depth knowledge of Commercial Kitchen Operations. This obsession with quality ensures that they leave no stone unturned to meet their customer's expectations. Sprawled over an area of 2500 sq. ft, their research and development wing consists of state-of-the-art facilities that are regularly tested for quality assurance purposes.

### GIANTS IN SERVICE

An evidence, to their impeccable service and products, is the list of the clients they've worked for which consists of both big and small businesses, high profile clients, and government offices. The names under their belt are a source of envy, including ITC, Hyatt, Sun n Sand, Mumbai Police, BHEL, Little Italy, Deccan Odyssey- Luxury Train, Godrej, Unilever, and the Cricket Club of India.

With their timely deliveries, customized

solutions and competitive pricing this list is only meant to grow. With such an impressive catalogue, if a client has a specific requirement that doesn't appear on the catalogue, they guarantee to innovate and tailor-make the product to the given requirements.





# AVON MOLDPLAST

TRANSFORMING EXTRAORDINARY IDEAS INTO EXCELLENT PRODUCTS

*As Mr. Sushil Kumar Aggarwal identified a gap between affordability of plastic furniture and its quality, he dedicatedly set out to transform his idea into a company par excellence and founded in 2002, Avon Moldplast Limited that is ever-driven by the motivation to serve customers better*

**A**von Moldplast Limited has always strived to be the best in the business, by giving unmatched solutions, which has in turn resulted in stupendous growth of the company, duly acknowledged by industrial bodies.

### AT PAR WITH GLOBAL STANDARDS

Due to its unparalleled success, the management of Avon Moldplast Limited has been a prominent part of CII MSME, CII (northern region), ASSOCHAM, IIA, SSGT Road Industrial Area, MG Road Industrial Areas, etc.

Avon's zest to be at par with global standards has encouraged it to use some of the most advanced technologies for production in the world. It gives special attention to all aspects of design & production, while finance and marketing are looked after by a dedicated team of professionals who ensure utmost customer satisfaction. Towards this cause, Avon pays complete attention to customers' needs and hence ATL/BTL activities followed by digital, print, television media's help is taken to reach the last mile connectivity.

An ISO 9001:2015 certified company Avon Moldplast Limited follows the principles laid down for best manufacturing practices, besides aggressively following six sigma, 5s, kaizen to scale up the process.

Always several steps ahead of its competitors, it also offers three years' guarantee with an aggressive pricing in addition to its pan-India presence.

### PHENOMENAL GROWTH

Under the insightful leadership of Mr. Aggarwal, not only has the company grown manifold in the last 16 years, it has also been listed on the National Stock Exchange of India under SME Emerge. Its IPO opened to a pragmatic response and was oversubscribed within a few days.

The company's listing on the NSE has given a boost to the confidence of its thousands of dealers across the country,

and the overall sales have also picked up after the listing. In the next two years, aligned with the vision of the company, the sales are expected to skyrocket with extraordinary growth.

### PHENOMENAL GROWTH

In its pursuit to excellence and highest global standards in quality, the company has since beginning strongly advocated the 'Make in India' initiative, and procuring machinery from global players it has ensured that the highest quality is generated and offered to all buyers through fully automatic processes. Avon has contributed extensively in making India self-reliant while emerging as a strong import substitute company.

Under the kind leadership of Mr. Aggarwal, Avon has affiliated with the Smile Foundation to support education and well-being of the girl child.

With an extremely ambitious vision to be the best across industries in times to come, it targets to emerge as the biggest plastic furniture brand in the country by the year 2020, after duly formulating new verticals,

product categories, technologies and manufacturing strategies. The company is also in the process of building e-com, large format store sales, exports, become a tier-1 supplier to global companies entering in India in coming years to be the leader in its segment.





## PATANJALI

**A DOMINANT, UNSTOPPABLE AND DISRUPTING FORCE**

*With a product portfolio straddling 800+ products in 37 categories, Patanjali competes with every major FMCG company and is on a growth spree, constantly adding new categories and instituting new plants and thus broadening its manufacturing, customer, distribution and revenue base*

**P**atanjali Ayurveda Limited, founded in 2006 has proved to be a transforming force in FMCG sector with its recorded revenue of Rs. 5000 crore in the year 2016. Patanjali has witnessed this exponential growth through its multipronged strategy and an eclectic mix of Yoga, Ayurveda and Nationalism, and by the huge support of energetic brand ambassador, Yoga Guru Baba Ramdev. Its top management comprising visionaries, and middle and lower management hired from top Indian/MNC FMCGs is paving its way for a smoother growth.

Use of natural and pure ingredients, competitive pricing and publicity turned to be key success drivers for Patanjali. Patanjali's perceived connection with Indian culture immeasurably helped the brand grow and flourish and in a way created a feeling of patriotism and emotional connect among consumers and has been instrumental in making Patanjali a brand that has given established market giants restless nights and made them rethink and

overhaul their marketing strategies. The marketing and business-level strategies enabled Patanjali to achieve sustainable competitive advantage and create a distinct position in a highly crowded FMCG space.

### **A PERFECT MIX OF BUSINESS AND MARKETING STRATEGY**

With a vision to make India a healthy country, Patanjali aims to offer pure, quality products manufactured with best natural ingredients and at rational prices marketed about 10 to 30 percent lower than those of its competitors.

So, another distinctive point that sets Patanjali a class apart from competition is its tie ups with retailers such as Big Bazaar, Reliance Retail, Hypercity, Star Bazaar, D-Mart, Apollo Pharmacy as well as with various e-commerce companies like Amazon, Big Basket, to instantly gain a wide market reach across India.

Through its smart marketing strategies and value products, Patanjali has succeeded in commanding a decent market share, revenue and profitability for itself in a very short span of time.

### **TREADING ON A HIGH-GROWTH PATH**

Eyeing revenues of Rs. 20,000-25,000 crore in 2018, Patanjali has an extensive sales channel of more than 5000 distributors, 15,000 stores, and 100 mega-marts. Moreover, it has robust expansion plans in place to support demand-led production by setting up new units, viz, Rs. 6,000 crore food park in Noida and Rs. 1,000 crore production facility in Assam to generate a torrent of new products and old product revampings in the FMCG sector. And all this is effectively backed by a large and trustworthy system of vendors and distributors to ensure products availability in every nook and corner conferring excellent product placement and distribution.

In a bid to scale up its numbers and stay ahead of rivals and to maintain the traction, Patanjali markets its products as Swadeshi, and as a combination of Ayurveda and technology, with unwavering focus on product quality. To woo customers, it procures raw material directly from farmers eliminating middlemen, and minimising marketing outlay and overhead cost.

# YASH FANS

DELIVERING HIGH-GRADE FANS AND HOME APPLIANCES

*A pioneer in manufacturing, supplying and exporting a high-end range of fans and home appliances, Yash Fans Pvt Ltd is renowned for designing and delivering cost-effective state-of-the-art product designs including fans, mixer grinders and gas stoves with utmost customer satisfaction*

**A** leading company of Naredi Group of Industries, Yash Fans Pvt Ltd is an ISO 9001 certified organization making intelligent use of innovative technology advancements to bring out high-quality array of fans and home appliances that meet ISO 9001:2008 international standard quality measures. The company consistently endeavours to keep itself updated on new technological advancements made in its domain to mould their products according to different market requirements.

## MAINTAINING AN EDGE

The company has a fully equipped facility meeting the IS:555 (1979) standard and its strong know-how in fans and home appliances segment has enabled it to build a huge client base in 18 different countries around the globe including Dubai, Muscat, Bahrain, Kuwait, Egypt, Sudan, Saudi Arabia, Nigeria, Nepal, Bangladesh, Singapore and others. The company with its modern infrastructure believes in working with utmost sincerity, honesty and integrity by adopting a highly ethical approach, technological expertise, making best use of its global reach and building a long-term trusted relationship with its clients, associates and employees.

Having the best pool of technical experts in its management team that are adept in taking quick judicious decisions for the benefits of the organization, employees and customers, the company is well on its way to become a globally acclaimed organization delivering the best electrical products to its precious clients. The management team with its efficient handling of the workforce, machine installation, wide product range, financial matters and marketing activities helps in boosting the image of the company and establishing itself among the leading players in the industry.

The fans manufactured by the company have covers processed by SPM machines and offer the highest order of dimension

control that puts them in high demand across the domestic and international market. The company with its fully equipped infrastructure is registered with DGS&D for its BIS/ISO endorsed fans and is also a franchise partner of various corporate segments for brand marking various products including the ISI-marked ceiling fans, table fans and exhaust fans.

The company is highly acclaimed for its ultramodern infrastructure facility in Hyderabad spread over 20,000 square feet of developed area covering powder coating, stator winding, machine shop, fan assembly, maintenance and packing with all the requisite quality control capabilities, thus, maintaining and sustaining the model of total quality control management.

## ADHERENCE TO STRINGENT QUALITY STANDARDS

The company ensures that all its fans undergo rigorous testing procedure including no-load running test, low voltage start test, performance test and 1.5 KV

flash test before packing. The company performs the air delivery measurement of ceiling, exhaust and table fans adhering to the IS:374, IS:2312, IS:555 standards, respectively. The company with its vast distribution network is trusted for timely and secure delivery of its products.





## SNEHA GROUP

A REPUTABLE NAME IN THE POULTRY INDUSTRY

*Sneha Farms Pvt. Ltd. is a diversified & renowned company of Hyderabad, with an ever-growing presence in poultry integration, Chicken Processing plant, 6 feed plants, premixes, solvent extractions & refining of edible oils. The group has vertically integrated operations to achieve economies in production & processes*

**E**stablished in 1982 initially as 'Ram Reddy Chicken Market', and rebranded later on as Sneha Farms Pvt. Ltd., the company has since marched on a path of growth and has never looked back, creating a robust presence in domestic markets as a result of its focused and passionate approach.

### COMPLETE VALUE CHAIN MANAGEMENT

Receiving an encouraging response by the rising demand of fresh chicken, the company came into existence to establish a breeding farm and venture into commercial broiler production, and over the years, through excellent management and value chain efficiency, has taken up production in full swing. The amazing success in broiler breeding coupled by setting up of commercial broiler production of high-quality fresh chicken has been received well by the consumers as a branded and differentiated product, and has enjoyed immense reputation as preferred items for consumption for discerning customers.

Sneha Group has time and again proved

that a sustainable poultry integration business model is able to make a drastic change in improving livelihoods & nutrition of people and at the same time with 100% in-house production of pelletized feed.

### SPIRALLING GROWTH – ONE BUSINESS CREATING ANOTHER

With an aim to provide better quality ingredients for a healthy feed, the company instituted a Soy Solvent Extraction Plant and a Rice Bran Extraction plant to provide pure and quality Soy DOC and DORB, and these facilities in turn generated crude oils providing Sneha Group another business opportunity to set up an edible oil refinery with a capacity of 100 TPD and also make its entry into FMCG sector by launching consumer packs in Southern and Central India as different brands. Sneha Group has India's First fully automated processing plant with the capacity of 6000 BPH at Addakal, Telangana, and is expandable upto 12000 BPH and has exciting business plans for its FMCG segment by reinforcing and scaling up its operational efficiencies by growing its product lines with its new upcoming Plant to produce value added

chicken products that will be Ready to Cook and Ready to Eat. Through its broiler distribution system, Sneha Group started its broiler trading around Hyderabad by utilising more than 200 specially designed caged vans for distribution of broilers and with surge in demand, has scaled up the fleet size. Moreover, with a strong supply chain mechanism, encompassing more than 100 retail and wholesale chicken outlets and over 2400 dealer outlets, and a skilled and customer-centric team and supplying chilled chicken to around 450 Hotels in Telangana, the company is able to make timely deliveries to the market. Sneha Farms supplies Frozen Chicken across India and has recently forayed into Exports to Vietnam, Bhutan and Burma.

### GIVING BACK TO THE SOCIETY

Sneha Group has undertaken several initiatives such as providing safe drinking water to adjoining areas, empowering rural women by imparting training to start various economic activities, contributing to the cause of environmental pollution by planting trees, organising free medical camps and distributing medicines to the needy.

# PIRAMAL GROUP

CREATING VALUE FOR THE NATION

*Started as a family textile business, Piramal Group has now grown astoundingly into a global business conglomerate with diversified interests in various sectors such as healthcare, financial services and real estate, among others*

**H**aving a distinguished presence with offices in 30 countries, a staggering Brand charisma in more than 100 international markets and a multicultural team of over 10,000 people, Piramal Group is a global business conglomerate valued at US\$ 10 Bn and expected to increase its worth to US\$ 20 Bn by 2020.

### GROWING BY LEAPS AND BOUNDS

The performance of the group buttressed by a value-driven culture, effective capital utilisation, good corporate governance and an empire-building spirit allows the company to transform according to market demands and transcend beyond horizons no one would dare to, through a strong desire for innovation, high emphasis on acquiring and developing talent, quality, compliance and effective risk management. A proven growth history, profitable track record and integrity in dealing with stakeholders are key elements that have facilitated numerous global alliances and collaborations with reputed partners, across different business verticals.

The group is credited with a marked distinction of creating value for all stakeholders, and this has got pronounced in the organizational DNA of Piramal Enterprises, continuously yielding shareholder returns of 30% p.a., a ground-breaking success not many Indian companies have been able to achieve. The consistent improvement in its profitability across different business verticals is the upshot of an integrated value creation model, in which many factors and metrics work together with financial and operating performance to achieve long-term sustainable growth.

### MOMENTUM FUELLED BY INORGANIC GROWTH

The group over the past years has made substantial capital allocations across businesses that will be yielding strong results in future. In the growth journey,

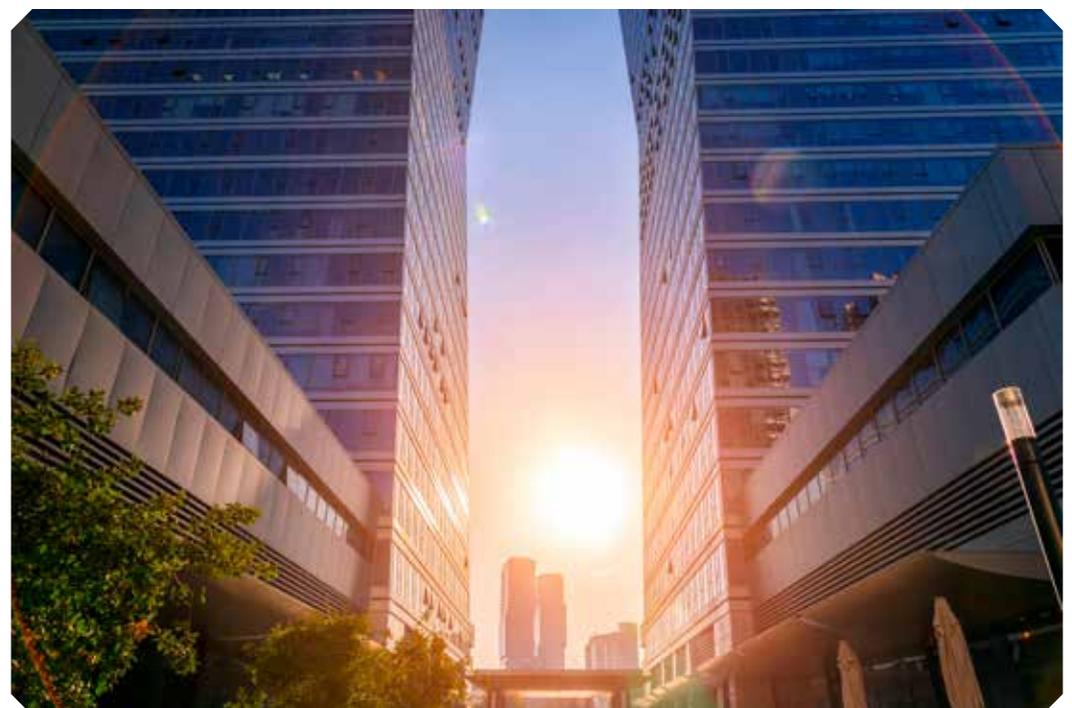
inorganic growth and acquisitions have always been a critical driver and key strategy to growth. Over the time, the group has acquired niche facilities, differentiated pharma products and consumer brands/products. Moreover, acquisitions by Healthcare Insight and Analytics business, successful integration in mainstream business and M&A strategy have been highly instrumental in defining what the group is today.

### BEST PRACTICES FOR GAINING MOMENTUM

The group has been focusing on developing leaders and intrapreneurs through cutting-edge leadership development programmes, building a highly empowered organisational culture across businesses and territories, and fostering talent mobility to create an agile, responsive organisation.

Known for adopting best practices in corporate governance and compliance, the group has never faltered to exceed the expectations of stakeholders, and has consistently given superior returns. The group has made international collaborations

to diversify product offerings and delivering finest innovations; provides expert services across real estate and infrastructure fund management; and offers best-in-class, high-value information and insights on healthcare industry to make well-informed decision making.





# DIVAKARS SPECIALITY HOSPITAL

A MULTISPECIALTY DESTINATION FOR DIVERSE TREATMENT NEEDS

*Administered by a highly qualified obstetrician and gynaecologist with 3 decades of experience and trained in multiple branches of women and child healthcare, Divakars Speciality Hospital was the first hospital in Karnataka to be granted an ISO certification for excellence in healthcare services in 1998*

**O**ne of the main features that distinguish this hospital from others is the unending list of treatments provided under one roof including special clinics to treat recurrent miscarriages of pregnancy, malformation of foetus, diabetes and obstetric problems and promoting healthcare through awareness about preventive measures.

## FOCUS ON COMPLETE WELLNESS

The hospital has revealed its path-breaking Vision 2022 dedicated towards the complete wellness of women in the country by means of better medical services along with a drastic change in social perception about fitness.

An exceptionally skilled, qualified, trained, experienced and dedicated team of doctors provides a vast range of specialized consultative services to patients of all age groups, adolescents, reproductive-age and postmenopausal women. Dedicated family planning services indicate the hospital's high sensitivity towards social responsibility and family welfare.

There is no denying the truth that the hospital is highly cognizant of quality consciousness right since the day it was established in 1990. The hospital is undoubtedly a centre of excellence offering world-class healthcare at the most economical costs, which also includes paediatric outpatient and inpatient care such as immunizations, tests for metabolic errors, genetic defects apart from comprehensive ophthalmic services that include cataract surgery, retinal diseases, squint correction through traditional as well as laser treatment.

## FRESH HOPE FOR TRAUMA PATIENTS

The medical services of the hospital are not only restricted to the city of Bengaluru. The hospital has spread its wings to the city of Bareilly, UP by setting up Divakars Speciality Hospital & advance trauma centre to tender invaluable emergency aid

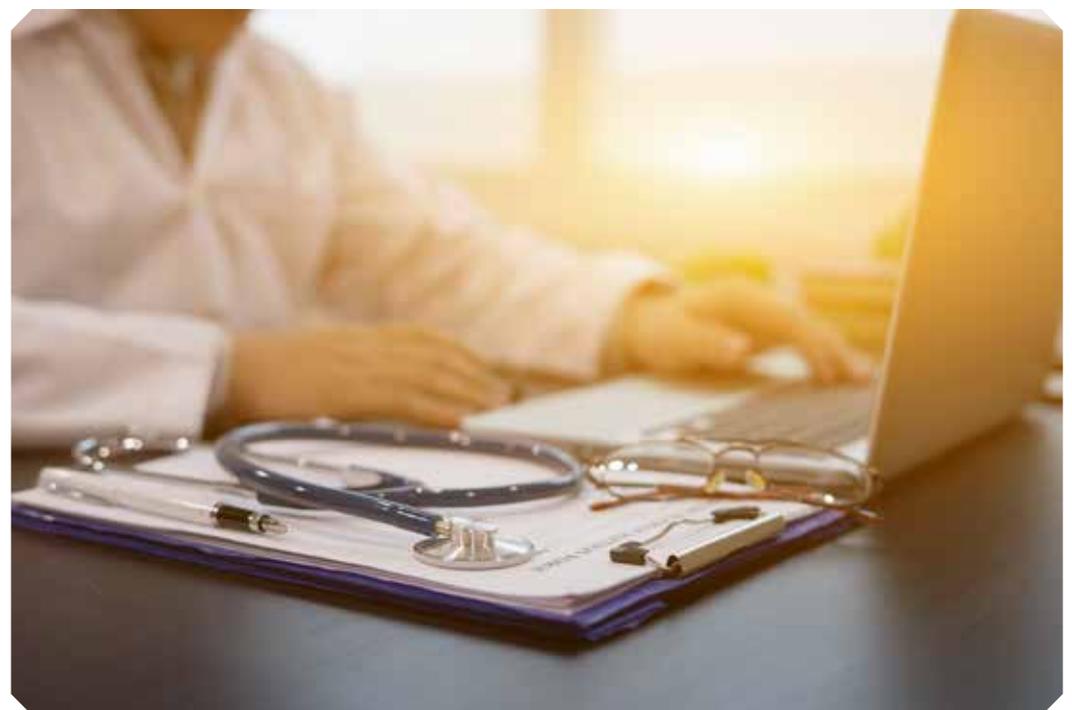
to victims of accidents and other serious cases of trauma patients. The surgeons at the centre are highly skilled and experienced enough to deal with serious problems of spinal and bony deformities in patients of all age groups by employing the musculoskeletal system of treatment.

The surgeons working in the hospital are also highly proficient in stem cells transplantation, knee replacement surgeries and such physiotherapeutic procedures, which help patients of accidents regain complete mobility of their affected body parts.

## SENSITIVITY TOWARDS COMMUNITY NEEDS

The hospital is credited with disbursing a host of human welfare and social services, to mention a few by playing a leading role in anaemia detection and treatment, deworming, menstrual hygiene and health awareness for 50,000 girls during the last 10 years, collaborating with the state government and Karuna Trust in accessing healthcare facilities in villages, launching community work for preeclampsia care

jointly in cooperation with Columbia University and conducting a fellowship training course in ultrasonology and perinatology on behalf of Indian College of Obstetrics and Gynaecology. It has also introduced a new scoring system for postpartum depression in Indian women.





## DROOLS

OFFERING THE BEST NUTRITION FOR YOUR PET

*Nutrition for pets is one thing where one shouldn't compromise. Providing your pets with the best-quality nutrition is what a pet parent always dreams of. Helping you out in this activity is Drools, one of the best Indian pet food brands, which has grown exponentially in the recent years*

**P**art of the IB Group, a conglomerate with more than 4000 crores annual turnover, the Drools team is an expert in pet nutrition, and in the talented hands of Mr. Fahim Sultan, a visionary, as its Director, has quickly become India's largest pet food manufacturing brand.

### A PRODUCT WITH ALL THE BEST ATTRIBUTES

A dog is a man's best friend, and taking care of your best friend is one job that should be done with utmost care. Drools pet food offers your pets with unparalleled nutrition, and keeps your pets healthy and active.

Their food is enriched with prebiotics, which aid in maintaining a healthy digestive system. Their produce is also packed with natural minerals and vitamins, which ensures that your pets have the perfect bone and joint health. Visibly healthier coats and healthy teeth in pets are all because of the highest-quality standards that Drools uses while manufacturing its pet food.

Full of protein, carbohydrates,

antioxidants, micronutrients and vitamins, Drools pet food is one of the best options for all your beloved pets be it a cat or a dog.

By developing hygienic and safe products which are recommended by vets all over, Drools have been constantly pushing the boundaries set by themselves.

### INNOVATION ALL OVER

Since the brand's inception in 2010, Drools has been renowned for the innovation and research that they put into their products.

In 2017, they engineered dog food specific to different breeds, such as Rottweiler, beagle, pug, and German shepherds by understanding the unique requirement of these breeds.

For the Indian market, they have also engineered the VET-PRO product, keeping in mind the trend of the changing health scenario of the pets in the Indian condition. Their specially developed formula helps keep the skin and coats of dogs healthy and soft. Their semi-moist puppy kibble also contains sufficient nutrition and vitamins which is required by dogs on a daily basis.

Similar to their dog food, they have

carried out research and development work on other pet foods that they manufacture, like their cat food brands also showing-off their edge in technology.

Customer satisfaction and product integrity are two principles that Drools swears by.

Their 100% product replacement guarantee is a measure of both these principles and the trust that they put in their products and services. Continuous support from their loyal buyers has led Drools to become the number 2 pet food brand in India in a very short span of time, despite competition from established international brands like Pedigree. Besides being available online, their products are also available in over 9000 outlets across more than 100 cities.

Drools has always been a figure of trust and integrity ever since it burst onto the pet food scene in 2010. With products that your pets are sure to love, Drools has been setting benchmarks for all other pet food manufacturers, due to the sheer pace of its growth. One of the best pet food brands out there, Drools is here to stay and slay the competition.

# ERIS LIFESCIENCES

BLENDING PATIENT CENTRICITY AND THERAPEUTIC SOLUTIONS

*Eris Lifesciences, established, in 2007, is fast emerging as a leader in the Indian pharmaceuticals market in the treatment of lifestyle-related chronic disorders. The company focuses on acute and chronic therapeutic segments, including cardiovascular, diabetes, gastroenterology and gynaecology*

**H**aving entered the primary market with the biggest IPO in the pharmaceuticals industry, at over Rs 17 billion, Eris Lifesciences ranks amongst the top 25 pharma companies by market capitalisation.

## FACILITATING FULL CONTINUUM OF HEALTHCARE

Since its inception in 2007 and until 2018, Eris Lifesciences has registered remarkable growth and is today the youngest enterprise to make it to the list of Top 30 organisations in the Indian branded formulations market. With 10 marketing divisions and a team of over 3,200 skilled employees, the company focuses on multiple super speciality areas and has immense credibility among A-League doctors.

The company's sales growth has been significantly higher than that of the pharmaceuticals market and it has greater market representation than its counterparts in both metros and class 1 towns. Eris has made such rapid progress that it has emerged as one of the leading players in prescription ranking and is the preferred choice of diabetologists, endocrinologists, cardiologists and consulting physicians in key specialities including cardiology, diabetology, ENT, gastroenterology and paediatrics. The company's top 15 brands hold an edge in the market, in their particular therapeutic fields.

## HEALTH INITIATIVES FOR EFFECTIVE HEALTHCARE MANAGEMENT

Eris's success lies in its approach to differentiating in-patient engagement. The company has undertaken various patient care initiatives to improve health outcomes in disease areas such as hypertension and diabetes. Besides, 'Tendia Diabetes Companion' to assist doctors and patients in every aspect of diabetes management; 'CGM on Call' using continuous glucose monitoring

to enable diabetic patients to receive customised medication and diet plan, 'Insight' to facilitate screening; diagnosis and interpretation of diabetic retinopathy; 'Indiaone' to facilitate clinicians for home blood pressure monitoring; and 'Kidney Protection Group' for clinicians to prevent and manage renal disorders are some of the initiatives under patient healthcare management.

The 'ABPM on Call' initiative, which was launched to create awareness among clinicians regarding 24-hour blood pressure measurement on top of spot measurements, has benefited over 33,400 patients and 4,500 doctors.

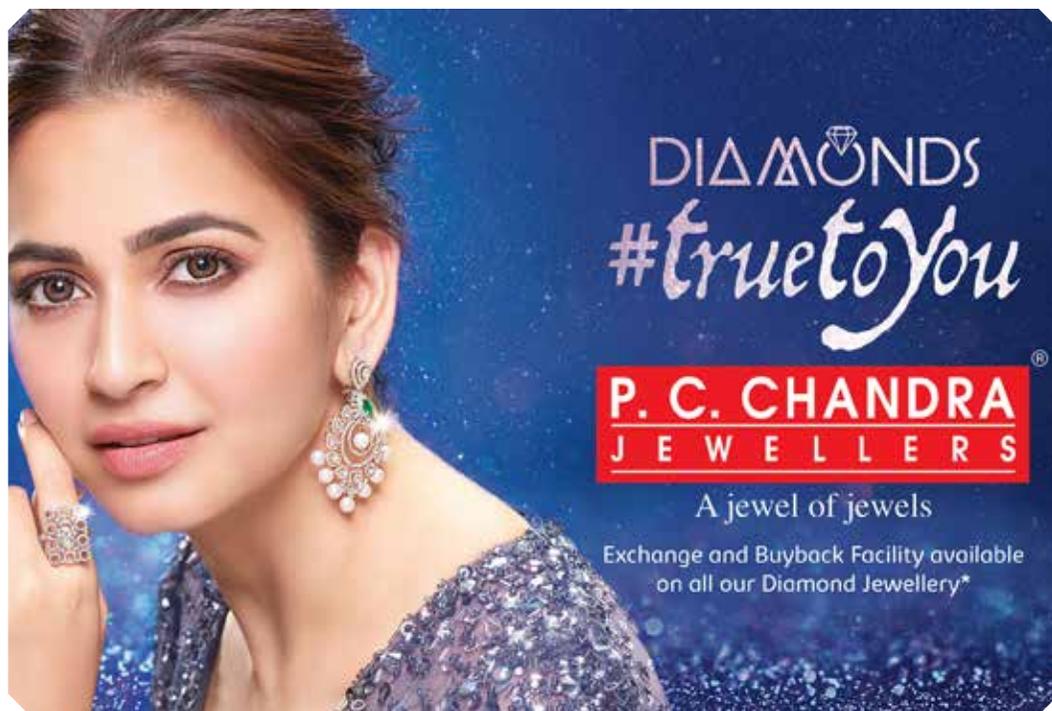
## BRINGING NORMALCY TO LIFESTYLE OF CHRONIC PATIENTS

In 2016, the company signed an agreement with India Medtronic Pvt. Ltd for the distribution, marketing and promotion of the 'i-Port Advance' injection port that helps a diabetic patient to live a normal life with almost 93% fewer pricks, and is a cause of great physical and mental relief for them. The company plans to

generate the first biggest epidemiological data in the country on the prevalence of hypertension.

Eris Lifesciences has won several awards, thanks to its emphasis on treatment by super specialists and specialist doctors.





# PC CHANDRA JEWELLERS

ENHANCING THE BEAUTY OF THE WORLD

*Well understanding that the favorite thing in a woman's wardrobe is jewellery; trends and styles may come and go but jewellery remains timeless, PC Chandra Jewellers, a renowned name in India, has been enhancing the beauty of women for more than eight decades by making artistic jewellery*

**E**stablished in 1939 by Late Shri Purna Chandra Chandra, it had its first showroom in Bowbazaar, North Kolkata.

### JOURNEY OF SUCCESS

Since then it has expanded to 12 showrooms in Kolkata city and 44 showrooms all over India. It has increased its reach across 25 towns in West Bengal and 7 cities in the country – Agartala, Bhubaneswar, Delhi, Noida, Bangalore, Jamshedpur and Mumbai. Growing consistently, it has made its impactful presence worldwide through its e-commerce site for online shopping.

The aesthetic designs and fine craftsmanship has been the biggest factor responsible for such a huge success of the enterprise making it one of the biggest jewellery brands of the country. The designers and the workers work with utmost sincerity to produce hand-crafted pieces of fine jewellery.

Indian women are fond of having every type of jewellery, be it heavy wedding jewellery, contemporary lighter designs or exquisite diamond jewellery and PC Chandra Jewellers is a one-stop destination

for all of their needs.

There is a huge collection available that mainly includes Amazea collection, wedding collection, Little Jewels, Diamond collection and Goldlites collection. The traditional and popular design forms are combined with modern and contemporary designs to create something beautiful and classy. The jewellery thus formed is all about aristocratic charm, artistic combination and radiant appeal.

They also have a wide range of light weight gold jewellery that can be worn in everyday life and is specially designed for working women. The workforce of PC Chandra has always believed in innovation, consistently creating something new and extraordinary. This forward-looking thinking has resulted in the making of many creative products and one of them is Little Jewels. This exclusive range of jewellery has been designed for children in order to make them look more precious.

### SUCCESSFULLY RUNNING VARIOUS VENTURES

The Group has excelled not only in the business of jewellery making, but also

in several other businesses. Chandra's Chemical Enterprises Private Limited, EMCO General Plastic Industries Private Limited, Rubber Plantation, CCE Software, Hospitality industry and Chandra's Green Project Limited are the major ventures of the Group. All these ventures are run by an experienced team of multifaceted professionals who continuously work to take the Group to new heights. The workforce constantly upgrades itself to keep up with the latest developments so that they can deliver the best product to the customers.

### SERVING THE SOCIETY

Apart from Jewellery, the P C Chandra Group has interests in areas like chemicals and adhesives, rubber plantations, software development and hospitality among other things. The Group is a socially responsible corporate with many CSR initiatives like the J.L. Chandra Merit Scholarship (awarding scholarship to Madhyamik Examination toppers), Anuprerna (scholarship to needy students), Gyandhara (knowledge centres in colleges) and Neem Banani (promoting green environment) among many others.

# HEART HOSPITAL

## GIVING BACK TO THE COMMUNITY

*One of the most struggling states of India, Bihar is blessed with one of the best heart hospitals located in Patna and is aptly named as Heart Hospital. It provides compassionate pioneering work for the prevention and treatment of cardiac diseases which has paved the way for saving millions of lives*

**S**ensing the need and visualizing the pain of the cardiac patients in Bihar, which is considered one of the neediest places deprived of good medical services, the legendary philanthropist, Dr. A. K. Thakur took the arduous journey of setting up the Heart Hospital in Patna, in the year 1994, the first-of-its-kind in the private sector in Bihar.

### WHERE THE HEART BEATS WITH CARE

His priceless experience as the Director of IGIC (Indira Gandhi Institute of Cardiology) induced him to take a step forward to set up a hospital for tertiary care of cardiac patients. His dream, dedication, and persuasive attitude resulted in attaining an advanced setup with break-through initiative to serve the people of Bihar and providing them with almost all the modern treatment facilities like non-invasive and invasive cardiac investigation, Cath lab procedures including angiography (coronary, renal, etc.), PTCA, ASD, PDA – device closures, EPS & RFA and Heart Surgeries like – CABG, Valve replacement, ASD – VSD – PDA – Surgical closures, etc.

It is akin to reaching a milestone synonymous of hard work, empathy, and the desire to save many lives while increasing the longevity of life through the best heart treatment.

Once the edifice was laid, the Heart Hospital grew by leaps and bounds to emerge as a Super-specialized Centre of Cardiology treating more than One Lakh Thirty Five Thousand registered patients, who have not only been treated here, but who also come here regularly for follow-up advices. The Heart Hospital is credited with all the necessary recognitions and approvals like CGHS, ECHS and Govt. of Bihar recognized, ISO-9001 certification, and is in the process of getting NABH Accreditation. With its relentless efforts, patient welfare-centric approach,

focused commitment to provide the best care with affordable pricing along with a professional experienced team of the best cardiologists, the Heart Hospital is one of the most sought-after hospital in the entire area of not just Bihar but the neighboring states like Jharkhand, West Bengal, Eastern Uttar Pradesh, Chhattisgarh and Nepal.

Their continuous efforts to improve the safety and paradigm of care, maintaining a high level of quality in compliance with the latest standards and to provide an advanced infrastructure that supports the complex nature of cardiac care has earned them a reputed name in the entire area. Their emphasis on providing cardiac care in the most deprived areas has led them towards setting up a secondary care Hospital named Heart Hospital at village Mangrauni in Madhubani district having a forty-bedded hospital with six-bedded ICCU, and an operation theatre with C-arm.

### DEDICATED WITH HEART

An amalgamation of Centre of Excellence

for treatment of heart ailment, and an equalitarian concessional and affordable treatment approach, the Heart Hospital is an abode to train future generations of doctors and paramedicals to the various advances in the field of cardiology with empathy care and concession.





# JJ JONEX

SPORTS FOR ALL – THE MANTRA AT JJ JONEX

*As it works with a philosophy that sports and exercise have undeniably become an indispensable part of our lives, when India is considered, the brand name JJ Jonex will always be one of the first on people's minds, due to the sheer quality and trust that the brand possesses*

**E**ver since the company started producing cricket balls way back in 1968, JJ Jonex has been one of the nation's best in the manufacturing of sports equipment. It was able to reach the zenith as it fully understands that the thrill of playing, the adrenaline rush, the spills and kills, it all happens in sport.

### ONE OF THE BEST SINCE TIME IMMEMORIAL

During these 50 or so years, the company has been continuously adding new and improved sports equipment to its catalogue, with new products being launched all the time. Their most recent product is a kick bike, highly durable and stylish, aimed at kids and youngsters. The company has enjoyed a glorious past, and that has been highlighted by the numerous awards that it has been bestowed with.

The best entrepreneur award in 1995 by the International Economic Forum, the national award for outstanding entrepreneurship by the Ministry of Micro, Small and Medium Enterprises

in 2010, and the Rajiv Gandhi award by the National Integration and Economic Council are just a few of the awards that the organization has been bestowed with. These awards and recognition go a long way in cementing the status of JJ Jonex as a trusted, quality sports manufacturing company, one which has always been on the top of its game.

### A VARIETY OF SPORTING GOODS, LIKE NO OTHER

As JJ Jonex is one of the leading sports goods brands in India, their equipment ranges across a wide variety of sporting goods, with something for everyone. They cover all major sports and fitness activities and therefore can cater to a large audience. With skates, skateboards, tennis racquets, table tennis equipment, badminton racquets, chess boards, gym equipment and cricket equipment just to name a few products, JJ Jonex has one of the most comprehensive catalogues that you're likely to find for any sports company. Balls and sports clothing are also two of their best selling products, with JJ Jonex also providing equipment

for the less popular sports of India such as rugby and basketball.

The reputation of being India's leading sports equipment manufacturer brand does not come without hard work and dedication, both of which are integral parts to JJ Jonex. With Mr. Janak Raj Mahajan at the helm as the company's MD, their dedicated team of engineers and supervisors ensure strict quality control and safety checks at all stages of the manufacturing process. Therefore, it is not surprising to know that their clients include the Sports Authority of India, Defence Services, Director Sports Punjab and Uttarakhand, and the Sports Authority of Andhra Pradesh among many others. The concepts of high quality, reasonable prices, and a mutual benefit are what drive the company forward. "Pursue the perfect, innovate forever" are the golden words that the company lives by.

An ISO 9001: 2008 company, it focuses on high quality, reasonable price, best service and mutual benefit with a highly skillful, well managed and professional staff members who believe in passionate work for innovation & quality management.

# KOLORS HEALTHCARE GROUP

## TRANSFORMING HEALTHCARE WITH ADVANCED AESTHETIC PRACTICES

*On a mission to work for the holistic well-being of people in terms of health and fitness with highly efficient and approachable customer service, Kolors Healthcare with its high level of professional expertise & personal service has established itself as the leading health service provider in India*



An ISO 9001:2015 certified organisation, Kolors Healthcare is the first company in the world to have been certified for 'Instant Inchloss Program' with up to 6 inches weight loss in 60 minutes with a proven track record.

### OFFERING PIONEERING & EXEMPLARY SOLUTIONS

Operating distinctly with its 422 branches, Kolors caters to its clients through call centre operations, feedback system attending to customer concerns and complaints and provides them the requisite solutions.

The company has a fully equipped team of technical experts available on hotline number to provide customised diet plans, specific physio treatments and lifestyle suggestions. Kolors in its weight loss program offers a combination of therapies, hi-tech equipment, customised diet chart, physiotherapy treatments and a free weight loss customised maintenance plan for one year after performing the treatment.

The skilled team of dieticians, nutritionists, physiotherapists and well-trained staff consistently endeavours to achieve customers' desired weight loss objectives.

Within a span of one year, Kolors has stretched its footprints to 22 new locations in South India, offering the customers cost-effective, high-quality treatment and higher standards of services, setting a new standard of professional excellence in the aesthetic industry.

Kolors exclusively offers 'money-back guarantee' programs with its signature laser hair removal technique and other advanced aesthetic procedures.

Since its inception, the company has launched 132 franchise outlets in Andhra Pradesh, Telangana, Karnataka and Tamil Nadu and offers a great business platform to people with passion and

corporate ethics into the healthcare industry, promising them decent profits.

The Company has planned to open 10 New Franchises by the end of December 2018 this year, in the proposed areas such as Gujarat, Maharashtra, Karnataka and Tamil Nadu.

The company provides support to its franchise both pre- and post-launch of their operations including location identification, rental support, equipment and inventory support, retirement support, full-fledged training to staff, digital, media and marketing support and other management support in all respects.

### CONTRIBUTION TO SOCIAL CAUSE

Kolors is the only aesthetic company working for the economically backward class, and it conducted the 'Fat-to-Fit' Contest at Chennai in 2016. The Kolors officials identified 100 people suffering with severe obesity-associated disorders from economically backward sections and provided them food, shelter and free weight loss treatment and telecast their real-time weight loss journey in major

South Indian channels.

### WINNERS THROUGHOUT

The company has been recognized at several platforms for its outstanding services, quality and satisfaction of clients year-after-year.





## FENESTA

OPENING WINDOWS TO A NEW INDIA

*Fenesta is a new-age Polymer Window System that has sprouted from the magnanimous business conglomerate of DCM Shriram Limited, a well-established name in the corporate world with an egregious turnover of more than 7000 crore*

**O**ncepted in the year 2003, headquartered in Gurugram, Fenesta has unveiled a pioneering new-age Polymer Window System with a technical alliance with H.W. Plastic Limited, UK under the brand name of Fenesta uPVC window system. Fenesta uPVC Building Systems is a revolutionary renaissance in the windows and doors arena creating a signature mark to enhance the usability and sustainability of the changing needs in this segment.

### NO MORE WHISPERING WINDOWS

uPVC (unplasticised Poly Vinyl Chloride) has properties that provide the panacea to the ever-changing needs of the urban sophisticated builders of India. The turn into the 21st century also tuned changes in the way the new India infrastructure was being structured. High-rise buildings, sophisticated malls, plush houses with modern look, and the changing eclectic requirements of the fastidious Indian consumer needed the best quality environment-friendly tough material with dapper-looking designer material

to compliment it in the most desired way. Fenesta streamlined its products according to the extreme climatic changes pertaining to withstanding the harsh weather conditions of India, and since its establishment is the unparalleled leader that remains the undisputed choice for the best builders of India.

Being the largest Indian manufacturing company of doors and windows till date, Fenesta products have adorned the walls of over two million windows while embellishing its strength and beauty in more than 150,000 homes and ample of hotels, institutions, hospitals, factories, and showrooms. Their growth has been phenomenal since 2003 with more than 150 partner showrooms and nine Signature Studios supporting its presence in about 200 cities.

From time immemorial, windows have always added to the aesthetic value of a house with traditional decorative windows accentuating the look of palaces and houses; however, with the changing environment and the infrastructures of buildings reaching sky high, the demand of the present time pertained towards

windows that play a much larger role than just ventilation and beautified look. With the advancement of science, it is imperative that the windows that are to be used should be able to withstand high wind speeds, seismic disturbances, storms, pollution and perfectly fit within the frames to avoid rattling and absolute safety with the most appealing patterns. India also receives the highest UV radiation as compared to most parts of the world, and therefore Fenesta uPVC blend is adequately reinforced with additional care additives for long-lasting color profiles to sustain the brightness.

### BRAND THAT BEAUTIFIES WITH STRENGTH

Fenesta has emerged as a brand deeply committed to quality certified by global standards, minimum maintenance, premier designs, superior finishing, a wide range of products, and carries the trust of millions of users who have beautified their buildings with its doors and windows. It has won the national award for Manufacturing Competitiveness, the Product of the Year award, etc.

# MAXCURE HOSPITALS

A PLACE OF COMPASSION AND COMFORT

*Saving countless priceless lives, MaxCure Hospitals are not only the fastest growing chain of hospitals In India, they are also the most preferred treating centres that are offering services with specialized teams in all areas of medical treatments to become the most trusted centres of excellence*



A hospital chain of integrated health services that is growing in popularity globally, MaxCure Hospitals house 2000 beds, 50 operation theaters, 600 critical care beds, 100 dedicated professionals with super-specialty experts and 5000 well-trained paramedical and patient care staff spread across 11 Super Speciality hospitals spread across various cities of central India. Working with a philosophy that lives can be saved if the treatment provided is timely, at the right place, under the best professional guidance and is financially viable, MaxCure Hospitals are among the most promising hospitals of vibrant India equipped with phenomenal world-class services provided to suit your needs.

## CARING TO CURE

With three hospitals in the technically empowered city of Hyderabad, MaxCure has spread its medical legacy of excellence in the cities of Vizag, Nizamabad, Karimnagar, Nellore, Kurnool and Sangareddy. The Group has recently opened a new centre in Nashik, Maharashtra, in association with the renowned Ashoka Group.

Continuing with its trait of caring to cure, MaxCure Hospitals rely on their basic pillars of specialized clinical excellence under the most discerning eyes of reputed and experienced doctors, infrastructure that propels warmth with world-class facilities, patient-centric caring approach, keeping abreast with the latest medical research, transparency in dealing with the patients, and cost that is clearly the most competitive compared to other hospitals.

With their vision to continue growing, MaxCure Group is expanding pan-India in association with Medcover, one of the most reputed names in healthcare based out of England. With priceless lives saved every year and countless smiles gathered, MaxCure Group treats over 2 lakh patients every year, performs more than 75000 simple-to-complex cardiac invasive and

non-invasive procedures, more than 1000 Neuro surgeries, and more than 7000 Orthopaedic surgeries using computer-navigation for hip and knee replacement for patients across India, Africa, Middle-East and East-European countries. Specialization-specific care with almost perfectly managed practices ensure a high rate of success to treat all ailments in Gastroenterology, Nephrology, Emergency care, Critical care and Multi-organ failure, Kidney, Liver and Heart transplants.

## CHAMPIONS OF HEALTH

Under the most alluring and dedicated guidance of Dr Anil Krishna, Managing Director MaxCure Hospitals along with a very competitive team comprising Mr P Hari Krishna, CEO, and the Directors Dr A Shahrath Reddy, Dr A R Krishna Prasad, and Dr M S S Mukherjee, it is a comprehensive team of doctors with remarkable recognitions, as they have been variously awarded as the Fastest-growing Multi Specialty Hospital Chain of the Year, with the distinction of being

the Best Hospital for Orthopedics, in National Awards for Excellence in Healthcare. Dr. Manjula Anagani and her team at MaxCure Madhapur facility have successfully removed 84 fibroids, a rare achievement recognized by the Guinness World Records.





## INFINOVA

OMNISCIENT EYES AT YOUR SERVICE

*The Infinova Group offers specialized, comprehensive, single-destination integrated video surveillance solution, well-equipped with path-breaking, field-proven, advanced fibre sensor, acutely sensitive, accurate intrusion-detection technology, suitable for challenging situations*

**T**hrough unceasing hard work spanning more than two decades, with focus on quality, incomparable advance technology, reliability and user-focus services, Infinova Group has emerged as the prime global security products manufacturer, spreading its wings in almost all the continents. Being an ISO-certified American security products manufacturer, it caters to sensitive locations such as airports, schools, banks, industrial hubs, etc.

### "PEOPLE FIRST" APPROACH

The Infinova Group is armed with a long experience in sales management, timely execution of security demands through a team of highly qualified engineers, technical staff and other employees by practising the "Success Mantra" of "People First". Since the Infinova Group has its businesses spread over all the continents, outsourcing is a natural, irresistible, spontaneous phenomenon and the company has become a conglomerate of employees from different ethnic, cultural, religious and linguistic backgrounds. The company

ensures a perfectly harmonious and professional work culture where diversity becomes a boon, benefitted by multiplicity of innovations and new ideas merging through interaction among employees on a daily basis for the enhancement of the company's operational proficiency.

### A GLUT OF OPTIONS

Its integrated video surveillance solutions package includes IP surveillance cameras, analog surveillance and specialized cameras, recorders, video management, software, encoders, decoders, fibre optics transmission devices, specialized industry software and custom integration.

One of the unique features of the Infinova Group is its user-centred transparency achieved through sharing of information about the company's operations and specialized, advanced technology and solutions with the client who is the ultimate stakeholder having his/her interests closely intertwined with those of the manufacturer. For this purpose, Infinova has set up a library of White Papers and Blogs so as to keep the client well-informed of the existing and upcoming technological

innovations, modifications and related solutions, covering a wide range of security concerns and their solutions.

### LEADING-EDGE TECHNOLOGY

Demonstrating its unmatched foresight and far sight, Infinova has designed distinct security and surveillance modules for each one of them. IP and analog system work together which is further a novel feature since it saves the client's money and also elongates the life of the existing equipment. Moreover, the company promises one-source solution for the entire range of surveillance products on a single call, instant replacement of inferior quality or defective device/devices and round-the-clock repair facility.

Its unwavering focus is on guarantee of flawless performance, competitive prices, timely shipping of orders, supreme quality, facilities for customization and technical service facilities around the world to serve the clients. To ensure the local economy growth and to ensure better service to its customers, Infinova has set up a full-fledged Assembly and Manufacturing Centre in India.

# NOVA IVI FERTILITY

## DELIVERING HAPPINESS THROUGH SCIENCE AND EXPERTISE

*One of the most recognised and successful fertility chains in India, Nova IVI Fertility is dedicated to using world-class science to help fulfil the aspirations of childless couples - in India and around the world*

**N**ova IVI Fertility understands the world of a couple who yearn to conceive and want to have children of their own. For this reason, they are not only empathetic and caring in their approach but their genuineness is reflected in the transparency in pricing and their straightforward explanation of the procedures. This has given them a natural edge over other fertility chains in India.

### DELIVERING HAPPINESS

Their consistent growth from their first centre in Ahmedabad to a presence in almost all the major cities of India is proof of their commitment to providing standardised, high-class treatment. As a result, Nova IVI Fertility has been able to make the parenthood dreams of couples come true with more than 20,000 successful IVF pregnancies.

Being up-to-date with the latest international-standard fertility treatments remains Nova's success mantra for growth. Their partnership with IVI-RMA, Spain, the world leaders in fertility treatment, gives them access to the latest ART (Assisted Reproductive Technology) procedures, experience and expertise. This means that they are uniquely positioned to deliver happiness through state-of-the-art technologies.

While Nova IVI Fertility offers IUI (Intra-Uterine Insemination), one of the most common infertility treatments, it is a treatment that has very low success rates. Nova now prefers doing IVF and IVF-ICSI (Intracytoplasmic Sperm Injection), which significantly increase the chances of pregnancy in couples undergoing treatment for the first time as well as those who have had multiple pregnancy failures in the past.

Other advanced technologies offered by Nova IVI Fertility are: IMSI, or Intracytoplasmic Morphologically-selected Sperm Injection. This technology is a more advanced form of ICSI, where a powerful microscope is used to select the sperm cells with the best morphological quality

to fertilise the oocytes (egg) and hence improve the chances of fertility; vitrification for preserving embryos and eggs; genetic testing like PGS, PGD and ERA as well as technologies like the embryoscope. These advanced technologies, combined with renowned consultants, highly trained embryologists and caring counsellors, help assure couples who approach Nova IVI Fertility with a better chance of pregnancy.

### RECIPIENT OF TOP HEALTHCARE AWARDS

Nova IVI Fertility has been consistently winning awards from a range of Industry and Government bodies. In addition, individual consultants too have won awards for excellence, including the prestigious Dr. B.C. Roy National Award presented by the hon'ble President of India in August, 2018.

### LEADERSHIP FROM OUTSTANDING TREATMENT

The experienced and expert team of doctors, embryologists, counsellors and support staff combined with best-in-class IVF treatment and innovative protocols

increase success rates and positive customer experiences. In addition, Nova IVI Fertility maintains very high ethical standards in treatment and transparency in pricing. These are the factors that make Nova IVI Fertility the segment leader and the first choice for fertility services in India.





## MOON SUN INDUSTRIES

### BUILDING TOP-NOTCH MACHINERIES

*Moon Sun Industries is one of the most trusted and reliable names in the large-scale sugar industry, customized machining job work and heavy fabrication. Having set up numerous gigantic machineries and even bigger plants, Moon Sun Industries is truly a symbol of success in the industry*

**T**he commitment towards making amazing solutions and that too at a scale so big that it dwarfs even the biggest of machineries has helped Moon Sun Industries garner great recognition and applause from across the globe.

Happy customers and clients across the world in machining job-work as well as heavy fabrication are proof enough for Moon Sun Industries' splendid success in the industry. The extraordinary multinational growth Moon Sun Industries has managed has encouraged them further to continuously add more companies from diverse segments under their clientele. At the same time, dominating their key niche of sugar mills was never out of focus for the incredible team at Moon Sun Industries since they've continued to deliver turnkey projects in the field of Sugarcane crusher, Sugar mills, Jaggery Plants, Jaggery Powder Plants, Khandsari Plants, Open Pan Boiling Plants, Closed Pan Boiling Plants, etc.

With years of experience and expertise

with cutting-edge technologies, the amazing people at Moon Sun industries have created a powerful impact with each and every client they have worked with.

#### **GREAT EXPERTISE AND EXECUTION**

Led by Mohd. Shahvez Khan, this amazing manufacturing company has seen growth at a staggering rate. Nurturing great talent and inculcating diverse expertise among the personnel has always been a key focus at Moon Sun Industries. An MBA alumnus from Symbiosis Pune, Mohd. Shahvez is an amazingly energetic and enthralling leader who always encourages the team to come up with pragmatic and effective solutions.

#### **SIMPLY BEING THE BEST**

Apart from being at the forefront of technology, the company operates with supreme honesty and integrity. This has helped them build long-lasting and beneficial relationships with their clients across the world. Sheer will to deliver the best and practical solutions is another great quality of the team at Moon Sun Industries. Not only the team, Moon Sun

Industries has great collaborations with various organizations and companies across the world in various verticals which makes them even fit for project consultancy. Be it positioning of machinery or the calculation of individual equipment performance, Moon Sun industries always makes sure that the best practices are being followed and that nothing but foolproof solutions are implemented. The tried and tested process of whole project management methodology that Moon Sun Industries follows is continuously evolving based on their experience and experimentation.

The innovation quotient is high too for the team at Moon Sun Industries. Their design engineering team has done wonders in the past and still strives to re-imagine the best solutions for their clients with incremental as well as exponential optimization and improvement. Moon Sun Industries makes sure that they invest in the best software and training for their engineers so that their clients are best served and can enjoy the transformational power of innovation and out of the box thinking.

# WADIA HOSPITALS

ANGELS OF GOD OFFERING SELFLESS SERVICE TO MANKIND

*Contributing nobly to humankind, offering compassionate services, changing and saving lives, the Wadia family has served the nation and society through their philanthropic services generation after generation, and the Wadia Hospitals are an exemplary part of this holistic patriotic journey*

**T**he Wadia Hospitals located in the heart of Mumbai adorn the robe of an alibi angel providing world-class health services for Pediatrics, Obstetrics, and Gynecology to every section of the society irrespective of how deep their pockets are, allowing them to avail these precious services under the best technology and the most revered professional guidance.

## HEALTH AND HAPPINESS FOR ALL

The Wadia hospitals pursue their motto of happiness and healthy life for all true to their belief that every human must be entitled to live a disease-free joyful life. Targeting their focus on affordability of world-class health services to all, the team at Wadia Hospitals is committed towards making an indelible positive impact on the lives of their patients through kindness, compassion, and providing the appropriate medical treatment with the best care. They carry a comprehensive approach of not just curing them of physical ailments but simultaneously streamlining their awareness and teaching them the value of preventive, curative, intensive, and rehabilitative methods for complete health education. They are also earmarked as one of the best teaching institutes to provide quality education to the future aspiring doctors.

Way back in 1920s they sensed that the quintessential need of our country was to provide specialized medical treatments for different age groups and gender. They became the pioneers in opening the first Pediatric hospital of the country in Mumbai. In 1929, Sir Ness Wadia and Sir Cusrow Wadia built the Bai Jerbai Wadia Hospital for Children in memory of their mother Bai Jerbai Wadia paving the way for millions of mothers with happy smiles. Growing incessantly with time, this teaching hospital has earned a world-wide reputation accommodating 300 beds under the surveillance of a highly specialized pediatric team of 60 specialists

who work day and night dedicating and devoting their skills to take care of over 100,000 children on an outpatient basis, and approximately 10,000 children as inpatients annually. They continue to ride on the path of service to mankind creating milestones and have specialized as the only centre for Neonatal/Pediatric Dialysis in Western India apart from the many other specialized services for child care.

Apart from child care under the ambit of the Wadia hospitals, Nowrosjee Wadia Maternity Hospital specializes in offering affordable obstetric and gynecological services to women understanding the needs of their body changes at different stages of life. They understand the importance of healthy mothers leading towards a society that aptly understands the gravity of a well-sanitized house that ensures healthy living for all.

## AFFORDABLE AND EQUAL SERVICES

Wadia Hospitals have become a generic name in the philanthropic world, the Wadia's being one of the first families

of Modern India who reached out their hearts and services to build an equalitarian society where getting world-class medical treatment is affordable for the rich and poor alike. This human insignia of equality and affordability in treatment makes them a class apart.





## EURO SAFETY INDIA PRIVATE LIMITED

SYNONYMOUS WITH PROTECTION AND SAFETY

*Engaged in the business of manufacturing and marketing industrial safety footwear, the mission of Euro Safety is to manufacture premium and innovative Personal Protective Equipment (PPE) at reasonable prices. It is also renowned for offering completely safe and comfortable footwear*



Established in the year 2004, Euro Safety Footwear India (ESFI) Private Limited has a team of highly skilled and experienced technicians.

### LEADING THE INDUSTRY

The products of the company are manufactured using the latest technology and machines. The vision of the company is to give its customers premium, reliable, proactive and comfortable products. It has come a long way since its inception and has increased its annual turnover to a great extent. This has been possible due to the adroitness of Mr Kulbir Singh and Mr Varun Budhiraja who have taken the company to new heights. Under their guidance, the company reached the turnover of more than 88 crore rupees and grew at a very fast pace.

The priority of the company is to make the products keeping in mind the requirements of the customers. Mr Singh has a vast experience in this business as he has been to many shoe factories in various countries since 1979 to keep up with the dynamic trends of the shoe

industry and changing technology. He has always shared his experience with the team teaching the employees the nuances of the footwear industry. This has helped the team to increase its efficiency by giving more output.

The process of increasing the production is moderate as the motive of the company is always to maintain high-quality standards and timely delivery. The adeptness of the team in making the footwear has made the company a leading manufacturer of the personal protective equipment (PPE). The products are manufactured from high carbon and are treated for maximum impact protection. They are shaped in such a manner that they can provide comfort and protection to the customers.

ESFI is an ISO 9001:2000 certified company, and the products are manufactured as per EN ISO 20345:2004 and IS 15298:2002 norms. It also has SA 9000:2008 certification from TUV Germany. The company shares a globally conspicuous image and is a name to be reckoned with through its impeccable credentials. It has carved a huge market

for itself in the shoe manufacturing industry.

### CONSISTENTLY INNOVATING, DIVERSIFYING AND EXPANDING

Euro Safety Footwear India private limited has been constantly involved in various branding and marketing activities that have played a huge role in its diversification and expansion. It has made various short films to highlight the need and importance of personal safety, and has also established various safety interfaces for one-on-one consultation. Thus, it has introduced an innovative way of demonstrating the products live at sites and expos. The company has been bestowed with several accolades that include award for excellence in quality manufacturing and the award for most emerging enterprise that was given to it by a leading media house. It has also been recognised as a premium vendor for the Indian automobile industry. It is the clear vision and solid rock dedication of the team that has brought ESFI this far and it is dedicated to continue this journey with its missionary zeal.



## DR. BEST

### A KEY GLOBAL PLAYER

*Working on a mission to provide premium-quality healthcare products in a plethora of therapeutic segments at affordable costs to Indian citizens, Dr. Best Pharmaceuticals Pvt. Ltd. is fast emerging as a crucial global player in the pharmaceutical sector*

**S**trictly adhering to the strongest quality control parameters set by the Indian Statutory Authorities, Dr. Best continuously upgrades its manufacturing facilities with WHO GMP/cGMP certified units to manufacture high-quality cost-effective pharmaceutical products to cater to the healthcare sector in India.

#### STRINGENT QUALITY PARAMETERS

Dr. Best is committed to create and maintain amiable work environment for employees and also to improve quality by continuous focus on Research and Development (R&D) Programs. Moreover, the company has been working on its mission to provide a congenial work environment for its employees and through high-skilled dedicated professionals maintains a continuous upgradation of its R&D programs with comprehensive checks in its R&D, QC and QA division to bring out the best healthcare products in different categories. The company employs one of the best quality management systems to ensure progress in manufacturing and product marketing complying with government regulations, guaranteeing security, adequacy and consent of customers.

#### HIGH CORPORATE ETHICS

The company conducts its operations with high business ethics, great integrity and loyalty to its customers and believes in building good relationships with them based on mutual trust, through the timely provision of quality services. Showing great concern towards the well-being of patients across all segments of society, the company works similar to an NGO taking the social responsibility to expand its product reach to weaker sections of the society fulfilling their necessary medical requirements. In its bid to ease access to its medicines for the low income group and empower the society in leading a healthy life, the company

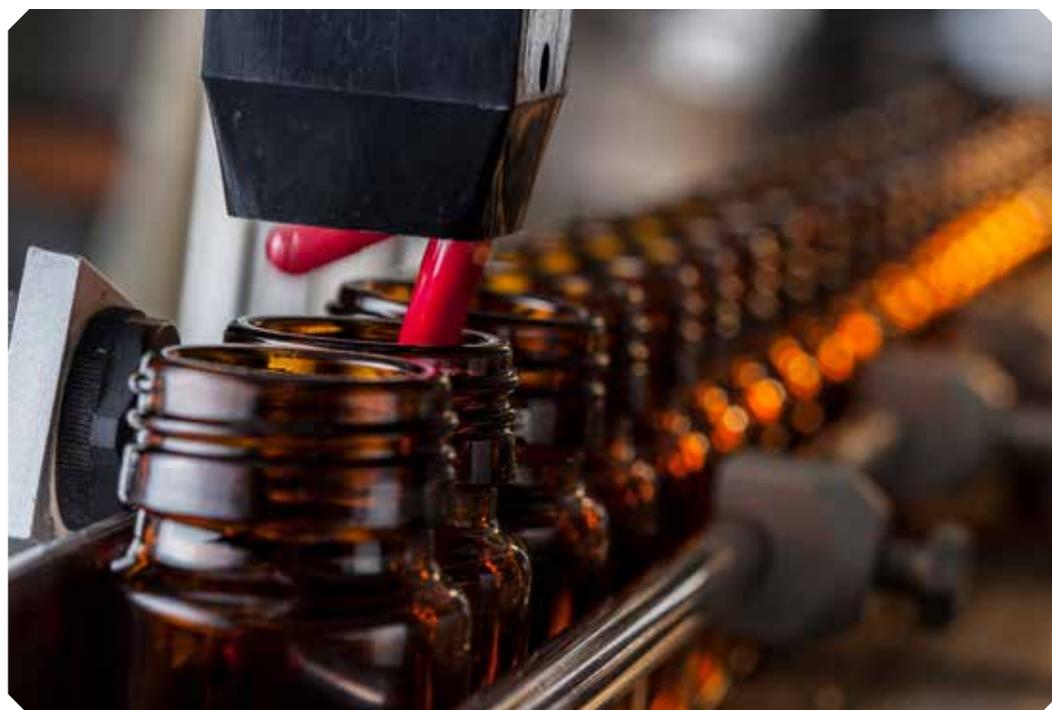
delivers its pharmaceutical products at a price 80% less than the prevailing market price (MRP). This, in turn, may also force other pharmaceuticals companies to bring down MRP of their products to help patients buy medicines comfortably.

With a vision to gain accolades from not only patients but also the physician community and all the stakeholders in the pharmaceutical business, the company follows the best manufacturing, laboratory and documentation practice resulting in persistence high quality outcomes.

#### DELIVERING AFFORDABLE HEALTHCARE SOLUTIONS

The company, in its endeavour to deliver the world's most affordable healthcare products to the general masses, is eyeing to set up a series of retail outlets in the A and B grade cities in India. Establishing the retail chain would serve the objective of expanding its network to wider population and enable the company to assess minutely the future requirements of the market. Working on the concept

of providing cheaper health facilities for common people in the immediate vicinity, combined with cost-effective medicines, the company plans to set up affordable health clinics, particularly in states lacking adequate health infrastructure for masses.





## FOZET

### TRANSFORMING BATHROOMS INTO DESIGNER PLACES

*FOZET, a leading manufacturer of luxurious bathroom fittings and superior quality bath accessories, offers versatile and exquisite range of premium design options for bathroom fittings that assure impeccable performance and a bathing experience that gets etched in your mind*

**E**stablished in the year 2007, through its brand Fozet, Sark Sanitech India Pvt. Ltd. has established itself as one of the leading and reputed manufacturers of many products designed excellently and valued extensively for long service life, durability, strong construction and perfect finish. The company over the decades has been highly operational and has been carrying out its business in a progressive manner.

Through its elegant and modish bath fittings, FOZET creates bathroom space into a modern and designer place distinctive of style and operational ease.

For many years, the key to success of Fozet bathroom fittings has been its ability to manufacture contemporary, modern, sophisticated yet high-performing bathroom fittings that have been received well and admired by its customers. The design team at Fozet believes design to be more than just plain aesthetic accessories. It is an ensemble of paramount quality features that provide a perfect fusion of form utility and flawless functionality.

Fozet offers a broad collection of

products to its valuable customers at competitive prices and has its success built on several tenets: an adroit team of professionals, fair business dealings, customised bathroom solutions and rigorously tested products. People at Fozet believe that with increasing volumes comes more responsibility to bring innovative ideas, to manufacture well-designed products, and to deliver superb bath fittings at competitive prices.

#### **INNOVATION AND DURABILITY AS GUIDING FORCES**

Through product innovation and durable designs, Fozet has been reaping rich dividends by continuously exhibiting its commitment to excellent design and offering innovative, startling and aesthetic solutions and outstanding products.

Fozet is one of the fastest growing companies in the field and relies heavily on state-of-the-art manufacturing and an all-encompassing design and development outlook to present a comprehensive range of bathroom CP fittings with exacting quality and high conformance, which in turn offer high level of brand recognition

among its customers.

Fozet has been creating exclusive and distinctive bath fittings with superb quality and technical finesse. With an objective to inexorably redefine and recreate bathroom décor, the Fozet range of bath fittings is well-known for distinctive styling and absolute perfection. With an unwavering focus right from production to finishing to marketing, the company follows high standards at all levels as it very well understands that to succeed in the long run it has to be very discerning with regard to customer needs, valuable features and great craftsmanship.

#### **SUCCESS THROUGH CONTINUOUS IMPROVEMENT**

Fozet intends to deliver world-class luxury bathing quality products to their customers, and in view of this it very well understands that to enhance the appeal of product portfolio, creating the most germane and exciting designs is not a luxury but an inevitable necessity. People, product and innovation remain central to the success of Fozet and bestow the company with a unique competitive edge.

# DREAMZZ IVF

## DELIVERING HAPPINESS AND JOY

*A child gives you the joy that you never knew was missing from your life and having a child is the biggest dream for a couple. Dreamzz IVF Center and Women's Care in Ahmedabad is a gynaecologist clinic which is delivering the joy of parenthood to a lot of couples*



Established in 2016 Dreamzz IVF Center is playing a major role in the development of IVF treatment in India.

### TRANSFORMING MIRACLES INTO REALITY

It is treating a lot of ailments of patients by helping them undergo various treatments and procedures. The centre provides many services to its patients that include treatments for Uterine Fibroids or Myomas, Ovarian Cysts, Endometriosis, Pelvic Organ Prolapse, Urinary Problems, Vaginal Discharge, Subfertility, Menopause, Gynaecological Cancers, Abnormal Pap Smears - Pre-Invasive Cervical/Vaginal Disease and Vulva Conditions.

The centre is miraculously giving thousands of couples a new life by providing them the opportunity of becoming a parent. It has a team of doctors that continuously works to provide the best treatment to its patients. Its team includes some esteemed doctors like Anand D Bhatt, Neeta Vineet Mishra, Suresh K Patel and Mukesh V Savaliya. All the doctors work efficiently and effectively and their dedication has made Dreamzz the best infertility and test tube baby centre in Gujarat.

### SUCCESS THROUGH COMPLEX PROCESSES

The InVitro Fertilisation (IVF) is a process in which an egg is fertilised by sperm outside the body, i.e. in vitro. IVF is a major treatment for infertility when other methods of assisted reproductive technology fail and it requires extreme care and the doctors at Dreamzz to provide all the patients such care and attention. The IVF laboratory at the centre can carry out complex processes such as Higher-end Laminar Air flow, Positive Pressure Air Module, Phase Contrast Trinocular Microscope, Stereo Zoom Microscope, Computerized Cryo Bath Unit and Triple Gas Incubator.

The Dreamzz IVF centre also has a sperm bank in which sperm freezing and storage is done in order to preserve them for future use. It also includes the Intra Cytoplasmic Sperm Injection (ICSI) process through which a sperm is injected directly into the egg before transferring it into the womb. During the whole process a very high-power microscope is used to magnify the sperm around 7000 times. This allows the doctors to select the best sperm for the ICSI procedure.

### EXTREME PRECISION & CARE

The major development of ICSI means that as long as some sperm can be obtained (even in very low numbers), fertilization is possible. Besides ICSI there are several other procedures that are carried out at the centre which mainly include Intra Uterine Insemination (IUI), Vitrification (Oocyte/Embryo) and Laparoscopy-Hysteroscopy. All this is carried out with extreme precision as doctors want the couples to have a healthy baby. The doctors understand the fact that it is difficult for a couple when

it goes through a hard time conceiving a pregnancy. The Dreamzz IVF centre and women's care is taking every possible step to provide the people the most beautiful and life-changing event of their life and has plans of expanding its operations in the near future.





## PASURA CROP CARE

### STRENGTHENING ROOTS OF THE NATION

*Striving to be the most favored company in the country offering cost-effective and eco-friendly crop protection products for impressive result-oriented agriculture, Pasura Crop Care is constantly trying to create value and bring delight to their partners, customers, stakeholders and community at large*



At Pasura Crop Care Private Limited, the future of Indian farming is at the heart of everything they do, as they offer the right choice of products to their clients. Incorporated in 2012, they offer a number of services to the farmers and educate them to use the right kind of inputs for their farming and proper crop protection measures to save their crops from pests and diseases, through organic/bio and eco-friendly products, thereby helping them avoid chemical pollution and health hazards.

#### NURTURING AGRICULTURE

Pasura provides the farmers with real solutions for sustainable crop management. Time and again, it has proved to be a reliable and proficient partner with a high sense of reality. Having a crop-oriented approach, Pasura works in close co-ordination with the growers and develops solutions as per the needs of the market. It is a premier manufacturer, exporter and supplier of Bio Fungicides, Organic Fertilizers, Bio Insecticides, Agrochemicals, Bio Fertilizers, Plant

Growth Regulators, Plant Growth Promoters, Agro Bi-Products and much more. Pasura not only carries a broad range of state-of-the-art crop protection products but also has a portfolio of cost-effective and eco-friendly products for home and garden use. They believe in developing environment-friendly products to cultivate safe and wholesome crops while maintaining the fine balance between quality and quantity. Committed to manufacturing agrochemicals that are safe, effective, eco-friendly, complying with global safety regulations and which are also profitable is the aim of Pasura Crop Care.

#### EXCELLING THROUGH INNOVATIONS

Pasura Crop Care Private Limited is being efficiently led by Mr Prasanth Kumar Pabbathi who believes in thinking out of the box, creating solutions and opportunities. With its high-level expert team which has a sound market knowledge to detect the actual needs of the market and two full-fledged state-of-the-art facilities, Pasura is able to bring viable solutions, which has transformed it into the most sought-after

brand.

Innovation being the key at Pasura Crop Care, the success of their crop protection solutions comes from a good mix of strengths which includes focused development, listening and collaboration with the customers, enabling them to orientate their important business decisions in line with the market demands.

They have a very customer-centric approach with effective packaging solutions and timely delivery of products at economical prices. Pasura Crop Care offers a dependable supply of exceptional formulations that can be procured by farmers at value prices.

Their aim is to constantly excel in technology, products and services. They have a very hygienic work environment. The employees are encouraged to participate at all levels and are supplemented with good training and development. Control, consistency and effective cost have added confidence to this brand. They are keen on expanding to other areas and extend their helping hand to a large number of farmers, thus contributing actively to the nation building.

# HEALTHNET GLOBAL

## FACILITATING SPECIALISED INTEGRATED HEALTHCARE SERVICES AT DOORSTEP

*HealthNet Global (HNG) delivers specialized services including Doc on call, condition management, healthy motherhood, mother and toddler programs, diet counselling, and psychiatric services, facilitating a remotely located patient with Apollo's world-class medical response service*

**A** leading healthcare company providing integrated telemedicine solutions for continuous healthcare through remote healthcare services, HealthNet Global (HNG) synchronises healthcare services, information and communication technologies, medical equipment and patient information system to provide superior-quality services significantly boosting the quality of public health, operations of healthcare systems, and emergency and healthcare management facility.

### EMPOWERING THE PATIENTS

The medical experts at HNG carry out an extensive study of the environment in any geographical location before deploying healthcare solutions to give superior performance and cause maximum benefits to a greater segment of population. It offers integrated solutions and services that help governments to enhance the healthcare quality, healthcare operations, emergency and healthcare management services at par with international standards. In its objective to provide best medical advice and treatment, HNG provides its customers 24x7 virtual service to help them access comprehensive and the latest healthcare information and self-care instructions by qualified Apollo-trained and certified doctors/health advisors. The Doc on call facility enables patients enjoy superior and individualized care in the comfort of their home, which enhances speedy access to healthcare without wasting long hours in waiting and avoiding danger of exposure to other illnesses in a crowded hospital, thus eliminating unnecessary visits to clinics for their health concerns.

### INTEGRATING TOOLS AND TECHNOLOGY

The Group effectively blends healthcare services, information and communication technologies, medical equipment and

patient information system to provide specialized solutions like tele-consults, tele-radiology, tele-cardiology and tele-condition management, empowering the patients at remote locations across the globe to access renowned medical experts. The Group has established teleclinics that use ICT services to exchange data and audio/video interactions between two clinical locations. The Group uses tele-radiology to transmit radiological patient images, such as X-rays, CTs and MRIs, to Apollo medical specialists for interpretation and/or consultation. The Group provides tele-cardiology services facilitating fast access to a cardiologist especially in emergency situations, transmitting ECGs from remote places to Apollo Hospitals for the cardiologist's opinion to help the remote medical care experts stabilize and/or shift remote patients if situation demands.

The Group also runs various remote condition monitoring programmes including tele-HomeCare for elderly people, tele-Education to provide medical education and spread awareness, tele-

ICU for the relatives or family doctor of a patient admitted in ICU to see his condition and talk to him. Similarly, the Group offers diet counselling, maternity care, cradle care, infant care and psychiatry counselling to attend to different categories of patients.





## SPIDER LOCKS

A TRUSTWORTHY NAME IN PROTECTION AND SECURITY

*Spider Locks, an ISO 9001:2015 & 14001:2015 certified company and a renowned name in domestic and international hardware market for more than 30 years, with a meticulous team of technically competent and highly skilled staff, is committed towards absolute customer satisfaction*

**S**pider Locks, over the years, has earned for itself a unique distinction of providing a wide range of mortice locks (lever and pin cylinder), Mortice handles (Brass, SS, Zinc & MS), door locks, furniture Locks, padlocks, brass aldrops as well as door/window fittings, while incessantly improving product quality and services.

### SAFEGUARDING AND PROTECTING VALUABLES

Through its manufacturing unit at Aligarh, spread over 10,000 sq. meters, Spider Locks has in-house facilities of casting (sand and gravity), lencering, grinding, buffing/polishing, nickel plating, gold plating, electrophoretic and electrostatic lacquering and powder coating. To uphold and maintain quality of products, the factory is outfitted with CNC wire cut machine, modern milling, lathe machine and surface grinding machine.

Spider Locks has been an undisputed leader in the business vertical it is serving for over three decades, largely due to continued innovation and quality in

both product design and manufacturing processes, and the company's long-term vision is one deeply entrenched in innovating and redefining the way security is viewed and experienced.

### ADDRESSING PEOPLE'S SECURITY NEEDS

Born out of a commitment to find the best possible solution to people's security needs and to take care of their belongings, Spider Locks has been highly instrumental and successful in designing and developing the next-generation security products that adequately and effectively cater to customer requirements.

With a dedicated team of technical and skilled professionals, the company is committed to satisfy the customers by continual improvement in product quality and services, and is successfully carrying out its business through distribution network in India, Middle East, East Africa, South Africa and Nepal.

### FIRM STANCE ON SECURITY

People at Spider Locks regularly discuss with and seek advice from the nation's

best security experts and locksmiths to improve and develop their products. The interior and exterior locks manufactured by Spider Locks provide customers with the requisite quality, technology and robustness and that too with style and a promise to provide the highest level of security. With changing security needs, demanding newer designs without making any compromise on quality and security front, Spider Locks has at all times been designing solutions that reflect the evolving times.

Spider Locks seeks to accomplish the top standards in product performance by continuously working with employees and business partners, and throughout its processes tries to maximize usage of quality recycled materials and eliminating waste so as to enhance its product design process and product appeal.

To meet the specific demands of clients, industry, professionals such as architects, interior designers and real estate developers, Spider Locks is continually on the lookout for developing its processes and expanding and diversifying its product portfolio.

# PARVATHY HOSPITAL

**SUPER SPECIALIST IN PROVIDING AFFORDABLE AND QUALITY HEALTHCARE**

*About three decades ago, Parvathy Hospital was only a neophyte aspiring to offer quality healthcare to people. Born of a necessity to offer superior healthcare to people, it has since grown in strength, recognition and services to become a household name in Chennai's healthcare service landscape*

**P**arvathy Hospital, established in 1992 by Dr. S. Muthu Kumar, as a trauma care centre for providing immediate treatment to accident victims, has been pioneering some of the quality healthcare initiatives in India & Asia. Fully accredited by the National Accreditation Board for Hospital & Healthcare providers, it has become an integrated & full-service provider to ailing patients for their betterment. It also has plans in place for expansion in Tamil Nadu and to African countries, to add about a dozen hospitals. Parvathy Hospital is known for achieving a significant milestone – MINORS (Morning In Night Out Replacement Surgeries) after successfully performing a Day Surgery for partial knee replacement procedure to a woman aged 60 years, who went back home on her own, the same day. The hospital is credited with being first in Asia to effectively perform First Day Surgery for Knee Replacement.

## **HIGH QUALITY MULTISPECIALITY HEALTHCARE FACILITIES**

More than just a healthcare facility offering sundry and diverse services, Parvathy Hospital is a family of compassionate community members working synchronously to assist patients in getting the right treatment at affordable prices.

Parvathy Hospital offers a host of other excellent medical services including orthopaedics, ambulance and emergency services, neurosciences, oral and maxillofacial surgery, plastic and reconstructive surgery, trauma care, rheumatology, spine, sports medicine and critical care to name a few. The day surgery / ambulatory surgery procedure allows quicker recovery options and greater than before patient comfort with significantly reduced risk of infection and postoperative complications.

Treating patients with benevolence, working diligently with utmost sincerity and passion and offering due regard to

the patients, the team of treating doctors, experts and staff brings the expertise that enables the hospital grow sizeably and offer innovative and scientific advancements, to offer exceptional patient care as well as to maintain national and international prominence. Postoperative care and treatment not only provides effective pain relief and high patient satisfaction but also results in improved functionality, decreased operating time and shortened hospital length of stay.

## **BEACON OF LIGHT FOR THE INDISPOSED**

Parvathy Hospital is making a robust endeavour to bring outstanding healthcare to tier-2 urban centers, to create a healthier nation and deliver advanced and inexpensive healthcare to provide best-in-class patient care for patients and their caregivers, sometimes by even going beyond their call of duty.

## **A FIRST-MOVER IN MANY FIELDS**

Parvathy Hospital has been credited

with one of the few firsts in the state to perform the minimal invasive spine surgery and titanium cranioplasty, first in the country to bring in the Brain-Suite ICT (Intraoperative CT), first in the Asia-Pacific to navigate a total hip replacement surgery.





## Works of Art Made by Science Fenesta Windows & Doors

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# Research Methodology

## **3rd Edition – India's Greatest Brands & Leaders 2017-18**

The 120 India's Greatest Brands & Leaders 2017–18 is a research-based listing using both primary and secondary data researched across sixteen industries and sixty two sub-categories evaluating Brands from 18 states – Delhi/NCR, Uttar Pradesh, Rajasthan, Bihar, Punjab, Maharashtra, West Bengal, Gujarat, Tamil Nadu, Kerala, Karnataka, Madhya Pradesh, Andhra Pradesh, Telangana, Jharkhand, Orissa, Uttrakhand and Assam.

India'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 India's Greatest! For anyone who is interested in the success story of these India'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.

## **India's Greatest Leaders 2017-18**

A few Leaders of the final 120 list of India's Greatest Brands may be recognised for their contribution in building the brand. A number of these brands have corporates, first-generation entrepreneurs 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. 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. Brand scoring and the Brand 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 states and cities of India which would be part of the research).

The entire research platform will be divided into the following:

A list of about 1200 brands across the multiple sectors and 16 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 as The India's Greatest Brands will be scrutinized 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. In-company Audit Questionnaires
4. Brand Growth
5. Brand Promise
6. Brand Impact

### Phase C

#### **JURY AND BRANDS & LEADERS SCRUTINY QUESTIONNAIRE:**

The list of the top 300 brands will then further be scrutinized by an independent 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 India's Greatest Brands and Leaders list will be based on the cumulative scores received from the jury, and editorial team of the short-listed Brands. India's Greatest Brands and Leaders is a Trademarked property owned by URS Media Consulting Pvt Ltd. India. The list of the 16 industries covered under the purview of the study is as follows: Automotive, Education, Energy & Power, Finance, Food & Beverage, Healthcare, Household Products, Infrastructure, IT & Telecom, Lifestyle, Manufacturing, Media & Entertainment, Personal Care, Real Estate, Retail and Services.

#### **Disclaimer**

\*In addition to the above methodology, a few Brands with a relative lower scoring may be part of the list due to their recent year-on-year growth and emergence as a brand. These companies would be featured, if any, under Editorial Choice feature and awards.

## NIKHIL DUJARI

**N**ikhil is a Graduate in Commerce and has done his CA and CWA and brings with him a rich experience of over 22 years. He started his career with Ernst and Young and after investing over 8 formative years with them from an Articled Assistant to a Manager joined Price Waterhouse in its Assurance Practice. Four years later, he moved to Alstom as the India head of Controlling and moved on to become the Area Finance Director of their Equipment Service and Maintenance Business after which he moved on to head the finance function with Case New Holland for three years.

He is currently the CFO of Everest Industries Limited which is one of the oldest corporates in the Country. He has well-rounded experience in all dimensions of Finance, Accounting, Taxes, Audit, Treasury, Investor relations, Budgeting, Financial Planning and Analysis, Structuring of contracts, etc. During his past experience he also contributed to the core business areas such as growth initiatives, working capital management and optimization, setting up systems and processes, long-term contracting, transfer pricing and above all business partnering.



# JURY COUNCIL



## DR. AMITA SRIVASTAVA

**D**r. Amita Srivastava is presently holding position of the Director at Brencis 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.

Dr. Amita has organized many national and international conferences, seminars, conclaves and workshops. She has held many responsible positions in leading Management Institutions.





## ABHISHEK SADHOO

**B**rimming with relentless passion, perseverance and dedication, Abhishek Sadhoo is replete with positive attitude, a lot of self-confidence, gift of the gab, perpetual smile and 'never give up' attitude. With 20 years of experience in the Hospitality sector, he has worked in almost all areas of the hotel industry, and is currently serving as Director of Operations at Shangri-La New Delhi.

His specialties include Hotel Operations, Sales & Marketing, Revenue Management, Rooms Division, Security, Engineering, SPA, Front Office, Administration, Finance and Tele Marketing. Responsible for directing and evaluating the day-to-day operational activities of the hotel to facilitate achievement of stated operational goals and profitability, he is renowned for enhancing guest satisfaction and promoting employee development.

Directly through subordinate division/department head, he oversees the efficient and effective management of the hotel operations toward attainment of the set goals and ensures that customer services are effectively and efficiently delivered.



## SATYARTH PRIYEDARSHI

**C**urrently, at the position of Head of Product Marketing, JioChat, Satyarth Priyedarshi earlier worked with Google, Flipkart and Infibeam among others. He is an award-winning, Google-certified eCommerce Leader heading Customer Acquisitions, Marketing, Partnerships and New Product initiatives for JioChat.

He is easily drawn into conversations around Strategy, Profitability, user experience design, acquisition, growth, techno-functional solutions, sales & category management. Twice he has been awarded as the CMO Asia's "50 Most influential e-commerce professional of India". He has Leadership experience in e-commerce, mobile applications and retail in geographical span from Middle Eastern, Indian and East Asian (Over 14 countries & Markets).

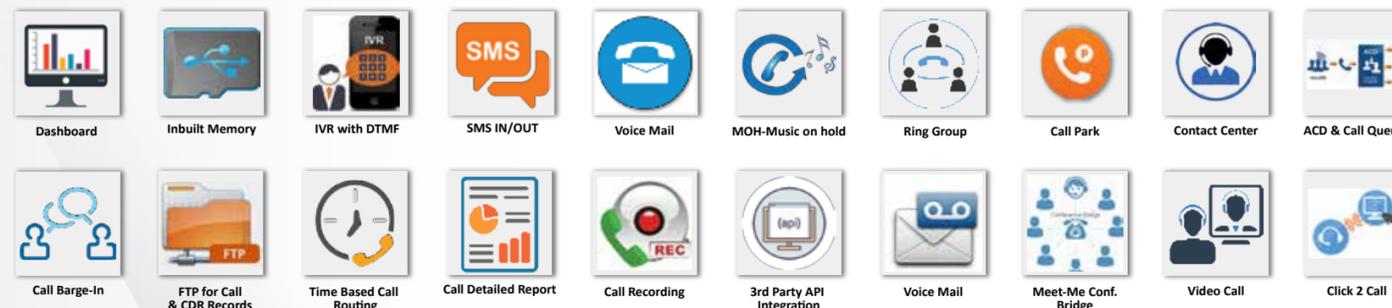
He has great Expertise in various aspects of digital business from planning, building technology solution, creating turnaround and transformation strategies, fixing profitability issues to scaling up. He is also a Google Adwords Certified Digital Marketing Professional, and a renowned Guest author & speaker.



## SUNIL DAVID

**S**unil David has 24 years of experience in the IT and Telecom industry. Sunil is currently the Regional Director ( IOT ) for AT&T India based in Chennai. Sunil is responsible for building and executing the IOT strategy for India and the ASEAN regions, working on building a partner ecosystem for AT&T in the area of IOT devices, platforms and applications and on working on a number of marketing initiatives to help build the AT&T brand in the IOT space. Sunil is also in the Advisory board of a Start up based in Chennai that is focused on Skills development and Cyber security services, training & consulting.

Apart from his responsibilities with AT&T, Sunil is part of the FICCI TN Tech Panel and CII TN Manufacturing panel working on initiatives to drive digital technology adoption within the Industry and Governments in Tamil Nadu. Sunil has been recently inducted into the IET IOT India panel, Telecom Working Group whose charter is multifold. Sunil is also part of the NASSCOM Diversity and Inclusion Council, Chennai chapter working on various initiatives to bring a greater awareness among Corporate India to build a Diverse & Inclusive workforce.



### TELEPHONY FEATURES

- Contact Center
- Audio & Video Calls
- Multi-Level IVR
- Managed Conference Bridge
- Voice Broadcast
- SMS Management & Bulk SMS
- 100 % Call Recording
- Visual Voice Mail
- Real-Time Call Monitoring
- Call Queue & ACD
- Advanced CDR
- User-Friendly GUI

### ONYX CXM

Winner Aegis Graham Bell Award, 2017 For “Innovation in Green Telecom”

Aegis Graham Bell Awards is world’s largest award in the fields of T.I.M.E (Telecom, Internet, Media, and Edutainment).



### ADVANCE FEATURES

- User Agent CRM
- SMS & Email Integration
- 3rd Party API Integration
- Text to Speech
- Web RTC
- SMS & Email Systems Alerts
- ACL & Fail to Ban
- Click to Call
- High Availability (HA)

- Designed & Developed in India**
- Open SIP Communication Platform**
- Telephony Automation System**

### ONYX cxm

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 (IP-PBX)

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 as a product of choice.

### N-BoT

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.



### Embedded Series



**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

**Sales Desk : +91-7777-022-022**  
**Help Desk : +91-8587-000-817/8**  
**Email : sales@nerontech.com**

# INTERVIEW

Ananya Birla

*A singer, a songwriter and an entrepreneur! There are multiple ways to define Ananya Birla, who is efficiently donning innumerable hats and achieving heightened dimensions of glory, with each one of her passionate endeavours in varied spheres – Music, Mental Health & Microfinance! Read on to know more about the dynamo as she shares her views with Richa Sang*

*A Sea of  
Myriad*

Streams



**INTERVIEW**



# Q & A

***True to your name 'Ananya' – you are a truly unique personality. How do you so efficiently juggle between the multifarious roles of a singer, songwriter and entrepreneur?***

Because I am so passionate about each of the things that I do, whether it be my businesses, Mpower or my music, none really feel like 'work'. Each is more like an extension of my inner self, and they feed and fulfil my soul equally.

There are times when it can be really demanding to be as invested in each project as I would like, but I really love the diversity of my days. I am also blessed to have amazing teams in place who help everything tick along.

***You started your venture at a nascent age of 17. From where did you receive the motivation to don the hat of an entrepreneur when most of the youngsters of your age are not even clear about their career goals?***

I felt old for my age at 17, and maybe a bit impatient. I wanted to channel that into doing something positive so I set up Svatanttra which provides loans to low-income, rural women to help them grow their businesses and become financially independent.

From a young age, I wanted to build a vehicle to address the massive gap that exists between rich and poor in India. I also wanted to develop something which could give back to society but in a sustainable way that encouraged social progress and self-sufficiency. I believe it's far more valuable to give people the tools to do something for themselves rather than do it for them.

*"From a young age, I wanted to build a vehicle to address the massive gap that exists between rich & poor. It's far more valuable to give people the tools ... rather than do it for them."*

***Your venture 'SvatanttraMicrofin' is based on a very noble concept of providing microfinance to women in rural India. How did the idea of starting such a venture struck to you?***

As a female entrepreneur, I wanted to build a platform which encourages other women in India to fulfil their potential. Svatanttra, which means freedom in Hindi, is working hard to eliminate the outdated views that are still prevalent across much of India that the only place for a woman is in the home, taking care of the family. Women should be able to fulfil their potential as individuals and not be limited by archaic restrictions imposed on their gender.

Equal opportunity across genders is so important for everyone's growth and progress: Svatanttra is showing that when women work, not only do their lives improve, so do the lives of their families and communities.

***You are doing exceptionally well in two diverse spheres of Music and Entrepreneurship. Which one of these is close to your heart and why?***

Every day I wake up feeling incredibly fortunate and driven because I am following my passions, and hopefully making a positive difference. I find everything I do to be hugely fulfilling for different reasons and I am delighted that I do not have to choose.

There is also a symbiotic relationship between my business and artistic endeavours. I know that in order to build something truly successful, creativity and business need to go hand-in-hand.

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***You are also the Co-Founder of Mpower, which is based on the concept of mental health. Tell us about your role in this organization.***

I battled anxiety and panic attacks during my time at university and found it difficult to reach out for help. It became very clear to me that it was not easy for most people with mental health issues to get support because of the stigma and the lack of education and assistance available.

Especially in India, mental health is a topic that is rarely discussed. It's surrounded by silence and shame. As a result, depression and suicide rates are on the rise and people are scared to reach out for help.

My mother and I felt a huge responsibility to do something about the lack of support for those with mental health problems, so we co-founded MPower. I think it's really important that people like me who have a public platform use it to benefit others; to set an example and lead the way.

We want to help shape a future in which everyone receives the help they need, without facing discrimination along the way. We work to create awareness, prevent discrimination, educate, and provide treatment and support services. In the last year we have also put together big events like a cyclathon and a live music concert which have got so many more people involved and educated. Our treatment centre in Mumbai is also making a dent in the massive lack of options for support in India, where there are only around 4000 psychiatrists for the 1.5 billion people who live here.

***How do you strike work-life balance?***

It has not always been easy, and I used to be terrible at it. However now, through thoughtful delegation and setting priorities and reasonable goals, I am much better.

I am also lucky to be able to work with some of my best friends, they help me feel grounded. They have been with me since day one and they really help me to remember the light side of life if I ever get weighed down.

My favourite way to relax is sitting with my guitar and getting lost in the music – it’s work and play all wrapped-up in one moment.

***Having achieved glory at a young age, you are an inspiration for umpteen fans and entrepreneurs who look up to you for inspiration. Which personality has inspired you the most?***

I’m so interested in people’s stories, the situations that shape us and move us, so a lot of my inspiration comes from the people that I meet every day, particularly when my work takes me to new and exciting places around the world. Recently I was speaking at One Young World in The Hague, and met some of the most fascinating and inspirational young leaders from all types of industries everywhere in the world. It was such an amazing experience. There is something you can learn from every person you come in to contact with, and I believe that each interaction shapes you a little bit.

I am also so often incredibly moved by the women we work with at Svatantra. Life can be very tough for these individuals, but the strength, intelligence and perseverance I see is

truly inspirational.

***Your song ‘Circles’ is ruling the popularity charts. Congrats! What are your upcoming singing ventures?***

Thank you, Circles is a song which is incredibly close to my heart because I wrote it to celebrate my best friend and also friendship in general. I am truly delighted that that people are responding so well to it.

Right now I’m working on a lot of new material, experimenting with some different styles, adding more Indian sounds into my music. I just released a remixed version of my last track Circles, and am working hard on an EP which I expect to put out at the beginning of 2019.

***Please share with us your moments of triumphs both at the personal and professional fronts.***

Being the first artist to go platinum in India with English songs, ‘Meant to Be’ and ‘Hold On’ and recently ‘Circles’ was a personal and professional triumph. It felt like a breakthrough on a bigger scale. For a long time, the music industry in India has been heavily influenced by Bollywood and

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sometimes other genres feel squeezed-out. But I think the response to my music shows that India is becoming more open-minded and willing to embrace international styles and unfamiliar musical influences.

I hope that the positive response to my music encourages other young musicians across Asia to be less afraid of taking chances, and other fans to experiment with what they listen to. There is so much undiscovered talent that deserves to be heard.

Through music, I’ve been able to connect with audiences all across the world. Beyond anything else, there is nothing which makes me happier than when I get a message from a fan who says that they related to something in my music and that it made something that they are going through a little bit easier.

***What are your views on Corporate Social Responsibility?***

I welcome the trend towards individuals and corporations increasingly setting out to have a more positive impact on the world. It makes a lot of sense to me. I don’t think that being a successful and sustainable business necessarily requires that you act in an unethical or unfair way. I am a big believer that a business should have a heart.

***Despite having achieved fame at a strikingly young age, do you nurture any unfulfilled wish or ambition?***

I just performed a surprise set at Oktoberfest in Goa and it was amazing. I want to play more live music, and eventually tour around the world, and prove that India can produce a successful, global musician.

***Please tell our readers about the ways in which you unwind yourself.***

I exercise at least three times per week. It benefits your physical and mental health. It always makes me feel stronger and calmer. I play football, dance, do a yoga class, surf or just hit the gym. Whatever I can fit into my day. Whenever I have time off, nothing makes me happier than spending quality time with family and friends.



## THE VISION

The Signum group is focused on creating modern urban spaces in a balanced environment where people can live, learn, work and play.

## RECOGNITION HAS NATURALLY FOLLOWED

Brick & Mortar Award  
for Best Residential Project  
**Heritage Mayfair**

CNBC Real Estate Award  
for Best Residential Project  
in Eastern Region  
**Sherwood Estate**

Iconic Project of the year  
by Realty Plus Conclave  
& Excellence Awards East '18  
**Cloud 9**

India's Top 100 Affordable  
Housing Projects by Realty Plus  
**Signum Parkwoods Estate**

Best Upcoming Affordable  
Housing Project in Kolkata  
by Asia Real Estate  
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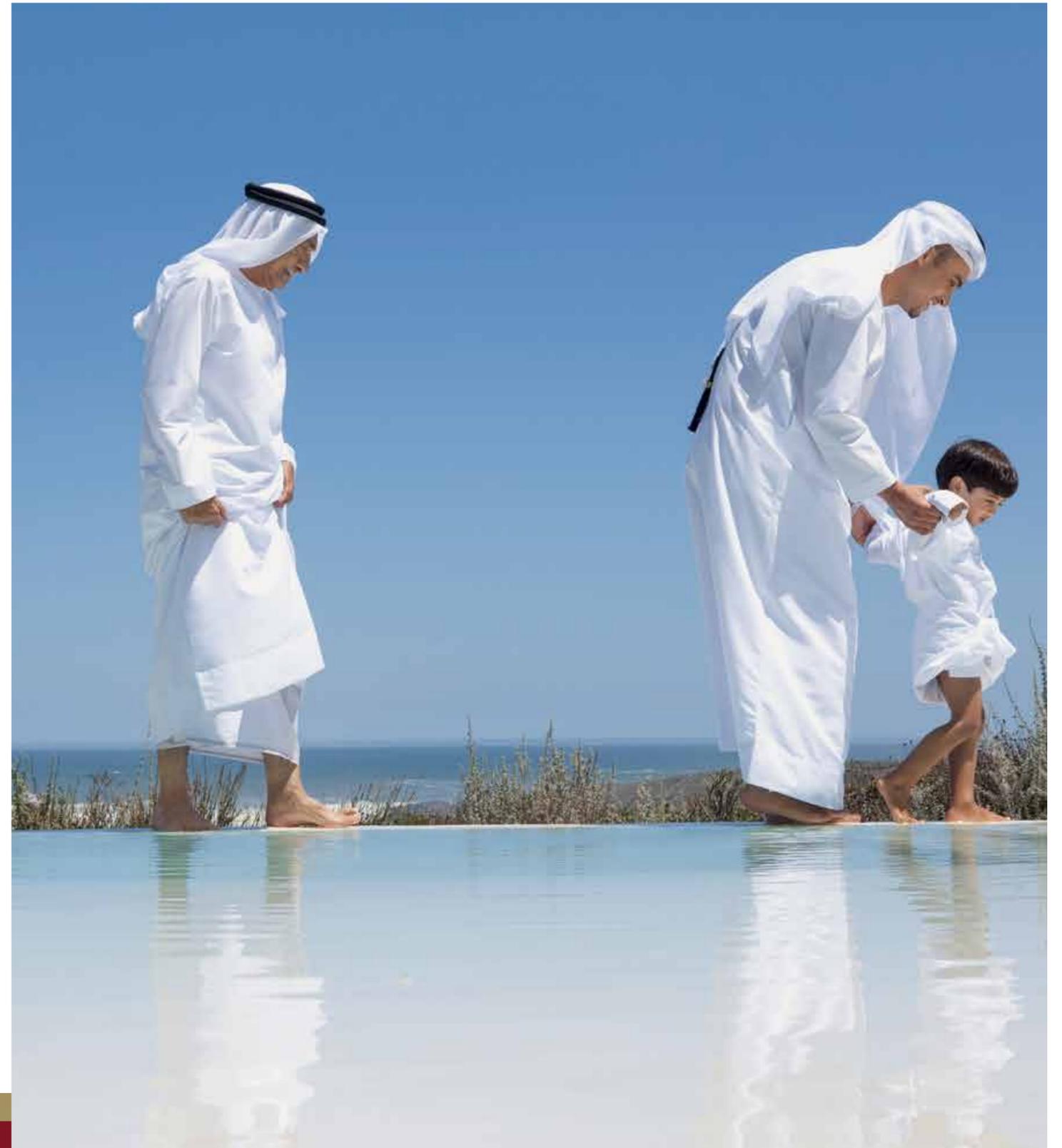
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**BIDITA BAG**

*Please share your upcoming projects in detail with our readers.*

An exciting project I'm working on right now is the movie "Teen Do Paanch", directed by Amitabh Verma. Shreyas Talpade is the lead actor in the film and I'm the lead actress. It is a very light-hearted family comedy, focusing on a marriage where husband and wife have 3 children. The movie highlights the issues and challenges the husband and wife face while taking care of the kids.

I'm really looking forward to this film.

Another film I'm working on is Daya Bai. It is a biopic. Kerala-born Daya Bai has been diligently working and fighting for better lives of tribals of Central India. Though I'm a Bengali, I've really worked hard on the accent and nitty-gritty of the character to play it best.

I've also done a video for 9XM, "Busy Busy", which is already a hit. It is a lively and high-spirited track with great lyrics and catchy music. In the music video, we have shown the life of a girl who complains about the busy schedule of her beloved.

Obviously there are a couple of more projects, but I can't mention them right now.

*You are a role model as an actress for several struggling and aspiring actors and actresses, and the young generation. What advice would you give them?*

We always look at the glamour, the money and success in the film industry. We are easily impressed by the actors, actresses, directors and producers, thinking of them as very powerful people, very popular people, as stars in the industry; however, everyone – especially the struggling and aspiring actors and actresses, and the young generation – misses the hard part, the struggle before any success. Everyone is also programmed that way that instead of talking about the hard days, they prefer to talk about the rosy picture only. I've also struggled a lot before being recognized, but no one had told me that the struggles are too much in this industry. I also saw only the

# Bollywood Calling

*Making it big in Bollywood owing to her sheer dedication and passion to prove her mettle, Bidita Bagh is scripting stories of success with her spellbinding acting prowess and has created a unique niche for herself in the realm of cinema. Here's a presentation of some excerpts of her interview with Anam Kumar*

glamour and stardom, but didn't know that the struggle period can be really long and challenging.

Another point that everyone must understand is that actors and actresses are not always genetically beautiful and attractive. We need to work really hard to stay fit and attractive. We regularly need to exercise and run in the gym; practice in the dancing classes; work on our accent, our language – Hindi and English; be careful about our body and diet. But, nobody shares these with those who aspire to be successful in the film industry.

And, this is not easy. So much money goes into these as everything has a cost. So, struggling doesn't just mean enduring, which most can do. But, if you haven't started working, or have just started working, you wouldn't be able to handle your expenses, just preparing yourself for that big break. And everything has a cost.

You have to spend for your gym classes, diction classes, dancing classes, pay your PR, wear good clothes, hire a stylist, and then manage your time also and go for auditions regularly. It's not easy!

It's similar to someone who runs and wins a Gold Medal at one of the Olympics. He may finish the race in 11 seconds, but he practiced for years. If people see only the 11-second run and the extraordinary success, and not the years of hardship, they wouldn't be able to understand things in the right perspective.

Finally, the most important part of the answer! Nobody tells you about the failure stories. Out of 100 aspiring actors & actresses, only 3 to 5 get the success which is great or worthwhile. You need unlimited patience and will power to face rejections every day multiple times, to avoid depression.

***You have done some really powerful roles on screen, especially in Babumoshai Bandoorkbaaz. What kind of preparations do you do for your on-screen roles?***

Sometimes you get time to prepare, sometimes not. One always needs to be prepared. I was offered the role of Fulwa in Babumoshai Bandoorkbaaz at the last moment. Literally, there wasn't any time to prepare for the role.

So, whatever time you have, you must keep preparing yourself. Over a period of time, I have improved my Hindi, as I'm Bengali. Specifically for the film Babumoshai Bandoorkbaaz, I tried to practice and grasp the UP dialect with the right accent, in which I had to speak my dialogues.

I also saw some intimate videos on YouTube, doing my own research, to look authentic during the scene. Contrary to public opinion, it's very different and very difficult to enact something like that on screen. You have to think of the right angles, right moves, right expressions, your timing, while continuously thinking if it would look good and authentic, and not vulgar to viewers. You have to judge and show it to the viewers how much you are into the act. After all, it's acting. But, the viewers must think it's real while they are watching the movie. They must not feel that the girl had gone out of her character. A girl from UP would do the things shown in the movie, and if Bidita Bag is playing the role of that girl, she must also do that. The viewers must feel when they come out of the theatre that Bidita Bag is different, real and a very good actress.

However, I must also mention here that viewers of my movies have been really supportive. I have had bad and nasty reviews from some pseudo-

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**BIDITA BAG**



intellectual critics, who show off as if they know a lot about the technicalities of a movie or the world cinema, but don't realize that adverse comments may even sabotage an otherwise good film on which some people worked hard and which may be really dear to their hearts. On the other hand, there have been some really encouraging critics also, who give you strength and self-belief, because of whom you continue to work hard.

***Everyone in the Indian Film Industry has a struggling period before they make it big. Please share your struggles with our readers.***

Every day is a struggle. When I came to Mumbai, I used to do 5 to 10 auditions every day. To save money, I would cook

*"ACTORS AND ACTRESSES ARE NOT ALWAYS GENETICALLY BEAUTIFUL AND ATTRACTIVE. WE NEED TO WORK REALLY HARD TO STAY FIT AND ATTRACTIVE. WE REGULARLY NEED TO EXERCISE AND RUN IN THE GYM; PRACTICE IN THE DANCING CLASSES"*



for myself. In the morning, I would cook food and pack it, keep water and makeup kit in my bag, and would start off with the daily routine of auditions. Mostly the auditions would be held near Bandra or Mahalaxmi, so I would pack my bag and take a train to be there, and come back only in the evening. I needed to keep several change of clothes with me – formal clothes, casual clothes, clothes fit for a housewife or a college student or a corporate employee. I would also carry a large portfolio of 2 kg with me at that time, with A4 size prints of my photos. Facebook and Instagram are popular now.

And then, at several places, people auditioning would reject outrightly. I used to fight at such instances. On one such day, I was busy with several

auditions, and I met a casting director. He told me at the door only that “You don’t fit the bill”. I knocked on the door and asked him what he meant by “fit the bill”. What did I lack? Though it’s an old story now, and whenever that casting director meets me now, he jokes that this girl had fought with me. He later got me many projects.

Some casting directors I feel hold auditions only for pastime. There’s one more instance where a fat girl was required for the role. The dialogue for the audition was, “Jaanu, kya main moti to nahi lag rahi hun?” I knew that I was not fat, but I went for the audition as I had been called. When I was outrightly rejected, I fought with the casting director, as going for that audition meant that my entire day was spoiled as

I could not manage any other audition that day. I saw that advertisement on TV later, in which a very fat girl had finally acted. I was very thin at that time. So, no thin girl should have been called in the first place.

Also, when I came to Mumbai, I didn’t have too much money. My parents didn’t support me. I started living in Mumbai in a very small house, where if I opened the window, rats would come in. But I had to save money, so that’s the best I could afford. I used to cook myself, wash utensils and clothes myself, clean the house myself. There were cases where I wouldn’t be paid on time, and then people would pay in cheque, but the cheque would bounce. I still have those cheques with me.

***Who is your role model inside and outside the Indian Film Industry? What have you learnt from them?***

I don’t have a role model as such. What I try to do is extract the good of everyone. Don’t people say that a swan can separate milk from water and drink only milk! So, I ignore the bad things and absorb the good of everybody. Because I feel, nobody is perfect.

Talking of Bollywood, you can’t say that any actor has been consistently good or bad. Some people have several good films and then a few bad films too.

However, if I have to take names, I used to like Uttam Kumar and Soumitra Chatterjee very much, as I have grown up watching Bengali movies. Waheeda Rehman, Nargis and Nutan are also my favourites from old Hindi movies. I like Juhi Chawla from Hindi movies. Aishwarya Rai influenced me very much. I even copied some of her styles during my modeling days. I also like Sushmita Sen and Preity Zinta.

***If you had to change one or more thing(s) politically in this country, what would it/they be? If you had to change one or more thing(s) in the Indian Film Industry, what would it/they be?***

In politics, corruption must be eliminated completely. Politics is full of liars, and during voting people must be careful and vote for only genuine people. Crony capitalism must be avoided. Politicians

should work only on those things which directly benefit the public, especially the farmers and armed forces.

In movies, a new era has already started where filmmakers are not afraid of experiments. Long time back, movies used to be really good. In between, the general standard of movies went southward in terms of stories, dialogues and music. Now, the trend is changing. It is also because of the increased opportunities and platforms like web series.

People are making movies regardless of the fact if it would be commercially hit. They can choose subjects on which nobody worked so far. This is a good time for the Indian Film Industry and also the World Film Industry, as content is new and exciting.

We are also making period movies on some unsung heroes of the past. So, overall, the change is already happening. I don't want to change anything. This is a good change! It should turn into a revolution, a renaissance.

***Which movie of yours do you like the most? Why?***

Currently, my own movie I like the most is "Teen Do Paanch". I feel my role is very difficult. I generally do serious films, but while working for this movie, I have really enjoyed myself. The character is very much like me – funny and quirky. I'm not very serious in real life, and I like to crack jokes a lot. Rarely, you get movies like "Teen Do Paanch", where you completely enjoy the work. Otherwise, in my earlier movies, the environment was always different. You have to act and be serious all the time. The scenes demand that you cry, or get abused or beaten up. There's a lot of drama and melodrama. To enact those scenes, you lose a lot of energy. They drain your emotions and energy. There's no fun in these things. During the shooting of "Teen Do Paanch", it was all fun. I felt recharged, rejuvenated, refilled after this film. It affected me very positively. Spending time with kids makes you energetic. The kids I worked with were very energetic. Handling them was difficult.

I also liked the fact that I had to work with children for this film. Shreyas Talpade is very supportive and

three children in the movie kept me completely at ease and entertained. The Director, Amitabh Verma, is also great! We shot for 25 days, and it was great fun! Though we shot when the weather was hot, all of us enjoyed a lot.

***How real are Indian Films in depicting the society? Are Indian Films a good example or a bad example on the Indian society?***

There are different categories of films in the Indian film industry. Some are able to depict the Indian society and the reality in life accurately, and some are of course following the same clichéd formula and masala. They are based on love stories or action stories or jingoism. While making patriotic films, they cross the boundary of jingoism. Their films show loud "deshbhakti". They are predictable and show the same things which the industry has been showing for decades now.

So, realistic and unrealistic films are made side-by-side. So, obviously the entire film industry cannot be held as a good or bad example on the society. Some films are good examples, and some are bad. Every film is different. Some are really out-of-the-box films, which impact the society and people positively and exhort them to do better in life.

I don't count the formula films and re-make films at all, because I don't think they affect the society at all, positively or negatively.

***What do you think Indian Films need to do to create an impact on the international level? International players have increasingly started investing in Indian projects. Will such associations successfully take the Indian Films to the next level, where big-budget films, technologically more advanced films and sci-fi films would become a reality?***

International collaborations have definitely improved our movies at the domestic and international levels. The content quality has also improved.

However, the impact has been both positive and negative. International tie-ups have also accepted that the ultimate motive is money-making. So,



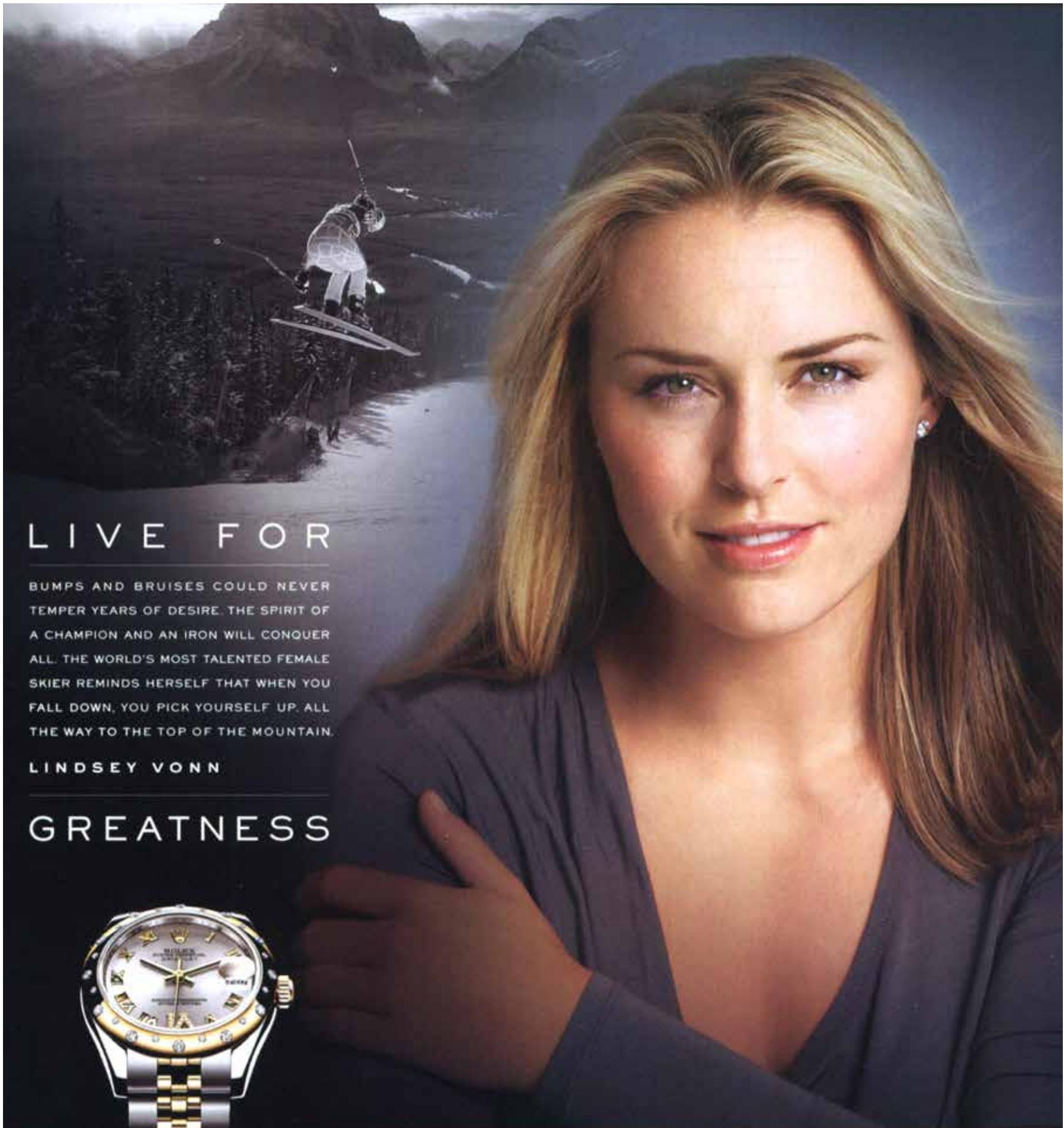
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**BIDITA BAG**

formula films are more in demand, than the realistic films. Limited experiments are being made. Initially, people from both sides were keen on exploring different content and styles, but the industry pushed them towards commercial targets. Even Amazon Prime and Netflix were considered exciting for independent film makers, but it didn't happen finally. The tie-ups have also been limited, as international companies want to collaborate with already established large cinema houses. Independent film makers are increasingly finding it difficult to even recover their budget. However, the large producers collect a part of their budget before the film is even released. So, the international tie-ups have become more of a power game. And, without due support to independent film makers, a different content would never become successful. Art cinema and commercial cinema always had a conflict. So, money can't be the deciding factor. So, international tie-ups will have to think of small and independent players, before we would see any worthwhile change. Even for shooting, small players don't get subsidies for shooting in different countries, which big players manage easily.



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