

4<sup>TH</sup> EDITION  
WORLD'S  
GREATEST  
BRANDS  
2017-18  
ASIA & GCC



# PERSON OF



PRINCE MOHAMMAD  
BIN SALMAN



GAUTAM ADANI

# THE YEAR



HUSSAIN SAJWANI



AJAY PIRAMAL



DR. KANWAR  
DEEP SINGH



DR. VANDANA  
GANDHI

# 2017-18



ASHOK  
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MANOJ  
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DR. TEJINDER  
SINGH

*Building Strategic Bridges On  
Pillars of Mutual Growth:  
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Closer Than Ever***



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Offering organizations, corporate houses, and of course people opportunities to connect more constructively and mutually beneficially, so they not only embrace and shake hands, but turn the together time to create long-lasting relationships of respect, understanding and mutual growth, AsiaOne Magazine and URS Media have been focusing on creating endless possibilities that are conceivable and workable only when the first networking begins. The first thought and the first step are replete with endless possibilities as we comprehend how much is viable individually and collectively throughout Asia, Africa, Europe and North America – where AsiaOne has firmly stamped its mark.

Every one of our prestigious international forums has left us with steadier footing, yearning to move ahead and laterally, while empowering everyone at the Asian Business & Social Forum (ABSF).

In the presence of Vinod Adani, His Excellency Vipul in Dubai, and with the participation of Japan, Republic of Philippines, Sri Lanka, Bosnia & Herzegovina, Montenegro, Macedonia, Republic of Djibouti, Republic of Ghana, Republic of Liberia and Mexico, more than 300 business leaders chose to grace our 4th Edition of World's Greatest Brands & Leaders and Indo-UAE Business & Social Forum 2018.

For this year's Person of the Year, we could not ignore Donald Trump's triumphs in adversity. In addition to Trump, other Persons of the Year on our Cover Page comprise Mohammad Bin

Salman Al Saud, Gautam Adani, Ajay Piramal, Hussain Sajwani, Dr K D Singh, Manoj Shashichandra Shroff, Dr Tejinder Singh, Ashok Aggarwal, and Dr Vandana Gandhi.

Helping us Venture into A Journey of Senses, Her Excellency Francisca E. Mendez Escobar, Ambassador of Mexico; His Excellency Sasho Tashevski, Ambassador of the Republic of Macedonia; His Excellency Darko Uskoković, Ambassador of Montenegro; Her Excellency Samata Gifty Bukari, Consul General of Republic of Ghana; and His Excellency Dr Akima Umezawa, Consul General of Japan have consolidated our Cynosure.

You must read the success stories of the World's Greatest Brands in our Special Feature on Page 88.

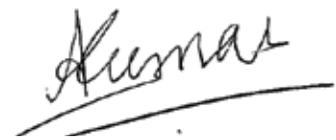
As India & UAE have decided to Come Closer Than Ever, while Building Strategic Bridges on Pillars of Mutual Growth, AsiaOne has analyzed the journey of the two countries since old times.

Several organizations have been silently Making the World A Better Place. In our own efforts to highlight such noble work, we chose to share the stories of YouWeCan Foundation, JSW Foundation and Bharti Foundation. Read on Page 206 how sincere efforts give extraordinary outcomes.

Our Interview with Nandita Das and Gul Panag also gave glimpses of vast, honourable and constructive work they have been doing in the society. Don't miss the chance to read their views on Page 214.

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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to feed the mankind.



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# C O N T E N T S

JULY-AUGUST 2018



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## CYNOSURE

### VENTURE INTO A JOURNEY OF SENSES

For the readers of AsiaOne magazine, Ambassador of Mexico, Ambassador of the Republic of Macedonia, Ambassador of Montenegro, Consul-General of Republic of Ghana and Consul-General of Japan have come together to create an amalgamation of various hues at one place

## BI-LATERAL TIES

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### INDIA & UAE COMING CLOSER THAN EVER

The traditionally close and friendly India-United Arab Emirates relations have evolved into a significant partnership in the economic and commercial sphere



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### 4TH EDITION OF WORLD'S GREATEST BRANDS & LEADERS

Fourth Edition of WGBL 2017-18 and Pride of Asia & GCC Series; Indo-UAE Business & Social Forum 2018 were organized on 9th May 2018 at Emirates Ballroom, JW Marriott Marquis Hotel, Dubai

## CORPORATE SOCIAL RESPONSIBILITY

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### MAKING THE WORLD A BETTER PLACE

The greatest of all ways of conduct is being human or rather acting human and reaching out to those who need us the most. On one hand the corporate world is doing its bit in giving back to the society through its wide ambit of CSR initiatives and on the other is the realm of philanthropic organizations who have taken up varied ways of helping those in need

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### NANDITA DAS & GUL PANAG

Besides proving their mettle in the realm of Cinema, both Nandita Das and Gul Panag have taken up diverse roles in their bid to serve the society. While Nandita Das has donned the role of an advocate of social issues especially those of women, children and the marginalized communities, through various platforms and has associated herself with related campaigns, Gul Panag is a social activist and is doing her best in giving back to the society through Colonel Shamsher Singh Foundation and has taken the plunge into active politics to achieve her socialist ambitions

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- Himachal, Andheri (W)
- Siddhachal Love Lane - Byculla
- Kailash Apartments - Mumbai Central
- Siddhivinayak Apartment - Prabhadevi
- Hill View - Andheri (E)
- Sumer Apartments - Prabhadevi
- Pratiksha Tower- Lamington Road,
- Mahavir Sadan - Grant Road (E)
- Sumer Castle - Thane
- Hill View Apartment - Mazgaon
- Sumer Saraswati - Jn. of Lebanon & Huges Road
- Sumer Valley - Andheri
- Avenue 5 - Santacruz (W)
- Sumer Hills - Andheri (E)

### COMMERCIAL IN MUMBAI

- Swastik Chambers - Chembur
- Sumer Shopping Centre Gulalwadi
- Keytuo Industrail Estate Andheri (E)
- Sumer Kendra - Worli
- Nav Nirman Kendra Mahalaxmi
- Sumer Plaza - Andheri (E)
- Sahar Plaza - Andheri (E)
- Sahar Plaza, Meridian Andheri (E)
- Corporate Park 2 - Chembur.



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## WORLD BANK PREDICTS 7.3% GROWTH RATE FOR INDIA, MAKING IT THE FASTEST GROWING ECONOMY

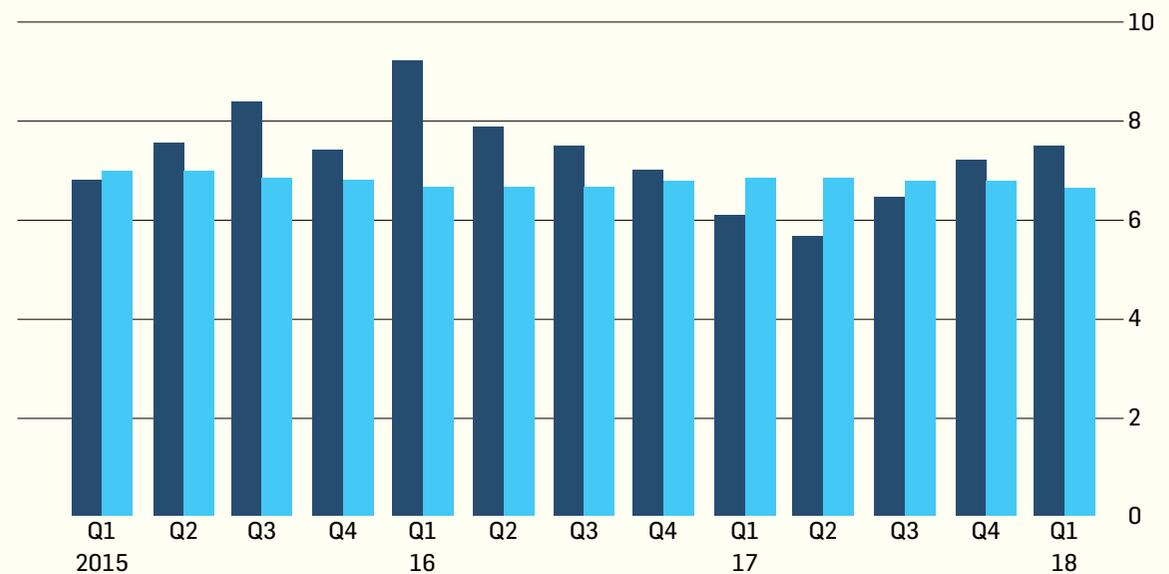
India has been designated as the world's fastest growing economy with the World Bank's projection of its growth rate at 7.3% for the year 2018.

The World Bank is an international financial institution that provides loans to countries of the world for capital projects. The Global Economic Prospects is a World Bank Group flagship report that examines global economic trends, developments and prospects, with a special emphasis on upcoming markets and developing economies.

After five consecutive slow quarters, India's GDP growth bottomed out in the middle of 2017 and finally rose vigorously in 2018. This acceleration of pace for India in the current fiscal year is supported by strong private consumption and increase in public spending

India's economy now growing faster than China's  
GDP growth, change vs same quarter previous year (%)

■ India ■ China



Source: CSO, Thomson Reuters Datastream  
© FT

on wages and infrastructure investments. Moreover, private investment is expected to revive as the private sector adjusts to the Goods and Services Tax and a global trade recovery lifts exports. India is said to be growing at a rate faster than its assessed potential.

Ayan Kose, Director, Development Prospects Group at the World Bank stated, "India's economy is robust, resilient and has potential to deliver sustained growth." He also added, "In terms of economic growth, the fact that India is able to deliver a robust consumption growth, robust investment... All these are good news. The big issue is now that India has a potential to sustain this growth and we are optimistic about India to realize that potential."

## SBI MANAGING DIRECTOR B. SRIRAM APPOINTED CEO OF IDBI BANK

State Bank of India (SBI) Managing Director B. Sriram will serve as the CEO of IDBI Bank for tenure of 3 months following a special order by the GOI.

The appointment was passed on through an official order and is the first lateral shift of senior management in decades.

The vacancy for the top



position opened after its CEO Mahesh Kumar Jain was named Deputy Governor of the RBI by the Appointments Committee of the Cabinet, which decides appointments to several top posts under the Government of India and is composed of the Prime Minister of India, who serves as the Chairman of the committee.

Jain has been a part of the IDBI Bank since March 2017 and was previously CEO at Chennai based Indian Bank. Jain has been appointed the 4th deputy governor's post which lay vacant since SS Mundra retired in July 2017.



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## GENERAL AZIZ AHMED DESIGNATED NEW ARMY CHIEF OF BANGLADESH



**L**ieutenant General Aziz Ahmed has been recently appointed as the new Bangladesh Army Chief for tenure of three years. His term will officially start on 26th June 2018. Lieutenant General Ahmed is currently serving as the Quartermaster General of the Bangladesh Army.

The son of Wadud Ahmed, a former Bangladesh Air Force official raised in Chandpur, Ahmed passed his SSC exams from Mohammadpur Government High School and went to Notre Dame College to receive a Diploma in Textile Technology in 1980.

He is a graduate of Defense Services Command and Staff College, Mirpur.

Ahmed possesses extreme diligence

and poise and has had an exceptional career that rightfully led him to his current designation.

In his career as a military man, he's served in Chittagong Hill Tracts GSO-3 (Operations) and as a Brigade major for the infantry brigade, a Grade-2 official of the Army Training Directorate and a Grade-1 staff officer of the Army Directorate of Pay and Allowance.

Ahmed has also had diverse experiences as a commander in the army and has commanded one Artillery Regiment, one BDR (Bangladesh Rifles) Battalion, two Artillery Brigades including an Independent Air Defense Artillery Brigade.

## ARIYA JUTANUGARN WINS US WOMEN'S OPEN

**A**riya Jutanugarn wins The United States Women's Open Golf Championship, which is one of the thirteen national championships conducted by United States Golf Association (USGA) and is the oldest of five other major championships of the Ladies Professional Golf Association (LPGA). The Championship came into being 72 years ago in 1946. The Tournament is usually held in early July and is the third major of the LPGA season. The winner of the event bags a large sum of money which is considered the highest purse in women's golf. In 2017, the amount was \$5 Million.

Ariya is the first player from Thailand to win the championship. Her win came after she parred the fourth extra hole after earlier finishing

regulation at 11-under-par 277. She suffered a back nine collapse before beating her South Korean opponent, Kim Hyo-joo in the playoff at the U.S women's open.

Through this win, she has joined Annika Sorenstam, Karrie Webb, Se Ri Pak and Inbee Park as the only players to win both the US women's Open and the British Open, which she won in 2016. Some considered the tournament to be the most difficult day of her career, but she walked away bagging the trophy and the cash prize worth \$900,000.

Since 2018, the U.S Women's Open is being held prior to the Men's tournament in order to provide optimum playing conditions to the world's best players across the various and finest golf courses that the U.S has to offer.

### Players Wining Both The U.S. Girls' Junior & The U.S. Women's Open Championships

- **Amy Alcott**  
(1980 Open: 1973 Junior)
- **Inbee Park**  
(2008, 2013 Open: 2002 Junior)
- **JoAnne Gunderson Carner**  
(1971, 1976 Open: 1956 Junior)
- **Hollis Stacy**  
(1977, 1978, 1984 Open: 1969, 1970, 1971 Junior)
- **Ariya Jutanugarn**  
(2018 Open: 2011 Junior)
- **Mickey Wright**  
(1958, 1959, 1961, 1964 Open: 1952 Junior)





## ASIA STOCKS SLIDE DOWN AS TRUMP RAISES STAKES IN CHINA TRADE WAR

Reported in June 2018, a sell-off of Chinese stocks due to the trade war between the two biggest economies of the world has resulted in lowering Asian equities to a 4-month low. United States President Donald Trump has further threatened new tariffs on Chinese goods. A 10 per cent imposition on \$200 Billion worth goods is expected as a comeback to China's decision of raising tariffs on \$50 Billion U.S goods.

China has warned Washington that it will take substantial measures if any more additional list of tariffs on its products were published. Asian Economies like Taiwan, South Korea and Southeast Asia are among the largest exporters of "intermediate

goods" to China, which is the assembler of those pieces into finished products and ships them to destinations such as U.S. Hence, these economies become the most susceptible to the trade-off and likely to get badly affected if the tensions between the two countries heat up any further.

Furthermore, trade frictions are evident by the blows on the financial market, and have created an increasingly nerve-racking situation for investors and businesses that fear a full-fledged trade-off could derail global growth.

Morgan Stanley Capital International's broadest index of Asia-Pacific shares outside Japan lost 1.2 per cent to its lowest, dragged by a fall in Chinese shares.

## PRIME MINISTER MODI'S VISIT TO INDONESIA

Prime Minister Narendra Modi visited Indonesia as a part of his Three-Nation tour to East Asia.

His visit is a realization of his "Act East" Policy to create stronger bonds with the Association of South East Asian Nations (ASEAN) countries. Its main objective was bilateral cooperation between the 2 nations in maritime, trade and investment.

The two leaders signed 15 agreements on areas including cooperation in

defense, exploration, use of outer space, science and technology, capacity building of public officials, dialogue and interaction between governments, think tanks as well as in health and railways.

Aviation strategies were also discussed to improve and strengthen the air route. Direct flights by Garuda Indonesia between Bali and Mumbai are being welcomed as well as flights by Batik Air and Air Asia Indonesia serving Indian and Indonesian cities.

## INDIA IS THE SIXTH WEALTHIEST COUNTRY IN THE WORLD

### THE TOP 10 (IN \$ BN)

US	62,584
China	24,803
Japan	19,522
UK	9,919
Germany	9,660
India	8,230
Australia	6,142
Canada	6,393
France	6,649
Italy	4,276

India is now the 6th wealthiest country in the world with fortunes raised massively from the year 2016 to an astounding \$8,230 Billion in 2017. It has been rated as the best performing market globally.

New World Wealth is a global wealth intelligence and market company that specializes in ratings, surveys, country reports and wealth statistics. It uses the total wealth of a country as an indicator to assess the economic patterns and determine the wealthiest of nations, and refers to the fortunes owned by all individuals living in each state, city or constituency. It includes cash, property stocks, and business interests and excludes government funds.

According to their recent report, during the review period 2006-2016, India's volume of High Net Worth Individuals (HNWIs) increased by a whopping 290% and is the 9th largest

in the world. The acquisition of this wealth is mainly attributed to the following Industries – Manufacturing (18%) followed by Basic Materials (15%), Technology (10%) and Financial and Professional services (10%).

Statistics as of 2017 show that 330,400 HNWIs reside in India, which is one of the highest in the world. There are also at least 119 billionaires living in the country, and the number is again much higher in contrast to Germany, Canada, France, Australia China and Russia.

The report stated that with India's massive entrepreneurial population, a good educational system and an English speaking population, private wealth will grow by 200% over the next ten years with growth in financial services, Information Technology, Business Process Outsourcing, Real Estate, Healthcare and Media Industries.



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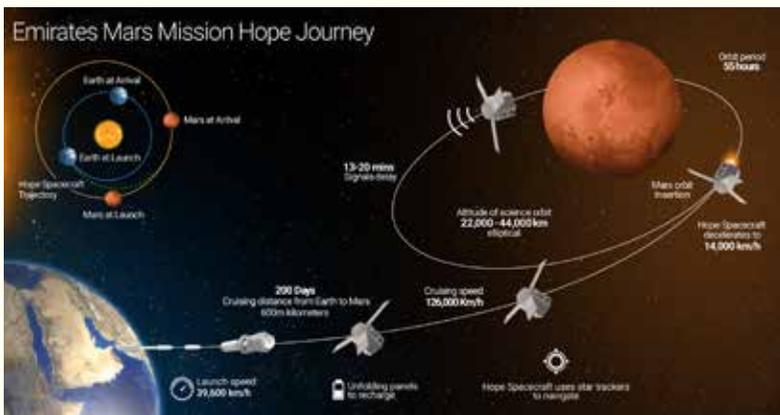
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## FIRST EMIRATI ASTRONAUTS TO TRAVEL IN SPACE

United Arab Emirates is planning to expand its horizons and fly its first astronaut into space by the year 2021, when it completes 50 years of its foundation. By the end of 2018, Emirates will have its first astronaut titled,

recruited and trained to make history.

This is the first ever space programme to be launched by the UAE and a realization of UAE's pledge to become a global leader in space exploration over the next

50 years. The recruitment process is rigorous and detailed. Citizens first fill out an online form, the required additional information and supporting documents to the UAE Astronaut programme at the Mohammed Bin Rashid Space Centre (MBRSC). Men and Women aged above 18 are welcomed and have to go through a screening process which involves basic psychometric tests and medical examinations to determine the fitness of the candidate. Once shortlisted, more advanced and elaborate psychometric examinations will be taken, followed by a final interview round.

The qualified 4 candidates will be sent to the International Space Station (ISS) to carry out vital experiments and work that will contribute to the scientific community's understanding of human space flight to meet

future challenges as a part of their training. The selected candidates will be a part of the Astronaut Corp of 2019.

Currently, there are over 2,000 applications received from people aged 18 to 60. This is a very exciting phase for the citizens of the country and their enthusiasm will accelerate the Prime Minister Mohammad Bin Rashid's goal of launching the first unmanned Arab probe to Mars in July 2020. The orbiter will be called "Amal" or "Hope". In the far future, UAE also has plans to build what it calls a "Science City" to replicate life on Mars and aims to create the first human settlement on the red planet.

A new online portal, called the I-Shuttle, has also been launched by the UAE Space Agency for the citizens to engage with and drive their interests in space.

## OYO VENTURES IN CHINA

OYO rooms, more commonly known as OYO, have extended its presence in the Chinese economy.

This expansion is the third overseas expansion after Malaysia and Nepal for the Gurugram-based startup.

OYO is an Indian hospitality service and budget hotel network, founded by Ritesh Agarwal in 2013 and is exploring the two big markets of India and China, alongside other Eastern countries like Indonesia. It is also set to take its enterprise in United Arab Emirates. In September 2017, OYO had signed a 5 year MoU with the China Lodging Group to facilitate and strengthen collaboration in order to build

a worldwide market leading hospitality business. The MoU signed is for both parties to explore opportunities for mutual collaboration in fields like knowledge and technology sharing, strategic alliances – including but not limited to local sourcing and procurement and joint loyalty programs and investments. The multi brand hotel group had made a \$10 million equity investment in OYO to become a minority shareholder (less than 5 per cent).

Currently, the chain comprises of over 11,000 exclusive or franchised rooms in 26 cities including Hangzhou, Xian, Nanjing, Guangzhou, Chengdu, Xiamen and Kunming among others.



It has also launched its services in Shenzhen, also called the silicon valley of China, and is considered one of the busiest and fastest growing ports in the world. It has covered 8 hotels with a room count of around 400.

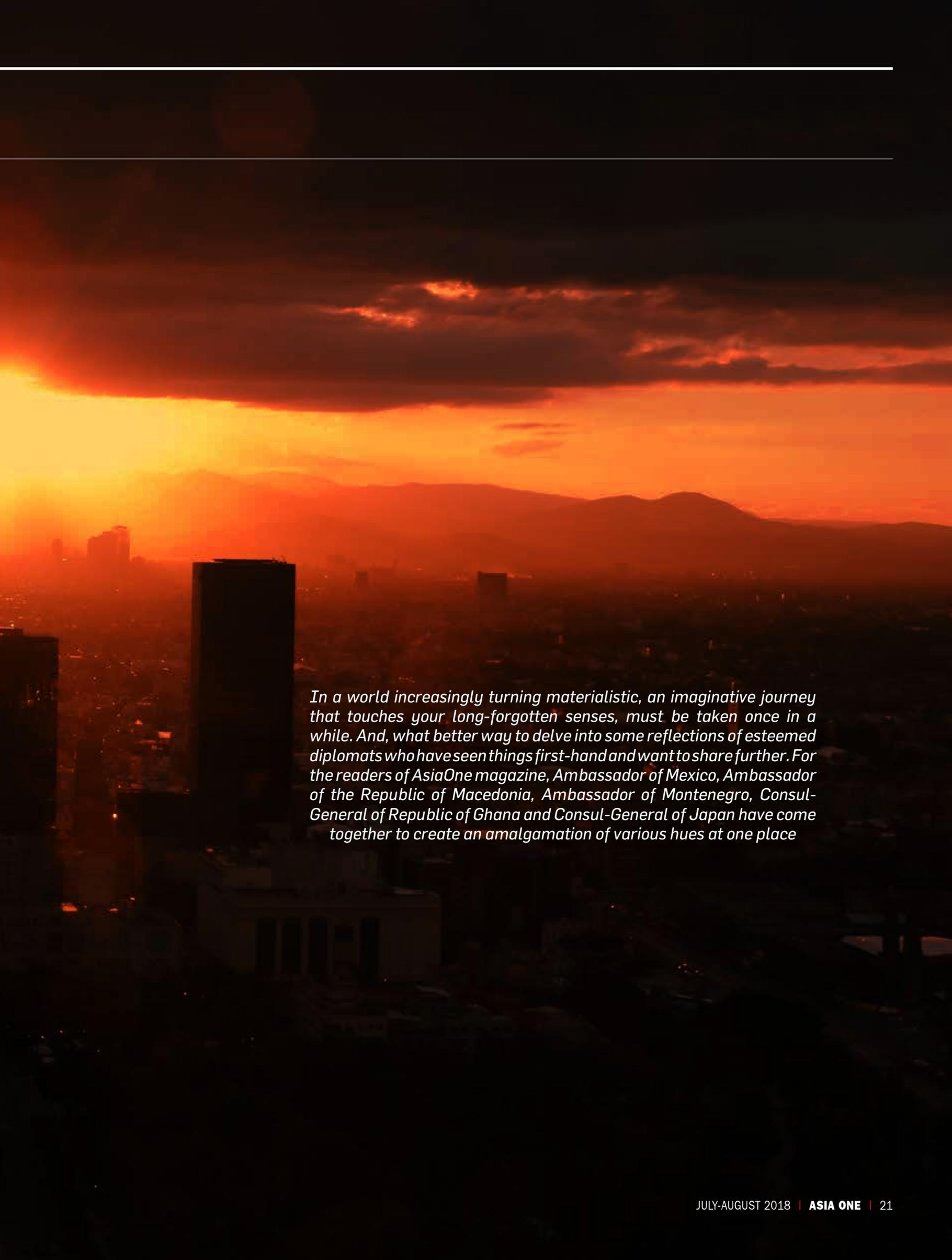
AsiaOne believes that the reason behind this move is the massive prosperity China's tourism industry is witnessing.

It enjoys an influx of both domestic and International tourists and their market is considered as fragmented as the Indian hotel market.

The firm has reportedly hired around 60-70 employees to run its operations in China. Furthermore, a substantial rise in the number of hotels and headcounts is expected in the near future.



# VENTURE INTO A JOURNEY OF SENSES



*In a world increasingly turning materialistic, an imaginative journey that touches your long-forgotten senses, must be taken once in a while. And, what better way to delve into some reflections of esteemed diplomats who have seen things first-hand and want to share further. For the readers of AsiaOne magazine, Ambassador of Mexico, Ambassador of the Republic of Macedonia, Ambassador of Montenegro, Consul-General of Republic of Ghana and Consul-General of Japan have come together to create an amalgamation of various hues at one place*



## **MEXICO HOME TO ADVANCED CIVILIZATIONS**

*Pre-Columbian Mexico dates to about 8,000 BC, is identified as one of seven cradles of civilization, and was home to many advanced Mesoamerican civilizations, such as the Olmec, Toltec, Teotihuacan, Zapotec, Maya, and Aztec before first contact with Europeans. With the promulgation of the 1917 Constitution and the emergence of the country's current political system, it has advanced quickly to become the eighth most visited country in the world, and is poised to become the world's fifth or seventh largest economy by 2050*

**By Her Excellency Francisca E. Mendez Escobar,  
Ambassador of Mexico in United Arab Emirates**

**M**exico is one of the most open economies in the world through a network of free trade agreements making it one of the most competitive countries for productive investment. Actually, Mexico is an economic power on the global stage, being the 11th largest economy in the world (in terms of GDP measured by the purchasing power parity index).

### **HOLDING MANY STRENGTHS**

During the last five years, we have just passed an important number of structural reforms that have helped to propel and prepare our country for a better growth and development in different areas including, education, energy, telecommunications, financial, tax, labour, judicial, political, anticorruption, transparency among others. We say that Mexico is tradition, culture and innovation, with many strengths; today we are the 11th most populated country with 124 million inhabitants, with a highly skilled young workforce. The 13th country with the largest international reserves; with a growing fiscal capacity and the lowest

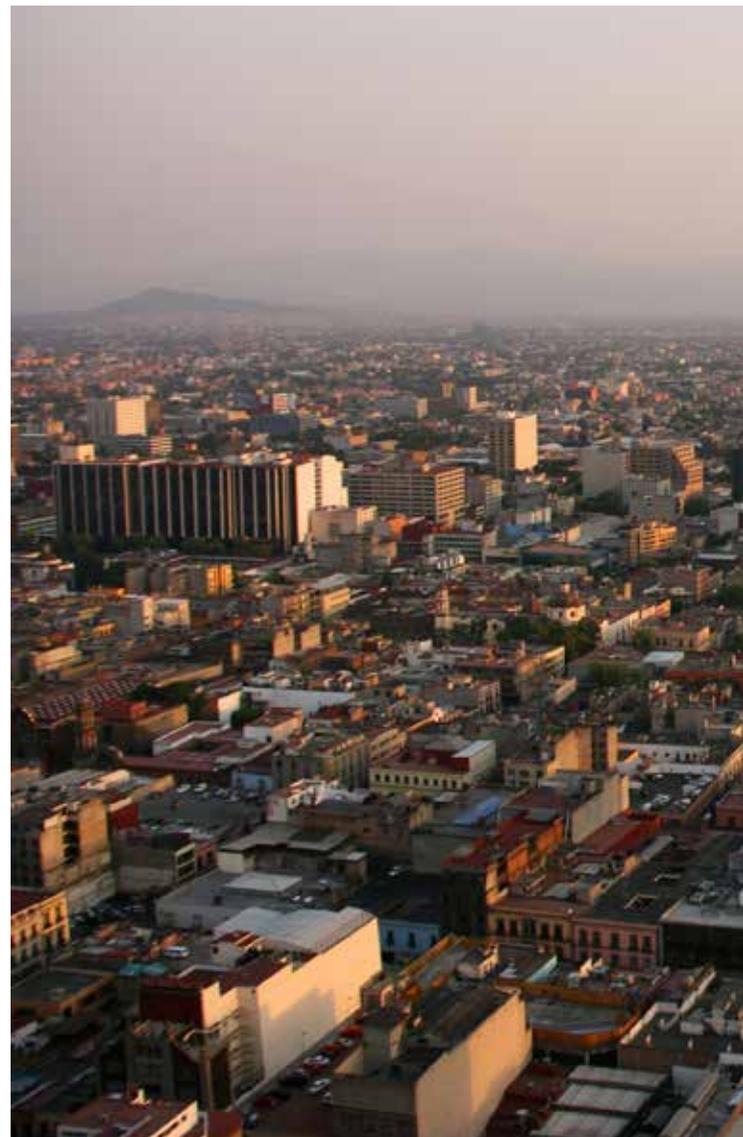
unemployment rate in the last ten years (3.4% of the economic active population in 2017). On trade, Mexico is the 13th largest exporter in the world, (with 23% relative to GDP of medium tech and high tech manufacturing exports); and one of the most attractive destinations for foreign direct investment; just last year Mexico received around 29.6 billion dollars in FDI (from 2012 to 2017 Mexico has received more than 170 billion dollars in FDI).

The twelve main products exported by Mexico to the world are light motor vehicles, auto parts & accessories, transportation vehicles, computers and computers parts, telephone and telephone parts, petroleum oils and bituminous minerals, tv sets, electricity conductive materials, medical and veterinary equipment, seats, tractors and gold.

### **TOURISM OPPORTUNITIES**

Mexico has something to offer to every visitor; from cultural and natural assets, such as beaches, jungles, lakes, waterfalls, rivers, mountains, deserts, and impressive gastronomy, beautiful

**“MEXICO IS ONE OF THE MOST OPEN ECONOMIES IN THE WORLD THROUGH A NETWORK OF FREE TRADE AGREEMENTS”**



and historical monuments, museums, colonial buildings; but mostly a unique, rich, friendly and hospitable culture.

It has a good services and a strong hospitality infrastructure (more than 750 thousand hotel rooms), airports (actually, a new airport in Mexico City is under construction to handle a capacity of 120 million passengers (when fully operational) with an investment of 13 billion dollars), ports and highways connecting every corner of our country. During the past years the private and public sectors have combined, coordinated and joined efforts to work on different tasks from hosting world events, festivals, international congresses and expos, to sports and include more SMEs qualified to generate better services and jobs, as well as the development of products such as medical, cultural and

business tourism.

In 2017, Mexico reached record highs with more than 39 million visitors from around the world, being one of the most visited countries (6th most visited nation according to the United Nations Tourism Organization).

The tourism industry in Mexico is a significant contributor of income to our economy; just last year in 2017, Mexico received more than 21 billion dollars from international tourists.

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

On trade and business, together with our commercial and investment promotion office of ProMexico in Dubai, we have been working on the attraction of foreign direct investment into our country through visiting specific companies, sovereign funds

and participating in seminars, expos and congresses all over the United Arab Emirates, with the support of governmental institutions such as the Ministry of Economy, Dubai FDI and of course the Chambers of Commerce and Industry among other relevant actors. Likewise, we have achieved the execution of important agreements between both nations to protect and promote investments such as the APRI (Agreement for the Protection and Promotion of Reciprocal Investments, which just entered into force this year) and the Agreement to avoid Double Taxation. The promotion of reciprocal business missions and opportunities on a daily basis is our goal; likewise, it has been an important challenge since there is a lack of knowledge and awareness of the potential opportunities for the private sector on both sides of the equation. The United Arab Emirates is a new market for Mexico, our commercial office just opened less than three years ago; however, there have been significant advances in the participation in trade exhibitions such as Gulfood, Yummex, Arabian Travel Market, or ADIPEC which have brought important delegations from Mexico achieving satisfactory results in this regard. Likewise, Mexico has received trade missions from the UAE on a yearly basis since then, being single companies or delegations as the one headed by the Minister of Economy of the United Arab Emirates back in November 2016.

On the connectivity, we have been working with the local airlines such as Emirates in achieving soon passengers' flights to Mexico; today we only have cargo flights from Emirates, since we believe connectivity is a key to facilitate approaching and linking businesspersons and companies of both nations easily.

Each day, more and more companies and individuals are becoming aware of the business opportunities that each nation offers to each other and that there is a lot of room to grow, but it is a process and takes time; that is the reason that in each official visit or each event that we, as representative of Mexico, have tried to include the business and economic topics on top of the agenda.





## **REPUBLIC OF MACEDONIA MAKING SIGNIFICANT PROGRESS**

*This region's history dates back to antiquity, beginning with the kingdom of Paeonia, and since then it has fought quite a number of battles before the modern territory of Macedonia came under the Serbian rule following the Balkan Wars of 1912 and 1913. Making rapid and significant progress, since its peaceful secession in 1991 from Yugoslavia, Macedonia is today a member of the UN and of the Council of Europe, has applied for NATO membership, and has emerged strongly as an open, market-based economy*

**By His Excellency Sasho Tashevski, Ambassador of the Republic of Macedonia in United Arab Emirates**

**R**epublic of Macedonia is an upper middle-income country that has made great strides in reforming its economy over the last decade. The vision of the Government of Republic of Macedonia is full membership in European Union and NATO, to ensure economic stability and improvement in the life of its citizens.

### **BUSINESS-ORIENTED**

The Government is pro-business oriented, focusing on attracting FDI and making it easy for investors for

doing business. In the “Doing Business Report 2018”, Republic of Macedonia is on 11th place in the world, and 5th in Europe for ease of doing business.

“Business Insider” has ranked Republic of Macedonia No. 1 in the world for lowest taxation: average 7,4%. The corporate income tax is 10% flat rate. There are 13 free zones fully operating in the country, with tax holidays for 10 years (zero taxation for VAT, corporate & personal income tax, and zero custom duties for import of raw materials & machines). Areas

of development include agriculture (fruits & vegetables), tourism, mining & minerals (especially marble), IT sector, textile industry, construction, healthcare, education, etc. When mentioning the marble, I am very proud to say that the Sheikh Zayed Grand Mosque in Abu Dhabi, United Arab Emirates, is fully made of the white marble “Sivec”, coming from Republic of Macedonia.

### **TOURISM OPPORTUNITIES**

Macedonia is cradle of culture with its



old history of statehood for more than 3000 years, and its independence since 1991. The biggest effort that Republic of Macedonia has made in the tourism industry is building new international airport in its capital, city of Skopje. In 2015, the airport was ranked No.1 airport in Europe for small airports, below 2 million passengers per year. The snowball effect is that world known hoteliers have opened their hotels all over the country, especially in city of Skopje and Ohrid, along the shore of Ohrid lake, where there is also an international airport fully reconstructed.

Ohrid lake is the oldest lake in Europe and 2nd oldest in the world, over 4 million years old. The city as well is like museum with its unique architecture. Therefore, the lake and the city are both protected by UNESCO, as natural and cultural heritage to the world.

Ohrid is the city with the 1st University in Europe, dating from 10th century AD, the University of Plaoshnik, where brothers Saint

Cyril and Method invented the Cyrillic alphabet and spread it all over Eastern Europe and Russia. Nowadays, 314 million people all over the world are using the Cyrillic alphabet.

The country is with picturesque valleys, mountains and lakes, tempered climate with four seasons and ~270 sunny days during the year, with excellent opportunities for alternative tourism like climbing, mount biking, skiing, speleology, scuba diving and paragliding.

Great place to be discovered is Skopje, the capital of Macedonia with its old Bazaar, dating from 15th century AD, the town fortress of last Roman Emperor Justinian from 6th century AD, who wrote the Roman Law, the memorial house of Saint Mother Theresa, canyon Matka with the cave Vrelo, the deepest underwater cave in the world. Macedonia is well known by the great hospitality of the people, as well as delicious cuisine.

Republic of Macedonia and United Arab Emirates have established direct bilateral relations in 1996.

**“THE GOVERNMENT IS PRO-BUSINESS ORIENTED, FOCUSING ON ATTRACTING FOREIGN DIRECT INVESTMENTS”**

## MY EFFORTS TOWARDS CORDIAL RELATIONS

Since 2014, we have established an Embassy in Abu Dhabi, United Arab Emirates and I am proud to say that I was elected as an Ambassador to improve and strengthen the political and economic relations between our two friendly countries. To be more precise, we have signed several important Agreements, such as the Agreement for Avoiding of Double Taxation, Agreement for Cooperation in the Security, Agreement for Cooperation between Ministry of Health of Republic of Macedonia and DHCC (Dubai Health Care City), Agreement for Air Traffic Regulation between our two countries. There are several more agreements in the pipeline ready for signing.

Concerning the trade and business relations, I am proud to say that various companies from United Arab Emirates have already invested in different sectors in the Republic of Macedonia, and they call themselves Happy Investors. United Arab Emirates were No.1 FDI investor in the country in 2016, according to official reports from National Bank of Macedonia.

Besides improving political and economic relations, the Embassy is constantly working on strengthening cultural relations.

## INDO-MACEDONIA RELATIONSHIP

Republic of Macedonia and Republic of India have great bilateral relations. We have our Embassy in New Delhi, and so far we have several FDI investments from Republic of India into our country, in the mining and steel sector. Indian companies have invested in two mines for production of Zinc, Copper and Lead, as well as in Steel factory.

Republic of India, as world's fastest growing economy is an example of great sustainable growth. Republic of Macedonia can be an entry point for Indian companies to enter the European market. We have established direct bilateral agreements with all European countries, including Ukraine and Turkey. This means no double taxation and no trade barriers and free access to a market of 650 million customers.





It is my great pleasure to have this opportunity to present to AsiaOne readers some information about Montenegro. The Romantic poet Lord Byron said: “At the moment of the creation of our planet, the most beautiful merging of land and sea occurred at the Montenegrin seaside... When the pearls of nature were sworn, an abundance of them were strewn all over this area.”

### **RICH CULTURE & HISTORY**

Territorially and in population (620.000 inhabitants) a small country, we are very proud about our rich culture and history.

During its millennium-long existence and its turbulent history, it has always been an independent state, with an exemption of few short periods. In 1878, at Congress of Berlin, independence of Montenegro was fully recognized by great European powers of that time. Declared Kingdom in 1910, Montenegro at the end of 1st WW lost independence although it was part of the winning alliance.

In May 2006, on a democratic referendum and in accordance with European standards, people of Montenegro restored independence and Montenegro became 192nd member of UN. First time in our long history we embraced pencils instead of arms to bring back dignity to our beloved country.

We are leaders in European integrations and since the last year full member of NATO.

### **TOURISM OPPORTUNITIES**

Montenegro is a small country with many opportunities. Tourism, agriculture, energy are the strategic sectors where we see our potential for future development.

Last year we had a GDP growth of 4.4% and this year we are expecting a similar growth.

The advantage of our country is proximity between coastal with northern-mountain part that allows tourists to enjoy same-day swimming, and walking through the mountains and in some months even skiing.

Distance of the two farthest points is only 190 kilometers.

Tourism as a strategic branch generates around 23% of Montenegro's GDP. The steady increase in tourist revenues and trade which has been recorded in recent years show that the tourism sector of our country is becoming more and more powerful, and consequently, we expect this positive trend to continue in this year as well.

According to reports from the World Travel and Tourism Council WTTC, Montenegro has been one of the fastest growing tourist destinations for years. This is supported by information that according to WTTC reports, the overall contribution of tourism to GDP in 2006 amounted to slightly over 15%. In the year 2017 it was 23.7% of GDP, and according to WTTC forecasts it is expected to rise as much to 27.9% by 2028.

Furthermore, the tourism government has introduced a series of support measures to encourage investments in the country. Among



## **MONTENEGRO** **ECOLOGICAL STATE OF** **SOCIAL JUSTICE**

*The history of the present-day Montenegro began in the early Middle Ages, as the former Roman province of Dalmatia, and till the 20th century had its own share of various rulers. From 1918 to 2006, it was part of Yugoslavia until it declared independence on the basis of an independence referendum, creating a civic, democratic, ecological state of social justice, based on the reign of Law*

**By His Excellency Darko Uskoković,  
Ambassador of Montenegro in United Arab Emirates**

other things, hotels with 4 and 5 stars and a special type of accommodation, such as the eco-lodge and ethno villages are exempt from communal tax. Also we introduced a reduced VAT rate of 7% on the accommodation services in hotels and other tourist facilities, as well as on the food and drinks services in hotels with at least 4 stars in the North region and at least 5 stars in the Central and South Regions.

Only in the last year more than 30 new hotels opened, mostly of 4 and 5 stars. In the field of quality tourism we recorded progress, as evidenced by the fact that in Montenegro in 2007 it was 12% in the 4 and 5 stars hotel capacities, but now their share in the hotel offer is around 40%.

Quality improvement of Montenegrin tourism shows foreign

investments such as Aman Resorts, Regent. It is our pleasure that world-renowned hotel chains Hilton and Sheraton in 2016 opened their hotel facilities in Montenegro too. In this year we expect The Chedi to be opened and soon One & Only.

Montenegro has proved to be a safe, politically stable and economically viable state with the potential to grow rapidly. The planned amount of contracted investments in tourism is around 3 billion euros, which places Montenegro in the third place in terms of tourist investments per capita.

Our goal is to position ourselves above all as a high quality tourist destination with a variety of offers in a small area.

Quality in all segments of the offer is what we insist on. We are

distinguished by the offer that meets different payment possibilities, from affordable, quality private accommodation and small hotels to the luxury offer by the high category hotels of world renowned brands, as well as those luxury boutique hotels, and high-quality nautical tourism.

Montenegro is rapidly becoming an increasingly popular destination among nautical enthusiasts. Sailing and tourism that has been recognized for a long time in the world as a winning combination combining tourism and profit, are also gaining an earned position in Montenegro as well.

Foreign investors invest in luxury hotels and elite nautical marinas (Porto Montenegro, Port of Kotor, Port of Bar and Budva), which confirms the fact that in Montenegro more and more guests are ready for charter and purchase of luxury mega yachts, with values exceeding dozens of millions of euros. Significant growth potential has also been recorded in MICE, cruising, health and wellness tourism."

**"MONTENEGRO IS A SAFE, POLITICALLY STABLE & ECONOMICALLY VIABLE STATE WITH THE POTENTIAL TO GROW RAPIDLY"**



## **REPUBLIC OF GHANA**

# **GREAT LAND OF GOLD**

*Already recognized as one of the great kingdoms in Bilad el-Sudan by the ninth century, modern Ghana is considered one of the more stable countries in West Africa since its transition to multi-party democracy in 1992. Formerly known as the Gold Coast, it is still famous for gold & cocoa. More recently oil forms the cornerstone of Ghana's economy and has helped fuel an economic boom*

**By Her Excellency Samata Gifty Bukari,  
Consul-General to the UAE, Republic of Ghana**

**T**he vision of Ghana under the able leadership of HE President Nana Addo Dankwa Akufo Addo is to create prosperity and equal opportunities for all in a stable, united and safe country.

### **ON THE PATH OF RAPID PROGRESS**

The focus areas of development in Ghana include Agriculture with a flagship programme of planting for food and jobs. This is to ensure food security. We have also adopted the approach of one district one factory. These factories shall process various products, therefore creating employment for the teeming youth in Ghana.

Education for all: Basic education in Ghana public schools is free. The President has expanded the Free education to cover Senior High School. This is to ensure that all children get educated in order to produce the right type of Human Resource for nation's development by training them in Science and Technology.

Health and Sanitation is another

focus area of development.

### **TOURISM OPPORTUNITIES**

Tourism is an important sector of the economy. Then, infrastructure development plays an important role, that is road, rail, sea and air. Energy also contributes to national development. Finally, good governance, respect for human rights and security are emphasized. Ghana generally has several tourist attractions.

The main tourist attractions in Ghana include the following:

National Parks, Safaris, Ostriches, Walkways, Castles and Forts to tell the history of slave trade, water falls, lakes, Lagoons and natural beaches, Abudu gardens, monkey sanctuary, Museums, mountains, volcanoes, crocodile ponds, Zoos, Mining sites, river bodies, etc. Our tradition and culture is also quite rich, including our dressing and the food we eat. Importantly, the people of Ghana are very hospitable.

Ghana also has excellent air and sea connections to the rest of the world.

Tourism, has become a global and highly competitive socio-economic and environmental activity in both developed and developing countries. In Ghana, it is the fastest growing industry that stimulates other sectors in the national economy, such as agriculture, transport, manufacturing, real estates, industries and others.

It is an important vehicle that can be harnessed by developing countries to speed up their drive towards socio-economic transformation. The industry is labour-intensive and supports diverse and versatile labour markets, offering small-scale employment opportunities, such as Travel and Tours, Accommodation Food & Beverage, Transportation, Attractions, Craft Villages, Events & Conferences, and many more, which help to promote gender equity.

Tourism has been known to diversify economies, create jobs, generate revenue for governments and stimulate businesses. Aviation plays a central role in supporting tourism. In Africa, an estimated 5.8% people are employed by influx of overseas visitors, most of whom arrive in the region by air, and contributed \$46 billion to GDP in African economies in 2014. The importance of strategic air links cannot be understated; business, leisure, and tourism all require reliable,

**"VISION OF GHANA IS TO CREATE PROSPERITY AND EQUAL OPPORTUNITIES FOR ALL IN A STABLE AND SAFE COUNTRY"**



affordable, frequent connections to key destinations in order to flourish and grow.

### **INVESTMENT OPPORTUNITIES RELATED TO TOURISM**

The increasing number of tourists and the evolving profile of today's traveler demand a host of new tourism offerings and infrastructure projects. A wide spectrum of investment opportunities arise out of Ghana's long-term tourism plans. Marine Drive Project Development involves super structures and infrastructure at the beach front in Accra. It seeks to plan and develop the entire parcel of land, stretching from the Osu Klottey lagoon (behind the Christiansburg Castle) to the Accra community centre, covering an area of 215.7 acres.

Marine Drive Plan: It plans to decongest the city centre of non-conforming uses and re-instate a new land use structure befitting the capital city; Intensify the use of land to be consistent with the high values of land and also counteract the apparent scarcity of land in Accra; and Create an environment to attract high levels of investment in the city centre.

It is also re-zoning the stretch of land into a tourism enclave to build Hotel Resorts, Craft village, Golf course, Restaurants, Coastal reclamation, Christianborg castle, etc.

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

As Consul General of Ghana, I shall work hard to strengthen bilateral relations between the UAE, and all other nations worldwide. Market Ghana in business and investment is working closely with Ghana investment Promotion Council and other Chambers of Commerce. It's my duty to attend seminars and forums in order to learn as well as share best practices with other countries, and showcase the heritage of Ghana through collaboration with the Sharjah Heritage Institute.

I am working towards creating an attractive and conducive business environment to attract Foreign Direct Investment. Finally I shall love to see Ghana becoming the gateway to West Africa as well as moving beyond Aid.



## **JAPAN LAND OF VALUES & INTELLECT**

*A Paleolithic culture around 30,000 BC constitutes the first known habitation of the Japanese archipelago. Often called the Land of the Rising Sun, Japan has always shown the world way forward be it technology, showing respect to others, or living in harmony. Today, it is the world's third-largest economy by nominal GDP and the world's fourth-largest economy by purchasing power parity. It is also the world's fourth-largest exporter and fourth-largest importer, and is considered a great power*

**By His Excellency Dr. Akima Umezawa,  
Consul-General to the UAE, Japan**

**A**s a vision of Japan, I'd like to introduce a keyword "Society 5.0" which is defined as "A human-centered society that balances economic advancement with the resolution of social problems by a system that highly integrates cyberspace and physical realities".

### **HIGH LEVEL OF VISION**

The naming of Society 5.0 implies the 5th generations of the social revolution, following the hunting society (Society 1.0), agricultural society (Society 2.0), industrial society (Society 3.0), and information society (Society 4.0). Society 5.0 is a vision of super smart society, and an ongoing policy principle advocated in the 5th national plan of science and technology, which was adopted at the Cabinet headed by Prime Minister Shinzo Abe in 2016.

In the super smart society (Society 5.0), "Internet of Things (IoT)" connects all people and things, and all sorts of knowledge and information are shared, then totally new value will be born. "Artificial Intelligence

(AI)" frees humans from burdensome works of analyzing huge amounts of information. The possibilities of humans expand through the evolutionary utilization of robots, autonomous car, etc. Society 5.0 achieves a high degree of convergence between cyberspace (virtual space) and physical reality (real world). A huge amount of information from sensors in physical space is accumulated in cyberspace. This big data has been analyzed by artificial intelligence (AI), then the outcome has been already fed-back to the Japanese society in real world in various forms. This process brings new value to industry and society in super smart ways.

As the economy grows globally, there have been growing socio-economic challenges such as the reduction of greenhouse gas emissions, a stable increase of foods production while a reduction of loss of food-stuffs, mitigation of social and economical costs associated with aging society, support of sustainable industrialization, redistribution of

**"VISION OF JAPAN IS SOCIETY 5.0, THE SUPER SMART SOCIETY CONNECTING ALL PEOPLE & THINGS THROUGH IoT"**

wealth, and correction of regional inequality for the prosperous world. New technologies such as IoT, robotics, AI, and big data drive a drastic change in society developments to resolve such challenges. Under the Society 5.0, Japan seeks a new super smart society that incorporates these state-of-the-art new technologies in all industries and social activities, consequently achieving both economic development and solution of socio-economic challenges in parallel.

### **TOURISM OPPORTUNITIES**

In 2017, inbound visitors to Japan achieved the record high of 28.7 million which shows the number of foreign tourists has increased 20%-40% annually during the last five years. Tourists' interests in Japan as a destination have widely expanded through visit-promotion campaigns by not only enhancing the Japan's rich attractiveness but also the exemption and relaxation of visa requirements, the expansion of tax-free program,



expanding the flight and cruise networks, and so on. For example, the government of Japan has taken the visa relaxation measures for the UAE nationals in 2017 and Indian nationals in 2018.

Current targets of the number of inbound visitors are 40 million in 2020 and 60 million in 2030, respectively. These targets will be achieved through further strengthening the visit-promotion campaign, especially through maximizing the opportunity of the world-class big events held in Japan, such as Rugby World Cup 2019 and Tokyo Olympic and Paralympic Games 2020. Inbound tourism is one of the most important growth sectors, currently contributing 4.5% of the Japan's GDP. Marketing and promoting the inbound tourism also utilize the cross-sectoral business activities including digital marketing, social media, and collaboration with local government.

Another challenge for the expansion of inbound tourism in Japan would

be to diversify the source of market, where tourists coming from North East Asia region account for 85% of total inbound visitors and for 10% from South East Asia in recent years. The statistics shows heavy concentration on the inbound market in the East Asia. In the meantime, the number of visitors from the UAE has increased from 2,027 visitors in 2012 to 7,106 visitors in 2017. Such a long-term steep increase as recorded at 70% annual expansion of the number of visitors from the UAE to Japan demonstrates further potential of hottest market for the tourism sector between the two countries.

#### **STRENGTHENING STRATEGIC PARTNERSHIP**

First, I would like to introduce some of the remarkable developments of the bilateral relations in political and business sectors. A highlight of the political relations was the leaders meeting between H.E. Mr. Shinzo Abe, Prime Minister of Japan and

H.H. Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces on the occasion of the visit of Prime Minister Shinzo Abe to the UAE in April this year. They formulated the "Joint Statement on Deepening and Strengthening Strategic Partnership between Japan and the United Arab Emirates - Opening a New Chapter of Cooperation towards Prosperity and Stability, as a reflection of their desire to further develop bilateral strategic relations in all areas of cooperation.

Through delivering the Joint Statement, both leaders affirmed their commitment to formulating a joint vision and a joint cooperation strategy under the "Comprehensive Strategic Partnership Initiative". They also confirmed their strategic coordination in the areas of (1) political cooperation, (2) economy (business, trade and investment) including diversification of non-energy sector, including the small and medium

enterprises, (3) cultural cooperation - Expo and Olympic, (4) education, advanced science and technology including the space cooperation, (5) cooperation in environment, energy and water, (6) defense cooperation, (7) aviation cooperation, (8) security cooperation, (9) cooperation in the fields of agriculture and food security, (10) women empowerment, and so on, under the commitment of strengthening their strategic partnership in a comprehensive manner. Since I have been posted here in Dubai as the Consul General in Dubai, honestly speaking, every step I have taken is humbly not so big one. I have extended dialogues with every department of the Dubai government as well as many departments of Sharjah and other Emirates' governments. I have delivered my speeches and presentations at various occasions where I was invited by the above governments, the federal government, private sectors and social clubs, promoting the Japanese culture, state-of-the-art technologies, business practice and so on. I have also coordinated business seminars, inviting respectively the Japanese Ambassador to Iraq, to Lebanon, to Kuwait, to Iran and so on as lecturers. I have promoted Japanese products, technologies, cultures and service to the UAE people and market through many events organized by the Consulate-General.

There are many of such small steps I have taken, based on the friendly and cordial relations between the UAE and Japan. More importantly, every member of the Japanese community in Dubai has also contributed to enhance our cordial bilateral relations to a greater or lesser extent. Gathering and accumulating these variety of endeavors graciously creates a huge dynamism of our relations. My role might have been modestly to coordinate such concerted endeavors, expecting to spur driving forces for enhancing



further our bilateral relations.

### **JAPAN-INDIA RELATIONSHIP**

Japan and India have enjoyed significant deepening of bilateral relations especially in the past couple of years and the growing convergence in the political, economic and strategic interests. The bilateral relations are based on a firm foundation of common values and traditions, as well as on an emerging consensus on contemporary issues of peace, security and development. Both countries are committed to work together to elevate their partnership to the next level to advance common strategic objectives at a time when the global community is faced with new challenges.

The historic visit of Prime Minister Shinzo Abe to Gujarat last year showed the Japan-India relationship has entered a new era. The visit was unprecedented and special, most evidently demonstrated in the enormous welcome and gracious hospitality that Prime Minister Shinzo Abe received from Prime Minister Narendra Modi and from the people of Gujarat. Indeed, the quantum leap in our relationship has been achieved under the strong leadership of and genuine friendship between the two leaders. Highlights of a few significant outcomes two countries have achieved are (1) convergence of two strategies into "Free, Open and Prosperous Indo-Pacific" by Modi's "Act East Policy" and Abe's "Free and Open Indo-Pacific Strategies", (2)

much awaited Mumbai-Ahmedabad High Speed Railway project, (3) civil nuclear cooperation based on the bilateral Agreement for Cooperation in the Peaceful Uses of Nuclear Energy in 2016, (4) rapid increase in Japanese FDI to India under the Japan-India Investment Promotion Partnership 2014, and so on.

### **POTENTIAL IN INDIA**

Geopolitically, India is one of the biggest influential stakeholders in the globe, as it is anchored at the center of the Indian Ocean, which connects Asia and Africa, two of which are current and the next growth engines in the world economy. India is also positioned at the significant important geological point where its coast is along the course of one of the most busy sea lanes. Needless to say, India is the 3rd largest economy in Asia, with the world's 2nd largest population and has a huge middle-income group, thus having the biggest potential of not only economic growth but also as the global influential power.

The Indian economy has kept such a high growth at around 7% annually since Prime Minister Modi took office in 2014. In addition, the stock market has been booming, both production and consumption have increased, and the FDI has steadily risen with a backdrop of deregulation led by Prime Minister Modi.

Diplomatically, Prime Minister Modi has put forward the "Act East Policy" and promoted largely the cooperation in the Asia-Pacific region, thereby helping India gain further influential power in an international arena as one of the biggest global powers. The phrase "21st century would be an era of India" might become a true story.

**"THE HISTORIC VISIT OF PRIME MINISTER SHINZO ABE TO GUJARAT STARTED A NEW ERA OF JAPAN-INDIA RELATIONSHIP"**

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The traditionally close and friendly India-United Arab Emirates relations have evolved into a significant partnership in the economic and commercial spheres, as recently, the relations between the two countries have witnessed unprecedented improvement, with leaders

*India & UAE  
Closer Ties*



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*from both sides visiting each other's country and signing crucial agreements in various sectors in a bid to improve relations and trade. The strategic decisions taken would go a long way to help each other grow enormously*

**AE** *Coming  
han Ever*



## *Building Strategic Bridges on Pillars of Mutual Growth*

India's growing engagement with the UAE has created a new robust strategic partner on the other side of Arabian Sea. The UAE's willingness to extend hand meets its strategic need to find partners from the East, which would help it in its economic growth while staying away from the turmoil in West Asia. The landmark visit of Prime Minister Narendra Modi in August 2015, the

return visit of the crown prince in February 2016, and the recent visit of Narendra Modi in February 2018 have resulted in securing confidence and various sets of agreements. Clearly, both have moved on to a Strategic Partnership from just bilateral relations. During Modi's visit to the UAE in 2015 itself, both the countries had decided to boost trade by 60% over the next five years.

*"BOTH - INDIAN PRIME MINISTER AND CROWN PRINCE OF ABU DHABI - HAVE AGREED TO FURTHER STRENGTHEN THEIR ECONOMIC AND COMMERCIAL TIES ESPECIALLY IN THE INDUSTRIES OF TRADE, ENERGY, CLIMATE AND CIVIL AVIATION"*

Modi's second visit has decisively paved a new path for India-UAE trade, as both the countries agreed to further strengthen their economic and commercial ties especially in the industries of trade, energy, climate, civil aviation, railways, manpower and financial services.

### **CHANGING DYNAMICS**

The recent upsurge in relations between the two countries is a reminder that both countries have leapfrogged in terms of global reputation and foreign policy. Here are some factors that have contributed to the changing dynamics of the relationship:

Diversification in the UAE economy: Before the end of the oil era boom, foreign trade between the two countries was mainly based on oil and gas sectors; however, as India chose to buy oil from other sources and found

its own pools in the country, the UAE found that an aggressive strategy of diversifying its bilateral relations and exploring other sectors of trade with India would be more beneficial.

**Common goal of fighting terrorism:** Both the UAE and India have been making efforts in their own way towards fighting terrorism and the spread of hatred, as both are moderate nations and victims of terror. Their respective regions have shown consistent unrest and have often given opportunities to their opponents to create extremism. Understanding each other's position, needs and a hard stance against terrorism, both have decided to come together to intensify their security and defence cooperation to ensure peace and stability.

**Economic goals:** India has been growing as the fastest major economy in the world and so are its opportunities. Under the current government, stock market has been performing impressively and various structural reforms have also been introduced such as GST and ease of doing business. After the announcement of the creation of \$75-billion fund by Modi and Sheikh Mohammed bin Zayed, their economic goals complement each other.

**Strategic partnership:** By developing common goals on several fronts, both the countries have all the more reasons to go deeper in their relations, and already a rigorous structure of various committees has been set up following numerous high-level visits from both sides. As both sides have graduated to a Strategic Partnership from just bilateral relations, these high-level committees have been working in parallel to create better opportunities for each other. Before a Committee on Strategic Dialogue was set up during the last visit of Sheikh Mohammed bin Zayed, which meets twice a year and looks into all matters relating to bilateral trade, two Committees existed already. One is the Joint Committee presided by the foreign ministers of both countries, Sheikh Abdullah Bin Zayed Al Nahyan and Sushma Swaraj, and the other is the Joint Investment Task Force chaired by Sheikh Hamed Bin Zayed Al Nahyan, Chairman of the Abu Dhabi Crown Prince's Court,

from the UAE and Suresh Prabhu, the Minister of Commerce & Industry and Civil Aviation from India.

Annual meeting of these committees to look at investment opportunities in both countries and how foreign direct investments between both nations can be increased, has expedited the progress in resolving bilateral issues and improving relations substantially.

Various public and private forums have also started playing a significant role at various international platforms in the past three years, including the UAE-India Economic Forum and the Asian Business & Social Forum (ABSF) to work towards creating a high-level networking Platform of Excellence (PoE) for increased investment and growth of both nations.

**Greater people movement:** The Indian Diaspora in the UAE is the largest in the world as they constitute 3.3 million people, and are still growing. This calls for an increased to and from movement as business or professional interests and families are in different countries, and the number of tourists in each country has also increased. This has resulted in a record 1,076 flights every week between the UAE and India.

Considering this as an opportunity, the UAE has significantly eased visa norms for Indians, and in addition those carrying US visas or Green Cards as well as UK or EU visas or residency now get visas on arrival in the UAE.

#### **DETAILS OF AGREEMENTS**

Nine agreements were signed during the visit of Crown Prince in February 2016 and 14 during the current visit for strengthening cooperation in the field of cyber security, infrastructure investment, renewable energy, space cooperation and other areas.

An MoU between the Indian Consortium (OVL, BPRL & IOCL) and the Abu Dhabi National Oil Company (ADNOC) was signed for the acquisition of a 10% participating interest in the Abu Dhabi's offshore Lower Zakum Concession, and the concession will be for 40 years from 2018 to 2057, with 60% of the participating interest retained by ADNOC and remaining 30% awarded to other international oil companies.

To cooperate in the field of manpower, India and the UAE have signed another MoU to institutionalise the collaborative administration of

## **Highlight of India-UAE Trade**

Trade figures for 2017-18 financial year

India has renewed, revised and revamped its ties with the UAE because now India has become the world's fastest growing major economy and the third-largest consumer of oil, while the UAE has sovereign funds with a corpus of over a trillion dollars. So their improved ties are just a natural reaction from both sides.

**\$16,982 million**

*India's Exports to UAE in  
Apr-Oct 2017*

**\$12,926 million**

*India's Imports from UAE  
in Apr-Oct 2017*

**\$29,908 million**

*India-UAE Total Trade*

*Source: Department of Commerce, Govt. of India*

## BI-LATERAL TIES

contractual employment of Indian workers in the Gulf country. As per the clauses of the MoU, both sides will work to integrate their labour-related e-platforms for ending the existing malpractices, combat trafficking and organise collaborative programs for education and awareness of contractual workers.

The MoU signed between the two sides for technical cooperation in railways aims at cooperation in infrastructure sector and will facilitate development of joint projects, knowledge sharing, joint research and technology transfer in the railways sector. The MoU envisages formation of a Joint Working Group (JWG) for institutionalising the cooperation mechanism.

Bombay Stock Exchange and Abu

Dhabi Securities Exchange have also signed an MoU to deepen bilateral cooperation in the field of finance, aiming at enhancing cooperation between both the countries in financial services industry, to facilitate investment in financial markets by investors from both the countries.

Even the Government of Jammu and Kashmir and DP World signed an agreement to establish multi-modal logistics park and hub in Jammu comprising warehouses and specialised storage solutions.

### PLAIN FACTS & FIGURES

The existing and growing strength in India-UAE relations would be better understood through statistics. India's total imports from the UAE amounted to USD 17593 million and India's

total exports to the UAE amounted to USD 23347 million from January to September 2017. And so, bilateral trade value between both the countries stood at USD 40940 million in the said period.

The United Arab Emirates is the 10th largest investor in India in terms of FDI (Foreign Direct Investment).

Bilateral trade between India and the UAE amounted to about USD 53 billion in 2016-17. India ranks 2nd among countries that import products from the UAE, which accounted for a value of USD 11255 million.

The UAE is also India's second largest destination for its exports, accounting for about 11.5% of the total imports by the UAE from India. The trade between the UAE and India largely comprises import and export of natural or cultured pearls & precious stones and mineral fuels & oils. India first buys crude petroleum oil from the UAE, and then supplies petroleum products to the UAE. Since 2013, the figures of India's total exports to the UAE have been more or less similar till September 2017; however, the relations, opportunities and scope have increased manifold. The total value of India's exports to the UAE in year 2013 and 2014 stood at above USD 30000 million, while in 2015, the figures recorded USD 29989 million. And the year 2016 recorded trade value of goods that were exported by India to the UAE USD 30041 million. Till September 2017, the figures of India's exports to the UAE have crossed USD 23000 million.

### SOME ANALYSIS

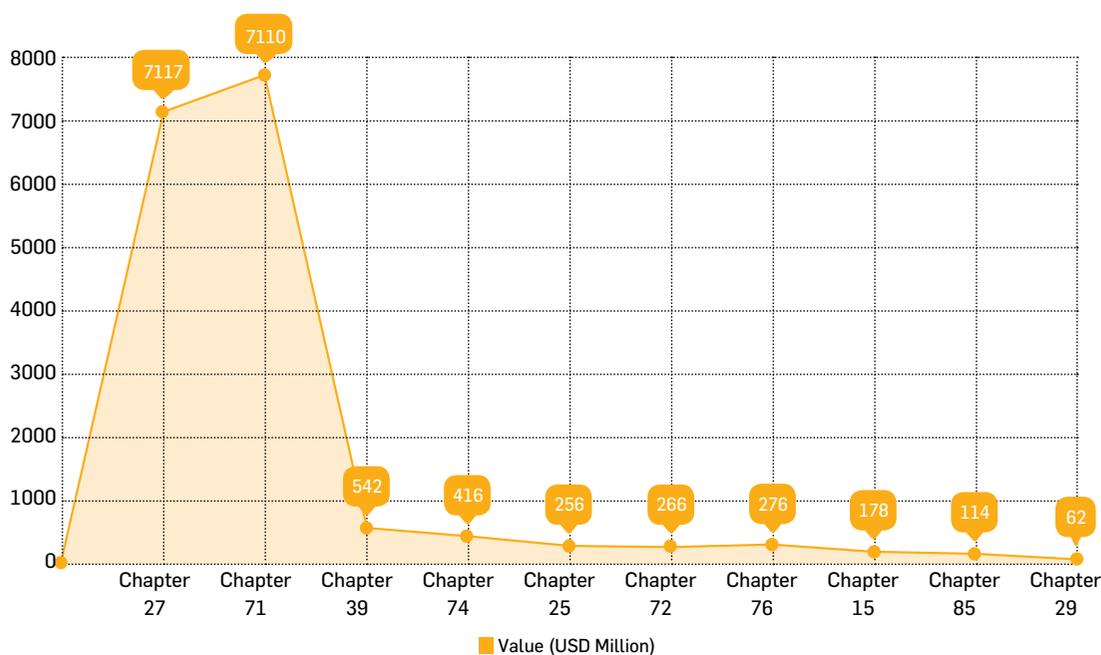
India and the United Arab Emirates enjoy strong bonds of friendship based on age-old cultural, religious and economic ties between the two nations; however, Modi's two visits have created a huge positive impact on India-UAE ties.

Modi's visit is important as he is only the second Indian Prime Minister to visit the UAE after a long period of 34 years, as in 1981 Indira Gandhi had visited the UAE.

India has renewed, revised and revamped its ties with the UAE because now India has become the world's fastest growing major economy and

*"TRADE PUNDITS ARE EXPECTING THAT THE TRADE BETWEEN INDIA & THE UAE WOULD HIT USD 100 BILLION BY 2020. INDIA IS CONSIDERED TO BE THE UAE'S PRIMARY TRADE PARTNER, ACCOUNTING FOR ABOUT 9.8% OF ITS TOTAL NON-OIL TRADE"*

## India's Top 10 Imports from UAE



(All chapters are according to HS Coding System)

Source: Department of Commerce, Govt. of India

HS Code	Product Description	Value (USD Million)
27	Mineral Fuels & Oils	7117
71	Natural or Cultured Pearls & Precious Stones	7710
39	Plastics	542
74	Copper	416
25	Salt, Sulphur & Plastering Materials	256
72	Iron and Steel	266
76	Aluminium	276
15	Animal or Vegetable Fats & Oils	178
85	Electrical Machinery & Equipment	114
29	Organic Chemicals	62

Table: List of 10 largest India's import items from UAE in 2017 (All chapters are according to HS Coding System)



the third-largest consumer of oil, while the UAE has sovereign funds with a corpus of over a trillion dollars. So their improved ties are just a natural reaction from both sides.

As India is considered to be the UAE's primary trade partner in both oil and non-oil trade, and also in both imports and exports, trade pundits have already predicted that the trade between India and the UAE is likely to hit USD 100 billion by 2020.

Another notable reason of strong Indo-UAE economic ties is huge expatriate Indian population in the UAE. The more than 3 million Indian

expatriates currently living and working in the UAE, comprise more than 30 per cent of the national population and constitute the Emirates' largest expatriate group. They are not only contributing to the UAE's economy, but are also contributing to the Indian economy.

Since Modi's first visit, in the past three years, there have been three more high-level visits by the leadership of the UAE and India. His Highness Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces, visited India

in February 2016 and January 2017, first on a state visit and the second as the Chief Guest at Indian Republic Day celebrations.

While warm relations between the UAE and India go back to centuries, the current momentum is unprecedented, scoring high on both symbolism and substance.

With the growing economic and commercial relations, both India and the UAE would work towards establishing long-term valuable, stable and strong bilateral relations. The current bilateral trade volume tells that this is exciting time in the history of the UAE-India economic relations.

In addition to trade, investment in India by the UAE has also witnessed a significant growth in recent years, as the UAE has invested over USD 5 billion in India through FDI (Foreign Direct Investment) and FII (Foreign Institutional Investors) routes, making it one of the top investors in India.

The major UAE companies that have invested in India are DP world,

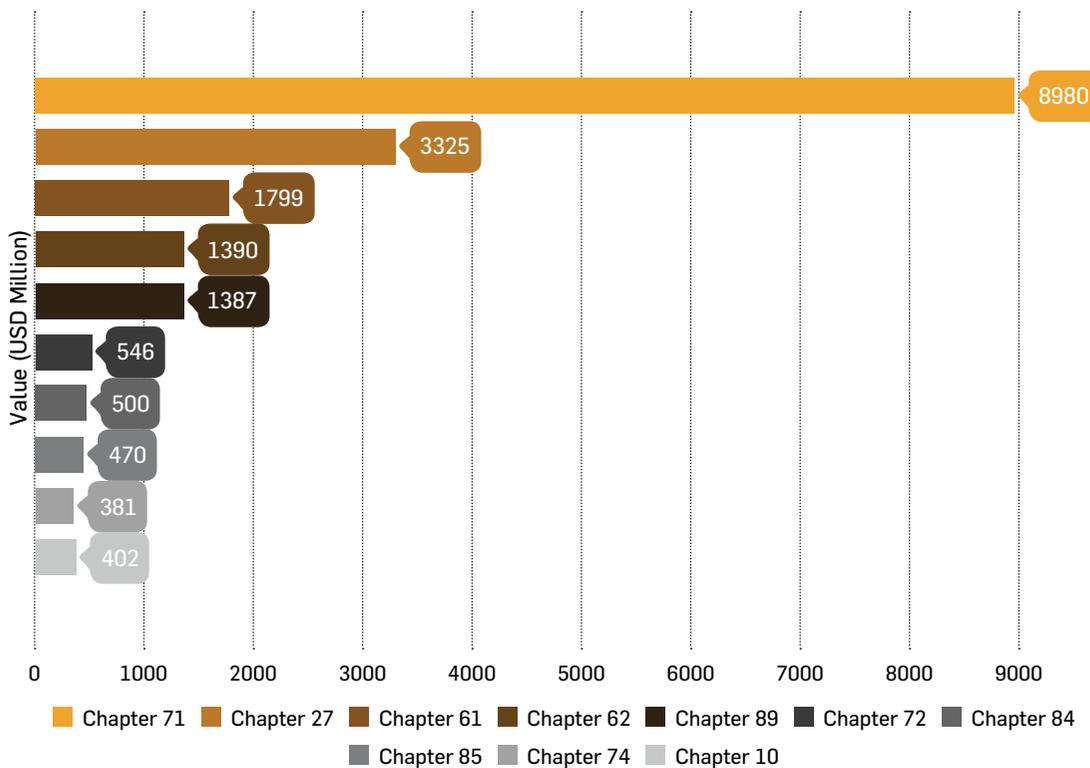


**HE Dr Ahmed Al Banna,**  
UAE Ambassador to India

*"If we go back to 1982, foreign trade figures between the UAE and India were at \$182 million.*

*In 2016-17, those numbers stood at \$53 billion. The focus of bilateral relations has now diversified to include many new sectors after the official visits of Sheikh Mohammad Bin Zayed and Narendra Modi – such as IT, space tech, tourism, defence manufacturing and renewable energy."*

## India's Top 10 Exports to UAE



Source: Department of Commerce, Govt. of India

Emaar Group, Al Nakheel, ETA Star Group, SS Lootah Group, Emirates Techno Casting FZE, RAK Investment Authority, Damas Jewellery and Abu Dhabi Commercial Bank.

India has been reciprocating proportionally, as it is the third-largest investor in the UAE. Indian companies like L&T, Punj Lloyd, Hinduja Group, Pioneer Cement, Oberoi Group of Hotels, have initiated projects in the UAE. As the UAE has established itself as a major re-export centre, Indian companies have also set up their stations in the free trade zones in the UAE, such as Jebel Ali FTZ, Sharjah Airport, Hamriyah Free Zone and Abu Dhabi Industrial City.

### FINAL SAY

Bilateral relations are always made on a backbone of trade and commerce. The UAE is not only India's leading trade partner in West Asia but also its third-largest after China and the United States while India is the UAE's top foreign trade partner. Notably, the UAE is the only country in the Persian Gulf with which India has a favorable trade balance despite it being a substantial source of crude oil for India. As the two sides had agreed in 2015 to further expand bilateral trade by 60 percent in the next five years, it must be noted that impressive advancements have already been made with the help of India-UAE Business

*"UNITED ARAB EMIRATES HAS INVESTED OVER USD 5 BILLION IN INDIA THROUGH FDI (FOREIGN DIRECT INVESTMENT) AND FII (FOREIGN INSTITUTIONAL INVESTORS) ROUTES, WHICH MAKES UAE ONE OF THE TOP INVESTORS IN INDIA"*



**Dr A.K. Pasha,**  
 Director of Gulf Studies  
 Programme at the School  
 of International Studies in  
 Jawaharlal Nehru University in  
 New Delhi

*"India now is not only a growing economic power, but also an aspirational power. In the 1980s, India was seen as aligned with the Soviet Union – now we have multidimensional relations with almost all countries. That certainly helps recalibrate our relations with the UAE. We are seen as a country which will not interfere in domestic or regional disputes but has a vision for peace, security and stability."*

Council and regular meetings through various business and investment forums.

Holding large sovereign funds and acute business acumen, UAE is also a strong source of Foreign Direct Investments (FDIs). The establishment of US\$ 75 billion fund to be invested in infrastructure development in India, as agreed during Modi's visit in 2015 has offered new strength to their relations. In the last two years only, the overall FDI inflow in India has grown by 36 percent to reach \$40 billion in which the UAE's contribution has been \$4.3 billion.

If we consider the period of 2014 to 2016, FDI had increased nearly three-fold - from \$350 million to \$1 billion - though it was much under the real potential, and recognizing

this, both countries started making stronger efforts. This needs to be further strengthened. As MoUs have been signed by both countries towards cooperation in the road transport and highways sectors, it would boost relations further, and over a period of time, both countries would enhance their infrastructure, logistics capabilities and with continued success would also strengthen their direct and institutional investment mechanisms in all sectors.

Moreover, the UAE is looking for improved relations with the entire Asia, and India is searching for countries that would invest in its economy so it may expedite its growth and development. Thus, the UAE has exponentially increased its foreign trade with China and India over the last decade, while its trade with Europe has come down. Trade between UAE-China was \$35 billion in 2011 and grew to \$54 billion in 2014. While it slightly decreased to \$48 billion in 2015 owing to low oil-prices, it reached up to \$60 billion in 2016 and crossed \$80 billion in 2017. Similarly, its trade with India has grown significantly in the last decade from \$13 billion in 2005-06 to \$49.7 billion in 2015-16. After the Narendra Modi government came to power in 2014, India has increased its efforts considerably on attracting foreign investments and it sees the Gulf countries as a major source.

As mentioned above, not only the government, several businesses and corporate houses (URS Media and AsiaOne are notable among them) have intensified their efforts to establish a strong footprint in the UAE. The Jebel Ali Free Zone (JAFZA) and Hamriyah Free Zone are examples in the UAE, which have helped leading Indian companies to establish their businesses. The entire

region is assumed to be spending more than \$4 trillion in developing economic infrastructure suitable for nurturing non-oil business activities. Very significantly, Expo 2020 is going to be held in Dubai, which is the world's third-largest global event after the Olympics. It is greatly expected to boost infrastructure-related activities in the UAE, opening immense opportunities for Indian investors. More opportunities for almost every kind of business would also be part of this grand Expo 2020.

India and the UAE have also started to explore their mutual opportunities in the energy sector, as the UAE accounts for 8 percent of India's oil imports and is the fifth-largest supplier of crude oil to India.

The recent disturbances in the West Asia, and the changes in policies by the United States under President Donald Trump, which have left the UAE sincerely looking for better tie-ups and relations with stable and growing Asian economies, while India's growing interest in the Gulf region because of immense opportunities to fuel its economic ambitions, coupled with the fact that more than 7 million Indians live in the Gulf and more than 3 million in the UAE, are important reasons for both India and the UAE to enhance their engagement. If we consider the UAE in the entire Gulf region, it must be given a special preference over other Gulf countries because of its business-friendly atmosphere and the willingness to invest in the Indian economy. This can be well understood by the fact that in the last three years, three high-level visits between India and the UAE have already taken place, as both sides have shown interest and the will to accelerate their economic growth while making efforts to support each other in maintaining regional

peace.

Also, both have come together at an opportune time when both need as much help from each other as possible against the threat of terrorism and extremism.

Their agreements, joint statements criticising terrorist activities on each other's soil, and sharing intelligence inputs by establishing close contacts between their National Security Councils have reinforced their partnership in countering terrorism, combating radicalization and preventing terror finance. This is more evident when we take specific examples, as the UAE supported India after the Uri attack by making a very clear public statement suggesting India to take decisive action against perpetrators of the attack. Similarly, the UAE supported India after the



**Shobana Kamineni,**  
President of Confederation  
of Indian Industries (CII) and  
Executive Chairperson of  
Apollo Hospitals

*"The growing opportunities for jobs in India, along with the appreciating rupee, booming stock market, structural reforms such as GST, ease of doing business have all helped prepare a solid foundation for its growth. That's why the IMF has forecast India as the fastest growing economy. More than 100 million aspirational Indians are a great commercial opportunity. Air travel has grown by 100 per cent. So better connectivity leads to better relations."*

Year	Value (USD Million)
2013	33980
2014	32919
2015	29989
2016	30041
2017 (Till Sept)	23347

Table: India's Top Exports to UAE in 2017

## BI-LATERAL TIES

Pathankot attack too.

As the two sides have made greater efforts to enhance their bilateral relations, already a good platform is existent between the two countries as there are no outstanding issues or disputes between them. Nevertheless, there are some challenges to be overcome in order to realize the full potential and promises of the growing relations. As far as investments are

concerned, the systemic problem faced due to slow implementation from Indian side is a major obstacle. For example, the UAE agreed to invest in India's infrastructure projects through formation of a \$75 billion investment fund during Modi's visit in August 2015; however, after about three years, no major decisions or actions have been taken.

Thus, India needs to step up its efforts

to tie the loose ends, and must expedite the approvals and implementation of projects, while ensuring the required expertise is attached with each project. The UAE lacks heavily on human resources, so the UAE can maintain India's interest by offering funds, and it should be India's responsibility to keep the UAE interested by offering it skilled labour, expertise and a market where it can invest. The UAE can also help Indian companies operating in the UAE by offering clarity in all aspects of commercial regulations, labor laws and transparency in businesses.

Both should also explore further opportunities and untapped potentials where they can tie with each other, such as the Indian health industry and medical sector, where India has strong expertise, while the UAE can offer India the necessary infrastructure, facilities and world-class medical care in the medical sector. Medical tourism can be an important point of mutual interest for both nations. Same goes for renewable energy. Solar energy in the UAE is a priority for its government, and Indian companies holding expertise can invest in the renewable energy sector in the UAE. India can improve its solar energy sector with guidance and investments from the UAE.

India's market is huge and it must invite the UAE businesses in automobile industry, services sector, agriculture and allied industries, while improving its ease-of-doing-business score.

A similar scope and potential is existent in the education and training sector, as India can boast of some of the best higher education institutions in engineering and management fields. India's IITs, IIMs and medical institutes such as AIIMS also churn out one of the best engineers, managers and doctors, offering a very cost-effective and world-class education, and can be a major attraction for students not only from the UAE but the entire Gulf region. People-to-people contact through forums such as ABSF is also a great initiative.

Yes, India-UAE ties are definitely on the up, and to keep the momentum on, both India and the UAE need to continue making concerted efforts.



**Dr. Farooq Wasil**  
Global Head, Affordable Schools,  
GEMS Education, Dubai

*Indo-UAE relations are bonds of harmony!*

*The relationship of India and the UAE finds its roots in history which dates back to almost five millennia when Indian sailors migrated their way to the Arabian Peninsula in the name of trade. The Indus Valley merchants laid the foundation of a strong and resilient connection that began with the trade of timber, spices, grain, copper and pottery which has culminated into an enduring and shared vision of security, peace, prosperity, growth and development.*

*The leaders of the UAE invest more than 10 million dollars with a promise of 75 million in future infrastructure progress. Not only are the ties between the UAE and India based on a symbiotic diplomatic relation, they go much deeper, which is evidenced by the fact that the Indian diaspora in UAE accounts for 30% of its entire population and today almost 3.3 million Indians call UAE 'home'. The Indian community in UAE finds resonance with*

*its culture, language and cuisine as all of them share a common origin perhaps due to its age old trade connections. Indians and Emiratis share a special bond cemented by age-old cultural ties, which are nurtured by Indian expertise and entrepreneurship in the UAE and where people of both nations have together embarked on a journey of progress and prosperity over several decades.*

*Many Indian entrepreneurs have not only found their fortunes in a foreign land but have also significantly contributed towards its booming economy by creating a lasting impact in every field, be it retail, electronics, shopping, education, textile, energy, banking, IT, hospitality or health care. The desire to do business has long been present; its history visible along the old creek in Dubai. Old merchants still remember trading in Indian rupees so closely was business linked with India.*

*This relationship has been further elevated to a Comprehensive Strategic Partnership following Modi's visit to the UAE in August 2015 and His Highness Sheikh Mohammed and Crown Prince, Mohammad bin Zayed Al Nahyan's visit to India as the Chief Guest at the Republic Day parade in 2016. The two countries have signed Memoranda of Understanding based on shared values and objectives in the areas of greater regional security and stability, partnership in clean energy and advanced technology and greater economic prosperity with a range of possibilities.*

*UAE is a country for free trade, openness, security and predictable rules and this has turned this country a choiced destination for many around the globe.*



VASAL EDUCATIONAL GROUP



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Cambridge International School, Phagwara



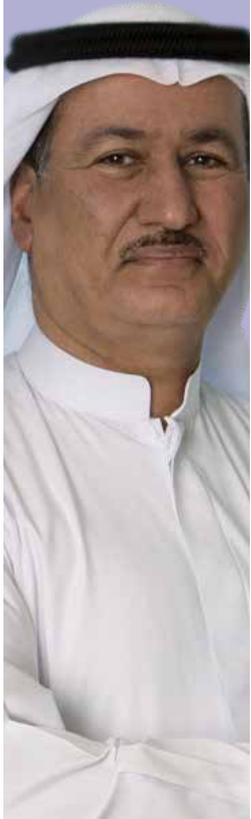
Ivy World School, Jalandhar



Ivy Kinders Educare, Phagwara

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**POY**  
2017-18  
PERSON OF THE YEAR



**PERSON OF THE YEAR 2017-18**

*Enduring the toughest of challenges with élan, AsiaOne's Persons of the Year (POY) have elegantly traversed the path of perseverance to reach the pinnacle of success. In the process, they have inspired umpteen aspiring entrepreneurs and others to follow the success trail. Emerging with flying colours through a rigorous selection process, these POYs have left their indelible impressions on Asia and the World*



**DONALD TRUMP**

# *A Winner in Adversity*

*Known as the most powerful person currently in the world, Donald John Trump is the 45th President of the United States. A businessman and television personality before entering politics, he has faced consistent opposition and criticisms for his policies, statements and ideas. However, shrugging off everything that's negative, he has focused on work and achievements*

***“WHAT SEPARATES THE WINNERS FROM THE LOSERS IS HOW A PERSON REACTS TO EACH NEW TWIST OF FATE”***

**BY ANAM KUMAR**

**T**rump has consistently received backlash for his populist, protectionist, and nationalist policies, by the world liberals. He has even been polled as the least popular US President in the history of modern opinion polls. His lack of experience in administration and politics has gone heavily against him. Figures have always spoken badly for him. While 64% Americans rated for Barack Obama that they had confidence in him to do the right thing when it came to international affairs, only 22% showed confidence in Trump on the same parameters. Actually, majority of voters have shown low opinions of his character and competence.

However, the question is: has this affected Trump? Not really, as he has continued with his policies, statements and ideas as if oblivious of any critic's or opponent's existence. It has definitely given him an advantage too; he is able to show he has done something, as consistently focusing





## DONALD TRUMP

on corrections, he has been able to deliver finally.

Actually, his wins are more than his losses, in any field, be it business, politics or his personal life. He has managed his businesses well, and according to March 2018 estimates by Forbes magazine, he is the world's 766th richest person with a net worth of US\$3.1 billion, and therefore one of the richest politicians in American history and the richest President of USA.

He has even co-authored several books, including *The Art of the Deal*, owned the Miss Universe and Miss USA beauty pageants from 1996 to 2015, and produced & hosted the reality television show *The Apprentice* from 2003 to 2015.

### POPULIST & PROTECTIONIST

Trump's win of the US President's election wasn't easy, as he entered the 2016 presidential race as a Republican; however, he defeated sixteen opponents in the primaries. His political positions as populist, protectionist, and nationalist were severely criticised on media, but finally these very positions helped him seal the deal. He was even accused of making false public statements in his campaign. However, overcoming each and every stumble on his way to the White House, the final result was that he was elected President in a surprise victory over Democratic nominee Hillary Clinton, as he became the oldest and the wealthiest person ever to assume the presidency, the first without prior military or government service, and the fifth to have won the election while losing the popular vote.

A few of his severely criticised policies include a travel ban on citizens from several Muslim-majority countries, citing security concerns. He also signed tax cut legislation, rescinded the individual insurance mandate provision of the Affordable Care Act, and opened the Arctic Refuge for oil drilling.

Internationally, following a foreign policy of America First agenda, he withdrew the US from the Trans-Pacific Partnership trade negotiations, the Paris Agreement on climate change, and the Iran nuclear deal. He even recognized Jerusalem as the capital of Israel, and imposed import tariffs on various goods from China, Canada, Mexico and the European Union.

These are not the only challenges he has faced. As recent as in May 2018, the US Senate Intelligence Committee reiterated what US intelligence agencies

have been claiming since Trump's election to the White House that Russia influenced the 2016 US presidential election with the goal of hurting the candidacy of Democrat Hillary Clinton and to help Donald Trump.

Of course, Trump has repeatedly denied accusations of collusion and obstruction of justice, calling the investigation a politically motivated witch hunt.

Then, Trump has never served in the military, for which he has been criticised too. While in college from 1964 to 1968, he obtained four student deferments, on the ground that he was not fit for service. After college, he obtained a 1-Y classification, which meant he was unqualified for duty except in the case of a national emergency. Finally, he obtained a "not qualified for service" certificate.

***"TOGETHER, WE WILL DETERMINE THE COURSE OF AMERICA AND THE WORLD FOR YEARS TO COME. WE WILL FACE CHALLENGES. WE WILL CONFRONT HARDSHIPS. BUT WE WILL GET THE JOB DONE"***

### SUCCESSFUL BUSINESSMAN

Having received an Economics degree from the Wharton School of the University of Pennsylvania, Trump took charge of his family's real estate business in 1971, renamed it The Trump Organization, and expanded it into Manhattan, building or renovating several skyscrapers, hotels, casinos, and golf courses.

In 1978, Trump launched his Manhattan real estate business by purchasing a 50% stake in the derelict Commodore Hotel, and infusing about \$70 million into it with the Hyatt hotel chain, reopened it in 1980 as the Grand Hyatt Hotel. In 1978 itself, Trump obtained the rights to develop Trump Tower, a 58-story, 663-foot skyscraper in Midtown Manhattan. The building was completed in 1983 and houses both the primary penthouse condominium residence of Trump and the headquarters of The Trump Organization. In 1988 Trump acquired the Plaza Hotel in Manhattan, boosted it from a three-star to a four-star ranking, and sold it in 1995. In 1996, Trump acquired the Bank of Manhattan Trust Building, renovated it and renamed it the Trump Building. In 1997, he constructed the Trump Place, a multi-building development along the Hudson River, and sold his interest for \$1.8 billion in 2005. From 1994 to 2002, Trump owned a 50% share of the Empire State Building. In 2001, Trump completed Trump World Tower. In 2002, Trump acquired the former



Hotel Delmonico, which was renovated and reopened in 2004 as the Trump Park Avenue.

Talking of his casinos, he acquired a partially completed building in Atlantic City from the Hilton Corporation, and in 1985 turned it into an hotel and casino - Trump Castle. In 1988, Trump acquired his third casino in Atlantic City, the Taj Mahal. The Trump Organization also operates many golf courses and resorts in the United States and around the world. Trump had also established the Trump University as a for-profit education company, and even made cameo appearances in 12 films and 14 television series.

After becoming the President, Trump tries to stay away from his businesses to avoid any conflict of interest, and has left the management of his real estate business to his two sons, Eric and Don Jr., while his daughter Ivanka has joined Trump in the White House as his Assistant

and her husband is a Senior Advisor in the White House.

In news consistently for wrong reasons, Trump has nevertheless been recognized as a Person of the Year numerous times. Though he has made contentious policies and announcements on topics such as foreign policy with China, Iran and Russia; economy & trade; energy & climate; healthcare; immigration including travel ban and the much publicised family separation at border in April 2018; his support to Israel and his bilateral summit with North Korean leader Kim Jong-un in Singapore in June 2018 holds hope that he would be able to achieve in his own unpopular style those things that were not possible for any previous US President.

Trump intends to run for a second term and has already started his campaign for a rerun. His various experiences of his first term should make him a better politician and administrator, next time.

**MOHAMMAD BIN SALMAN AL SAUD**

# *Power Behind The Throne*

*A reformist at heart, who wishes to create a Saudi Arabia that believes in modern values, is liberal and is focused on restructuring its economy, Prince Mohammad bin Salman bin Abdulaziz Al Saud has proactively made decisions and policies to pave a definite path of growth and development of Saudi Arabia through strategic efforts*

***“WITHOUT  
AMERICA’S  
CULTURAL  
INFLUENCE ON  
SAUDI ARABIA,  
WE WOULD  
HAVE ENDED  
UP LIKE NORTH  
KOREA”***

**BY ANAM KUMAR**

**C**olloquially known as MbS, Mohammad bin Salman bin Abdulaziz Al Saud is the son of King Salman, the Crown Prince of Saudi Arabia, and is also serving as First Deputy Prime Minister, and President of the Council for Economic and Development Affairs and Minister of Defense. His commitment and involvement in the administration, and growth & development of Saudi Arabia has impressed everyone the world over.

He has led several successful reforms, including regulations restricting the powers of the religious police, and the removal of the ban on female drivers. In addition, he has also allowed cultural developments including the first Saudi public concerts by a female singer, the first Saudi sports stadium to admit women, and an increased presence of women in the workforce.

Holding a bachelor’s degree in Law from King Saud University, Prince





**MOHAMMAD BIN  
SALMAN AL SAUD**

Mohammad decided to learn and gain experience in the private sector before becoming the personal aide to his father. He also worked as a consultant for the Experts Commission, working for the Saudi Cabinet.

### STEADY ASCENT TO POWER

He was quite young when he decided to enter politics - at the age of 24 - and quickly rose from one position to another including the positions of Secretary General of the Riyadh Competitive Council, Special Advisor to the Chairman of the Board for the King Abdulaziz Foundation for Research and Archives, and a Member of the Board of Trustees for Albir Society in the Riyadh region.

In October 2011, after the demise of Crown Prince Sultan bin Abdulaziz, the current King Salman became Second Deputy Prime Minister and Defense Minister in November 2011 and made Mohammad bin Salman his private advisor.

In 2012, Crown Prince Nayef bin Abdulaziz Al Saud died and the current King Salman became the new Crown Prince and the First Deputy Prime Minister. Prince Muhammad bin Salman also moved up into the number two position in the hierarchy. Soon, in 2014, Prince Mohammad was appointed State Minister.

When in 2015 King Abdullah died, Salman became the new king, and Prince Mohammad bin Salman was appointed as the Minister of Defense and the Secretary General of the Royal Court, in addition to his post as the Minister of the State.

In 2017, King Salman decided to depose Muhammad bin Nayef, who is King Salman's nephew, and Mohammad bin Salman was appointed the Crown Prince under King Salman's royal decree, and with this Prince Mohammad became the heir apparent to the throne.

Even US President Donald Trump congratulated Prince Mohammad on his elevation, and pledged close cooperation on security and economic issues with him. Both discussed the need to cut off support for terrorism, the recent diplomatic dispute with Qatar, and the push to secure peace between Israel and the Palestinians. Prince Mohammad asserted that "without America's cultural influence on Saudi Arabia, we would have ended up like North Korea."

### IMPRESSIVE ADMINISTRATIVE ACUMEN

The first major challenge that came Prince Mohammad's

way was the political unrest in Yemen. By late 2014, the rebel Houthis had taken control of the Northern Yemen and soon President Abdrabbuh Mansur Hadi and his cabinet resigned. Prince Mohammad as Defense Minister mobilized a pan-GCC coalition to intervene following a series of suicide bombings in Sanaa via air strikes against Houthis, and imposed a naval blockade. In early 2015, Saudi Arabia began leading a coalition of countries allied against the Houthi rebels, and Prince Mohammad bin Salman launched the war with a quick win on Houthi rebels in Yemen and put President Hadi back in power.

### VISION 2030

Prince Mohammad's enthusiasm, dynamic leadership and

***"PRINCE MOHAMMAD HAS ANNOUNCED A PROJECT TO BUILD ONE OF THE WORLD'S LARGEST CULTURAL, SPORTS AND ENTERTAINMENT CITIES IN AL QIDIYA, SOUTHWEST OF RIYADH, WHICH WOULD INCLUDE A SAFARI & A THEME PARK"***

commitment towards the restructuring of Saudi Arabia's economy is quite evident as in his Vision 2030 document of 2015 he has developed and described Saudi Arabia's strategic orientation for the next 15 years.

Through Vision 2030, he plans to reform Saudi Arabia's economy towards a more diversified and privatized structure, detailing goals and measures in various fields, from developing non-oil revenues and privatization of the economy to e-government and sustainable development. In 2017, he organized the Future Investment Initiative Conference in Riyadh and shared his plans for the creation of Neom, a \$500 billion economic zone to cover an area of 26,000 square kilometres on Saudi Arabia's Red Sea coast, extending into Jordan and Egypt. Through Neom, he has targeted to attract investment in sectors including renewable energy, biotechnology, robotics and advanced manufacturing.

His vision is to develop a 34,000 square kilometre area across a lagoon of 50 islands on Saudi Arabia's Red Sea coastline into a luxury tourism destination, which would have laws at par with the international standards. To boost the tourism industry further, he also announced that Saudi Arabia would start issuing tourist visas for foreigners. Through his Prince Mohammad bin Salman Foundation, he has been working towards empowering the younger generation.



### **SETTING HOME AT ORDER**

Not missing out on opportunities back home, Prince Mohammad has been successfully lobbying for regulations restricting the powers of the religious police, he established an entertainment authority that has hosted comedy shows, pro-wrestling events, etc. He also announced a project to build one of the world's largest cultural, sports and entertainment cities in Al Qidiya, southwest of Riyadh, which would also include a safari and a Six Flags theme park.

Recently, in 2018, he has allowed Saudi women to open their own businesses, without a male's permission. As recent as in April 2018, due to his liberal thoughts, public cinema opened again in Saudi Arabia after a ban of 35 years, and he has made plans already to have more than 2,000 screens running by 2030. To boost the economy through a series of strategic economic reforms

called the National Transformation Programme, Prince Mohammad has launched a diversification plan with new taxes and cuts in subsidies, and has created a \$2 trillion Saudi sovereign wealth fund. He has expressed his liberal views freely, and wishes to transform the ultra-conservative image of Saudi Arabia "returning to what we were before - a country of moderate Islam that is open to all religions and to the world". Essentially, MbS is making intense efforts to reverse Saudi Arabia's failure so far to modernize. Of course, if he succeeds in his modernization and transformational efforts, unlimited opportunities would be available for Saudi citizens and Saudi Arabia as a country, and within a decade, the country could emerge as a prosperous and forward-looking nation. Prince Mohammad has already brought immense respect to the throne with his powerful administration and reforms programme.

**GAUTAM ADANI**

# *The Undisputed Master of All Trades*

*His splendid journey is a compendium of various milestones ranging from a humble background of a small trader to rising up the ladder as the head of a business empire with interests in resources, logistics and energy; Mr. Gautam Adani has come a long way and is looking ahead towards a glorious future*

***“SOMETIMES,  
BEING TOO  
EDUCATED TENDS  
TO MAKE AN  
INDIVIDUAL MORE  
RISK-AVERSE  
— A TRAIT  
ALIEN TO AN  
ENTREPRENEUR’S  
CORE DNA”***

**BY RICHA SANG**

**S**teering The Adani Group – one of India’s leading business houses with revenue of more than \$11 billion – as the Founder and Chairman, Mr. Gautam Adani is an embodiment of earnestness who never shies away from taking the plunge and putting his best foot forward in his every endeavour. Established by him as a trading Company in 1988, the Adani Group’s foray into infrastructure building began a decade later in 1998 and in the span of two decades, the Group has achieved massive feats such as being India’s largest ports and logistics business, largest private power and transmission player, largest solar power generation and manufacturing company, largest integrated coal management company, and largest agriculture business.





**GAUTAM ADANI**

### TREADING ON THE GLORIOUS PATH OF NATION BUILDING

Driven by the core philosophy of Nation Building, Mr. Adani ensures that each of the Group's core businesses are focused on helping build world class integrated infrastructure capabilities that India needs to accelerate its growth. According to him, Nation building amounts to transforming the coastline of India by building a series of ports and related logistic hubs and in the process generates several tens of thousands of jobs. It also means transforming the power scenario in India and getting electricity to the several hundreds of millions who need electricity. It is tantamount to enabling the food security by building a modern agriculture supply chain that empowers the farmers of our country. It also refers to becoming one of the largest global players in sustainable energy by making the largest national commitment to the solar ecosystem and building an integrated manufacturing, generation, and solar park business and in the process fulfil the country's sustainable development objectives. No wonder, under his quintessential leadership, the Adani Group is functioning efficiently in all these spheres and is leading the nation to prosperity. Focused on his vision of achieving his 2020 targets — 200 million metric tonne (MMT) of coal trading, 200 MMT of cargo handled and 20,000 MW of power generation capacity — Mr. Adani possesses the power to enthuse his team with the vigour and motivation to excel and is a strong source of inspiration for them.

### TAKING SMART STEPS TO SUCCESS

Mr. Adani is guided by the notion that if anything is worth doing, then it should be done on a global scale and given the country's rapid growth, the way to build global scale is to use it as the launching pad. First of all, the organization needs to set a goal – to aim to be number one – and that by itself is motivating for the team to rally round a precise objective. Secondly, the scale that emerges by thinking big drives solutions that otherwise may have seemed infeasible or uneconomical. And lastly and most importantly, such vision helps attract the type of people that get excited by the massive challenges that many businesses would not even consider. Over the years, this tripartite formula has become the core mantra of success for the leadership philosophy Mr. Adani has

espoused and the Group's growth is a manifestation of the Company's empowered leaders delivering extraordinary results.

### THE MAN WITH AN INHERENT VISION

Mr. Adani's remarkable ability to convert his dreams into reality is not the outcome of any formal education but has more to do with his inherent ability to gauge opportunities early on and stay the course despite the odds. Hailing from a family of seven siblings, Mr. Adani's father was into commodities trading. "Although my father lacked formal education, he was a good trader and never hesitated to trust his instinct. A trait that, I believe, runs in my genes as well," declares Mr. Adani, who left his hometown to come down to

***“REMINISCING HIS FIRST TRADE WITH A JAPANESE BUYER, HE SAYS, ‘IT TOOK ME 4 DAYS TO SEAL THE DEAL BUT FETCHED ME A COMMISSION OF RS. 10,000. THAT DEAL GAVE ME THE CONFIDENCE THAT I COULD DO BUSINESS ON MY OWN’”***

Mumbai in the 1980s to join the diamond trading business, which was then considered a growing business. Despite the fact that he tried to pursue a degree from Hinduja College of Commerce, he found it difficult to manage both, classes and work at Zaveri Bazaar, the hub for gems and jewellery traders in south Mumbai. Thus, he dropped out, a decision he has never regretted. "Sometimes, being too educated tends to make an individual more risk-averse — a trait alien to an entrepreneur's core DNA," quips Mr. Adani. Reminiscing his first trade with a Japanese buyer, he says, "It took me four days to seal the deal but fetched me a commission of Rs. 10,000. That deal gave me the confidence that I could do business on my own."

After returning to Ahmedabad a year later to join one of his brothers who had bought a plastics unit, Mr. Adani displayed his best entrepreneurial skills. Not content with the fact that against a monthly requirement of 10 MT of PVC resin, they were getting a quota of only 2 MT, he monetized the shortcoming and turned it into a money spinner. "It was more profitable to sell the quota in the open market than to manufacture PVC films," recalls Mr. Adani, who went on to capitalize on the new export-import policy in 1985 that allowed most raw materials to be imported under the open general license, and also marked the birth of Adani Enterprises (then Adani Exports). Under his able leadership, the Group became



one of India's largest polymer importers, surpassing very large established importers from Mumbai and Delhi.

The fact that Mr. Adani intended to create India's first truly integrated energy conglomerate was evident when in 2006 the group decided to enter the power generation business. "We were already the largest importer of coal — supplying over 50% of the country's imported coal needs — and operated the country's largest private port with the world's largest import coal terminal. The synergy allowed us to scale up rapidly and capitalise on the opportunity, despite having no expertise in power generation," elaborates Mr. Adani.

#### **LAYING THE FOUNDATION OF WELFARE**

Believing in the philosophy, 'as your deed is so is your destiny', Mr. Adani is very much aware of the social responsibility the Adani Group has towards the society

and vehemently believes that an organization's success simply cannot be defined only by the quantum of profits it makes but gets defined as much by the lives of the people it touches and the contribution it makes to the society. Under his able leadership as President, Adani Foundation adopts a people centric approach and responds towards the emerging needs at the grass roots level aligning its activities with the Millennium Development Goals and aims to walk with the communities, empower people to look ahead by making the right choices and secure a bright and beautiful future, together. Enriching 5,00,000+ families & passionately acting on 4 core areas – Education; Community Health, Sustainable Livelihood Development & Rural Infrastructure Development, the Foundation not only acts towards inclusive growth and sustainable development of the communities where Adani Group works, but also contributes towards nation building.



**AJAY PIRAMAL**

# *Turning Challenges into Opportunities*

*Having covered a remarkable journey as a business leader, philanthropist and social entrepreneur, Mr. Ajay Piramal is heading a conglomerate with diversified ventures in healthcare, financial services, and information management, among other industries to create satisfied clients the world over*

***“IF YOU’RE  
HUMBLE, YOU  
CAN GET THE  
BEST MINDS TO  
COME & TALK TO  
YOU BECAUSE  
YOU HAVE THE  
ABILITY TO  
LISTEN”***

**BY RICHA SANG**

**M**r. Piramal’s dedicated efforts, perseverance and prompt actions have played a significant part in his taking the escalator to success – from owning what was then an almost defunct textile company to being the Chairman of Rs 44 billion group, comprising Nicholas Piramal, the fourth-largest pharmaceutical company in India, Morarajee Weaving and Spinning and Gujarat Glass.

#### **THE PRELUDE TO AN EXTRAORDINARY ODYSSEY**

After acquiring an Honours Degree in Science from Bombay University and Master’s Degree in Business Administration from the Jamnalal Bajaj Institute of Management Studies in Mumbai, Mr. Piramal entered the business world in 1977 at the age of 22 when he started working at his father’s textile manufacturing company. He and his brothers (Mr.



## AJAY PIRAMAL

Ashok Piramal and Mr. Dilip Piramal) inherited the struggling company two years later after the untimely and sudden demise of their father, and then expanded after acquiring a tool manufacturer firm called Miranda Tools. However, when the textile industry began to shrink, Mr. Dilip Piramal spun off a plastics division namely Blow Plast VIP Industries, while he and Mr. Ashok Piramal stayed on with textiles. He further received a personal setback when the latter too passed away after a fight with cancer.

Talking about those tough times, Mr. Piramal connotes to his favourite story, 'The Footprints on the Sands of Time' and reflects an optimistic bent of mind, when he says, "Life looked bleak when I became chairman of the group at the age of 29. But I survived as the Lord must have carried me when I needed Him the most." Though this business did not taste success, it gave Mr. Ajay Piramal a valuable lesson on the fluidity and flux of business ownership — something he employed later to his advantage.

### DIVERSIFICATION & ACQUISITIONS — THE KEYS TO SUCCESS

The Piramal Group's diverse business ventures seem to be an encyclopedia of important economic industries: real estate, pharmaceuticals, financial services, glass production and others. Mr. Piramal established his empire by having a thorough understanding of the bigger picture of India's investment scenario, and through smartly planned mergers and acquisitions rather than by understanding each industry deeply. His first acquisition was a company called Gujarat Glass in the year 1984. Four years later, he acquired his most profitable business, a pharmaceutical company called Nicholas Laboratories Ltd, which he eventually sold to the U.S.-based Abbott Laboratories in 2010 for \$3.72 billion. Transactions like these justified his faith in the economic potential of his country, as he puts it: "In the late 1980s, when we entered the pharmaceutical sector, the view of multinationals — pharmaceutical companies that had been operating in India for more than 50 years — was that India wasn't a great place to be because there were price controls and there was limited patent protection ... Nobody was interested in the industry, and the multinationals wanted to get out. No one in India wanted to acquire this type of business." He further elaborates, "We saw a huge opportunity. The market was growing. The penetration of modern medicine was

still limited. There were lots of new doctors coming in, and treatments were required. That's why we entered into the pharma space then." He feels that it is very important to eye the unseen opportunity beforehand and take timely decisions, "One just has to understand the basics. I think sometimes we can't see the wood for the trees."

In this way, Mr. Piramal has followed a growth trajectory similar to the renowned Berkshire Hathaway Chairman Mr. Warren Buffett, who built his investment empire through the simple principle of "buy low, sell high." He attributes his ability to grow in the right ways and into the right places to keen business acumen, as well as through acquiring and developing new businesses by relying on value investing. His pharmaceutical empire was built by

***"MY FATHER WAS QUITE A SUCCESSFUL BUSINESSMAN, BUT HE NEVER GAVE THE IMPRESSION THAT HE WAS SUCCESSFUL. HE WAS VERY HUMBLE, AND THAT'S HOW I'VE GROWN UP. TO SOME EXTENT, THAT ENVIRONMENT SHAPED ME"***

buying a string of smaller companies cheaply when multinationals were leery of what they saw was a limited market and thus, were selling them. In the late 2000's Mr. Piramal made acquisitions overseas when India's currency was at its strongest, and chased underplayed sectors — like life-science research and anesthetic gas distribution — while others pursued more popular investment opportunities in spheres like infrastructure and real estate.

### A TRUE MENTOR

Mr. Piramal leaves no stone unturned in reposing faith in the young generation. He asserts, "The way we've attracted talent is by giving people the opportunity to be true entrepreneurs. Entrepreneurship is giving senior people — and even young people — far more responsibility than they've ever expected. We always give them more responsibility than their role calls for." As a person who is not afraid of mistakes, he allows others the rooms, "We also give them the freedom to act, the freedom to make mistakes. We have a bias for action. As long as you don't make mistakes too often, it's fine. All of us make mistakes."

### INHERITING WISDOM

A down to earth personality, Mr. Piramal knows the



importance of being grounded and always asserts the value of humility, “We’ve grown a lot through acquisitions, and because we’re humble, we have the ability to accept what is good in a company, we acquire — and that aligns people better. You get the best out of those people. All of that helps.”

This mentality was a major force behind Mr. Piramal’s philanthropic endeavors, conceptualized in the form of The Piramal Foundation, which is dedicated to welfare initiatives to improve four core areas in India: healthcare, education, water, and women’s empowerment. As he puts it, “Our group’s purpose is ‘doing well and doing good: making a positive difference in the world around us, serving people, and living our values.’ Whatever we do, it’s important that we make a difference.” He further adds, “At the end of your life, people should be able to say that this person made a difference — even a minuscule difference — for the better. The only way

you can make a difference is by serving people. We do it through our values of knowledge, action, and care.”

#### **AWARDS & RECOGNITIONS**

Mr. Piramal’s exceptional contribution to the field of business through leadership processes and institution building has been recognized with numerous national and international awards and honours. In 2017, he was honoured with CNBC Asia Business Leader award for his vision, competence and achievements. In 2015, Mr. Piramal was awarded the SEN Sustainability Award – Philanthropy and Best of Best – instituted by World Presidents’ Organization (2015) and the Corporate Citizen of the Year award by AIMA Managing India Awards in 2016. For two years in a row, he received the ‘Philanthropy Awards’ in the Outstanding Philanthropist category in 2013 and 2014 from a leading international magazine.

**HUSSAIN SAJWANI**

# *Building Masterpieces with Astute Vision*

*Inheriting entrepreneurial genes of his enterprising businessman father who used to travel extensively for trade, Mr. Hussain Sajwani has taken the road less travelled to reach the pinnacle of success as the king of real estate and has left indelible impressions on the minds of his satisfied customers all over the globe*

***“AFTER THE 2008 CRISIS, ... WE WERE THE ONLY SURVIVOR AS WE SAW IT AT THE EARLY STAGE & IMMEDIATELY TOOK SEVERE ACTIONS TO FIX THINGS”***

**BY RICHA SANG**

**A**n adroit entrepreneur and investor, Mr. Hussain Sajwani is efficaciously leading DAMAC Properties as the Founder & Chairman. Constructing award-winning residential, commercial and leisure properties across the Middle East, the organization has delivered more than 20,230 homes and has a development portfolio of more than 44,000 units at various stages of planning and progress, asserting its place as a leading luxury developer in the region and he is consistently propelling it to newer growth trajectories

Mr. Sajwani's childhood was replete with real-life learning owing to his exposure to the world of business through the family's Deira-based shop. "My father [Ali Sajwani] used to take me to his shop every day after school from the age of seven or eight," he states. "I could talk for hours about the lessons I learned there. Do you know he went to China in 1965





**HUSSAIN SAJWANI**

to trade? He was probably the first UAE citizen to visit there," he proudly declares.

Readily attributing a portion of his success today to those formative years, he says, "It's the commercial way of thinking that stuck with me." He further elaborates, "A customer would buy a ten dirham pack of vests and when he left my father would immediately raise the price to eleven dirhams. I'd ask him why and he'd reply: 'That customer never buys from me, and the fact he bought a large quantity without questioning the price means there is a shortage in the market.' My father knew his customer base and he would change direction very quickly in the goods he'd import. This is one of my key successes; I can adapt to the market very quickly."

Mr. Ali Sajwani's shop may have been small but the ambition he imbued in his son was anything but limited and those lessons learnt in childhood have reaped untold riches. According to a leading magazine, Mr. Sajwani is the world's tenth richest Arab, with an estimated net worth of \$3.7bn and Damac Properties was the Arab world's fourth biggest public company in 2017, with Emaar its only real competitor in terms of scale. That restless energy has seen Mr. Sajwani orchestrate some of the boldest schemes in the country, Akoya Oxygen, for instance, is a \$6.5bn, 55-million sq-ft community project, while Damac Hills will eventually house 10,000 units.

#### **SOWING THE FIRST SEEDS OF SUCCESS**

Being one of the first few UAE students to get a scholarship in the U.S., Mr. Hussain Sajwani enrolled in Industrial Engineering and Economics course from the University of Washington in 1978. Seattle was a completely new world for him and the contrast with Dubai could not have been starker. As he puts it, "Imagine the gap between the two countries... the freeways, the high-rises. Even just going to Kmart or Wal-Mart was a totally different experience. The biggest shop we had in Dubai was Jashanmal, which was probably 2,000 sq ft and where we'd go once a month to buy chocolate. And then you see Wal-Mart, which was 100,000 sq ft... It was enough to make you crazy."

After graduating, he returned home in 1982 and initiated his career as a Contracts Manager in GASCO, a subsidiary of Abu Dhabi National Oil Company (ADNOC). Two years later, he established a catering venture that he still owns, Global Logistics Services, which became

one of the region's largest of its kind. As he puts it, "I was looking for an opportunity to go out on my own and as soon as I found it I went for it," he says. "It's in my blood. My grandfather used to travel to India and Pakistan to trade. So all this stays in your mind." From modest beginnings, the catering division has catapulted to a market leader managing more than 200 projects and serving over 150,000 meals daily in a number of markets, including the Middle East, Africa and the CIS. In addition to servicing construction campsites, army camps, educational institutions, five-star hotels and onshore / offshore locations, the division specializes in providing ancillary services like camp management, maintenance and manpower supply.

***"MY DREAM IS TO HAVE DAMAC TOWERS IN GATEWAY CITIES AROUND THE WORLD. WE HAVE ONE IN THE UK [AYKON LONDON ONE] AND I'D LIKE TO SEE ANOTHER HALF A DOZEN IN OTHER MAJOR HUBS INCLUDING ASIA AND AMERICA"***

#### **MANAGING CHANGE EFFICIENTLY**

Renowned as one of the frontrunners of the property market expansion in Dubai, he built several hotels to accommodate the growing influx of people coming to the emirate for business in the mid-1990s. His ventures into realty began in 1996 with the construction of the first of five three-star hotels in Deira.

His business model was "Build, lease, sell. Next, next, next." When the market reached saturation point, a new rule that transformed Dubai forever came into effect. In 2001, the government agreed to allow expats to have 99-year property leases. And then in May 2002, a decree allowing foreigners to buy property on freehold ownership was issued. That same year, identifying market opportunity, he established DAMAC Properties, which has evolved as one of the largest property development companies in the Middle East. "Did I foresee what would happen today?," he talks about that life-changing moment and replies candidly, "No, but I saw an opportunity."

Owing to his know-how and expertise in the field of property development from marketing, sales, legal, finance, and administration, the organization is scaling new heights in the realm of real estate and has several prestigious projects in key global cities like Dubai, Abu Dhabi, Doha, Amman, Beirut, Jeddah, Riyadh & London.

His success mantra is his rapid adaptability to the





changing market scenario, as he puts it, "One of the key things that makes me and makes the company very different and has contributed heavily towards our success is our ability to see the changes and react to the changes very quickly and accept any realities of markets and life and deal with it." He further adds, "After the 2008 crisis, out of the dormant companies we were the only survivor because we saw the crisis at the early stage and immediately took severe actions to fix things."

#### **EXPANDING FRONTIERS**

Mr. Sajwani is now looking "very aggressively" for opportunities overseas, notably in Europe. Recently, his company was chosen as the developer for Oman's \$1bn Port Sultan Qaboos redevelopment, and will build a resort in the Maldives. Throwing light on the grand vision he has for his own company, and what would perhaps be

his greatest legacy, "My dream is to have Damac towers in gateway cities around the world. We have one in the UK [Aykon London One] and I'd like to see another half a dozen in other major hubs including Asia and America."

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

One of his attempts towards giving back to the society is his sponsorship of Dubai Future Foundation's One Million Arab Coders Initiative. He says he talked about this with Bill Gates in Davos after speaking there on the Digital Skills Imperative" and says he admires the Microsoft founder's commitment to stepping down as CEO to focus 100 percent on charity. "I wish I could do that. I'm not the best in the world but I do my best."

Following his passion has certainly worked out well for Mr. Sajwani, the long journey from a trading shop in Deira to the throne of the realty empire is really commendable.

**DR. KANWAR DEEP SINGH**

# *Treading on the Noble Path of National Development*

*An immensely successful international business leader who chose to don the role of a public representative as a member of the Upper House of the Indian Parliament, the man of many shades Dr. Kanwar Deep Singh is richly contributing towards the welfare, growth and prosperity of the nation*

**“AFTER  
ACHIEVING  
SUCCESS ...  
I WANTED TO  
DO SOMETHING  
FOR THE  
NATION AND  
PAY BACK TO  
THE SOCIETY”**

**BY RICHA SANG**

**A** first generation entrepreneur, Dr. Kanwar Deep Singh ventured into the world of business at a young age of 19 as he wanted to chart a unique course for himself. Armed with a bachelor's degree in English Literature, he had lot of dreams and a whole lot of conviction and willingness to work hard to realize his dreams despite the fact that he had no background in business, no Godfather and no money in hand, he ventured forth like an efficient frontrunner and ultimately charted newer territories of success owing to his sheer determination to excel.

Dr. Singh laid the foundation of Alchemist Group in the year 1981 with a borrowed sum of Rupees 20,000 from a bank to initiate a trading business in Mumbai, the financial capital of India. Realizing that to grow to the next level he had to get into the manufacturing business, he launched the first factory of the group in 1988. After casting indelible



impressions in the manufacturing sector with sheer hard work and innovative thinking, he set out to expand and explore.

#### **EMBRACING CHANGE WITH OPEN ARMS**

Charles Darwin has rightly postulated that it is neither the strongest nor the most intelligent of the species that survives but the one which is most adaptable to change. This theory has proved to be true in case of Dr. Singh who utilized the opportunities, which a liberal environment offered, to the fullest. In the beginning of 1990s, the winds of liberalization had started flowing in India and the economy started opening up – the economic reforms which were kick-started in 1991 brought about expansion of the services sector helped largely by a liberalized investment and trade regime which increased consumer choices and reduced poverty significantly.

Taking advantage of the changing economic scenario, Dr. Singh listed his company on the stock exchange and his organization's first IPO and listing on Bombay Stock Exchange occurred in 1994. Thus, there was no looking back for Dr. Singh, who kept on expanding the Group by organic growth and also by the way of acquisitions of businesses and today the conglomerate has eleven companies operating in different segments and an asset base of more than 2 billion dollars and more than 10,000 employees.

As Founder, Chairman and Managing Director of Alchemist Limited, Dr. Singh has achieved outstanding success whilst forging a reputation of integrity and promotion of fair business practices across a plethora of industries under his Group such as Food processing, Hospitals, Pharmaceuticals, Tea Estates, Aviation, Infrastructure, Real Estate, Hospitality and education.

#### **BUILDING THE NATION**

Bent on giving back to the society by serving at the political front, Dr. Singh ventured into the field of politics as he decided to embark on nation-building." He was inspired by Ms. Mamta Banerjee's sense of simplicity and her untiring struggle for the upliftment of "Maa, Maati and Maanush," her honesty and ideals rooted in one's own identity, own soil and roots and one's own people – which propelled him to join the Trinamool crusade.

Citing reasons for joining a regional party, he elaborates, "I didn't want to get lost in a party like the Congress or BJP and sit idle. So I scanned through the regional parties and Trinamool Congress (TMC) came closest to what I wanted. There was instant chemistry and our thoughts gelled." He was elected to Rajya Sabha, the upper house of the Indian Parliament, in 2010. Regarded as respected and dedicated leader, he was made the head and party in-charge of 13 Northern and North Eastern states of India for All India Trinamool Congress party.

He further elaborates, "Expansion in eastern India is on my radar and I'm targeting West Bengal, Jharkhand and the North-East." He already operates three tea estates in Darjeeling and two in Assam and intends to open at least four

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hospitals in the upcoming years. His deep commitment to public service and industrial reform is quite explicit from his tenure as the Chairman of the Central Advisory Board on Minimum Wages, and as Chairman of the National Meat and Poultry Processing Board when he took adequate steps aimed at revolutionizing the food processing industry.

#### **A PASSIONATE PROMOTER OF SPORTS**

Having completely realized the significance of games and sports and the positive implications they have for a sportsperson's mind and body, in addition to being a platform for bringing laurels for the nation, Dr. Singh has always encouraged sports. An avid sportsperson himself, he likes to attend sports championships and encourage the emerging talents. His brand, Alchemist Group sponsored the Federation Cup hockey tournament organized by the Indian Hockey Federation in 2013 and he has held the positions of President of the Indian Hockey Federation (IHF) and the Hockey Association of Haryana in the past.

#### **AWARDS & RECOGNITIONS**

Dr. Singh's dedicated efforts in the public and professional spheres have been recognized through a number of awards, including the Rashtriya Ratan Award



from the Integration and Economic Council of India, the Udyog Ratan Award from the Institute of Economic Study, and the Jewel of India Award from International Solidarity in New York. In view of his excellent business acumen, versatile personality, innovative thinking, exemplary contribution and introduction of an entrepreneurial revolution in India, a renowned and prestigious Accreditation body of UK - ASIC has awarded him with its highest honor of Honorary Lifetime Fellowship. He has also been bestowed with the Doctorate of Business from Anglia Ruskin University, UK in view of his extraordinary leadership, business acumen and strategic management skills.

An inspirational business leader and dedicated social worker, Dr. Singh has relinquished all positions within Alchemist Group of Companies, which he very passionately established and spearheaded for more than three decades. After creating history in the corporate world with his numerous successful ventures in varied spheres, he has completely dedicated his life to social welfare by bringing about positive social, industrial and economic changes in India. Incessantly working on building the nation, Dr. Singh is a role model for aspiring entrepreneurs and passionate individuals who dream to make a mark for themselves.

**MANOJ SHASHICHANDRA SHROFF**

# *Charting Unique Trajectories of Excellence*

*A down to earth man who carved his way to glory with a magnificent vision of creating numerous possibilities — the renowned industrialist, Mr. Manoj Shashichandra Shroff, is efficiently spearheading Niti Group as Chairman and has facilitated its diversification into varied spheres like IT, Furniture, Hospitality, Beverages and Pharmaceuticals*

***“EACH HURDLE  
GAVE US THE  
STRENGTH &  
POWER TO EVEN  
DREAM HIGHER &  
DRIVE THE GROUP  
TOWARDS THE PATH  
OF CONTINUOUS  
SUCCESS & VISION”***

**BY RICHA SANG**

**A**n epitome of perseverance, Mr. Shroff has built the conglomerate out of his sheer diligence and determination and has learnt his lessons his own way. As he puts it, “I get inspired by my mistakes and my success in life!” He has been supported by his better half in his each and every endeavour. No wonder, the group derives its name from Mr. Shroff’s wife, Ms. Niti Shroff, who is the CEO and is actively involved in its operations. Their collective efforts have catapulted Niti Group to the stature of a Multinational with a presence in more than 11 countries, spanning across three continents.

#### **A TALE OF UNCEASING DETERMINATION**

Hailing from the district of Nandurbar in Maharashtra, Mr. Shroff attended D.R. High School and pursued B.Com. degree from Narsee Munjee College and went on to acquire a postgraduate degree in computer applications.



**Manoj Shroff**  
Founder & Chairman  
Niti Group



**MANOJ  
SHASHICHANDRA  
SHROFF**

Starting his career at an extremely young age, Mr. Shroff worked as an accountant at DC Silk Mill and as a computer analyst at Exxon Computers while pursuing his graduation. After graduating, he migrated to Bur Dubai, United Arab Emirates to work for Al Habtoor Motors.

With a vision to transform the way IT products were sold in East Africa, Mr. Shroff established an IT company (today known as Niti Distribution) in the year 1997. Eyeing bright prospects in the IT sector in Africa, he nurtured a dream to enable every individual to own a computer. His all pervading motive has always been to create satisfied customers and owing to his passion, determination and diligence, today Niti has an extremely wide customer base, a reputation for excellent financial management and is a one-stop shop for many customers and one of the highest purchasers of HP, Dell, Lenovo, Toshiba, Asus, Microsoft, Kaspersky among others.

After garnering immense success in the IT sector, Mr. Shroff entered into the IT manufacturing industry through the brand Cursor which has a wide range of products like speakers, surveillance systems, power products and IT accessories. Expanding frontiers of excellence, he entered the Pharmaceutical industry with a mission of increasing accessibility and affordability of basic medicine in the East Africa and has also established his own 4 Star Boutique hotel, La Maison Royale in Nairobi. After the success in LMR hotel, Mr. Shroff invested in another 2 US based hotels, Comfort Inn Wethersfield - Hartford, which is managed by his son Aniket Shroff as well as Comfort Inn Brattleboro Vt, which is managed by his daughter Kripa Shroff.

#### **A POWERHOUSE OF MOTIVATION**

The man with foresight and vision to explore untapped opportunities in uncharted territories, Mr. Shroff is a popular leader with a unique leadership style involving "high levels of communication from management to meet goals and motivating employees and enhancing productivity and efficiency through communication and high visibility." He is of the view that "Leaders [should] focus on the big picture within an organization and delegate smaller tasks to the team to accomplish goals."

#### **AN INSPIRING ODYSSEY**

Delineating the path which he undertook, Mr. Shroff reminisces, "When I dwell in my past, it had been a journey with many hurdles and many opportunities. Each hurdle

gave us the strength and power to even dream higher and drive NITI group of companies towards the path of continuous success and vision. Since the year 1996, we have come a long way and have achieved multinational presence as compared to the humble start with two branches in Kenya and the U.A.E." He further asserts, "Today we proudly state ourselves as a true Multinational distribution company, with addition of branches every year in our focused Africa and Middle East Continent. Not only has the number of branches increased fourfold, but we have received and are receiving many accolades for our out-shining contribution and excellent performance for our vendor partners' product distribution and brand penetration in their target market. Today, our biggest achievement is being the preferred distribution

***"TODAY WE PROUDLY STATE OURSELVES AS A TRUE MULTINATIONAL DISTRIBUTION COMPANY, WITH ADDITION OF BRANCHES EVERY YEAR IN AFRICA & MIDDLE EAST ... & ARE THE PREFERRED DISTRIBUTION PARTNER FOR OUR VENDORS & RESELLERS"***

partner choice by both our vendor and resellers."

#### **SEAMLESS PATH TO PROGRESS FACILITATED BY A CLEAR VISION**

Being extremely crystal clear in charting out goals for the Group, Mr. Shroff states, "Our vision is to be the distribution choice for both vendors and resellers through country presence and in country product presence." He further elaborates that the vision is, "To work progressively toward redefining distribution process by bringing in technology products and solutions, fulfilling ongoing market demand and by adding value to both vendor and reseller through timely availability of the goods, product knowledge and value adding to profitable working relationship." He vehemently believes that the Group needs "to work effectively towards creating demand for products and passage to market for vendor and by generation of beneficial opportunities for our reseller partner by creation of effective rewards programmes, efficient supply chain and knowledge by people training."

#### **THE BENEVOLENT SOUL**

The notion of giving back to society not only makes us more generous, but also gives us a sense of purpose, and happiness in doing something for others who need it more; it enables us to realize our own self and manage our inner





relationship to make us live a more balanced life, allowing us to keep a balance between our mad rush to fulfill our ambitions and our need to become more responsible citizens and individuals. Endorsing the concept of Corporate Social Responsibility, Mr. Shroff expresses, "It is very important, CSR is one of our priorities." According to him, "CSR is very important for Building a Positive Workplace Environment, Government Relations, Public Relations Benefits, Social Media Visibility and Showing a True Commitment."

Mr. Shroff believes that CSR has helped Niti Group to achieve customer loyalty "by generating and preserving customer faithfulness." He adds, "We developed long-term, mutually beneficial associations with the clients." He asserts that CSR also facilitates cost saving "by reducing resource use, waste and emissions." Thus, through CSR, "we help the environment and save money too. With a

few simple steps, we may be able to lower utility bills and achieve savings for our business."

#### **MERIT RECOGNIZED**

Mr. Shroff has been listed on the 59th position in Forbes magazine, in the list of Top Indian businessmen in the Middle East. Under his able leadership, Niti group has won SME100 26th rank overall and 3rd in growth performance, taken the SUPERBRAND recognition for cursor brand, got ISO Certification ISO9001 for training and implementing compliance as per ISO Group, won CLUB101 in Kenya, The Integrator East Africa (Best After Sales Service of the Year for Niti Distribution Ltd), HP Champion 2010 & Partner of the year from HP Champions 2017, Superbrands For Excellence in Branding Niti Distribution. Other than this Niti Group has won highest performance and sales awards and rewards from vendors like HP, TOSHIBA & ACER.

**DR. TEJINDER SINGH**

# *A Visionary with Profound Expertise*

*A serial entrepreneur who loves to infuse his powerful vision & expertise of two and a half decades into his various ventures in the domains of back-office, voice, non-voice, e-BPO, tech, ITES, B2C, e-Commerce, ticketing & many more, Dr. Tejinder Singh is well-renowned in the industry as a force making meaningful differences in the lives of the people*

***“DR. SINGH HAS  
ALWAYS SHOWN  
HIS EAGERNESS  
TO SHOULDER  
IMMENSE  
RESPONSIBILITIES  
OF NATION-  
BUILDING”***

**BY ANAM KUMAR**

# D

eriving his personal & professional inspirations from various legends around the world, Dr. Singh quotes Steve Jobs who once said, “The people who are crazy enough to think they can change the world are the ones who do.” Dr. Singh is definitely crazy enough, and has always shown his eagerness to shoulder immense responsibilities of nation-building and changing the world around him in his own ingenious ways.

He also feels that it is his responsibility to guide people to see what is not easily discernible to the eye of the common man, and thus identifying opportunities and needs of the people he has developed various inventive & resourceful platforms to offer them time- and money-saving options.

## **UNTIRING & EXCEPTIONAL**

Counted among one of the most powerful Indians in the Gulf, because of





**DR. TEJINDER SINGH**

his superlative professional efforts and achievements, in addition to his especial thoughts towards the needs of the masses, he has been instrumental in generating employment for more than 9000 people in GCC, a staggering figure from any statistical perspective. To push his waves of success ever higher, he consistently endeavours to innovate and to instill new ideas in the economy, and is continuously being recognized for his thought leadership in the startup community across India and the Middle East.

With his current level of extraordinary success, his life showcases an inspiring saga of challenges, triumphs and how a mix of intuitive and well-planned decisions may lead to amazing outcomes.

#### **DESTINY IN OWN HANDS**

Born in Delhi to Col. Hardev Singh and Mrs. Jatinder Pal Kaur - his father Col. Hardev Singh had been a decorated Indian Army officer from Punjab Regiment - he joined the Army Public School in Delhi. Finishing his school education later from Kendriya Vidyalaya, New Delhi and graduating from Delhi University with a Bachelor of Commerce degree, he keenly pursued his higher education to satisfy his desire for technical knowledge and completed his masters in Commerce, PGDCA, MCP, MCP+I, MCSE, MCSE+I, & MBA. He is also qualified as a Six Sigma professional by ISL, and has been honored with a PhD degree in business management and finance.

A believer that life takes its own course and things that you deserve automatically fall into place if you keep moving in the right direction with the right amount of efforts, Dr. Singh began his career as an educator, and later sharpened his skills in the field of BPO, eventually becoming a project head for an offsite BPO provider for healthcare companies based in the United States.

Always moving on to what he considered better and more challenging, he brought a number of projects to fruitful completion while heading one of the verticals for Trident Group. He was also instrumental in helping the Godrej Group transition its BPO services for Pizza Hut, TTML and Go-Airlines.

To challenge his own expertise in the BPO business, he instituted "Sparsh", and going beyond his own and his critics' expectations, in less than 3 years created from scratch a team of 8500 across 5 cities of India, serving

telecom, retail, Airlines, BFSI and many more verticals. Later, it was acquired by Intelenet backed by Blackstone.

With rising confidence due to one impressive success after another, he decided to explore business options in the GCC region and launched BPO+ in 2006. Maturing a business may take decades, but not for Dr. Singh, as he began with just 45 people and a revenue of mere USD 0.5 million in 2006, to make BPO+ one of the largest and the fastest growth stories as BPO providers in the Middle East with more than 1500 employees and revenues that have exceeded USD 75 million today.

Very soon after its inception, BPO+ started winning awards one after the other for exemplary performance, and firmly established itself as a Brand that other companies looked

***“ALL YOU NEED IS PATIENCE, CREATIVITY, FOCUS & PASSION ON SOLVING ONE CORE PROBLEM AND BEING CONSISTENT FOR SUCCESS. I HAVE BEEN RESPONSIBLE FOR THE INCEPTION & TURN AROUND OF MANY VENTURES AND IDEAS”***

forward to for help in improving their businesses. He has already assisted more than 200 Middle East based companies by offering them excellent BPO services. Actually, he is one of the pioneers of BPO services in the Middle East, eventually growing the outsourcing market in the region from nearly nothing to 70-80% of companies choosing to outsource their customer service.

Consistently working on creating his own destiny, he is one of the few self-made entrepreneurs who have not only proved to the world that they are capable of turning their dreams into reality, but through his impassioned entrepreneurial spirit, patience, creativity, focus & passion he has paved a path that others can walk on and create their own success stories.

#### **OPENING MULTIPLE DOORS OF OPPORTUNITY**

As a visionary entrepreneur and a practical manager, Dr. Singh is not only full of ideas, he believes in finding ways to implement them too. The various ventures he has started include 360 Nautica, BPO+, Q-Tickets, B2C, 360 Wifi, At Pik, 360 Bytes, Innovatus, and many more.

He has worked in different roles & capacities, leaving a lasting impression in every organization he has been associated with. He has been the MC Member at IBPN, Indian Embassy, Qatar; Board Member at Entrepreneurs' Organization; Founder of Q-tickets; Founder of qatarday,



com; Founder & MD of 360 Bytes; Co-Founder & MD of BPO+; Co-Founder & COO of Godrej's BPO vertical; Co-Founder & COO of Sparsh; Founder of Penalty Kick; Co-Founder & Vice President at Trident's BPO; Co-Founder & General Manager at Microgenetics; a Professor for several MBA subjects; etc.

#### **ONLINE TICKET PLATFORM**

A special mention needs to be made for the dynamic online ticket platform he has developed in Singapore. As Founder of Q-tickets.com, he has captured more than 98% market share in certain territories in the Middle East across events, sports, cinemas, for a customer base that comes from more than 45 nationalities. Q-tickets is an online ticket platform with headquarters in Singapore and presence across multiple regions in the Middle East & India, offering tickets for movies,

cultural events, sporting events, concerts and tourism, and generating sales of more than 2.5 million tickets and revenue of more than USD 30 million.

Through Q-tickets, Dr. Singh has been instrumental in managing large world championships and significant cricketing tournaments such as PSL, attracting over 25,000 people during a single day. Besides his popular professional quests, through some of the social media platforms he owns, he has developed tremendously powerful routes of connection with the general public attracting more than 100,000 unique visits a day, and more than 30 million page views a month.

Giving concrete shape to his appetency to offer world-class and best-in-class businesses, brands, possibilities and opportunities to the common people, Dr. Singh has been consistently creating engines of growth in the world economy.

**ASHOK AGGARWAL**

# *Marching Ahead on The Green Road to Prosperity*

*Besides possessing a rich experience of more than 45 years and receiving numerous professional accolades, the Founder-cum-Managing Director of HPM Chemicals & Fertilizers Ltd., Mr. Ashok Aggarwal also has a heart of gold and is ever ready to share his insights with the youth and give back to the society in every possible way*

***"I HAVE LIVED BY A SINGLE MANTRA THAT IS IF YOU CANNOT DO GREAT THINGS, DO SMALL THINGS IN GREAT WAYS"***

**BY RICHA SANG**

# T

he old adage, "Hard work is the key to success" holds true for Mr. Aggarwal who has been trodding on the path to fame and success owing to his earnestness. His humble disposition is quite apparent from the fact that he has high regards for his team and gives it due credit while elaborating on his success. Significantly, he talks about his struggles and disappointments unabashedly: "The story of my success is not just mine, it is the result of our whole HPM team's hard work. Looking back at the past years, I have grown and learned so much here in agrochemical industry. I have struggled tremendously in the past years. I never thought that I would actually accomplish my dreams and be successful in my life, but I definitely have proved, myself wrong. Many times I was confronted with huge disappointments, conditions were not generally positive to me. Obstacles came in my way and I continued pushing forward. Failure is





**ASHOK AGGARWAL**

the highway to success, 'If you want to succeed, double your failure rate.' I love knowing that I am doing great and I will really try to do my best in future."

**OVERCOMING CHALLENGES WITH ÉLAN**

Life is full of challenges, it's our perception which decides whether we choose to recognize them as opportunity or threat and this approach makes all the difference. Sharing with AsiaOne some of the challenges that Mr. Aggarwal faced and some of his self-devised techniques which he employed to counter them, he says: "In our personal and professional lives we face many challenges that test our emotional and mental condition. We are all learning. No one gets it right every time. The dynamic process of life — trying, succeeding, failing, and trying again — is the only way to develop lasting confidence in ourselves. I saw many fluctuations in my life. But I always thought about my farmers, my people and my country, that I could have done better for everyone."

He adds, "I worked hard day and night and never looked back. Some of the times I had no idea how would I overcome the challenges. But I never lose hope. My whole life is filled with challenges. Many people spread rumours and many negative words about HPM, but I just did and am still doing my work with dignity and hard work, without paying any attention to their point of view. I specifically learned while overcoming those challenges that facing life challenges with fear will take you nowhere unless you accept the fear and make it your strength. Do something that will make your today better than what's come before."

**SKILLED FARMERS; PROSPEROUS NATION**

A noble soul who is deeply concerned about the welfare of others, Mr. Aggarwal is an ardent advocate of skill development of farmers and believes that they need to be trained in order to gain financial prosperity. He elaborates, "Despite the tremendous success of agro chemical industry, I feel farmers are not getting benefit in the real sense. What I feel is that a huge turnover is generated with the help of farmers so even they should get some real benefits from it. I think farmer education and awareness is intrinsic for improving the financial growth of farmers, as in many foreign countries they produce a relatively larger profit from farming than

in India. If I get a chance, I would open an institution for farmers where they would be able to learn tactics to reap maximum profit out of their land, efforts and money."

**CHERISHING ASSOCIATIONS**

Mr. Aggarwal is a person for whom family comes first and feels grateful to have a strong support system and always takes pleasure in giving his family due credit for his success. Reminiscing his moments of triumphs, he says, "Everyone has their own unforgettable moments, including me. I have many moments of triumphs. I have received many awards and all those are unforgettable moments. But when my daughter Mrs. Tapasya Goel joined HPM that was the actual moment of triumph for me. My

***"I THINK FARMER EDUCATION IS INTRINSIC FOR THEIR GROWTH ... IF I GET A CHANCE, I WOULD OPEN AN INSTITUTION FOR FARMERS WHERE THEY WOULD BE ABLE TO LEARN TACTICS TO REAP MAXIMUM PROFIT OUT OF THEIR LAND, EFFORTS AND MONEY"***

family supported me in every thick and thin. Whenever obstacles came in my way they always stood up with me. As I said before, when my daughter Mrs. Tapasya Goel joined HPM as Executive Director of the company she took every responsibility. Today, the company is at the height of success and she has a huge contribution in it."

He derives motivation to work hard by working for the welfare of others and bringing about a positive change in the life of the people whom he associates with. As he puts it: "If I am talking about my motivation – that comes from providing excellent service to every farmer with whom I come in contact. Whenever I see farmers working day and night, their work inspires me to do better in my profession. I look for opportunities to improve my service skills so that each farmer I interact with will have a positive experience."

**SERVING THE SOCIETY**

According special emphasis on corporate social responsibility, Mr. Aggarwal feels that his highest career point was when his employees participated dedicatedly in a CSR initiative rolled out by his company. HPM has been an early adopter of a strong CSR agenda. HPM has had many different CSR ventures, which have proved to be massive crowd pullers & are great initiatives. All tasks are arranged in a participatory way,





in counsel with the group, truly sitting with them, and checking their fundamental needs. HPM has taken the path of inclusive development to address their basic needs. HPM cumulatively touched the lives of millions of farmers in villages and various urban locations. HPM strives to uphold its dignity in every sphere of society. HPM had always indulged itself in the processes related to the social, economical & environment viabilities. We have had events like 'Green Nation Clean Nation' which proved to be a massive crowd puller & was of great initiative. We have had events like 'Santosh Krishi Divas' where books & several goodies were distributed free of cost, enhancing the school outlook in backward areas. We have done CSR like 'Help him to breathe'. It's a story of a small child who was suffering from the heart valve blocked disease, we have done CSR like 'Make Sure they have smile too,' in this CSR campaign we adopted 9 girl

children and took the responsibility of their education and bright future."

#### **INSPIRING FUTURE GENERATIONS**

Mr. Aggarwal's straightforwardness and humble approach has won the hearts of numerous budding entrepreneurs, giving them their major life goals. His message for the young generation is "Get out of negativity, stop blaming everyone else for your problems, and stop blowing up small issues into epic tragedies. If you wallow in misery, you'll never find a way out. Find the strength within yourself. Stop giving others the responsibility and power to the outcome of your life. Stop looking to others, and be your own hero, be the best that you can be. Save your own life, because when it comes down to it you are the only one who can. Make every day something you can be proud of."

**DR. VANDANA GANDHI**

# *On A Life-Long Journey of Learning*

*Passionately dedicated to education, Dr. Vandana Gandhi has painstakingly created two parallel avenues - passing through one she has kept alive her zeal to learn afresh each day every day as she has been earning educational degrees for herself, while through the other she has founded British Orchard Nurseries in the Middle East*

***"I'M A GREAT BELIEVER IN HARD WORK. I ALWAYS SAY: SUCCESS IS 99 PER CENT PERSPIRATION AND 1 PER CENT INSPIRATION"***

**BY ANAM KUMAR**

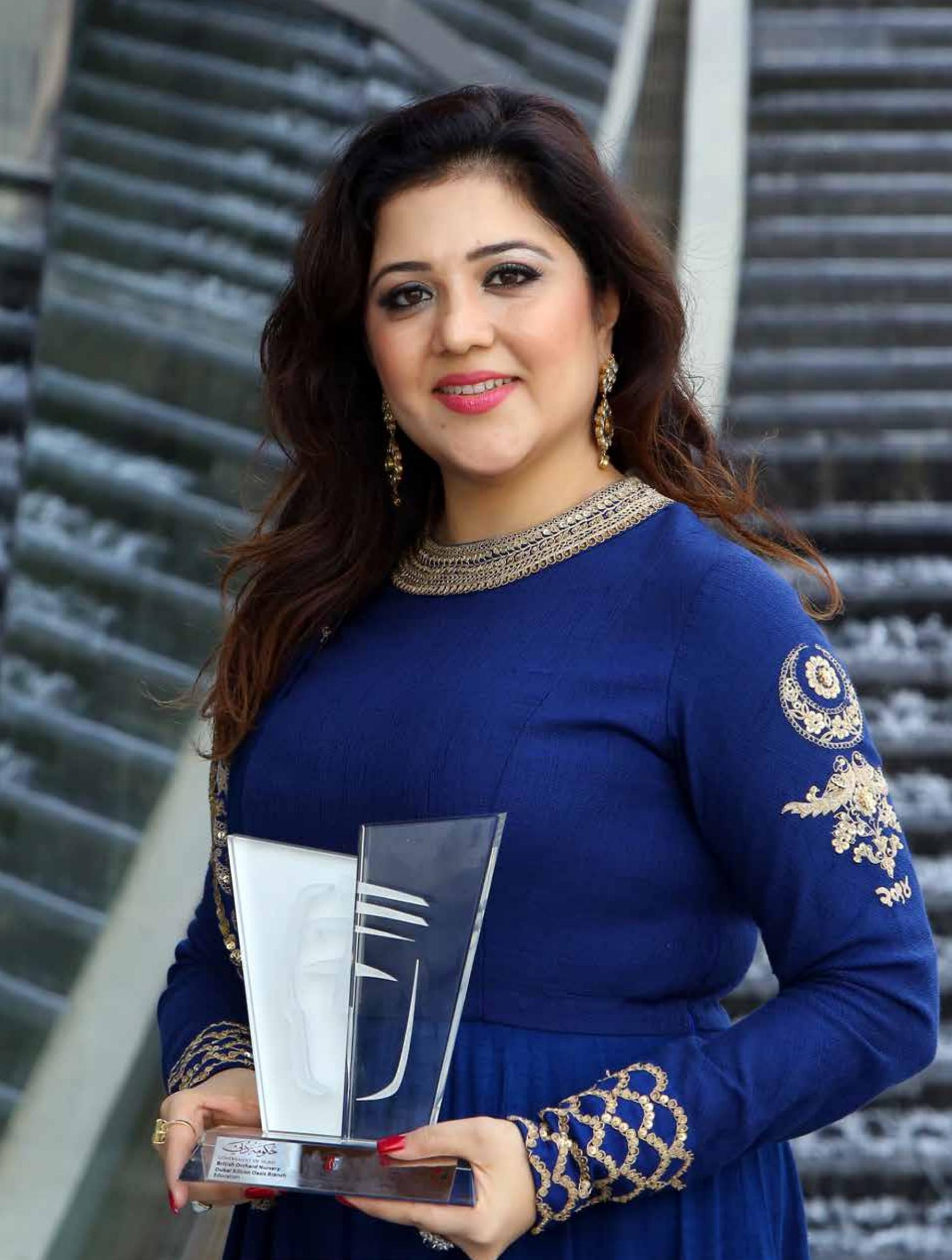
# B

elieving that one must consistently work on improving one's own self and what better way other than education, Dr. Gandhi has earned a Mathematics honors degree and a Post Graduate Diploma in International Business, distinction in Master's in Education from the UK, and a Doctorate in Education from the University of Birmingham, UK.

Simultaneously, she has founded the only ISO 9001, 14001, 18001 certified nursery chain in the Middle East - British Orchard Nurseries.

#### **FIRM BASE FIRST**

Born and brought up in Abu Dhabi, UAE to Indian parents, Dr. Gandhi's passion for education led her to Mumbai University in India where she studied Maths, completed a postgraduate diploma in International Business and started working for multinational banks. Not long after





**DR. VANDANA GANDHI**

leaving university, her passion and skills for juggling financial figures helped her quickly reach the top echelons of multinational corporate banking.

Then, she decided to change course!

### BACK TO SCHOOL

A firm believer that school and learning are an intrinsic part of one's life, and they make people strong, Dr. Gandhi decided to pursue her passion for education by helping to educate young children.

She shares, "I enjoyed my time in corporate banking, but I realised a decade ago that there was a need for quality early childcare in this country. Besides, I'm passionate about education and I've always had an entrepreneurial streak."

Thus were laid the first foundations of British Orchard Nursery, a crèche business in the UAE, which employs more than 100 people currently.

Inspired by the advises and working of her late father, Mr. Kumar Gandhi, who was a native of Mumbai, lived in Abu Dhabi for 45 years and ran a successful shipping business, she trusted her entrepreneurial instincts, love for education and her desire to help children make a robust base for education and personality before moving on to primary school.

"He was my role model," she says about her father. "I learnt everything I know about business from him - including the need to be courageous, to have willpower, and to maintain direction. He gave me great moral and emotional support throughout his whole life. And it was he who encouraged me to start the British Orchard Nursery."

Quick in making both decisions and expansions, Dr. Gandhi already has well established 10 branches across the UAE and plans to expand the business to other parts of the region and India.

She is excited about her unique approach to childcare, and asserts, "What marks us out is our dedication to providing quality childcare. We make sure all the children in our care are progressing at the right level and monitor their progress regularly. What's more, we maintain rigorous policies throughout all our schools and employ the very best of staff - most of whom are from the UK."

Her childcare approach is holistic, where with education safety and security of children in addition to

parents' direct involvement wherever possible is ensured. Her commitment to child safety is evident when she describes, "We even have CCTV footage installed so that parents can watch their children throughout the day from their offices or homes."

Spirited about her own educational achievements on the sides while she manages time out of her busy schedule, she shares about her doctorate in early education from the University of Birmingham in the United Kingdom. "I'm very excited about finishing my studies. And I hope to present the findings to the Government of the UAE. I believe the country should benefit from my research."

At the same time, she is thankful for choosing a place like the UAE for her business, as she feels this was one of

***"I ENJOYED MY TIME IN CORPORATE BANKING, BUT I REALISED A DECADE AGO THAT THERE WAS A NEED FOR QUALITY EARLY CHILDCARE IN THIS COUNTRY. MY PASSION FOR EDUCATION AND MY ENTREPRENEURIAL STREAK HELPED"***

her best decisions. "I thank the rulers of this country for the ease in which I am able to do business here. I've had a lot of support from government departments here and it's obvious too that they respect women."

### PERSON OF MULTIPLE INTERESTS

Whenever she is able to find time out of her working in the school or studying for her degrees or caring for her own children, Dr. Gandhi pursues her hobbies such as painting portraits in oil, calligraphy, table tennis and reading books on spirituality, and if she is not doing any of these, she does yoga. "I practice sun salutations first thing every morning and I also meditate," she explains. "Both yoga and meditation keep me spiritually balanced and able to work better."

### SHAPING THE FUTURE OF LITTLE ONES

Having been brought up on a strong value system herself, Dr. Gandhi has instilled the same values in her organization, promoting respect, integrity, equality, diversity, responsibilities and innovation, which cumulatively provide a comprehensive framework and the élan vital of British Orchard Nursery making it the first nursery chain operating all over the UAE with 15 prime locations in Abu Dhabi, Sharjah, and Dubai, including significant government collaborations.



British Orchard Nursery makes ample use of technology as a tool to create a difference in the traditional education system, and thus is committed to make education an engaging and exciting activity for learners. To make school time as much fun as is vacations, British Orchard Nursery conforms to the British National Early Years Curriculum guidelines, which requires personal assessment for every child and periodic evaluation so as to ensure that all their needs are fulfilled. Furthermore, British Orchard Nursery offers a different learning environment with facilities such as a role-play area, outdoor play areas, and a dedicated children's gym, which is supervised by certified coaches.

One of the key features of British Orchard Nursery is its robust Baseline Assessment that links a child's performance with curriculum planning and acts as

a personalized development plan for children by highlighting the areas that need focus in the next term.

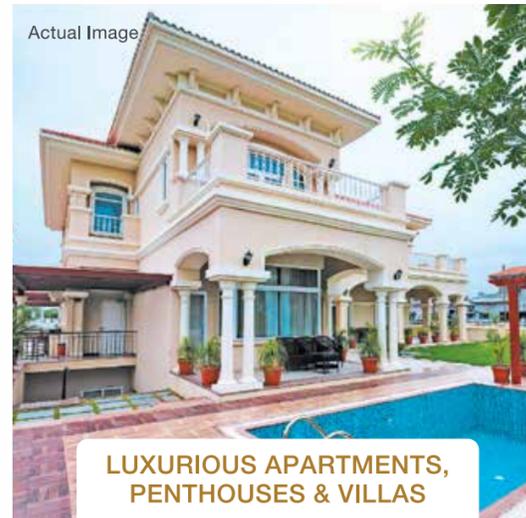
#### **SECRET OF SUCCESS**

So, what is her secret of success? Doing her best always and never shying away from hard work, yet humble and religious enough to accept that God has a role to play in her achievements, and her choices, she shares "I'm most grateful to God for everything I have and everything I've accomplished in my life. I get great satisfaction from helping others and making them feel good, which in turn gives me more energy."

Further, she doesn't miss to credit her family for their support. "My family's support has allowed me to believe in myself," she says. "And of course I'm a great believer in hard work. I always say: 'Success is 99 per cent perspiration and 1 per cent inspiration'."



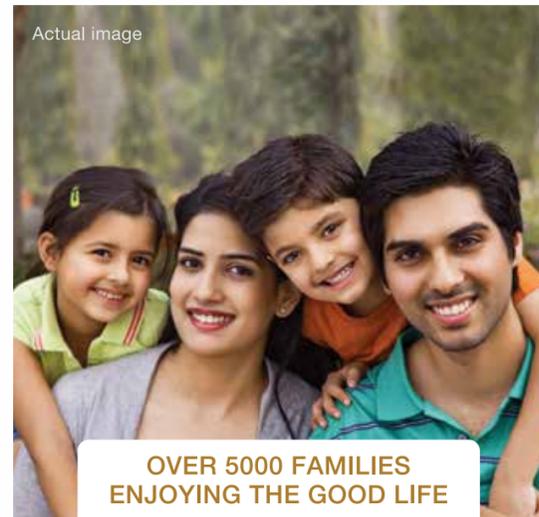
11 MILLION SQ. FT. DELIVERED IN 7 YEARS



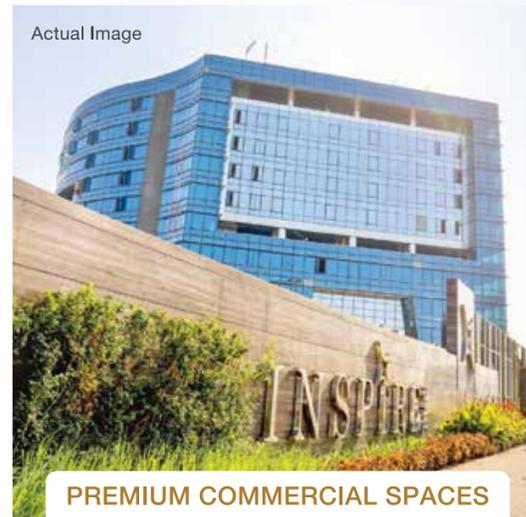
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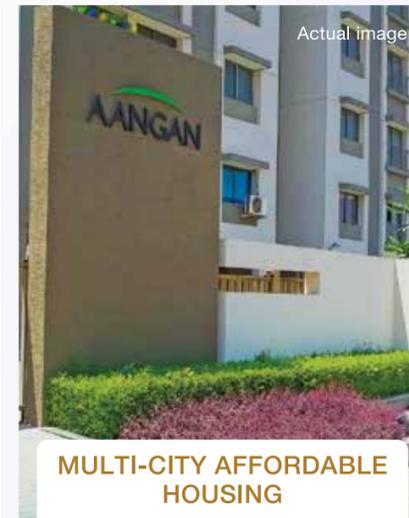
OVER 5000 FAMILIES  
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**4<sup>TH</sup> EDITION**

# WORLD'S GREATEST

# BRAND

*A lot goes behind the building of a brand. Persistent sweat, toil and innovative streaks of a diligent team, which is led in the right direction by a visionary leader – collectively contribute in brand building. The process may involve several days, months or years for the brand to cast an impact upon the minds of the consumers. Thus, it's not an easy feat to occupy the coveted throne of World's Greatest Brands.*

*AsiaOne carried out a mammoth selection process to create a list of World's 100 Greatest Brands based on the Audit Questionnaires obtained from the brands, our primary and secondary research, and inputs from the Jury members. These greatest brands are stalwart in their category as Iconic and Powerful and are ready to take on the world in the Emerging category through their sheer exuberance.*

**Process Reviewers: PwC**



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# MOO

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# Al Habtoor Group

## DIVERSIFYING SUCCESS

*With its humble beginning as an ordinary engineering enterprise in 1970, Al Habtoor Group (AHG) has registered an unprecedented expansion of business from a single, small endeavour to diverse spheres like hospitality, automotive, real estate, education, insurance and publication owing to its dedication, commitment and a strong goodwill of its clientele*

**A**l Habtoor Group is one of the most respected and well-established groups in the UAE having its branches not only in the UAE but all over the world.

### AN INCREDIBLE GROWTH JOURNEY

Laying the foundation stone of the company (AHG) with just 10 staff members, the present strength of the group has risen to more than 10,000. The most renowned and proud contribution and achievement of AHG is the successful running of 14 world-class

luxury hotels, 7 of them being outside of UAE.

### SPIRIT OF MOTORING

Al Habtoor Motors (AHM), a unit of AHG, has set up a wide network of showrooms, service centres, body shops and motor part centres across the whole of UAE to cater to the needs of the users of various distinguished brands such as Mitsubishi, JAC and Chery, Temsa and premium marques such as Bentley, McLaren and Bugatti. AHM is the proud owner and operator of the world's first state-of-the-art and the largest Bentley

showroom in UAE. The sudden rise of AHG to international fame and reputation can be gauged from the fact that in 2013 alone, the AHM imported 43,000 vehicles from Japan.

### CASHING IN THROUGH INFRA DEVELOPMENT

AHG has successfully established its real estate endeavour as well. The range of real estate involvement of the group is quite large and diverse encompassing projects involving construction of deluxe apartments, lofts and penthouses comprising 1-7 bedrooms with ultramodern amenities with the largest swimming pool podium in the UAE, an avant-garde gym, luxury spa, signature restaurants located on the Dubai water canal. The Group's real estate domain efficiently deals in multiple types of commercial and residential properties providing its clients real value for money.

Another independent entity of the group, Al Habtoor Leighton Group has further



diversified the core market sectors by focusing on infrastructure – building, rail, oil, gas and mining. Backed with rich enterprising experience of more than 40 years in various fields, the group has earned tremendous goodwill of its clients as well as the establishment.

### OFFERING QUALITY EDUCATION

The AHG has also expanded its contribution towards education and publication. AHG manages 2 accredited IB World Schools with British curriculum and international standards offering quality education to students from KG-I to grade 13.



The airline, a frontrunner with its enviable fleet of Airbus A380 and Boeing 777 aircraft, promises superior quality air travel and transport services.

**BELLWETHER FOR THE GROUP**

Over 99% of all Emirates flights are Wi-Fi enabled and in 2017/18, a record 58.5 million passengers chose Emirates to fly with. Emirates' portfolio also includes 22 codeshare partners in 61 countries and 130 interline partners that widen the dimensions of the matrix of flying options on offer. Emirates SkyCargo leads the global air cargo industry as the world's largest international cargo airline.

In 1959, dnata commenced ground handling services at the new Dubai International Airport and swift expansion led to inclusion of New Delhi, Bombay and Damascus in its network, thereby, bringing the destination count to an impressive 12. dnata is one of the largest combined air services providers in the world, serving over 300 airlines in 35 countries with efficient cargo and ground handling, catering and travel services, preparing over 150,000 meals daily for more than 140 airlines in 62 catering locations worldwide. Gerry's dnata provides air service in Pakistan, GTA dnata in Canada and Alpha Flight Services in Australia and UAE. Emirates and dnata under

a common management are referred to as the Emirates Group. Each of the four business divisions - UAE Airport Operations, International Airport Operations, Travel and Catering, continues to experience solid growth and in 2017/18, Emirates' and dnata's stupendous performance, powered by a strong uptick in airfreight activity enabled the duo to deliver profit for the 30th consecutive year. Investment deals close to AED Billion 9.0 are underway for newer acquisitions, aircraft and equipment coupled with advanced systems and processes for back office operations.

**FORGING AHEAD**

In 1999, Emirates entered the hospitality sector with Al Maha Desert Resort & Spa. Premier Inn, a joint venture between the Emirates Group and Whitbread plc, now operates Emirates' international hotel chain with over 750 hotels across the UK, Europe, Dubai, Abu Dhabi, and Doha through easy booking procedures, great meeting room facilities, 24/7 wi-fi, convenient locations and affordable pricing, thereby, ensuring a comfortable stay coupled with early check-in and late check-out facility and numerous lucrative deals as irresistible add-ons.

Emirates Leisure Retail focuses on upholding Arabian traditions of hospitality through F&B segment and operates 200 stores in UAE.



# Emirates Group

**RULING THE AIR**

*The Emirates Group boasts of a diverse portfolio including ground handling, cargo services, travel services, hotels and resorts, hospitality and destination management including the pivotal Emirates airline, which is the world's largest intercontinental airline, serving 155 airports in 83 countries from its kernel in Dubai, UAE*



# Ifad Autos

**AT FULL THROTTLE**

*Riding on a drive of passion, continuous innovation, development, and its commitments to employees, customers and stakeholders, Ifad Autos has invariably exceeded customers' expectations, and through consistent remarkable success it is poised to become the No. 1 company in its industry with a countrywide network of offices, dealers and showrooms*

**P**ropelling with a brand proposition to provide the nation with reliable modes of transportation, both passenger and cargo, Ifad Autos has been helping businesses maintain sustainability in their logistical and operational needs.

Well understanding that their customers are the reason for their success in business, they do not only focus on advancing at full throttle, but intermittently switch on their parking lights and take time to listen to feedback and respond positively to customers' needs.

Desiring to excel on all

fronts, they also regularly hold driver training programs, free vehicle maintenance workshops, social media engagement for sales and service, nationwide vehicle fairs, and multiple cultural and community programs held for vehicle owners to offer the best to everyone.

**RELIABLE & COMMITTED**

Cruising into the light commercial vehicle sector so they can contribute to nation building and serve the rapid urbanization in Bangladesh, they have recorded the highest sales globally year on year

as Ashok Leyland's foreign market dealers.

Consequently, they have created a powerful brand that has emerged in the industry as the logistical partner for prestigious companies in their business activities, and every time offering robust vehicles and reliable services, Ifad Autos have left these partners fully satisfied and asking for more. Moving on to the next level, it is now assembling in Bangladesh heavy buses and trucks of Ashok Leyland, a leading Indian automobile manufacturer, and has built the country's largest auto assembly plant at Tk 90 crore.

**CREATING STRATEGIC PARTNERSHIPS**

Ifad Autos excelled as Ashok Leyland's sole distributor in Bangladesh for about three decades, and has now progressed to become its strategic partner in the country. At its assembly plant, it plans to produce 10,000 trucks and buses annually, offering a full line of heavy duty trucks, buses and special



service vehicles from Ashok Leyland that has a presence in the entire truck range, starting from 7.5 tonnes to 49 tonnes. Recently, the company has also tied up with Nissan Motors of Japan to make light commercial vehicles or LCVs of less than 7.5 tonnes, and is planning to assemble and sell LCVs too.

Using state-of-the-art technology and a team of high-calibre professionals & experts and to take full advantage of the buoyancy and growth in the local market, they are going to make a body of a heavy bus or truck in just six days at their plant instead of several months presently required by others.

ON THE ROAD, COUNT ON US.



In business, speed matters. And with Hamriyah Free Zone, 60 minutes is all it takes to set up your business and receive your trade license on the spot.

**REMARKABLY EFFICIENT**

Hamriyah Free Zone (HFZ) is the 2nd largest and fastest growing Industrial Free Zone of UAE spread across 30 Square Kilometers of prime land and has 14-meter-deep water port and 7-meter-deep inner harbor. HFZ is connected to UAE's two major highways and has close proximity of two major airports of UAE. It hosts more than 6,700 companies from over 160 countries, employing more than 50,000 people. HFZ has largest Steel Zone, 1st Food Park, 2nd largest Marine, Petrochemical, Oil & Gas Hub of UAE and it is known as the Primary Hub for Steel, Petrochemicals, Oil and Gas, Manufacturing, Packaging, Maritime, Timber, Construction, Food and Perfume in the region.

HFZ is uniquely located at the intersection between three continents connected to 230 global cities by land, sea and air, allows its Investors to serve a growing market of 2 billion people, Hamriyah Free Zone is your Gateway to Global Business.

**OFFERING WORLD-CLASS SERVICES**

HFZ's world-class facilities include modern offices,

executive office suites, prebuilt warehouses, factories, developed plots, port, logistics facilities, road network, STP, drainage system, availability of electricity, water, telecommunication and waste management system. Hamriyah Free Zone Authority (HFZA) also offers over 20 key on-site business services, like customs, medical center, telecommunication services, banking and auditing firms, currency exchanges, engineering and EHS services, logistics services, testing labs, conference rooms, staff accommodation and more.

HFZA offers businesses 100% ownership along with a world-class infrastructure and facilities. Some of the benefits include 100% repatriation of capital & profits, 100% exemption from corporate and personal income tax, 100% import and export tax exemption, sponsorship and visas for all staff, 24x7 operational freedom. Hamriyah Free Zone Authority has won several Awards for Business Excellence.

HFZ's strategic location, proximity to major markets, connectivity through land, air & sea, availability of abundant land for expansion, low cost energy, water and availability of cost effective work force, onsite labour accommodation and customized solutions to investor's requirements makes HFZ unique and provide its valued investors distinct edge over their competition.



# Hamriyah Free Zone Authority

INSPIRING GLOBAL BUSINESS

*Recognised as the Gulf Region's fastest-growing enterprise, Hamriyah Free Zone has emerged not only as the largest hub for Steel in the region with more than 165 Steel Manufacturers and Fabricators, but it is also the 2nd largest Hub for Petrochemical, Chemical, Oil & Gas, Marine, Ship Building and related services*



# ICFAI Group

**EDUCATIONAL EMPOWERMENT FOR FUTURE LEADERSHIP**

*Pursuing its vision of empowering students through world class quality education, ICFAI was established in 1984 as a not-for-profit society with the broad objective of empowering citizens through world class quality education and since then the Institute has introduced innovative education methodology in its educational programs to groom highly competent next generation leadership*

ICFAI was established in 1985 to prepare a new crop of skilled professionals in the field of finance in the competitive corporate sector in India. The group has come a long way since then leaving a significant mark in the Indian educational system as a premier business school having a pan-India network and presence. Keeping with its vision to promote its research culture and teaching Innovation further across India, the ICFAI Group launched the ICFAI Business Schools (IBSs) at eight different locations in India in 1995 to offer high-quality

2 years' PG Management Programs with specializations in different fields.

'The ICFAI Group's culture of teaching & learning fosters intellectual and personality development. Its students carry an attitude of ownership of their work. The Group strives to make the students - DOERS. The programs are designed such that the students & professionals graduating from the institution have the ability to take risks, make decisions and own the work. ICFAI Group system, strongly believes in developing an 'entrepreneurial mindset' among its graduating

students.'

## ACADEMIC EXCELLENCE

Consistently ranked among the top ranked B-Schools in India, the group has 11 private universities in different states to expand its reach, promote equity and encourage excellence among its students, transforming them into future leaders engrained with a high degree of moral and social responsibility along with high corporate competence.

The group consistently upgrades its research and teaching methodology and collaborates with leading universities/institutions for student-exchange and faculty-exchange programs to create a strong pool of competent professionals and expert faculty members. Keeping with its culture of innovation, the ICFAI group has introduced the novel concept of case study methodology at IBS and its Case Research Centre has established its reputation as a centre of excellence, having won several national and international accolades for



educational excellence.

## TECH-ENABLED LEARNING

Having established its distinctive identity in the area of postgraduate business management programmes, the group has also introduced undergraduate programs in the domain of Science and Technology. In a very short span of time, its state-of-the-art Science and Technology campuses, known as ICFAI Tech Schools, at Hyderabad, Dehradun, Agartala, Jaipur, Ranchi, Raipur and Baddi have gained reputation in imparting quality and differentiated education, standing among the top-tier institutions in the country.



**A** corporate membership-based club with members from diverse sectors including private enterprises, government entities, diplomats and business associations, the CEO Clubs Network provides a perfect business platform for CEOs and senior executives to exchange ideas and share their valuable experiences through regular activities.

**OFFERING ACCESS TO INTERNATIONAL MARKET**

The organization offers its new members a business networking platform to gain access to an international market with an opportunity to enhance their social resources and endeavours for a mutually beneficial relationship. The company in 2006 launched CEO Clubs UAE in Dubai with an objective to enable the UAE businesspersons explore the international markets and encourage foreign institutions to study the investment environment in the country in a direct and extensive manner and grow business locally and internationally.

Some of major benefits offered by the CEO Clubs Network to its members include the opportunity to meet high profile decision makers, freedom for business opportunities, building new important contacts locally and internationally, gaining valuable insights about sectors and markets of relevance, opportunity to

address at CEO Clubs events, eligible for VIP passes to top events and international conferences, interactions with high-level delegations from various nations, investments opportunities, joint ventures, merger and acquisitions, access to CEO Clubs Connect (members' online communication system), conduct business delegation trips to specific nations to meet distinguished business dignitaries, community leaders and government officials for business growth.

**VITAL FOR DUBAI'S WORLD EXPO 2020 VISION**

Widely acclaimed as the world's largest business networking club, CEO Clubs Network connects its members with more than 13,000 CEOs and senior executives from all the industries in UAE and across the world. Since the past few decades, the CEO Clubs Network has drawn members from prestigious local and international business groups including government organizations.

The company provides a wide range of information and serves as a valuable reference for finding out new business opportunities and establishing valuable corporate relationships. The organization plays a prominent role in Dubai's plan of building a proactive and well-connected business group and realizing its vision of hosting World Expo 2020.



# CEO Clubs Network

**A PROMISING NETWORKING PLATFORM**

*Bringing together CEOs of various enterprises for sharing their valuable experiences & achieving personal growth, the CEO Clubs Network offers its members a favourable international business environment for global idea exchange, & effective management of business resources and business growth in a multi-cultural atmosphere*



# Ryan International Group of Institutions

**WORLD-CLASS IN EXCELLENCE**

*Ryan International Group of Institutions for over 30 years has been nurturing children to become global citizens, & has been strongly delivering quality schooling, covering pedagogical development, from academics to sports, cultural and social pursuits, and extracurricular activity*

**R**yan International Group of Institutions (RIGI) has firm belief that only through education one can find infinite opportunities to shape up an illustrious future by developing extraordinary qualities and distinctive vision.

## SHAPING FUTURE

The group is one of India's biggest privately managed educational institutions in the country, prominently known for providing all-round development of students. The group is ably managed to make sure that students

are not only educated but also guided, nurtured and encouraged to become leaders of tomorrow. The group, with a desire of building world-class institutions in India and abroad, now has over 130 co-educational schools affiliated to CBSE, ICSE/ISC and state boards and has marked its presence across international boundaries as well.

At Ryan institutions, students have access to all modern top-notch facilities including academic facilities to sports activities. The students proactively participate in all events and outshine others

at various indoor and outdoor games at all levels. The school campuses are quite spacious and have large auditoriums, sports ground, technology-enabled classrooms, hygienic cafeteria, medical facility, huge libraries and equipped laboratories. The group is highly committed to cultivating the intrinsic potential of every child to create lifelong learners and responsible global leaders capable of working in a dynamic and challenging social order.

## ENSURING BEST QUALITY

Committed to providing quality education to children from all strata of society, Ryan International Group of Institutions have a multi-tiered Quality Assurance (QA) system in place for ensuring educational and school standards. This system places a high emphasis on rigorous training and faculty certification as well as on internal audits and in-school observations by experts to ensure that the schools conform to the tough



standards. The students here through their high performance in all walks of life make their alma mater proud, contributing positively to the society and demonstrating morally upright values.

## A FRONTRUNNER IN EDUCATION

RIGI is the first in the country to host the International Children's Festival of Performing Arts (ICFPA) and Indian Model United Nations (INMUN). It organised the prestigious World Scholar's Cup with record-breaking participation, which is now the largest-ever regional round in the history of the World Scholar's Cup.



**R**enowned in the industry for delivering exceptional non-fractional human experiences across both digital, non-digital and blended channels, throughout a wide range of customer types that are far above a customer's baseline of expectations, Club Concierge has been dedicatedly offering dynamic and layered services in its consistent efforts to ensure relevancy to all its customers. Its proprietary service of deep profiling, Soul of the Customer, has immensely helped its clients find and understand what, in turn, their customers love and what they hate.

**RECOGNIZING THE GAPS**

In the first place, Club Concierge was able to develop a unique business concept because of its keen observation capabilities of recognizing the gaps in a brand's customer service promise and the actual experience. Thus, it concentrated on building a unique architecture platform by creating disruptive moments of wow, and created fresher benchmarks for its competitors by consistently developing revolutionary ideas.

No wonder, Club Concierge has successfully trebled its sales revenues based on aggressive word of mouth and referrals by its existing clients, as they have provided consistently high net promoter scores to it.

**BEST-IN-CLASS TEAM**

Having developed a best-in-class professional team that completely believes in its unique approach, and understands the real-time pulse of their clients, it has forever created a tangible impact on the quality of the customer experience, and by extension on the customer's brand loyalty to their clients. Learning consistently, they today possess deep experience in working as a strategic customer loyalty building partner to the world's best known brands in the domains of luxury, consumer, telecom, automotive, private residences, and destination clubs.

**GLOBAL FOOTPRINT**

Growing exponentially, Club Concierge has strengthened its operational ability to closely monitor and manage customer experience standards on a global basis.

Their global Client Services team has significant experience managing affluent customer programs for Global 500 corporations.

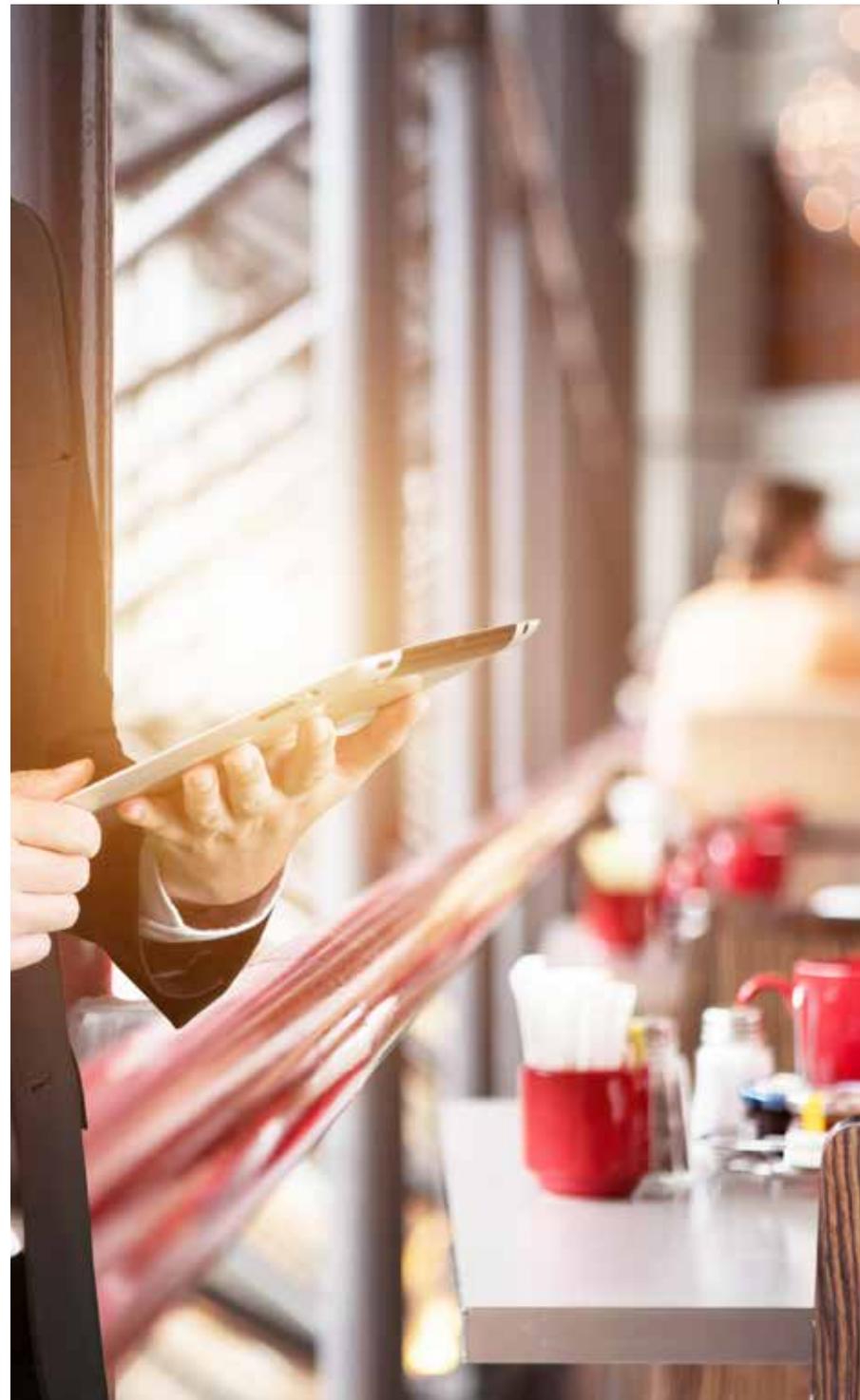
Spanning 20 years and 23 international cities, Club Concierge has partnered with longstanding prestigious clients such as Samsung, Tata, Godrej, IBM, Accenture, Intel, Vodafone, delivering exceptional value through its seasoned team of over 700 creative and brilliant leaders, service innovators, designers and experience specialists.



# Club Concierge

**DISRUPTIVE INNOVATORS**

*Helping its clients be disruptive innovators, i.e. assisting them in identifying weaknesses in their customer experiences, and then vigorously using innovative customer experiences to create exceptional customer value, Club Concierge has created a unique ability to connect anything to anything, anytime and anywhere*



# British Orchard Nursery

## PLANTING SEEDS OF SUCCESS

*The ISO certified largest nursery chain in the Middle East, having collaborations with prestigious government organizations, British Orchard Nursery offers its children an in-depth unique curriculum within a nurturing & safe environment, helping & inspiring them on their learning journey with a joyful experience to realize their full potential*

**H**aving received various national and international awards for quality services and professional excellence since its inception in 2007, the British Orchard Nursery (BON) aims at grooming the children to help them develop all-round facets of their personality with an in-depth unique planning programme, following the British National Early Years Curriculum guidelines.

BON is the first nursery chain to be issued ISO certification for quality, environment, and health and safety, and ensures that the children get a varied

learning environment where personal assessment of every child is carried out and the entire needs of the children are taken care of.

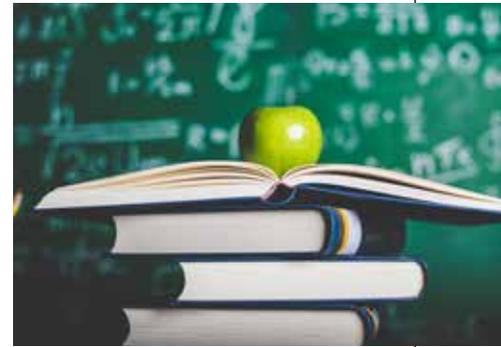
### UNIQUE CONCEPT FOR INTEGRATED LEARNING

Having the objective to nurture its children with well-planned opportunities to develop their potential in a safe environment through positive reinforcement and modelling, BON operates across the entire UAE with 15 appropriate places in Abu Dhabi, Sharjah and Dubai with prestigious government collaborations with DEWA,

Municipality, ADCO and Dubai Women's College. BON is the only nursery in the UAE to have an internal baseline book for assessment and offers quality learning through the British Early Years Foundation Stage (EYFS) Curriculum that bifurcates a child's learning into seven segments.

Thus, to make school time as much fun as vacations, BON conforms to the British National Early Years Curriculum guidelines, which requires personal assessment for every child and periodic evaluation.

The nursery chain offers a wide range of learning activities with facilities such as a sensory room, a role play area and outdoor play areas. Moreover, it also facilitates its children with a specialized gym called GymJuniorz having skilled instructors certified by the British Gymnastic Association. BON also provides its children a variety of enjoyable extracurricular activities including ballet, music, karate, and soccer to boost their neuron connections, improve their



self-control and inculcate coordination among them.

### OFFERING A ROBUST FRAMEWORK

BON makes ample use of technology to create a difference in the traditional education system, thus making education an engaging and exciting activity for learners. As part of its commitment to delivering world-class quality education, BON considers parents as first educators and valuable partners in children's learning. BON provides a welcoming atmosphere and fosters good communication between parents and the staff, which is vital for children's growth.



**B**y adopting an aggressive and ambitious approach towards import-export business, Brooks General Trading Company has multiplied its revenue prospects multiple times.

**AGGRESSIVE GROWTH PATH**

As an evidence of its commercial insights and business techniques, the company has been able to acquire clientele from countries like Russian Federation and Pakistan, Singapore and India—the major importers of dry fruit and spices.

It has also rapidly expanded its export-import merchandise inventory, which now includes pistachios, almonds, walnuts, cashews, prunes, raisins, figs, cardamom, black pepper, cumin seeds, dry ginger, cassia, coffee beans, cloves and popcorn kernels.

By dint of its trading, the company has achieved another milestone by making arrangements of direct procurement of dry fruits from farmers in vital and difficult to approach markets of China, the United States, Australia, Tanzania, India and Vietnam.

**A PREFERRED BUSINESS PARTNER**

Brooks General Trading Company has also won the trust and confidence of the Government of Zanzibar (ZSTC) which sold huge

quantity of cloves to the company for export to India.

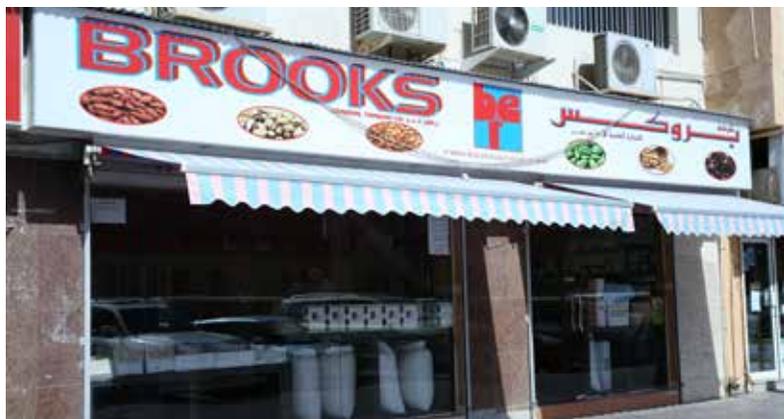
The company already owns 20,000 square feet of cold storage facility for merchandise and also a state-of-the-art dry warehouse spread over in an area of 10,000 square feet for non-refrigeration merchandise, and has an eye on futuristic plans of business expansion and logistic presence.

Eagerly vying for global presence, Brooks understands its global obligations towards maintenance of clean environment. In support of Dubai government's mission of clean and renewable sources of energy, it has directed its team members to install solar panels as a source of power in its cold storage units.

**PEOPLE FOCUSED, PEOPLE FRIENDLY**

The company is strongly committed to the welfare of the staff and the employees are periodically awarded and rewarded with numerous benefits and welfare schemes to promote professional efficiency. The team at Brooks is highly dedicated and work-centred, a closely knit and integrated bunch of friendly, harmonious whole.

Its story of sterling success is the result of its ceaseless hard work, resourcefulness, ingenuity of its employees, creative and innovative approach of its leaders, its marketing skills and commercial foresight.



*D C Brooks*

**NURTURING INVESTMENTS WITH CARE**

*Set up in Dubai in 1987, Brooks General Trading Company has made its mark as one of the leading trading companies in the dry fruit business while offering quality products & services in juice manufacturing, heavy-duty equipment & food stuff, Shisha tobacco & cigarettes manufacturing, and providing worldwide shipping services*



# Lucknow Public School

## AN ABODE OF HOLISTIC DEVELOPMENT

*Established by a man of great vision, Mr. S.P. Singh in 1983, Lucknow Public School has emerged as one of the most prestigious educational institutions of the country and is consistently working on the objective of providing quality education to young minds and helping them grow into complete persons*

**R**anked as one of the best schools nationwide, Lucknow Public School (LPS) has progressed as an institute of repute and has established new branches over the years through meticulous planning and gargantuan efforts to ensure that quality standards set at the initial stages were never compromised. Apart from believing in giving value based education along with cognitive excellence, the institution also lays great emphasis on physical and socio-emotional development and organizes numerous events and

activities to inculcate all the necessary skills for the holistic development of each child. Stressing upon the fact that the purpose of education should be to stimulate and guide the self-development of students, LPS ensures that the students realize that they are studying something substantial, and not merely performing intellectual exercises, as it adheres to the notion that the aim of good education should be to impart the power and beauty of ideas.

### A SPECTACULAR GROWTH

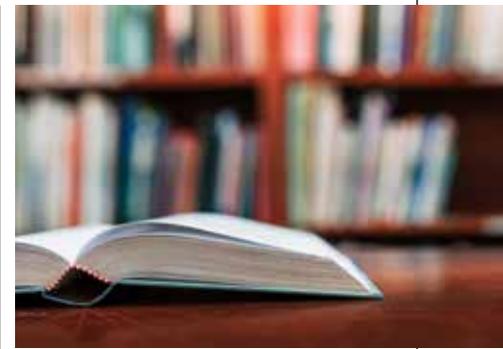
The impressive growth of the institution may be judged by

the simple fact that it started functioning in the beginning from the premises of a rented house but within a year had its own building.

Now LPS is popularly known as Lucknow Public Schools and Colleges, is one of the premier institutions of Northern India, which runs its 12 campuses at different locations – 8 in Lucknow and one each in Madhoganj-Hardoi, Lakhimpur Kheri and Sitapur districts. In addition to this, a new branch has been started in New Delhi.

Approximately 27000 students are studying from Pre-Primary level to XII. It also runs its degree college, Lucknow Public College of Professional Studies (affiliated to University of Lucknow) at Vinamra Khand, Gomti Nagar, Lucknow. About 2000 staff members take care of its quality education, producing results through 3 different boards; i.e. ICSE/ISC, CBSE and UP Board.

Under the able guidance and inspiration of the Founder Manager, Mr. S.P. Singh, LPS made spectacular progress and within a short span of



time became renowned for its brilliance as well as that of its students who brought glory to the institution and to themselves.

Imparting education of the highest standards has always been Mr. Singh's mission in life and the tree which he had planted started flourishing and flowering owing to his earnest efforts. Staying focused and dedicated to its core principles, the institution has a wonderful track record of brilliant output as many of its alumni are IITians, IIM pass outs, scientists, professors, IAS, IPS, IRS, IES and other officials of great repute and a lot of them are globally placed in renowned positions.



**F**ocusing on global business consultancy and advisory in addition to digital services, Morison Menon has helped businesses design agile, scalable and digital operating modules to help and further enhance their usefulness.

**VISION WITH EXCELLENCE**

An autonomous member of the Morison KSi, Morison Menon is a part of the global association along with over **156 member firms which are** spread in across 84 countries. The association was primarily established in the United Kingdom in 1989 with the aim of accommodating the intricately convoluted needs of today's clients. The prestigious members of the association include independent accountants, CFA Charter holders, auditors, tax advisors, business consultants and well respected lawyers along with a staff of 12,070 professionals and a revenue of over a billion dollars.

The company has a staggeringly conspicuous vision of being the primary choice of all its customers and is on a constant mission to enable the enterprises to manage their data and information better and in a more technologically advanced manner. With a proprietary objective of delivering exceptionally superior and value-based industry-leading growth, Morison Menon has become

the pioneer of its industry.

**They have a firm belief** in the philosophy that new ideas help generate more value and have thus always laid the foundation of their growth as the derivative of the growth of themselves. They consider it as their paramount and earnest responsibility to espouse their beliefs and value into their transcending actions.

Carrying an immensely wide and differentiated stratum on the strength of its industry expertise, Morison Menon provides not just assistance but also valuable support to its customer base in the arena of Education, Energy, Financial Services, FMCG, Healthcare and Pharma, Infrastructure, Media and Technology, Real Estate, Transport and Logistics, Hospitality, Travel and Tourism, Govt. and Public Sector, and Retail.

**CUSTOMER FIRST**

Since its inception Morison Menon successfully realized the value of placing their customers at the topmost priority and have offered them a centre stage in the operation of digital technologies as well as the innovation of contemporary business models. Their culture-change initiative has also triggered the much-required radical shift in the employees' behaviour and their team of dedicated, professionals and their approach have, in turn, helped the company deliver fresh ideas with unsurpassed value.

# Morison Menon

**CREATING GO-TO SOLUTIONS**

*Successfully carving a niche and establishing itself as a one stop for go-to solutions for all its clientele for most of their requirements, and rendering its services to a preeminent and distinguishingly wide customer base all across the world, Morison Menon has become a leading name in the field of global business consultancy and advisory*



VAT & Tax Advisory



Audit & Assurance



Company Setup & Corporate Services



Business Advisory & Consulting



Governance, Risk, Compliance



Corporate Finance, M&A



HR Advisory & Consulting



Bookkeeping & Accounting



Payroll Processing



IT & Web Consulting



Accounting BPO



DIFC & ADGM Services



# Manav Mangal Group of Schools

**NURTURING YOUNG MINDS**

*Believing that a school is a place where a child comes to enhance the treasure of his/her knowledge, and the best investment of a child's life is those early years that are invested studying in the school, Manav Mangal Group of Schools is making this investment of a child's life immensely fruitful by creating a world full of opportunities*

**M**anav Mangal, as the name suggests is an effort for the wellbeing of all especially children without any consideration of caste, creed and colour. 'Manav Mangal' is not a mere name-tag. It is the courier of ethos and outlook of the institution it stands for. It is a mission statement of the institution where quality education comes First, where every child is loved and cared for, where teachers are more like models / guides / friends rather than trainers and instructors, where teachers are parent like to their

students and passionately involved in creating complete human beings who are Tall in success and Tall in values.

## FROM SMALL TO SMART

In 1968, GS Sardana, M.A. (English), M.A. (Hindi), left his job as a college lecturer to start a school in a residential complex. His honest efforts were recognized in 1976 when UT Administration allotted a site for Manav Mangal School in Sector 21-C, Chandigarh. It was on the occasion of the Silver Jubilee Anniversary of the school in 1993 that its second branch – Manav

Mangal School, Panchkula came into existence after being inaugurated by the then Chief Minister, Haryana. It was during 2007 that Manav Mangal dared to be different and brought in Region's First Techsmart School at Mohali – Manav Mangal SMART SCHOOL. The school was inaugurated by the Hon'ble Governor of Punjab & Administrator U.T, Chandigarh, His Excellency General (Retd.) S. F. Rodrigues. In 2016, Manav Mangal extended its wings to Zirakpur and thus came up Region's First Green & First Flip Learning School – MANAV MANGAL SMART WORLD. It was inaugurated by the then Education Minister, Punjab, Hon'ble Dr. D. S. Cheema. This schooling institution that was founded 50 years ago in a residential building with just 10 students, 3 teachers and 3 helpers today caters to more than 10000 students, 400 teachers and 400 helpers in its four branches.

Manav Mangal's success mantra, according to Directors Sanjay Sardana M. Sc., (Gold Medalist), M.Phil., M.Ed. and



Sandeep Sardana B.E., PGDCA (Gold Medalist) lies in having teachers who act as role model of values to insulate their students from many negative influences and ultimately make them holistic human beings who are emotionally stable, intellectually vibrant, spiritually enlightened and socially committed. Manav Mangal's journey so far has been really satisfying. The kind of trust reposed in the honesty of Manav Mangal's effort by the people at every step of its journey has been highly inspiring and heartwarming. With its proud past as its inspiration, Manav Mangal has many more miles to go as they believe that success is not a destination, it is a journey. The journey continues...



**B**eing a value-driven organisation ever since its inception, Om Logistics has founded its business on core values of customer commitment, excellence and innovative thinking, which has proven to be a winning formula for success it has achieved over the years.

**ONE-STOP SOLUTION FOR ALL NEEDS**

Serving the needs of clients, OM logistics offers reliable surface services with extreme connectivity through a huge fleet of over 5000 vehicles with trained drivers, covering a distance of 10 lakh kilometers per day. Its gamut of services includes FTL (full truckload), LCL (less than container load) and FCL (full container load) movements; Over Dimensional Consignment cargo movements; bonded trucking; GPS-enabled trucks/closed body trucks; Track and Trace facility; long-haul inbound and outbound; reverse Logistics and spare part model (SPD) distribution.

Moreover, it also provides reliable, well-connected and Sustainable Rail Cargo Services as well as Air Cargo Services to its clients for cost-effective point-to-point goods transportation.

**PLANNING FOR TOMORROW**

The company has also ventured into providing customised, high-tech warehousing services, with

over 20 million sq ft of storage space at state-of-the-art facilities near economic zones and presents industry-specific advantages including offering a modernised warehouse management system that records every transaction, monitors and controls all critical warehouse processes and maintains data integrity.

The kind of success and market reputation the company enjoys today is earned through years of persistent efforts keeping in mind the welfare of its customers such as round-the-clock monitoring system, doorstep pickup and delivery of shipments, providing multimodal logistics support, cost-effective routing & time-sensitive express deliveries.

OM Logistics concentrates on providing the best and unequalled solutions to expand its clients' market reach. By synergising its deep understanding of the customer requirement with its strategic approach, it constantly focuses on how to deliver operational excellence and provide viable, cost-effective technology-enabled solutions to the most perplexing logistics & supply chain problems. It reciprocates through its work entirely with a progressive mindset.

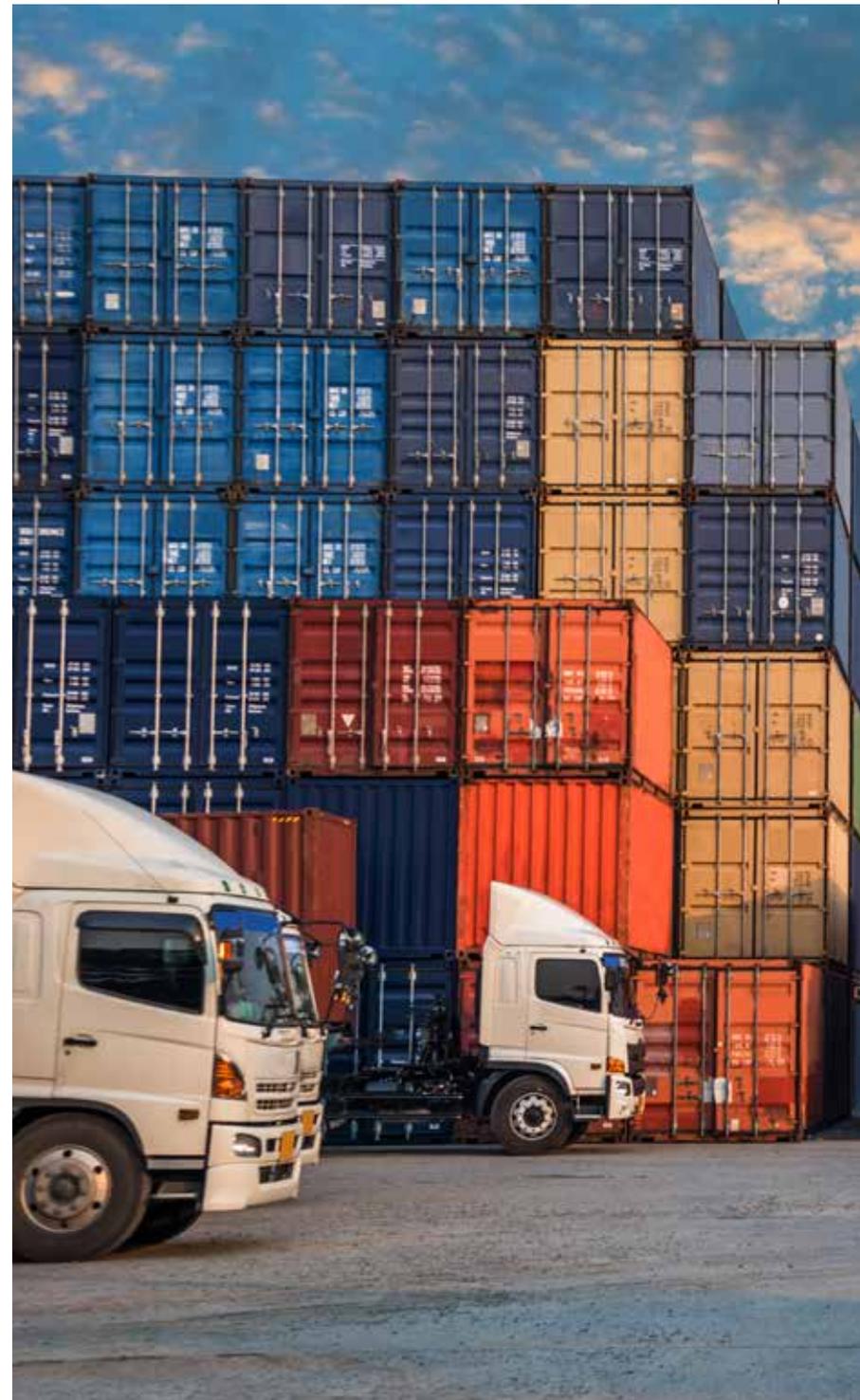
OM Logistics has proven its incredible distinction by grossing an annual turnover of 1500 crore, and it's no surprise that the world's best-admired brands rely on OM Logistics for their needs.



# Om Logistics

**FOSTERING MOVEMENT IN RIGHT DIRECTION**

*The growth and development of the logistics sector has an enormous value for Indian economy in order to facilitate exports, create employment and boost economy. At the heart of Om Logistics' endeavours is the provision of innovative transportation and logistics solutions to its clients, no matter how big or small*



# SBOA School and Junior College

**BUILDING ROBUST FUTURE LEADERS**

*SBOA School and Junior College is a community of individuals with a keen sense of responsibility, integrity, initiative and loyalty, working with a mission to render holistic, liberal and comprehensive education to develop the character and personality of the students, by focusing on an all-round development*

**S**BOA School & Junior college, a co-educational school educating and enlightening students from LKG to Std XII, and affiliated to Central Board of Secondary Education, New Delhi, provides quality education to students.

## NURTURING WITH DEDICATION

In its preliminary years, 1979 onwards, with an establishment of just 8 classes from Kindergarten to class VI, with only 282 students, it has gone from strength to strength to an astounding capacity of

close to 10,000 students with 333 teaching faculties and 150 non-teaching staff on its roll.

The school, with medium of instruction as English and managed by the State Bank of India Officers Association, Chennai Circle, caters to students aspiring to study in CBSE stream and provides a caring, friendly and well-structured educational environment.

The school has a dedicated teaching staff & faculty, who use modern & best techniques of teaching to strengthen conceptual knowledge. It provides an excellent academic

and learning environment to students who are intellectually inquisitive and innovative, and guides them towards attaining scholarly brilliance. Co-curricular activities, learning with fun and developing conscientiousness towards the environment are incorporated into the learning process.

## VALUE-BASED EDUCATION

The school offers best-in-class facilities to the students. Providing a supportive and affirming environment to meet the learning needs of each student has consistently remained a focus of the school management. The school has been highly empathetic to the ones less fortunate, and has educated them to earn a respectable position in the society and lead a decent livelihood. And this is what separates the school from many others. It has never been off focus from its ultimate goal—education—and has provided education to the poor children and weaker section of the society.

Not restricting learning only



to classrooms, the school also puts a greater stress on inculcating a sense of social responsibility among students by creating avenues for them to interact with the matters of the society.

The school not only exposes its students to competitive examinations, but also provides a specialist education in many different spheres by inviting experts in the field to foster cross-cultural learning and bringing in global curriculum.

By bringing in collaborative partnership from parents and academicians alike, the school makes special efforts for emotional, social & academic development of its students.



**H**aving started with the bold dream of making the world more accessible, more connected and easier to explore, Royal Regis delivers what its clients desire, whether it is a corporate trip or a leisure holiday, a group vacation or an adventure journey. Well understanding that this is an era of overwhelming competition, they have invariably offered their clients the best possible customized solutions to suit their absolute needs. Moreover, completely understanding that in their industry the satisfaction and approval of the client is the best measure of success, they focus on complete appeasement of their clients through world-class service everytime.

**MAKING A DIFFERENCE**

Making considerable progress in the past four years, Royal Regis has remarkably improved its footprint across Gulf Cooperation Council (GCC) & Asia Pacific countries opening several new offices, and has further expansion plans in the UAE region and globally.

The reason for their quick and impressive success is their unique professional philosophy through which they focus on both Product and Branding, to get a cutting-edge over their competitors who focus on either Product or Branding. Thus, offering not just excellent products &

services to their clients, they have also done the branding of their product excellently in the market, offering features, benefits & privileges, in complete accordance to their target market and exact needs of their customers.

**FIRST-CLASS SERVICE**

Under Yaser Khan, who is an experienced COO with extensive experience in the Travel & Airline industry, and a proven track record of Senior Leadership roles and highly developed skills in business management, sales, product development & travel technology, and who always introduces innovative & creative ideas, Royal Regis has emerged as the leading tourism company providing quality, creative, innovative, competitive and socially responsible services. His positive approach and eagerness to learn something new all the time has helped Royal Regis introduce novel concepts into their offerings.

Learning through valuable experiences, everyone at Royal Regis is committed to make the big differences through little things. They are prompt, proactive, careful and impassioned in complying with their tasks; they are committed to fulfill the needs of all their clients through their exemplary work, maximizing the company's resources; and they are reliable and trustworthy in all their relationships.



# Royal Regis Travel & Tours

**IT'S TIME FOR A HOLIDAY!**

*Founded in 2012 and in just six years having established itself as one of the leading Travel & Holiday companies in the UAE, delivering first-class services to enthusiastic travelers who love to explore the different shades of the world, Royal Regis Travel & Tours LLC has succeeded in realizing a bold dream*





# 4th Edition Pride of Asia & GCC Series; Indo-UAE Business & Social Forum 2018

Fourth Edition of WGBL 2017-18 and Pride of Asia & GCC Series; Indo-UAE Business & Social Forum 2018 were organized on 9th May 2018 at Emirates Ballroom, JW Marriott Marquis Hotel, Dubai, by URS-AsiaOne magazine & URS Media Consulting P.L. In addition to Mr. Vinod Adani, Director, Adani Group, Chief Guest and HE Vipul, Consul General of India in Dubai, Opening Speaker at the Forum, Ambassadors of Republic of the Philippines, Bosnia & Herzegovina, Montenegro, Republic of Macedonia, the Republic of Djibouti, Mexico, and Consul Generals of Japan, Republic of Ghana, Republic of the Philippines, Sri Lanka and Republic of Liberia, attended the Forum.



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Government of India

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**P**

ride of Asia & GCC Series; Indo-UAE Business & Social Forum 2018 was a high-level Business Summit where the growth engines of the entire world were felicitated, and relevant discussions on the world economy were held.

**AsiaOne Global Person of the Year 2017-18**

Only par excellence leaders & brands from across the world are worthy of being selected as AsiaOne Global Person of the Year 2017-18, and only 10 exclusive “AsiaOne Person of The Year” were felicitated at the Summit for their special work in the politics, industry and society:

Donald Trump, Mohammad Bin Salman Al Saud, Gautam Adani, Ajay Piramal, Hussain Sajwani, Ashok Aggarwal, Dr. Tejinder Singh, Manoj Shroff, Dr. Vandana Gandhi, and Dr. K. D. Singh.

**Winning Leaders and Brands**

Main Leader Awardees include: Vipul Gupta, Dr. Madhav Deo Saraswat, Ranjeet R. More, Dr. Anubha Singh, Dr. Manimekalai Mohan, Nurallah K. Veljee, Dr. G Buvanewari, Ravinder Agarwal, Atul Chordia, Stephen Alwyn, Dr. Tushar Vinod Deoras, Soumya Dutta, Grace Romila, Dr. Arvind Agarwal, Dr. C Venugopal Rao, Saurabh Agarwal, Dagupati Balaji, Trimurthy Ragi, Mario Schmidt, Aadarsh Kumar Surana, Anurag Choudhary, S P Singh, K Vijay, Hemang Shah, Dinesh Sood, Sanjay Sardana, Dr. Mamta Jain, Sobharani Ysaswy, Srinivas Reddy, Surendra Kumar Dugar, Dr. Jolly Antony, Gulshan Kumar, Yaser Khan, Raju Menon, Saud Salim Al Mazrouei, Anil chandirani, Abhinav Arora, Bijay Agarwal, Iftekhar Ahmed Tipu, Prof. Dr. Sanjay B. Chordiya, Priti Chakraborty, Vishal Chhabria, Sunil Agarwal, M. Arun Mn, Dilip Kumbhat, Dr. Ahmed El Tigani, Dr. Sarat Battina, Kailash Goenka, Dr. Rita Bakshi, Dr. Sassan Khatib Shahidi, Mahavir Golechha, M. A. Razzak Khan, Kavita Monga, Mostafa Kamal, Anshul Singhal, B Balakrishna, Joshoda Jibon Deb Nath,

Ajay Singhal, Alisha Moopen, Deepti Gehani, Dipali Sikand, Dr. D. Thomas Franco Rajendra Dev, Sri Hari Ram Gupta, Manoj Bisht, Sanjay Sinha, Ashok Aggarwal, Ghanshyam Patel, Fazlur Rahman, Ajay Lakhwani, Michael Gillies, Kailash Khadka, Manav Jeet.

Main Brand Awardees include: The Scindia School, The Metropolitan Hotel, Universal Construction Machinery & Equipment Ltd., Shantah IVF, SSVM Institutions, Qtickets, Remax SpaceDeal Pvt Ltd, GBR Clinic & Fertility Center Pvt. Ltd., Panchshil Realty, Astute Career Counselling Academy, EForex India, Arya Group of Colleges, Grace International School, Nikhil Consultancy Services, Kamdhenu Paints, CPS Global School, Smart Value Products & Services, Lingel Windows & Doors Technologies, Amarprakash Developers, Himadri Speciality Chemicals, Lucknow Public School, Ajax Fiori, Great White Global, Orane International, Niti Group Of Companies, Manav Mangal School, Medwiz Healthcare Communication Pvt. Ltd., ICAFI Group, Shathabdhi Townships, PS Group, Al Safina Travel & Tourism, MBS School Of Planning & Architecture, Royal Regis Travel & Tours LLC, Morison Menon, Hamriyah Free Zone Authority, Satguru Travels, Synokem Pharmaceuticals, Salarpuria Sattva Group, Ifad Autos limited, Suryadatta Group of Institutes, Universal Medical College & Hospital Limited, D. C. Brooks, Kamdhenu Steel, Casagrand Builder Private Limited, K-Lite Industries, Al Rawabi, Indigo Womens Centre, Sankalp Group, International Fertility Centre, German Imaging Technology, IVY League Academy, Adani Realty, Minister Hi-Tech Park Limited, St. Froebel Sr. Sec. School, FRESH, Embassy Industrial Parks, Aquapot, Technomedia Limited, Om Logistics, Medcare, Homes 4 Life Real Estate, Club Concierge, Aster D.M Healthcare, SBOA School & Junior College, Glocera, M. K Infosystems, Skyline Architectural Consultant, HPM Chemicals & Fertilizers Ltd., Ryan International School, Austro Labs, SURYAM Group, TEER, British Orchard Nursery, Namahe, Shuraa Group, Nepal Health Professional Federation, Rubique.



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40 is an Age of Achievements, Maturity & Triumphs - both Personal & Professional. 40 Under 40 is a Compilation of the 40 Most Influential Indians Curently Under the Age of 40

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Iconic Indian Cricketer

**KULIN LALBHAI**  
Arvind Limited



**AKASH AMBANI**  
Reliance Industries

**PRIYANKA CHOPRA**  
Iconic Indian Actress

**MANASI KIRLOSKAR**  
Kirloskar Systems Limited



# NOMINATIONS OPEN

10TH SEPTEMBER 2018  
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[WWW.THEINDIASGREATESTBRANDS.COM](http://WWW.THEINDIASGREATESTBRANDS.COM)



## PRODUCTS AND INDUSTRIES

### COAL TAR PITCH:

- » Pioneer in Zero QI pitch manufacturing in India.
- » Strict quality adherence procedure of tailor made pitch
- » One of the Largest global manufacturer of all kinds of pitch
  - » Strict DCS controlled production conditions ensure consistent high quality.

### SPECIALITY CARBON BLACK:

- » Customized and tailor made to suit varied applications
  - » Better dispersibility
  - » Better glass and low filter pressure customized undertone

### NAPHTHALENE DEVIVATIVES:

- » In house distillation from naphthalene oil
  - » Stringent adherence to quality
  - » Refined quality is super white in color

### POLY CARBOXYLATE ETHER:

- » High strength concrete upto M80 can prepared
- » Flowing concrete can be prepared for highly reinforced structures
- » Self Compacting concrete can be made with good rheological properties

### SPECIALTY OILS:

- » Produced from selective coal tar
  - » High quality standards
- » Lower volatiles and minimum BTX fractions

### CARBON BLACK:

- » Technology and R&D focus
- » High quality product portfolio
- » In-house distilled feedstock
- » Strong customer base

### ADVANCED CARBON MATERIALS:

- » Custom manufacturing technology
- » Tailor made material to give high electrode density
- » Excellent electrical conductivity
- » High capacity and high power material

### SUPHONATED NAPHTHALENE FORM ALDEHYDE:

- » State of the art production system.
- » Largest SNF manufacturer in India.
- » Used in Concrete, Agro, Rubber and Gypsum Board manufacturing.
- » Exported to Asia Pacific, Srilanka, Bangladesh, Middle East.

### CORROSION PROTECTION

- » High electrical resistance
- » Excellent immunity to harsh temperature
- » All-season primer designed to dry faster
- » Uniform setting thickness

# Himadri Speciality Chemical Ltd

Corporate office: Ruby House. 8, India Exchange Place, 2nd Floor, Kolkata 700 001, West Bengal, India | Tel: +91 33 2230-4363/9953 | E-mail: advcarbon@himadri.com

# St. Froebel Sr. Sec. School

## NURTURING DELICATE FUTURES

*With the committed goal of inculcating in the wards the philosophy of St. Fredrich Froebel, the founder father of the German Kindergarten, the St. Froebel Sr. Sec. School is a state-of-the-art educational institution. Inaugurated in 1985, the school has been tastefully developed with green and refreshing surroundings and friendly environment*

**A**ffiliated with CBSE and recognised by the government of NCT of Delhi, the school has a highly dedicated & professionally trained team of educationists with a very long experience in the field at the national as well as international levels.

### SOLID FOUNDATION

The school inspires all the students on to the path of brilliance, irrespective of caste, creed, colour or gender. The cherished values of self-reliance, persistent longing for learning and

the inculcation of humane, socially adorable behaviour, are the core principles of the school's educational ethics and objectives.

### A CUT ABOVE THE REST

The school has implemented a progressive and non-prejudicial attitude towards ancient Indian wisdom which also finds a respectable place along with the modern.

Moving with the changing times, newer methodology, techniques and innovations have been introduced in the school. Tiny tots are taught through 'Playway' method

to create their interest in learning. The motto of the school is "from darkness to light" and to bring about a marked change in the lives of the learners by creating "faith in oneself" and nurture each child to extract the best of potential in him/her.

### COMPREHENSIVE EDUCATION

The nursery wing of the school is well-equipped with the latest educational and audio-visual aids, software, swimming, joy rides, ballpool, doll house, sandpit, magnetic boards, etc. Children are also imparted training in various outdoor and indoor sports such as basketball, badminton, cricket, table tennis, volleyball, and co-curricular activities such as classical and western dance, jazz, folk dance, and classical & western music.

To maintain punctuality and regularity in learning, academic checks are regularly made and individual counselling is provided for immediate improvement and to overcome stress and



tension due to studies. School is also very sensitive towards the health of its wards and takes adequate care through annual health check-up and immunization camps in the school periodically and ensures child's fitness with follow-up action.

### ADVANCEMENT THROUGH TECHNOLOGY

An out of the box, unique initiative by the School is the smart class digital initiative with several benefits for teachers to improve their effectiveness in difficult curriculum concepts, facilitate multisensory learning, and improve academic performance of students.



**A** small company founded in 1989 in a relatively small and remote city of Kigali, Africa, Satguru Travels is now viewed as one of the most preferred tourism agencies in the Middle East, a rare achievement in a short span of 3 decades.

**TAKING PEOPLE TO THEIR FAVOURITE DESTINATIONS**

Satguru Travels has been highly successful in achieving excellence in the field of tourism. The highlights of the unique character of this travel agency is its expertise in leisure management, online travel, planning of business strategies for corporates by the experts, followed by continuous development of travel strategies, ticketing and revenue analysis.

With the motive of providing exclusive travel and tourist services to its global clients, Satguru Travels has equipped them with the access to best-in-class booking technology, smart analytics, global affiliations and exquisite services through their unique travel portal. The company also provides 24x7 crisis management services for the clients with technologically automated solutions.

**DEXTEROUS WORKFORCE**

Satguru Travels has a highly proficient, skilled, focused and motivated workforce, and most of its 1100 strong workforce in India is IATA

certified and proficient in multiple languages such as English, Spanish, Arabic, Chinese, French and diverse Indian languages. These professionals of diverse talents are extremely customer oriented having access to multiple suppliers.

**GIANT TUSKER OF AFRICA**

Although Satguru Travels offers diverse travel solutions in more than 50 countries worldwide, arranging Wildlife Safaris in Africa is its USP due to a strong infrastructure and a long-time presence there. With more than 1600 satisfied employees, over 600 million USD of turnover and numerous happy employees, Satguru travels has the strongest presence in Africa.

**CUSTOMER-CENTRIC APPROACH**

Satguru Travels has been widely acclaimed for providing highly comfortable travel to both businessmen and tourists alike through their highly efficient and organized planning. It is one of the most advanced travel agencies providing a diversity of services which include but are not limited to cargo transportation, air-freight, trading and logistics.

A company, based on the core values of trust, transparency, cultural diversity & customer-first approach, Satguru Travels offers end-to-end services right from planning and organizing to visa & insurance.



# Satguru Travels

**OFFERING 360 DEGREE TRAVEL SOLUTIONS**

*With a mission to make every journey a memory to adore for every traveller, Satguru Travels has become one of the frontrunners in the field of travel & tourism management services. With the sole objective of providing the best services to clients, it provides a host of exclusive facilities under one roof for utmost convenience of the tourists*



# Suryadatta Group of Institutes

## STRENGTHENING FUTURE OF YOUTH

*With a firm belief that knowledge is power, and it is the foundation upon which we build our future as investment in knowledge pays the best interest, Suryadatta Group of Institutes offers a wide range of courses pertaining to different fields of studies, building the future of thousands of students through exemplary & innovative pedagogies*

**T**he Suryadatta Education Foundation is a charitable trust registered with the registrar of societies, government of Maharashtra.

### CREATING A COHERENT WORLD

Suryadatta - the temple of learning has its motto of "enlightening and disseminating knowledge for prosperity". With a vision of becoming a world class centre of excellence in innovative learning, it is offering students the best knowledge for a great career. Since its inception in 1999 the Group

has recorded tremendous growth by providing a fruitful learning environment and diversified courses including Information Technology, Event Management, Hospitality Management, Interior Designing, Fashion Designing, Creative Arts, and advanced studies through its various business & vocational schools and colleges.

Under the dynamic guidance of Professor Dr Sanjay B Chordiya, Founder of the Suryadatta Group of Institutes, who firmly believes that with the economic scenarios around the world changing

rapidly and India being a key player in this transformation, there is an urgent need for world class business leaders trained from the best business schools, Suryadatta Group of Institutes have been providing the students a constantly challenging and dynamic learning environment, driven by creativity and competition.

Dr Chordiya also believes that the young population of India presently is totally unlike anything we have seen before, and with great power to change the destiny of the country, the youth is capable of doing much more that can enhance the economic growth of our country. Towards this objective, he is committed to give the right direction to the youth.

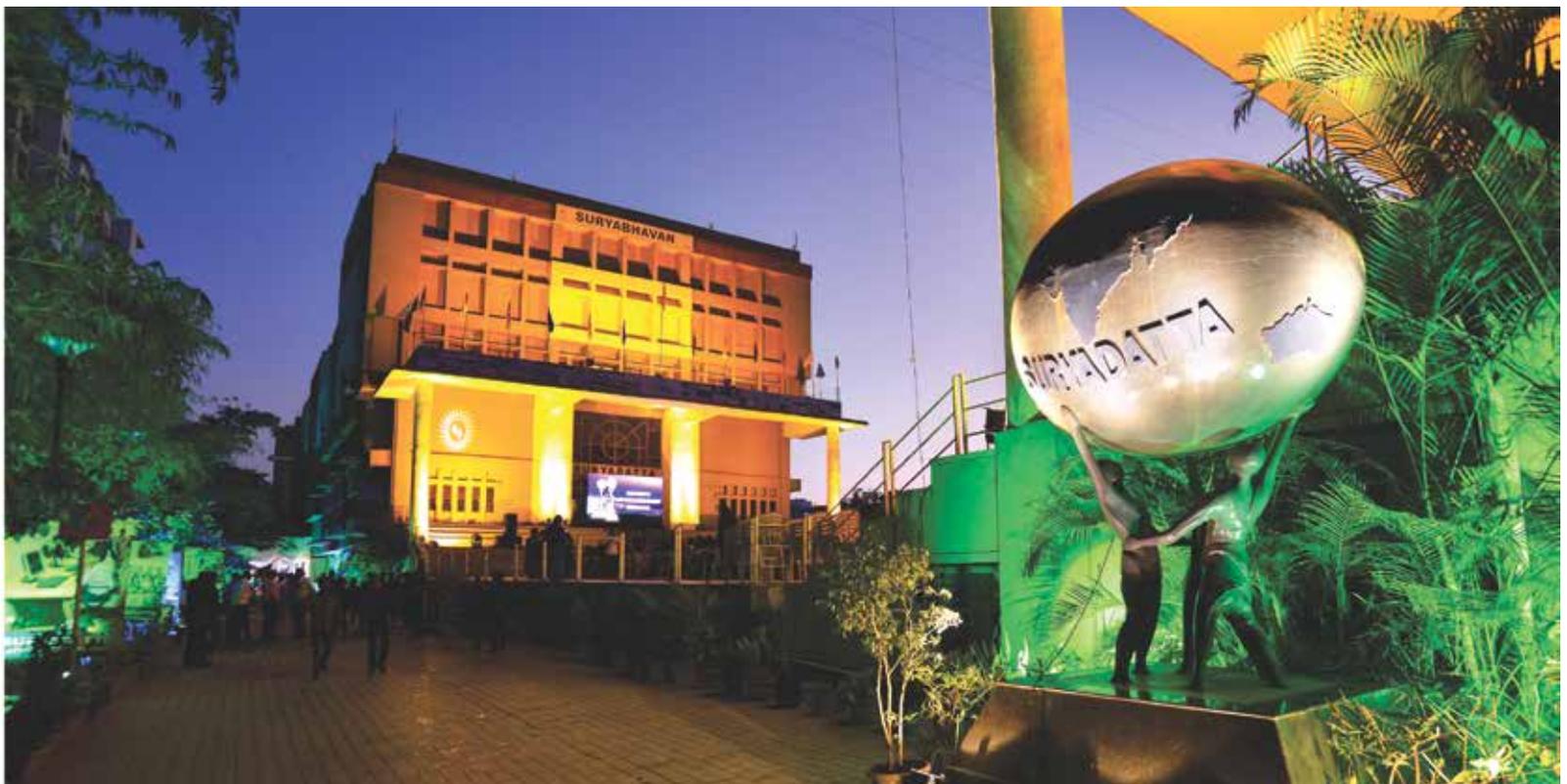
### NOVEL CURRICULUM & ADEPT FACULTY

The faculty at the institutes is a rich academic-industry mix with many of them having international exposure. Each institute of the group has a world class infrastructure providing refreshing academic



atmosphere. The institute understands that educated people are more efficient at their job as they are full of confidence and knowledge. Keeping this in mind it has a novel curriculum that aims at providing a level playing field for its students when they foray into the corporate world. The curriculum is designed in such a manner that it helps the students in developing an empirical approach towards their work especially towards the corporate world.

Its most unique feature is its holistic approach that emphasizes a lot upon the students' intelligence and emotional quotient through a wide array of activities.



**A**widely acknowledged and famously referred to as one of the pioneers in the travel industry, Al Safina Travel and Tourism is an immensely crucial part of the Al Safina Group, which is a conglomerate of over 25 companies and is led under the exemplary guidance and leadership of Mr. Jolly Antony who is both the Founder and CEO of the Group.

**CATERING SERVICES WITH EXCELLENCE**

Al Safina Travel and Tourism is recognised for its dedication and relentlessness in delivering excellence to its clientele. Having personally picked and negotiated the best deals on all their partnered hotels, resorts, restaurants and villas, the company provides the supreme quality of products and services at highly competitive rates.

Services such as airline tickets, hotel bookings, sightseeing tours, meet and greet services, medical tourism packages, travel and medical insurance, holiday packages, global cruise holidays, global visa services, etc. have been appreciated by the clients and customers across continents. Their dynamic team of about 250 multilingual and qualified individuals helps them deliver a better experience along with an assurance of contentment.

**A COMPREHENSIVE VISION**

Al Safina Travel and Tourism has, ever since its inception

13 years ago, envisaged a vision to establish the company as one of the largest travel and tourism companies in the world that is not just complimented for its quality but also for its industry expertise. The company has worked vigorously to achieve the recognition of providing state-of-the-art services matching global standards of travel experience.

Built on a visionary dictum, the Group has consistently created memorable experiences for all its customers by presenting them with exemplary vacations. Parallely, the company also aspires to outperform their own previously achieved goals with consistent improvement and unwithering endeavours to offer valuable services to the clients. Focusing vitally on values such as reliability and safety, the travel group aims to foster a considerably long lasting bond with their esteemed customers. A company that has been successfully running on a customer-centric operating model seldom needs a fallback plan, thus, Al Safina has always placed its customers and clientele at the top priority meanwhile carrying immense regard for them.

Its global scale and across-the-globe reach of operations have been essentially bolstered by its various enthusiastic and steadfastly reliable travel partners.

# Al Safina Travel & Tourism

**MAKING ITS PRESENCE FELT**

*Managing the travel to all major destinations in the Middle East, India, and elsewhere worldwide, Al Safina Travel and Tourism has created an impactful presence in the global arena, has consistently delivered an extraordinary performance and has received overwhelmingly satisfactory reviews from its widespread client base*



# The Scindia School

CARVING THE DESTINY OF THE NATION

*Founded by the visionary HH Maharaja Madhavrao Scindia I in 1897, The Scindia School, originally The Sardars' School, has successfully captured the best of the learning of the new world, and combined it with the best of timeless India and has always been a step ahead of its time*

**E**merging victorious out of the turmoil and disorientation of the turn of the nineteenth century which witnessed the displacement of the traditional pathshalas, madarsas and gurukuls, by the colonial Macaulayite English medium system of education, the School has ever since proved to be a remarkable trailblazer. Owing to its unique location, it is a notably different residential school – located atop the magnificent Gwalior Fort; it has the city below and the hills across.

The institution's historical

ambience can be assessed from the fact that the ramparts of the Fort have witnessed Tantia Toppe's troops battle the British, and seen the Rani of Jhansi breathe her last in her final assault and a casual glance out of a classroom window may well find eyes rest on an exquisite sixth century temple, adorned with bas-reliefs. No wonder, amidst such surroundings, tranquil yet with so much to tell, academics take added dimensions and here academic striving encompasses a life-long thirst for scholarship and curiosity.

## A PERSISTENT JOURNEY OF SELF-DISCOVERY

Facilitating a journey of self-discovery for a young boy as he grows to a young adult, The Scindia School equips him to excel in academics, and to be savvy in the use of technology. However, an attempt is being made to enable knowledge acquire the dimension of a liberating experience as the boy is encouraged to discover his interests, talents and aptitudes, and learn to form his opinions and role in society, in a nurturing environment, where the mentor and the mentee live a shared life, as if in a gurukul, yet adapted to this millennium.

A significant feature of the learning process is the school's provision of rich choices in academics. Here, the engagements with ecology and heritage become like breathing in and breathing out, as indeed interactions with the community, within the school, in rural areas, or through NGOs.

As leaders, Scindians nurture the ability to take decisions and to find solutions for the



larger good, on the sports field, through international interactions, and through positions of responsibility provided in school and the institution aims not just to nurture the student through his formative years, but also to place him on a path of life-long learning, always with roots firmly entrenched in the soil.

Shaping leaders with understanding, intelligence, sensitivity and an inclusive attitude, The Scindia School aims to instill a progressive mindset and nurture leaders of tomorrow, who will succeed in whatever they turn their hand to, anywhere in the world, and yet retain an unmistakable Indian ethos and sanskaar.



**T**he success story of German Imaging Technologies (GIT) began in the year 2000 with the initial enterprise of selling manufactured toner cartridges, followed by inauguration of printer services to clients, and MPS solutions and event solutions were added in the years 2007 and 2010 respectively. In the year 2010 GIT also started with the renting of printers to customers for short term.

### STEPPING STONES TO SUCCESS

In 2012, GIT opened its highly successful Abu Dhabi office. The year 2015 saw 3 new branches being opened in Al Ain, Jebel Ali and Sharjah and it launched its new brand 'LION'. In 2016, it started wholesale operations in Kenya and Kuwait and GIT East Africa Ltd was launched in Nairobi, Kenya which now employs more than 10 people.

### PROVIDING UNIQUE UNMATCHED SOLUTIONS

GIT offers ideal solutions to the business needs of its customers, and no other company in the region can match it in terms of the product quality and after-sales services.

It caters to more than 2,000 customers in 15 countries across Africa and Middle East providing them best in class remanufactured toner cartridges, printers, leasing, service contracts and managed print services thereby reducing

their botheration and cost.

GIT embarks upon a manufacturing strategy that focuses on production by economical use of available resources and selection of ecologically sound additional parts. This has made a serene impact on the local environment around the site of the company.

Moreover, being the largest stock-holder of these products and providing convincing turn-key solutions in a reliable and responsible manner has made GIT an established brand in this region.

### AN ALL-INCLUSIVE APPROACH

GIT is committed to offer people a fair choice, to create jobs and to contribute towards healthy environment and sustainable future. A characteristic feature that has distinguished it from other players in the field over the last 2 decades is their policy to take all the stakeholders into confidence and take note of their advice and suggestions while making decisions. Moreover, they try to solve the stakeholders' problems in the shortest possible time.

German Imaging Technologies is very particular about maintaining the quality of its products, because of which during the years 2008-2010 it has already grown by over 100%. The future vision of GIT is to be ranked as the first choice in OEM-alternative document printing solutions for consumers in the Middle East and Africa.

# German Imaging Technologies

## PRINTING FOOTSTEPS OF PEERLESS SUCCESS

*Founded in 1999 with the sole purpose of manufacturing toner cartridges for the Middle East and Africa, Dubai-based German Imaging Technologies has strengthened its foothold in the region by setting up branches all over in the Middle East and Africa, and has established itself as the leading document printing solutions provider*



# Zayed University

**CREATING CAPABLE LEADERS OF TOMORROW**

*Founded in 1998, Zayed University is one of the three government funded higher universities established in the UAE. Named in honor of the country's 1st president, Zayed Bin Sultan Al Nahyan, it promotes the principles taught by the great leader & has campuses in the 2 most important cities, Abu Dhabi & Dubai, under a single administration*

**T**he University offers a variety of undergraduate and graduate programs that are internationally recognized and provide the students with astounding experiences.

**VALUES OF A VISION**

Zayed University propounds and aims for its students to become great humanitarians that offer themselves for the advancement of the nation through its collaborative educational community where students and faculty work together in pursuit of research

and advancement. The university lays greater emphasis upon professional ethics based on respect, honesty, objectivity, transparency in practice, and discipline and here, leadership is based on administrative excellence.

There is a very conscious and positive effort to open up to other cultures both within and outside the university community. The collective experiences of the students prepare them to take on the world and contribute socially and economically to the wellbeing of their community.

The University provides the students with a platform that engages them in research and creative activities. Scholarships are also offered to the meritorious students. Zayed University has created a remarkable educational environment for students that inspires innovation and leads them to deliver high quality education based on its values and focuses on elevating their knowledge and skills.

**ACHIEVING FAR AND BEYOND**

Zayed University's excellence has been exemplified through the achievements of its students. The students of the University have presented their research at the National Conference on Undergraduate Research which was held in North Carolina, United States of America. They have brought laurels to the University at multiple forums, including Assistive Technology Competition at Educom.

**KEEPING ZAYED ALIVE**

Like the Late leader's



contributions to humanity, the students are encouraged to fulfil their moral obligations to the human race and give back to the society.

The students from Zayed University volunteer with a number of charity organizations and have assisted in the creation of schools and nurseries. They also travel across countries to provide aid selflessly and have visited refugee camps for providing aid and relief.

With such a dynamic student community and a determination to advance, Zayed University will continue to nurture the leaders of tomorrow and will prove to be one of the forerunner Universities of the world in due time.



**T**he platform is very effective and is being adopted by various organizations to bring in complete transparency by decentralizing the data using blockchain and delivering a basic platform to all the stakeholders involved to share information promoting ethical business conduct.

**ETHICAL & TRANSPARENT PLATFORM**

It reduces exploitation in the forms of poor working condition, harassment, low wage payment & child labour, and serves as a hub for various small- and medium-size retailers, suppliers & workers to trade together in the Namahe Ecosystem and by creating tools & interfaces for each tier and empowering all stakeholders through the use of blockchain.

It enables the retailers and suppliers to trade together in a secure marketplace with confidence eliminating unwanted expenses on travel trips or paying commissions to the mediators. Namahe also provides its clients the additional advantage of ensuring full transparency of their supply chain.

**DECENTRALIZATION THROUGH AI**

Strengthened by permissioned IBM Hyperledger blockchain platform and Google Artificial Intelligence (AI), Namahe works as a silent monitoring system in real time with an

advanced general intelligence to detect delays, fraud or unusual events, such as extreme weather events or floods, that may influence the functioning of the supply chain and triggers a chain of corrective measures involving notifications and programmed actions based on its prediction accuracy, and thus boosts the supply chain.

Namahe offers a huge potential to industries by compelling underperforming or inhumane supply chain members to either improve or run the risk of losing their business contracts and significantly reduces the unwanted audit cost and expenses.

The ethical supply chain loaded with the blockchain technology provides a public decentralized ledger that guarantees optimum visibility for suppliers besides preventing exploitation and empowers its users to keep track of key performance indicators including the number of working hours along with the amount of work performed to ensure the payment of correct wages.

Hence, Namahe guarantees a fair minimum wage for workers, improving their life standard and preserving their human rights. By providing a single transparent platform to its users, it helps in identifying new business partners and assessing each other's competence level resulting in an overall improvement in the supply chain efficiency.



# Namahe

**OFFERING INTELLIGENT SOLUTIONS**

*Established with a vision to set a novel benchmark in the industry to acquire transparency and connecting different elements of a value chain, Namahe provides an intelligent end-to-end supply chain platform ensuring ethical sourcing in their supply chains, cutting down auditing expenses and reducing the risk of negative publicity*



# Arya Group of Colleges

**GENERATING BETTER OPPORTUNITIES**

*Through its three highly reputed Engineering Colleges in Jaipur namely, Arya Institute of Technology (AIET), Arya College of Engineering & Research Centre (ACERC) and Arya Institute of Engineering, Technology & Management (AIETM), Arya Group of Colleges has become a favourite choice of engineering students*

**O**ffering higher technical education leading to four-year B.Tech and two-year advanced M.Tech courses in all core branches of Engineering namely Civil, Mechanical, Electrical, Electronics and Communication and Computer Science, Arya Group of Colleges has created a robust position among best higher educational institutes in Rajasthan.

In addition to all its engineering courses, the group also imparts education in Pharmaceutical sciences leading to B.Pharm and

M.Pharm under Arya College of Pharmacy.

It has already reached an impressive annual figure of 7000 students who have been pursuing engineering and pharmaceutical courses at various stages of academic sessions in its institutes.

**CONSISTENT GROWTH & EXPANSION**

Experiencing tremendous growth with each passing year since its inception, Arya Group of Colleges has overcome every challenge that came its way while creating new records and milestones with

the help of its visionary faculty members.

Based on a continuous evaluation system through Online Tests & Assignments at knowledge level, Group discussions, Seminars, Quizzes at comprehension level and Case Studies, Projects, Computer Programming at the analytical level, Unit Tests, Term exams, Pre-final Theory and Practical exams, and finally University exams, Arya Group of Colleges is committed to help students first assess their strengths and weaknesses in academics and aptitude, and then addressing their customized and personal needs it assists them in best performance at all levels.

To help students further, it conducts various Bridge courses, Certificate courses, Modules on Personality Development, Courses on Life Skills, Courses on Technical Competencies and Counseling courses, etc.

Going a step further, it utilizes information technology, Internet and other visual aids in its teaching methods, while



running various certification courses like AUTOCAD, Stadd, Embedded Systems, PLC, Microsoft Technologies Dot Net, etc. for larger benefits of the students.

**EXCELLENT PLACEMENTS**

In its efforts towards academic excellence and growth, and to enhance the employability skills of the students, it runs SDC cell, and CRT programme, and has placed students in Capgemini, Trigent, Ashok Leyland, Tech Mahindra, ZYCUS, Pinnacle, Genus Power and Infrastructure, AU Bank, Collabera Technologies, Arabol Lubricants, Dhristi Soft, Asahi Glasses, Mphasis, CURA, etc.



**D**edicatedly offering technical and non-technical human resources to reputed clients with the help of a highly dedicated & professional team, with 100% client satisfaction and as per the business requirements, Nikhil Consultancy Services has been consistently developing the rural youth to meet the highest standards of job skills. Offering exemplary end-to-end HR solutions, and believing in strong values such as client first, confidentiality, integrity, partnership and innovations, it is relentlessly moving on a growth trajectory where its invaluable business partnerships would help it become one of the top global HR consulting organizations by 2020.

#### DELIVERING QUALITY ON TIME

Nikhil Consultancy Services' mission is to deliver the highest quality services to its clients, never failing on its commitments on timely delivery, thus maintaining a two-way strong relationship with candidates and industry professionals. The gamut of services they offer include Recruitment & RPO, Temporary Staffing, Training and Development, Compliance Management, Payroll Processing, Background Check & Verification, etc.

#### OUTSTANDING SERVICES

Regularly winning awards

for best HR services at one platform after the other, Nikhil Consultancy Services has proved time and again that its dedication to offer the best to its candidates & clients has been well recognized by the industry experts.

As its grand success is a direct result of its MD & CEO Dr. C. Venugopal Rao's outstanding vision and efforts, Dr. Rao has also received several distinguishing awards for his guidance, direction and efforts.

#### BACK TO THE SOCIETY

Well understanding its social responsibility, Nikhil Consultancy Services founded Nikhil Foundation in the year 2007 to serve the poor, downtrodden & needy people of rural and urban slum areas so it could help them in their Empowerment, Education, Employment and Health.

Towards this cause, it has regularly distributed school uniforms, books and slates for poor children every year, has conducted Mega Health camps & Eye camps, Job fairs for Unemployed Youth, blood donation camps for the needy, and has also started AIDS awareness Programs.

In its endeavor to protect environment, it uses paperless automation, has developed customized & user-friendly HRMS recruitment software compactable with client origination, and has replaced conventional light with LED light.

# Nikhil Consultancy Services

## RECORDING PHENOMENAL GROWTH

*Under the extraordinary guidance of its Founder and Managing Director, Dr. Venugopal Rao Chikkala, Nikhil Consultancy Services has established business partnerships with more than 100 clients within 10 years, placing over 390 professionals, while maintaining a consistent record and spotless delivery*



# Homeocare International

**OFFERING WORLD-CLASS PREMIUM HOMEOPATHIC SERVICES**

*Dedicated to offer superior homeopathic treatment, fineness & knowledge in treating a range of diseases using contemporary and latest technology for safe and efficacious treatment of diseases without any adverse effects, Homeocare International (HCI) has built a vast network of modern and finest Homeopathic clinics*

**F**ormed with an objective to provide gentle and effective treatment for many acute & chronic diseases, in its relentless efforts to offer relief to the ailing humanity, HCI has, through its collective knowledge, excellence, proficiency & research garnered over years of practice, commenced Hormone cell concentrating on treating hormone-related diseases.

**MAXIMUM PATIENT SATISFACTION**

To provide efficacious, safe and cost-effective treatment HCI has instituted its own

quality control and medical audit department to implement fully compliant ISO 9001:2008 quality management systems in agreement with international standards. In addition, it incessantly puts greater efforts to gain patient satisfaction by investing in technological developments. Bringing in the top line of doctors and qualified homeopathic consultants from around the world, HCI regularly conducts workshops and training sessions and invests in continuing medical education of doctors to keep them abreast of all the latest changes happening in any

corner of the world.

**LOW-COST TREATMENT HOLISTIC**

Led by a visionary, Dr. Srikant Morlawar, Homeocare International makes every possible effort to club knowledge and work in partnership to develop advanced techniques in homeopathy treatment, to deliver best homeopathy treatment. Combining and best utilizing over 300 passionate, earnest, and skilled Doctors with proven track records of curing ailments, and ably backed and coordinated by more than 500 well-trained support staff, Homeocare International today has grown to a sizeable group with more than 40 branches in Telangana, Andhra Pradesh, Tamil Nadu, Karnataka and Puducherry.

Providing inexpensive holistic treatment that has a bearing on an individual physically, mentally and emotionally, HCI through its team offers free consultation, online consultation as well as tele-therapy for remotely located



patients, to treat an array of diseases and chronic illness.

**BRINGING IN OPERATIONAL EFFICIENCY**

To promote shared knowledge and collaboration and to expedite the service delivery mechanism, HCI has put in place a centralised electronic documentation system for safe storage and easy retrieval of accurate information from patient medical records.

It procures and uses high-quality genuine Germany Homeopathic therapies and takes utmost care in storing, handling, packing and dispensing the therapies by specially trained staff in a most hygienic way.



**N**imai management consultants, a financial consulting firm offers unmatched professional and specialised financial consulting in the banking and finance industry.

#### OFFERING SPECIALIZED SERVICES

The firm is highly specialized in offering management consulting solutions to clients in developing strategy, innovation, problem solving and business makeover and generating sustainable business advantage across multiple industries.

#### EXPANDING MARKET REACH

Nimai Management Consultants, a Dubai-based financial consultancy firm, has been putting in great efforts to expand its business activities in the Gulf region. Concentrating profoundly on performance excellence, Nimai's expertise covers corporate finance (debt and private equity), trade finance, structured trade finance, private banking, risk consulting and talent acquisition, with clientele listtraversing across diversified sectors such as agricultural commodities, fertilisers, metal, oil and gas, chemical, manufacturing, construction, retail, insurance, healthcare and education.

Anxiously looking forward to contributing to country's economy and helping its customers realize their

cherished goals, Nimai undertakes every possible effort to contribute positively to sectoral growth through its excellent and valuable financial and consultancy services.

Having offices in India, Bangladesh, Kenya, and partner associates in Ghana, Nigeria, Zambia and Tanzania, Nimai now has wide network extending to New York, London, Geneva, Paris, Singapore, Hong Kong, Tokyo & the GCC.

#### TRANSFORMING TO THE NEXT LEAGUE

Strongly believing that putting in place right process will produce great results, Nimai gives to its people an enabling work environment based on transparency, faith and growth, and continuously invests in them to make them exceptionally brilliant leaders and add significant value to product and process. Nimai intends to become a preferred choice of clients by providing a full spectrum of services and by becoming an organization high on learning curve, reflecting on the market changes and continuously improving its business practices. It intends to build its competency by creating a culture of novelty across the enterprise, planning and implementing strategies that have a long-term effect at all business levels, and helping organisations accelerate their growth and leverage their own know-how and capabilities in-line as well as ahead of market changes.

# Nimai Management Consultants

**OFFERING PROFESSIONAL ADVICE & UNSURPASSED SOLUTIONS**

*Nimai Management Consultants LLC, a UAE based company, was founded when the global economy was facing a downturn in 2009, with a dream to become the preferred financial consultant through its exceptional service and innovative and effective financing structures*



# CPS Global School

**SHAPING GLOBAL CITIZENS OF TOMORROW**

*Persistently working on its mission to build creative, disciplined and dynamic leaders of tomorrow who will lead others by example and be active global citizens, contributing richly to both the nation and the world, CPS Global School offers a dynamic educational program to students from diverse backgrounds, which encourages their all round development*

**C**PS Global School, a leading New Age school committed to excellence offers a dynamic milieu, holds strong academic philosophy and follows the most progressive approaches to learning. The school offers the U.S. Waterford Early Learning Program for age group 2 - 5 years, Cambridge International Examinations of the University of Cambridge, United Kingdom for age group 5-16 years and two years Diploma Programme (DP) of the International Baccalaureate Organisation, Geneva for age group 16-19 years. Diverse

curriculum with collaborative approach governs its vision to build creative, disciplined and dynamic leaders of tomorrow to lead others by example and be active global citizens.

## ABODE OF HOLISTIC DEVELOPMENT

The School is an e-campus with main suite service portals endowed with technology aided classrooms for the best active learning ecosystem. The students continuously engage themselves in enquiry based interdisciplinary learning to create new understanding of the concepts. CPS has all the state-

of-the-art facilities making education the most gratifying, moulding responsible citizens, preparing students for the best universities/colleges in the country and abroad. CPS Career Advanced Placement cell (CAP-C) is set up to facilitate admission into the Ivy leagues, G8's, Canadian High's and other World's Best Universities. CPS Group is the accredited centre for:

- U.S. College Board suite of assessments such as Advanced Placement (AP), SAT & PSAT/NMSQT
- Cambridge English, certified by the University of Cambridge for Cambridge Advanced English (CAE)
- Cambridge Assessment authorized PAT, MAT, BMAT and others, a pre-requisite for Oxford, Cambridge, Imperial College, London School of Economics
- School for Excellence in French Language - Embassy of France in India, in collaboration with the Alliance Française
- Speech & Drama Certification, Trinity College



- of London
  - CEMC - Centre for Education in Mathematics & Computing, University of Waterloo, Canada
  - Only school in Asia Pacific to offer U.S. Waterford Early Learning Program for children aged 2 yrs to 5 yrs
  - Professional Development Programs for teachers and trainers by Cambridge Assessment
- To etch the profile of every outgoing student, learning & leadership experiences are limitless to promote global citizenship among them. They may undergo global leadership training (by WFUNA) at the UN, to take part in WIMUN, Harvard Model Congress Asia, & others.



**F**ounded in response to the rapidly increasing needs to provide contemporary and modern architecture, Skyline Architectural Consultants puts a greater emphasis on building and improving aesthetics and environment as well as offering innovative and attractive designs. The company is widely known for developing and efficiently utilizing spaces from a functional and appealing point of view.

Offering novel, contemporary and eco-friendly designs, each project of the company is a benchmark of design excellence.

#### **ACQUIRING ENVIABLE KEY COMPETENCIES**

Over the years, the company has developed key competencies in the areas of architecture, interior design, engineering, planning and urban design, landscape design, feasibility studies and analysis and construction management. Led by a team of qualified architects, the development of group is undoubtedly and justifiably planned by competent and qualified personnel who constantly keep a tab on changes and updates in living impressions, market demand and global best practices in engineering, construction and architecture.

The company intends to create buildings and structures that are not only well-engineered but also

house a variety of modern amenities and facilities that make the company a preferred and reputable name in the field of architectural and structural design adequately backed by a vast and dedicated pool of highly skilled architects, interior designers and construction experts.

#### **A SYSTEMS APPROACH TO MANAGEMENT**

The breadth of capabilities the company has acquired over the years facilitates effective management of people, processes and technology to meet and exceed customer expectations and offer superior and impeccable services. Furthermore, managing a large spectrum of infrastructure and construction projects, the company follows a systematic and broad project management approach and continually updates its project management services and augments the existing ones to remain in sync with international standards.

Uncompromising on any quality aspect, with careful attention to detail and insistent commitment to customer satisfaction, the company maintains a high demand for its projects and properties by combining together integrated design and construction techniques and making arrangements for landscaping, plush greenery and convenient shopping and recreational facilities.

# Skyline Architectural Consultants

**PLANNING TODAY A BETTER TOMORROW**

*Skyline Architectural Consultants is a multidisciplinary team of technically competent and skilled professionals offering consultancy services in architectural, structural & construction management projects through its team of highly qualified architects, planners, interior designers, engineers, and management, financial & legal experts*



# Grace International School, Chennai

## BUILDING SOLID FOUNDATION & BRIGHTER FUTURE

*Bent on making valuable investments in the students, helping them to shape their future, Grace International School, Chennai consistently aspires to mould the lives of the next generation of leaders and citizens, and fosters cooperation and participation of parents in the learning process of the children*

**U**nder the able leadership of the Founder and Director Ms. Grace Romila, the foundation of the school was laid with a focus on prioritizing the three principles – Character, Commitment and Community as these three pillars of strength are considered to be inter-related and indispensable for the growth of an individual from the childhood days, and have the potential of casting an influence on family and society with regard to peace, performance and prosperity. Realizing the precious value

of each individual student, the school endeavors to provide a conducive environment for learning, through which they are able to develop their complete potential – spiritually, morally, intellectually, socially, emotionally and physically to become open minded and socially responsible global citizens, and also enables them to become self confident and self reliant.

Besides laying great emphasis on the need for an international level curriculum and qualification of the faculties, the school also pays

adequate attention to the fact that ample opportunities need to be provided to arouse curiosity and foster creativity in the students. It also stresses upon the fact that the students should experience the joy of learning with the secured feeling of a homely atmosphere, love, patience, kindness, and be given real-life examples to facilitate the learning process, and thereby puts in the necessary efforts to make them experience the motherly touch & fatherly care.

### ALL ROUND DEVELOPMENT

Laid on the premise that 'Education is a Process – Not a Race', the school's curriculum framework is based on International Montessori System, USA and fundamental to the Programme is the recognition that children are natural inquirers who will develop at their own pace and in their own way. The school takes pride in getting to know each and every child as an individual in order to help him/her make steep strides to success. Grace



International School, Chennai has high expectations from all its learners and teachers and plans to secure success for all learners from their point of entry, thus learning opportunities are planned so that all students are challenged appropriately, by providing work that is a little too hard and then providing support systems to enable students to work through their difficulties to achieve success.

The holistic development of the students is accorded utmost importance with an attempt at development of personal, emotional and social skills as an integral part of the intellectual and academic process.



**T**he Metropolitan Hotel and Spa is a highly luxurious yet cost-effective hotel in New Delhi, which conveniently offers an accessible pathway to most corporate and financial centres along with the several ministries, embassies and the numerous International Trade Fair grounds for which the city is often visited by a conspicuously large number of travellers.

#### SERVICES BEYOND COMPARISON

The hotel has time and again proved its worth and shines as a downtown oasis with its comfortingly ostentatious ambience and the lavishly spread landscaping which is an enthralling experience for the visitors. The hotel's guest rooms have been conscientiously well designed and meticulously arranged along with the sumptuously plush suites, which offer the palatial experience of epitomized and personalised affluence amalgamated with superlative amenities to suffice the modern yet perceptive travellers' needs.

#### TRULY MESMERISING & CAPTIVATING

Housing several renowned and appreciated restaurants, The Metropolitan Hotel never fails at truly mesmerising and captivating its guests meanwhile offering an array of diversified options for the guests to choose ranging

from peculiar dining up to the finest and highly revered wine experience. The hotel also presents to its travellers the taste of the exquisite global gourmet through the award winning and outstanding restaurant Sakura, which is also India's most authentic Japanese restaurant and is the first of its kind.

In addition to the above mentioned services, The Metropolitan also has a fully equipped Business Centre, a lavish Club Lounge, several stylishly designed Banquet Halls and Meeting Venues, a Health Spa that features NeoVeda Spa alongside an efficiently sized Swimming Pool which help in fulfilling all possible needs of its highly revered corporates, business travellers and expatriates.

#### CATERING TO THE SOCIETY

The Metropolitan Hotel sincerely believes in serving a luxurious experiences to its guests but not at the expense of damaging the environment, for which the hotel has thoughtfully established an environment program called EcoMet, the primary objective of which is to create a satisfying balance between the human consumption and the nature's provisions by introducing the policy of three R's - reduce, recycle and reuse. The hotel's passion for excellence is not only to be the best, but also to surpass all the needs of its guests to ensure that they 'Live Met Smart'.

## The Metropolitan Hotel & Spa

### AN ABODE OF LUXURY

*Situated at the core of New Delhi's business and commercial pivotal area, which is the heart of the country's capital, The Metropolitan Hotel and Spa, a five star deluxe luxury fully serviced hotel, is the epitome of opulence amalgamated with comfort and efficiency intended for its travellers*



# Ivy League Academy

**NURTURING CALIBERS**

*Nestled in a world of nature's delight, Ivy League is an educational institution for classes 1 to 12, located 20 kilometers away from Hyderabad. A cradle of learning, shaping lives and careers, spread across 40 acres of picturesque land, teaching and learning here goes beyond claustrophobic classrooms*

**E**stablished in the year 1988, under the visionary dreams of its managing Director, Mr. Mahavir Golechha, it was one of the first educational institutions that understood the constantly changing and evolving needs for children to be taught in an open ambience where learning became fun.

## THE ALL-INCLUSIVE MULTI-FACILITY APPROACH

Three decades back the quintessential approach in most schools was only about focusing on academics but at Ivy League Academy the horizons

spread in all areas of activities having a holistic approach to building a complete personality of an individual. Every child is given the opportunity to discover their own multi-talents in sports, music, drama, dance, debate, art and crafts, and all other activities. Since its inception, the school has grown in strength and stature participating in literary fests, art fests, and exciting weekends which are clubbed with robotics, grooming, photography, and a range of similar exciting activities that encompass knowledge with fun.

Ivy league is an educational centre of excellence with boarding and day boarding facilities with the mission to provide high-quality education, offering unparalleled opportunities to meet their requirements with global infrastructure set in sprawling land. Each child at Ivy league is under the guidance of well qualified teachers, constant monitoring and care, good hygiene, nutritious food, and professionally qualified sports coaches. At Ivy league their mission is to inspire, educate, and support children by promoting diversity in all its forms, to embrace modern learning enriched by our cultural heritage powered by "clear stream of reason".

Spacious smart classrooms and modern furniture ensure that the children are given the best amenities, easy applications to technological applications and tools, separate laboratories with latest equipment, well stocked library, and multimedia for technical support with the latest software.



## PRICELESS MEMORIES WITH INFINITE KNOWLEDGE

Ivy League is not just an educational institution but a store house of knowledge where moral values are instilled, cultural heritage is revered, psychological insights of the child is studied, potentials of each child is nurtured, unlimited learning is garnered, careers are made, and fond memories are cherished for a lifetime.

Quite aptly, it has won the International British Council Award for 2015-2018 award for outstanding development of the International Dimension in Curriculum.



**I**TL Cosmos Group has had a memorable journey where it has stood by its principles and core values in the process of benefiting its consumer.

**INSTANT RISE TO ZENITH**

The firm began with the textile industry and gained immediate attention of the consumers in the market because of its product's quality. The company later went on to enter the consumer electronics market and became one of the first companies in the region to do so. Since then ITL has consolidated its peak position in consumer electronic and IT products.

Today the company has involved itself in every basic consumer commodity from kitchen appliances to office stationery and personal grooming products. The company today has an outstanding network of over 500 authorized dealer outlets and Cosmos showrooms. Cosmos has also built a huge storage facility. To meet the demand of its customers, it utilizes an enormous warehouse spanning an area of well over 100,000 sq. ft.

**MAKING A BETTER WORLD**

The chairman of the ITL Group says that the company might have evolved and the world might have changed for good but there is one tradition at ITL that remains the same: Quality Service and Commitment to Society.

Under the visionary leadership of its leaders the group aspires to become a global leader in all chosen field with a reputation for performance, customer care and service transparency.

ITL has emerged and evolved since the years and achieved several milestones. The first departmental store of the brand was opened in Dubai under the name of Cosmos. Today ITL has stretched itself across various countries like India, Oman and UAE.

ITL's prestigious consumer products brands like Remington, SHARP, Samsonite, Max and many more let the consumers chose from a wide range of products under one roof. The greatest milestone that the brand has come across is that it became the first company in Dubai to receive a decree of incorporation from the Ruler of Dubai late His Highness Sheikh Rashid bin Saeed Al Maktoum in the year 1958.

**PROVIDING SATISFACTION THROUGH QUALITY**

ITL is known for its consumer centric approach and quality service and is regarded for adhering to a strong code of corporate governance and corporate social responsibility, and work towards the welfare of all communities.

ITL Cosmos Group was honoured with GCC Best Employer Brand Award 2016. Dubai's first incorporated company – ITL Cosmos Group unfolds the glorious saga of its 60 year journey in the UAE.



# ITL Cosmos Group

A COSMOS OF POTENTIAL AND OPPORTUNITY

*Founded in the year 1953 in Dubai, ITL Cosmos has built itself from the scratch. Today, ITL is one of the leading brands dealing in IT, telecommunication, consumer electronics and others and has served the people for more than six decades and is keen to keep growing till its products reach every household*



# MBS School of Planning and Architecture

## FOSTERING EDUCATION WITH EXCELLENCE

*Offering a comprehensive curriculum in addition to state-of-the-art facilities, air conditioned classrooms, and a will to nurture and groom every child who enters its campus to take on the challenges of the future, MBS International School architectures a magnificent journey full of rewards, while fulfilling dreams of its students*

**W**orking zealously towards holistically improving mind, body and soul, the MBS Group of Institutions comprises MBS International School, Dwarka and MBS School of Planning and Architecture, Dwarka, both of which have been ambitiously earning a significant exaltation in their respective fields in the edu-space of the city. At par with international education standards, MBS has been since beginning focused on creating an innovative and stimulating learning environment, completely student-centric

and as per their specific requirements to transform them into great scholars.

### INGENUITY & VISION

Established in 2009 by the ACME Education Trust, and built on a sprawling green campus of 2 acres which is duly approved by the Delhi Development Authority, the Institute has played an immense role in setting an exemplary performance for future institutes to come. Strategically located in the Dwarka, the institute is conveniently well connected with various regions of Delhi

and NCR by several means of transports such as roads and the metro system.

Under the valuable support and institutional aegis of Mr. Gulshan Kumar who is the Chairman of the Institution and Prof. V.K Bugga, the Director, the Institute has flourished exceedingly well and stands tall among most its peers.

### PROMISING FUTURE

Committed to impart world class Architectural Education, MBS School of Planning and Architecture is accredited from Council of Architecture, AICTE and affiliated to Guru Gobind Singh Indraprastha University, offering 8 courses across 3 streams namely Engineering, Design, Vocational and 3 degrees, i.e. B.Arch, M.Arch and Diploma. Accommodating 12 large design Studios, lecture rooms with AV facilities, Research and documentation Centre for Global Studies, well equipped computer lab and Digital Library, Art and Model Making workshop, Environmental Lab, Material testing facilities,



besides Indoor and outdoor sports facility, it offers not only quality education but a promise of great career and a fulfilling life. Counted among the 20 most promising Architecture Colleges of India, it offers its students every opportunity to hone their all-round skills through participation in various projects.

Taking immense pride in the unique iconic identity it has created for itself, the institution has insistently focused on creating new ideas and new initiatives, so it inspires its students to dream the impossible and have courage to make those dreams come true while remaining firmly grounded to their roots.



**I**n 1973, Micky Jagtiani, Chairman and Founder of the Group, started his retail business with \$6000 and opened a baby products shop in Bahrain. This development marked the onset of the quintessential success voyage of the Landmark Group.

**PROWESS OF THE VISIONARY**

Moving ahead of the curve, Landmark Group made its foray into food, hotels, leisure, own logistics and distribution network. Today, the Group has evolved into one of the largest retail and hospitality conglomerates with its over 2,300 operational outlets, served by over 55,000 employees, embracing over 30 million square feet of retail space across 22 countries.

The Group diversified in the Indian region in the year 1999 with the opening of its first Lifestyle store, LIFE Trust was founded in 2000, Spar Hypermarkets were conceptualized in 2008 & the Group celebrated the opening of its 2000th store in 2015.

**PROFFERING EXCELLENCE**

Landmark Group offers its customers a diverse portfolio of over 57 world-class brands amalgamating in-house and franchise labels that have grown into category leaders. Of these, Micky Jagtiani, himself, has conceptualized more than 27 diverse brand concepts. Landmark Group, parent

company of big players like Lifestyle, Max Fashion, Home Centre, Spar Hypermarkets and EasyBuy offers value-driven retail power brands.

The Group has also made its mark in leisure, food, hospitality and healthcare sectors with Landmark Leisure, Balance Wellbeing 360, CITYMAX Hotels, Candelite, restaurant division Foodmark and iCare Clinics that serve as family healthcare centers. International brands include - Puket, Aerosoles and Reiss flanked by hospitality division's Zafran Indian Bistro, Carluccio's & Fun Ville among others. Landmark is also the largest importer of non-food items in the Gulf region.

The Group owns several labels & franchise rights for leading global fashion names & footwear brands including the widely acclaimed shoe designer Steve Maddens & also owns the Middle East franchise rights of the UK-based Fitness First chain. Jagtiani has a stake in Debenhams too, hailed as UK's second largest apparel retailer.

**PHILANTHROPY INITIATIVES**

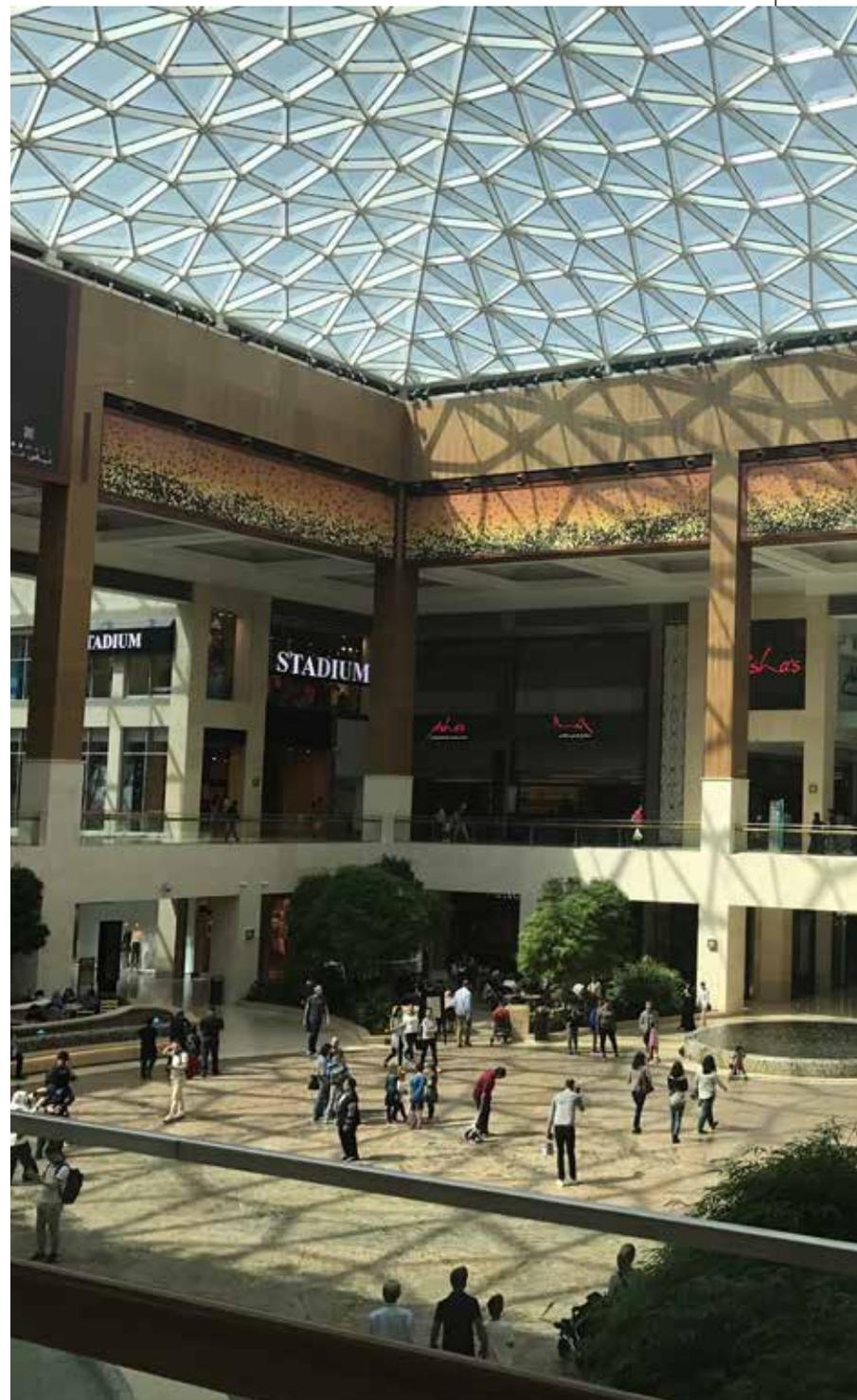
Landmark International Foundation of Empowerment provides medical facilities and mid day meals to underprivileged schoolchildren in India. Beat Diabetes and SHE programs were also launched as healthcare awareness initiatives.



# Landmark Group

**ACHIEVING STUPENDOUS SUCCESS**

*Landmark Group 'Leads' over its rivals through its strategy to 'Listen' to the needs of the customer, 'Empower' its workforce to achieve, adapt to 'Excel' & 'Deliver' the best and has established a stronghold in the Middle East, Africa & India through its retail chain of apparel, footwear, baby products, cosmetics & home decor*



# Orane International

## AN EMPIRE OF SUCCESS AND BEAUTY

*Orane International has managed to become a name synonymous with beauty and wellness through their highly reliable chain of institutes, as it has been consistently offering industry-oriented professional training using advanced pedagogy, which is directly associated to jobs in the beauty arena thereby offering better employability to the country's youth*

**O**rane International is an incredibly well recognised and renowned chain of institutes which has been steadily revolutionising and revamping the lives of over 35,000 trainees among which a large majority is that of women. The brand has a zealously devoted and committed placement cell which has contributed in enabling the trained professionals to find well paying jobs in the beauty industry.

The enterprise has already established 75 campuses across the country and

is expected to expand to international domain.

### SETTING BENCHMARKS OF EXCELLENCE

The institute has since its inception been consistently setting benchmarks for its competitors in the market courtesy its highly impressive and well trained professionals, diligent service with a promise to offer quality and an extremely well-trained team of individuals who have diligently proved time and again to be the harbingers of prestige to the institute.

Several trainees that

owe their success to Orane International have now established successful careers of their own as either leading entrepreneurs or self-employed professionals. Realising the value of serving excellence through all its services, the Orane Institute of Beauty and Wellness has focused on establishing a state-of-the-art vocational training provider in the ever changing and dynamic industry of beauty and wellness.

### ENVISIONING THE SUCCESS

Offering highly updated educational courses that cover a wide range and vary from Certificate Courses up to Post-Graduate programs, Orane International's nationally as well as globally recognised courses have allowed the industry oriented training to be directly linked to jobs and employability.

Certified by the National Skill Development Corporation (NSDC) by the medium of the SMART NSDC portal, Orane International is also an authorised training and



instructing partner of the Beauty and Wellness Sector Skill Council (BWSSC), the Ministry of Skill Development and Entrepreneurship, Government of India. Also notable is its affiliation to the Swiss-based CIDESCO and the UK-headquartered CIBTAC which are globally renowned to be the most famous awarding bodies of the beauty training field.

Holding a vision to establish itself as the most trusted provider of supreme quality services in the industry, it has consistently worked on innovative methodologies and aims to empower 2 lakh Indian women & youth as financially independent by 2020.



**L**ulu Group was founded in the year 2000 with a hypermarket in Dubai and since then has successfully acquired a huge consumer base and has expanded their presence in various other countries like India, Indonesia, Malaysia, Yemen, Egypt and many more.

**DELIVERING QUALITY, BUILDING RELATIONS**

Lulu Group today has a turnover of more than US\$ 6.9 billion with staff strength of more than 40000 and has 145 stores across the 21 countries it operates in. With such numbers, Lulu Group is considered as a key player in the economic scenario of the Middle East.

Lulu Group International is an ardent follower of ethical business practice and believes that only quality and service attract customers. The brand's products have been certified by various certifying agencies like ISO and Dubai Quality Appreciation Program.

The group has taken special care that its customers are taken care of and enjoy the best of privilege. It has partnered with banks in the Middle East to create co-branded cards that help loyal customers gain special privileges and rewards every time they shop.

Lulu aspires to become a global retail brand by retaining the No. 1 position it holds in its area of operation and aims to expand its reach to the worldwide retail market.

Lulu gives its consumers a unique shopping experience and an unmatched quality in terms of product and services. The group is continuously working towards extracting new market opportunities and adding value to their business associates.

**INNOVATING FOR GOOD**

To improvise and do their best in retail market, Lulu has always been innovating. They call it one of Lulu's key strengths. The brand adopts every new technology to enhance shopping experience. The company was the first to deploy Intelligent Building Management System, which was a step towards a huge green initiative. Lulu also was the first to introduce Wireless Technology in retail operations.

The group has its own manufacturing and outsourcing facilities spread across East and Southeast Asia, the Indian subcontinent and Africa. With one of the largest fleets of modern delivery vehicles, the Group today effectively manages the stock position in its vast network of retail stores across the region.

Lulu Group actively plays a significant role in shaping a better tomorrow and has brought several CSR initiatives that work for saving water, greener environment, support in natural disasters, etc. The Group is also a part of the Dubai Cares foundation.



# Lulu Group

**WHERE BUSINESS IS ALL ABOUT PEOPLE**

*'People do not buy goods and services. They buy relations, stories, and magic.' This holds true in case of Lulu Group International, a diversified brand which not only focuses on retail market but also has interests in Hypermarkets, Shopping Malls, Imports & Exports, Trading, Shipping, IT, Travel & Tourism and Education*



# SSVM Institutions

**GATEWAY TO A GLORIOUS FUTURE**

*Consistently enabling a lively learning atmosphere with strong values & ethics and providing students with different arrays of academic & extra-curricular facilities to help them excel in all spheres, SSVM Institutions match International Standards in academic learning by creating a technologically superior and serene milieu, supported by unconventional but globally proven teaching methods*

**E**stablished in the year 1998 as a play school for children, Shree Sarasswathi Vidhyaah Mandheer School has come a long way owing to diligent efforts and exemplary leadership of the Managing Trustee and Correspondent, Dr. Manimekalai Mohan and Trustee and Secretary, Mr. S. Mohan Doss. Its commendable offshoots are Athma Seva – a unit for Special Children and SSVM Matriculation Higher Secondary School (founded in 2006 at Mettupalayam). The latter has acquired an incredible stature and stretched

its wings to Coimbatore city as SSVM World School (Affiliated to CBSE) as a result of meticulous dedication of the management and staff, and is efficiently managed by Sri Srisha Educational and Charitable Trust. It has been offering a precise blend of innovative teaching methodology; steady progression and spirituality in education since its inception in 2010. An integral part of SSVM Institutions is Reeds World School, a 21st-century educational institution, run by Maks Educational Charitable Trust. It is managed by pioneers and offers an advanced

learning experience, requisite educational skills and talents to become globally competent learners.

Believing in pushing the envelope to ensure that its students are never left behind in the wake of progressive growth, the management has recently ventured on with SSVM School of Excellence, with CBSE Curriculum focusing towards an overarching goal ensuring limitless transformation. The open schooling facility has also been extended at SSVM group of schools which continually advocates for a change in the process of educational thinking.

## MOULDING THE LEADERS OF TOMORROW

As a renowned group of schools offering world-class educational opportunities to young minds, SSVM Institutions, excels by creating exceptional students performing in the AISSE and AISSCE along with NEET/IIT Examinations. The Award of International Accreditation by British Council, UK reinforces the school's commitment



to provide global holistic educational opportunities to the students. Possessing a rich experience and good academic background, the teachers here are bent on providing an enabling environment that helps to nurture and develop every child's unique talent and potential to the fullest.

Fostering the notion that education must help children shine holistically in Academics, Sports, Arts, and Co-Curricular pursuits, while ensuring their safety and wellbeing, SSVM consistently provides them with prospects to learn in multidimensional angles and has always been a happy home, where Teaching is a passion and Learning is a pleasure.



**H**ussain Sajwani, the chairman of the DAMAC Group, takes pride in his company's uncompromising commitment to service excellence. Since its inception, DAMAC has taken the real estate corridor by the storm with its excellent and unique service. Whether it is helping a family get their dream home or advising investors on properties, DAMAC is everywhere when it comes to properties. Today, it is one of the leading real estate brands in Middle East and United Kingdom.

DAMAC has delivered over 20,000 units in 15 years and has more than 44,000 projects under development. DAMAC Properties strives to provide dream homes and unique living concepts to customers from all over the world.

**IT'S ALL ABOUT LIVING IN STYLE**

The major focus of the brand lies in bringing in the best for the customers in terms of luxury, comfort and style. Everything one needs to throw a beautiful house party is designed by DAMAC. From prime locations to hiring the best designers, architects and contractors everything is a part of the process. They make sure that when the keys are handed over to the customers, all that comes up is a smile.

While DAMAC keeps growing, they have entered various segments of real

estate like hospitality, security, health and safety etc.

To boost the living experience of the certain clients, DAMAC has partnered with international brands like Bugatti, Fendi, Versace, The Trump Organization and Paramount Hotels to offer 'limited edition' living experience to the investors.

The company now aims to broaden its horizons over the Middle East and UK and is planning to influence customers across the world with its idea of luxury homes.

**DAMAC'S LANDMARKS**

Every DAMAC Property is based in a prime locale and offers Residential area, Plazas and Shopping Malls, Pools and Community Space and surely has a touch of greenery with lush green fields and modern parks. Some of its prominent landmarks include: AYKON City, Dubai; DAMAC Towers, Dubai; AYKON LONDON ONE, London; AYKON Oxygen. Their dedicated team works on every detail to fulfill what DAMAC is known for; Detail and Satisfaction.

**BUILDING HOPES AND REALIZING DREAMS**

Apart from being the top real estate brand, DAMAC also plays its role in making the world a better place. The CSR Wing of the company – DAMAC Foundation – works towards creation of an empowered, happier society through learning & skills development.



# DAMAC Properties

**WHERE LUXURY MEETS COMFORT**

*"Luxury must be comfortable, otherwise it's not luxury." DAMAC was founded in 2002 and since then has been on the forefront of the Middle East's luxury real estate market. The brand has been delivering luxury residential, commercial and leisure properties across UAE, Qatar, Jordan, Lebanon and United Kingdom*



# Shuraa

## ENSURING HASSLE-FREE SOLUTIONS

*Established to provide business setup services to aspiring entrepreneurs looking to establish their business in Dubai, Shuraa Business Setup is Dubai's leading business setup consultancy firm and is renowned for offering prompt, reliable, and the most cost-effective business setup solutions at premier locations in Dubai & throughout UAE*

**O**perating for more than 16 years as the most reliable business consultancy service, Shuraa Business Setup facilitates the investors by providing them PRO services, labour and immigration services, helping them to register their company without hassles and get them business licenses in Dubai.

### PROMPT DELIVERANCE

Having already registered over 20,000 companies in UAE, Shuraa employs international consultants and holds strong government

connections taking a minimum of 3 business days to help its clients establish their mainland, freezones and off-shore business throughout UAE. With a mission to provide complete solutions by adopting international standards of highly professional service blended with the top global exercises, Shuraa has established companies across various sectors including trade, tourism, construction, real estate, gold and diamond trade, hotels and restaurants, supermarkets, facilities management, and manufacturing.

The company assists its clients to find work space of their choice in the shortest possible time irrespective of varying requirements of decision making about the types of business, options in jurisdictions, appropriate locations, trade licenses and registration process, agreement contracts, competitive procurements and business process mapping. The exclusive office spaces provided by the company in Dubai are equipped with hi-tech technology, telecommunication systems, in-house management facility, spacious parking facility, conference rooms and high-speed internet connection from Etisalat. The company offers ready-to-move business places near Dubai International Financial Centre in Dubai's eminent areas of Sheikh Zayed Road and Al Karama.

### PROTECTING INVESTORS' RIGHTS

Working on the belief in preserving integrity as well as transparency in the legal



necessities of setting up a company, the company ensures empowering the investors with 100% operational ownership over the company irrespective of the mandatory provision of allocating 51% of the company's total shares to a UAE national as a condition for setting up a limited liability company in Dubai.

The company works though creating strong investor rights and protection contracts for its investors, maintaining a mutually beneficial relationship with them. It ensures investors get all necessary approvals, offering them practical & legal solutions and helping them to grow well.



**E**maar has been a major player in developing UAE as a vibrant investment hub with promising growth prospects and having construction sites at multiple locations including Saudi Arabia, Turkey, Syria, Egypt, Pakistan, Jordan, Morocco, Lebanon, Canada and the United States.

**ROCK-SOLID FOUNDATION**

Today, the group has more than 60 subsidiaries and owns about 14 thousand completed and under construction structures in Dubai.

Always charting high on parameters such as revenues, assets, profits and market value, the legacy of Emaar lies in its competence to create sustainable iconic portfolio of real estate projects and maximising shareholders' value by an eclectic mix of strategy, structure, systems, culture and people. Emaar's global growth is led by a dexterous team of enthusiastic individuals who are innovative and challenge established conventions to achieve results.

**PUTTING TOGETHER ELEMENTS OF SUCCESS**

Due to the group's ability to create superior value by forming synergistic companies across a heterogeneous portfolio and an excellent understanding of the markets and business environment, Emaar will remain a benchmark in real estate development. With proven

competencies in properties, shopping malls and retail and hospitality and leisure, clubbed with an unwavering focus on design excellence, construction quality and on-time delivery, Emaar now has a stout presence as a transformational leader creating new-fangled lifestyles and living spaces.

**PIONEER IN REAL ESTATE DEVELOPMENT**

Growing at a staggering and inexorable rate of 20-25 percent on yearly basis, during the last 2 decades, the brand has recreated, redefined and reinstated the dynamics and fundamentals of real estate development, which now serve as a model to emulate for other developers across the world. At the strategic front, the group deploys some of the best minds competent enough to create colossal value for shareholders, stakeholders, and the country.

**AWARDS & RECOGNITIONS**

Emaar has bagged a significant number of national and international awards, commendations and endorsements for its commitment to operational and business excellence and conformance to quality standards. Burj Khalifa was awarded as the Middle East's leading tourist attraction by World Travel Awards. They also won the Green Facility Management organization at MENA Green Building Awards.



# Emaar Properties

**CREATING ICONIC REAL ESTATE ASSETS**

*Founded in 1997, Emaar Properties is the largest real estate company in the UAE owing to its determination to lead, explicit from every aspect of its diversified portfolio of projects & businesses, and its uncompromising stance on quality, value and service, and has attained the top position by building world-class Infrastructure & maximizing shareholders' ROI*



# Eforex India

FINANCIAL SOLACE PROVIDERS

*Eforex India has kept pace with the amazing progress in Financial Technologies over the last 5 years and has become a lead content provider for leading financial portals which includes currencies, news & convertors. It's unique & live currency convertor is seen on most financial portals and is rated as the fastest convertor in its segment*

**E**forex India was established in 2001 in New Delhi, India with an aim to offer cloud based digital terminal of Forex markets to the exporters, importers and corporate who could use the information of these live rates to negotiate with their banks and overseas counterparts. Till then, this product was available only from select companies and these were extremely expensive, not to mention the elaborate hardware that was required to run them. Eforex India realized the need to not only offer this information over the

net to middle level companies on an affordable basis but also customized the interface so as to allow conversions of currencies and forwards which does not need to be necessarily run by treasury personnel.

The evolution of technology available on the net allowed the company to introduce several features and analytical tools which enabled the user to access global news which included analysis, thus enabling them to take actions based on these recommendations and charting tools for its own studies. The live terminals now offer more than 160 currency pairs and

pre-converted forwards in five major currencies and used by the majority of the banks and corporate segment across Asia.

The customized currency APIs offered by the company are offered in multiple currency pairs & combinations, in all compatible formats & premium support is preferred by most FFMCs, Money Transfer & financial portals and is one of the largest API providers across the globe.

## ACHIEVEMENT THROUGH EXCELLENCE

The company specializes in the Money Exchange and International Money Transfer Segment and introduced digital platforms for market players, enabling them to offer online products through its integrated SaaS platform and thus aggregating this market for travelers who could avail of foreign exchange and currency cards from money exchange companies over their mobile devices at best exchange rates.

Eforex India developed its software over enterprise level configuration terminal



management, purpose built interactive customer facing applications, mobile & online ordering, advanced loyalty applications, inventory & stocktaking, transaction-based real time data reporting engine all via its one of a kind cloud based architecture. The creative services team allows the users to connect better with their customers via compelling campaign creation, unique activations and custom built mobile applications. Today, Eforex India is the single biggest Indian company in the Money Exchange, FFMC & International Money Transfer Industry, both in terms digital content provider and consulting services.



**A**dani Realty has committed itself to develop Indian cities at par and equal footing with the most progressive nations across the globe using a perfect blend of latest innovative designs and vanguard construction technology.

**CARRYING THE LEGACY FORWARD**

Though the entry of the group in the realty sector is quite recent, the Group has been engaged in the development of land over 69 million square feet including residential, commercial and social club projects in the cities of Gurgaon, Cochin, Mumbai, Ahmedabad and Mundra. Adani Realty is growing at a rapid pace and its turnover is expected to touch 20,000 crore in the next 5 years.

**VISION OF GOOD LIFE**

The vision of Adani Realty symbolizes new and vibrant India, as the Group believes in the concept of "The Good Life" and is endeavouring hard to turn dreams of its clients into reality.

With India becoming the fastest growing economy in the world, Adani Realty, its growth and vision in agreement with the concept of nation building, has matched its pace with time to cater to the diverse needs of the people and provided them with homes of contemporary designs and unmatched quality.

**FULFILLING THE BRAND PROMISE**

Adani Realty, the upcoming giant developers has reclaimed huge tracts of land at prime, enviable locations and its 'Brand Promise' is to deliver quality homes to reinforce their trust. Its concept of Good Life is in harmony with the expectations of the citizens of a new emerging global giant. With the aim to provide the people their dream homes, Adani Realty strives to develop residential complexes surrounded by natural habitat consisting of shady trees and other state-of-the-art luxuries and modern amenities such as swimming pools, tennis courts and open spaces for children to play.

**STAYING AHEAD**

The development of businesses with a spurt of new start-ups and entrepreneurs has prompted Adani Realty to venture into the commercial space, renting and selling office spaces. The unique and august designs, gilt-edged amenities and palatial, serene office suites are the hallmark of Adani Realty. With a futuristic outlook towards the commercial space development, Adani Realty has placed itself head and neck above its competitors.

Further, with an eye on needs of the affluent class of the society, it has come up with Belvedere Golf and Country Club, a 100-acre 9-hole golf course and social club, located in Ahmedabad.

*Adani Realty*

**REALIZING DREAMS OF GOOD LIFE**

*Being the youngest arm of India's elite infrastructural and development company – the Adani Group of Businesses Conglomerate and having spent less than a decade in business, Adani Realty (AR) has grown at a stupendous rate with an eye on needs of the affluent class of the society, while carrying the tradition of credence and brilliance associated with the Adani Group*



# First Abu Dhabi Bank

**SMART SOLUTIONS FOR A BETTER TOMORROW**

*FGB and NBAD, two renowned banks of the UAE, merged to serve as a propellant for the UAE's economic upturn engine. It was a merger of equals and was approved by the respective shareholders of the two banks on December 7, 2016 and the new entity was named as the First Abu Dhabi Bank (FAB)*

**F**AB's Board is graced by 4 nominated directors of the former FGB & 4 nominated directors of the former NBAD and it strives to achieve the primary objectives of diversification of investment plans, paving way for the development of the UAE's private sector, from SMEs to large companies and assuming responsibilities as a strategic banking partner to the UAE government and its core agencies.

**FAMED STRIDES**

FAB, the largest and safest bank in the UAE, celebrated

as the largest financial institution, the world over, is headquartered in Abu Dhabi's Khalifa Business Park. Adopting the Equator Principles to join the league of 90 other such international institutions in implementing advanced risk management techniques while lending investment decisions and advisory financial assignments, the bank has established a global footprint across 19 countries offering customized financial solutions through its widespread personal, corporate and investment banking franchises

and imparts financial strength to local, regional and international businesses through the Wealth Sentiment Index which aims to track and communicate the market pulse based on the hypothesis of the opinion leaders and key parameters that affect the health of an economy.

**CORE COMPETENCIES**

Identifying customer as the heart and soul of all businesses, several products and services catering to insurance, education plans, loans, credit cards, customized accounts, personal savings and business investment solutions are in place. FAB is forging ahead with Personal Banking, Small Business Banking, Employee Banking Solutions, 24/7 helpline and email services and Corporate Banking including Investment and Risk Management Solutions, Debt Financing Solutions and Corporate Islamic Banking, alongside, business expansion designs.

It offers a range of credit cards, loans on competitive



market interest rates with flexible repayment plans including Buyout Loan, Mortgage Loan for residences/ investments, FDs, Smart Deposit Account for long-term deposits & iSave Electronic Account for Online banking, Wealth Management, Mobile Banking, Offshore Banking, Islamic Wealth Solutions and Treasury and Trading Solutions.

FAB has also partnered with top international insurance companies for developing product suite including Travel Insurance, Capital Guaranteed Insurance Plan, Freedom 365 to Retirement Planning and the swift-processing e-Insurance facility.



**D**uring its extremely rewarding journey of over 14+ years, Amarprakash Developers has completed over 4 million square feet of developments and has handed over 8 residential projects with 4,500+ happy and fully satisfied customers. Its recent inauguration of "Club Aurum" by MakkalSelvan Vijay Sethupathi, boasts of premium amenities in par with international standards and quality, is making waves in the city of Chennai, especially, in the world of real estate.

#### PREMIUM & TRUSTWORTHY

In less than a decade, Amarprakash Developers have ideated, created and constructed an exceptional range of premium residential properties using cutting edge technology with the best minds in the city offering opulent lifestyle living options at affordable prices and winning the hearts of its customers for its impeccable quality, on-time delivery and world class finish and finesse. It has not only made an impression as Tamil Nadu's Most Trusted Developer, but has also created an aura for its highly professional service, building not just homes but trust and credibility.

Ever since its establishment in 2004, Amarprakash Developers Private Limited has been striving hard in invariably setting the highest of standards for the growth of the company. This

determination and grit has brought forth many laurels and accolades such as World's Best Brands, Best Quality, Eco-friendly, Builder of the Year, Most Trusted Brand and counting, for its stellar contributions in the field of Real Estate, which makes it stand apart as one of the best premium realty companies in the city of Chennai. With 60+ awards and counting, the company is leaving no stone unturned and pressing for excellence in all aspects of work and business.

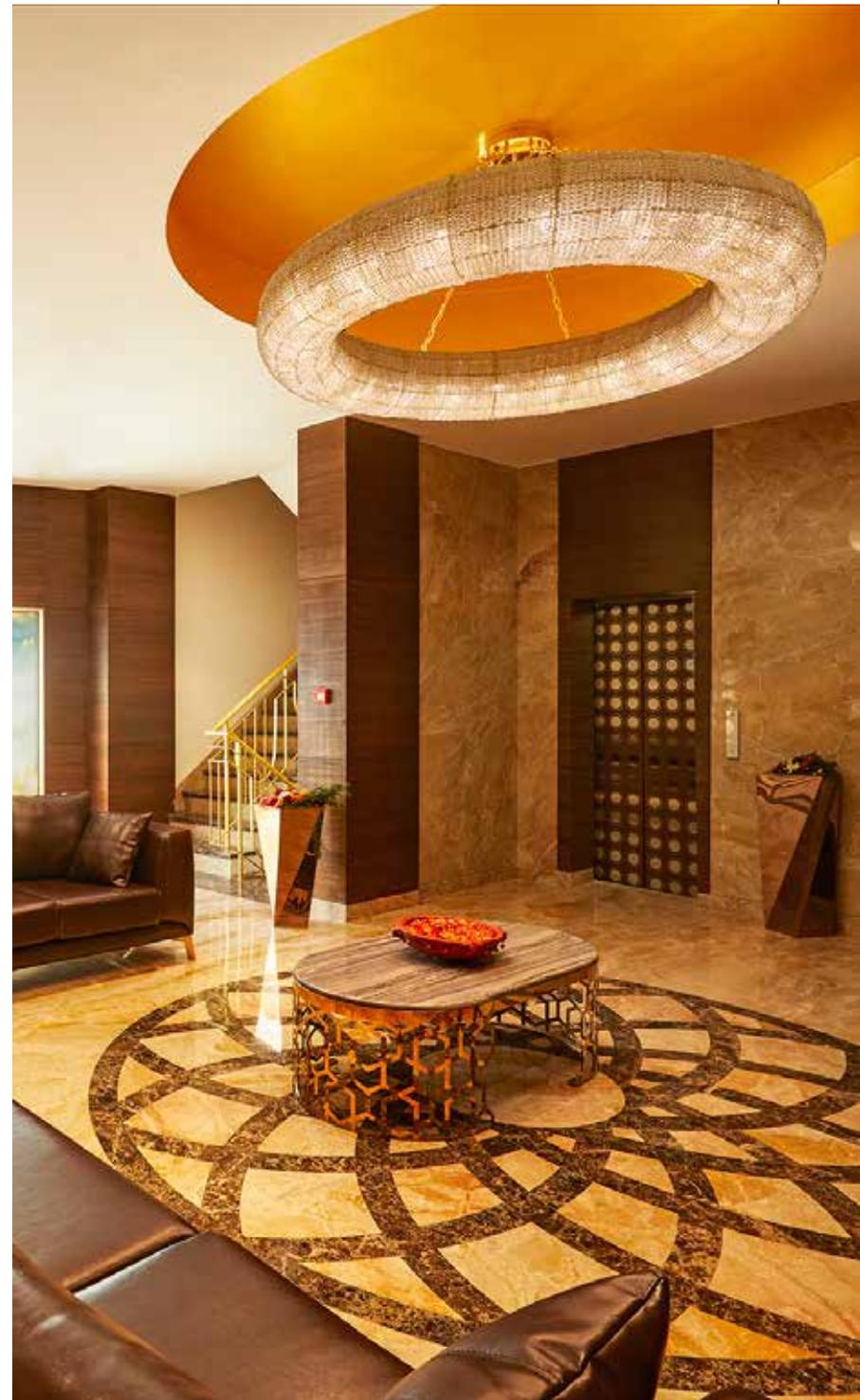
#### AN ENCOUNTER WITH OPULENCE – CLUB AURUM

Amarprakash Developers recently launched "Club Aurum" a state-of-the-art clubhouse, in an aim to offer an ideal recreation destination for its clients and residents. Built on a 30,000 sq.ft across six majestic floors, Club Aurum hosts myriad of luxurious amenities and facilities and offers one of the best premium rejuvenating experiences in the city of Chennai. Keeping Stress free living as its central theme, Club Aurum was designed to undoubtedly offer a soothing experience to anyone who encounters its grand exuberance. This opulent club boasts of a world class gym, exclusive family theatre, meticulously crafted indoor games arena, premium multi-purpose party halls studded with merchandise imported from twelve different countries.

# Amarprakash Developers

## CREATING NEW HORIZONS FOR INDIA

*Having grown into one of the most awarded real estate companies in Chennai, & acclaimed for its outstanding residential projects with state-of-the-art amenities, Amarprakash Developers Private Limited has created a signature of elegant style in construction, fully assimilating modern architectural philosophy, Vaastu aspects and new ventures*



# UAE Exchange

WHERE SERVICE IS CURRENCY

*UAE Exchange is based in United Arab Emirates and primarily deals in remittances, foreign exchange and payment solutions. The firm operates through 800 offices across 31 countries and is the first choice of people across UAE when it comes to Instant and digital solutions to money transaction*

**U**AE Exchange was brought to operation in the year 1980, by an Abu Dhabi based businessman B R Shetty and former UAE Minister of Justice HE Abdulla Humaid Ali Al-Mazroei.

## OFFERING RELIABLE SOLUTIONS

Apart from UAE the company is also one the most preferable source of money exchange and solutions for people of around the world. The brand is ISO certified and is known for its quality service.

UAE Exchange has been

striving to reach to the maximum number of people it can and the biggest step towards realizing that dream was the setup of retail operations in India in 1999 which later became their largest operation outside home base with 330 branches. Influenced by their success in the Indian Sub-continent UAE Exchange later established themselves in Bangladesh, the UK and Sri Lanka.

The company has also started various customer loyalty benefit programs for its loyal customers to give them the benefit of being a part of

their journey.

The Payment Solution partner has been evolving ever since. They brought in services like instant money transfer and online payment portal to provide and even more efficient and safe way of transacting money. Customers in large numbers have welcomed these developments and have associated themselves with the company for more than thirty-five years.

UAE Exchange has associated itself with a large number of subsidiaries some of which are MoneyDart Global Services, USA, XM Solutions Pvt. Ltd etc. It has also joined hand with more than 150 global banks to help customers of any nationality transact easily.

The brand has a unique customer centric approach which believes in going out of the way to aid all its customers and take them through a swift and easy process when it come to payment solutions.

**PROVING THAT 'THEY' CAN** UAE Exchange boasts of a



dedicated team of more than 9000 employees who hail from 40 different nationalities and toil hard to keep the most high and improvise the brand in every way it can more efficiently help more than 15 million customers.

The leading global Money Transfer, Foreign Exchange, and payment solutions brand, UAE Exchange, has always extended its support towards social causes.

The brand hosts several awareness activities about medical facilities and rehabilitative activities amongst the expat population. They say that this is their way of telling customers and people that they care.



**E**stablished in 2004, CasaGrand Builders is an ISO certified Chennai-based enterprise which has already built and sold over 9 million square feet of developments, through more than 60 completed projects, achieving the trust and respect of over 4000 customers, without even a single project getting delayed. Progressing consistently, CasaGrand through its strict work ethics and highest standards of quality, has expanded to Chennai, Bengaluru, Cochin, Coimbatore and Dubai.

**BUILDING WITH PASSION & PRIDE**

The vision of the company is to provide its customers with the best quality product and timely possession. CasaGrand works with a holistic approach, as it believes not only in building houses but also in educating the customers through various collaterals and handouts ranging from suggestions on choice of colours for homes to the nitty-gritties of a sales deed. CasaGrand has been providing quality amenities, good ventilation, space, branded quality material and environment friendly houses to all its customers.

With a strong belief in giving back to the society, The CasaGrand Foundation is an organization formed and dedicated to transforming Indian public education for underserved young population.

**GAINING A STRONG FOOTHOLD**

Presently concentrating on locations that would provide a winning edge and are a strategic fit, CasaGrand aspires to be a major player in the whole of South India. CasaGrand Builders have set for themselves a target to become the most trusted real estate brand by 2019 with the total turnover target of over 3000 crores.

CasaGrand is resolute on becoming a major dominant player in the market.

It has brought under its ambit several other affiliates and companies to cater to a wide range of customer and industrial needs including but not limited to multiproduct warehousing and industrial parks at strategic locations and business hubs; providing interior décor services; offering through its Integrated Facilities Management team scheduled and unscheduled maintenance, accounts management and lease administration.

CasaGrand Builders have a strong team of more than 800 committed employees ranging from liaising to purchase and land acquisitions to architects and engineers.

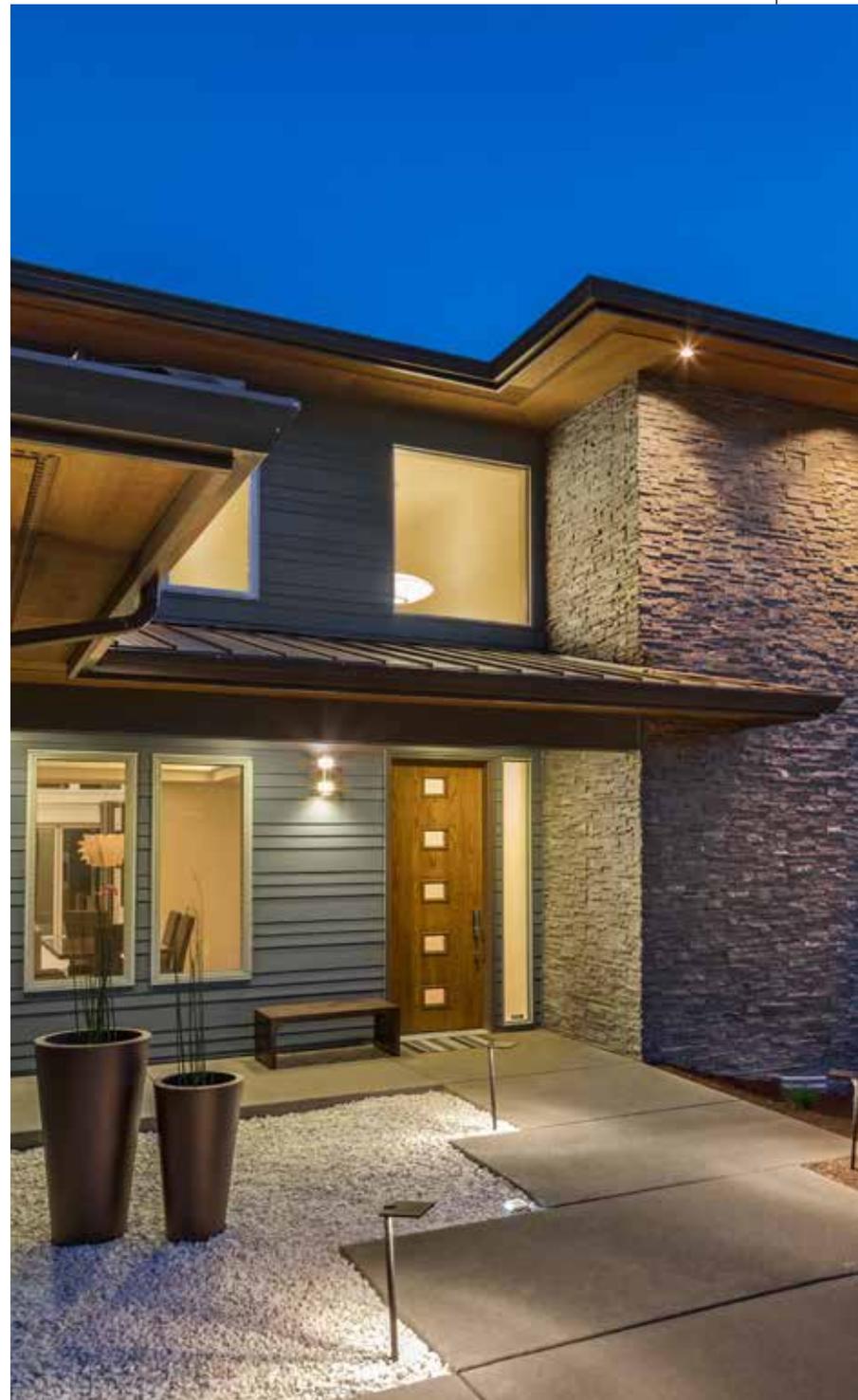
Because of its intense dedication towards its goals, CasaGrand Builders have bagged numerous awards for excellence in customer engagement, marketing and creativity in the field of real estate.



# CasaGrand Builders

**GIVING SHAPE TO YOUR DREAMS**

*Considered to be one of the premium real estate companies in Chennai, CasaGrand Builder Pvt. Ltd. has been involved in multiple projects over the last decade and a half. Known for building sturdy but still affordable projects, CasaGrand has always looked forward to providing best quality services within the specified timelines*



# Rubique

## THE 'UBER' OF FINANCIAL SERVICES

*A leading online financial matchmaking platform, established in 2014, with an objective to fulfil the customer's financial aspirations in the simplest, shortest and speediest way through a wide range of loan and credit cards. Built on an AI-based recommendation engine, Rubique's multi-sided lending platform provides real-time processing and online approvals to the customers*

**T**o help overcome the challenges of the current industry for financial products in India, Rubique's unique Online PLUS model creates a technology-driven ecosystem that supports the entire loan journey from sourcing till fulfilment through advanced technology interventions and makes it simpler & faster for the customer.

### FINANCIAL MATCHMAKING PLATFORM AND END TO END FULFILMENT

Built on a proprietary matchmaking algorithm,

Rubique's matchmaking platform has been integrated with financial institutions' systems for real-time processing and providing online approvals to the customers.

The platform has paperless-focused features that transform the loan approval and processing – through e-KYC, bank statement analysis, and real-time status tracking – into an optimized and efficient system taking up minimal time and greatly increasing accuracy. The platform has also been integrated with CIBIL where

the customer can check his/her credit score.

Data analytics performed on hundreds of data points on Rubique's platform assesses the creditworthiness of customers (loan origination qualification) bringing predictability by giving him eligible offers to choose from. Unlike any other online platform, Rubique has worked on credit policy digitization & deep integration with financial institutions systems. All credit policies are fed into matchmaking algorithm which does the base level underwriting checks on the platform before passing them to FI's system.

Taking a step ahead in distribution & adding the PLUS to overall online proposition, Rubique is reaching out to influencers (like CAs, insurance advisors, financial consultants etc) and other such entities to help do fulfilment and take care of the documentation part as well as to reach out the risk-averse customers, especially MSMEs, on digital platform, taking them offline to online.



Rubique has developed technology solutions for these influencers i.e. SPOT (Single Point Of Truth) empowering them to become financial entrepreneurs offering them benefits like a wide range of products, real-time status tracking, extra earning opportunity through cross-selling. Rubique offers the best of both worlds – a marketplace for the customer to get choices (eligible) as well as an end to end fulfilment support just like any lender.

Amidst all the fintech firms operating in the country today, Rubique stands out as one of the few success stories driving India's rapidly-growing digital financial services sector.



**E**ver since its inception in the year 2002, Panchshil Realty has upheld the vision and mission to dedicate itself to creating spaces that are adept at blending in with the dynamic surroundings alongside maintaining utmost efficiency for its customers.

**QUALITY CONSTRUCTION**

With the esoteric philosophy of 'creation, not construction', the company has managed to deliver about 21 million sq. ft. of premium real estate, and 20 million sq. ft. under development across multi-level classes.

Renowned nationwide for its outstanding portfolio that spans across various ultrahigh-end projects, Panchshil Realty has received appreciation for residential developments, IT parks, special economic zones (SEZ), built-to-suit office spaces, luxury hotels, luxury retail malls as well as convention centres. The key landmarks of 'Tomorrow's Pune', to which the company owes its success are the country's first Trump branded residency - Trump Towers Pune, Yoo Pune by Philippe Starck and John Hitchcox and EON Free Zone in Kharadi - a 6.5 million sq. ft. IT & IT-eS SEZ. The company's Corporate Real Estate (CRE) portfolio alone accounts to about 11 million sq. ft. thereby making it convenient to accommodate Fortune 500 companies along with several industry leaders

across various sectors.

Also credited to Panchshil's reputation is the International Convention Centre which is South Asia's largest trade and convention centre, World Trade Centre Pune and Panchshil Business Park which is an award winning built-to-suit office campus serving Cummins India.

**EXEMPLARY LEADERSHIP**

Headquartered in Pune, Panchshil Realty is being led by the exemplary supervision and guidance of its experienced leaders. The profound visionary approach of the management has enabled the company to garner partnerships with global enterprises like YOO, The Trump Organisation, JW Marriott, Oakwood, Hilton, The Ritz-Carlton and the World Trade Centres Associations amongst several others. The company has played an incredulous role in placing Pune on the world map which has in turn added to its remarkably consistent global image.

The 360° approach of the company has been a major influence on its rampant success since it allows for an inclusive work model of the planning, construction and architectural design phases.

Over the years, the brand has become synonymous with supreme quality of execution, innovative solutions, intelligent floor layouts, premium finish as well as after-sales maintenance.



**Panchshil Realty**  
**CREATING PROFOUND LANDMARKS**

*For the past 16 years, Panchshil Realty has worked on a philosophy of perpetually transcending boundaries and discovering new possibilities with an aim to create spaces that can help improve the welfare and standards of living while catering the finest in luxury and unsurpassed excellence*



# Al Rawabi Dairy Company

**ENRICHING AND NOURISHING THE UAE**

*A steadfast believer in 'Good health' Al Rawabi Dairy Company (ARDC), with a pious mission to promote and sustain healthy well-being of the people, started its operations initially in the UAE and Oman in the year 1989 with 500 imported cows at its cattle farm in Al Khawenjee, and has followed a growth alleyway that many aspire for*

**T**he company has been aggressively pursuing its passion for innovation and expansion. Consequently, it has been able to expand its livestock of cattle (cows) from just 500 to a whopping capacity of 13000, a 2600% growth in a span of 28 years. The company's huge growth includes a wide range of dairy products – milk, yoghurt, juice and many other health-promoting products such as Nutree Boost, Laban enriched with vitamins and minerals, super milk, and multi-vitamin milk.

**CHRONICLE OF PROGRESSION & GLORY**

The company is credited with many firsts in the field, for instance, it was the first company to introduce pasteurised juices in the UAE in 1995. It commenced business with just 10 trucks for distribution, and has at present a distribution fleet of 250 trucks, has a tremendous cold storage facility and a production capacity of 5 lakh litres per day.

**ASEPTIC, HYGIENIC & STANDARDISED**

The milking process at ARDC

is highly modernized and sophisticated.

Milk is tested after every extraction for any infection or presence of bacteria or any other deficiency. Transportation of milk to the plant is facilitated following important processes of pasteurisation, homogenisation, standardisation and fermentation, making products special and qualitatively ahead of others and much sought-after by the customers.

With a high sense of professionalism, ARDC has requisitioned the services of veterinary doctors and veterinary assistants to keep a round the clock watch on cows' well-being and to ensure 100% infection-free livestock at the farm.

**SUSTAINING PERFORMANCE**

The company has been widely acclaimed the world over for its environment-friendly approach. The dairy farm is located in the desert and survival in such a scorching hot temperature is tough. To



keep cows clean and cool in such an atmosphere, the cows are regularly showered and cooled through automatic air conditioning process as soon as the temperature rises above 21 °C.

The ARDC is a symbol of international goodwill in more than one way. The juices supplied by the company are sourced from those countries of the world where they grow naturally to offer the best quality – mangoes from India; red grapes, lemon, pomegranate from Spain; red orange from Italy; apples from Australia; orange from Florida; guava from Egypt; carrot and orange from Germany.



**B**uilding its reputation as a pillar of high business ethics, integrity and honesty, PS Group is structuring several ambitious projects across India to meet the continuously growing demands of world class residential and commercial infrastructure. Pursuing its vision of winning the trust of its customers through value-based service, the real estate group consistently strives to raise its performance bar with every new project delivering optimum satisfaction to its customers, team, business partners, stakeholders and to the entire society.

**IMPECCABLE LEGACY OF DEVELOPMENT**

Since its inception, the Group with an enriching experience of having completed more than 120 major projects is widely known as a pioneer in introducing community living to the city of Kolkata and has been honoured with over 30 national and regional awards in the past 3 years alone, successfully building an immaculate legacy of growth and development.

Adopting fair business policies coupled with state-of-the-art technologies and endeavouring both in the field of internal administration and product designing, the PS Group has contributed some spectacular landmarks in prime locations that include IT parks, green building formats, hi-tech commercial buildings,

retail space, hotels, education and self-sustaining townships.

In 1998, the company received its 25th project as an assignment from actress Suchitra Sen to transform her property into 'Vedant Apartment' on Ballygunge Circular Road in Kolkata. The 50th project undertaken by the company was development of the property of the tennis star, Naresh Kumar into 'Nature's Nest' at Jadavpur, Kolkata. The completion of 100th project 'PS Plush' proved to be a major turning point in determining the course of its history. In 2006, the group successfully established a unique identity in Chennai under the PS Srijan umbrella and has been effectively rendering the same service with best customer experience in South India.

**CONTRIBUTION TO SOCIAL WELFARE**

The group attempts to spread education and relevant skillset to underprivileged sections of the society. In collaboration with several NGOs, the group has successfully rehabilitated a 'bustee' and significantly improved their living standard by establishing a community centre. The group is devoted towards supporting not only the human cause but also for elevating the health conditions of injured and stray animals, justifying its reputation as a virtuous and ethical workplace, and a symbol of growth in the society.



*PS Group*

**SHAPING THE DREAM OF AN EMERGENT INDIA**

*Having begun its professional journey in 1985 with an assignment from the legendary film actress Jamuna Barua for renovating her old dilapidated residential property, the PS Group has gained the reputation of being a rapidly growing real estate company providing next generation hassle-free residential and commercial solutions to utmost customer satisfaction*





# Dukes

A WORLD OF MESMERIZING TASTE

*A renowned brand for over two decades in the competitive Biscuit and Confectionery market, with its diverse range of products made from innovatively developed recipes and authentic ingredients, while simultaneously conforming to the highest quality standards, Dukes has been spreading happiness and sweetness across the country and abroad*

**A** formidable and popular brand in the world of biscuits and confectioneries – Dukes was conceptualized as a visionary dream of Mr. Ravinder Kumar Agarwal and has been rising the popularity charts under his quintessential leadership. Endowed with a deeply ingrained entrepreneurial spirit owing to his business family background, Mr. Agarwal established Ravi Foods Pvt. Ltd. with Dukes as its flagship brand.

The varied products under the Dukes banner comprised

wafers, biscuits, chocolates and other confectionery items, however, it was his innovative thinking, out-of-the-box strategies and disruptive brand positioning that enabled him to propel the core strength of his product portfolio and capture a market that was nascent, a segment where there was a huge gap, and turn it into a lucrative business opportunity. Owing to his foresight, he could foray into the world of wafers when the big players were still fighting for a bite of the biscuit market.

Dukes' Waffy was not just another wafer but a well-loved

brand, designed to win over the hearts of the consumers and grab a sizeable market share owing to its outstanding quality which brought consumers back to the stores, time and time again.

### STREAMLINING SUCCESS

In order to leverage on the loyalty of his customers towards Dukes' Waffy, and to give it a boost, Mr. Agarwal and his team devised an ingenious marketing plan of creating a buzz through insightful communication and high innovative visibility.

Within no time, Waffy started flying off the shelves and soon its sales sky-rocketed. Realizing a need gap in the wafer market at a national level, Waffy was launched on all India basis and it proved to be a huge success.

### INNOVATIVE PRODUCTS; INSTANT APPEAL

As a young brand that could feel the pulse of its consumers, and was aware of the increasing influence of global cuisine and a diversified Indian palate,



Waffy frequently resorted to innovation. Not restricting itself to classic flavours like Vanilla and Chocolate, it created flavours that were unique – Dark Waffy was an instant success and seasonal flavours like Mango and Cheese added more appeal. Moreover, its unique range of Wafer Roll Tins was very well received by the consumers.

No wonder from an annual turnover of Rs. 25 crores, Dukes as a brand grew to Rs. 1500 crores. With each step and each new product, Dukes is soaring towards the dream of being the top brand in India, and is promising even more spectacular treats to its loyal consumers.



**E**stablished as a highly successful and a trustworthy name in the real estate market of Goa, the name of SpaceDeal has become synonymous with prestige and excellence ever since its inception.

**INSPIRING WITH EXCELLENCE**

Tracing back its roots out of the Latin and Portuguese settlements of the capital city of Goa, Panjim, it has set up its headquarters right in the heart of Panjim, at the Gera Imperium in the uber-luxury of Business District. Surrounded by the dynamic and fast-paced environment of an executive market, the company has always believed in drawing inspiration from around itself.

SpaceDeal Pvt. Ltd. has, with time, managed to establish a successful venture of about 60 market segments that are being run with the relentless support and cooperation of a strong staff team. Also involved in the company's rise to prosperity is the unique software system built by the team, therefore leading to the amalgamation of the most dynamic elements.

**GAINING GUIDANCE FROM A VISIONARY**

Under the able guidance and much-required support of Mr Nurallah K. Veljee, SpaceDeal has been able to establish an image of an organisation that has achieved unsurpassed recognition. Mr Nurallah's

acute business acumen and precise judgements have helped the company to stride in the direction of unparalleled appreciation. Often addressed as the Real Estate Pioneer, Mr Nurallah has initiated the complete renovation as well as the introduction of the company into the luxury real estate market.

In late 90s, Mr Nurallah took a crucial decision to divert the company's focus from the traditional and age-old practices into the direction of adapting modern and technologically advanced space. The company then propitiously channelled its energy into the area of serving its customers with due passion and expertise of the real estate sector. The corporate avatar of the company now has a widespread appeal among its varied customer base and has been applauded at several instances. The successful collaboration of the two companies took place in 2017.

**ESTABLISHING A MARK**

With the collaboration, Remax SpaceDeal has been recognised as the most trusted, reputed & exclusive real estate brokerage firm within the real estate space not just in Goa but further, as it has ventured into a wider market that extends beyond the boundaries of Goa. As it has already established itself all across the state property hubs, it is now successfully marking an all India footprint.



# Remax SpaceDeal Goa

**SYNONYMOUS WITH PRESTIGE & EXCELLENCE**

*Remax is the world's biggest real estate brokerage brand that has officially entered the Goan market via a franchise partnership and collaboration with SpaceDeal Pvt. Ltd. Together they have created never-before dynamics, as SpaceDeal is Goa's most reputed corporate brokerage firm as the ruler of the real estate market*



# Fresh

**THE BRAND THAT'S LOVED NATIONALLY,  
ADMIRER GLOBALLY**

*It is not at all surprising that FRESH, on the foundation of 35 years of national and international experience, enjoys an astounding market penetration of 1 in almost 2.5 households in Bangladesh. With sales figures crossing USD 2 billion annually and growing, MGI flourishes on the concerted effort of 45 companies across 35 industries with more than 1000 suppliers, 3000 distributors and 22,000 employees*

**W**ith a modest and humble beginning in 1976 as Kamal Trading Company, Meghna Group of Industries rapidly grew to be one of the most enticing conglomerates of Bangladesh in recent years. With business operations spread across numerous business verticals and industrial units including but not limited to FMCG, Cement, Commodities, Chemical, Power Plant and industrial products under the brand name of 'Fresh', 'No.1' and 'Pure', MGI generates significant profits not just from the aforementioned operations,

but also from the activities of ship building dockyard, shipping, securities, general insurance, media, aviation, etc. The list is simply amazing.

### **BLOSSOMING & FLOURISHING**

To fulfill its commitment to consumers for delivering only the best – the Group has streamlined and modernized its operation in every conceivable facets, gathered knowledge and expertise from personnel in the field and deployed state-of-the-art equipment. Unsurprisingly, MGI is extremely customer-centric and has continually set

new quality standards since its inception. MGI, during the last few years through its sustained concerted efforts, has created a market leadership position for itself via a robust & wide sales and distributor network.

### **GROWING BY LEAPS AND BOUNDS**

As of now, FRESH offers a complete range of full cream milk products, wheat flour, wheat maida, wheat semolina (suji), refined soybean oil, vacuum salt, spice powder, mix spice, lentil, natural drinking water, refined sugar and tea. The Group has also made an extraordinary and unparalleled development in the production of sweetened condensed milk.

Going forward, MGI and FRESH intend to harness the potential of the people, use unused raw material and implement technology to increase operational efficiency to meet the future needs of the country (whose need is increasing day by day) and increase its foothold in the international market in the manner as its national



emergence. The core business principles of integrity, excellence, technological adaptation & entrepreneurship have helped MGI reach a wide market, as it has emerged as the largest investor in industrial & economic development of Bangladesh consistently for quite a few years in a row.

### **THE FUTURE**

Fresh has always offered its customers uncompromisingly high quality at relevant price point(s) despite intense competition. It's a brand that's primed to do wonders for Bangladesh, and beyond.



**E**stablished in 1986 with a vision of developing high standard constructions, the Salarpuria Sattva group is regarded as one of the most trusted builders of India, because of its relentless focus on trust, innovation and knowledge-leadership.

**SHAPING THE SKYLINES**

The group firmly believes in offering to its clients global quality, reliability, consistency, innovation and stability. Bijay Agarwal, Managing Director of the group is confident that it is their integrity, transparency and ethical practices in the running of a business, which have proved to be the most important and long-lasting formula to be a customer focused and globally recognised company. Being recognised by CRISIL as an A stable rated company, the group has pledged to conduct each activity of its business in the most fair and just manner.

The group has enhanced the lives of thousands of people by constructing more than 24 million sq.ft completed spaces that include IT/ITes, commercial, residential as well as retail and hospitality. At present it has 38 million sq.ft in different stages of construction and 30 million sq.ft in stages of planning and design. The group has its presence in Bengaluru, Kolkata, Hyderabad, Jaipur, Pune, Coimbatore, and Vizag.

**STRONG TEAMWORK & LATEST TECHNOLOGY**

Earning the trust of the people also comes with a huge responsibility of delivering the best services to them. The Salarpuria Sattva group has an efficient team of professionals and in-house experts who are always focused on a clear, concise, process-driven delivery method. Their adroitness in planning and design ensures that the work is completed on time and with the optimum utilisation of resources. Every step taken by the team is driven by innovation, technology, modern materials and world class standards.

The use of the latest engineering technologies has helped in raising the efficiency and developing state-of-the-art projects in record time.

**ENVIRONMENT FRIENDLY PRACTICES**

The group is contributing towards sustainable development by following environment friendly business practices.

It strictly adheres to environment protocol process such as reducing the use of material that harms the environment and totally eliminating any such business practice that is not suitable for the surroundings.

For its environment-friendly efforts it has recently received the GRIHA (green rating for integrated habitat assessment) certification.

# Salarpuria Sattva Group

**BUILDING ENDURING TRUST**

*To offer people best investment and residence options, as real estate provides the highest returns, the greatest values and the least risk, Salarpuria Sattva Group, one of India's premier property development, management and consulting organisations, has shown great dedication & commitment towards its customers and investors*



# Sankalp Group

**MAKING PEOPLE DROOL TO DELICACIES**

*Food is not just about fulfilling your gastrointestinal needs, it's an experience, a delight that can elevate your senses to the seventh heaven, and working on those lines the Sankalp Group - which runs a worldwide chain of restaurants - has been consistently offering the best dining experience you would ever remember*

**T**he Sankalp Group, true to its name, was founded by the determined dream maker Mr. Kailash Goenka, Ph.D. in 1980 with their flagship restaurant in Ahmedabad.

## THE CONNOISSEUR OF DINING EXPERIENCE

Mr. Goenka understood the art of feeding the eyes while offering drooling mouth-watering South Indian food to customers who wanted an authentic style of culinary preparations with a touch of ethnic table layout. Thus, the savoring and satisfying

of taste buds along with the perfect ambience was an unbeatable formula that led to the foundation of the mighty Sankalp Group.

A gourmet's delight, this restaurant laid the foundation to build an empire of 150 successfully operating restaurants all over the globe, while simultaneously evolving to lay the basis of more diversified business in Food, Hospitality, Hoteliering, and Real estate. This spectacular saga of setting benchmarks and making milestones centered on offering the best in quality cuisine, creating

an unmatched experience in family dining, and maintaining the highest standard of quality, hygiene and customer service.

## SPREADING THE AROMA

The impeccable service, the unmatched relishing of the exquisite food, the constant value addition, the appetite to spread the brand devotedness by capturing, recreating, and replicating the experience in as many new areas as possible has made the Sankalp Brand a household name for South Indian food.

The enthusiasm with the focus to constantly improve, to spread its ambit, to keep updating & researching and reaching out to more and more people have helped them offer franchise and extend complete technical support to all their partners. The immense support the franchisees get - from the innovative know how, the procurement of raw materials, planning of market, strategizing to training the staff - helps them make good profits while they spread the aroma of their principles & values.



The successful and growing path that has been painstakingly carved out has been layered with a high sense of discipline, striving hard to maintain uniformity in quality and taste throughout the world, training their employees well, taking care of all their needs, and indulging in their passion to grow their family of loyal customers through their delectable culinary delights.

## CELEBRATION TIME

Through diligent hard work the Sankalp Group has made India proud by becoming the first Indian Company to have achieved more than 100 premier successfully running restaurants across the world.



**E**stablished with a vision to design & develop innovative lifespaces, Suryam Group has been a leader in the Real Estate and Construction Industry with over 19 projects at strategic locations across Ahmedabad.

**SHAPING LIVES WITH TRUST**

The honesty and integrity of the group has enabled it to win trust of its customers, adding several satisfying multinational brands in its clientele list. Making optimum use of creativity, keeping abreast with the contemporary industrial requirements and embracing the latest in technology, Suryam Group remains way ahead of its competitors.

Having a focused, diligent & dedicated team of experienced industry stalwarts has added immensely to the success & reputation of the company as a trusted real estate developer in India. The company with its extensive, system-driven approach makes a comprehensive & meticulous analysis of its customers and accomplishes it with conducive and feasible ways to fulfill those requirements.

**ECO-FRIENDLY INITIATIVE**

Pursuing the policy of developing contemporary yet eco-friendly structures with a solid foundation, the group has developed Suryam Repose - a weekend home embraced by nature, covering an area of

over 150 acres – to experience nature at its best. Planned and developed by an environment conscious team comprising of botanist, geo-hydrologist, ecologist, ornithologist and landscape architect.

Bio-diversified Suryam Repose with its lush green surroundings and 3 designer lakes, features several theme based gardens like Tropical garden, Zen garden, Constellation garden, Aroma garden, Alba garden, Lutea garden, Labyrinth, Aqua and Water gardens giving its customers a never ending feeling of closeness to nature, besides facilitating them with modern amenities like club house, Lake Café and event lawns.

**QUALITY WITH SMART INTEGRATION**

Suryam Group has earned many National and International accolades for its innovative projects. Suryam Repose, for its architectural brilliance and design mastery has won the Best Weekend Home Project – Gujarat, The Greenest Project of the year and Architectural Sustainable Design Award. Aligning the vision to bring innovative projects, Suryam Group has implemented an uber luxury residential project, The Banyan, Ahmedabad's biggest Limited Edition Duplex Condominiums. With world class amenities & services, The Banyan was awarded as the Most Ultra Luxurious Project of Gujarat.



*Suryam Group*

**REALIZING A MILLIONS DREAMS**

*Having begun its professional journey into real estate sector, Suryam Group has come a long way spreading its wings to a reliable manufacturer of electric motors, distributor of electric capacitors and switch gears, finance and investments, mineral processing, water treatment plants and steel merchandising*



# Teer

## NURTURING HEALTH, ECONOMY & SOCIAL CAUSES

*One of the most prestigious brands of Bangladesh, TEER has captured the lion's share in the consumer product market spreading its wings in edible oil, Atta, Flour, Semolina, Sugar, Rice, Lentil, and Feeds and has been successful in responding to the ever-changing needs of its local and global consumers*

**T**eer is widely acclaimed as the premiere brand of City Group renowned for health, hygiene and excellence. The group has been the leader in Bangladesh commodity market, especially for edible oil, flour and sugar, meeting more than one-third of the demand in the country.

Established with a mission to merge top-class technology, innovation and local entrepreneurship, TEER offers products excelling in high quality to its consumers. At present, TEER focuses on meeting and responding to

the ever-changing needs of the consumers both home and abroad. Its state-of-the-art European equipment and good quality raw materials, give it an edge over its competitors.

### MANUFACTURING INNOVATIONS

TEER is the leading brand to introduce Soyabean Oil and Atta, Flour, Semolina in consumer pack amongst the available brands in Bangladesh. City Group has the highest production capacity of 1,500 MT/ day for Atta, Flour, Semolina and planning to add another factory of 2000 MT

production capacity per day by 2018. world's one of the largest stand-alone sugar refinery plant, with a tremendous capacity of producing 5,000 tons daily, refines TEER Sugar for both domestic and international market.

TEER's latest innovations are introducing Vitamin A, D & E fortified soyabean Oil and TEER Whole Wheat Atta for the first time in Bangladesh. These are whole new categories that have revolutionized the market. TEER Advanced Soyabean Oil & TEER Whole Wheat Atta have managed to create by far the largest ripple in the market.

### CONTRIBUTION TO SOCIAL CAUSE

The brand has come out with a novel concept of TEER Advanced Kitchen, the first ever kitchen renovation-based TV reality show in Bangladesh with the objective to recognize home makers' efforts, generally facing neglect in the country.

Working on its vision to conscientiously and continually strive for the betterment of the



society, TEER has signed an agreement with Bangladesh Archery Federation (BAF) for 5-year performance-based development program "TEER Go for Gold" eyeing at the gold in upcoming Tokyo Olympics' 2020 and 2022 Asian Games in Hangzhou, China. This program not only brings out the talents across the country for progressive training, but also ensures necessary exposure for the national team by arranging and sponsoring tournaments. Moreover, TEER facilitates the Archery Training Centre by improving the infrastructure, procuring appropriate equipment and delivering hygienic foods to the Archery team.



**H**omes 4 Life has positioned itself as the next door neighborhood agency for all realty needs. The strong portfolio in offplan developments and ready properties alike has allowed the organization to offer range of products to its clients from affordable apartments to luxury high-end beachfront villas. Capitalizing on the luxury lifestyle that Dubai offers, Homes 4 Life has made its mark within the industry as an agile, trustworthy and easily approachable real estate.

**FOUNDING VALUES AND BELIEFS**

Offering the finest and the most sought-after addresses in the region, which command both respect and credibility, the company believes in providing quality service to all its clients and ensures they receive the best professional advice and guidance in making their valuable decisions.

Determined to provide to its clients nothing but excellence, the highly qualified and specialized team of property consultant and client managers at Homes 4 Life Real Estate are skillfully trained to figure out the right property that meets clients' every single expectation. The proactive leadership approach allows every individual within the company to get eminent exposure in the industry and gain hands-on experience in this rapidly growing property

market. It is the organizational culture setup by the leaders that encourages creativity and innovation which is depicted from the solutions provided to the clients.

**CHALLENGING THE CHALLENGES**

Homes 4 Life is highly committed to give the most outstanding, one-of-a-kind service to both local and international investors, and help them find their dream homes in the most suitable locations within the available resources.

In a highly saturated industry of Dubai Real Estate, the attention to client requirement has made Homes 4 Life to stand out from the crowd and achieve an excellent client repeat ratio which is rare in Dubai Real Estate.

**GIVING BACK TO SOCIETY**

Homes 4 Life, being a top notch real estate brokerage firm, as a part of continuous endeavor towards success, ensures at every occasion that it extends all necessary and possible support and contribution to the society. Homes 4 Life has been actively associated with three NGOs where at organizational and individual levels, the company and its people have contributed to various levels. It has been energetically & enthusiastically participating with EKAL Vidyalaya, which works on the mission of providing education to backward regions of India.

# Homes 4 Life Real Estate

**A MULTI-AWARD WINNING REAL ESTATE BROKERAGE IN DUBAI**

*A boutique real estate brokerage specializing in buying, selling, leasing and managing residential and commercial properties in the UAE. Our commitment to quality and client's satisfaction has made us achieve exceptional results in the past 10 years. Our promise to deliver continues to contribute to our success by delighting our clients anytime and everytime*

**Whatever your property needs are, we've got you covered!**



**BUYING PROPERTIES**



**SELLING PROPERTIES**



**LEASING MANAGEMENT**



**SUPERVISORY SERVICES**



**INVESTMENT ADVICE**



**PROJECT DEVELOPMENT**



# Aster DM Healthcare

**QUALITY HEALTHCARE MADE ACCESSIBLE AND AFFORDABLE**

*Aster DM Healthcare is a 30-year-old integrated & comprehensive healthcare service organization with a presence in 9 countries. It is one of the few entities across the globe providing the complete circle of care from primary, secondary, tertiary to quaternary medical care through its 19 hospitals, 101 clinics and 207 pharmacies*

**A**ster DM Healthcare is one of the largest private healthcare service providers operating in GCC & India, with the largest network of medical centres and polyclinics in GCC and largest chain of pharmacies in UAE. In India, they are the second largest healthcare company by market cap. Over the last 30 years, they have been consistent in their mission to provide quality healthcare at affordable cost at the door-step of the people, thereby pushing boundaries of excellence in healthcare and setting global benchmarks

in the field of medicine and patient care. In a recent survey conducted by the Times of India, Aster CMI was ranked among the top 5 hospitals in Bangalore for Centers of Excellence in Cardiac Sciences, Neurosciences, Gastroenterology, Urology and Nephrology. Aster CMI's Centre of Excellence for Cardiac Sciences is ranked as the third best cardiac sciences department in the entire southern region & ranks twelfth on the national listing. Aster Medcity, located in Kerala, is the third centre in India to successfully carry

out the Robotic Trans-vaginal renal transplant.

## HEALTHCARE ECOSYSTEM

The Group's greatest strengths are the soundness of vision, philosophy and values rooted in an ethical approach that forms the core of the healthcare industry. Through their three brands – Aster, Medcare and Access, the Group has the unique distinction of providing quality and affordable healthcare to customers from all segments of the society regardless of their economic or social positioning. Their achievements in the field of clinical excellence and patient care are testament to their efforts to make world class medical care locally available to the people. Besides maintaining the highest standards of patient care reflected in several industry recognitions and patient endorsements on rating platforms, the Group provides an enabling environment to their doctors and paramedics for providing the best quality care to the patients. They



support a patient through his/her entire journey starting from diagnosis to providing the most scientifically advanced treatment and sophisticated care models at their world class facilities.

## SERVING HUMANITY

The Company believes that profit is a by-product and not the aim in healthcare. Aster Volunteers, a global CSR programme was launched in 2017 as a part of Aster DM Healthcare's 30th year anniversary, to bridge the gap between people who would like to help with those in need. The help can be provided in both medical and non-medical formats.



**S**hathabdhhi townships is recognised as one of the largest real estate companies operating in Hyderabad for more than a decade.

#### A REAL ESTATE GIANT

Established by K Srinivas Reddy, who himself is an esteemed real estate professional, Shathabdhhi townships has a vision of breaking the stereotypes by making changes in the industry from conventional real estate development. Operating in one of the fastest developing cities of India, the company is fully committed to deliver best in quality homes to its customers by selling the best plots in Shamshabad and Kothur areas of Hyderabad. Transparent in its operations, the company is providing plots to the people at very reasonable prices making it easy for them to have a house of their own. Every project completed by the company has bestowed the people with contentment and happiness and so far it has completed six projects in Shamshabad and Kothur.

The company has earned the top position, and deals in only government-approved plots. K Srinivas Reddy believes that the success of the company has been possible only because of the devotion and dedication put in by the entire team. He believes that real estate is all about the people, and he likes to work on the projects completely understanding their needs and habits. So

every project of the company is designed keeping in mind the necessities, comforts and luxuries required by the people.

#### ONGOING WORLD-CLASS PROJECTS

The township projects of the company are equipped with all the facilities that make life easy for people. The company is currently working on its two ongoing projects called Silver Springs and Vasudha. While Silver Springs is a generous and private community within a community, Vasudha is a lavish layout close to Hyderabad city.

Both the projects are luxurious, eco-friendly, bio-diversified and are designed to delight and enhance the living standards of people. Silver Springs is spread over 200 acres of land with an advantage of another 2000 acres expansion. It is furnished with all BT roads, resorts with ultra modern facilities, 24x7 electricity and water, round the clock security, big parks for children and many more amenities. Vasudha is located in the scintillating surroundings of Shadnagar, just off the 6 track Hyderabad – Bengaluru highway and what makes it more unique is its proximity to IDL School, Symbiosis university and MMTS Shadnagar railway station. Both the projects are being carried out keeping in mind the requirements of the people.

# Shathabdhhi Townships

## BUILDING HAPPY HOMES

*Well understanding that home is a place where your heart resides and mind rests, Shathabdhhi Townships Private Limited, a prominent real estate company in Hyderabad, is making every possible attempt to turn the dream of a common man, of owning a house of peace and love, into reality*



# Synokem Pharmaceuticals

## BUILDING A HEALTHY INDIA

*Putting strong emphasis on providing unmatched quality products at competitive rates with timely delivery and unmatched service, Synokem Pharmaceuticals has built its reputation as a leading manufacturer, marketer, exporter and government tenderer of pharmaceutical products in India, while rapidly becoming a global player*

**E**stablished in 1982 with the core mission of protecting consumers' health and wellbeing, Synokem Pharmaceuticals is making rapid growth with proven expertise in the field of manufacturing and marketing premium quality pharmaceutical products under the pilotage of Chairman Mr. J.M. Arora and Managing Director Mr. Abhinav Arora.

### SCIENTIFIC TECHNOLOGIES

Having accredited with WHO-GMP Certification, Synokem manufactures over

100 novel DGCI-approved pharmaceutical formulations in its certified unit equipped with state-of-the-art in-house testing laboratory. Synokem Pharmaceuticals is also engaged in Contract Manufacturing of Finished Formulations in the form of Tablets, Capsules, Liquid Orals, Ointment, Hormonal Gels, Bi-layered and Sustained release preparations, which are being manufactured at its well-equipped ultra-modern manufacturing units (3), two at Haridwar, Uttrakhand and one at Guwahati, Assam. These manufacturing units

are WHO-GMP and ISO 9001-2008 certified.

### ONLY IN THE WORLD:

Natural Micronized Progesterone (Sustained release) tablets.

### LATEST ACHIEVEMENTS:

APREMILAST TABLETS,  
ULIPRISTAL TABLETS,  
DIENOGEST TABLETS,  
AZELNIDIPINE TABLETS,  
AZILSARTAN TABLETS.

### STRONG OVERSEAS FOOTHOLD

Beginning its export venture from SAARC countries in 2012, Synokem Pharmaceuticals gained first approval for its facility from the Sri Lanka FDA authority (CDDA) and has been successful in spreading its operations in Southeast Asia and recently received approval from Philippines FDA, whereas the operations in Cambodia and Myanmar are already going on.

The company has expanded its overseas tie ups in Africa as well, and accredited with PPB-Kenya, NDA-Uganda,



FDA-Ghana, NAFDAC-Nigeria and DPML-Ivory Coast.

It is successfully supplying its various FDF's to Nepal, Bhutan and Afghanistan too. Synokem has a remarkable presence in CIS and is presently operating in Uzbekistan, Georgia, Tajikistan, Serbia and America. LATAM is a latest venture for Synokem and Peru, Ecuador, Bolivia and Chile are its prime markets to which company is exporting regularly.

Synokem Pharmaceuticals has also entered into an alliance with the Caribbean countries and plans to penetrate the EU market by the year 2020.



**C**omplete dedication to its goals has helped Smart Value Products And Services Limited make a definitive mark in the industry, and riding high on its successful delivery of products & services, it has become a household name in the fields of Health & Wellness, Personal & Beauty Care, Home Care, Lifestyle, Agriculture Products and Educational Books & DVDs.

With consistent efforts, it has quickly made an image as one of the largest companies in direct selling and promoting IT education and health awareness. Without digressing from its ultimate aim, Smart Value Products And Services Limited has been eventually contributing to the enhancement of overall quality of living and is helping create healthy and happy lives.

**VALUE FOR MONEY**

Making a mark as a leading direct selling organization in India dealing in products related to health & wellness, personal & beauty care, home care and lifestyle, in addition to agricultural products and educational books & DVDs, SmartValue - as an ISO 9001:2008 certified company - has created a strong network across 500 cities with 100+ high-quality and value-for-money products. For its impressive success at varied platforms coordinated

expertly, full credit must be given to its highly professional management consisted of highly qualified professionals with different industry experiences from prestigious top management institutes of India.

**STRONG BELIEFS**

Built on firm ethics and convictions, SmartValue has developed a reputation of one of the most trusted organizations in the industry, known for its ingenious vision being implemented by smart people who believe in adding value across generations and who offer excellent products while endeavouring to develop outstanding personality and communication skills with the help of educational books and DVDs.

Through its dedication and passion that is winning around the world, to spread knowledge in the society while contributing to healthy and better living, it has crossed the mark of 15 lakh associates and customers who have availed the benefits of their products.

Firmly believing in the concept of 'more', in its own unique way, SmartValue has painstakingly designed every product and every service to add more value, more convenience and more in terms of the overall experience. The aim is simple; make a world that is not just healthy but happy in every way.



# SmartValue Products & Services

**CREATING REVOLUTIONARY IDEAS**

*Unlike a conventional company creating ordinary products & services, SmartValue has always focused on developing revolutionary ideas to bring positive changes to the lives of its clients, and is ever-committed to offer genuine value-for-money and profitable and career-oriented opportunities for the motivated citizens*



# Universal Medical College & Hospital

## OFFERING HOLISTIC SOLUTIONS

*Established with the objective to provide best quality healthcare services, the Universal Medical College & Hospital Ltd. (UMCH) is rapidly growing in Bangladesh, offering multidisciplinary healthcare service with tertiary level of care contributing to a healthier health sector*

**W**idely acclaimed as an innovative medical service provider equipped with state-of-the-art medical technologies and a team of highly professional national and international health care experts, UMCH was established in 1996 and was acquired in 2004 by Mrs. Priti Chakraborty, who believes in achieving excellence in terms of total medical services adopting the high touch high care approach. UMCH offers holistic healthcare services to its national and international patients, clients & guests.

### HIGH QUALITY AT AFFORDABLE PRICE

Pursuing its motto of bringing smile to everyone's face, the 250-bedded specialized hospital (proposed to be 750 beds) has turned out to be one of the most rapidly growing multi-disciplinary super-specialty tertiary care hospitals providing 24hour emergency services in Bangladesh. In its commitment to provide health benefits to the deprived sections, UMCH is consistently endeavouring towards enhancing the health of people, offering affordable medical solutions based on the clinical

representation of the patient, and is specifically renowned as a national referral centre for its critical care facilities.

With a vision to expand its horizon to nurture the next-generation medical professionals in the healthcare sphere via establishment of medical college and nursing institute, UMCH has extended its wings to cardio care with the establishment of a new cardiac centre in the heart of the city with highly specialized critical care units equipped with ultramodern facilities to serve more than 400 patients per day.

### FUTURE STRATEGIES

UMCH plans to upgrade its existing inpatient services to establish a multi-disciplinary super-specialty tertiary care hospital equipped with advanced medical, surgical and diagnostic facilities to offer comprehensive healthcare services to 1 million people.

It also plans to set up a 100-bed general hospital in Chittagong/Barisal & establish 5 healthcare units for outpatient



& diagnostic services. With the establishment of six specialized centres of excellence including the Bone and Joint Centre, Heart Centre, Kidney and Urology Centre, Mother and Child Centre, Neuroscience Centre and Oncology centre, the hospital would offer healthcare services at par with international standards exhibiting a perfect synergy between medical technology and advances in IT through paperless medical records. It has extended its operation into research & training sectors with Universal Medical College Research Centre (UMCRC) & Universal Medical & Technical Training Institute (UMTTI) from 2017.





**T**OI, the broadsheet publication which kicked off as a bi-weekly in 1838 has now grown from a single edition of a few 1000 copies to some 50 editions with a circulation close to a whopping 5 million, which is the largest in the world for any English newspaper by a large margin. Standing tall in the league of world's six most reputed newspapers of all times, this 178 years old newspaper's digital version is also rated among the top 10 online newspapers worldwide. The Economic Times is the world's 2nd largest, in terms of circulation, after The Wall Street Journal & sells around 3.9 lakh copies a day in India.

**MEDIA AS AN INTERNET BUSINESS**

While its main print publications occupy pole positions in their respective markets including the celebrated Filmfare and Femina magazines, BCCL stepped into the digital arena in 1999 with its web portals operation and mobile value added services, covering not only news and entertainment but also commercial portals engaged in classifieds, e-commerce and startup investments including gaana.com, cricbuzz.com, mensxp.com, zigwheels.com, Timesjobs, and Techgig. Magicbricks Now, was also launched with a view to provide trade information on the realty sector. Times Internet claims

over 232 million visitors a month on its websites. Radio Mirchi, Zoom TV, Times Now, Mirror Now, ET Now, Romedy Now, Movies Now, and Movies Now Plus complete the group's electronic media portfolio.

Times Now enjoys a 42 per cent category viewership share in English News, whereas, ET NOW proudly claims a 44 percent market share in its space.

**EFFECTIVE PORTFOLIO MANAGEMENT**

BCCL is widely acclaimed for its outstanding financial management skills and aggressive pricing of its several media offerings, aimed at maximizing its loyal customer base. Besides establishing India's most successful media empire, BCCL's non-media businesses include brand-building investments, sponsorships, education services and insurance joint ventures that have generated a sizeable revenue from 48 subsidiaries, one joint venture (Aegon Life Insurance) and 15 associate companies.

**FOR THE BETTERMENT OF THE SOCIETY**

Times Group has also made its presence felt through the Times Foundation, which is an institution working towards social causes. Its latest initiative 'National Citizens Forum' aims at assisting the government in execution of welfare schemes in the larger interest of the citizens.



# Bennett Coleman and Company

**IN A LEAGUE OF ITS OWN**

*Bennett Coleman & Company Limited, India's largest media conglomerate has surpassed all competition in both print & electronic form, including advanced digital business ventures. BCCL, along with its group of companies, known as the Times Group, is owned by the Sahu Jain family & publishes TOI, ET & other acclaimed prints*



# Austro Labs

**COMMITTED TOWARDS GOOD HEALTH OF PEOPLE**

*Austro Labs is recognized as one of the leading exporters of premium and top quality Ayurvedic preparations, cosmetics, food and dietary supplements and allopathic products. With vast and rich experience in healthcare industry and pharmaceuticals industry, the company is successfully meeting the requirements of numerous prestigious clients throughout the world*

**W**ith a product range of just 2 products at its inception in 2009, Austro Labs has since then grown significantly and has marked its solid presence into healthcare, pharma and ayurvedic segments with an extensive product range and impressive product line through a balanced integration of quality products, knowledgeable team, robust distribution network and thoroughgoing market research driving the organisation to a growth trajectory. Well recognised

as a major player in pharmaceuticals, ayurvedic and wellness industry offering quality and excellent products conforming to international standards, the company follows GMP to ensure quality products to its customers.

#### **MIGHTY GROWTH PATH**

As part of its commitment to deliver quality products at all times, the warehouses are equipped with the best storage and security facilities to ascertain the inventory of products in good hygienic environments. Conforming to FDA norms regarding storage,

supervision and design, the company takes every possible step in appropriate measure to meet market demands with utmost efficiency and effectiveness.

#### **EXPANDING WINGS; SOARING HIGHER**

Austro Labs, with growth as an integral part, has noticeably and successfully grown not only in the domestic market but also globally with its products being exported to countries such as Nepal, Afghanistan, Korea, Mauritius, Vietnam and Bangladesh, and intends to include many more as part of its expansion plan.

#### **THE DRIVING FORCE**

Committed to excel through diligence, passion, team spirit and mutual trust, the company houses people from diverse regions, backgrounds, religions and skills, and offers them reasonable and equal opportunities to prosper and flourish.

With unequaled professional development and mentoring, Austro Labs is focused at



developing the strengths of employees and enthusing leadership skills for mutual and collaborative success.

With over a decade of concrete experience of creating effective drug formulations for treating numerous acute and chronic diseases, Austro Labs has continually been attaining its worthy objective of providing cure and relief, and seeks constant support and patronage of its customers to leave a deep impression in the field of human life science.

To provide quality products with highest efficacy and safety, the company utilizes modern infrastructure and stringent and rigorous quality control mechanism.



**E**stablished with a mission to provide quality brand visibility solutions with reliable service ensuring complete customer satisfaction, by the visionary Mr. Abdullah Mohammed Al Murad, the Al Murad Group of Companies has evolved from a single minilab operation in the UAE to becoming a leading player in photofinishing, digital imaging and large-format printing.

**ENRICHING CUSTOMER EXPERIENCE**

The Group employs the highest quality Kodak materials to ensure that the picture quality it produces maintains the highest quality standard and carries out its operations keeping in pace with the advanced technology trends, in tune with the modern Hi-tech equipment, together with competent personnel and prompt turnaround time.

Its employment of a multicultural, multitalented core team of individuals with great skills, highest expertise, experience and the ability to anticipate customer demands and future trends, has resulted in its expansion to highly successful new divisions that have enhanced its status. The Group offers customized visual communication products that enable its client base to meet exclusive market and end-user requirements, putting emphasis on the message and removing unnecessary information.

It established the Al Murad Group Media Division in 1992, operating through six radio stations for different languages, a television channel (Ajman TV), Studio, audio and video facilities of Ajman independent studios and an outdoor advertising company (United Color Film). The group has a radio subsidiary, Channel 4 Radio Network, which operates 6 radio stations, 2 in English, 2 in Arabic, 1 in Malayalam and 1 in Hindi providing great entertainment service to its diverse customer base.

**EMBRACING TECHNOLOGY**

Having undergone its 4 decades of professional journey with innovation, passion, outstanding service standards and the drive to be always at its best, the Al Murad Group has collaborated well between users, applications and technology components, thereby producing significant value for its business and creating competitive advantage. The Group has adopted ultramodern IT solutions from various global IT giants such as Oracle, Microsoft, IBM, DELL, HP, CA and Cisco to offer prompt and better services winning the trust of its ever-increasing customers. Following a pragmatic approach, single-minded dedication and sharp business acumen keeps the Group in an advantageous position as compared to its competitors.

# Al Murad Group

**THE SAGA OF A NOBLE VISION AND RELENTLESS DETERMINATION**

*Having started its professional venture into photofinishing services, the Al Murad Group of Companies has come a long way to establish itself as a pioneer in publishing, consumer and professional photo products and services, television programmes, broadcast of Arabic Television channel and FM Radio channels in Hindi, Arabic and English, ensuring optimum customer satisfaction*



# GBR Fertility Centre and Hospitals

## HELPING DREAMS COME TRUE

*A well-planned boutique infertility centre, which caters to the specific needs of its patients, GBR Fertility Centre and Hospitals under the dynamic guidance of Dr. G Buvaneswari, has been dedicatedly treating infertile couples from over 15 countries*

**U**nderstanding the need for personalized care as she experienced that patients prefer getting personal attention and not getting treated mechanically in hospitals, Dr Buvaneswari set a mission for her to offer the best personalized treatments in the field for infertile couples and founded GBR Fertility Centre and Hospitals.

Her efforts met success and her patients prefer to get treatment from her Centre instead of being treated by some other renowned infertility centres. After

establishing the GBR Fertility Centre and Hospitals along with her husband Flight Lieutenant (Retd.) L Ramesh in the year 2005, she focused on offering all state-of-the-art facilities under one roof so as to be able to maintain high quality, standards and medical ethics.

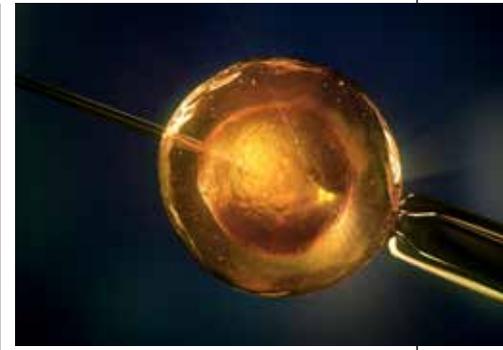
### AT HOME CARE

With independent outpatient and inpatient blocks, most of the treatments are done as outpatient and as day care procedures; however, special care is taken so couples undergoing treatment feel

minimally that they are at a hospital. Various world-class facilities the Centre offers include Ultrasound Scan room, separate modular Operation Theatre for IVF & Laparoscopic surgeries, fully equipped ICU with an efficient team of anesthetists, 24x7 Inpatient care, In-house Pharmacy and Pathology laboratory. In addition, the Centre has a team of experienced specialists who can handle Thyroid disorder, Diabetes, Hypertension and other medical and surgical complications, and for male infertility, there is a separate team of well-qualified Andrologists.

### GOLD STANDARD

The centre is one among a few in the country, which has a class 10000 IVF Lab, considered to be gold standard as per international norms. With special care, the lab area is kept as a separate entity to maintain privacy and sterility. In addition, the processes at the Centre are audited every month by the medical advisory board, a unique methodology



adopted to ensure if the IVF protocols are at par with the ethical guidelines.

Using its various outreach centres across Tamil Nadu and Andhra Pradesh and its technical ties in Sri Lanka, the Centre successfully gets local support of qualified Doctors, for Pre- and Post-infertility treatments reducing the overall treatment cost.

Because of exemplary services, none of the couples have to do IVF more than 3 times as everyone has become pregnant in the 1st or at best in the 2nd cycle. The feat is supported by its consistent track record of providing more than 70% pregnancy success for over a decade.



**B**PG is the largest marketing communications solutions network in the region. Based on the ideologies of ability, creativity, inquisitiveness and dexterity, the Group's vision and mission is to gather together the best specialists, innovators and creators in the field at one platform to bring miraculous changes in communication network and its solutions.

**A MEAGRE INCEPTION**

Originating from a mere publicity business, BPG group has augmented its enterprise to a wide range of other fields – marketing communications to innovate and deliver brand and business building strategies, advertising, events and activation, branding and design, digital marketing, media buying and planning, public relations and public affairs. With over 3 decades of experience and assisted by 4 matchless subsidiaries – BPG bates, BPG cohn & wolfe, BPG Kuwait and BPG maxus, the company not only provides financial services and digital marketing solutions to regional and international clients, but is also involved with government initiatives as well as real estate enterprises.

**GRADUAL RISE TO GLORY**

BPG rose in business esteem, volume and range in a step-by-step manner. It became the first agency to purchase a MAC in UAE in 1988. This was followed

by the commencement of a shopping festival in Dubai in 1995, an idea which proved to be a game changer for them. BPG also assisted in the launch of internet city in Dubai, another historical event. BPG became the first agency to launch Health World in the region in 2003, the first healthcare marketing practice. In 2004 and 2009, respectively, the company entered into strategic alliances with Bell Pottinger Group, an international communications establishment and Maxus group to promote BPG's business interests beyond UAE. The BPG Group also partnered with Cohn and Wolfe, the leading communication agencies. Currently, it is also a member of the prestigious WPP – world's largest marketing communications group.

**SAILING THROUGH UPS AND DOWNS**

In the recent years, the BPG group has brought some smart changes so as to streamline its administrative setup to enhance the level of result-oriented performance in view of the economic crisis in the region. These changes have brought about better coordination among departments, with reduced wastage and a focused solution-based approach for clients within the specified budgets, thus helping overcome the economic turmoil without much ado.



# BPG Group

**CONVERGING MARKETING AND COMMUNICATIONS**

*Founded in 1980 & known by the title – Bates Pan Gulf LLC till 2007, BPG group is a conglomerate with sizeable growth. Initiating with a meagre enterprise of 'publicity alone,' the Group has accomplished gigantic expansion throughout Middle East & North Africa (MENA). With its headquarters in Dubai, BPG has now offices in Abu Dhabi, Beirut, Cairo, Doha, Jeddah and Kuwait*



# Indigo Womens Centre

## SPECIALIST IN WOMEN'S CARE

*Developing the reputation of being the premier destination for fertility treatment in the city of Chennai and maintaining a strategy of 'patients first', giving the top priority to healthcare over everything else, Indigo Womens Centre has emerged as country's leading hospital that is dedicated solely to women's healthcare*

Indigo Womens Centre is a NABH Accredited and an ISO certified hospital for women's healthcare and fertility treatment. Established in the year 2016, the hospital is known for offering the best healthcare services to women across the city of Chennai. The hospital is efficiently located at the heart of Chennai, which makes it easily accessible.

The hospital believes that because of the excessive amount of wrongly conveyed information that is provided online about women's health and the maternal healthcare, there has been a generation

of vast confusion and misconceptions regarding delivery and treatments. Thereby, ever since its inception two years ago, the hospital has been encouraging patients to gather a second opinion as far as possible.

### SERVING WITH CARE

The primary services of Indigo Womens Centre are of a diversified yet inclusive nature such as Fertility treatment (IVF/IUI/ICSI), Laparoscopic Services, Maternity, Weight Loss Programs, Diagnostics and Aesthetics. Rather than being involved in the process

of invasive marketing, Indigo Womens Centre has always been keen on deriving patient satisfaction which they believe is the foremost factor that has contributed to the rapid growth and appreciation of the hospital.

The Indigo Womens Centre has Laparoscopic Specialists who are board certified and surgeons with immense experience. The surgeons at Indigo Womens Centre are pioneers in modulating newer advanced techniques in laparoscopic surgery and have worked upon the implementation of innovative procedures to reduce blood loss during surgery, like dual uterine artery ligation technique, in-bag morcellation, scarless surgery, etc. The hospital has garnered a team of specialists from various parts of the country who have amassed an experience of over 35 years in dealing with issues of infertility and laparoscopy.

Dr. Sarat Battina, an integral part of the Indigo Womens Center had performed the "First Gift Baby" of Tamil Nadu.



### IMBIBING VALUES IN SERVICES

The value of time is an immensely high valued commodity at Indigo Womens Centre which is proved by their patients relations team that is dedicated at coordinating schedules and appointments to avoid time wastage.

The hospital has maintained an impressive quality and standard of its staff for the in-patient ward along with their medical, paramedical and accessory staff members. The primary vision of the hospital is to empower patients with the knowledge of all available treatment options and help them in choosing the best plan of care.



**W**hen Mr. Yogesh Lakhani set out to do something chronically great, he created a brand from the ground up to where it is today. Established in the year 1980, today that brand is known by the name of Bright Outdoor Media. It is an Out-of-Home (OOH) media organization, which has its grasp majorly in the advertising sector, now extending further to communication services and a plethora of other futuristic services and solutions in the most multicultural and ethnic ensemble.

A tangible dream of Mr. Yogesh Lakhani, since Bright Outdoor made its entry in the real world in the year 1980, it has emerged as a champion of the champions with its excellent advertising solutions and customer-centric approach.

A mammoth of success and perseverance over the time has ensured the consistent growth and expansion of the company. Bright Outdoor Media is now proudly surfacing its gleaming billboards in Pune, Ahmedabad, Hyderabad, and Bangalore.

**THE BOLLYWOOD CONNECTION**

Bright Outdoor took the climactically rewarding turn towards Bollywood when they began advertising with Venus

Films for the movie "Pyaar Kiya Toh Darna Kya" in 1990. The project proved to be the turning point in the company's memoir, opening new avenues for them; the compelling journey encounters many milestones on the way. Today, Bright Outdoor Media has become so pervasive and infused in the industry that it is the go-to advertising solution for Bollywood. The company also hosts its own award function known as Bright Awards, felicitating big names in the industry.

Not only Bollywood but Bright Outdoor Media has its footing in other sectors as well. Their clientele are big companies like Yash Raj films, Dharma Productions, Big Bazaar, Pantaloons, Viacom 18, Walt Disney Pictures, Eros International, NDTV, Cartoon Network, ICICI banks, Kalyan Jewelers, Hyatt Hotels, Jet Airways, and many more.

As the name suggests, the company's bright CSR initiatives are a humanitarian arm of the company. The company is making an impact by empowering the underprivileged people of the society, through their effective healthcare programs and educational aids for a brighter future. Bright Outdoor Media also lends a helping hand in most of the social and religious events by offering free advertising services.

# Bright Outdoor Media

**BRIGHT IDEAS, BIG DREAMS**

*Having started its professional journey in 1980 as an outdoor media company with a billboard in Mumbai, Bright Outdoor Media Pvt. Ltd. has rapidly grown into a prominent out-of-home media organization in India, hosting about 1000 billboards in Mumbai alone and extending its footprints all across the country*



# International Fertility Centre

## WORTHY OF IMMENSE RESPECT

*Garnering for itself a highly respectful and reputable image due to its sincere commitment to excellence and the pledge to deliver the finest services to all its patients, the International Fertility Centre has emerged as one of the leading pioneers in the field of fertility treatment in the National Capital Region*

**I**nternational Fertility Centre (IFC), the preeminent name in the field of fertility centres and clinics has created a stir in the medical healthcare of not just New Delhi but also Nepal, due to its exceptionally high success rate and a staggeringly high record of assisting patients dealing with fertility issues.

## CONTRIBUTING TO NATION BUILDING

Having realised the crucial position of India where it needed to establish itself as a significant leader in the

healthcare industry on the global arena, International Fertility Centre was built several years ago to contribute towards nation building, and today it has a chain of more than 10 clinics.

## FULFILLING DREAMS

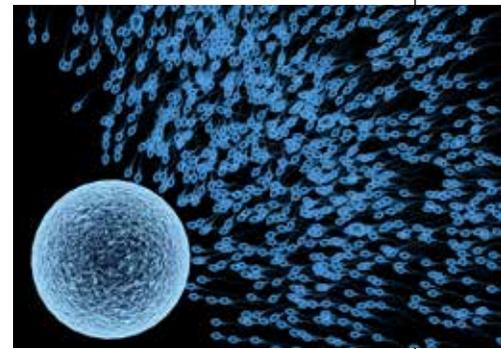
It was established under the able guidance of Dr. Rita Bakshi who is a very well experienced and reputed doctor and intends to bring modern concept of assisted conception in India, and who during the last 25 years, has helped more than 4000 families conceive through in vitro fertilization

(IVF). She is internationally renowned for her pioneering work in assisted reproductive technology (ART).

## WELCOMING LIFE WITH EXCELLENCE

A premier IVF hospital of New Delhi, International Fertility Centre has consistently held its position of being the city's ultimately advanced centres for fertility treatment, genetic screening as well as diagnostics. The Centre has been recognised by patients as a highly welcoming and caring establishment that has been catering to its patients through the help of an extremely experienced team of professionals that are relentlessly dedicated to achieving curable results for their aid seekers.

Ever since its inception, International Fertility Centre has been serving patients with world-class and allied treatment with an immensely well developed and state-of-the-art technology & equipment. It has accomplished distinguishingly



exquisite success in Intrauterine Insemination (IUI), Intracytoplasmic Injection (ICSI), Egg Donation, Surrogacy, Blastocyst, Assisted Hatching, Hysteroscopy, Laparoscopy in addition to IVF.

With an encouraging vision to establish itself as the premier and leading institution for infertility treatments, working on the core pillars of patient satisfaction and their safety, International Fertility Centre has channelled a major chunk of its efforts and energy into providing a highly standardised and supreme quality fertility treatments that are reasonably priced and transparently placed.



**I**ncorporated in 1990, by the Choudhary family in Kolkata, Himadri Speciality Chemical Ltd is today India's leading speciality chemical conglomerate with a market capitalization of over USD 1 billion. Under the leadership of Mr. Anurag Choudhary, CEO, the company has gained market leadership in most of its key products and forayed into new products and markets with strong foothold across 20 countries.

**INNOVATING EXCELLENCE**

Himadri has nine 'zero-discharge' state-of-the-art manufacturing facilities across India and China. The Company has a strong emphasis on technological innovation and research and its R&D facilities have been recognized by Government of India. The Company takes pride in its strong and experienced R&D team of over 40 plus distinguished members, which includes several international experts and Ph.Ds.

The Company is India's ONLY vertically-integrated specialty Carbon Corporation, with a robust product portfolio which includes:

- Largest producer of coal tar pitch in India with more than 70% market share. Critical raw material for aluminium and graphite production impacting purity of metal, power consumption and life of anodes

- Significant carbon black producer with focus on value added application
- One of the three global manufacturers of Zero QI pitch
- Special pitch for supplies to DRDO for use in long warhead missiles
- The Company is currently under a transformational journey by setting its footprints across two highly technology driven projects:
- Launch of application-oriented specialty carbon black for global markets. As stated by our CEO, "Himadri aims to be among top five global specialty black players in next five years"
- Anode material for lithium-ion batteries used in electric vehicles, mobile phones, etc. Among very few producers globally and only producer in India. The company can produce both synthetic and natural variants of the anode material

**RISING WITH TENDERNESS AND CARE**

Himadri has been instrumental in bringing livelihood and cutting-edge technology to the State. Being active corporate citizen, Himadri has always focussed strongly on CSR. The Company continues to focus on adding innovative and specialized products to its portfolio aiming to create the largest integrated global producer of Carbon Chemicals.



# Himadri Speciality Chemical

**MAKING WORLD GREENER**

*Counted among the few completely integrated speciality carbon companies globally, Himadri Speciality Chemical Limited (HSCL) has established itself as one of the world's most extensive value chains in the carbon segment, leveraging on its deep knowledge of Carbon*



# Medcare

THE PRICELESS CARE

*Medcare, a premium healthcare network that operates out of the United Arab Emirates, is a venture of Aster DM Healthcare, a global healthcare group with 317 medical establishments across 9 countries, including the GCC, India and Africa. It is committed to providing high quality, personalised medical care to every patient*

**M**edcare lives by its simple promise: We'll Treat You Well. Its premium healthcare network comprises 4 multispecialty hospitals, 4 specialty centres, 9 medical centres, 300 outstanding doctors, world-class technology and unmatched care.

## SAVING LIVES THROUGH CLINICAL EXCELLENCE

What sets apart Medcare is its exceptional multi-cultural, multi-lingual team of doctors who have received extensive training from some of the top

medical institutes in the United States, United Kingdom, India, France, Greece, Australia, Africa and the Middle East. They take time out to listen to patients, understand their medical problems holistically and recommend the best way forward. Multidisciplinary in approach, they provide optimal, guideline-based treatment to patients, with the support of trained nurses, dieticians, rehabilitation therapists and technologists.

## VISION, MISSION AND VALUES

Medcare has a caring mission

with a global vision to develop a leading healthcare system that promotes and supports the highest standards in preventive, curative and rehabilitative healthcare, regionally and internationally. It adheres to the following values:

**INTEGRITY:** Doing the right thing without any compromises and embracing a higher standard of conduct

**PASSION:** Going the extra mile willingly, with a complete sense of belongingness and purpose while adding value to its stakeholders

**RESPECT:** Treating people with utmost dignity, valuing their contributions and fostering a culture which allows individuals to rise to their fullest potential

**EXCELLENCE:** Surpassing current benchmarks constantly by continually challenging its abilities and skills to take the organization to greater heights

**COMPASSION:** Going beyond boundaries with empathy and care

**UNITY:** Harnessing the power of synergy and engaging people for exponential performance



and results

## PERSONALISED MEDICAL CARE; SPEEDY RECOVERY

Medcare offers excellent treatment to its patients in the following ways:

- It makes world-class medical care locally available to its patients in the UAE and the region
- Its highly-qualified doctors and specialists, with international experience, use a multidisciplinary approach to offer optimal treatment to the patients
- Medcare delivers personalised medical care to every individual patient through specialised detection and treatment



**W**ith more than four decades since its establishment in 1975, HPM has marked a significant market position and led the agro-chemical industry in India and overseas. HPM is a leading-agro chemical company that holds the potential for significant improvements for the crop. Consistently and around the globe, HPM is finding better approaches to improve agriculture – making more conceivable outcomes for farmers through the power of agrochemical. At HPM, it's all about helping the farmers and their crop through best quality agrochemicals. HPM keeps their crop healthy and nourish it at every stage of farming.

**GLOBALLY RECOGNISED**

With the goal of 'Yielding Prosperity', HPM has stood unwaveringly by its motto of bringing affluence and prosperity in the lives of its associates and stakeholders, and has at all times made a deep and colossal impression. HPM has driven and drove the agro-chemical industry in India and abroad. In such a way, the nation's driving affiliation HPM India is completing a great measure of Commendable work. For the progress of farmers affiliation is giving them the best quality agrochemicals. HPM's capable work force constantly attempts to improve and make a broad assortment of yield affirmation Products and plant supplements.HPM

has quality certifications including ISO 9001:2008, ISO 14001:2004 and BS OHSAS 18001:2007 compliance manufacturing facility.

**GROUND-BREAKING PRACTICES**

With a mission of ensuring self-reliance and independence in productivity, HPM has successfully incorporated the best ground-breaking practices in its processes. A globally recognised pesticide company with discernible presence, HPM is among the forerunners to support the Green Revolution.

Strategically backed by a skilful and dexterous workforce, HPM always strives to innovate and produce a wide range of crop protection products and plant nutrients. Using the most modern technological developments, HPM produces the best fertilizers and premium seeds with longer shelf-life and maximum germination. HPM has grown massively due to in-house production of the raw material using finest quality requisite materials & a greater focus on quality checks & quality assurance & has world-class arrangements for storage & warehousing facilities.

**INCESSANT CONTRIBUTION**

Being a great contributor to agriculture growth during the past 35 years, HPM has developed a pan India presence illustrated by quality infrastructure facilities with latest technological facilities, at par with global brands.

# HPM Chemicals and Fertilizers

**SOWING THE SEEDS OF PROSPERITY**

*HPM Chemicals and Fertilizers (HPM) is a well-known group of agro-chemical unit offering leading standards of production based on international best practices and extensive research and development with a determination of protecting the larger interests of the farmers*



# Medwiz

**BUILDING A WHOLESOME & HEALTHY WORLD**

*With a firm belief that in today's fast paced world, health is real wealth and the biggest asset for a human being, Medwiz Healthcare Communications Private Limited has been playing a crucial role in keeping people healthy as a full service international agency solely dedicated to healthcare communications*

**E**stablished in 2005, the primary objective of Medwiz is to consistently create value and design the products beyond expectation with its strategic understanding and creative thinking. The inception of the agency goes back to the days when its founder Dr Mamta Jain was working as a medical practitioner. During this period she noticed a huge gap in the healthcare industry as the pharmaceutical companies were devoid of the appropriate tools to market their products. She understood that there is

an urgent need of providing credible marketing solutions to the healthcare sector; thus Medwiz was formed.

### PROVIDING VALUE-BASED SERVICES

Medwiz is an advanced and visionary healthcare communications agency that meets the needs of healthcare clients through scientific acumen, excellence in delivery and dedicated services. It offers unique value based services catering to the needs of physicians, pharmaceutical companies, healthcare service providers, patients and

consumers.

It has an efficient team of professionals that includes doctors, pharmacy graduates, medical writers, scientific directors, technology specialists, content researchers, creative directors and practising advisors. Its experts are proficient in delivering anything, from site building to search engine optimization, through to integrated online campaigns. Considering the fact that India is a big country with a population of over 1 billion people, any healthcare business operating in the country should have a robust working mechanism and proper planning strategy.

Medwiz has always focused on this, and its excellence in healthcare communications is built upon scientific excellence, strategy insight, quality, commitment and innovation. The fastidious planning and careful execution by the team has earned Medwiz many valuable clients including Abbott nutrition, Piramal Healthcare, Cipla,



Ranbaxy, GSK, Lupin, Pfizer and many more prominent pharmaceutical and medical associations.

### COMPREHENDING THE IMPORTANCE OF HEALTH

Understanding that health is of utmost importance for humans, Medwiz has established a "direct to patients" communication service in the departments of oncology, diabetes, nephrology, etc. combining deep knowledge of patients' healthcare experience with insight into their mindset & behaviour to create highly effective concordance, loyalty programs & materials from patient acquisition to patient compliance.



**I**ncepted in the year 1977, this house of experienced light industry, presently under the ingenious command of their Chairman and CEO Mr Dilip Kumbhat offers a wide range of Architectural lighting fixtures that have innovative looks which are manufactured in the latest modern designing unit.

**TAKING THE PHOSPHORESCENT PATH**

These LED go through an array of technical screening and are manufactured with advanced equipment under the discerning eyes of a highly professional staff.

K-Lite Industries' unbeatable experience, the immense hard work of its staff, their meticulous creativity, and the constant research enables it to remain the pioneers in this highly demanding and luminous industry.

Their strong grounding and know-how in this industry for almost 40 years puts them at an advantage to understand their clients and evolve to their demands in accordance with the changing times.

Their multifarious wide ranging designs in the Indoor Luminaires, Outdoor Luminaires, Tube Bollards, Flood Lights, Landscape Luminaires, Bulk Head Luminaires, In-Ground Luminaires, Path Finder's,

Under Water Luminaires, Street Lights and Area Lights are characterized by their high efficiency, uniform luminance, and an extremely long service life. The fixture and the driver are designed to provide value technology that is ideally suited to the Indian conditions.

The 190,000 Square feet egregious infrastructure, comprehensive and section-wise facilities, modern plant, and professional staff enable them to manufacture a wide range of products in a short period of time.

**GREEN & SMART LIGHTING**

The superior quality seeker K-Lite industries is also a vigilant environment conscious manufacturer that endeavors towards reduction in power consumption, Co2 emission and light pollution with optimized efficiency of its products with reduced wattage. The smart and sustainable LED technology offers durability with optimal light output with less power consumption.

K-Lite industries not only strives to serve its customers in line with the latest fashion and trends with its products gaining constant popularity in India and all over the world, its competitive pricing along with the value for money goods keeps it on a coruscating edge in this dazzling industry.

# K-Lite Industries

**INDIA'S LIGHTING COMPANY**

*K-Lite Industries is a Chennai-based Lighting Luminaires manufacturing unit that adheres to providing an extensive range of latest and smartest interior and exterior lighting fixtures. They specialize in resplendent radiating lights with sleek designs that illuminate and uplift the entire ambience with a scintillating mood*



**GREAT LIGHTING MADE SIMPLE**



# Nepal Health Professional Federation

**A BOON TO THE HEALTH SECTOR IN NEPAL**

*Established with the objective to improve the quality and functioning of health sector in Nepal, the NHPF has been facilitating quality health services in Nepal, encouraging multilateral interactions and better coordination among the private and government health institutions*

**R**egistered under the Nepal Government and Social Welfare Council in 2005, the Nepal Health Professional Federation (NHPF) is a non-governmental, non-profitable and social organization that is significantly contributing to the health sector in Nepal by facilitating better connectivity among the private health institutes, hospitals, polyclinics, medical centres, clinics and government health institutions around Nepal while creating several valuable partnerships in the health sector.

## **FACILITATING BETTER CONNECTIVITY**

The federation works on identifying the local and national health issues and finding ways to eradicate them. It facilitates multilateral interactions through its website and provides a platform for its members to participate in events organized by other associations in the global arena. Apart from providing access to news, meetings, events and activities of the federation, the website also contains up-to-date health information and several social activities pertaining to health

sector for easy accessibility to general Nepalese people.

The website also contains links to the Government of Nepal, Ministry of Health, Ministry of Labour & Employment, Department of Foreign Employment, Department of Health Services, National Public Health Laboratory, District Public Health Office website and various others to access valuable information as per their requirement.

## **FAIR COMPENSATION TO MIGRANTS**

The federation carries out the management and operation of health helpdesk office for the purpose of foreign employment and manages the supply, distribution and issue of the holograms affixed on report card approved by the government for providing certificate of fitness to a Nepalese migrant worker. The federation carries out various functions including the management and disbursement of compensation to returnee migrant workers,



health test process and procedure determination and certification of reports, visiting medical centres to access the technical aspects of associated medical institutions.

The federation is actively engaged in the health sector of Nepal to protect the concerns of health institutions and establish the health profession as an esteemed one and ensures a fair conduct of migrant worker health check-up in a professional manner. The federation also ensures compensation to migrant workers deported to Nepal on medical basis from a foreign country and improves the quality of healthcare services provided by health institutions.



**A**quapot is committed to bring into the market excellent products followed by exceptional after-sales service at the most affordable prices. The company's ultimate mission is to produce top of the quality equipment both for the domestic and commercial users.

The company keeps its communication lines with customers open for constant feedback and improvement of the products. Loyalty towards the customers and suppliers and their point of view is the cardinal virtue of the company.

**COMMITMENT TOWARDS EXCELLENCE**

Initially set up in Hyderabad, the company has, over the years, expanded its network of authorized dealers throughout India and some of the parts are also sourced from overseas trustworthy and certified vendors. The products of the company have been certified as standard brands under ISO 9001. The company has also earned the rare distinction of membership of Water Quality Association, USA for the highly superior quality and credibility of its equipment.

**PERFECT BLEND OF INNOVATION & QUALITY**

With the sole mission to provide safe drinking water to consumers, the company has introduced highly innovative equipment and latest technology to create portable

solar power water purifiers that have proved highly successful in solving the problem of fluoride content in ground water, which if taken without treatment, can cause serious health hazards.

The new purifier based on the latest technology can filter & purify water from any source, through special 'reverse osmosis' process. Aquapot, with this contemporary approach, has made sure that water from any source – rain water, river water, bore water, etc. can be safely converted into bottled water quality.

The unique design of Aquapot purifier makes it easily portable and one of its own kind leaving competitors far behind. The company has ensured multistage quality checks in the manufacturing process to monitor quality control at every stage, as a commitment to customer satisfaction.

**GIVING BACK TO THE SOCIETY**

As a symbol of humanitarian service towards the underprivileged children of the countryside, Aquapot has donated mobile solar power purifiers to the Zila Parishad high schools in remote villages of Chittoor and Nalgonda districts. It has also adopted 10 schools as an initiative, which they wish to expand. It has also created awareness about water conservation through hygienic and modern methods ensuring good health for its consumers.

# Aquapot

**PIONEER OF INGENIOUS TECHNOLOGY**

*Founded in 2010, and then utilizing a wealth of experience gained over time, Aquapot has firmly established itself as the leading water purifier equipment brand company in less than a decade. The most innovative contribution of the enterprise is the first solar mobile water purifier brought into the market which is environment friendly and not dependent on electricity*



# Shantah IVF

HARBINGERS OF MATERNAL JOY

*Renowned as one of the leading pioneers in the field of fertility treatment in the National Capital Region, Shantah Fertility Centre has garnered for itself huge respect, and a deserving and reputable image due to their sincere commitment to excellence and the pledge to deliver the finest services to all its patients*

**S**hantah Fertility Centre, the preeminent name in the field of Fertility Centres and Clinics has created a stir in the medical healthcare of Delhi due to its exceptionally high success rate and a staggeringly high record of assisting patients dealing with fertility issues.

## FULFILLING DREAMS

Established under the flagship of Shantah Healthcare with the able guidance of Dr. Anubha Singh MBBS, MRCOG (London), who is a highly experienced and reputed

consultant trained in London UK, Shantah Fertility Centre is dedicated to bring modern concept of assisted conception in India. It is New Delhi's one of the premier multi-speciality hospitals that has been set up in the lush green and calm locality of Vasant Vihar, New Delhi at a distance of about 10 kms from the Delhi Airport.

The establishment has consistently remained and strongly held its position of being the city's ultimately advanced Centres for fertility treatment, genetic screening as well as diagnostics. The Centre has been recognised by

patients as a highly welcoming and caring establishment that has been catering to its patients through the help of an extremely experienced team of professionals that are relentlessly dedicated to achieving curable results for their aid seekers which can be observed in the hospital's collective success rate of several years.

Ever since its inception, they have been serving a large number of fertility aid seeking patients by providing them with a world-class and allied treatment with an immensely well developed and state-of-the-art technology equipment all under the comfort and convenience of one roof. Shantah IVF has accomplished distinguishingly exquisite success in Intra-Uterine Insemination (IUI) and In Vitro Fertilisation (IVF), in addition to achieving unsurpassed eminence in Intra-Cytoplasmic Sperm Injection (ICSI), Egg Donation and Surrogacy.

Shantah IVF has a highly influential and experienced



team of geneticists and counsellors who help foster a friendly environment at the establishment for its patients.

## PROMISING VISION

With an encouraging vision to establish themselves as the premier and leading institution for infertility treatments, Shantah Fertility Centre has been established by its founders on the core pillars of patient satisfaction and their safety.

They have channelled a major chunk of their efforts and energy into providing a highly standardised and supreme quality fertility treatments that are reasonably priced and transparently placed.



In a world of changing trends with modern generations aspiring for sensuous and aesthetic pleasure from everything around them, Glocera has been taking utmost pains to merge this primary convenience into the comfort zone of the main residence. The company also boasts of a wide variety of options in multiple terms including designing of luxury bathrooms, sanitary wares, bathroom furniture and designer tiles.

### BRINGING BEST TO ITS CUSTOMERS

With a team of highly qualified, experienced and dedicated architectural experts at its disposal, the company is engaged in ceaseless endeavours to invent and implement contemporary designs to suit the modern lifestyles and individual needs as well as tastes.

The company's mission statement is utmost customer satisfaction, and therefore, it strives to honour deals and leaves no stone unturned to ensure timely delivery of its products. The company considers that winning the trust of its clients is its sole objective.

Instead of catering to the clients' need in a stereotyped manner, it focuses on personalized demands in keeping with their aspirations of a dream home, something novel in a world of ordinary ones.

### MARCHING AHEAD OF COMPETITION

Glocera recently accomplished a rare achievement of a game changer, when the company set up its manufacturing in India at Ghiloth, Rajasthan for the production of sanitary wares where with a strong environment-friendly belief, it has started to run its manufacturing unit on gas supplied by the Rajasthan Government. The gas connectivity is a historical step since it is an incentive for the other competitors, investors and manufacturers.

Thus, with its innumerable successes, Glocera has emerged as one of the fastest expanding companies in the field, with a capacity of 3500 sellable products a day.

It intends to excel all other competitors both in terms of quality as well as price and services of its products in the market. This would not only spread the company's business abroad but would also carry the flag of Indian cultural values abroad.

### SOCIAL INITIATIVES

GLOCERA has been rigorously working to support Indian government's indigenous development initiative - "Make in India", UNO's development goals and WHO targets.

Glocera has also launched Glocera Nav Durga Awards to felicitate and motivate women from varied fields, with a social message that "every woman is a goddess in herself".

# Glocera

## ADDING CREATIVITY TO YOUR BATHROOMS

*Global Ceramics Private Limited, popularly known as Glocera, has revolutionized the concept of bathrooms & washrooms by introducing ultra-innovative & high-class aesthetics in the construction strategy, by editing latest designs, permutations and combinations of ingenious ideas from countries such as Italy, Spain, China, Brazil, Egypt and Turkey, with imported luxury tiles & sanitary wares*



# GreatWhite Global

THE FUTURE OF BRIGHT

*A name as great as GreatWhite is known to encapsulate itself in engineering excellence and technological panache, leading the industry with its unmatched performance. Incepted in 1963 by the industrial pioneer, Mr. Jadavjibhai Anchorwala with a vision to attain a level of unparalleled supremacy, GreatWhite as a brand has become synonymous with trust and innovation*

**U**nder the able guidance of Mr. Jadavjibhai Anchorwala's two sons, Mr. Mehul Shah and Mr. Hemang Shah, the company has further expanded to witness newer heights in success with a multitude of offerings across 4 categories – Electrical Wiring Devices, Wires and Cables, Circuit Protection System and Light and Luminaries.

**AESTHETIC DESIGNS THAT ADD TO THE DÉCOR**

The spirit to create brilliant designs that reflect the style of a modern era always

pushes GreatWhite to create awe-inspiring products that'll leave its customers speechless. Whether its the monochromatic collection of Trivio switches, the free flowing beveled liquid glass collection of Myrah switches, or other elegant pieces by Fiana, Petra the company goes on inventing novel creations to match up to the dynamic taste of the fast-growing generations. With a wide variety of opulent designs, striking colours and technological simplicity, the brand wonderfully caters to all commercial and

residential spaces.

**SHINING BRIGHT WITH INNOVATION**

With its commitment to constant innovation, GreatWhite is not just a market leader but also a thought leader in the electrical industry by being pioneers of 'Piano Switches'. An example in its constant endeavor to innovate, are the LEDs that are uber-efficient and save 80% energy, leaving behind a positive carbon footprint on the environment. That's not it. It has added yet another brand in its portfolio with the launch of AIRUS, fans with special features designed to deliver superior air quality with low voltages.

**A SAFE APPROACH TO PROTECT THE WORLD**

Living up to its brand promise of giving priority to unprecedented levels of safety, GreatWhite has set benchmarks in secured living. The SecureX wire and cable, one of the products that the brand has to offer, guarantees



thrice the safety with its triple insulation feature that fights heat and flame. GreatWhite also takes pride in being well renowned for its range of superior quality electric control and safety devices such as Miniature Circuit Breakers, Isolators, Distribution Boards and Residual Current Breakers. Banking on its core strength for state of the art brilliance in futuristic designing, the company also owes its extraordinary success to forward innovation in energy-efficient solutions along with safe electrical living.



**A**n offspring of the giant Kamdhenu Ispat Limited, 'Colour Dreamz' is its paint vertical directly under Kamdhenu Paints & Chemicals, and has already made a thumping presence in the industry, with a lofty vision to make Kamdhenu an all-solutions-brand for Infrastructural & Construction needs.

Launched in the year 2008, Colour Dreamz is an ambitious project with a powerful backing and expertise of the same immensely successful infrastructural and supply chain management geniuses of Kamdhenu Ispat.

Employing state-of-the-art automatic machines and advanced Research & Development laboratories, Kamdhenu Paints focuses on offering every one of its products to customers with the highest quality standards guaranteeing ultimate customer satisfaction. Helping customers make an informed choice, tinting machine technology has also been introduced in the company, and the same robust networks, logistics solutions and supporting, and technological efficiency is being used for Kamdhenu Paints that is the hallmark of Kamdhenu Group. The current stockyard facility of 26 sales depots gives it a leading edge over its competitors, as these product stock stations prove highly effective in the distribution

channel, enabling smooth and uninterrupted supply of 'Colour Dreamz' products through the massive network of 4000 dealers & distributors of Kamdhenu Group spread across India.

Thus, in less than a decade, Colour Dreamz has created a strong competition for the already established paint brands in the market, with its envious range of decorative paint products such as Exterior & Interior Emulsions, Cement Paints, Water based Primers, Acrylic Distempers, Synthetic & GP Enamel, Solvent based Primers, Wood Finishes, Aluminum Paints and Textured to Designer Finishes.

#### **BLENDING DREAMS WITH IMAGINATION**

Since beginning, Kamdhenu Group has offered its huge customer base dreams blended with ingenious innovations, complete with unmatched quality. Kamdhenu Paints have worked on the same legacy offering a perfect fusion in its paint products among various shades of the changing pattern of consumer demand, the tints of global trend and the hue of advanced science of colours.

Moving strongly, Colour Dreamz products not only create an impressive expression to a piece of wood, wall or metal, but they also offer a shield of protection to them, thus consistently enlarging the customer base and consumer satisfaction.

## Kamdhenu Paints

**BELIEVING IN A NEVER-ENDING GROWTH**

*Targeting to become one of the top five paint brands in India in the next five years, Kamdhenu Paints has already built a strong brand value taking forward its Kamdhenu legacy, while making endeavors to consistently innovate & offer high-quality products, and building loyalty among channel partners & business associates*



# Minister Hi-Tech Park

**TOUCHING LIVES EVERYDAY!**

*Minister Hi- Tech Park Ltd is the largest and comprehensive supplier of Electronic goods in Bangladesh catering to the needs of this growing market, smoothening lifestyles of people, while providing a spectrum of electronic goods. Understanding the pulse of the local people, it is committed to meet their direct demands*

**E**lectronic goods are the quintessential need of every house, and therefore their visionary Chairman M.A. Razzak Khan jumped into the foray of meeting this accentuating demand and established Minister Hi-Tech park Ltd. Manufacturing locally, it has met global standards while producing their goods, setting high levels of quality, customer-centric approach, prompt after-sales service, speedy channel distribution, strong dealers network, modern showrooms, and professionally managed

staff that give their best meticulously.

### TRAJECTORY OF ELECTRONICS

The regional manufacturing of goods has built a sense of pride, faith, and loyalty in the people of Bangladesh as Minister Hi-Tech has manufactured superior products made in their own country. The comprehensive range of products include CRT Television, LED Television, Refrigerator, Air Conditioner, Fan, Iron, Rice Cooker, Induction Chula, Toaster, Blender, Washing Machine,

and Sandwich Maker with many more products in the pipeline. The millions of happy customers they created added to their credibility as they continued to evolve, experiment, research, and make additions in this vibrant market of electronic goods.

Under one roof Minister Hi-Tech- Park has created goods that are on par with international standards, persistently growing not only to meet the demands of the local Bangladesh market but are pitched towards becoming global exporters. Their popularity and their wide range of electronic goods place them as pioneers of this industry that holds a spectacularly bright future. From the latest televisions, to the most supersonic washing machines, to the ultra chilling air-conditioners, wrinkle-free iron, to the most essential mixer grinders, it is a one-stop solution for all electronic goods. They thrive on customer loyalty which helps them to continue adding new products while expanding

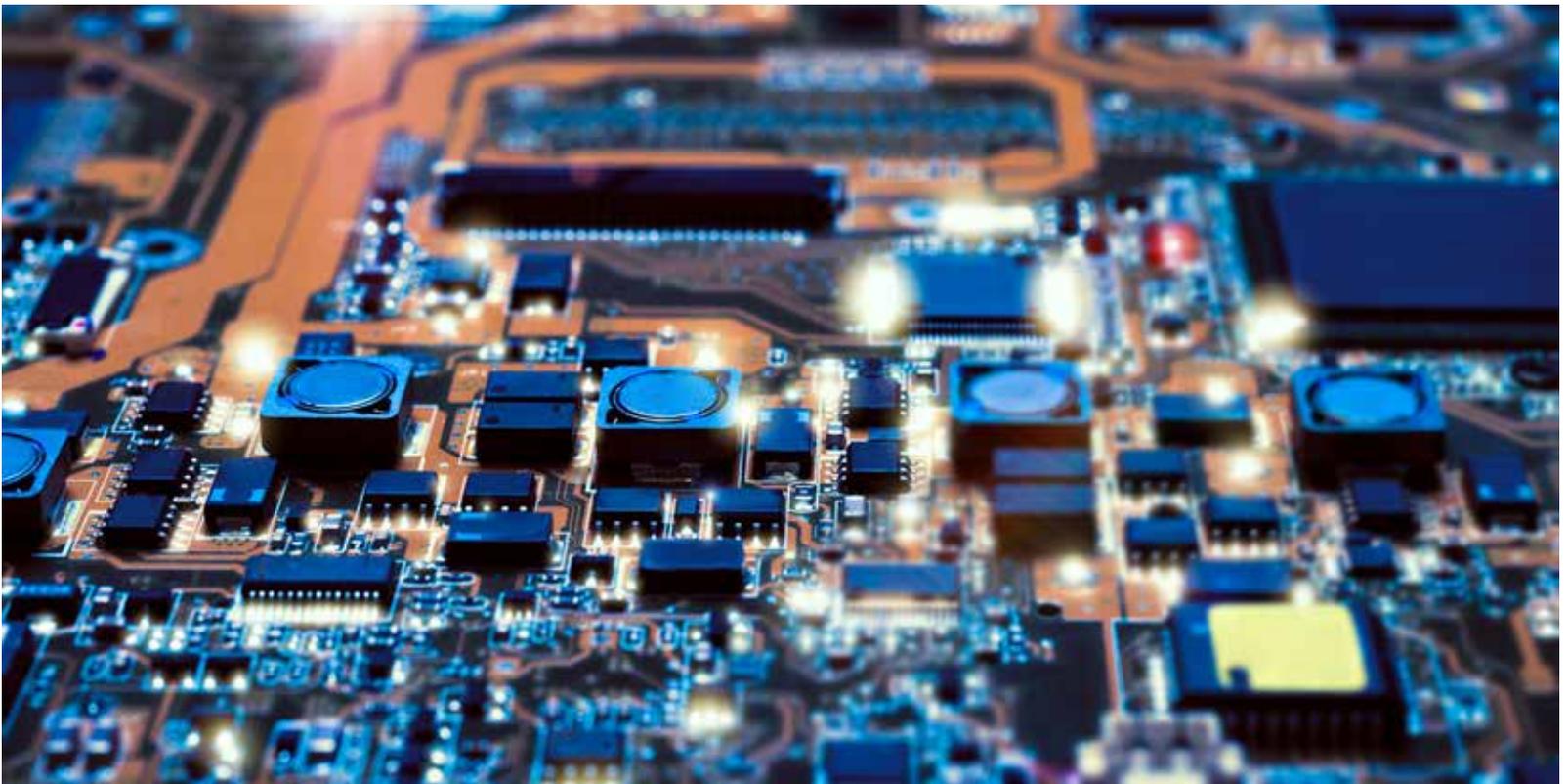


their customer base over a wide area.

Their latest technology and highly innovative digital products, cutting edge superior functioning, sleek and stylish designs give them an international touch and are making their way into international markets.

### SWITCH ON ABOUT GIVING BACK

Minister Hi-Tech- Park is a responsible organization that is compassionate and sensitive about caring for the environment as it largely contributes towards Corporate Social Responsibility addressing social, economic, and environmental issues.



**H**aving begun its journey in 1974 as an oil lubricant pump supplier and gearboxes to prominent industrial leaders, Universal has created a niche for itself in the segment of construction equipment manufacturing, conforming to international high safety standards. Launched with a vision to transform the construction equipment manufacturing, the company achieved a major landmark by manufacturing the nitric acid pump for use in the Prithivi Missile, India's major combat weapon.

#### EMPOWERING CUSTOMERS

The company imparts regular training to its customer operators and industry affiliates under the 'Customer Empowerment Program' in the well-equipped and modernised training centre located in the Shivare plant and approved by Construction Industry Development Council (CIDC), a government enterprise. The participants are trained on various aspects of construction equipment management including selection, operation, maintenance and optimum use of construction equipment and machinery for better service and optimum customer satisfaction.

The company puts a strong emphasis on research and development process and consistently evolves its work methodology by constantly refining its existing products

and indigenously designing a highly competent range of innovative construction machines varying from the simple sand plastering machine to the mobile batching machine.

Widely acknowledged as the manufacturer of highly cost effective world class machines with optimum delivery performance, Universal has designed customized products for Border Road Construction Organization and National Thermal Power Corporation. The company has been honoured with many Quality and Systemic Excellence I J Certificates as an acknowledgment to its technical supremacy, quality processes, and manufacturing expertise.

#### GIVING BACK TO SOCIETY

Committed to its social and environmental responsibility, Universal has taken a number of grand initiatives to economically empower people by building trust and cooperation with the deprived sections of the society. It helps small groups to get contractual work and assists them by providing small-scale equipment. The company is working on some important assignments for the upliftment of the underprivileged sections that include women empowerment, add on income for farmers, entrepreneur development, welfare of below poverty line families and rural development.

# Universal Construction Machinery & Equipment

## MECHANIZATION SOLUTIONS TO REALIZE DREAMS

*Spreading its wings all over India and across the globe, Universal is highly acclaimed for the exclusive range of exceptional quality products ranging from concreting solutions, lifting solutions to mechanization solutions and its distinguished after-sales service to fulfil the construction requirements of its huge client base*



# Jindal Group

**BUSINESS ROYALTY OF INDIA**

*The Jindal Group of companies is recognised as the country's fastest growing enterprise and has over the years managed to carve a niche for itself in the global business sector. Its several efficient subsidiaries have enabled the conglomerate to be recognised as a multibillion-dollar corporate enterprise*

**T**he Jindal Group is a highly reputed and well renowned name in the business industry and is the proud owner of over several subsidiaries that are spread across various sectors of power, petroleum, steel, cement and a number of educational institutions.

## INCEPTION OF THE MULTIBILLION DOLLAR GROUP

The Group has diversified into the manufacture of Polyester Film, BOPP Film, Photographic Goods, Cold Rolled Steel Strips, Galvanized Sheets,

Metallised Films, etc. In its latest venture, the Group has decided to enter the power generation business. The Group has come to be recognised as the largest and perhaps the most professional as well as efficiently managed conglomerate of a business organisation in the country.

The Jindal Group of companies that initially was started in 1969 by O. P. Jindal as the Pipe Unit Jindal India Limited at Hisar in Haryana. Under the able guidance of its visionary leader, Mr O. P. Jindal, the company was able to establish itself successfully

among its customer base. The acute business acumen and sharp entrepreneurial skills of O. P. Jindal helped him seize this delightful opportunity to his benefit meanwhile dodging and overcoming the surmounting challenges that came along his journey.

His prominent entrepreneurial decisions had helped the Group to not just venture into new territories that were earlier unexplored by any other Indian company. In the year 2005, after Jindal's death most of his assets were transferred to his wife Mrs Savitri Jindal who is now the Chairperson Emeritus of the Jindal Group and was ranked as the Country's Richest Woman on the 2017 Forbes List. Jindal Group's management was then split among the four sons with Naveen Jindal as the Chairman of Jindal Steel and Power Limited. His elder brother, Sajjan Jindal is the head of JSW Group, part of O.P. Jindal Group.

A team of relentlessly hard working and highly motivated



employees has enabled the Group to perceive and understand the crucial needs of its customers which has, in turn, encouraged the Group to strive further ahead to deliver excellence through their quality products and services.

## BUILDING A LEGACY THROUGH VISIONS

The company has been making consistently diligent efforts to grow and diversify their business in all possible aspects and zones of their esteemed customers' everyday lives.

The Group has catered to the aspirations of their clientele and has enabled them to lead a quality life.



**W**ith an objective to establish itself the topmost global retailer, Apparel is committed to set new benchmarks in the retail industry by introducing the most sensational and eclectic accessories to its wide customer base in the national and global arena. Apart from establishing strong foothold in the UAE, Kuwait, Qatar, Bahrain, Oman, and Saudi Arabia, the group has spread its wings in India, South Africa, Poland, Singapore, Jordan, Indonesia, Thailand and Malaysia.

With an astonishing growth in the number of brands adding up to 1750 stores and 75 brands and employing 12,000 staff from across the globe, the group has devised strategies to gain foothold in emerging markets such as Hungary, Pakistan, Egypt and Philippines.

**EXCLUSIVE FASHION ACCESSORIES EXQUISITE IN STYLE**

With brands synonymous with feminine styling in exotic colours, beautiful fabrics and detailed finishing, the company introduces huge collections of inspirational, globally sourced and well-priced fashion accessory brands ranging from stylish evening to casual day wear with a variety of exquisite product accessory from around the globe. In cosmetics, the company provides skincare, nature

products, makeup, fragrances and more products containing natural active ingredients from renowned brands like Bottega Verde, Inglot and Rituals. Apparel's Dollar Plus store offers its customers a wide range of general retail and seasonal items of international standards in household categories at great value price points.

**CONTRIBUTION TO SOCIAL CAUSE**

The company in its commitment to improve the standards of the society holds high ethical values and shares its views on reducing and monitoring waste control and recycling policies with its stakeholders. It encourages its employees to reduce carbon footprint by ensuring minimal electricity and water consumption and spread awareness around their localities.

**AWARDS FOR BUSINESS EXCELLENCE**

Apparel was honoured with the prestigious Bizz Business Excellence Award 2017 and was bestowed with the special Beyond Success trophy for offering highest standard of retail excellence to its global customers. The group also won the Images RetailME Awards 2017 for its brands Dune London in footwear and accessories, Rituals in beauty and personal care, Skechers in sportswear and Tim Hortons in Food Service - QSR.

# Apparel Group

**REVOLUTIONIZING THE RETAIL FASHION INDUSTRY**

*Having initiated its professional journey with a single US brand, Nine West, in the retail sector in the Gulf in 1999, the Apparel Group has extended its footprints out of UAE as a global fashion and lifestyle retail conglomerate marking a strong presence in the fashion retail industry across the globe*



# Ajax Fiori

**OFFERING CUTTING-EDGE CONCRETING SOLUTIONS**

*Headquartered at Bengaluru and having state-of-the-art manufacturing facilities at Doddaballapur and Gowribidanur, near Bengaluru, Ajax Fiori is widely acknowledged as a leading concreting machinery manufacturer delivering cutting-edge concreting solutions keeping with the modern-day requirements through its pan-India network of sales and service engineers*

**A**jax Fiori Engineering (I) Pvt Ltd is one of India's leading concreting equipment manufacturers, serving the construction industry with innovative and cost effective solutions that Makes Concrete Sense.

Ajax-Fiori was established in 1992 for manufacturing Self-Loading Concrete Mixer and today is the Global Leader in this product domain. Over the years, it has substantially expanded its product range to also manufacture Batching Plants, Transit Mixers, Concrete Pumps and Boom

Pumps.

Today, over 12000 equipment are working satisfactorily throughout the country across varied applications ranging from CC Roads, Bridges, Irrigation Structures, Canal Linings, Railways, Power Projects, Buildings, Factories, Foundations, Urban Development, etc.

Ajax Fiori, headquartered at Bangalore has 3 manufacturing facilities in Karnataka supported by PAN India presence of 27 Dealers with 82 touch points to cater sales & after sales

support to its customer. Ajax Fiori has also entered into International Operation and has the presence in Nepal, Bhutan & Sri Lanka through its Dealer network.

## LEADER IN CONCRETE EQUIPMENT SOLUTIONS

Several irrigation projects across India use Ajax Fiori's concreting equipment solutions for construction of canal linings, walls and structures, dams, bridges, aqueducts, flood line canals and other concrete structures. The concreting plant and machinery found large-scale applications in the construction of residential buildings and commercial complexes, precast block making, ready-mixed concrete industries and various development initiatives including the hydel and thermal power projects, sea ports, process plants, transmission line, solar panel and windmills installations.

## COMMITMENT TOWARDS SOCIAL CAUSE

In commitment to its



corporate social responsibility (CSR), Ajax Fiori consistently endeavors with strong emphasis towards upgrading infrastructural facilities of schools besides providing social welfare services. Adhering to its CSR policy, Ajax Fiori has donated two class room buildings to the Government Primary School, Bashettihalli, and Doddaballapur. Moreover, the organization conducts blood donation camps and camps for raising social awareness towards global warming and rain water harvesting. Ajax Fiori also endeavors to develop no plastic zones to sustain the ecological balance.



**E**tisalat is currently the 14th largest mobile network operator across the globe and has marked its presence across several countries especially in the Middle East. With a staggeringly loyal customer base of more than 167 million customers around the world, it has been named as the most powerful and well established company in the UAE by a leading international magazine.

**ESTABLISHING PILLARS OF THE EMPIRE**

Etisalat was initially founded as a joint-stock company in the year 1976 between a Britain based company named Aeradio Limited and a UAE based local partner. However, later in 1983 the ownership structure of Etisalat experienced a drastic change when the government of United Arab Emirates held about 60% shares of the company meanwhile distributing the remaining 40% shares for public trade.

In 1991, Etisalat was granted the exclusive right to cater the telecommunications wired and wireless services in the United Arab Emirates by the country's central government after the issue of Federal Law No. 1. The law also presented Etisalat with the right to issue licenses for not just owning but also importing, manufacturing, using and operating the telecommunication equipment. This landed

Etisalat with both the control and regulatory powers which helped in the company's obtainment of a single handed monopoly over the telecom market of UAE which was a significantly huge market by itself.

**CLIMBING THE LADDER OF SUCCESS**

Etisalat continues to be one of the two sole telecommunications providers in the country leaving the company with little competition which has in-turn helped it to gain a considerably reliable reputation among its clientele.

Having constantly been the provider of internet connectivity to other telecommunications operators in the region, Etisalat has carved a niche for itself among the internet hubs in the Middle East. It is also widely acknowledged as the largest carrier of international voice traffic in not just the Middle East but also in Africa as well and has established itself as the 12th largest voice carrier in the world.

Headquartered at Abu Dhabi, Etisalat UAE caters to its clients through its two other regional offices in the cities of Dubai and Sharjah. Owing to its Fibre-To-The-Home (FTTH) network, it has played a significant role in making the UAE's capital the first city in the world which is entirely covered with a fibre optic network.



*Etisalat*

**TELECOM MOGUL OF THE MIDDLE EAST**

*Emirates Telecommunication Group Company, branded by the name of Etisalat, is an immensely popular multinational organization based in the Emirates. The company is known for its excellent efficiency in providing telecommunication services and has conspicuously marked its presence in over 16 countries across Asia and Africa*



# MK Infosystems

**YOUR PREFERRED IT AND NETWORKING PARTNER**

Since its inception in 2002, MK Infosystems Pvt Ltd (MKI), has displayed sheer dedication and high commitment to provide the most excellent and top quality services and solutions, to emerge today as a leading and well-known name in providing Networking and Security Surveillance solutions to a large number of companies

**I**n due course of time, MK Infosystems has grown to become a full-service provider and a leading ISO 9001: 2015 and 27001:2013 certified company.

**GLOBALLY RENOWNED**

**a)** MK Group was founded in 2002 by a group of highly talented and motivated IT professionals with years of experience in IT Engineering, Sales and Management. Since our coming into inception we have been MK Group working towards providing high quality and cost effective solutions to our customers around the

globe. MK Group delivers end to end innovative products and applications for businesses.

**b)** We are a customer-driven technology oriented company, providing tailored systems and solutions to meet our customer's needs. Throughout our history, we have displayed a distinctive understanding of our clients' needs, visions, goals and aspirations. Our clients are our business and as we engage with them from envisioning to execution, we work to become an integral part of their business as well.

**c)** We offer valuable experience in design, implementation,

integration and on-going technical operations of large, complex systems, with customer-focused scenario designs, that simplify their operations while bringing in constant efficient which thus helps in the optimization of cost.

**d)** MK group currently operates in India, UAE, OMAN, Saudi Arabia and Kuwait.

**SHARING BURDEN OF ORGANISATIONS**

MKI, through taking on the IT divisional responsibilities of organizations and offering itself as a reliable outsourcing partner, not only manages



and monitors the whole IT network but also allows organisations to focus on the critical management of business activities and to free up their workforce, in essence removing all security concerns and responsibilities.

**MANAGING COMPLETE IT INFRASTRUCTURE**

System Integration Solutions				
Enterprise Networking	Data Centre Solution	Physical Connectivity	IBMS Solution	Security Solution
Consultancy and PMC				
Infrastructure Design & Architecting – Technology / OEM Evaluation / HLD & LLD / BOM & BOQ				
Product Fulfillment				
Implementation & Rollout				
Warranty / AMC Support				
Project Management				
Audit & Assessment for associated field				



**A** diversified business with offices around Africa, Middle East and its subcontinent & USA, Niti Group of Companies has successfully created a localized support team with strong relationships and a deep understanding of the market with their dedicated and customer oriented sales, marketing and service teams that have in-depth product knowledge, thus helping resellers gain access to product knowledge and NITI Reseller programs, and support their growth. Through its subsidiary companies, the Niti Distribution, Sky Super Stores, Jupiter Pharmacy, Cursor Technologies, La Maison Royale Hotel, Esypos, Comfort Inn Hartford – Wethersfield and Comfort Inn Brattleboro VT, it has built continuous relationships with more than 8,000 value-added resellers having access to broader market, extensive supplier relationships and the resources & flexibility to scale and be able to meet their needs.

**MEETING VIVID NEEDS**

Dedicated to the reseller & retail channel Niti Group consistently enhancing the logistic services to be able to fulfill the burgeoning and vivid requirements of the market and fulfill the fast turnaround of the product by timely meeting of the demands for the last 22 years, NDL has developed an impressive client base including world leading vendors such as HP, Dell, Acer, Toshiba, Mercury, Intex, Microsoft, Imation, Dlink, Kaspersky, APC and many

more. Cursor Technologies is one of the fast growing and dynamic OEM manufacturers in global IT Accessories & Consumer electronics segment, as it carries over 250 SKUs across 20 product categories and is continuously working to develop new product lines.

La Maison Royale, a 4 star superior boutique business hotel strategically located in the most progressive area of Nairobi centre, has become one of the main tourist destinations in Nairobi and has received Excellency award from booking.com. The 2 Comfort Inn hotels are based in USA - The Comfort Inn Wethersfield – Hartford is managed by Aniket Shroff and Comfort Inn Brattleboro Vt by Kripa Shroff.

**LEADING BY EXAMPLE**

EsyPos, a multinational conglomerate headquartered in Nairobi, Kenya, offers state-of-the-art point-of-sale hardware solutions and hotel self check-in technologies to a variety of consumers with unique mechanisms to help its clients improve their business efficiency. Offering unparalleled customer service & patient care, Jupiter Pharmacy is a fastest growing independent pharmacy in Kenya, complementing the services of its local healthcare providers through accurate & expedient prescription dispensing, as well as consultative & medication therapy management services. Sky Super Store, Kenya has been offering modern, ergonomic & environmental friendly workspace solutions since 2010.



# Niti Group of Companies

**PROGRESSIVELY REDEFINING DISTRIBUTION PROCESS**

*Having set up robust bases in 11 countries, Niti Group of Companies is committed to establish itself as a distribution choice for both vendors & resellers and to work progressively toward redefining the distribution process in the fields of Information Technology, Hospitality, Furniture, Beverages and the Pharmaceutical Industry*



## NITI GROUP



**Contact Us**

Address: Niti Distributions, Alraffa Street Opposite to Aster Pharmacy  
 Email: manish@nitimea.com  
 Call: +971 569 757617  
 Website: www.nitimea.com



# Pierre Precieuse

**THE NEW TIMELESS PERFUME RANGE**

*Pierre Precieuse Parfum is a line of unique and scintillating perfumes that has over the last year gained immense recognition and appreciation from all across the globe. Pierre Precieuse Diamond Collection celebrates Timeless Elegance and simplicity and yet brings alive the romanticism and the mystical spirit*

**P**ierre Precieuse Parfum is a range of fragrances launched by Beauty Contact in October 2017 in Cannes, France. In less than 10 months Pierre Precieuse has been launched in 11 countries and by the end of 2018 it will be launched in around 30 countries. Distribution is through very selective retail stores and through the right partners in each country.

**CREATING AN EMPIRE**

Beauty Contact is a highly respected distribution firm that is being led under the exemplary

guidance and foreseeing vision of Mr. Alwyn Stephen who is the President & CEO of the company.

Mr. Stephen had ventured into the field of fragrances in 1989 & started his career with the UAE based Al Tayer Group as a sales executive for perfumes & was later promoted to the role of a Brand Manager within the first year. Having worked hard for the Group for about 7 years, Mr Stephen took over the management of Rivoli Perfumes with the role of a General Manager for three years after which he solely set up one of the largest

distribution companies for The Paris Gallery Group called Gulf Beauty International. Eventually, he established his own enterprise in the year 2001- Beauty Contact

Having begun with an initial venture in the UAE, Mr Alwyn Stephen eventually began to expand his business into the MENA region, which was then followed by the highly profitable Indian subcontinent which included the countries of India, Pakistan, Sri Lanka, Nepal and Bangladesh and gradually took over the globe by getting into licensing and distribution.

**EXQUISITE RANGE**

Beauty Contact managed to successfully launch various significantly important brands such as fragrances, watches and handbags of Paris Hilton, the range of perfumes by Hummer, Alfred Sung, Cynthia Rowley Jessica Simpson, Kim Kardashian and One Direction among several others. He also signed exclusive global license agreements with M S Dhoni, General Motors - Cadillac, Madonna MN79 and W. I. T



to develop, manufacture and sell fragrances under their respective names.

Pierre Precieuse Parfum is a home-grown brand & is an extremely prestigious line of fragrances by Beauty Contact. The Collection is of vital importance to the company due to the immense amount of care, determination and dedication involved in the entire journey of designing, branding, manufacturing, marketing and sales of the line. The Diamond Collection includes Black, White & Pure Diamond which were the 1st of the 5 initial perfumes launched & will be followed by a limited edition Red & Blue Diamond to be launched in August 2018.



**T**he Middle East's most popular online shopping marketplace, souq.com, provides convenient shopping across all categories ranging from Beauty, Apparel and Art Collectibles to technology-driven electronic gadgets and trendy fitness gear that is all the rage.

**FULFILLING DESIRES**

Souq Fashion showcases Men, Women and Kids apparels and an International Store for trendy footwear complete with an array of global beauty and skincare products. The website also hosts the immensely popular Amazon Global Store with its irresistible offer of free shipping on all orders above AED 200. On the one hand, the Supermarket offers doorstep delivery of a complete range of grocery, dairy products, confectionery and pet food at the click of a mouse, while on the other, the user is spoilt for choice with a wide range of electronics comprising of laptops, televisions, hi-tech cameras and gaming consoles.

Souq's Mobiles & Tablets pull-down menus host some of the greatest smart devices that are available exclusively on Souq.com. Shoppers can also take a dig at the best-selling Baby products and toys, authentic Perfumes & Fragrances, Sports and Fitness gear alongside latest Home & Kitchen appliances. Souq's Daily Deals section showcases the best deals of the day,

coupled with the Best of Souq section that lists various Souq recommendations for ready reference.

**OPPORTUNITIES GALORE**

While Souq extends an Easy Payment Plan for the benefit of all its customers, there is a simple Return Policy in place for any customer who wishes to return a purchased item. Souq also offers a distinct Selling Center where an individual can list his brand new product for sale, manage orders, and monitor the performance of the listed item by creating a unique seller account. Once the information furnished by the seller is verified, all relevant functionality tools including Dashboard, Inventory Management, Orders Management, Finances and Feedback appear on the web page.

Upholding the trust of its customers, Souq.com strongly prohibits any seller from listing or selling of unlicensed, counterfeit, trademarked or copyrighted products on its website and makes an explicit declaration to the effect by stating that any infringed product hosted on its platform will not only result in penalizing the offender with a permanent ban but also attract stringent legal action against him.

**WIN-WIN FOR ALL**

Souq.com also invites people from all walks of life to partner with it by joining the Souq.com Affiliates Program.



*Souq.com*

**SHOPPERS' PARADISE**

*Souq.com is the undisputable leader in e-commerce in the MENA region with thousands of quality product listings and an enviable monthly figure of millions of visitors on its ever-engaging web portal that catches the fancy of one and all. Its seamless services make for an amazingly memorable online shopping experience*



# Embassy Industrial Parks

## MEETING CHALLENGES HEAD ON

*Embassy Industrial Parks is a partnership between the Embassy Group & Warburg Pincus to address the challenges of companies grappling with building & managing industrial & warehousing spaces. They bring quality Grade A industrial, light manufacturing & warehousing spaces close to leading centres across India*

**T**he company's modern well planned, technology-enabled industrial and warehousing solutions are targeted at industry verticals like E-Commerce, 3PL, Automobile Ancillaries, FMCG and Retail. The primary offering is industrial and warehousing parks housed in land parcels between 50-200 acres near the 8 key cities of Delhi, Mumbai, Bangalore, Pune, Ahmedabad, Hyderabad, West Bengal and Chennai. These parks will be fully master planned and will specifically cater to the industrial and logistics traffic

movements and boast a host of special amenities such as truck parking, canteens, rest areas, dormitories, business centres, etc. This will ensure that the park becomes a self-sustaining business environment.

### A WIDE EXPANSE

Embassy Industrial Parks has already left a mark in the market by acquiring lands in some of the major cities of our country. Embassy Industrial Parks has invested Rs 350 crore to build a 1.1-million sqft industrial park at Chakan, Pune. The company has acquired 52 acres of land in Chakan.

Embassy Industrial Parks has signed a 1,910 crore MoU with the Haryana Government to build three warehousing & industrial parks in the State. In order to meet the MoU commitment, the company has recently acquired 110 acres of land in Farrukhnagar, Gurugram to build a 3 million sq feet logistics park. Embassy saw instant success in NCR when their debut project, a 600,000 square foot industrial park in Bilaspur sold out before completion. The association of Embassy Industrial Parks and Haryana government has generated employment for more than 20,000 people in the state. The company is also developing a 200 acre land in Sriperumbudur near Chennai & is setting up logistics and industrial parks in West Bengal with an estimated phase wise investment of INR 1000 crore. This association will generate direct & indirect employment for 1000 people and will be another milestone for them.

### UNCEASING COMMITMENT

Their promise extends beyond



building and delivering best-in-class industrial and warehousing solutions to their management and maintenance. This commitment to continuously enhance and protect the value of the development is backed by Embassy Services, the property management arm of the Embassy Group. Embassy Services today manages over 27 million sqft of commercial and residential space across various Indian cities.

This combination of experience and expertise makes Embassy Industrial Parks ideally poised to address the distinct demand for modern industrial and warehousing spaces with the optimal mix of cost, quality and location advantages.



Accepted in the year 1999, Technomedia has walked through a long journey to become the most trusted name as the Banking Solutions provider in Bangladesh abetted by having strategic alliances with world renowned companies like NCR Corporation USA, M2M Group Morocco for Switching Solution, Safenet USA, Apollo UPS USA, etc. These widespread global alliances facilitated TML to become one of the pioneer distributors of NCR Corporation, USA with its Systemedia Division, Financial Service Division, payment System Solutions, and other banking related services.

They are also the expediting factor in spurring financial solutions by being the local distributors of World renowned M2M Group Solutions for SWITCH and E-Banking Software Solutions, Genesys Laboratories for total Call Center Solution, Nice for Voice Logger Solution, and various other services.

The fostering of this successful path was laid with trust and determination under their dynamic Managing Director Joshoda Jibon Deb Nath, who expanded the business in Banking industry with the distributorship of Systemedia Division of NCR Corporation in the year 2005. TML stimulated the banking sector with credence to become the reliable vendor and service provider in the field of MICR encoded cheque

processing. This built their conviction and relationship of trust and assurance with the clients and created a successful base for TML to expand to unlimited heights in the banking solutions sector.

The march of entrusting had taken its course and soon TML was delivering Automatic Cheque Clearing Software System to number of renowned financial organizations like The City Bank Limited & AB Bank Limited. The enlargement of their services continued to evolve and develop as they entered the ATM market as ATM supplier and service provider in the year 2009 and captured the market by providing and supplying all kinds of consumables for world standard ATM machines to all scheduled Banks in Bangladesh.

**THE BANKING  
TECHNOCRATS**

The building up of this excellent plethora of banking services and the multiplication of diversified banking solutions became possible with a dedicated, professionally qualified hard working team that provided excellent services, transparency at all levels, while keeping customer satisfaction as the prime objective. Their pioneering spirit to evolve with time and form strategic global alliances contributed towards making TMT as a reckoning force in the banking service provider in Bangladesh.



# Technomedia

**OFFERING COMPREHENSIVE BANKING SOLUTIONS**

*Technomedia Limited is a total banking Service provider Company based in Bangladesh, offering a spectrum of services such as MICR encoded cheque processing, ATM Services, Payment System Solutions, Credit and Debit Cards Management, and all services related to the transactions of money from banks to the customers*



# EaseMyTrip.Com

MAKING TRAVEL EASIER

*The Pitti brothers are a quintessential example of how success comes through hard work, and failures are a stepping stone towards achieving success. A company whose first office was a home garage has today turned up to be among the top 5 travel portals in India. EaseMyTrip, despite heavy competition from pre-established brands has become the first choice for an avid traveler*

**E**aseMyTrip was founded in the year 2003 by three brothers; Nishant, Rikant and Prashant. In the initial years the company saw some backdrops but the trio was not to be wobbled. They were determined that consumers were waiting for a travel portal which would make travelling easier, happier and cost-effective.

With all their determination, the three brothers were back on track. EaseMyTrip went on to become the most favorite travel, hotel booking platform as it offered the most amazing

discounts and offers on flight and hotel bookings. The company today has a Rs 1800 crore turnover and aims to double it in the coming fiscal year.

EaseMyTrip is also the only non-funded yet profitable travel platform which operates from 28 offices across the globe.

### THE BEST IN THE BUSINESS

EaseMyTrip has seen a huge customer attraction since it started operations. This is because of customer satisfying offers provided by them. EaseMyTrip is the only travel

brand that does not charge any convenience fees which lets the customer save more than Rs. 200 per flight booking. I has a toe up with the most prestigious passenger plane brands and has also joined hands with more than 900 top hotels across India which lets them offer luxurious getaways at unbeatable prices. The most interesting feature in the EaseMyTrip mobile app is that one can chat with co-passengers even without internet connectivity which lead them to making travel buddies and networking.

Moreover, in order to reduce the holiday cost of the customer, EaseMyTrip has its own office, car, staff, and food arrangements in Dubai, Singapore, Thailand, Maldives and Mauritius.

EaseMyTrip also has tied up with more than 500 NRIs across every major city in the globe to help its customers in case of medical emergency, theft or other crisis situation.

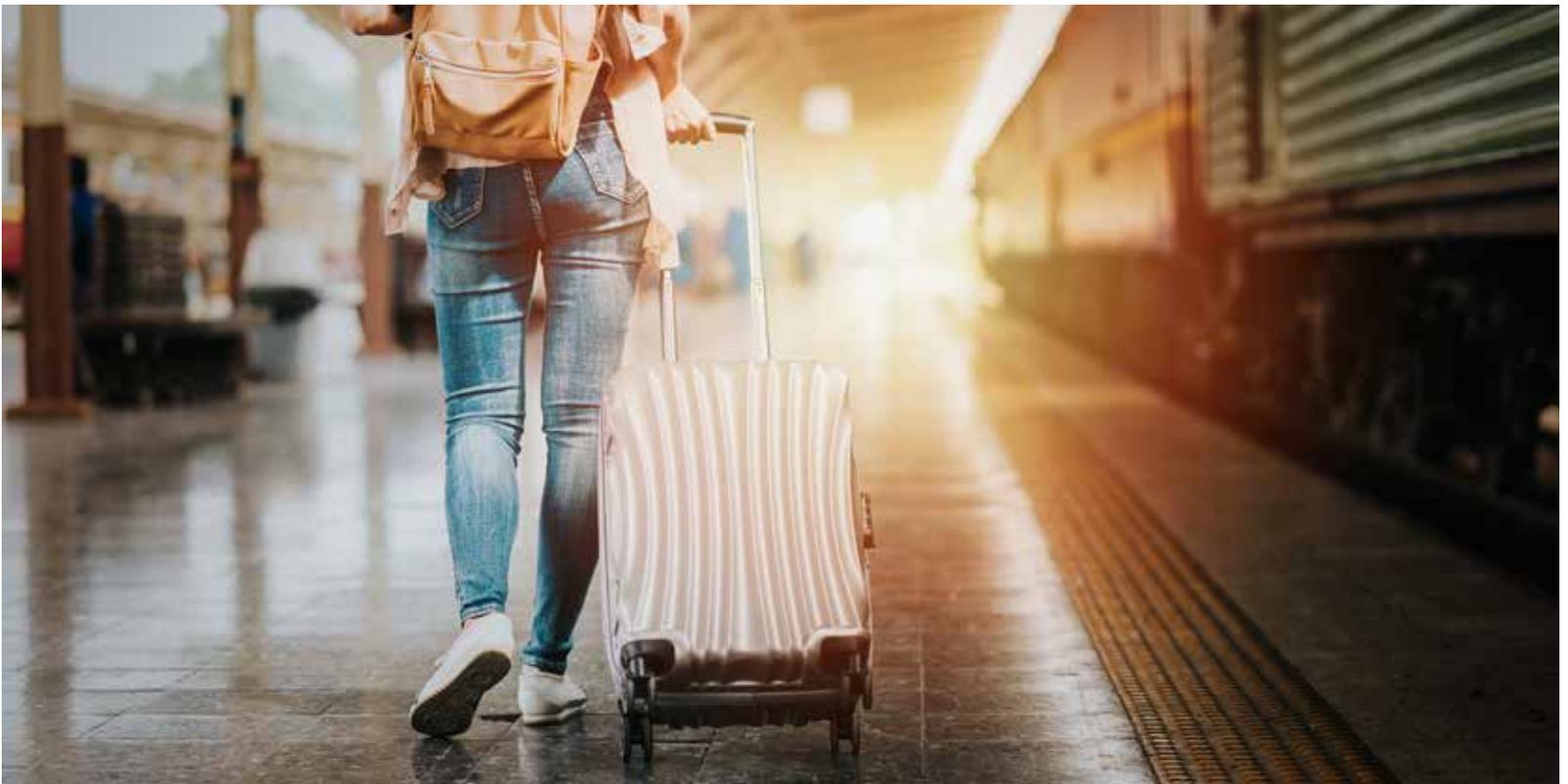
The company has a slim yet dedicated team directly led by the head office. This lets them



have a clear organizational communication for better developmental ideas.

### RELIABLE PLATFORM

EaseMyTrip has become a reliable platform and offers hassle-free travel booking and has made a memorable journey across the years & has gained respect and trust of the customers by promising quality & enhanced travel experience. It has received many prestigious awards namely 'Best Travel Planner' award by Ravishing Wedding Award 2018 and Meri Pehchan Award in 2017. The company has also been named as the Best Destination Management Company in Thailand.'



**K**amdhenu Group started its operations in the year 1995 when an energetic young businessman Mr Satish Kumar Agarwal founded the Kamdhenu Limited with a single unit manufacturing HSD bars in Bhiwandi, Rajasthan.

**EMPIRICAL APPROACH TOWARDS ZENITH**

After the launch, Mr Agarwal infused his empirical approach into the business and his incandescent business ideas which resulted in immediate success for the group. With a vast industrial experience of over four decades, Mr Agarwal has played an important role in taking Kamdhenu Group to new heights. In the last 23 years the company has diversified itself from being a single manufacturing unit to having more than 50 manufacturing units throughout the country.

The group has also established various brands that have made a mark in the industry with each brand recognised as best quality at best price. The group's world-class products include TMT bars, Kamdhenu SS 10000, Structural Steel, colour coated sheets, etc.

**NUMERO UNO**

Kamdhenu group is one of the largest TMT producers in India and is the first company that has introduced the unique double rib pattern design equivalent to British standard B500c designed and

manufactured from the latest UK based technology with international quality standards. Kamdhenu products are of high tensile strength, superior bend and weld ability and ductility that result in adding safety to the structure by making it earthquake resistant. Its TMT bars are treated thermo mechanically using the world's leading technology for high yield strength.

**IMPROVING LIVES OF PEOPLE**

Kamdhenu Group has always worked for the benefit of the people, and its technological improvements throughout the years have contributed in the enhancement of quality of life of the people through its various new products and services. The group always keeps itself updated with the latest technology and its products are manufactured using the best technology available. Its upright policies, continued support towards its customers and providing products at reasonable prices are the biggest reasons for its growth as a steel giant of the country. Each member of the group undergoes a robust training program that makes them capable of doing the task assigned to them. The entire team of the Kamdhenu group has a dream to create a stronger world with limitless possibilities for everyone and wants to create its overseas presence across the globe by the year 2020.



**KAMDHENU** *Nxt*  
DOUBLE RIB TMT BAR



**Next Generation INTERLOCK Steel**

# Kamdhenu Steel

**BUILDING A STRONGER WORLD**

*With a mission to create its own destiny, while believing that success doesn't come overnight and it is the sum total of all the preparation and hard work one puts in throughout one's journey, Kamdhenu Group started with a single reinforcement steel bars manufacturing business, and transformed it into an industry giant*



# Q-Tickets

TICKETING AND BEYOND ...

*Started as a ticket booking platform in late 2013, Q-Tickets has had an amazing journey over the years. Within a span of little over 4 years, the brand has not only established itself as a niche e-ticketing player but has also won accolades and applause from clients and customers alike*

**Q**-Tickets has won the trust of being one of the most preferred ticketing platform and is steadily moving into the list of the top e-ticketing platforms in the world.

## THE NEW AGE TICKETING PLATFORM

Q-Tickets is head-quartered in Singapore but has established itself across the UAE, Oman, Bahrain, Qatar and is fast making its presence felt in other parts of the world.

## SO FAR, SO GOOD ...

The brand has successfully

established itself in the Middle-east as a top e-ticketing platform. It currently boasts of over one million subscribers and has a landmark achievement of having sold over eight million tickets to date.

It has also managed events such as - the PSL, the Qatar Motor Show, The Great British Festival amongst several others.

## LATEST AND CUSTOMIZABLE TECHNOLOGY

Q-Tickets was established with an intention to provide

an experiential platform for online ticket booking across various verticals such as Movies, Sports, Events and Leisure. It is built on the latest and best-in-class technologies making it a tech-friendly platform for ticketing services among customers.

## TRANSPARENT & RELIABLE

Over the years, Q-Tickets has earned the reputation of being a transparent and reliable company in the e-ticketing space thanks to the combination of the founder's core values and the robust technology behind the ticketing platform.

The brand's established presence in the Middle-east is a testimony to its credibility, trustworthiness, ease of use and preference over others by customers. And, it only seems to be growing by the day.

By utilizing its funds to seek continuous improvisation in the user interface and enhance the customer journey, Q-Tickets stands out as a unique ticketing platform completely focused on customer satisfaction.



## FUTURE INNOVATIONS AND BEYOND TICKETING

By choosing to validate the product well in advance and by curating and building the product on its own technology, Q-Tickets has left enough room for further innovations and customizations. In a rapidly changing business scenario, where client needs often vary with time and customer preferences, Q-Ticket stands out as the platform that can be readily embraced for the present and for the future. The fully passionate and relentless team at Q-Tickets works with one aim – to cater to and deliver the best customer experience for online ticket booking.



**YOUR  
GATEWAY TO  
ENTERTAINMENT**

**Q T I C K E T S**  
www.q-tickets.com

**W**ith a proven track record in building construction projects and renowned for its advanced technology and services, Lingel offers exceptional quality doors and windows meeting the growing requirement of people for food, water, shelter, sanitation, energy, health services and economic security, thus, making a significant contribution in the conservation of energy and improving the lives of people all around the world.

### TRENDSSETTING THE INDUSTRY

Widely acclaimed as one of the trendsetters and a leading manufacturer in the country, Lingel India has established a huge supply network within the industry. Having acquired the ability to deliver and install anywhere across the country, the company provides windows and door products superior in quality, durability, security and insulation.

Having installed a variety of high-tech machines from Germany and employing a team of skilled technicians trained in Germany, the company ensures the delivery of high-quality products devoid of any manufacturing defect. Lingel makes use of the cutting edge unplasticized Polyvinyl Chloride (uPVC) multi-chambered technology, a specially formulated PVC resistant to the ultraviolet rays of the sun, in manufacturing

its products which helps in sustaining their originality even after long periods of usage. The high-quality uPVC windows with their special insulating glasses and excellent sound insulation properties comply with the legal thermal insulation standard, thus offering great energy saving potential.

### CREATING TRUSTFUL BONDS

The products undergo stringent quality tests in the manufacturing stage and exhibit excellent exceptional weatherproofing and age-resistance properties in maintaining their attractiveness even under harsh weather conditions. The smooth surface of the quality synthetic products makes them suitable for easy cleaning even with mild cleansing agents and water. Lingel adopts eco-friendly measures throughout the production to recycling stages of its products in a closed cycle reducing the consumption of water and energy.

In order to build a trustful bond with its customers, Lingel offers them free professional consultation followed by a quotation, free project planning and design consultations, specialized site inspections and site supervision. Through its committed team of technicians, the company also offers its customers the service to install its products at their places keeping with their demands and requirements.

# Lingel Windows and Doors Technologies

## TRANSFORMING THE LIVES OF MILLIONS

*Being a pioneer in the manufacturing of high-quality doors and windows in Europe since 1959, Lingel is a peculiar blend of flawless style, grace and quality, offering products suitable to varying climatic conditions including extreme winters, extreme summers and heavy monsoons, thus fitting the Indian conditions ideally*





## 21 Years of Journey in 21<sup>st</sup> Century

**A** well-known name in the education sector, Kalorex is managed by a professional group of Edupreneurs and Chaired by a President of India awardee, Dr. Manjula Pooja Shroff. She has been acclaimed for her immense contributions over 2 decades in the field of education and has also worked selflessly towards the society to make a difference and bring about positive changes in these areas. Her passion for education has earned her great repute and she has been a recipient of several National and International awards for her contributions in this field.

Kalorex has a distinctive vision of expanding by bringing in the Institutional expertise/experience by taking over the Operations and Management of the Schools / providing complete Handholding and Consultancy services.

The wave of digitalization has swept across the K-12 education and also engulfed the higher education sector greatly. The app based culture is more of a challenge for teachers today and they have to move at an equally rapid pace to keep abreast of the technological advancements to which students adapt like fish to water. New educational technologies and tech based pedagogies are the demands of the future, and it is in our best interests to imbibe them to the fullest extent. The visionary leadership of Kalorex encourages these practices and also facilitate trainings wherever required.

<b>21+</b> <b>YEARS</b>	<b>40+</b> <b>INSTITUTIONS</b>
<b>2</b> <b>COUNTRIES</b>	<b>24</b> <b>NATIONALITIES</b>
<b>8</b> <b>CITIES</b>	<b>12000+</b> <b>STUDENTS</b>





Dr. Manjula Pooja Shroff, M.D. and CEO-Kalorex Group, is an extremely dynamic and enterprising leader who has become a name synonymous with education. She has been a game changer in the industry and has been an inspiration and role model for all lives she has touched in her professional and personal capacity. Dr. Shroff holds a Doctorate in Business Administration from Commonwealth University, London, a Post Graduate Degree from York University and is an Executive Alumni from London School of Economics. She also holds a Post-Graduate Degree from Utkal University and is a Graduate of the Management Education Programme IIM, Ahmedabad. Her attitude of being ahead of her times and incorporating innovative practices in the teaching process has been instrumental in keeping Kalorex's name a front runner in the education sector in the state.

**KALOREX**

Shaping Glocal Learners

## CORE VALUES

**K**

Kinetic  
“Dynamic & Evolving”

**A**

Academic Excellence  
“Relentless Repeatability”

**L**

Living in the Gap  
“Continuous Learning Mode”

**O**

Ownership  
“My Kalorex, Organization First”

**R**

Raison d’etre - Humanistic Approach  
“Shaping Glocal Learners & Citizens”

**E**

Empowerment  
“Accountable Staff”

**X**

X Factor - Speed with Accuracy  
“Simple Ideas, Superb Implementation”



“

**DR. MANJULA POOJA SHROFF,  
M.D. & CEO - KALOREX GROUP**

”

With all her engagements and responsibilities towards her various institutions, she also holds an additional portfolio as Independent Director at Gujarat Gas Company Ltd., Eimco Elecon (India) Limited and Sabarmati Gas Ltd.

# Research Methodology

## **4th Edition – World's Greatest Brands & Leaders 2017-18 – Asia & GCC**

The 120 World's Greatest Brands & Leaders 2017-18 Asia & GCC is a research-based listing using both primary and secondary data researched across sixteen industries and sixty two sub-categories evaluating Brands from 12 countries of Asia & GCC- Gulf Co-operation Council countries covering namely India, UAE, Bangladesh, Sri Lanka, Singapore, Hongkong, Thailand, Indonesia, Saudi Arabia, Kuwait, Qatar and Oman.

World's Greatest Brands is a mission where brands are scanned, researched, understood and, after much deliberation by a competent team of experts, put on deserving pedestals for the admiration and veneration of the world. We delve into the history of the brands and move along with their driving force. Finally, after the revelling in the process, we feature our humble yet expert insights into the making and rising of these brands that are truly the World's Greatest! For anyone who is interested in the success story of these World's Greatest Brands – Asia & GCC, or the fire within that made them succeed, or the driving force that put them on the path to great success, or finally the certitudes that make them great and the beacon of tomorrow that provides a hint and an insight into their future, we render in a transparent manner all the desirable information about these brands and more.

## **World's Greatest Leaders 2017-18 – Asia & GCC**

The leaders of these Brands have been the visionaries behind these Brands and have been at the helm as corporates, entrepreneur, through first generation or inheritance, Co-operatives, CMDs, Founders, Board of Directors behind the emergence of these 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 strategies, and corporate social responsibility. Finally the same process will be followed as the Brand evaluations; hence, leader editorial forms with primary data filled will be sent to the jury for scoring along with the 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 mentioned at the end of this document). The entire research platform covers 12 countries of Asia & GCC.

A list of about 1200 brands across 16 industries and 62 sub-categories will be drawn up through secondary research driven by the URS International-United Research Services research team using online surveys via:

- Market studies
- Industry white papers
- Category-specific brand reports
- Brand-specific scrutiny]
- Google Analytics

\*Companies with net revenue exceeding \$12 billion will not be considered. Group turnovers will not be considered but may be only that of individual companies.

### Phase B

The preliminary list of 1200 Brands generated of The World's Greatest Brands 2017-18 will be scrutinized and graded on a scale of 1 to 10 (where 1 is the lowest and 10 is the highest) by the URS AsiaOne editorial team to generate a list of the top 350 brands based on the following parameters:

1. Brand Popularity
2. Audit Questionnaires
3. Google Analytics
4. Brand Growth
5. Brand Promise
6. Brand Impact
7. Brand Innovation

### Phase C

#### **JURY AND BRANDS & LEADERS SCRUTINY QUESTIONNAIRE:**

The list of the top 300 brands will then further be scrutinized by the jury and the editorial team. The brands will be rated on the parameters of Brand Popularity, Brand Growth, Brand Promise, Brand Impact and Brand Innovation on a scale of 1 to 10 (where 10 is the highest and 1 is the lowest).

#### **FINAL PHASE & LISTING OF THE TOP 120 BRANDS**

The final phase of the research will entail the analysis of the jury scoring and editorial questionnaire ratings based on the abovementioned parameters and weight assigned below by URS research team.

ANALYSIS: The 120 World's Greatest Brands' list will be based on the cumulative scores received from jury. Hence the list from 1200 to 300 will be based on scoring given by the AsiaOne editorial brand evaluation team. 100% weight-age then will be given to the Jury Scores for the final selection of the 120 winners from the list of 300. The lists of the 16 industries covered under the purview of the study are as follows: Automotive, Education, Energy & Power, Finance, Food & Beverage, Household Products, Healthcare, Manufacturing & Infrastructure, IT & Telecom, Lifestyle, Media & Entertainment, Personal Care, Real Estate, Retail, and Services.

#### **Disclaimer**

\* In addition to the above methodology, a few Brands with relative lower scoring may be part of the final list due to their recent year-on-year growth and emergence in the region of presence. These Brands, if any, would be featured under Editor's Choice feature and award.

# Jury Council

## **GAJENDRA CHANDEL**

**M**r. Chandel is currently the President and CHRO, Tata Motors, India's largest Automotive Company. He moved to Tata Motors in 2014, from another Tata Group Company, Tata AutoComp Systems where he was the Group CHRO, Tata AutoComp Systems from 2005 to 2014.

At Tata Motors, as part of Executive Committee, he is actively driving turnaround with responsibility of various strategic growth initiatives of the company, and has pioneered various HR practices which are seen as trendsetters and industry benchmarks.

As part of the company's transformation strategy, emanating from Company's short, mid & long term strategy, he piloted massive restructuring, reorganisation & rejuvenation exercise. It includes compression of hierarchy to flat structure, Job levelling and Banding, Management Assessment & structured placement exercise, performance planning & review, career & succession planning etc. - all driven towards making the organisation agile and lean, fighting machine to meet company's goal of being amongst the top 3 players in Commercial vehicles worldwide and top 3 passenger car business in India.



## **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.

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.

## **KUNWAR SHEKHAR VIJENDRA**

**K**unwar Shekhar Vijendra is the Co-founder and Chancellor of Shobhit University, India and a prominent social entrepreneur based in New Delhi, who carries leadership roles in many professional organizations.

Kunwar Vijendra is a persistent advocate of the initiatives for education for the poor, secular values, crisis management through diplomatic and peaceful ways, and globalized systems of learning and peaceful co-existence. He had been instrumental in development of a number of higher education institutes, research centers and hospitals in north India. Some of his major social affiliations are: Advisor, Shri JP Mathur Charitable Trust, New Delhi; Chairman, Livelihood Development Research Foundation; Advisor, Harijan Sevak Sangh (founded by Mahatma Gandhi in 1932) Mentor, International Skill Development Centre; Mentor, Centre for Law and Good Governance; National Council Member, All India Prohibition Council; National Council Member, Centre for Education Growth and Research; Member, Higher Education Advisory Committee of ASSOCHAM; Chairman, Uttar Pradesh Body Building & Fitness Association.



## **DR. VISHAL TALWAR**

**D**r. Talwar is currently working as Dean, School of Management BML Munjal University. He was awarded Ph.D. from Manchester Business School, United Kingdom. Dr. Talwar is a Professor of Marketing Strategy and his areas of interests in Research are Market Resource Allocation, Extensive and Intensive Customer Portfolios, Pluralistic Exchange, Ethical Products & Ethical Consumer Decision Making.

Prior to Joining BMU, Dr. Talwar was the Asst. Dean - EMBA & BBA and Head of Campus (Mumbai) with S.P. Jain School of Global Management. He returned to India in 2011 as Dean - JRE School of Management.

Prior to this, he formed part of the faculty at Department of Management at London School of Economics, UK, Henley Business School, UK and, Manchester Metropolitan University Business School. He has also work with reputed companies in the Industry such as Exide Industries.

Dr. Talwar has authored a book on 'Principles of Marketing', University of London Publications and has several Publications and Book Chapters in peer reviewed journals.

## **DR. S. VENKATA SESHIAH**

**D**r. S. Venkata Seshiah is a professor and Director at ICFAI Business School, Hyderabad, a constituent of IFHE deemed university. He holds an MA, M.Phil, Ph.D. (Econometrics) from Sri Venkateswara University, Tirupati, and Andhra Pradesh. Prior to joining IBS, he was associated with BITS Pilani, Rajasthan as a faculty member in the Department of Economics and Finance., then with Siva Sivani Institute of Management, Hyderabad and then with Kirloskar Institute of Advanced Management Studies, Harihar, Karnataka respectively.

He also worked in NCAER as field Investigator. He has got 25 years of teaching and research experience. He has published several research articles in the area of economics and finance in the reputed journals of National and International Journals.

He was a Consulting Editor for ICFAI Journal of Applied Economics and he also edited several books in the area of issues in economic development. He is also a scientific advisor for National and International Journals. His areas of interest are financial economics, capital markets and development economics.





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NETWORKS

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CUSTOMER EXPERIENCES

# **MAKING THE WORLD A BETTER PLACE**

*The greatest of all ways of conduct is being human or rather acting human and reaching out to those who need us the most. On one hand the corporate world is doing its bit in giving back to the society through its wide ambit of CSR initiatives and on the other is the realm of philanthropic organizations who have taken up varied ways of helping those in need*

**BY RICHA SANG**



### BENEVOLENCE – THE BASIC PREMISE OF HUMANITY

Benevolence is an intrinsic aspect of the human nature. The term 'Benevolence' has myriad denotations like warmth, friendliness, compassion, ordinary decency, fair play, kindness, altruism, generosity, and love. It simply means having good intentions towards living beings. A benevolent heart leans toward others; it is not neutral or indifferent and benevolence is the opposite of ill will, coldness, prejudice, cruelty, and aggression. It is a widely acknowledged fact that benevolence is extensively praised — from parents telling children to share their toys to saints preaching the Golden Rule — because it is the very premise of humanity. Benevolence curtails quarrels, builds trust, and is the best-odds strategy to get good treatment in return. Benevolence within and between nations promotes the rule of law, educates children, feeds the hungry, supports human rights, offers humanitarian aid, and works for peace and benevolence towards our planet tries to protect the endangered species and reduce global warming.

The bottom-line is that benevolence is good for individuals, relationships, nations, and the world as a whole. The fact that benevolence is often enlightened self-interest makes it no less warm-hearted and virtuous. And at this time in history when individuals feel increasingly stressed and isolated, when relationships often stand on shaky ground, when international conflicts are fueled by dwindling resources and increasingly lethal weapons, and when humanity is dumping over 9 billion tons of carbon each year into the atmosphere (which is almost synonymous to throwing 5 billion cars a year up into the sky, most of which



stay there) — benevolence is not just moral, it's essential. Moreover, we cannot forget the fact that benevolence has buoyed us along as we all have been nurtured and protected by friends and family, humanity altogether, and the biosphere.

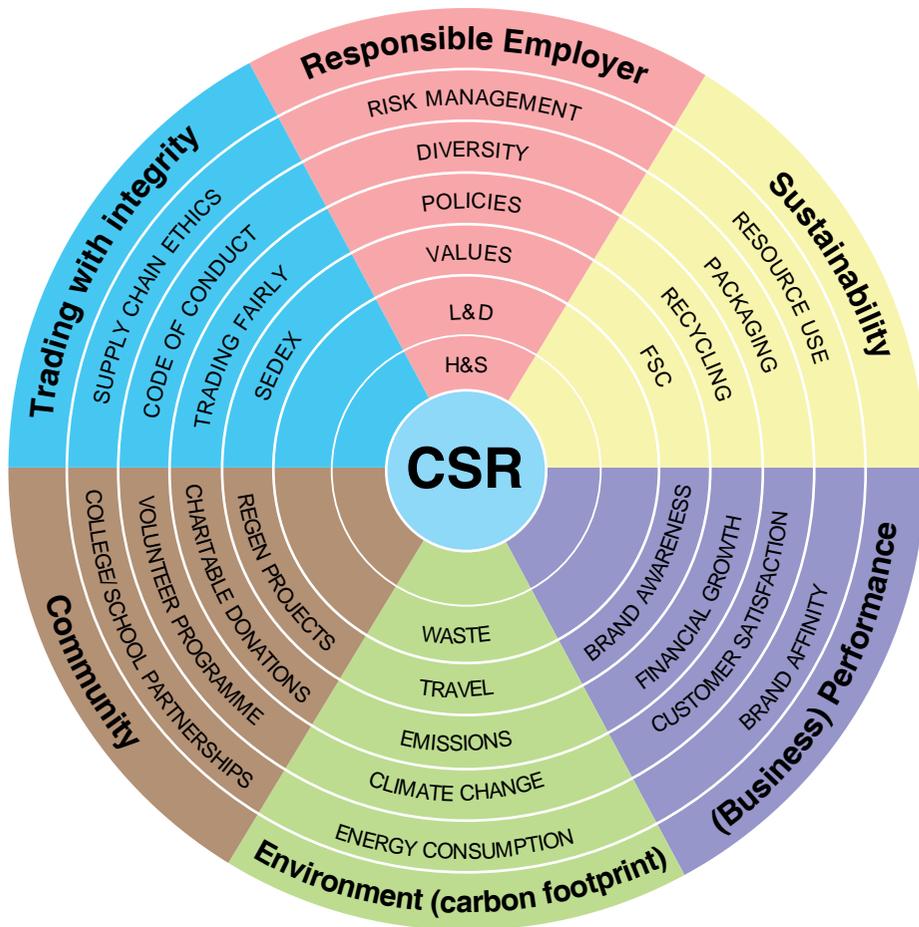
### THE ART OF GIVING

One of the major philanthropic platforms is the 'The Giving Pledge' which is a commitment by the world's wealthiest individuals and families to

dedicate the majority of their wealth to giving back. The Giving Pledge is an effort to help address society's most pressing problems by inviting the world's wealthiest individuals and families to commit to giving more than half of their wealth to philanthropy or charitable causes either during their lifetime or in their will. 40 of America's wealthiest individuals and couples joined together in August 2010, in a commitment to give more than half of their wealth away. Conceptualized by Bill and Melinda Gates and Warren Buffett, the Giving Pledge came to life following a series of conversations with philanthropists around the world about how they could collectively set a new standard of generosity among the ultra-wealthy.

A simple concept, The Giving Pledge is an open invitation for billionaires, or those who would be if not for their giving, to publicly dedicate the majority of their wealth to philanthropy. And

*"WE FEEL VERY LUCKY TO HAVE THE CHANCE TO WORK TOGETHER IN GIVING BACK THE RESOURCES WE ARE STEWARDS OF. BY JOINING THE GIVING PLEDGE EFFORT, WE'RE CERTAIN OUR GIVING WILL BE MORE EFFECTIVE..." - BILL & MELINDA GATES*



Hallmark Card Corporate Social Responsibility Model

it is inspired by the example set by millions of people at all income levels who give generously – and often at great personal sacrifice – to make the world better. Largely envisioned as a multi-generational effort, the Giving Pledge aims over time to help shift the social norms of philanthropy toward giving more, giving sooner, and giving smarter.

Presently, the pledge includes 183 of the world’s wealthiest individuals, couples, and families, ranging in age from their 30s to their 90s. Globally, they represent 22 countries: Australia, Brazil, Canada, China (mainland and Taiwan), Cyprus, Germany, India, Indonesia, Israel, Malaysia, Monaco, Norway, Russia, Saudi Arabia, Slovenia, South Africa, Tanzania, Turkey, Ukraine, UAE, the United Kingdom, and the United States.

Besides providing a forum to some of the world’s most engaged philanthropists to discuss challenges,

successes and failures, The Giving Pledge also enlightens them on how to be smarter about giving. Those who have joined the pledge are united by a shared commitment to learning and giving, and they have opportunities to gather throughout the year to learn from experts about how best to leverage their philanthropy to address some of the world’s biggest challenges.

Benevolence can build bridges of love and compassion, thereby linking every individual to the common bond of humanity. It is the very essence of humanity which lends value to human beings and enables the human race to flourish.

**CSR — A BENEVOLENT IDEA**

An extended arm of benevolence is Corporate Social Responsibility (CSR) — one of the standard business practices of our time. For companies committed to CSR it means kudos and an enhanced overall reputation – a

powerful statement of what they stand for in an often cynical business world.

The establishment of a CSR strategy (sometimes referred to as a sustainability strategy) is a crucial component of a company’s competitiveness and something that should be led by the firm itself. This means having policies and procedures in place which integrate social, environmental, ethical, human rights or consumer concerns into business operations and core strategy – all in close collaboration with stakeholders.

For companies, the overall aim is to achieve a positive impact on society as a whole while maximizing the creation of shared value for the owners of the business, its employees, shareholders and stakeholders. The European Commission defined CSR as “the responsibility of enterprises for their impacts on society”, a succinct and distinct summation for sure. A 2015 study by the Kenexa High Performance Institute in London (a division of Kenexa, a global provider of business solutions for human resources) found that organisations that had a genuine commitment to CSR substantially outperformed those that did not, with an average return on assets 19 times higher. Additionally, the study showed that CSR-orientated companies had a higher level of employee engagement and provided a markedly better standard of customer service.

A force for good or an exercise in brand enhancement, what cannot be refuted is the fact that CSR is very much an integral part of today’s global business landscape. The purpose of life is to use mind, speech, and body for the use of others. Research shows that people who help others have less tension and enjoy higher sense of inner satisfaction. Their spirituality increases. They have a sense of gratitude and are not in competition with others. This research has science behind it. Those who are benevolent and use mind, speech and body for others have all their needs met by nature. As a result, their life is brimming with happiness. No wonder, it is a widely known fact that when you do something for others, your happiness increases.

# THE BENEVOLENT HAND WHICH HEALS

Sharing a common vision of making a positive difference in the lives of those who need it the most, various organizations are in the field of philanthropy either as full-fledged NGOs & charitable organizations or are giving back to the society as the CSR arms of their parent corporate groups. But the fact remains that they all deserve a huge applause for their service to humanity. AsiaOne presents a panoramic coverage of the organizations which are doing their best in making this world a better place through their initiatives in their chosen spheres.



**YUVRAJ SINGH**  
Indian Cricket Player & Founder,  
Youwecan

*"While working with the foundation, we worked on creating awareness about its symptoms and chemotherapy procedures or helping educate the people who are cancer survivors. We as a foundation worked to make conscious effort to set up Cancer awareness camps in the remote areas of the country. We worked towards creating an awareness about it as well as encourage people to be screened and detected for cancer on a regular basis"*

## YOUWECAN FOUNDATION

The seeds of YouWeCan Foundation were sown when the renowned cricketer Yuvraj Singh was undergoing a treatment for cancer in a US hospital. His undeterred spirit to fight back was explicit from his unabashed sharing of pictures of his treatment (including the severe physical changes he underwent) on the social media. A significant influencer who inspired Yuvraj to initiate Youwecan was Lance Armstrong – the US cycling legend who is himself a cancer survivor and had sent an inspiring message to him while he was undergoing treatment and had founded Livestrong Foundation, an organization for improving the lives of people affected by cancer.

To provide maximum support to the lives of cancer patients, YouWeCan focuses on every sector of cancer – be it creating awareness about its symptoms and chemotherapy procedures or helping educate the kids who are cancer survivors. In a nutshell,

the organization believes in the notion that hope and help from the near ones give the cancer patients enough courage to face adversity in its face.

A non-profit organization, registered under the Bombay Public Trusts Act 1950, Youwecan was launched by Yuvraj Singh in the year 2009 and is primarily working in three broad domains:

### HEALTH

Under the health domain, Yuvraj Singh Foundation launched its initiative YOWECAN; under this initiative it conducts, regular Cancer awareness programs which include Cancer's causes, control symptoms, early detection with an aim to remove the stigma within the society. Either directly or through tie-ups, Yuvraj Singh Foundation has been executing Cancer screening medical camps in rural areas. Additional regular campus awareness programs are conducted to raise awareness

*"We often think "What about me?" or "What can I gain from this world?" Instead let us think: "What can I do for this world?" We have to educate & culture our individual consciousness to expand over time to a universal consciousness. There should be spirituality in politics, social responsibility in business & secularism in religion ... then we will have a divine society"*

**GURUDEV SRI SRI  
RAVI SHANKAR**

*Humanitarian & Founder, The Art  
of Living Foundation*



## JSW FOUNDATION

*Established in 1989, JSW Foundation is the social development arm of JSW Group with governing philosophy that every human being has immense potential to flourish given the correct opportunity to thrive. It takes conscious steps to support & empower communities, primarily located around its plants & is committed to reducing social & economic inequalities by providing better opportunities through health, education, skill development & employment. It is also committed to facilitate potable water for drinking & clean air for breathing so that the communities it serves are in a better socio-economic position.*

*JSW Foundation adopts a collaborative approach where communities are at the centre of its initiatives and it attempts to add value through research and partnerships and scaling up sustainable solutions. Working relentlessly to tackle the issue of malnutrition, making learning more effective and meaningful, empowering the youth through employable skill programs, ensuring water security through long-term watershed development programs, providing access to sanitation facilities in rural areas to make them open defecation free, preserving & conserving national heritage and promotion of sports, the Foundation believes that only by enabling an educated nation, true change can take place.*

*about Cancer by conducting sessions with the help of reputed oncologists.*

### EDUCATION

*With the sole aim to educate cancer survivor kids from the BPL (Below Poverty line) families, Yuvraj Singh Foundation launched an initiative under the name of TOGETHERWECAN. "#togetherwecan" aims to empower kids from underprivileged families to get them back to school education. It emphasizes on education as a basic human right and intends to highlight the bright example of Yuvraj's successful comeback to the cricket field after a fatal face-off with Cancer.*

### SPORT

*Yuvraj Singh foundation has always been promoting and encouraging underprivileged or needful sporty aspirants. In our journey so far, we have helped players to achieve their goals. Also*

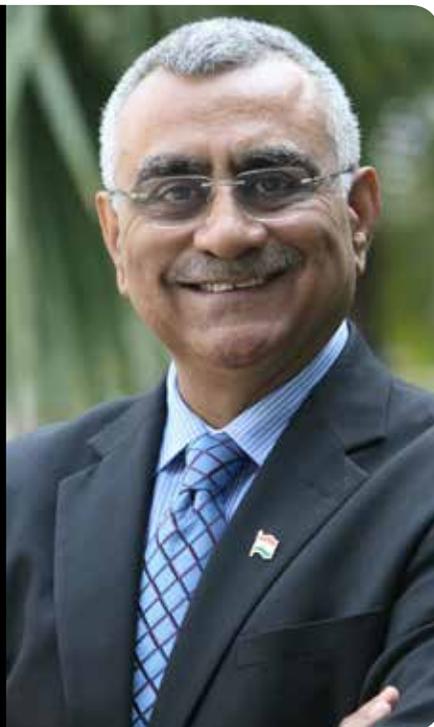
*we do cricket tournaments and other health promotional activities to create awareness about healthy environment and health fitness.*

*Yuvraj Singh Foundation is consistently working with a vision of creating health consciousness and promoting the spirit of fighting against cancer, by generating awareness and inculcating a habit of regular cancer checkups, across segments of the society through a relentless, affordable inclusive campaign.*

*Believing in dignity and potential of every life, through a self-aware, responsible and proactive approach towards a cancer conscious society with an attitude to fight back timely, Yuvraj Singh Foundation derives support from Ms. Shabnam Singh, who has been an inspiration behind Yuvraj's struggle and come back, and has been the spirit behind the team YouWeCan. YouWeCan as a team is group of motivated volunteers who wish to make a difference.*

**VIJAY CHADDA**  
CEO, Bharti Foundation

*"Bharti Foundation reaches out to the underprivileged sections in rural areas with 50% of the 45,000+ students of Satya Bharti Schools being girls and 75% belonging to marginalized communities (SC/ST/OBC). Further, over 30,000 Out of School Children have been brought back into Government schools through Satya Bharti Learning Centre Program (2013-2018). Under Satya Bharti Quality Support Program, more than 1,50,000 students of Government schools are experiencing a better school environment"*



**BHARTI FOUNDATION**

**W**ith a vision of helping underprivileged children and young people of our country realize their potential, Bharti Foundation is committed to creating and supporting programs that bring about sustainable changes through education and use of technology. Established in 2000 as the philanthropic arm of Bharti Enterprises, Bharti Foundation implements & supports programs in the fields of primary, secondary and higher education & sanitation & has impacted 2 million+ community members across 13 states in rural India, since inception.

**SATYA BHARTI SCHOOL PROGRAM**  
A flagship initiative, it provides free quality education to several first

generation learners in rural India. The program, with a special focus on the girl child, aims to deliver transformative education to children so that they become educated, responsible and self-reliant citizens with a deep sense of commitment to their society.

**THE SATYA BHARTI QUALITY SUPPORT PROGRAM**

Initiated in 2013, it engages school leadership, teachers, students & communities members to enhance the overall experience in Govt. schools by incorporating best practices from Satya Bharti Schools. To facilitate sustainable change, the program focuses on 4 critical pillars – student engagement, school leadership & teacher empowerment,

*"MY COMPLIMENTS ON THE OUTSTANDING WORK BEING DONE BY BHARTI FOUNDATION ... MY SINCERE GOOD WISHES AND CONGRATULATIONS TO THE TEAM." - AMITABH KANT, CEO, NITI AAYOG, GOVERNMENT OF INDIA"*

stakeholder involvement & connect, & improvement of the school environment.

**THE SATYA BHARTI LEARNING CENTRE PROGRAM (2013-2018):**

It is a remedial program, bridging the education gap of out-of-school children with the mandate of mainstreaming them into regular schools.

**SATYA BHARTI ABHIYAN**

Initiated in 2014, the program aims to improve sanitation facilities through the provision of individual toilets in households and separate girl's toilets in Government schools. The program actively supports Government initiatives under the Swachh Bharat Mission. In 2016, the initiative facilitated Ludhiana to attain the 'Open Defecation Free' status. In 2017, it was initiated in rural Amritsar in partnership with Govt.

**HIGHER EDUCATION**

- The Bharti School of Telecommunication Technology and Management (IIT, Delhi): develops telecom leaders through excellence in education and research.
- The Airtel IIT Delhi Centre of Excellence in Telecommunications (AICET): encourages the development of new technologies, generate IPRs, incubate innovation and promote entrepreneurship.
- The Bharti Centre for Communication (IIT, Bombay): serves as a centre for research and education in the telecommunication sector.
- The Bharti Institute of Public Policy, Mohali: an independent think tank envisioned to impact public policy; tri-partite partnership b/w Indian School of Business ISB, Bharti Enterprises & Fletcher School of Law & Diplomacy, Tufts University(USA).
- Manmohan Singh Bursary Fund: awards exceptionally talented students to study at the University of Cambridge.
- Corn/Baby Corn crop improvement research program: partnership with the University of Cambridge (UK) to conduct the research program in India.
- Student internship and joint academic research initiative with New Castle University (UK).

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# THE REAL-LIFE STARS

*Nandita Das & Gul Panag*

*Besides proving their mettle in the realm of Cinema, both Nandita Das and Gul Panag have taken up diverse roles in their bid to serve the society. While Nandita Das has donned the role of an advocate of social issues especially those of women, children and the marginalized communities, through various platforms and has associated herself with related campaigns, Gul Panag is a social activist and is doing her best in giving back to the society through Colonel Shamsher Singh Foundation and has taken the plunge into active politics to achieve her socialist ambitions. Please read on for some excerpts from their interviews with RICHA SANG*

# MAKING A DIFFERENCE WITH HER VOICE & ACTS

## NANDITA DAS

*Armed with a Masters in Social Work from the University of Delhi and having worked with various NGOs, before she forayed into films, the renowned actress Nandita Das is an ardent advocate of social issues. As the Chairperson of the Children's Film Society, India, she made many big and small changes to revamp the organization and has written, directed and acted in the play, 'Between the Lines' that deals with gender inequalities. The play has garnered a lot of praise from both, critics and audiences alike*



***Your name has often been associated with 'Dark is Beautiful' campaign. Please share your experiences as a part of this campaign.***

The Dark is Beautiful campaign was launched by an organization called Women of Worth, headed by Kavitha Emmanuel. Many think that I started the campaign, but in fact, that's not true. I am so glad that such a campaign was launched and that I was able to add my voice to it. The issue impacts so many people, young girls in particular, and by default I somehow became a champion of it!

I first heard about Women of

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Worth and Dark is Beautiful in 2013, when Kavitha contacted me about lending my support to the campaign. Discrimination against dark skin is rampant across class, geography, and even gender. The imagery all around us perpetuates and promotes the stereotype of fairness being an aspiration or an improvement on dark skin. While this issue has always been around, I had not given it focused attention till I started supporting the campaign. The issue of dark skin would always pop up in the many things I did but it didn't take centre stage. I was more concerned with other, what I thought were 'bigger'

issues women faced – domestic violence, wage inequality, lack of access to education etc. I didn't realize the magnitude of the damage prejudice against dark skin was having on young minds until I came into contact with Dark is Beautiful.

***What are your views on the glorification of fairness, which is quite prevalent in the Indian society?***

The glorification of the fair skin has been a persistent part of our history and culture. There are many theories on why it has become such an obsession. The one that seems most plausible to me is that of the caste hierarchy, which overlaps with the class pyramid. For centuries, the upper class/caste has been fair and the lower caste/working class, dark. Historically, the former worked indoors and had better nutrition, while the latter toiled in the sun and were under-privileged and disadvantaged in many ways. With mixed marriages and changes in social strata over the centuries, there is now a diversity in the way people look. But instead of celebrating that diversity, we as a nation have become obsessed with being fair because of its association with power, wealth and privilege. This bias reflects the bias of our society. In subtle and blatant ways, our language reflects it too – things like, 'uska rang saaf hai' to describe fair people, as if dark skin is dirty. It is tough to combat a mindset that becomes entrenched in all spheres of society – art, history, language, mythology, pop culture...

***Please share the reception of Dark is Beautiful Campaign with our readers.***

The response to Dark is Beautiful has been truly overwhelming. I think the time has come to react to the fairness obsession. When I supported this campaign, I didn't imagine that it would go viral. I was also clueless about it from social media as I am not very active on it. Since I joined the campaign, I have received a number of mails, from women mostly, sharing their stories of discrimination and their feelings of validation because

of it. There is still a long way to go before our perceptions of what is beautiful can celebrate what is natural to each of us instead of forcing us all to fit one definition of beauty. But on an optimistic note, the fact that this campaign has triggered so much awareness and conversation is a step in the right direction.

***Do you remember any particular incident or source of inspiration which motivated you to don the role of an advocate of social issues?***

It is often not any one incident or a single person that changes the path of your life. Many life experiences, over many years, have impacted my choices, my concerns and the means I have chosen to express them.

Both my parents are sensitive and compassionate to people and that created a natural environment of empathy in my upbringing. The formal engagement with social issues started in my last year of school. I joined a street theatre group called Jan Natya Manch. We improvised plays on social issues like gender equality, secularism, workers' issues in factories etc. We performed them at street corners, in slums and in small towns. Four years with the group and its founder, Safdar Hashmi, were my earliest initiations into socio-political issues. Then I took a year off after my graduation in Geography honours and taught at Rishi Valley, a J. Krishnamurthy foundation school. It instilled in me a love of children and education. I realised that I wanted to work with people and know more about the world in a more real sense. So I went on to doing my Master's Degree in Social Work. A degree doesn't make you a better social worker, but it exposes you to many realities that one may not be aware of. And once you are exposed to those realities, as any sensitive person would, you want to do something about it.

I worked with two different NGOs for the next 5 years. And then by accident, Fire, happened. After that, I began getting many acting assignments. Unlike many other Indians, I didn't grow up watching Bollywood films, so never developed an appetite for



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mainstream films. I quite organically I veered towards more realistic and independent cinema. The 40 films I have done in 10 different Indian languages, have given me a platform to not only be part of stories that need to be told, but also an opportunity to be able to share my concerns. Over time it has expanded my area of influence. This is how, by accident and not design, that I became a social advocate for things I cared about. I have no NGO or "pet cause" as often people ask, but I feel compelled to speak up about all forms of discrimination and violence. Most issues are interlinked and part of the same web of inequality and prejudice.

***You are often considered as the Social Go-getter. What do you have to say on this?***

For me there is no separation between work and life. They are the same. What drives me in life, drives me in my work. Art, whether in the form of acting, writing or directing is a means for social change, however small that change maybe. More often than not, I am happy that I do what I love and love what I do!

# *The Real Changemaker*

**GUL PANAG**

Despite donning multiple hats as an aviator, actor and producer, automobile and fitness enthusiast, biker, adrenalin junkie, adventurer, traveler, entrepreneur and politician, Gul Panag likes to keep her socialist streak at the fore. Hailing from an army background, she got an opportunity to study in more than 14 schools including various Kendriya Vidyalayas (Chandigarh, Mhow, Leh, Wellington), The Lawrence School Lovedale, Ooty and the International School Of Lusaka, Zambia. A Master in Political Science, she won Miss India, 1999 & also got the Miss Beautiful Smile title at Miss Universe pageant. She has a keen interest in sports & public speaking & has won many awards for her oratorical skills





***How important do you think is the role of 'opportunity' in our lives?***

I think those of us who have been in a position in life where we got opportunity and work, therefore able to make something out of our lives owe it to the rest of us who have been either denied that opportunity or never had that opportunity to begin with. In any society we must all strive for and aim for equal opportunity and sometimes to expect that the government of the day can do that is a bit much and therefore I feel philanthropic efforts can really help.

***Whom do you think should be held accountable for bridging the gap between the haves and the have nots?***

Because people can bridge the gap, the gap between what needs to be done and what the government can do in terms of its capacity and that gap between what needs to be done and what the limitations are of the government or

the capacity of the government must be filled by the philanthropic route and it should be because there are so many people who have made lives out of the great opportunity that they got and perhaps if they had not got that opportunity, these people would have been a little different.

***Please share with our readers the ways through which you aim to bring about a positive change in the lives of those who need it the most.***

It was this thought that let me to set up The Colonel Shamsheer Singh Foundation and the idea was to work towards creating equal opportunity in the area of Gender. Again Gender is a very very vast subject and the purpose of this conversation I want to confine it to opportunity. Ultimately, the aim is to make sure that women have the same opportunity in all spheres that men do and thereafter what they choose to do with that opportunity is anybody's guess and the same holds

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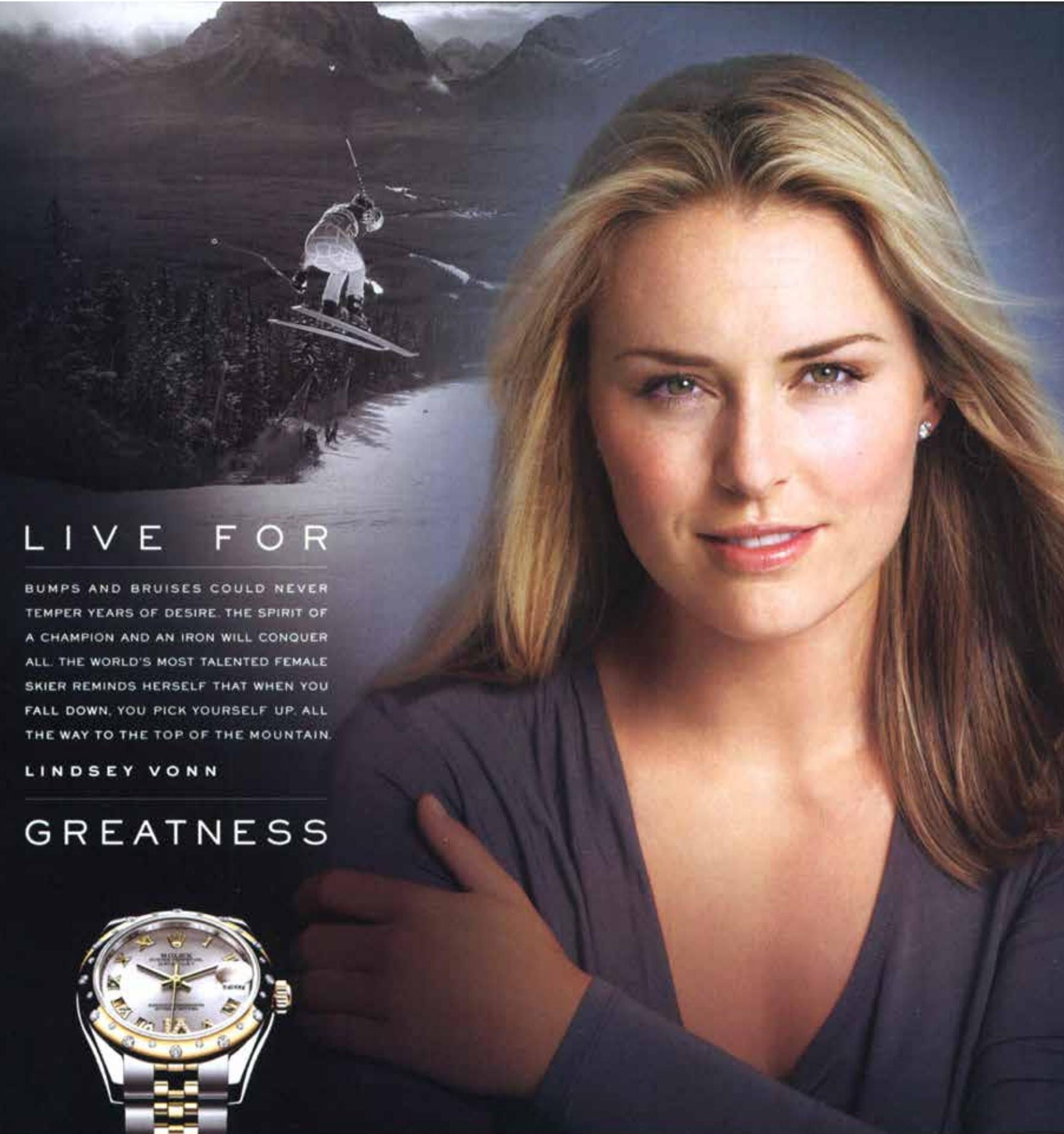
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true for men.

***How important do you think philanthropy is, in the Indian scenario?***

I think it's an important responsibility we have on our shoulders to give back to society especially when society like ours being a developing country is not able to give equal opportunity in the society.

Because we don't have equal opportunity, we don't have a level playing field; it becomes even more important for those of us who have been lucky enough, who have got such an opportunity in their lives and make something of their life, to do whatever they can to give back so like I said Aranya Foundation, I use my personal and public platforms at any given point of time to try and push this one thought that we are where we are in life perhaps not because of our talent, in a country like India, but largely on account of the accident of birth and therefore, the opportunities that we got.



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