

# Forbes

INDIA

AUGUST 2019



## INDIA SHINING

CONTRIBUTORS IN SHAPING MODERN INDIA

FORBES INDIA

MARQUEE

Network 18

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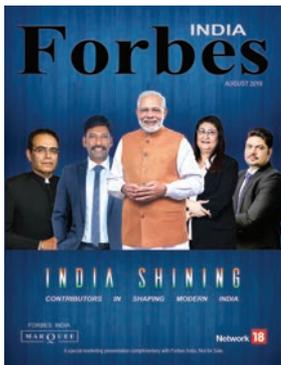
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## FROM THE EDITOR:

India has emerged as the fastest growing major economy in the world and is expected to be one of the top three global economic powers over the next 10-15 years, backed by its strong democracy and partnerships. Some of the biggest international companies are being managed by Indian-origin leaders. We have a huge network of hard-working change-leaders on a universal scale and the message is clear — “India is changing the world today”. India’s GDP is estimated to have increased by 7.2 per cent in 2017-18 and 7 per cent in 2018-19. India has retained its position as the third largest start-up base in the world, with over 4,750 technology start-ups.

India's labour force is expected to touch 160-170 million by 2020. These numbers are based on rate of population growth, increased labour force participation, and higher education enrolment, among other factors, according to a study by ASSOCHAM and Thought Arbitrage Research Institute. India's foreign exchange reserves were US\$ 405.64 billion in the week up to March 15, 2019, according to data from the RBI.

Indians are widely recognized as fast learners and are known for being adaptable to different situations. That, along with our hard work, empathy and culture has always been regarded very highly by nations worldwide. This is the result of the previous generations of Indians who’ve chased the global dream and have set up the world for us and the ones to follow. This special marquee edition is an ode to highlight the new generation of Indian leaders who are using international best practices and making India's mark on the global footprint.



**Cover Image**  
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**Publisher:** Maneck Davar  
**Issue Editor:** Melissa Nazareth, Bindu Nair  
**Designer:** Nilesh Juvalekar

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## MAKE IN INDIA MAKES ITS MARK

For years, India has been grappling with the menace of unemployment but the PM's vision to transform India into the manufacturing hub of the world through the Make in India initiative has breathed new life into 25 different sectors. Add to this Modi's flagship campaigns, Skills India and Digital India, and the nation is turning into one of the best startup incubation centres in the world.

The PM Modi-led government has placed an unprecedented focus on agriculture. It's helping farmers in many ways including easy availability of fertilizers, improving irrigation facilities, easy access to credit, scientific help and better price for their produce.

Mr. Modi's economic vision for India has already allowed the nation to post an unprecedented GDP growth of 7.4%, the fastest among all the large economies of the world. Banking on the strong fundamentals and reforms being undertaken by the government, credit rating agency Moody's upgraded India's rating from 'stable' to 'positive' recently.

## TOUGH ON TERROR, STRONG ON UNITY

With the backing of a strong government and global support, the Indian Army has been tough against terror, conducting surgical strikes in which it destroyed terrorist launch pads in 2016 and 2019. Our brave soldiers have also carried out international operations to eliminate a group of insurgents in Myanmar.

Marking the 75th anniversary of the Quit India movement, Mr. Modi has outlined his vision of a 'Unite India' (Bharat Jodo) in which he aims to build a 'New India' which will be free of caste and religious differences, corruption and terrorism, and where all Indians will get access to housing, electricity and water.

## HEALING INDIA

In the healthcare sector, several initiatives have been undertaken to free India from the issue of open defecation to prevent diseases including typhoid, cholera, and hepatitis. Sikkim, Himachal Pradesh and Kerala have recently been declared as the first trio of open defecation-free states. The Clean India Initiative (Swachh Bharat mission), e-health, and door-to-door screening of various chronic diseases are just a glimpse of the manifold initiatives taken by the Modi government. The launch of the New Health Policy seeks to boost public health facilities by 50% by 2025.



## TAKING INDIA TO THE MOON AND BEYOND

ISRO and the Department of Science have successfully accomplished 36 missions over the past three years. This includes 17 launch vehicle missions, 16 satellites missions and 3 technology demonstration missions. The most notable feat was that the ISRO launched a record 104 satellites in one go using PSLV. Chandrayaan 2's successful launch is another feather in the cap for ISRO. The government has also made huge investments for disaster management to monitor droughts, floods and cyclones.

Multiple high value infrastructure projects have been launched and several in progress including building more than 6 mega ports under the Sagarmala project, renovating 1500 British-era bridges under the Setu Bharatam project and building the world's highest bridge on the Chenab river in Punjab.

## ONE ASIA, ONE LEADER

Mr. Modi is a dedicated follower of Swami Vivekananda, which shows in his shared ideologies with the monk. Swami Vivekananda came up with the concept of 'One Asia', declaring that the solutions to the world's problems will come from Asia. Today, the world says the 21st century is Asia's century. One Asia has the potential to solve the world's problems, and Prime Minister Narendra Modi is the guiding force behind it. **■**

# HEALTHCARE **TRAILBLAZER**

*Wadia Hospitals CEO Dr. Minnie Bodhanwala talks about the challenges she's faced managing multiple hospitals and her journey to the top.*

**D**r. Minnie Bodhanwala has dedicated her life to promote affordable healthcare for all. A multitasker and true example of women empowerment, she not only handles two of India's oldest hospitals with over 1,600 employees combined, but also heads several foundations including the Sir Ness Wadia Foundation and Britannia Nutrition Foundation. She has spearheaded multiple projects in the fields of malnutrition, health, hygiene, livelihood and education across India over the course of her career. She also played an instrumental role in the transformation of 7 leading MES colleges in Mumbai and Pune.



**Dr. Minnie Bodhanwala**  
CEO, Wadia Hospitals

“Being a heritage structure, renovation and expansion were subject to strict rules. Moreover, funding for maintenance and day-to-day operations was a challenge. Additionally, the employees were constantly agitated because they weren't being paid on time and the hospitals were understaffed. Resolving these teething issues in the midst of weakened infrastructure and a financial crisis was a great challenge for Dr. Bodhanwala, but this didn't stop her from confronting these problems head-on.

## **DONNING MANY HATS!**

In addition to being CEO of Bai Jerbai Wadia Hospital for Children and Nowrosjee Wadia Maternity Hospital, Dr. Minnie Bodhanwala is also:

- Advisor to the Chairman of Wadia Group for CSR activities
- Advisor to Impact India foundation by UNDP, UNICEF and WHO
- Advisor to the Modern Education society
- Advisor for Britannia Nutrition foundation
- Advisor to Sir Ness Wadia Foundation
- Director for leading companies in India such as Bombay Dyeing & MFG Co. Ltd., National Peroxide Pvt. Ltd. and Bombay Burmah Trading Co. Ltd.

## **KNOCKING DOWN OBSTACLES**

In 2012, Dr. Bodhanwala took up the biggest challenge of her life as CEO of Wadia Hospitals. Both, Bai Jerbai Wadia Hospital (BJWH) for Children, India's first and biggest paediatric hospital, and Nowrosjee Wadia Maternity Hospital (NWMH) were functioning from one building. Not only was she charged with improving the quality of services but also shifting the children's hospital to its original premise—in 2010 it had been shifted to the maternity hospital premises because of overdue repair work. Being a heritage structure, renovation and expansion were subject to strict rules. Moreover, funding for maintenance and day-to-day operations was a challenge. Additionally, the employees were constantly agitated because they weren't being paid on time and the hospitals were understaffed.

Resolving these teething issues in the midst of weakened infrastructure and a financial crisis was a great challenge for Dr. Bodhanwala, but this didn't stop her from confronting these problems head-on.

Dr. Bodhanwala turned the tide with the vision and poise of a good leader, undertaking extensive strategic planning, innovation and hard work to bring both hospitals back to their glory days. Her efforts paid off in the end, as the hospitals cater to an excess of 4 lakh women and children annually.

### **A LEADER TO ALL**

Dr. Bodhanwala isn't just an ace hospital CEO. She's also the Advisor to the Chairman of Wadia Group for CSR activities, Advisor to Impact India foundation by UNDP, UNICEF and WHO, and Advisor to the Modern Education Society. She has also been appointed as a Director for companies like Bombay Dyeing, National Peroxide and Bombay Burmah Trading.

Despite her many roles, Dr. Bodhanwala makes sure to take time out for her 1600 plus employees. She strongly believes they are a family and makes sure to maintain an open door policy for everyone. Dr. Bodhanwala treats every employee with fairness, respect and compassion. She has helped thousands of families in her 33 years in the healthcare sector by making opportunities available to them, giving them a second chance on life. 



### **TURNING THE TIDE**

Multiple improvements were brought about under Dr. Bodhanwala's leadership:

1. BJWH shifted back to its original premises in 2017 and underwent major expansion – 34 paediatric services with 525 beds.
2. BJWH has a Paediatric Cardiology centre that's benefited more than 1500 children in a short span of two years. It also has centres of excellence for Paediatric Neurology, Paediatric Neurosurgery, Paediatric Surgery, Nephrology, Hematology-Oncology and Bone Marrow Transplant. Additionally, it has the world's largest neonatal intensive care unit, and is the only centre in Western India that provides dialysis for new-borns. Further, it's a nodal centre for club foot in Maharashtra.
3. BJWH has a 24/7, state-of-the-art catheterization lab and diagnostic facilities. An MRI setup will be functional soon.
4. The hospitals cater to underprivileged communities by providing nutrition, conducting health camps and joining efforts with NCOs, and are dedicated centres for tuberculosis and HIV by undertaking extensive research activities.
5. NWMH has a state-of-the-art I.V.F (A.R.T) centre for lower income families, which is the first in India to achieve QAI accreditation.
6. A Human Milk Bank has been established for underprivileged new-borns and infants.
7. The popular, annual Little Hearts Marathon engages the community and spreads awareness on prevention of cardiac diseases in children.
8. The hospitals received Nursing Excellence Certificate from National Accreditation Board for Hospitals and Healthcare for two consecutive terms.



**Mr. Narendra Ram Nambula**  
CMD

# ONE HEAD, MANY HATS

*Innovator and Serial Entrepreneur, Mr. Narendra Ram Nambula had humble beginning as an HR executive in 2002. His ventures generate a 10-Figure Annual Sales within a span of 15 Years.*



**In 2019, Life Span Pvt Ltd was awarded Most Promising Company to Invest In (Health and Wellness Sector) and Best Startup of the Year at Global Indian Business Excellence Awards 2019, held at House of Commons, London U.K.**

**M**r. Narendra Ram has always been a believer in the age old adage “Let Food be Thy Medicine.” Moreover, being an avid sportsperson, he has been passionate about Global Health, Wellness and Nutrition. In 2017, Govt. of Telangana allocated 1,30,000 Sq Feet Area to Life Span Pvt. Ltd., at Hyderabad to establish India’s one of the biggest Dedicated Nutraceuticals Manufacturing facility. Today Life Span are the producers of Nutrition, Herbal, Ayurvedic & Organic Products. Life Span Pvt Ltd is the largest dedicated and most hygienic manufacturing facility in India. This manufacturing unit develops, manufactures, and markets over 500 variety of formulations with a team of highly qualified Scientists, Technicians combined with world class manufacturing facility. Life Span Pvt Ltd has already started getting recognition worldwide. It also has a separate vertical for Sports Nutrition and Hemp based products. Life Span has also started working with different State Governments and wants to create a Nish for its self in the Hemp based products in India.

Recently Life Span has acquired 500 acres of Land for Organic Farming and

to support the Research & Development Division with all required ingredients in development of new formulations.

Mr. Narendra Ram, has set up a state-of-the-art facility equipped with the latest machinery and world class equipments. The manufacturing unit is built as per the USFDA norms. In fact, Life Span’s quality standard comply with UKMHRA, TGA Australia, ISO, NSF, Aayush, CGMP and many others.

The Research & Development Division of Life Span is equipped with complete range of sophisticated analytical instrumentation including HPLC, GC, UV, ICP-OES, GC FID & ECD, Fully automatic leak test apparatus, Bursting strength apparatus,

Halogen Moisture meter, Brookfield Viscometer and Automatic hardness tester. The Research & Development division also has a facility for micro biology testing from detecting pesticides and other contaminations in raw materials, packaging materials and finished goods.

## **FIRING ON ALL CYLINDERS**

A Post Graduate with additional degrees in Management, Public Relations and Law. Equipped with the skill to quickly analyse key business drivers and develop appropriate strategies, Mr. Narendra Ram ventured into the media sector in 2010. Making his first acquisition, he became the Managing

Partner of Power Politics, one of India's most read political magazine.

He foresaw Education as the next big thing in the market and established 195 Overseas Pvt Ltd. in 2012 in Hyderabad. The consultancy helps budding aspirants to upgrade their careers through overseas education and has a vast immigration knowledge base. It has tied-up with more than 100 International Universities from different countries including such as USA, UK, Australia, Canada, New Zealand, Ireland, Switzerland and Singapore.



Spotting the huge gap between people and computer knowledge, Mr. Narendra Ram ventured into Asian Pacific Learning Leverage Limited (APLL) in 2014. Today APLL is

offering access to high quality education in IT. Its unique and effective training methodologies and updated course designs give it an edge in the competitive training market. All the programs were designed by IITs and IIM professionals. Today more than one lakh students are getting trained annually through APLL in 22 states, through 1500 plus partners.

In 2014, Mr Narendra Ram also founded the FEEL Foundation, an NGO imparting education to the socially and economically marginalized through workshops. With the continuing efforts of Mr Narendra Ram, FEEL FOUNDATION is been able to do more than 800 Blood Donation Camps, inspired 2000 people to pledge for their eyes, done programs like Walk, Jog and Run to bring the health consciousness in people. The NGO has also helped the Government deal with natural disasters such as Draughts & Floods and contribute to Women Empowerment.

#### A WINNER ALL THE WAY

In 2019, Life Span Pvt Ltd was awarded Most Promising Company to Invest In (Health and Wellness Sector) and Best Startup of the Year at Global Indian Business Excellence Awards 2019, held at House of Commons, London U.K. Apart from this Mr. Narendra Ram was awarded "Young Entrepreneur" of the year 2016 award by the Times Group. In 2016, he was also presented with the "Bharat Nirman Award for Economic Growth and Social Development" by the Global

Achiever Foundation, New Delhi. The award recognises social contributions by Indian entrepreneurs. Mr. Narendra Ram has also received multiple awards from various NGOs for being an "Active Society Representative".

Presently, Mr. Narendra Ram shuttles between Dubai and India for work. However, he loves spending time with his kids and Pets.

#### 3 PILLARS OF HIS EARLY YEARS PROFESSIONAL LEARNING

Mr. Narendra Ram looks upto Mr G. R. Reddy, Founder and MD of Husys Consulting Limited. "I've learned everything I know about Financial Management and Public Relations from him" Infact, he's also taught Me the Virtue of Patience in Business, says Mr. Narendra Ram.

Mr. P. Sridhar Reddy Founder and CEO of companies such as CtrlS and Cloud4C, is another inspiration of my life "Whenever I talk to him, I feel I can do anything. I am inspired by his professional journey and have learned the skills of Team Management from him," says Mr. Narendra Ram, adding that leadership and Team work are other lessons Mr. Sridhar Reddy has taught him.

Mr. Narendra Ram attributes his sense of spirituality to IAS Officer, Mr. K. Siva Prasad. "I wouldn't have achieved what I have today if he hadn't taught me how to be Content and Achieve Inner Peace." 



**Today Mr Narendra Ram is a Serial Investor in many companies. He also plans to invest in Infra Management, E Waste Recycling ventures and spread his business to different parts of the world. Excellent Inter personal Skills combined with Strategic Planning, Innovation and Quick- Decisions are sure to make him a winner all the way.....**

# HE DREAMED OF A SKILLED INDIA...**TODAY IT IS SHINING INDIA**

*Having over 35 years of experience, Mr. Kapil Kumar has pioneered and mentored the country's salon industry through his three-pronged strategy of 'Innovate, Educate and Lead.'*

## THE ENTERPRISING VISIONARY WITH PASSION

In the 90s, when everything was growing with new visions, there was a lot of noise, excitement and energy. All this was not very visible to the layman, but one man was quietly observing everything. Amidst his own huge challenges, he was determined to lead a revolution. Kapil Kumar at that time found himself in a sleeping watershed now known as the Sunshine Salon industry. Where others saw a forgotten hamlet which was to be looked down upon as a vestigial necessity, he saw a bounty of opportunities for product innovations, beautiful lifestyles and prestigious career prospects.



**Mr. Kapil Kumar**  
Pioneer and Mentor

## THE PIONEERING JOURNEY

Kapil Kumar is a first generation entrepreneur who saw an industry in a nation where grooming and beauty were considered trivial, not important and certainly not worth mention in society. Born and brought up in a typical Delhi middle-class family, Kapil had a tough baptism into life. He lost his father at an early age, dropping out of chemical engineering to take care of his mother, sister and father's business of manufacturing paint brushes. His penchant for learning led him to embark on the path of self-education, something unheard of in the 80s. Undeterred, Kapil pursued his graduation and MBA from correspondence universities, taught marketing and brand creation in institutions, all the while managing the family business of paint brushes.

It was this business that introduced Kapil to the world of beauty products by providence. A UK-based hair brush company chose him to market its products and Kapil Kumar, the entrepreneur with a beautiful mission was born. Right from introducing a hair brush to a comb-dominated market, to sowing seeds of each and

every milestone, innovation, style, trend and category in the market, Kapil Kumar became the founder of the Indian beauty industry.

## HE DREAMED OF A SKILLED INDIA IN THE 90S

**"My dream was not only an industry that presented a beautiful India to the world, I dreamed of my country to be known as SKILLED INDIA. The skills of a hair dresser or a makeup artist always left me overwhelmed and hugely inspired."** Right from inception, Kapil ensured his every endeavour sowed seeds of skill-enhancing ideas and opportunities. **"I launched and marketed professional scissors, clippers, trimmers, straighteners, curling tongs, professional hair dryers of renowned global brands in the Indian market simply because I wish the best for beauty professionals from my heart."**

Over the years, the evolution of professional standards in the Indian beauty and hair world spearheaded by Kapil have become a benchmark for entrepreneurs and visionaries to emulate, follow and create new success stories just like he has in the past and is still doing in the present.

## CHARTING THE PATH

Just try to imagine the India of the early 90s, when going to a barber shop was just a morning ritual for men and an evening errand not to be shared with anyone for women. It was through Kapil's disruptive thinking and global vision that barbers became hair stylists and barber shops or parlours became SALONS. Yes, it was Kapil Kumar who gave India the brand umbrella called SALON. It was he who took out grooming from the closet and created the first UNISEX SALON with showroom-

styled ambience. He not only revolutionised grooming, he also opened the doors of respect, honour and pride for persons working at these establishments.

### **SELF-MADE, SELF-EDUCATED, SELF-RELIANT**

Kapil always took the first step proactively. He went to Switzerland, the US and the UK and came back as a professional hair stylist, master colorist, and nail art specialist. He even learned the art of exclusive pedicure and manicure effortlessly. It was Kapil's enterprising strides that brought global brands to India under his tutelage and care. From the late 90s to the early 2000s, Kapil Kumar the brand created the machinery that transformed into a sunshine industry. **"The significance of education in life is simply unimaginable. I self-taught myself, that's why I know how important wholesome education is for self-development of an individual."** This realization fueled Kapil to personally train hairdressers and makeup artists to become efficient with new appliances and products.

### **A CHAMPION CRUSADER OF WOMEN EMPOWERMENT**

Kapil took the massive responsibility of transforming the beauty parlour woman into a proud professional and a respected entrepreneur. **"God has created women to make this world more beautiful. We have to respect, honour and complement women everywhere (be it at home, work or at public places) from our hearts every day. When I saw**

**women working diligently behind the black glass of a parlour, I used to tell myself her skills have to be empowered; her abilities have to be showcased. Today, my heart swells with pride and my eyes gets misty when I see young girls exhibiting their skills in malls and markets through clean and transparent salon windows. Seeing women entrepreneurs managing beauty enterprises fills me with boundless joy."**

### **THE CROWNING GLORY**

Kapil has been awarded and lauded by thespians and trendsetters alike. His crowning glory took place recently when he was conferred the Global Indian Business Excellence Award in a glittering ceremony at the coveted House of Commons in the United Kingdom. The plaque etched in gold symbolises that if the resolve to transform society selflessly is stronger than the toughest of odds, unbelievable multi-dimensional growth takes place, thousands of lives discover purpose, one of the most resilient industries is born, the world takes notice and after decades of proven excellence, the windfall of awards simply overwhelms.

### **THE SKILLING ROAD AHEAD**

**"My heartfelt gratitude to the Indian Government's Skilling India initiatives, I am more determined to continue my mission to contribute every fibre of my being to ensure employment opportunities and skilling possibilities for every aspiring Indian beauty professional,"** Kapil sums up fittingly. **19**





“ We want to thank and welcome all of you to Asclepius Wellness Pvt. Ltd., one of the fastest growing health and wellness companies. The health sector is a billion dollar industry, and health and wellness sector is a trillion dollar industry. Spurred on by these figures, we started Asclepius Wellness Pvt. Ltd. with a mission and vision to make India healthy and wealthy. We're a company engaged in world class Ayurvedic wellness products and the marketing of such products through direct marketing methods. We are committed to help people live a life of economic freedom on their own terms. Every business and management professional at Asclepius Wellness Pvt. Ltd. is successful and has rich experience in the direct selling industry. Hence, you can be rest assured that your health and wealth is in very safe hands, and doing business with us will be a win-win for you. I invite you all to join us in growing, and creating benchmark in direct selling on the basis of team spirit.

# AU NATUREL

*Director and Owner of Asclepius Wellness Pvt Ltd, Mr. Sanjeev Kumar's mission is to use herbal products to make citizens healthy and wealthy.*



**M**r. Sanjeev Kumar was born and brought up in Modinagar City of Ghaziabad district. He completed his schooling and higher education in Ghaziabad where he currently lives with his parents, wife and their two children.

When Kumar's father fell ill because of a lung infection, they treated him using Ayurveda instead of allopathy and saw excellent results. It led him to think about the many people in the country, suffering from various diseases and unaware of the wonders of Ayurvedic treatment. He saw an opportunity in the market, where people could

be educated about this simple yet effective cure and inspired by this cause, he decided to set up Asclepius Wellness Pvt. Ltd.

Having a wide range of products made using scientific formulations, green ingredients and modern manufacturing processes, Asclepius Wellness Pvt. Ltd. is a health products selling company founded by business professionals. Says Kumar, “At Asclepius Wellness we create dynamic entrepreneurs through the promotion of high quality wellness products, which are made using scientific formulations, green ingredients and modern manufacturing processes.” Through its network of business professionals, it educates consumers, helping them to make healthy, informed choices. The range of products includes wellness products, beauty products, hair care products and oral care products. Further speaking on the business model, Kumar says that it’s a unique concept but likely to be followed by others because its an efficient way to earn for business professionals, ensuring economic upliftment and sustainable standard of living, which can help to bridge the gap between the rich and poor.

### HONESTY & HARD WORK

Kumar had to overcome many challenges to set up this business, financial crisis being a major hurdle. “One of the biggest risks I took was to mortgage my residential property,” he says, adding that despite the odds, he had faith that he’d be able to achieve his goals. Moreover, he faced many rejections especially in the initial stages but his hard work and honesty stood him in good stead. “I’ve always valued honesty and hard work, even as a child,” he says, adding that he credits his success to these virtues. Some of the life lessons that Kumar follows are ‘never compromise your ethics and stay away from greed’. An avid traveller and explorer of new things in life, he also believes in maintaining good relations with all and helping others as much as possible. 

## ASCLEPIUS WELLNESS PVT. LTD. PRODUCT RANGE

### WELLNESS PRODUCTS

- Joint Curator Oil
- IMMUNDOC
- Daibodoc Ras
- Obeodoc
- Stondoc
- Cardiocodoc
- Thunder Blast
- GYNEDOC
- Livodoc
- Orthodoc Ras
- Pilodoc Ras
- Thyrodoc Ras
- Fevodoc Ras
- Aloe vera Juice
- Chlorodoc Ras
- Nomi Juice
- Panch Tulsi
- Herbal Green Tea
- Kidgdoc
- Prodoc
- Coughdoc Ras
- JC Gel
- Triphala Ras
- Veindoc Oil
- Adicttdoc Drop
- Alrgydoc Ras
- B-Ton Gel
- Braindoc Ras

### BEAUTY CARE PRODUCTS

- Herbal Face Wash
- Aloe vera Saffron Gel
- Aloe vera Cucumber Cream
- Herbal Face Pack
- Herbal Face Scrub
- Heel Care Cream

### HAIR CARE PRODUCTS

- EXE Hair
- Hair Doc
- Exe Hair Conditioner

### ORAL CARE PRODUCTS

- Dentodoc Dental Cream

### AWARDS WON

- Awarded Best Ayurvedic Products Company and presented Best Entrepreneurship Award in 2018
- Bharat Shaurya Shree Award 2018
- Indian Icon Business Award 2018 (IIBA) presented by actress, Tanaaz Irani
- Sankalp Se Siddhi Award 2018 presented by former Chief Justice, High Court of Delhi, Mr. R.S. Sodhi
- International Excellence Award 2018 presented by actress, Kareena Kapoor Khan

# BORN TO BE A **BUSINESSMAN**

*Moiz Master discovered his entrepreneurial streak early in life. From starting a supply business while still in college to owning Alister Equipments, which has set up more than 1000 commercial kitchens (and still counting), he has come a long way.*

**M**oiz Master grew up assisting his father at their family retail store in Jalgaon, Maharashtra. When he was in junior college, he set up the Hobby Shop to provide supplies for those with artistic hobbies. It was a hit. He also pursued sales jobs while studying in Mumbai, which helped him realise that if he were to start his own company, he would have to move to a bigger market and choose a niche product range. Having dealt in kitchen equipment through his family business, he chose commercial kitchens. “Being a travel enthusiast, I saw that the food industry was developing and chefs preferred using modern equipment to save time and effort. I wanted to bring this trend to the Indian market.”

In the course of expansion, Master shifted to Pune and made it his new base, which he feels was one of the riskiest decisions of his life, considering his entire family had to relocate. However, things worked out well on the personal and professional front, and Alister Equipments’ offices were shifted twice to bigger spaces. Additionally, the company entered the production and import businesses. “Our sales almost doubled each year,” he says, adding that this trend



**Moiz Master**  
Owner, Alister Equipments

**ALISTER**<sup>®</sup>  
www.alisterindia.com

has continued to this day. However, all this wasn’t easy. There were hurdles; a fire engulfed the premises of their family business, property issues forced Master to abandon his MBA degree, but he always saw these as opportunities in disguise.

Alister Equipments’ clientele includes restaurants, cafes, bakeries and cloud kitchens. The company works with some of the best names in the industry; hotel groups such as Taj, restaurant chains such as Barbeque Nation and bakery chains such as Monginis to name a few. “We have a range of more than 200 different types of equipment, which are used by chefs all over India, and a network of more than 30 distributors, enabling our presence in almost all the big cities of India,” he says. The company has now partnered with several quick-service franchises and hotel chains to set up

its food joints in any part of India. “By choosing us as the equipment supplier for all their new projects, our customers don’t have to worry as they have to deal with only one vendor for kitchen requirements.”

A believer of one must only compete with oneself, Master looks up to his father for inspiration. “I admire him as an entrepreneur and human being,” he says, adding that his father is the one who fueled his ambition and inculcated the virtues of humility and contentment in him. **■**

## AWARDS WON

- “Best Supplier of Hotel & Bakery Equipment in India” by Asia Service Quality Awards 2016 partnered by IBN7.
- “Best Kitchen Equipment Supplier of the Year” at Restaurant India Conclave 2017 presented by Restaurant India Awards West India Edition.
- “Leading Commercial Kitchen Equipment Company in Maharashtra” at Leadership Summit 2018 by Service Leadership Awards (WBR Corp.).
- Keynote speaker and panel member at various Restaurant India Conclaves.

## WHAT MAKES ALISTER EQUIPMENTS DIFFERENT?

- Continuous Product Innovation
- Dedicated to Service
- Wide Product Range & Stock
- Helpful & Honest Team
- Strong Work Ethic
- And above all, a willingness to go the extra mile for clients.

# SKY-HIGH BUILDINGS, **DOWN-TO-EARTH** VALUES

*Real estate developer Mr. Rohit Kharche shares his plans for shaking up Mumbai's property market with affordable housing for all.*

**F**inding the perfect house in Mumbai can be a nightmare. Mr. Rohit Kharche, a prominent figure in the real estate industry, understands this problem perfectly and is actively trying to change the status quo with high-quality housing for the middle class through his next-gen firm, The Baya Company.

Coming from a family with a strong focus on education, Mr. Kharche believes in life-long learning. He has a B.S. degree in Civil Engineering from Purdue University and a M.S. degree in Economics. A passionate aviator, he also maintains an FAA Commercial Pilot's License. With his analytical thinking and logical reasoning skills learnt in the engineering classroom and a thorough understanding of the industry through his economics background, Mr. Kharche successfully tackles complex real-world problems with ease. On returning after his education, Mr. Kharche quickly realized that the Mumbai real estate market was saturated with luxury housing projects and didn't put the middle class on priority as they should have been. With a view to fix the situation, The Baya Company provided excellent housing units that are "just what you need" at locations "just where you need" at competitive prices for all.

Transparency continues to be the key focus area for Mr. Kharche and his firm. The business has developed a smartphone app which enables its clientele to actively track the progress on a project, the stage of completion, request and obtain relevant documents and much more. The business is very active on all media platforms and strives to actively resolve every question, concern, complaint or suggestion.



**Mr. Rohit Kharche**  
Real Estate Developer

Surprisingly, Mr. Kharche admits to not being a big risk-taker in spite of his big aims. "Growing up in a family that had very limited resources, I understand the importance of access to a resource and how quickly a bad decision can take it away from someone." His goals are simple and realistic, whether it's delivering permanent homes to slum-dwellers or flats to clients on time.

Throughout it all, Mr. Kharche has constantly tried to learn new things from everyone, be they team members, people in the industry, friends, or even strangers. He strongly believes that "there is a solution to every problem and on most occasions, common sense leads you to it." The Baya Company is a living testament to that belief and the

real estate industry is all the better for it. **■**

## CAREER ACHIEVEMENTS & ACCOLADES

- Successful construction of The Baya Junction, The Baya Central, The Baya Victoria, The Baya Grove, The Baya Park, The Baya Goldspot, MMRDA TDR Kanjurmarg and Upper Nest in Mumbai.
- The Baya Company received the "Best Real Estate Website" award in 2018 by the Star India Awards.
- The India Property Awards announced The Baya Company app as "The Best Real Estate Mobile App of the Year" in 2019.
- The Baya Company was handed the "Digital Excellence in Real Estate" award by Digital Customer Experience Summit & Awards 2019.

# AHEAD OF THE CURVE

*Hero Electric Vehicles' Managing Director Naveen Munjal speaks about the struggles of being a visionary on the bleeding edge of technology and why e-bikes are going to take over India's streets.*

**E**lectric vehicles are set to be the next big thing in India, but you don't have to tell Mr. Naveen Munjal that. The Managing Director at Hero Electric Vehicles has known about the potential of these eco-friendly means of transport for well over a decade. The company has grown by leaps and bounds since its humble beginnings and now claims a 60% market share of the Electric 2-Wheeler market, with over 18 different models and 5 more in the pipeline.

A curious child who took his school motto, "Never Give In", seriously, Mr. Munjal has always been eager to try new things. He says this drive to innovate led him to seek out alternative means of transport all the way back in 2000. He was quick to notice the way automobile markets abroad were experimenting with electric mobility, combining affordability with zero emissions. Both factors are extremely important in a market like India where price is king and pollution is a national crisis.

This should have been enough for manufacturers to jump on the electric express, but few were willing to take the risk. Mr. Munjal and Hero Electric dove right in though, becoming the first brand in India to sell Electric Bicycles in 2001. Many years of research later, Hero Electric's full range of Electric Scooters was born in 2007.

The road since then has been paved with potholes, but Mr. Munjal never stopped believing in the power of electric vehicles to act as a force of social good. "Being able to contribute to the country in its fight against pollution gave me a sense of purpose like none other. That is the reason why I stuck with my idea through thick and thin."

Hero Electric currently has a reach of 615 touchpoints across India. It will have 1000 outlets to its name by 2020. The company has so far delivered bikes to over 300,000 customers. Its popular Hero Electric Optima scooter has



**Mr. Naveen Munjal**  
Managing Director, Hero Electric Vehicles



**HEROELECTRIC**

been the highest-selling electric bike in the country for over six years now. Sales are on the path to grow in the future since the government has finally started introducing policies to encourage electric vehicle adoption. This marks a big turning point for Mr. Munjal. Demanding such policies has been a constant struggle for the enterprising MD, due mainly to being ahead of the times.

"To survive in a nascent industry was the biggest challenge. The only way I could do that was to have a single-minded vision, to look at the 'bigger' picture and deep down know that what I was doing was the right direction for the long term and that was our attempt at leaving the world a better place for the generations to come," asserts Mr. Munjal.

With the government catching up and increasing consumer awareness of the benefits of going electric, the future looks bright for Hero Electric. "Entering the electric vehicles industry was never going to be easy in a country like India but I think, owing to my commitment, we have succeeded in delivering affordable and clean mobility solutions and will continue to do so in times to come." ■

## NOTEWORTHY MILESTONES:

- Hero Electric Vehicles was the first to launch an e-scooter in India.
- Introduced Lithium-Ion technology for e-bikes and rolled out India's first Li-Ion powered e-bike. It's the only Electric 2-Wheeler maker to have Li-Ion technology as standard across its entire range.
- Founding members of SMEV (Society of Manufacturers of Electric Vehicles), the only Electric Vehicle association in India.
- Inaugurated Charging Stations for Electric 2-Wheelers across India.
- Introduced the Citizen 1 Scheme, a doorstep e-bike servicing plan for women and senior citizens.

# HITTING THE **RIGHT NOTE**

*Singing superstar Sonu Nigam reflects on his past and how it's still defining his future.*

**S**onu Nigam needs no introduction. His evergreen songs have been a soundtrack to millions of Indians. The prolific singer has been a goliath in the Indian and international music industry for decades and shows no signs of stopping. So what drives him to stay so committed to success, 42 years and countless awards later?

According to Mr. Nigam, “My father gave me the mantra, ‘Either you enjoy today and struggle tomorrow, or work hard today and enjoy tomorrow.’ I took it seriously.” His tireless work ethic took root in 1977 at the tender age of 4 when he started singing on stage with his father, and was still going strong when he started winning competitions in Delhi at the age of 14. His father encouraged him to move to Mumbai to become a Bollywood playback singer when he was 18.

Reflecting back on that time, Mr. Nigam considers this the biggest risk of his career. He left his flourishing career and income in Delhi to gamble it all on making



**Sonu Nigam**  
Indian Singer

it big in Mumbai. Today, Mr. Nigam has won numerous awards including the National Film Award for Best Male Playback Singer and multiple Filmfare Awards for Best Male Playback Singer in Hindi and Kannada. His four-year stint as a host for Sa Re Ga Ma from 1995 till 1999 made him a household name, as did his judging skills on the first two seasons of Indian Idol starting from 2004.

Ask Mr. Nigam though, and he'll tell you that awards aren't the measure of a great artist. “Just recently, I was departing from Seattle after a two-month-long tour of concerts, and my international promoter held me and wept in love,

that is the kind of award I cherish.”

For Mr. Nigam, his biggest achievement is realizing that “God gave me unbelievable love and respect and that led me to the journey within. I found myself, like perhaps no one has ever before. Music is a beautiful part of my life, but understanding life was a more interesting aspect. To read people, to assess situations became more important than achieving goals.” **E**

## AWARDS AND RECOGNITIONS:

- Mirchi Music Award, Indie Pop Song of the Year for "Aye Jahaan Aasmaan"
- Filmfare Award, Kannada, Best Male Playback Singer for "Enaagali Munde Saagali" and "Ninnindale"
- Filmfare Award, Hindi, Best Male Playback for "Kal Ho Naa Ho" and "Saathiya"
- National Film Award, Best Male Playback Singer for "Kal Ho Naa Ho"
- MTV Video and Music Award, Best Male Vocalist for "Abhi Mujhme Kahin"
- Haryana Gaurav Samman, Haryana Government, Government of India
- Indian Television Academy Award, Best Male Singer for "Dil Mill Gaye"
- German Public Bollywood Award, Best Singer (Male) for Main Agar Kahoon
- MTV Immies, Best Pop Album for his self-composed album, "Chanda Ki Doli"
- IIFA, Best Male Playback Award for "Kal Ho Naa Ho", "Saathiya", "Suraj Hua Maddham"

# VOICE OF THE NATION

*Zee News' editor-in-chief Mr. Sudhir Chaudhary has been a commanding presence on television for more than two decades and shows no signs of stopping.*

**T**he news can be a minefield to navigate in today's day and age. There's an overabundance of news channels, newspapers and news websites for folks to catch up with the latest happenings. Cutting through this noise is a tough ask, but Mr. Sudhir Chaudhary has been doing just that since the 1990s. The prolific editor-in-chief of Zee News, Zee Business and World is One News (WION) has a career spanning 24 years, delivering news to millions of Indians on a daily basis.

Mr. Chaudhary graduated with an Arts degree from Delhi University. He first ventured into the world of reporting as a post-graduate diploma holder in Journalism from the Indian Institute of Mass Communication, New Delhi. He's proud to be part of the first generation of television journalists in India, pioneering live reporting and 24/7 news. He considers himself a 'seen it all' journalist, having covered everything from the heights of the Kargil war to the terrorist attack on the Parliament. He's been a mainstay of the political landscape, handling the complex machinations of the Lok Sabha and Vidhan Sabha with ease. He's interviewed several leaders of the political world, including former Finance Minister Arun Jaitley and Cabinet Minister Mrs. Smriti Irani, to name a few. His scope extends beyond India's borders as well, braving the conflict in Syria to bring first-hand reports of ISIS terrorism activity from ground zero, in addition to covering major moments in Indian diplomacy such as the much-hyped Indo-Pak meeting between Mr. Atal Bihari Vajpayee and Mr. Pervez Musharraf in Islamabad.

Mr. Chaudhary left Zee News in 2003, with an eye on launching Sahara Samay, the Sahara Group's Hindi news channel. He later joined India TV for a



**Mr. Sudhir Chaudhary**  
Editor-in-Chief, Zee News



brief stint. He took up the mantle of Chief Executive Officer and Editor-in Chief of Live India and Mi Marathi soon after. 2012 marked his triumphant comeback to Zee News, serving as the channel's head and anchor for DNA (Daily News & Analysis).

DNA airs every night on Zee News at the primetime slot of 9 p.m. It has the distinction of being one of India's most popular shows, thanks in no small part to Mr. Chaudhary's dynamism and relentless pursuit of the truth. He's known for lobbing hard-hitting questions to luminaries like Prime Minister Mr. Narendra Modi and former Congress President Mrs. Sonia Gandhi.

With a career spanning two decades and counting, Mr. Chaudhary has naturally collected

several awards and recognitions from the industry. One of the biggest honours of his life was collecting the Ramnath Goenka Award for Excellence in Journalism in 2015. He was handed the award in recognition of his groundbreaking interview with Mr. Awindra Pandey, rape victim Nirbhaya's friend. **F**

## NOTEWORTHY AWARDS AND ACCOLADES:

- Zee News won five News Television Awards in 2016, including one for Best News Presenter to Mr. Chaudhary and Best News Show to DNA.
- Zee News won three BCS Ratna Awards in 2019, including one for Most Trusted News and Best Primetime News Show for DNA.
- Zee Business won 3 awards at the IBJA Awards 2019, including Best Business Channel.
- Ramnath Goenka Award for Excellence in Journalism, 2015.

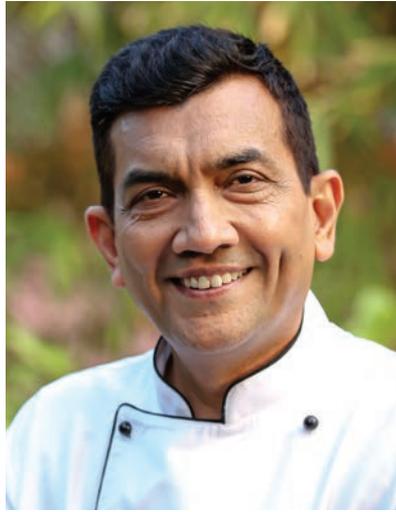
# MILLION DOLLAR SMILE

*Capturing the hearts of millions with a smile, celebrity chef and entrepreneur, Mr. Sanjeev Kapoor, talks about his unplanned entry into the F&B business and what's kept him inspired for the past 35 years.*

**W**hen Mr. Sanjeev Kapoor applied for a hotel management course, he didn't know he was at the threshold of a life changing decision. "I was actually preparing to be an architect," says the music enthusiast who plays drums to unwind after a long day. Mr. Kapoor started his culinary journey with ITDC Group and went on to work in various positions at properties in India and abroad.

Born in Ambala to Urmil and the late Surinder Kapoor, Mr. Kapoor's fondest childhood memories revolve around food. "My father, Shri Surinder Kapoor proved to me that men can cook too," he says, adding that he has learned a lot of what he knows from watching my father in the kitchen.

When it comes to the food business, thinking ahead comes naturally to Mr. Kapoor who understands what people want. He believes that along with that, being



**Mr. Sanjeev Kapoor**  
Indian chef

at the right place at the right time and taking calculated risks has helped him stay ahead of the game. "I am a big fan of gadgets and technology, and the digital front has always excited me," he says, citing an example of staying ahead of the curve. "My website, sanjeevkapoor.com was one of the first websites when the dotcom boom hit India."

Mr. Kapoor has always taken the path less travelled. "I've always been a calculated risk taker," he says, "whether it was to host what went on to become the longest running cookery show on Indian television or to become an entrepreneur." The first chef in the world to own a 24/7 TV channel (FoodFood) dedicated to

food and lifestyle, he believes that entrepreneurship is all about thinking out of the box, taking the right kind of risks and trusting your instincts. While Mr. Kapoor took a leap of faith at every juncture, he also faced his set of challenges. However, he saw them as an opportunity and overcame them through hard work and optimism. **F**

## MAJOR AWARDS, RECOGNITIONS & ACHIEVEMENTS

- Title of "Best Chef of India" was conferred on him by the Government of India
- Holder of Guinness World Record by cooking 918 kg khichdi, live at World Food India 2017, New Delhi
- Ranked 34th on the Forbes list of top 100 Indian celebrities
- United Nations (UN) chose him as the Indian Ambassador for their Clean Cooking Alliance, which promotes the use of safe cooking fuels and stove tops in rural India
- Khana Khazana, his food label, was launched at the House of Commons in the UK by Mr. Fabian Hamilton, MP of North East Leeds, Yorkshire
- More than 200 published titles in seven languages
- Endorses multiple well-known brands and is the owner of the brands, Khazana, The Yellow Chili and Sanjeev Kapoor Restaurants
- Mr. Kapoor's brand 'Wonderchef' contributes to women empowerment. He also works closely with NGOs including Forum for Autism and Akshaya Patra.
- Started Symbiosis School of Culinary Arts, offering a 3-year full time BSc degree in Culinary Arts

# WAKE UP, PREETI IS CALLING

*Best-selling author Ms. Preeti Shenoy talks about her struggles to break into the competitive book market in India and the life lessons she's learnt along the way.*

**M**s. Preeti Shenoy is a busy woman these days. Between writing best-selling books and giving talks at Amazon, the author also finds the time to travel and practice yoga. She credits her father as an inspiration, a guiding light when the going gets tough.

Ms. Shenoy is one of the top five highest selling authors in India today, but she had to struggle early on in her career. "I got rejected more than 40 times for my second book," she says, "but I never gave up." 'Life Is What You Make It' has sold more than a million copies, and has been translated to several languages including Turkish.

Ms. Shenoy's can-do attitude has served her well over the 11 years she's been in the book business. Her major titles include *Wake Up, Life is Calling*, *Life is What You Make it*, *The Rule Breakers*, *A Hundred Little Flames*, *It's All In The Planets*, *Why We Love The Way We Do*, *The Secret Wish List*, *The One You Cannot Have*, among several others. A number of her titles have been translated into various languages for international release.

When asked what life lessons she's gathered along the way, Ms. Shenoy promptly outlined three: "First, it's nice to be important, but it's more important to be nice. Second, the best is yet to come. Third, do your best but prepare for the worst."

Ms. Shenoy has used her mantra for success to bag a spot in the Forbes longlist of the most influential celebrities in India. She was also declared as the 2017 "Indian of the Year" by Brands Academy for her contributions to literature.

Other than novels, Ms. Shenoy also writes short stories and poetry, many of which have been published in magazines like *Verve* and *Conde Nast*. The *Financial Chronicle* ran a weekly column written by her for years. Literature isn't the only outlet Shenoy employs for her



**Ms. Preeti Shenoy**  
Indian Author

creativity though. The self-taught artist specializes in portraiture, mixed media and illustrated journaling, some of which you can find on her popular blog.

Ms. Shenoy's latest opus, *Wake Up, Life is Calling*, is a sequel to *Life is What You Make it*. It's been receiving rave reviews and is well on its way to becoming another success story for the author. Both novels espouse the importance of positive thinking to overcome obstacles, something which Shenoy herself is a great example of. **E**

## NOTEWORTHY AWARDS & ACHIEVEMENTS

- Received the Academia award for Business Excellence by the New Delhi Institute of Management
- Awarded the "Indian of the Year" award for 2017 by Brands Academy
- Featured on BBC World, Cosmopolitan, The Hindu, Verve, Times of India
- Lectured at premier educational institutions such as IITs and IIMs and corporate organisations like KPMG, ISRO, Infosys and Accenture
- India Today declared her as "the only woman in the highest-selling league"
- Appeared as a keynote speaker at the Birmingham Literature Festival
- Nielsen placed *Life Is What You Make It* in its "Top Books of 2011" list. The Times of India highlighted it as one of the biggest bestsellers of 2011
- 'Life Is What You Make It' continues to be one of India's top-ten, highest selling titles, week after week, even eight years after it's release.
- Interviewed by BBC world television, which reached an astounding 400 million people in 200 countries
- Invited to speak at all the major international literature festivals like Sharjah International Book Fair, and Abu Dhabi Book Fair 2019.

# PIONEERING AFFORDABLE PHARMACARE

*Mr. R. C. Juneja, Chairman of Mankind Pharma Group, revolutionised the Indian pharmaceutical industry, inspiring the trend of 'quality medicine at an economical price'.*

One of the most reputed business leaders in the pharmaceutical industry, Mr. R C Juneja laid the foundation stone of Mankind Pharma in 1986. The company became a legal entity in 1991 and went on to earning its reputation as a fully integrated pharmaceutical company in 1995.

Juneja is credited with revolutionising the Indian pharmaceutical market and inspiring others to follow the trend of 'providing quality medicine at an economical price'. He firmly believes that honesty and transparency go hand-in-hand with business acumen. He also shares his life experiences with the youth and encourages them to come forward and take up new challenges and responsibilities.



**Mr. R. C. Juneja**  
Chairman, Mankind Pharma Group



in 1974 with Kee Pharma. The following year, he joined Lupin and worked as a first line manager for almost 8 years. In 1983, he made the decision to resign and start his own company called Bestochem. However, in 1994, he withdrew his ownership from Bestochem and in 1995 incepted Mankind Pharma along with his younger brother, Mr. Rajeev Juneja, with an investment of Rs. 50 lakhs and an initial team of 25 medical representatives. Under his leadership, the Mankind Group now has a value of \$3.2 billion. It is one of the fastest growing pharmaceutical companies in India. The company ranks No. 1 in India in terms of prescription generated per doctor per month.

Juneja is one of the most distinguished business leaders. His analytical mind, entrepreneurial spirit, and risk-taking attitude are the reasons for his success. His simplicity, courage, presence and fortitude have been an inspiration to the common masses as well as a number of budding enterprises. **E**

## VISIONARY LEADERSHIP

After completing his graduation in science, Juneja started his career working as a medical representative

### MR. R. C. JUNEJA'S ACHIEVEMENTS

- Awarded the Business Icon Pharma Award by Network 18 in 2011.
- He was also one of the members out of the four business magnates nominated for 'Business Leader of the Year Award' at the 5th Annual Pharmaceutical Leadership Summit and Asia Business Leadership Award, 2012.
- He is one of the richest Indians as per Forbes List of Top 100 Richest Indians, October, 2013.

### MANKIND PHARMA'S AWARDS & RECOGNITIONS

Some of the major, most recent accolades are:

- **Best Pharma OTC Company** – Mankind Pharma is the proud winner of the Best Pharma OTC Company of the Year and Best Condom Brand of the Year (Manforce Condoms) awards in 2018.
- **Pitch Top 50 brands** – Mankind Pharma was presented the 'Pitch Top 50 brands' award in the gender equitable category (Preganews) by Exchange4media in 2018.
- **Smart Exporter-Pharmaceuticals** – Mankind Pharma won the 'Smart Exporter-Pharmaceuticals' award organised by Gateway Media Private Limited in 2018.
- **Best Design in Healthcare** – ABP, one of India's most prominent news channels, felicitated Mankind Pharma with the award for 'Best Design in Healthcare' in 2017.
- **Dream Companies to Work For Work** – Mankind Pharma won the 'Dream Companies to Work For Work' and 'Fun At Work' awards in 2017 at the 8th edition of the awards hosted by World HRD Congress.

# BEAUTY WITH BRAINS

*IIM Ahmedabad alumna, Falguni Nayar revolutionised the beauty and wellness industry with Nykaa, which offers over 850 curated brands and 35,000 products.*

**A**fter 19 years in investment banking, which involved interaction with a number of successful entrepreneurs, Falguni Nayar decided to launch Nykaa.com, an e-commerce store that is focused on beauty and wellness products. Nykaa is derived from the Hindi word 'Nayika', which means an actress or a person of beauty. "Our logo represents the transformation of a pupa to a butterfly," says Nayar, "just like a young girl who goes through a similar transformation." Moreover, a butterfly represents freedom, movement, energy and grace.

What sets the Mumbai-based venture apart from multi-brand retailers such as CVS and pharmacies is that it guides customers to make the right selection for their needs. "Most individual brand stores are biased," adds Nayar who believes that customers need advice, for instance, for the right foundation shade for the Indian skin tone. "This is why we have a dedicated section called the 'BeautyBook', which features product reviews, tips and tricks on applying make-up and guidance on choosing the correct products.

## THE EVOLUTION STORY

Speaking of her journey with the brand, Nayar says that each phase posed its own challenges. "In the first phase, we were focused on site development, hiring the core team and creating a unique brand experience for our customers. The next phase was focused on operations, technology and getting the products to the customer as seamlessly as we could. The marketing phase came in the end." Elaborating on the last phase, which Nayar believes was the most exciting, she says, "In a constantly evolving space like the internet, our marketing mix sometimes changes almost daily! There were some interesting and exciting challenges as we learnt from the expanse of the digital space."

While Nykaa's predominant focus is on being a retailer, there are some barriers to a smoother payment



Mrs. Falguni Nayar  
Founder, NYKAA

**NYKAA**.COM  
Your Beauty. Our Passion.

“Nykaa is derived from the Hindi word ‘Nayika’, which means an actress or a person of beauty. “Our symbol signifies the transformation of the pupa to the butterfly,” says Nayar, “just like a young girl who goes through a similar transformation.” Moreover, a butterfly represents freedom, movement, energy and grace.

option. However, consumers have accepted them whole heartedly. Nykaa has two offline store formats – Nykaa Luxe and Nykaa On Trend. The Luxe format features Indian and international luxury beauty brands along with Nykaa Beauty, the in-house collection of beauty products. The On Trend format is a first-of-its-kind in the market with products curated on basis of popularity. Nykaa works very closely with brands such as HUL, P&G, L’Oreal, J & J (Neutrogena), Nivea, and luxury brands such as L’Occitane, Davidoff and Calvin Klein. It follows an inventory-based model with warehouses in Mumbai, New Delhi, and Bengaluru and its offline presence is in 35 stores and expanding.

Nykaa is run by a team of experienced and well-balanced individuals with diverse backgrounds. The Chief Technology Officer is a former IITian, and the Chief Business Officer has an entrepreneurial background with e-commerce experience. The Vice President of Operations is backed with operational experience in leading e-commerce websites, ensuring customers receive their products on time. Nykaa is strongly driven by its content and has a creative writer in the core team. The Chief Marketing Officer, a Yale alumnus, is off to Harvard next year to pursue her master’s degree. **E**

# A DATE WITH THE OCEAN

Meet Mr. Afroz Shah, the young lawyer and activist from Mumbai who is determined to restore India's iconic beaches.

**I**n 2015, Mr. Afroz Shah and his neighbour made a decision that would have positive ripple effects in the years to come. Fed up with the piles of decomposing waste washed up on Versova beach, the duo started cleaning up and since then, countless others have joined what Shah calls 'a date with the ocean'. Shah's neighbour, Harbansh Mathur, has passed away but the clean-up drive they started has grown stronger than ever. "I am an ocean-lover and feel that we owe it to our environment," says Shah, adding that he hopes this is the beginning of change for coastal communities in India and the world.

Keeping the environment clean and green isn't a one-man show or only the government's job. Rather it's a community effort. Shah's and Mathur's initiative is a wonderful model of this, where people from all walks of life; slum-dwellers to Bollywood stars and schoolchildren to politicians work together. Over 4,000 tons of trash were collected from the 2.5-kilometre beach. Shah also plans to clean up the mangrove forests along the coastline, which act as a natural defence against storms.

## ENGAGING THE COMMUNITY

Shah had shot a documentary on the Mithi River while in law school, which inspired him to take it up next. He put up a post on social media inviting volunteers and received an overwhelming response. "I took just 25 volunteers with me to begin the work but when we got there, we found over 100 people waiting," he says. Shah strongly feels that getting the people living on the river bank involved in the clean-up drive is an important part of river rejuvenation; Mithi River has more than two million. Shah also trains these people on how to handle garbage in terms of recycling. "The boys we trained have further trained others, creating a ripple effect," he says. On the first day, they cleaned



**Mr. Afroz Shah**  
Lawyer and Activist

“Over 4,000 tons of trash were collected from the 2.5-kilometre beach. Shah also plans to clean up the mangrove forests along the coastline, which act as a natural defence against storms.”

about 300 meters. Shah assured the locals that he was committed to this cause, which motivated them to commit as well. Since then, they've even had discussions on how to sustain the movement, make houses zero-garbage, etc.

"As solid waste chokes the river, we plan to work on that first and then tackle the liquid waste," says Shah, who participated in three river clean-ups prior to starting his own drive. "When I went to Washington, DC as a speaker, I helped clean the Potomac River in Anzcostial and in India, the Kahn River in Indore and Gomti River in Lucknow. These rivers have clean water but they're full of solid waste, mainly plastic." He also feels that authorities need to make manufacturers responsible. "Among the 20,000 households that we trained at Versova beach, 2,50,000 pieces of plastic were collected in just four months. I'll be submitting reports to the state government on this. Citizens can do their bit, but manufacturers, too, should contribute to keeping the city clean." **E**



# TIDE TURNER

*Christopher Raju, Co-founder & CEO of Otomeyt, believes Artificial Intelligence is the future. With new ventures and innovations, he is set to revolutionise the IT and ITES industry.*

**M**r. Christopher Raju hails from a small town, Belgaum, in Karnataka and is extremely proud of his hometown for all the wonderful things it brings in terms of great food, large educational hubs, pleasant weather and smart people.

Chris has worked with the corporate sector for over 15+ years with large brands like Infosys, HP and ICI Paints before being bitten by the entrepreneurial bug. Even though Chris was inclined towards entrepreneurship, it wasn't an easy decision. "Leaving a big brand, comfortable life-style, steady income and plunging into an unknown area was scary," he says. Chris built the first low-cost hub-and-spoke BPO in Bengaluru. Four years later, he started PeopleWorld, an award winning sourcing and staffing company. It later merged with Apar Group, a multibillion dollar global business conglomerate. The next venture he started is Otomeyt which again is part of the Apar entity.

Otomeyt is headquartered in Singapore. It aims to disrupt the complete IT and ITES talent acquisition landscape through its comprehensive AI-enabled Talent Acquisition (TA) Suite. Otomeyt products are all SaaS based, easily scalable and can also sit on top of existing recruitment software, thereby enabling a complete digitalisation of the TA landscape. One of its marquee products is Oto-Code, an AI-based technical assessment platform which helps organisations make the right hiring decisions by evaluating desired technical skills and looking beyond traditional input and output test cases through GCVS(Global Code Verification System). Another version is Oto-QC, a non-technical assessment platform that can be used



**Christopher Raju**  
Co-founder & CEO of Otomeyt

across all industries for talent assessment. Another major product is Oto-Mojo, AI-sourcing bots which solve the legacy data, sourcing and scheduling needs of TA groups. The series of bots consume the existing data, stack rank it as per the skills, source the profiles from passive and active pools of data and even work on scheduling the tests and interviews. Then there's Oto-Catalyst, an intelligent and comprehensive applicant tracking system which helps clients streamline the entire process of candidate engagement—from application and evaluation to qualification, selection and on-boarding. Says Chris, "What sets Otomeyt apart is that we understand

the pain in managing a vast range of TA solutions as most of them work in bits and pieces rather than solving the problem statement from start to end. All our products seamlessly integrate with legacy systems, thereby empowering a complete transformation around People, Process & Technology." Client servicing is another key factor which dictates client retention and adoption. With a global presence and ability to serve clients locally, Otomeyt is committed to help organisations in their HR transformation journey.

Recently, Chris launched the 'HumanWorld Foundation' through which he aims to do a lot of philanthropy work for social betterment. The foundation aims to address key social issues such as Education, Training, Health, Environment and Sports. He comments, "There is no bigger satisfaction than giving back to society."

Chris believes that it's his never say die attitude that makes him unique. When you're an entrepreneur, you can't give up no matter how challenging things get. If your dreams don't scare you, they aren't "BIG ENOUGH", so keep the chase smart. **E**

## AWARDS AND RECOGNITIONS:

- Successfully set-up a global call centre in Colorado Springs, US in 2001 when the HP-Compaq merger went through.
- Won Best Operations Manager in 2003 at Immaculate Interactions (Acquired by HGS in 2005) for setting up the UK business.
- Featured at Infosys' "Good to join, Great to Grow campaign" in 2009 for fast-paced career promotions.
- Won the High Performers Incentive Bonus at Infosys for four consecutive years for his stellar performance.
- PeopleWorld won start-up of the year award from Silicon India in 2014.
- Apar PeopleWorld won most promising technology company in 2017 and Outstanding Achievement Award for Business Excellence from the All India Achievers Foundation in 2018.



# EMPOWERING INDIA'S DIGITAL REVOLUTION

*Jio aims to create a cutting-edge voice and broadband network, and build a powerful ecosystem on which a range of rich digital services will be enabled.*

**H**ome to the world's second largest population of 1.2 billion, India has a fast-growing digital audience with 800 million mobile connections and over 200 million internet users. Reliance envisions an India where broadband and digital services aren't a luxury but a basic amenity, accessible by consumers and small businesses, as well as far-flung villages and large cities. Jio's three-pronged focus on broadband networks, affordable smartphones and the availability of rich content and applications has enabled it to create an integrated business strategy from the very beginning. Today, it offers a unique combination of telecom, high speed data, digital commerce, media and payment services.

## CUTTING-EDGE TECHNOLOGY & INFRASTRUCTURE

Jio is setting up state-of-the-art infrastructure by partnering with some of the world's most technologically advanced companies. It is creating the most extensive and future-proof network in India, and perhaps, the world. It will provide next-generation legacy-free digital services over an end-to-end all-IP network, which can be seamlessly upgraded to 5G and beyond. In addition to the existing pan-India 2300 MHz spectrum and 1800 MHz in 14 circles, Jio invested over Rs. 10,000 crore to acquire 800 MHz spectrum in 10 circles and 1800 MHz spectrum in six circles. Jio now has the largest footprint of liberalised spectrum in the country. More than 2.5 lakh kilometres of fibre-optic cables, covering 18,000 cities and over one lakh villages have been laid. They have an initial end-to-end capacity to serve in excess of 100 million wireless broadband and 20 million fibre-to-home customers. Jio has also built nearly half-a-million square feet of cloud data centres and an international network with multi-terabit capacity. **E**

## REVOLUTIONARY INITIATIVES

Jio has come up with simple yet effective ideas, truly aligned with the Government of India's 'Digital India' vision:

- **Affordable Devices:** Ensuring availability of 4G LTE smartphones across all price points.
- **Digital Communication:** Jio4GVoice app brings the 4G communication suite to all smartphones and enables Jio's voice and video call service on non-VoLTE smartphones too. Its RCS (Rich Communication Services) features such as enriched calling, chat, file share and unified messaging enhance user experience.
- **Digital Currency:** Jio Money, Jio's digital currency and digital payments business, offers an affordable and secure payment platform.
- **Jio Drive:** The app allows anyone to store, sync and share content between their own devices and others'. Even micro and small businesses will be able to afford cutting-edge cloud storage technologies.
- **Digital Education:** Teachers and students from far flung areas can connect with each other, crowd-source knowledge and adapt new age learning techniques.
- **Digital Healthcare:** Expert medical advice will be accessible anytime, anywhere and medical practitioners can expand their professional scope.
- **Digital Entertainment and Social Connectivity:** Jio Chat is a powerful communication application that integrates chat, voice, video calling, conferencing, file sharing, photo sharing and much more. Jio Play enables users to watch HD TV anytime, anywhere on any device, with hundreds of channels, across categories and languages. Jio Beats is a premier digital music streaming service that gives instant access to millions of songs and curated playlists. Jio Mags and Jio News provide access to the most popular collection of magazines and news from leading publishing houses across multiple languages.
- **Digital Entrepreneurship:** In keeping with Reliance's commitment to net neutrality, Jio is building a powerful platform with which a range of rich digital products and services from digital currency, commerce and education to digital healthcare and e-governance, Smart Cities, M2M, and the internet of things can be partnered regardless of where they're created.

# A WINNER AT ALL COSTS

*Optimise Media Group India's MD & CEO LD Sharma recounts his tough childhood and how it drove his passion for business and appetite for racing in car rallies.*

**L**D Sharma doesn't know the meaning of giving up. The MD and CEO of Optimise Media Group India and CEO of Shoogloo Group and Sirmouri Group has been fighting his entire life to achieve all he has today. His tough childhood shaped his outlook on life, although he now looks back on his problems and sees how they've become his strengths.

Mr. Sharma's family grew up poor in the remote village of Mandhara in Himachal Pradesh. One of 8 siblings, he had to convince his father to let him study beyond class 5. He was forced to walk 25 km every day to complete his high school education and worked at a roadside dhaba. Post-college, Mr. Sharma decided to enlist for the Indian Army. He served in the Army (Corps of Engineers) for more than 6 years.

Leaving the Army was a difficult decision for Mr. Sharma. He did so anyway, armed with an MBA and a determination to succeed. He started out as a steno secretary, eventually climbing the ladder to work for brands like Amity, Oswal Group and Times Group.

"I had a passion for doing my own business ever since I remember," recalls Mr. Sharma, "I set up my first business soon after I completed my MBA when I started L&P Associates, a trading business, and in 1998-99 when I started my own travel agency, Bhardwaj Travel Services." Life dealt him another blow at this point, as the lack of working capital and the death of his father forced him to join the corporate world again.

It was at Deal Group Media UK that he grew his knack for digital marketing. He was one of the Principal Founding Directors of DGM India, introducing Affiliate Marketing as a specialised product for the first time in the country. A couple of years down the line, Shoogloo



**Mr. LD Sharma**  
MD & CEO, Optimise Media Group India



was born, providing affiliate services to merchants around the world.

He later founded Sirmouri, an end-to-end solutions company that offers Digital Services to major companies like Expedia, AliExpress, Amazon and Agoda. 2011 saw him becoming the Managing Director of Optimise Media Group India. The company uses performance-based advertising to connect businesses with a global network of publishers and media, generating sales worth \$1 billion for international brands like Standard Chartered and Microsoft.

Through it all, Mr. Sharma hasn't forgotten his roots. He's actively involved in humanitarian causes in his district, Sirmaur, promoting education and organizing blood donation camps. He recently became the President of Floorball Association

of District Sirmaur (FADS), supporting the players to compete at the national level.

A passionate car rally racer and collector, Mr. Sharma has put his life at risk several times to win competitions. After all, for Mr. Sharma, "Our life is a product of a very complex process, which cannot be created artificially—hence, live it because we only live once." **F**

## PODIUM FINISHES, RECOGNITIONS AND AWARDS:

- Named the "Pioneer of Affiliate Marketing in India" by the Global Indian Businesses Excellence Award 2019.
- Finished the Rally of Himachal in 2018 with a No. 1 podium standing in the TSD Car Rally.
- Ranked 5th in the Maruti Suzuki Championship League in 2016.
- Featured in various magazines including CIORevueIndia, a leading technology magazine.

# SCULPTING IN SPACE

*Architect and Urban Planner, Anil Bhaskaran creates unique, designer buildings, with a mix of traditional and contemporary architectural elements.*

**J**al Bhavan. InfoSys Mangala. Ramana Maharshi Centre for Spirituality. Some of Karnataka's most iconic buildings. Man-made structures and their environments in perfect balance. Meet the architect behind these architectural landmarks, Anil Bhaskaran.

Based in Bengaluru, Anil Bhaskaran is a proponent of 'touch and feel experience' that people get when they come in contact with various forms of design. Leading the way in thinking away from the standard, the modernism of glass and steel boxes that one sees around nowadays, he believes that buildings should be 'habitable sculptures' that should inspire a feeling of awe, but yet be functional.

Armed with a first rank in Bachelor's degree from the University of Kerala, he went on to earn a Master's degree in Architecture and Urban Planning from the University of Minnesota, US. After gaining valuable work experience from Skidmore Owings and Merrill, he returned to India in the early nineties and set up IDEA Centre Architects, in Bengaluru, an architectural firm that has completed over a hundred projects in and outside India, to date.

"As a student of nature, I find that despite its innumerable forms, nothing is created using straight lines. A lot of my designs are an interplay between straight and curved forms."



**Anil Bhaskaran**  
Architect and Urban Planner

Another area of interest, Semiotics, the science of signs, also inspires his designs. "Whenever I find an opportunity, I use symbolism, subtly, in my designs." Bhaskaran believes buildings must establish a strong connection with the context and climate of the place where they are located. "Respecting our planet is very important. Architecture and Urban Planning are sciences that deal with built environments. I have always been a strong proponent of Responsible Architecture and I believe my designs reflect this."

During the last fifteen years, Bhaskaran ideated extensively to develop new theories in urban and city planning. "When I started my practice, I realised that there have been no serious attempts anywhere in the country to design a prototype for a typical Indian city. Therefore, I devoted a lot of my time to developing one." Gentle, thoughtful, philosophical, and yet strongly functional, his designs have been featured in over a hundred publications and have won many awards, including the one for the Best Design for the Most Sustainable Township, at the recently concluded Global Smart Build Summit in Pune.

Showing Thought Leadership in the space, he runs a non-profit initiative, India Urban Care Forum, that aims to contribute to the wellness and betterment of Indian cities. (For more info, visit [www.ideacentrearchitects.com](http://www.ideacentrearchitects.com)). **IB**



INFOSYS, Mangaluru



SRI RAMANAMAHARISHI SPIRITUAL CENTRE, Bengaluru



JAL BHAVAN, Bengaluru



THE BRIDE, Bengaluru



HMV SCHOOL, Bengaluru



NOVIATE, Bengaluru

# THINK GLOBALLY, **ACT LOCALLY**

*Branding expert and serial entrepreneur, Mr. S. K. Sahu has over two decades of experience in the media and publications industry. He shares his views on how to make Indian brands global.*

**M**r. S.K. Sahu started his prolific career at Indiacom, a leading publication house based in Maharashtra. Within two years, he had founded his own publication company, printing business directories for the North Indian market. During this time, he was introduced to the digital world of branding and marketing, which spurred him on to set up a consultancy and advisory business covering the areas of publication, branding, pharma, entertainment, events and more. Specialising in developing brands for start-ups, SMEs and even individuals, Sahu has consulted over 30 companies that have been successfully running their businesses for over 10 years now, increasing their turnover by 500 per cent.



**Mr. S. K. Sahu**  
Branding Expert and Serial Entrepreneur

## TRAVERSING BORDERS

Despite being one of the most diverse, fastest-growing economies in the world, India does not have much presence in the list of top global brands. While our human resource is highly valued abroad, the world does not seem to hold our products and services in esteem. There is a growing suspicion in the west about the quality of goods and services produced by developing nations and emerging markets. Our brands also take a hit in the area of innovation. Not many Indian manufacturing companies are ready to invest the substantial amount of time, money and labour required to conduct indigenous R&D.

A good way to access the international market is by partnering with reputable brands in host countries. Joint ventures and strategic alliances ease operations and legal formalities, and instil a sense of global presence. Indian organisations can also benefit from the already strong established distribution networks of the host organisation. It's important to build a brand, which can be associated with professionalism, quality, discipline, business ethics

and sincerity of service. The factors of utmost importance in a globally competitive environment include quality, output and productivity as per international standards.

'Think Globally, Act Locally' is one of the key fundamentals that must be followed by any company who wants to establish itself worldwide. While maintaining international standards, a company is also required to focus on the needs and demands of various local and global communities and ethnicities. It can't go too far by producing generic products. The key is to have a long-term vision and invest in R&D to produce indigenous products that can earn patents. Companies must work aggressively

towards producing patent-earning products that can distinguish its brands at an international level, and start seeing investment in R&D as a strategic investment that will bring long-term dividends.

India has a rich cultural heritage and reputation in many fields ranging from spirituality and yoga, to ayurvedic and herbal medicine, flora and mineral resources. This vast reputation can be leveraged by Indian brands in order to establish a foothold in the international market. Focusing on India as a pioneer of healthy alternatives in medicine, a promoter of yoga and classical Indian dance and music, and home to highly capable IT professionals will surely help Indian brands in creating a unique global footprint. **F**

## MAJOR ACHIEVEMENTS

- Successfully completed NAAC Accreditation Consultancy for more than 120 colleges and universities
- 3 times winner of 'Most Promising Entrepreneur Award'
- Created many domestic and international event properties in the UK, the UAE and Thailand
- Content provider to many A-rated Indian TV channels

# BREAKING THE MOULD

*Interior Designer Saheba Singh discusses her forward-looking design philosophy and the setbacks she's overcome on her journey to the top.*

**T**he aesthetics of your space can make or break your restaurant, hotel, or home, and no one knows this better than Ms. Saheba Singh. The interior designer has spent the past 15 years cultivating a reputation as the go-to person for designing luxury properties across India and abroad with her company, This Is It Designs Pvt Ltd.

Exposed to good design and surrounded by drafting boards and parallel bars at an early age, Ms. Singh has a natural flair for conceptualising the visual identity of a room. She earned a Bachelor's degree in design as a student in New Delhi and later struck out on her own post-college. "It was not an easy decision, but one that had to be made. I believe tough times are imperative and the skills you develop during that time are the ones that will make you."

Ms. Singh took on a small 2500 sq. ft. lounge as her first project back in 2004, with just a discarded dining table and a CPU in one room as her office. Today, that very same office is her dressing room and This Is It Designs has over 20 employees. As with many a success story though, her journey to the top hasn't always been a straight line.

For Ms. Singh, 2012 was the lowest point in her business as it suffered a setback which took two years to recover from. Instead of throwing in the towel, Ms. Singh marched on and made sure no payments were stopped and salaries were paid on time. Reflecting back on these difficult times, Ms. Singh says that "Every day is a struggle, but this is who I have become now. Someone who handles them every day. I wouldn't know what to do with myself otherwise."

This Is It Designs' creative work covers everything from luxury residences to opulent retail stores. You only have to walk into restaurants like Farzi Café in Dubai, Tamasha in Mumbai, Gup Shup in New York and Masala Library in



**Saheba Singh**  
Director & Owner, This Is It Designs Pvt. Ltd.

## THIS IS IT.

play on Indian textiles with clean silhouettes.

When she's not busy rewriting the rules of interior design, Ms. Singh can be found writing blogs—one under an alias and the other called "All Types Of Stupid"—and drawing with charcoals. The latter started out as a hobby-cum-therapy for her, but, to her surprise, friends began buying her sketches. She posts her artwork on Instagram under the handle Catching Storms. It's also been exhibited at a few galleries and featured in a solo show.

Growing up in a joint family with four siblings, Ms. Singh learned the importance of sharing and working as a team to achieve goals. "The goals keep changing and so do the risks. The key is to pre-empt the problems and prepare for them in advance, so you can strike back when it hits you. If you can do that, the risks doesn't remain much of a risk."

Early on, Ms. Singh realised that different people have different things to offer since not everyone has the same beliefs and ideas. Understanding them will enrich our own thought process. "Stay true to who you are but accept other people's truth as well—unless the other person is a sociopath or a murderer of sorts ;)." **E**

New Delhi to see what the company's elegant philosophy is all about.

Identifying what the market needs next is an essential ingredient in This Is It Designs' success. "It's easy to go along with what's trending, but the trick is to know what will come next and start putting it out there when the current trends have peaked. That's where the opportunity lies—to be able to create and give people what they want even before they consciously realise it"

Ms. Singh is now setting her sights on designing hotel chains as she sees a huge potential to break away from age-old norms about what hotels need to look like. "I believe whether you're travelling for business or pleasure, an unexpected design experience that stimulates your senses will always win." She's also launching a new line of furniture later this year, combining a

# ECLECTIC SPACES: THE AUURA INTERIOR DESIGN STUDIO

*Gone are the days when interior design was a mere luxury. Today, the space we reside in or work out of strongly determines mood and productivity, say Shaily & Kalpesh Ganatra, Founders of the Auura Interior Design Studio.*

**H**usband-wife duo, Shaily and Kalpesh Ganatra operate their design studio out of Rajkot, Gujrat. While Shaily handles the creative aspect, Kalpesh takes care of the technical side. Their work primarily includes residential, commercial and hospitality interior design solutions in various parts of India as well as the Netherlands, Dubai and Africa. Following the motto, ‘We Listen, We Create, You Enjoy’, the Auura Design Studio infuses clients’ personality into the space. They are also a one-stop-shop, connecting clients to direct vendors so as to offer the best rates.



**Mrs. Shaily Ganatra**  
Founder, The Auura Interior Design Studio



**Mr. Kalpesh Ganatra**  
Co-Founder, The Auura Interior Design Studio

Currently a team of nine, they are known for their unique, customised, luxurious designs, which they deliver quickly compared to the average time taken in this industry.

## CHARTING THE PATH

An interior designer by qualification, Shaily took a sabbatical after marriage and made a comeback after around eight years, collaborating with other interior designers at their studios. Eventually, she started getting noticed and decided to open her own studio. Kalpesh, on the other hand, runs another family business. Spurred on by a passion for design and his eye for detail, he joined hands with Shaily and co-founded the venture.

Talking about their style, the couple define it as eclectic; comprising heterogeneous elements, and a mixture of textures, time periods, styles, trends, and colors. They go on to talk about how they love exploring different materials such as mosaic, stones, fiber and tree logs. “In one of our recent projects, the Gandhi Museum, we used all eco-friendly materials such as cork, bricks, wood, ropes, jute and bamboo. Shaily and Kalpesh draw inspiration for their work from things that most of us would over look such as a bird sitting on the window sill and patterns in the sky on a sunny day. “One of the major challenges we face is staying

updated in our field,” says Shaily. Kalpesh adds that finding skilled and affordable labour to deliver the desired results based on their design is another challenge. Despite these hurdles, they try to maintain a positive approach. Say the duo, “We’ve always trusted our instincts and given it our best, which has worked wonderfully for us so far.” **E**

## ACHIEVEMENTS

- Global Excellence Award for Most Promising Interior Design Studio in Rajkot, 2018.
- Published in various local and international magazines and newspapers.

## LIFE LESSONS

- I am a go-getter and am very passionate about anything that I put my mind to.
- I strongly believe that if there’s a will there’s a way.
- If you believe in yourself then the sky is your limit.
- My positive approach towards life gets me through thick and thin.
- I believe in giving my best to everything, be it my client, my family or my team.
- I keep on improving myself in order to serve my purpose.

# INDIA'S **BEAUTY** MAGNATE

*Businesswoman Geetaa Paul chats about her three decades in the beauty industry and the passion that drives her forward.*

**B**eauty is a part and parcel of entrepreneur Ms. Geetaa Paul's life, a 30-year-long passion which she has turned into a successful career and business. She rose through the ranks at VLCC to become its AVP (Area Vice President) for Karnataka and is now the owner of Sculpt by Geetaa Paul, a health-focused slimming and beauty salon in Bengaluru.

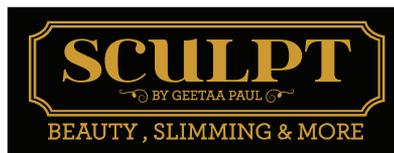
Years before launching her brand, Ms. Paul was just a young girl with a deep interest in beauty. She attended the College of Beauty and Cosmetology in Bengaluru besides training herself with several reputed colleges. She also underwent Advanced Hair Training at the Morris School of Hair Designing in Singapore. Armed with all this knowledge, she began her career as a Beauty Manager in Dubai.

India came calling soon, and she relocated to Bengaluru to work as the Zonal Beauty Head at VLCC. She soon received a promotion to AVP for Karnataka. She also partnered with another wellness brand for about 10 years, bringing the brand glory and success.

It was during this time that she got into a frame of mind of doing something of her own and the idea of Sculpt by



**Ms. Geetaa Paul**  
Indian Businesswoman



Geetaa Paul started taking shape. It was a risky endeavour at the time, seeing as how she was doing so well for herself professionally. "Something in me was driving me towards starting something of my own. I made up my mind and nothing could stop me from pursuing my drive."

Today, Sculpt by Geetaa Paul is one of the biggest names in the beauty business. It's won numerous accolades including the "Best Slimming Clinic in Customer Satisfaction" at the Cosme India Awards 2017 by ASSOCHAM India and "The Most Trusted Slimming Beauty and Aesthetic Clinic in India" at the International Quality Awards 2019.

Ms. Paul credits her in-depth knowledge of beauty and wellness as the reason for her success. Her goal with Sculpt by Geetaa Paul was to bring premium health and wellness services to all at competitive rates, using the latest in advanced technologies to fulfil her purpose.

Three decades into the beauty industry, Ms. Paul remains as committed as ever to encouraging women to bring out their best selves around the world. She recently received the "Pratigya Social Impact Award" for her work in supporting Ms. Laxmi Agarwal, an acid attack survivor and activist. Her motto in life is "Behind every successful women is herself." 

## MAJOR ACHIEVEMENTS & AWARDS

- Brands Impact presented Ms. Paul with the "Pratigya Social Impact Award" in 2019
- Ms. Paul was conferred the title "Woman Entrepreneur Supporting Social Causes"
- Sculpt by Geetaa Paul received the "Best Slimming Clinic in Customer Satisfaction" award at The ASSOCHAM Excellence Awards 2018 in the category of Beauty, Wellness and Personal Care
- ASSOCHAM India declared Sculpt by Geetaa Paul as the "Best Slimming Clinic in Customer Satisfaction" at the Cosme India Awards 2017
- Recognized as "The Most Trusted Slimming Beauty and Aesthetic Clinic in India" at the International Quality Awards 2019
- Ms Geetaa Paul has been covered in the international issue of the "Beauty and the Best" magazine under the title "Indians of Global Influence: Special International Edition". The magazine was unveiled in the UK parliament on 25th June 2019 in front of diplomats, Lords, politicians, and ambassadors.

# THROUGH HARDSHIPS TO **THE STARS**

*Ms. Potu Seeta Devi, Director & Owner of Pinks n Bloos Beauty Saloons Pvt. Ltd., defied multiple sclerosis to reinvent her entrepreneurial journey from filmmaker to beauty salon chain owner.*

**B**orn in United Andhra Pradesh, Ms. Potu Seeta Devi did her schooling in Suryapet, a small town in Telangana. The second child among five, she always dreamed of starting her own business. She attributes her entrepreneurial streak to her independent nature. In 1988, she started her career as a television producer. In fact, she was the one who launched her husband, ace cinematographer, Mr. Chota K. Naidu, through her television productions. Later, she started directing too and is the first woman producer and director from United Andhra Pradesh to make commissioned programmes for Mandi House, a national and regional network. Everything was going on well until 2003, when Devi fell ill. The doctors weren't able to diagnose her sickness and she ended up being wrongly operated. It was only in 2004 that the doctors diagnosed her with multiple sclerosis, which was unheard of in those days, bringing her career to a standstill. It was at this point that the ambitious, determined and innovative Devi decided to launch her salon brand, Pinks n Bloos Beauty Saloons Pvt. Ltd.

In 2005, Devi, along with her daughter Aishwarya Tushara, a graduate in Business Administration from Australia, started Pinks n Bloos Beauty Salon N Spa, which Devi opted to set up in a gated community instead of a high street. Despite the advice of her well-wishers, she opted to have her own brand instead of a known franchise brand. Though the first eight to ten months were a struggle, things picked up after that and they began getting offers from popular gated communities and corporates as well. Earlier this year, she started



**Ms. Potu Seeta Devi**  
Director & Owner, Pinks n Bloos Beauty Saloons Pvt. Ltd.



“It was only in 2004 that the doctors diagnosed her with multiple sclerosis, which was unheard of in those days, bringing her career to a standstill. It was at this point that the ambitious, determined and innovative Devi decided to launch her salon brand, Pinks n Bloos Beauty Saloons Pvt. Ltd.

another chain, PNB Pony Salons 'Commonman's brand', leveraging the unorganised salon industry. It offers services at nominal rates and, in fact, follows the motto 'no service is more than Rs. 500'. It has given many low and medium-budget investors an opportunity to grow. So far, 15 franchisees are up and successfully running on an experimental basis. Pan India promotion plans are in the pipeline too.

An avid reader and music lover, Devi believes that we can learn something from everyone. She is inspired by Sri Narayana Murthy who she's never met in person but has read about. A risk taker, she says that it's imperative for anyone who chooses business as a profession to have a risk appetite in order to achieve goals. A brave individual, she thinks it's her courage that makes her unique. Devi has won awards from Franchise India and COWE for "Best Women Entrepreneur". However, she says that her real awards are the compliments she receives from her clients and well-wishers. Devi strongly feels that business is to be done using the brain but listening to the heart. Honesty and discipline are at the centre of her work ethics. She sees herself as her strongest competitor and advises entrepreneurs to compete with themselves rather than others. **E**

# INDIA Forbes

UPCOMING MARQUEE SUPPLEMENT BY WBR CORP

## MODERN INDIA'S GAME CHANGERS

FORBES INDIA  
MARQUEE



Network 18

# CELEBRATING A STRONGER



On 30th May, Thursday, leading businessmen from the UK and India came together at the House of Lords to celebrate the growth of India-UK trade relations at the first Global Indian Business Excellence Awards (GIBEA) organised by WBR Corp UK Limited in association with Asian Voice.

The ceremony was graced by UK parliamentarians like Lord Navnit Dholakia, MP Mr. Keith Vaz, MP Mr. Virendra Sharma and MP Ms. Seema Malhotra, Peers, leaders of the community and business fraternity.

The awards celebrated the organic growth of Indian companies in the UK, recognised the contributions of leading professionals made in the fields of technology, education, architecture and health among others who have fuelled growth in the UK-Indo market amidst Brexit uncertainties. The main aim for organising Global Indian Business Excellence Awards is to create a common platform for Indian and UK entrepreneurs, professionals and like-minded businesses to network and identify potential areas of investment in the UK. The primary objective of the awards, that are a result of a comprehensive market research study, is to identify and recognise fastest growing organisations and entrepreneurs across a range of industries. The awards also saw unveiling of the Forbes India Special magazine viz. 'Global Indian Brands and Leaders' with features on some key players from different industries.



Seema Malhotra MP and Dr Shahnaz Ahmed, Chairperson, Springdale High School



Seema Malhotra MP and Dr. Cdr Kartikay Saini, Chairman, Scottish High International School, India



Seema Malhotra MP and Shrinivas Rao, CEO, Vestlan



Seema Malhotra MP and Arumugam Raghuvaran, on behalf of S. Karaidiselvan, Managing Director, CADD Centre Training Service



Virendra Sharma MP and Swati Bhargava, Founder & Director, De Proxemics Design Studio, London



Virendra Sharma MP and Kapil Jain, Head of Technology and Strategy, Vistara airlines receiving the award for NIIT Technologies



Virendra Sharma MP and Mrs. Vanitha Sunderraj on behalf of Grace Romila receiving the award for Grace International School



Virendra Sharma MP and Yatin Gupte, CEO & Founder of Wardwizard Solution India Pvt. Ltd

# UK-INDIA BUSINESS CORRIDOR



CB Patel, Editor/Publisher of Asian Voice and Shilpa Gupta, Director of WBR Corp UK Limited



Rt Hon Keith Vaz, MP Leicester East



Seema Malhotra MP and Dr. P. Shyama Raju, Chancellor of REVA University, Bangalore



Seema Malhotra MP



Rt Hon Keith Vaz, MP Leicester East



GIBEА, Networking Dinner



GIBEА, Networking



GIBEА, Networking

# GLOBAL INDIAN BUSINESS EXCELLENCE AWARDS 2019



Seema Malhotra MP and Narendra Ram Nambula, Founder and CEO, Life Span Pvt Ltd



Seema Malhotra MP and Dr. D.S. Yadav, MBBS, DMRD, DNB, Modern Diagnostic & Research Center



Seema Malhotra MP and Dr. Minnie Bothanwala, CEO, Wadiya Hospitals



Lord Navnit Dholakia and vijay Kumar Dutta, CEO, Suzu Steel India



Lord Navnit Dholakia and Karun Kaura, Chairman, kaya Blenders & Distillers Ltd



Virendra Sharma MP and Karishma Kakoti, Founder KA Designs



Lord Navnit Dholakia and Kapi Kumar



Lord Navnit Dholakia and L D Sharma, MD & CEO, OMG Network India Pvt Ltd



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# Dr. CSS Bharathy

Founder, **Fusion VR**



“VR, AR and MR are making science fiction dreams a practical reality around the world. The tech revolution is spreading outside the gaming and entertainment industries into practical Industrial applications. Our operator training simulators for various process plants including emergency and safety training, on-the-job AR&MR assistance, assembly line and shop floor maintenance training and virtual product launching platforms have been extensively used for years by our global clients and government agencies including defence. The goal is to turn every idea into an exciting XR Product, which ultimately delivers a great experiential learning and unbelievable return on investment to our clients.

#### OTHER ROLES

Dr. CSS Bharathy also serves as an elected fellow of:

- Indian Institute of Safety and Environment
- Indian Institution of Production Engineers
- Foundation for Advanced Education and Research
- Engineering Design and Analysis Forum

Certified Industry 4.0 professional and immersive technologist, Dr. CSS Bharathy has two decades of experience in digital imaging, process industry consultancy, training, workshops, research and product development in Singapore from 1998 to 2006 and in India from 2007 onwards. In 2012, he founded Fusion VR, which helps businesses in their digital transformation journeys by designing and integrating custom made Immersive-Solutions using various XR technologies along with the flavors of IoT & AI. It enhances production efficiencies and reduces safety incidents, as well as offer solutions across verticals with the accurate KPI assessments thereby creating “immersive Digital Twin” experiences for the Industry 4.0 landscape.

Fusion VR is an offspring of Global Institute for Stereovision and Research, which has over a decade of experience in the fields of stereoscopic imaging, 3D animation, holography, Mocap-systems and simulation games. Says Dr. CSS Bharathy, “Our Products & Solutions cover the entire spectrum of Industrial-training simulated in real and-virtual combined environments through the 3 Major variants of XR technologies such VR, AR & MR. The Dynamic team at FusionVR has a perfect blend of Engineers & Scientists with rich cross-cultural Industry experiences along with an Energetic-young-team of Designers, Creative-artists & Developers who all share a passion towards Immersive-Technologies for Smart Factories. Our SMEs are capable to understand the Pain-Points of our customers and design customized Industry4.0 Immersive-Solutions and Strategies from Engineering-Design and R&D to Production, QC, Maintenance & Service, Sales & Marketing till Customer-Service (End-to-End Complete Product Life-Cycle Solutions). FusionVR majorly caters to Process-Plants such as Oil & Gas, Petrochemical, Chemical, Cement-Factories, Pharmaceuticals and manufacturing-industries such as Automotive, Aerospace, Electronics and Marine.”

An Adobe certified video specialist, Dr. CSS Bharathy became the first certified instructor of South East Asia in 2004. In 2007, he started Aim Multimedia, India’s first and only training institute authorised by Adobe, Autodesk, Corel and Wacom. A doctorate in Stereoscopic 3D, he has contributed research articles for science magazines and was recognised as a “Distinguished Scientist” at the International Conference on Systemics, Cybernetics and Informatics 2012. Further, he is involved in continuous R&D in the areas of indigenous and cost-effective stereo 3D imaging, VR and AR, interactive holography, Mo-cap systems and industrial simulations.

Years of Experience: **20 years**

#### ACHIEVEMENTS

- A forerunner in the industrial virtual simulation space since 2012 and commercially launched VR services for the first time in India during early 2014.
- Created the mobile games that are listed as top ten on Google Play store with nearly over 30 million downloads, and award-winning VR products for private and government agencies in India and across the world.
- Listed in “20 Most Promising Virtual Reality Solution Providers - 2018” by Silicon India.
- ImmeX Zone, one of its major initiatives, was the first ever commercially launched real immersive VR product in India and Singapore during 2014. An indigenous VR HMD and a dynamic haptics technology integrated simulation platform was developed for this.



“Coming from the background of engineering, I had enough knowledge to start my trading business but the resources were limited. I used to administer and supervise all the tasks myself including loading consignments without any manpower or means of transport.”

“We do not approach any client for prospective business, but for knowledge sharing. We started educating clients about filtration processes. This is, even today, quite unheard of in our sector. This resulted in building faith among our clients. We conduct regular seminars and give presentations to companies on the filtration process and its impact on the industry.”

## Mr. Mehul Panchal

Chairman and Managing Director,  
**Filter Concept Pvt. Ltd.**

Recipient of the prestigious National Award, Mr. Mehul Panchal is the perfect example of perseverance and determination. A chemical engineer by profession, he worked for an organization before he realized that he was meant to be his own boss. The way ahead wasn't easy because he was the only breadwinner in a family of seven.

He started with an initial capital of 10,000 INR which did not deter him from achieving his dreams and today, his efforts have made Filter Concept a multimillion-dollar, diversified, giant organization.

Filter Concept is a leading manufacturer and exporter of industrial filters and offers complete filtration technology solutions for various requirements of air, gas and liquid. Its 3,500 plus customer base includes top Indian companies as well as international Fortune 500 companies across industrial sectors.

“Coming from the background of engineering, I had enough knowledge to start my trading business but the resources were limited. I used to administer and supervise all the tasks myself including loading consignments without any manpower or means of transport,” says Mr. Panchal.

Being a first-generation entrepreneur, Mr. Panchal was short of market understanding but his willpower was unwavering which made him acquainted with the process through R&D. He strongly believes that it is crucial to be updated about the latest industry knowledge and technical know-how.

He is blessed with values which lets him identify an adjacent opportunity and helps to get an overview of the market and competitors.

On his best achievement, Panchal said, “My customers with whom I started my journey in year 2002 are still my customers. The strong working philosophy, which we follow, is customer satisfaction, high quality of services and cost competitiveness. We have 3600 customers globally.”

Mehul toiled hard to convert his dream into a reality and is today, the driving force behind India's premier filtration solutions provider. When we interviewed his employees, they unanimously said that Mehul is never satisfied with anything but ultimate perfection.

He made his name in the provision of all-round filtration solutions and, thereafter, diversified his business into various other affiliated aspects of filtration technology to provide an overall boost, not only to his vast array of demanding customers, but also to the filtration industry as a whole.

Sharing his business acumen and his success mantra, Panchal says, “We do not approach any client for prospective business, but for knowledge sharing. We started educating clients about filtration processes. This is, even today, quite unheard of in our sector. This resulted in building faith among our clients. We conduct regular seminars and give presentations to companies on the filtration process and its impact on the industry.”

Years of Experience: **17**

### AWARDS & ACCOLADES

- National Award - Outstanding entrepreneurship for the year 2013 by Hon. Prime Minister Shri Narendra Modi
- National Award - Product Process Innovation in 2014 by Hon. Prime Minister Shri Narendra Modi
- Best MSME Award 2013-2014 For Growth in Production & Profit by CM Smt. Anandiben Patel
- Best MSME Award 2011 For Outstanding performance in Innovation in technology by CM Shri Narendra Modi
- Best MSME Award 2011 For Outstanding performance in Quality and Environment Measures for Manufacturing by Shri Saurabh Patel



#### AWARDS & ACHIEVEMENTS

- 'Excellence in Architecture & Design' held at House of Commons, UK Parliament by World Business Review Corporation in May 2019.
- Member of Editorial Board, Cambridge Publications, UK.
- Awarded Distinction for design research work on 'Environmental Strategies for Workspaces in hot-dry regions of India' at AA School, London.
- Awarded 'Vipra Genius Award 2019' for exceptional performance for academics in Architecture, organized by Vipra Foundation, India.
- Showcased her designs for energy efficient workspaces in India at the Architectural Association, London as a part of the London Architecture Festival 2018.
- 'Best Residential Architecture Firm of the Year for 2015' at the Pearl Blue Awards of Excellence by Mediaz Group, India.
- 'Best stall design' by Society Collection Exhibition, India in 2008.
- Gold medal for 'Best Thesis Design' in 2007.
- Author of 14 publications - One book and 13 research papers.

## Ar. Swati Bhargava

Director, **De Proxemics Design Studio**

Growing up in a highly educated family, spurred Swati Bhargava on to pursue her Bachelors in Architecture with honours. Following that, she established De Proxemics Design Studio, which currently specialises in architectural, interior and environmental design consultancy services. Her architectural practice revolves around concepts pertaining to energy efficiency and passive design techniques. Initially it was challenging but she pulled it off and as of today, has been successfully running her studio for over 12 good years. During this time, the business has expanded and completed over 250 projects. Bhargava has a distinction in Sustainable Environmental Design (Masters) from Architectural Association, London which is the alma mater of legendary architects like Zaha Hadid. She then set up another office in London when she started bagging prestigious and iconic projects soon after she graduated. It was a risk to leave her deep grounded business in India while she was on a sabbatical, but she took it and it paid off well. The London office has projects ranging from high end residential bungalows, listed historic mansions to corporate offices. Bhargava believes what gives her firm an edge is the application of sustainability measures to all her projects.

Years of Experience: **Over 12 years**

#### CONNECTING INDIA TO THE UK

In the last few years, there has been a growing awareness for energy efficient yet functional designs all over the world. Bhargava's research work in London primarily focused on 'Courtyards' and 'Jalis' of Rajasthan, and was highly recommended by the members of the jury. She realised that it would be worthwhile to introduce the 'Zero bills home' concept, which is popular in the UK and Europe, to India. A detailed thermal, daylight, solar control analysis is carried out through simulations and through passive design principles; it can lead to astonishing results with regards to energy savings and guarantee occupant comfort. Further, this helps the clients achieve lower energy bills and lesser carbon emissions. She aims at spreading awareness about such design methods and educating on adopting green architecture. Further, Bhargava has generated a lot of business for the Indian traders, craftsmen and professionals by offering them work for her international projects.

#### ON BEING A FEMALE ENTREPRENEUR

"Being a female entrepreneur in the construction industry has never been easy. In our country, the architectural profession is one of the most underpaid ones. Moreover, when you're just starting out, it's difficult to win new clients while keeping the firm financially sustainable. It was challenging juggling my roles as a mother and the head of a company. I had to make some tough choices, as I shuttle between India and the UK, stay far away from my kids and family for long periods of time. I enjoy travelling extensively for work, and my Indian design team helps me manage my businesses in India and the UK."



“ My father, Shri T.K. Agarwal, asked for my help in fulfilling his longtime dream and ambition of setting up an engineering college to serve the society by imparting quality education. It's been 18 years since, and the rest, as they say, is history.

Years of Experience: **23 years**

## Dr. Arvind Agarwal

President, **Arya Group of Colleges**

Dr. Arvind Agarwal was born in a middle-class family in Rajasthan. Despite lack of resources including a school in the vicinity, he, not unlike his three older brothers, was determined to get an education. He used to travel for two hours by public transport just to get to school. Encouraged by his father, who himself was an engineer, he went on to pursue his MBBS from the University of Calcutta and thereafter, served and practiced in well-known hospitals and institutes such as Willingdon Hospital in Delhi and All India Institute of Medical Sciences. Following that, he went to the US to pursue his MD in Psychiatry. In 2000, the medico engineer returned to India to establish the multiple award-winning Arya Group of Colleges at Jaipur. “My father, Shri T.K. Agarwal, asked for my help in fulfilling his longtime dream and ambition of setting up an engineering college to serve the society by imparting quality education,” he says. It's been 18 years since, and the rest, as they say, is history. The journey demanded a lot of determination and hard work, which Dr. Agarwal never shied away from. “My father, who is my inspiration, always taught us that hard work has no substitute,” he says, adding that honesty is another virtue he lives by.

Dr. Agarwal believes that if quality education comprising high academic discipline and infrastructure are provided, it will open doors to great opportunities. He took one of the biggest risks of his life and established Fortune School of Technology and Management (FSTM), a business management college in Singapore. “Our goal was to provide international education and exposure with modern infrastructure and technologies, and since Singapore is one of the most technically advanced countries, we chose it as our foreign campus.” Sadly, there was a sudden change in Singapore's government policies, and after three successful years, they had to close down and continue their expansion in India. “My life has provided me with enough opportunities to learn from my actions and from a lot of people,” says Dr. Agarwal. “I believe that my knowledge in and exposure to technology in the medicine and engineering fields gives me an edge. This kind of knowledge and exposure experience is essential to have a vision and realise it.”

### MAJOR AWARDS & RECOGNITIONS

Some of Dr. Arvind Agarwal's major accolades are:

- Felicitated by Mr. Pranab Mukherjee, Ex-President of India as 'Visionary Entrepreneur of India' for emphasising education as a goal for students and instilling a spirit of entrepreneurship in them
- Felicitated by Mr. Bill Clinton, Ex-President of USA for contribution towards providing nutritious meals to the students of government schools in association with Akshaya Patra Foundation, in July 2014
- Conferred the title of Sewa Ratan by the Rajasthan State Commission for Minorities for contribution in the field of technical education
- Recognised as 'Visionary Leader of the Year 2018' by the Centre for Education Growth and Research (CEGR) for outstanding and exemplary contribution towards education, skill development and research
- Indian Entrepreneurs Award by Brands Academy in June 2017
- Life Time Achievement Award by Leadership & Promotion Council of India, in 2015.
- Rajasthan Gaurav Award 2017 by Sanskriti Yuva Sansthan for exceptional contribution in the field of education in Rajasthan
- Entrepreneurs Award by Engineering Watch in 2013
- Academic Visionary Award by Advisory & Auditor Council KPMG & WCRC in 2012
- Special Achievement Award by National Entrepreneurship Network for outstanding contribution in sustaining the entrepreneurial ecosystem, and fostering the transformation of students from job seekers to job providers
- Life Time Achievement Award by Indian Achievers Podium in March 2014
- Dare to Dream Award by the Federation of Rajasthan Trade & Industry and SAP for contribution to the remarkable quality and growth of the education sector in India.



“ Reading and writing alone doesn't make you literate rather failing to learn and relearn makes you stagnant. Technology and businesses are changing at a fast pace. The last few decades have seen businesses evolve from domestic and national enterprises and markets to multinational enterprises. ISBM strives to keep pace with this change; classrooms to virtual classrooms, offline to online exams, updated study material and latest infrastructure and technology.

#### About ISBM University & ISBM

ISBM University aims to provide world class education in India. With a sprawling, state-of-the-art campus in the heart of Raipur, Chhattisgarh, ISBM University is one of the very few completely self-financed universities to receive approval from the Government of India to offer University programmes in such a remote location. ISBM University has received innumerable awards and laurels from many govt and non-government organisations. With a state-of-the-art campus and apt environment to study, it gives the most memorable experience to the students for their life. ISBM group, established in 1992, is ranked among the top-ten educational groups in India.

## Dr. Vinay M. Agrawal

Chancellor, **ISBM University**

Dr. Vinay M. Agrawal has always dreamed of transforming the education sector through innovation, technology and research. He established ISBM group, which has received various accreditations and awards, making it a globally renowned educational group. Following this, he founded and became the Chancellor of ISBM University, which has also been approved by various government and non-government organisations and received many recognitions and awards.

Having a pan-India network and international presence, ISBM group campuses are located across cities like New Delhi, Chandigarh, Ludhiana, Mumbai, Pune, Kolkata, Chennai, Cochin, Bengaluru, Indore, Jaipur, Lucknow, Vishakhapatnam, Ahmedabad, Gwalior and in many more cities in India; Afghanistan, Sri Lanka, the UAE are a few of the locations abroad. Thus, the students of ISBM can benefit through its tremendous reach across corporates and industries.

Dr. Agrawal is extensively involved in various independent and joint initiatives worldwide. He is also the Founder and Trustee of St. Peter's High School, Mumbai, and Founder Chairman of Bigvacancy.com. He is also involved in a few automobile and construction ventures. A true entrepreneur, his thoughts and vision aren't limited by rules or availability of resources. Where many would ask, "Can this be done?", Dr. Agrawal asks "How can this be done?" An optimist, he believes in hard work and sees setbacks as temporary. A versatile personality, he has rich experience across the fields of research, management, team management, business strategy and business development. Leading by example, he is constantly motivating his students, communicating with them and urging them to use difficult life situations such as challenging workplace experiences as a stepping stone. Holding three qualities: judgement, diplomacy and sensitivity in high esteem, he encourages his students to acquire these through experience. He believes diplomacy in particular will be an increasingly important skill for corporate leaders as business becomes more global. A fine team player, Dr. Agrawal is a master in conflict resolution techniques, which makes him an efficient team manager. A modest individual, he respects his employees and shares a strong bond with them.

#### AWARDS & RECOGNITIONS

- Most Innovative University Award 2018.
- Best Upcoming University Award 2018.
- Best Emerging Private University Award 2017.
- "Various Innovative Initiatives In The Field of Education" by Raman Singh (Chief Minister - Chhattisgarh) and Narendra Singh Tomar (Union Mines and Rural Development Minister).
- Brands Academy Awards' "Indian Of The Year 2017" for outstanding contribution as India's leading Educationist
- DNA & Stars of the Industry Group's Innovative Education Awards 2016.
- National Education Excellence Award 2016.
- Brands Academy Icon of The Year Award 2015.
- "Most Promising Brand of the Year" at World Brands Summit Dubai 2014.
- Mahatma Gandhi Samman Award 2014.
- Most Innovative Distance Learning Institute in India 2012.
- Bharat Vikas Ratan Award 2012.
- Indira Gandhi Priyadarshini Award 2011.
- Education Leadership Award 2010.
- Shiksha Bharati Puruskar.
- Indian Achievers Award for Education Leadership.



### About Narayana Health City

Narayana Health is a large care chain with more than 30 hospitals in India and abroad, with flagship hospital, Narayana Health City, at Bangalore. Health city houses the Narayana Institute of Cardiac Sciences, a "centre for excellence for cardiac sciences" with 692 operational beds exclusively for cardiac surgeries and cardiology procedures.

Mazumdar Shaw Medical Center in NH Health City is a multispecialty tertiary care hospital with 600 operational beds and over 30 specialities. It's focused mainly on oncology and renal sciences and houses one of India's largest bone marrow transplant units.

### Juggling Many Roles

Along with being the Director and Clinical Lead of Pediatric Hematology, Oncology and Blood & Marrow Transplantation for the Narayana Health Network Hospitals, Dr. Bhat is also the:

- Hon. Secretary of the Pediatric Hematology & Oncology Chapter, IAP, of India
- Secretary of the Karnataka Pediatric Hematology Oncology Society
- Ex-Chairperson of the Stem Cell Transplant Group of PHO chapter of IAP
- Editor of the International Journal of Pediatrics and Oncology

## Dr. Sunil Bhat

### Director and Clinical Lead, **Pediatric Hematology, Oncology and Blood & Marrow Transplantation, Narayana Health Network Hospitals**

Dr. Sunil Bhat was born and brought up in Kashmir, but had to move away from his hometown to Jammu due to the threat of terrorism. This marked one of the biggest struggles of his life as the relocation happened while he was still a student. "My whole world went upside down overnight due to migration from Kashmir to Jammu, and the hardships post that were enormous for the next few years."

Dr. Bhat didn't let these difficulties affect his ambitions though, pursuing his MBBS in the Government Medical College Jammu in 1996. Till date, he's done his MD (Pediatrics), Fellowship Pediatric Hematology, Oncology and BMT (SGRH, Delhi), Fellowship Pediatric Oncology (Sydney, Australia) and Advanced Fellowship Blood and Marrow Transplantation (Sydney, Australia).

Today, Dr. Bhat is the Director and Clinical Lead of Pediatric Hematology, Oncology and Blood & Marrow Transplantation at Mazumdar Shaw Cancer Centre, Narayana Health City, Bangalore and SRCC Children's Hospital, Mumbai. He specializes in Blood and Marrow Transplantation in children, including newer techniques like Haplo-identical Transplants via alpha-beta TCR depletion techniques. He's one of the few experts in India to specialize in bone marrow transplants for kids.

Dr. Bhat has been part of more than 1000 bone marrow transplants so far. He has numerous publications and book chapters to his name, bringing new techniques of bone marrow transplants for children to India.

While he might be at the top of his profession today, Dr. Bhat didn't have an easy time getting there. More than logic, "I have listened to my heart. I chose not to take a medical officer job with the government immediately post my MBBS, but pursued my specialization and further advanced studies under difficult circumstances. I chose the field of Pediatric Hematology, Oncology and Bone Marrow Transplant which many specialists don't choose due to the amount of commitment required and stress involved."

Years of Experience: **16 years**

### AWARDS AND MEDALS WON

- Shining Star Award by Times Group in 2019.
- Leading Healthcare Professional of the Year at the Leadership Summit 2018.
- Healthcare Personality of the Year by the International Healthcare Summit and Awards 2017.
- Gold Medal for standing first in the All India Pediatric Hematology- Oncology Fellowship Exit Exam in 2009.
- Gold Medal from Government Medical College, Jammu in 2001.
- Best Medical Graduate Award from the University of Jammu in 2001.
- University Gold Medal for ranking first in MBBS by Jammu University in 2000.
- **Dr. Nanak Chand Gold Medal**, bestowed by the **President of India, Dr. Abdul Kalam**, in the convocation of the University of Jammu in 2000.



#### Major Awards

- Incredible India Foundation and Corporate Council for Leadership and Awareness conferred the prestigious 'Iconic IVF Unit of The Year Award 2017' on Arpit Test Tube Baby Centre.
- Times of India's Icon of Health Award by the Deputy Chief Minister Dinesh Sharma in a glittering ceremony in 2018 for outstanding contribution in the IVF and advanced infertility treatment.
- Hon'ble Health Minister Shri Siddharth Nath Singh presented "Icons in Health" award of Times Group in 2017.
- "Prashasti Patra" conferred on Police Samman Samaroh Diwas 2015 by U.P. Police in 2015.
- Certificate of Appreciation Enhancing Pregnancy rate in Infertility from Fortis New Delhi in August, 2009.
- Award by Bharat Vikash Parishad Triveni Branch, Prayagraj on the event of Dr. Suraj Prakash Jayanti in 2019.

## Dr. Vandana Bansal & Dr. Arpit Bansal

### Jeevan Jyoti Hospital- Arpit Test Tube Baby Centre

A leading gynaecologist, IVF expert and laparoscopic surgeon of India, and Director of Jeevan Jyoti Hospital, Prayagraj, Dr. Vandana Bansal is constantly engaged in channelizing all her energy to fulfill her first dream which she had cherished with her husband, late Dr. A.K. Bansal after their marriage. Jeevan Jyoti Hospital was a dream project of the Bansals and they were determined to give wings to their fledgling enterprise and turn it into a premium medical institution, offering superior healthcare facilities not only for Prayagraj but to the entire state of Uttar Pradesh and the rest of India.

It was this firm commitment of Dr. Vandana Bansal that goaded her to return to work within five days of her husband's demise. "I had to prevent the hospital from derailing so I took the reins of the hospital long before the mourning period was over," reveals Dr. Vandana. Her sons, Dr. Arpit and Dr. Harshit Bansal, are backing her with their solid support and devotion in this effort to make their dream come true. The entire family is now dedicated to carrying forward the good work for which Jeevan Jyoti Hospital came into being. Overcoming all hurdles, Jeevan Jyoti Hospital has regained its glory and is a household name today.

The youngest of four sisters, Dr. Vandana grew up in a progressive environment. She took up medicine to fulfill her father's, late Mr. BNP Singh, dream but is passionate about it. Her late husband always supported her dream of becoming an accomplished doctor. Together, they established eastern UP's first state-of-the-art IVF facility—Arpit Test Tube Baby Center—in Prayagraj, in 1999 to provide the most advanced treatment to childless couples, who were otherwise forced to visit metro cities for the same. Dr. Vandana Bansal pioneered the practice of advanced infertility treatment in the region and in fact, is among the handful of experts who introduced hysteroscopic surgery for infertility and uterine disorder treatment in Uttar Pradesh much earlier. She has also introduced facilities that increase pregnancy rates, besides some trending facilities like social egg-freezing at Jeevan Jyoti Hospital for cancer-stricken women and ladies who want to delay pregnancy. She also started IMSI, surrogacy, embryo, and egg banking facilities, and treats patients across India and from Dubai, Botswana, the USA, and the UK. A prolific writer and poet, she has co-authored a popular motivational-cum-guide book with her late husband, 'Life Begins at 50'. A gold medalist from Allahabad University for her PhD in IVF, Dr. Vandana has participated in numerous national and international workshops and her research papers have been published in reputed national and international scientific journals.

A nature enthusiast and avid bird photographer, Dr. Arpit is an accomplished advanced laparoscopy cancer and bariatric surgeon. As a child, he always wanted to help people and was inspired to take up medicine watching his parents. He has successfully completed a Fellowship in Robotic and Colorectal Surgery from Portsmouth Hospital in the UK. He has also started advanced laparoscopy cancer surgery at Jeevan Jyoti Hospital on a large scale and at a nominal cost to patients in Prayagraj. Despite there being more lucrative specialisations in the industry, Dr. Arpit decided to work for cancer patients. The disease creates panic even to this day and Dr. Arpit hopes to do his bit to help, while creating awareness about timely detection. He may be relatively young in the industry but handles many complicated cases. One such case was a woman weighing 145 kg, suffering from uterine fibroid and other related complications. Being overweight, the 50-year-old was turned away by several hospitals but Dr. Arpit and his dynamic team laparoscopically removed the tumour and she was discharged within two days.



**Mr. Dinesh Sharma**

Director, Moksha Wellness Pvt. Ltd.



**Mr. Rajesh Yadav**

Director, Moksha Wellness Pvt. Ltd.

### Lucrative Business Model for Entrepreneurs

Cut & Style Salon invites entrepreneurs looking to get into the salon business, even those who don't have prior salon experience, to become franchisees. Say Sharma and Yadav, "We provide all the necessary training and tools needed to succeed as a franchise across the areas of business management, operations, marketing, and other relevant skills." Franchisees get the following benefits when they choose to tie-up with Cut & Style Salon:

- Establishment of the salon including site selection, interiors, equipment, and products sourcing.
- Advertising and promotional support after a detailed study of the strategy to be implemented.
- Periodic and regular technical support for the training of staff.

## Mr. Dinesh Sharma & Mr. Rajesh Yadav

Directors, **Moksha Wellness Pvt. Ltd.**

Operating under the well-known brand, Moksha Wellness Pvt. Ltd., Cut & Style Salon is one of the finest and fastest growing salon chains in India with 80+ branches spread across 13 cities. Directors, Mr. Dinesh Sharma and Mr. Rajesh Yadav began their journey on 28th February, 2000 in Gurgaon, Haryana with a clear ideology: offering high-end beauty and wellness services at affordable prices. Clients have always been of paramount importance at Cut & Style Salon, and the directors unanimously believe that it's the clients' support and word of mouth publicity that have been instrumental to the brand's success.

Mr. Dinesh Sharma, who has over two decades of experience in the industry, was born and raised in Delhi. He pursued his higher education in Haryana. Mr. Rajesh Yadav, who also has over 20 years of experience, did his schooling in Delhi and pursued his higher education in Switzerland. The duo observed that the beauty and wellness industry is continuously growing, estimated to expand from 3.4 million in 2013 to 12.1 million in 2022, and that it caters to an ever increasing rich and middle-class population. In fact, the value of the Indian beauty and wellness market is likely to increase from INR 18,400 Cr to INR 26,500 Cr by 2020. Spotting this opportunity, they set up Cut & Style Salon, which has redefined the beauty and wellness industry with its variety of services, trained technicians and a customer friendly approach. Every month, over 75,000 clients are attended to. Further, it has evolved from being a men's salon to a renowned unisex salon, and a well-established name in the hair and beauty industry.

Mr. Dinesh Sharma and Mr. Rajesh Yadav have also started the Moksha Academy which provides professional education to students interested in making their career in the beauty and wellness industry.

### CRITERIA TO FRANCHISE WITH CUT & STYLE SALON

Mr. Dinesh Sharma and Mr. Rajesh Yadav strongly believe that in order to succeed, it's imperative that the franchisees grow and ROI increases. The salon's vision and mission clearly state that it's not limited to a single store but open to partnering with multiple stores. Cut & Style aims to spread its wings to the Southern, Eastern and Western Part of India soon with the aim of creating at least 150 branches by the end of 2019. Here's what you need to franchise with the salon:

- Approximate Area required in square feet: 1000 to 2000.
- Investment required for the project lies between INR 45 to 50 lakhs and does not include the initial product purchased for operation of the salon.
- The mentioned project cost includes a franchise fee of INR 8 lakhs plus applicable taxes (non-refundable and non-transferable).

### SERVICES & BRAND PARTNERS

Cut & Style offers the following services and has partnered with the following brands in the beauty and wellness industry:

#### Services:

- Hair
- Beauty
- Makeup
- Mani-pedi
- Advanced Hair Treatments
- Colour
- Men's Grooming
- Advanced Nail Services

#### Major Brands:

- Loreal
- Mint Tree
- Oregon
- Casmara
- Dermalogica
- Paul Mitchell
- Rica
- Foot logix
- Global Keratin
- Opl
- Colorbar
- Biotop



#### Notable Social Work

- Under Central Government's 'Suvarna Jayanti Shahari Rojgar Yojana', Vishwas Co-op. Bank initiated a first of its kind tie-up with Nasik Municipal Corporation, providing financial assistance to women SHGs.
- VISHWAS FINANCIAL LITERACY CAMPAIGN: In order to help the Indian Economy & RBI's financial inclusion program, a financial literacy campaign is being run in the slum areas around Nashik. Under this program, illiterate women are made aware about the benefits of banking systems, importance of PAN/Aadhaar Card, etc. As of today, 15,000 women across 55 colonies are benefitted from this.
- YASHASWINI SAMAJIK ABHIYAN: A not-for-profit company which undertakes and promotes economic, educational, cultural and social activities for the well-being of people, particularly women belonging to socially and economically weaker sections of society.
- MEMBER OF HIGH POWER COMMITTEE: The year 2012 was declared as the "International Co-operative Year" by UNO. Due to his remarkable contributions to the Co-op. Sector, he was honoured with an appointment as the only non-governmental member of the High Power Committee which was formed to organize various activities for International Co-op. Year.

# Mr. Vishwas Jaydev Thakur

Founder Chairman, **Vishwas Co-op. Bank Ltd.**

Born in a middle-class family, Mr. Vishwas Jaydev Thakur's father worked at the post office as a Postman and his mother was a homemaker. A voracious reader, Vishwas did his schooling in Pethe Vidyalaya, Nashik and went on to pursue his degree at Ferguson College, Pune and Master's Degree in University of Pune, where he was actively involved in cultural and social activities and even started his own magazine for the youth. Following his graduation, Vishwas started a small printing press in Nashik but when he was in need finance, he approached a bank. Despite submitting all the required documents, the bank refused to grant him a loan as he didn't know any of the directors at the bank. Thakur was surprised and disturbed by this experience. But this motivated him to start a Co-op. Bank. He decided that at his bank, the only criteria to receive a loan would be financial documents, project report and security. He shared his idea with some friends and after waiting for about two years, Vishwas Co-op. Bank Ltd. was established on 25 March, 1997. The journey was far from easy and Thakur had to overcome many challenges and took many risks. Thakur and his friends had to work hard to find depositors and genuine borrowers. But Thakur's belief that if you approach any goal with systematic planning and 100% dedication, nothing is impossible, made everything possible. Even today, Thakur consider himself as a trustee of the depositor's trust. In fact, today people highly appreciate Vishwas Co-op. Bank Ltd. for its transparency. Under his leadership, the bank has received 41 National/State/District level awards.

Years of Experience: **22 years**

#### CHALLENGES & RISKS

Obtaining a banking license was a major challenge. Despite submitting all relevant documents, when Thakur didn't hear back, he decided to pay a visit to understand the status of his proposal. While there, an officer asked him how he would manage a bank at the young age of 26. In response, Thakur counter questioned, "If Mr. Rajeev Gandhi could lead the country at 40, why couldn't he manage a bank at 26?" Impressed by his confidence and determination, the officer immediately granted him the license. As of today, the bank has 11 branches. The business size of the bank is around Rs. 500 crores. The bank has always earned top ratings in various inspections and audits conducted by the authorities.

#### SOME OF THE AWARDS & RECOGNITIONS

Mr. Vishwas Thakur has won 40 National/State/District awards and recognitions for his contributions to the co-operative and social fields.

- Youngest Founder Chairman of the Bank (2000).
- Yashwantrao Chavan Youth Award (2004).
- Krantisurya Mahatma Phule & Tatyasaheb Deshpande Award (2014).
- Proud Maharashtra Award (2019).
- Excellence Award (2019).

#### BANK'S ACCOLADES

- Best Bank Jagtik Marathi Chamber of Commerce & Industries, Mumbai 2001-2002.
- Best Urban Co-operative Bank Award 2004 & 2005.
- National Level Award for Best NPA Recovery Innovation 2006-07.



## Mr. Gaurav Agarwal

Co-Founder, **Innovation Imaging Technologies Pvt. Ltd.**

Cardiovascular diseases are the number one cause of death in India. While there are about 35 million patients suffering from these diseases, just under six lakh angioplasties were done in India in 2018. For over 35 million patients, only 1,400 Cath labs are available and that too largely concentrated in tier one and two cities only. One of the major challenges is the cost of setting up Cath labs in smaller cities and towns, which is over 4 crores. Identifying this socio-economic need, IITPL (an Innvolution JV company) developed a versatile Cath Lab that makes Cardiovascular care accessible to a larger segment of the society. Pinnacle Cath Lab today are present in at least six cities that did not have a Cath lab and thousands of lives are being saved as we write this.

Mr. Gaurav Agarwal is the Co-Founder and Managing Director of Innovation Imaging Technologies Pvt. Ltd. (IITPL), an Innvolution JV Company. IITPL is backed by US-based VJ Imaging technologies Pvt. Ltd. (VJT) led by Mr. Vijay Alreja, Alpha X-Ray Technologies (I) Pvt. Ltd founded by Mr. Vikram Mordani and Mr. Naresh Alreja, and Innvolution Healthcare Pvt. Ltd. (IHPL), Co-founded by Mr. Gaurav Agarwal, Mr. Ashvini Suthar, Mr. Atul Sharma and Mr. Sachin Garg, who worked with large MNCs before quitting their lucrative jobs.

Innvolution currently employs over 200 people, has two world class manufacturing facilities one each in Faridabad and Bengaluru with manufacturing capabilities spanning Drug eluting Stents, Catheters, Coronary guide wires, Dental Implants and medical X-ray imaging equipment including Cath Labs. It has a group turnover in excess of 150 crores.

IITPL has their R&D facilities in Pune and Cath Lab manufacturing setup in Electronic City, Bengaluru.

After pursuing his B.Tech. in Biomedical Engineering from Manipal Institute of Technology and an executive MBA from IIM Kozhikode, Mr. Gaurav Agarwal has worked with some of the biggest names in Biomedical technology industry like Boston Scientific, Abbott Vascular and 3M in various leadership roles.

Hailing from Lucknow and having completed his primary education from small towns in UP, Gaurav upskilled quite rapidly to now being an acclaimed speaker in some of the best universities and B-schools in the country. He is also a part of the Industry Policy think-tank that works with the Government in shaping Healthcare Policies. Gaurav has also authored a book.

"I was a highly paid CEO in 2010 when I decided to take the plunge into the entrepreneurial world. It was a big risk, following which we started two manufacturing ventures despite an unfavourable policy environment and that too without any private equity placement, which were an even bigger risk." As a dynamic and resourceful leader Gaurav has proven success in leadership and attracting, training and retaining high quality teams.

Years of Experience: **Over 15 years**

### Pinnacle - The Cath Lab

Pinnacle is the catheterization laboratory manufactured by IITPL. Its technology is developed indigenously and brings many first-in-industry innovations such as:

- High Definition Flat Panel Detector Technology (1344x1344 resolution against industry standard of 1024x1024)
- "Optimized Radiation", using a 65 kw X Ray Generator against conventional 80 kw or 100 kw thereby reducing harmful effects of radiation
- Uses medical grade "Tablet" as the "Controller" of the Cath lab
- First Cath lab in the segment to use a single large 55-inch, high definition monitor display
- Entire IP rests in the company, and the mechanical design, electrical integration and software is all in-house, making it a unique R&D company in medical equipment space
- Started a dedicated R&D center in Pune in June 2018.

## AWARDS AND RECOGNITIONS

- WBR Award in December 2017 for "Most Innovative Medical Equipment".
- Times Now Award in January 2018 for being an "Outperformer".
- International Red Dot Design Award in July 2018 in Germany for "Design Excellence" (for the Cath lab).
- CII Design Excellence Award in November 2018 for "Design Excellence in Health and Personal Care"
- India Design Mark in March 2019 by India Design Council (Ministry of Commerce and Industry, Government of India) (for the Cath lab).
- Top Ten Fastest Growing Med Tech companies in India.
- National Innovation Award by Ministry of Science to be given by the President of India in August 2019 (for the Cath lab).

adani



### Company Profile At a Glance

Adani Group is worth USD 7.1 billion. The combined market capitalisation of three of its listed companies - Adani Enterprises, Adani Power, and Mundra Port and Special Economic Zone have put it among India's top-ten business houses. Adani Group covers more than 50 companies of which the major ones are:

- Adani Enterprises Ltd.
- Adani Agri Logistics Ltd.
- Adani Agri Fresh Ltd.
- Gujarat Adani Energy Ltd.
- Adani Mining Ltd.
- Gujarat Adani Port Ltd.
- Adani Power Ltd.
- Adani Retail Ltd.
- Adani Wilmar Ltd.
- iCall India Ltd.
- Adani Properties Ltd.
- Mundra Port and Special Economic Zone Ltd.

## Mr. Gautam Adani

Chairman & Promoter, **Adani Group**

Born into a business family in Ahmedabad, Mr. Gautam Adani inherited his forefathers' entrepreneurial streak but wasn't interested in the family's textile business. He dropped out of school and moved to Mumbai to seek new opportunities. He ventured into diamond brokering and met success. Soon, he was a millionaire. He returned home on the behest of his brother to help him run a small plastics factory and eventually, set up his own business, Adani Enterprises, which became the Adani Group's flagship company. Founded in 1988, the Adani Group's foray into infrastructure building began in 1998. In the span of two decades, it has emerged as 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. Comprising four publicly traded companies with combined revenues of USD 11 billion and a CAGR of 25 per cent over the past five years, the group, under the leadership of Mr. Gautam, is increasingly driven by one core philosophy - nation building. Adani truly believes that anything worth doing, must be done on a global scale by using India as the launch pad.

### CSR INITIATIVES & PHILANTHROPIC WORK

Adani Foundation, chaired by Ms. Priti Adani, wife of Mr. Gautam, is the Group's corporate social responsibility arm and has increasingly become a key area of focus. The Foundation's healthcare programmes touch the lives of over 200,000 people every year. Its sustainable livelihood programmes have made over 35,000 people and their families self-reliant, and improved the lives of over 500,000 people across 177 villages through better roads, drinking water, and other basic facilities. The Foundation operates in several other Indian states in addition to Gujarat, and focuses on activities related to education, sustainable livelihood, rural infrastructure, etc. Ms. Priti also runs the Adani Vidya Mandir, a school in Ahmedabad, which admits only those children whose parents have an annual income of less than Rs. 1 lakh. The Foundation has a special scheme for helping fisher folk, and provides financial assistance to 500 fishermen of the coastal taluka for purchasing fishing equipment. Educational facilities are provided to the fishermen's children. In 2012, the Foundation partnered with IndiaSkills, a joint venture in vocational training, and City & Guilds, one of the leading providers of work-related assessment and qualifications, to set up a skills training centre, which offers courses in retail, hospitality, security, construction and engineering.

### MAJOR AWARDS & HONOURS

- Dun & Bradstreet - Rolta Corporate Award 2008 for outstanding performance in trading
- "Five Star Export House" in 2005 and "FIEO's Niryat Shree Gold Trophy"
- "ICSI award for Excellence in Corporate Governance" in 2004
- "GCCCI Export Appreciation Award" in 2004
- "International Code for the Security of Ships and of Port Facilities" by Ministry of Shipping, Government of India, in 2004
- "Golden Super Star Trading House" in 2001 and "SOPA"
- "SRTEPC" award in 2000
- Mr. Gautam was awarded the "Excellence in Management Award 2007" by the Chief Minister of Gujarat
- Mundra Port and SEZ was awarded the "Port Authority Award 2006" by Lloyd's List



#### AWARDS & ACHIEVEMENTS

- Nominated by SIDBI to undergo training on Strategic Response to Risk in Microfinance Markets at Boulder Institute of Microfinance at Washington DC
- NCS activities were acknowledged by the North Eastern Development Finance Corporation Ltd.
- NCS received a certificate of excellence in 2010 for enterprise creation and contribution to the growth of the economy in the North Eastern Region.
- Nightingale Finvest Pvt. Ltd. was awarded Best Microcredit Finance Company in Assam.
- Nightingale Finvest Pvt. Ltd. was recognised as the Best NBFC in the North Eastern Region by MSME Banking Excellence Awards., following which the Department of Home Affairs, Government of India, telecasted a 30-minute documentary on Doordarshan titled 'Purbottar ke Sitare' (translates to Star of the Northeast), which highlighting NCS's activities.

## Mr. Mantu Nath Sarma

Managing Director, **Nightingale Finvest Pvt. Ltd.**

Born and brought up in Nalbari, a small town in Assam, Mr. Mantu Nath Sarma had big dreams for the social upliftment of people. After completing his schooling and college, he pursued a post graduation in Commerce at Gauhati University. An accountant by profession, he was also the Secretary General of an NGO, Nightingale Charitable Society (NCS), whose activities included health care, forestry and cleanliness of Guwahati's slum areas. In 2004, NCS started micro credit activities for low income groups, mainly women, and thereafter it was carried out under the name, Aninda Investments and Finance Pvt. Ltd. from 2017. Subsequently, the name was changed to Nightingale Finvest Pvt. Ltd. What sets Nightingale Finvest Pvt. Ltd. apart from most other microfinance institutions (MFI) is it collects loan installment in monthly intervals rather than on a weekly or fortnightly basis, which is what borrowers expect. Moreover, it caters to untapped areas where no other MFIs operate. Having said, that, the company has developed a culture of timely payment of loan instalments and achieved 100 per cent recovery under the leadership of Mr. Sarma and his dynamic team of highly competent professionals who have vast experience in financing MSMEs.

Years of Experience: **18 years**

#### CHALLENGES & RISKS

"I am responsible for the outreach and business development of Nightingale Finvest Pvt. Ltd., the microcredit wing of NCS. My primary role is to raise funds from various financial institutions and banks. While I share a great rapport with the officials of the banks and financial institutions, meeting our borrowing cost is a challenge. The institutions charge a high interest rate, which, in turn, increases our borrowers' cost of funds. Moreover, the institutions are not keen on providing equity to Small Size companies."

"Credit risk is one of the major risks for MFIs. We extend unsecured loans to economically weaker sections of society, most of who are uneducated. However, we have proper risk management policies in place and our staff, who are locally recruited, maintain excellent relations with our borrowers. They know the local language and culture, which is a plus. Information technology and use of computers has further minimized operational risks."

#### WHAT IS MICROFINANCE?

Microfinance has long been considered a powerful tool for sustainable development. Poverty alleviation is the cornerstone of many microfinance initiatives. The most widespread micro financing instrument is micro credit or micro lending, which is the issuance of small, unsecured loans to individuals or groups for the purpose of starting or expanding businesses.



## MAJOR AWARDS & ACCOLADES

- Conferred the Padma Bhushan in 2011.
- Global Leadership Award by the US Chamber of Commerce.
- Business Leader of the Year Award 2012 from the All India Management Association.
- Sustainability Leadership Award at the International Sustainability Leadership Symposium, Zurich.
- Inducted to the prestigious Hall of Pride at the Indian Science Congress.
- Indian Visionary Business Leader Award and the Smart Green Leader Lifetime Achievement Award by the Economic Times.
- Lifetime Achievement Awards by Business Standard, Business Today, Economic Times and CNBC-TV18.
- 'Global Entrepreneur of Bihar' Award by the Bihar Chamber of Commerce and Industries.
- 'Banga Bibhushan' by the Government of West Bengal in 2017.
- CII President's Award for Lifetime Achievement in April 2018.
- Listed as the best performing CEO in India by Harvard Business Review and seventh in the world in 2013.
- ITC was conferred the World Business and Development Award 2012 at the Rio+20 United Nations Summit.

# Mr. Yogesh Chander Deveshwar

Chairman, **ITC Limited**

Mr. Yogesh Chander Deveshwar was an alumnus of the Indian Institute of Technology, Delhi, and Harvard Business School. He joined ITC Limited in 1968 and was appointed as Director of Board in 1984. He became Chief Executive and Chairman of the Board in 1996 but in 2017, the role of the Executive Chairman was split between Chairman and Chief Executive Officer. At the request of the Nomination & Compensation Committee and the Board, Deveshwar agreed to continue as Chairman in a non-executive capacity, and also play the role of mentor to the executive management. A visionary, he put country before corporation and led ITC to create multiple drivers of growth that would make a significant contribution to the Indian economy. Deveshwar was India's longest-serving CEO at the time of his death and under his leadership, ITC has become India's foremost FMCG marketer, the country's largest and greenest paperboards and packaging business, a globally acknowledged pioneer in farmer empowerment through its wide-reaching agribusiness, the second largest hotel chain in India and a trailblazer in 'green hoteliering'. Generating livelihoods for around 6 million people in rural India, ITC limited pioneered the farmer empowerment initiative, the award-winning. ITC e-Choupal, which is the world's largest rural digital infrastructure and a case study at the Harvard Business School. The company's wholly owned subsidiary, ITC Infotech India Limited, is also making strides in the Information Technology sector.

## EXEMPLARY GREEN HOTELIER

Deveshwar championed the cause for sustainability world-wide, bringing into focus the need to innovate corporate strategies that not only enhance shareholder value but add significantly to the development of natural and social capital. Today, ITC is a global exemplar in sustainability, and the only company in the world of comparable dimensions to be 'carbon positive', 'water positive' and 'solid waste recycling positive' for over a decade.

## OTHER MAJOR ROLES

Deveshwar has also served as:

- Director on the Central Board of the Reserve Bank of India.
- Member of the National Foundation for Corporate Governance.
- Member of the Board of Trade, Ministry of Commerce and Industry.
- Member of the National Food Processing Development Council, Ministry of Food Processing Industries, Government of India.
- Member of the Governing Body of the National Council of Applied Economic Research.
- Former Chairman of the Society and Board of Governors of the Indian Institute of Management, Calcutta.
- Member of the Governing Council of the Central Manufacturing Technology Institute, Ministry of Heavy Industries & Public Enterprises, Government of India.
- Served on the National Executive Committees of some of India's premier trade and industry bodies.
- Member of the UK-India CEOs Forum and US-India CEOs Forum instituted by the respective governments.
- Past President of CII.
- Between 1991 and 1994, he led Air India as Chairman and Managing Director.



“ I am focused only on three things, technology planning, product development and HR.”

#### Notable Social Work

- Srinivasan is the managing trustee of Srinivasan Services Trust (SST), which has developed self-help groups that work in the areas of agriculture, economic development, health, education, infrastructure, environment and social development. It works with rural communities and urban slums including 5000 villages in India, impacting more than 2.5 million people. According to Srinivasan, he spends about 30 days a year in villages, monitoring SST's work.
- Srinivasan has contributed to temple restoration at different places, including Thirukkurungudi and Nava Thirupathi. He is also the Chairman, Board of Trustees, of the Srirangam Sri Ranganathaswamy temple and has supported restoration work at the complex.

## Mr. Venu Srinivasan

Chairman, **TVS Motors Company**

Leading industrialist and philanthropist, Mr. Venu Srinivasan is the grandson of the TVS Group's founder, T. V. Sundaram Iyengar. After finishing his schooling at Madras Christian College Higher Secondary School, he went on to pursue his degree at the College of Engineering, Guindy and completed a Master of Science degree in Management from Purdue University in the USA. He has also received a Doctor of Management by Purdue University and a Doctor of Science by University of Warwick, UK and IIT Kharagpur, India. In 1979, Srinivasan became the Managing Director of Sundaram-Clayton Group, which includes TVS Motors Company, India's third largest maker of two-wheelers. In the 1980s, the company faced challenges including strikes by workers and losses, but Srinivasan turned things around with his visionary leadership; he shut the factory down for three months, forcing the unions to relent, upgraded plant machinery, invested in new technologies and implemented Total Quality Management (TQM), a Japanese method of process-driven manufacturing. He also brought in Professor Lord Kumar Bhattacharyya of the University of Warwick as a consultant. In 2001, the company ended its long partnership with Suzuki and re-entered the market by launching TVS Victor, India's first indigenously built four-stroke motorcycle. Today, its facilities also make bikes for BMW Motorrad through a strategic partnership with the German firm. Srinivasan also serves on the board of Tata Sons Ltd., the holding company of the Tata Group conglomerate, TVS & Sons, and Cummins India. Further, he is the vice chairman of Tata Trusts. Currently, the company faces tough competition from global players such as Honda, Yamaha and Suzuki, and local majors Hero, Bajaj and Mahindra. Even so, Srinivasan believes the pie is big enough for all because India's two-wheeler penetration is lower than countries such as Indonesia, Thailand and Malaysia, indicating a future full of great opportunities.

#### AWARDS & RECOGNITION

- Srinivasan was conferred the coveted Padma Shri Award by the President of India in 2010 for his contributions in the field of trade and industry.
- Srinivasan is the 'Goodwill Envoy for Culture and Diplomacy of the Republic of Korea'. He was earlier the Honorary Consul General, Republic of Korea, Chennai. In 2010, he was honoured by South Korean President, Lee Myung-bak, with the civilian honour, 'Order of Diplomatic Service Merit,' in recognition of his contribution to promoting bilateral relations between South Korea and India.
- Srinivasan was appointed as the Honorary Commander of Korean Naval vessel, ROKS Choi Young (DDH-981) for his dedication to enhance the friendship and co-operation between the Republic of Korea and the Republic of India. In December 2014, Srinivasan was conferred an honorary citizenship by the Mayor of Busan Metropolitan City, the 2nd largest city in Korea.
- Asian Network for Quality chose Srinivasan as one of the winners for its Ishikawa-Kano Award for the year 2012, for his contribution to the theory and practice of quality management within TVS Motor Company.
- Under Srinivasan's leadership as the Managing Director, Sundaram-Clayton's brakes division won the Deming Prize in 1998 for having "achieved distinctive performance improvements through application of company-wide quality control."
- In 2002, TVS Motor Company won the Deming Prize, becoming the first two-wheeler company in the world to do so.



## ASIAN UK BUSINESS MEET

WBR Corp is organizing "Asian UK Business Meet" at London, UK in November 2019. Asia and UK greatest Brands & Leaders would get an opportunity to network with like minded businesses and professionals and would also be felicitated and recognized for their commendable work at The House of Commons, London, UK.

*London, UK*

**2019** November  
London, UK

Asian UK Business Meet will commence with Presentations & Discussions and will close with a Networking Dinner. The inclusions for the main event are given below

- Presentations
- Panel Discussions
- Networking Meets
- Global Business Awards
- Gala Dinner



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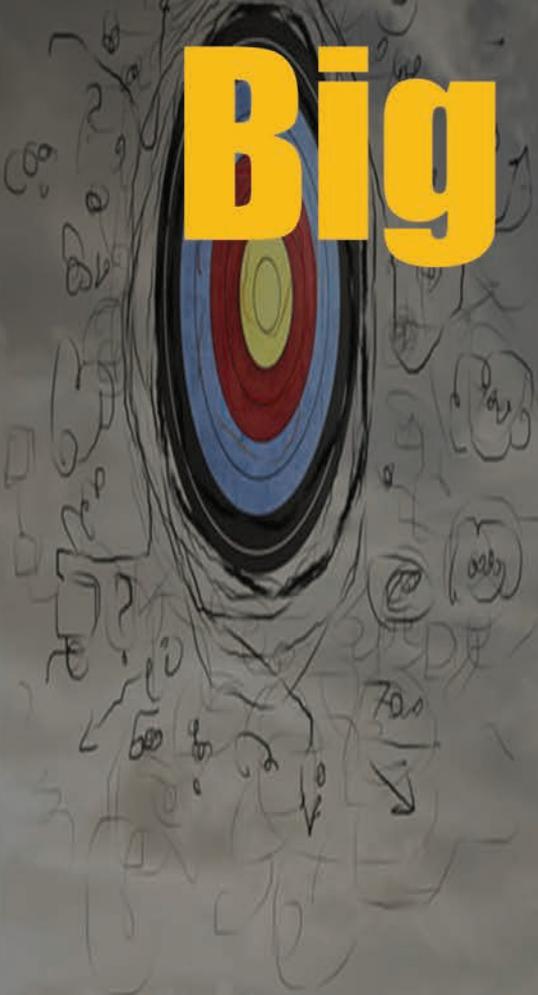


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