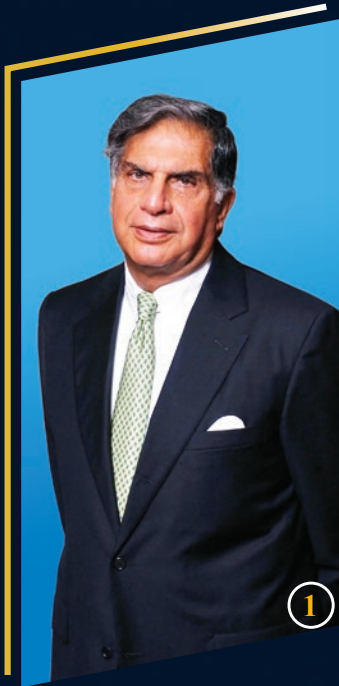


FORTUNE

AUGUST 2023

INDIA
—exchange

NEWS, EVENTS, PROMOTIONS + IDEAS



1 Ratan Naval Tata

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Shantikumar Firodia

3 Sanjay Mishra

4 Rajesh Reddy S



INDIA
GROWTH
STORY



SHILPA GUPTA
DIRECTOR, **WBR Corp**

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OVERVIEW

India, the world's most populous country and one of the fastest-growing major economies, has been on a remarkable growth trajectory in recent years. With this publication we aim to highlight and celebrate India's journey towards becoming a global economic powerhouse.

Over the past few decades, India has undergone a significant transformation, transitioning from a predominantly agrarian economy to a diverse and dynamic one. The country's economic reforms, initiated in the early 1990s, laid the foundation for its impressive growth story. These reforms focused on liberalizing trade, attracting foreign investment, and encouraging entrepreneurship, unleashing the latent potential of the Indian economy. One of the key drivers of India's momentous growth has been its demographic advantage. With a young and growing population, India has a vast workforce that fuels innovation, entrepreneurship, and productivity. The country has made substantial investments in education and skill development, ensuring a steady supply of skilled professionals to meet the demands of a rapidly evolving global economy.

Furthermore, India's services sector, particularly information technology (IT) and business process management (BPM), has emerged as a global leader, contributing significantly to the country's economic growth. Indian IT companies have gained a reputation for their technological prowess, providing high-quality software services and digital solutions to clients worldwide.

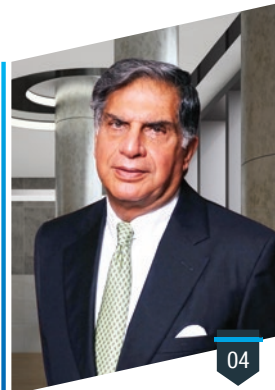
Another crucial aspect of India's growth story is its focus on infrastructure development. The government has embarked on ambitious projects to improve transportation networks, build smart cities, and enhance digital connectivity across the country. These efforts have not only created employment opportunities but also facilitated the ease of doing business, attracting both domestic and foreign investments. Moreover, India's commitment to innovation and technology has propelled the growth of its startup ecosystem. The country has witnessed a surge in entrepreneurial activity, with startups disrupting various sectors, including e-commerce, fintech, healthcare, and renewable energy. This vibrant startup culture has garnered global attention and investment, positioning India as a hub for innovation and entrepreneurship.

As we celebrate India's growth story, it is important to acknowledge the immense potential that the country holds. With a young and vibrant workforce, a burgeoning startup ecosystem, and a renewed focus on sustainable development, India is poised to play an increasingly influential role in the global economy. By leveraging its demographic advantage, embracing technology and innovation, and prioritizing inclusive development, India is on its way to realizing its full potential as a global economic powerhouse. We salute to all the contributors to India's Growth Story!



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Empowering India with growth

The Tata Group is an Indian multinational conglomerate headquartered in Mumbai. Established in 1868, it is India's largest conglomerate, with products and services in over 150 countries, and operations in 100 countries across six continents. Acknowledged as the founder of the Tata Group, Jamshedji Tata is sometimes referred to as the "father of Indian industry".

Since its inception in 1868, the Tata group has formed the backbone of India's growth story with sweeping yet invisible contributions. For the last 150 years, Tata companies have been an invisible force driving progress for the nation, as well as the aspirations of India's billion-plus people. Here's how we've been making an impact.

With 500,000 orders being executed per second, the Bombay Stock Exchange (BSE) is the fastest stock exchange in the world. With more than 1,700 listed companies whose market capitalisation exceeds \$2 trillion, the National Stock Exchange (NSE) is not only India's largest stock exchange by transaction volume but also among the top three bourses in the world. The only commonality they share is that their systems and software are invisibly driven by Tata Consultancy Services (TCS), the world's second most valuable information technology company.

And it's not exchanges alone. The core banking system that services 750 million retail customer accounts of the State Bank of India (SBI); 23,840+ rural and urban cooperative bank branches connected through cloud-based technology platforms; Real-Time Gross Settlement (RTGS) platform of Reserve Bank of India (RBI); Securities and Exchange Board of India's (SEBI) surveillance systems and real-time Income Tax collection and analytics, are among some of the key pieces of India's financial backbone that is driven by Tata.

Behind the TCS-run software and systems are high-speed data pipes that move data across the country and the world in the blink of an eye. They are run by Tata Communications whose network can transfer data from Silicon Valley to Singapore in a mere 180 milliseconds. It also connects customers to 99.7 percent of the world's GDP.

Towards core building

In 1991, Ratan Tata became chairman of Tata Group. This was also the year of economic liberalization in India, opening the market to foreign competitors. During this time, Tata Group began to acquire several companies. Tata Group bought Tetley in February 2000. After that, it acquired Corus Group in 2007. In the year 2008, it acquired Jaguar and Land Rover. The company's subsidiary Tata Motors launched the Tata Nano which they presented as "the world's most affordable car" in 2008.

Ratan Tata today is known by the world over for his contributions in not only the field of business, but also for his work as a humanitarian. A great philanthropist and humanitarian, his work is celebrated the world



Ratan Naval Tata

“Ratan Tata today is known by the world over for his contributions in not only the field of business, but also for his work as a humanitarian. A great philanthropist and humanitarian, his work is celebrated the world over and he is admired and looked up by almost every person across the globe.”

over and he is admired and looked up by almost every person across the globe.

The consumption of steel, a key ingredient in agriculture, industry and infrastructure, is linked closely to the economic development of a country. By the 1930s, Tata Group was providing 72 percent of India's requirement of steel, covering the gamut from defence applications to the railways and iconic projects like the Howrah Bridge. 23,000 tonnes, or about 85 percent of the steel used to build the bridge that defines the

Kolkata skyline to this day, came from Jamshedpur. This role intensified after 1947. A newly independent India needed an agricultural and industrial revolution, neither of which could happen without machinery and power, or our steel.

Today Tata steel and its key components are in every model of Boeing and Airbus civil airliner in production today. It is in two-thirds of the country's metro rails, flyovers and bridges, including landmark ones like Kolkata's second Hooghly bridge and Mumbai's Bandra-Worli Sea Link. Every third tyre made in the country uses Tata steel. Almost every passenger car made in India has the steel. Three out of four commercial vehicles (CV) in India run on chassis made of our steel. Two-thirds of metro rail in the country are made with this steel. Key metro networks like Delhi, Mumbai, Lucknow, Ahmedabad, Chennai and Kochi have also been built with their expertise.

Economic backbone

Just as invisible, but important, is the Tata group's impact on India's economic backbone.

It begins with your wallet: The Rs. 2,000 note is printed at a factory designed by the group.

The company has been instrumental in running the economic backbone of the country, covering the stock exchange, the regulators, the depositaries, manufacturing, retail, utilities — that is what our expanse is. Tata's internal assessment is that they touch the lives of one in every two citizens of the country.

Their technology powers the digital network of more than 100 banks, including the country's largest. At the SBI alone we provide core banking solutions to 750 million+ accounts, which is more than double the population of the United States.

In fact, it's not just India. The Tata group also connects the world's economy. What people can't see is that Tata sparks an infinite universe of connections for people across the globe. They operate the largest wholly owned and most advanced sub-sea fibre network, which carries nearly 30 percent of the world's internet routes, connecting 200 countries and territories. Four out of five mobile subscribers across the world are also connected through it. The Tata group has already taken the lead in clean and sustainable ways of generation and consumption of power (one of our latest achievements is installing the world's largest solar rooftop project on a cricket stadium, in Mumbai). They are not only India's largest integrated solar player, but they have also designed 80 percent of the nuclear power projects. 40 percent of the company's current generation portfolio is from clean energy sources.

Clean energy will be a key feature of the smart cities of the future, the drive for which is also being led by the Tata group.

Defending India

The Tata group has done several things to help the Indian defence forces historically, starting with World War I, when their steel helped build arms and ammunition. Today, they play an important role in shoring up India's

For the last 150 years, Tata companies have been an invisible force driving progress for the nation, as well as the aspirations of India's billion-plus people. Here's how we've been making an impact.

defences across land, water, and air. They have been developing weapons systems and control systems for all the big artillery guns.

Technologies developed by the Tatas have also addressed the unique needs of the Indian armed forces for more than two decades.

They have done mission critical software development for electronic warfare for all branches of the armed forces, executed the Indian Navy's Surface Surveillance Radar project and delivered machinery control systems for the Indian Navy and the Integrated Materials Management Online System for the IAF. ■

AWARDS & ACCOLADES

Year	Award Name	Awarding organisation
2010	Honorary Doctor of Law	University of Cambridge
	Hadrian Award	World Monuments Fund
	Oslo Business for Peace award	Business for Peace Foundation
	Legend in Leadership Award	Yale University
	Honorary Doctor of Laws	Pepperdine University
	Business for Peace Award	Business for Peace Foundation
	Business Leader of the Year	The Asian Awards.
2012	Honorary Fellow ^[4]	The Royal Academy of Engineering ^[4]
	Doctor of Business honoris causa	University of New South Wales
	Grand Cordon of the Order of the Rising Sun	Government of Japan
	Lifetime Achievement Award	Rockefeller Foundation
2013	Foreign Associate	National Academy of Engineering
	Transformational Leader of the Decade	Indian Affairs India Leadership Conclave 2013
	Ernst and Young Entrepreneur of the Year – Lifetime Achievement	Ernst & Young
	Honorary Doctor of Business Practice	Carnegie Mellon University
2014	Honorary Doctor of Business	Singapore Management University
	Sayaji Ratna Award	Baroda Management Association
	Honorary Knight Grand Cross of the Order of the British Empire (GBE)	Queen Elizabeth II
	Honorary Doctor of Laws	York University, Canada
2015	Honorary Doctor of Automotive Engineering	Clemson University
	Sayaji Ratna Award	Baroda Management Association, Honoris Causa, HEC Paris
2016	Commander of the Legion of Honour	Government of France
2018	Honorary Doctorate	Swansea University
2022	Honorary Doctorate of Literature	HSNC University
2023	Honorary Officer of the Order of Australia (AO)	King Charles III

India Shining: Building manufacturing strength

India's manufacturing exports for FY22 reached an unprecedented US\$ 418 billion, an overall growth of more than 40% compared to the US\$ 290 billion from the previous year.

India has strong potential for a sustainable energy future including solar power, stationary battery packs and electric vehicles, Musk said, adding that he hopes to bring SpaceX's Starlink satellite internet service to India as well. He has been in talks with Prime Minister Narendra Modi to set up the right manufacturing hub in the country to proliferate growth and help push India's position in the manufacturing ecosystem of the globe.

A new study by the World Economic Forum presents five ways India can realize its manufacturing potential and build a thriving manufacturing sector.

- According to the report, India can play a significant role in reshaping supply chains and could contribute more than \$500 billion in annual economic impact to the global economy by 2030
- India's domestic demand, demographics and government programmes encouraging manufacturing put it in a unique position

Building with prowess

Beyond the unprecedented health impact, the COVID-19 pandemic has been catastrophic for the global economy and businesses and is disrupting manufacturing and Global Value Chains (GVCs), disturbing different stages of the production in different locations around the world. Furthermore, the pandemic has accelerated the already ongoing fundamental shifts in GVCs, driven by the aggregation of three megatrends: emerging technologies; the environmental sustainability imperative; and the reconfiguration of globalization.

In this fast-evolving context, as global companies adapt their manufacturing and supply chain strategies to build resilience, India has a unique opportunity to become a global manufacturing hub. It has three primary assets to capitalize on this unique opportunity: the potential for significant domestic demand, the Indian Government's drive to encourage manufacturing, and with a distinct demographic edge, including considerable proportion of young workforce.

These factors will position India well for a larger role in GVCs. A thriving manufacturing sector will also generate additional benefits and help India deliver on the imperatives to create economic opportunities for nearly 100 million people likely to enter its workforce in the coming decade, to distribute wealth more equitably and to contain its burgeoning trade deficit.

The World Economic Forum's new White Paper entitled Shifting Global Value Chains: The India Opportunity, produced in collaboration with Kearney, found India's role in reshaping GVCs and its potential to contribute more than \$500 billion in annual economic impact to the global economy by 2030. The White Paper presents five possible paths forward for India to realize its manufacturing potential. Here's what it says:

1. Coordinated action between the government and the private sector to help create globally competitive manufacturing companies.
2. Shifting focus from cost advantage to building capabilities through workforce skilling, innovation, quality, and sustainability
3. Accelerating integration in global value chains by reducing trade barriers and enabling competitive global market access for Indian manufacturers
4. Focusing on reducing the cost of compliance and establishing manufacturing capacities faster
5. Focusing infrastructure development on cost savings, speed, and flexibility



Prime Minister Narendra Modi

“Initiatives like Make in India, Digital India and Startup India have given the much-needed thrust to the Electronics System Design and Manufacturing (ESDM) sector in India. Prime Minister Narendra Modi's initiatives to make India self-sufficient and ready for the global shores and business has provided the necessary podium for growth to the economy.

'Make in India' for growth

While India's long-term goal is to establish a complete manufacturing ecosystem for smartphones, the term “manufacturing” is used broadly by the government of India to promote made-in-India initiatives, aimed at



promoting locally made smartphones. These efforts have been instrumental in fostering the growth of India's smartphone industry.

Initiatives like Make in India, Digital India and Startup India have given the much-needed thrust to the Electronics System Design and Manufacturing (ESDM) sector in India. Prime Minister Narendra Modi's initiatives to make India self-sufficient and ready for the global shores and business has provided the necessary podium for growth to the economy. Which is now beginning to grab the right attention from every quarter.

The Production Linked Incentive (PLI) scheme has been notified for Large Scale Electronics Manufacturing in India. The scheme aims to attract large investments in the mobile phone manufacturing and specified electronic components, including Assembly, Testing, Marking and Packaging (ATMP) units. In fact, the positive developments in the manufacturing sector, driven by production capacity expansion, government policy support, heightened M&A activity, and PE/VC-led investment, are creating a robust pipeline for the country's sustained economic growth in the years to come.

Manufacturing to grow with steady focus

The manufacturing industry in India is playing a crucial role in the country's economic growth, particularly in sectors such as automotive, engineering, chemicals, pharmaceuticals, and consumer durables. Prior to the pandemic, manufacturing accounted for 16-17% of India's GDP, and it is projected to be one of the fastest-growing sectors.

In the past, the machine tool industry formed the backbone of manufacturing in India. However, today, technology has fueled innovation, with digital transformation becoming a key factor in gaining a competitive edge in this market. Technology has fostered creativity, and digital transformation has become a vital element for gaining a competitive advantage in this increasingly fierce industry. The Indian manufacturing sector is gradually transitioning towards more automated and process-driven manufacturing, which is expected to enhance efficiency and productivity.



India has the potential to become a major global manufacturing hub and aims to export goods worth US\$ 1 trillion by 2030. The manufacturing sector plays a significant role in the Indian economy, contributing 17% to the nation's GDP and employing over 27.3 million workers. The Indian government has implemented various programs and policies with the goal of having manufacturing account for 25% of the country's economic output by 2025.

India now possesses the physical and digital infrastructure required to increase the share of the manufacturing sector in the economy and establish itself as a key player in global supply chains. India's greatest potential for driving economic growth and job creation in this decade lies in developing a globally competitive manufacturing sector. Factors such as robust growth potential, long-term employment prospects, and opportunities for skill development make India well-positioned to engage in international markets. Furthermore, India's advantages in terms of raw materials, industrial expertise, and entrepreneurship can benefit various value chains.

Additionally, the manufacturing sector can capitalize on four market opportunities: expanding exports, localizing imports, meeting domestic demand, and contract manufacturing. Embracing digital transformation is essential to gain an advantage in this highly competitive industry, as technology stimulates creativity and innovation. The shift towards more automated and process-driven manufacturing is expected to improve efficiency and boost production in the Indian manufacturing sector.

India is gradually progressing towards Industry 4.0 through government initiatives such as the National Manufacturing Policy, which aims to increase the manufacturing share in GDP to 25% by 2025, and the PLI scheme for manufacturing, launched in 2022, which aims to elevate the core manufacturing sector to global standards. Manufacturing has emerged as a high-growth sector in India, and Prime Minister Narendra Modi's "Make in India" program aims to position India as a manufacturing hub on the global stage and bring international recognition to the Indian economy. The government aims to create 100 million new jobs in the sector. ■



Multifaceted Approach

Sohamm Group proudly stands tall as a beacon of hope and transformation in various sectors and industries, with its roots firmly based in Ahmednagar, Maharashtra. The group consists of companies in sectors like – Media & IT, Digital, Telecom, Real Estate, Hospitality, Automobile, Health & Fitness, Sports & Talent Management, Gaming and Entertainment.

Born in 1977 in Ahmednagar in the illustrious Firodia family Narendra Kumar Firodia completed his education in Ahmednagar, did a Masters in finance from the Pune University. Born and brought up in Ahmednagar, Maharashtra, Firodia founded 'I LOVE NAGAR', India's first city centric application to empower the voice of the common people of Ahmednagar and ensure it reaches the right change makers. The application strengthens the development of the city with suggestions from its people and gives everyone the convenience of contributing to the growth of their beloved city. It is a tool that empowers the people and encourages them to contribute towards the upliftment of their beloved city.

Amongst his other notable achievements are applications like LetsUpp, AdBanao & IOTT which represent his vision of a technology driven India, from the internal folds of tier 2 & 3 cities. The Times of India bestowed him with the title of "The MAN of the Year 2020" - a Lokmat Business Icon. He also shines in the "500 Most Influential People in India 2020" by the New York Press Agency. Firodia also featured in the English magazine 'India Today' in its 47th Anniversary issue 'The Best of India'. In 2022, also featured in 'Economic Times Newsmakers Achievers Special Edition. Apart from being actively involved in his businesses, his hobbies are photography, listening to music.

Business Ready

Hailing from a small town called Ahmednagar Firodia understood from the very beginning that there is tremendous scope to do something new but at the same time there were risks involved due to limitations of the small town. "I always researched and then took the decisions to get into any business, though we had a tough time in setting up the business, but the research helped us to take calculated risks. Being from a tier 3 town the biggest challenge has always been accessing the right manpower, we had to select the right people and then train them to make them capable of the business we did," he explained.

Firodia has always sought opportunities and have always invested/ or took the first mover advantage thus giving his company the upper hand to be ahead in the game plus selecting the right manpower/professionals for the required businesses. He has always been inspired by his grandfather the Late Motilalji Firodia, he was instrumental in the cooperative movement of Maharashtra, he was also the member of parliament from Ahmednagar from 1962-67. He is known to setup various businesses keeping in mind the overall infrastructure of a small town of Ahmednagar. But in the process, he experienced various ups and downs in his life but with his sheer



Narendra Shantikumar Firodia, Founder, Sohamm Group

perseverance he overcame all the hurdles and set the foundation for the next generations.

"Also my idol is JRD and Ratan Tata, the tata group has been the epitome of excellence and innovation in the business world. Their commitment to ethical practices, social responsibility and sustainable development has set them apart as true leaders of the industry," he adds.

I TRULY BELIEVE THAT MONEY, POWER & KNOWLEDGE ARE GREAT ASSETS IF USED WITH COMPASSION.

LESSONS IN BUSINESS

Firodia when talking about the lessons he has learnt by being a life-long entrepreneur are:

- 1. Embrace continuous learning:** I believe in constantly seeking knowledge and staying updated with industry trends. This helps me make informed decisions and adapt to changes effectively.
- 2. Foster a growth mindset:** I encourage my team to embrace



Awarded “Champions of Change Maharashtra 2020” by the IFIE (Interactive Forum of Indian Economy)



Honoured by the Commendation batch by Lt Gen AS Kler PVSM, VSM General officer, commanding in chief of the South Western command.

challenges and view failures as opportunities for growth. By promoting a culture of learning and resilience, we can overcome obstacles and achieve greater success.

3. **Prioritize customer satisfaction:** I firmly believe that customer satisfaction is the key to long-term success. We strive to understand our customers’ needs, provide exceptional service, and continuously improve our products to exceed their expectations.
4. **Build strong relationships:** I value the power of networking and building strong relationships with clients, partners, and employees. By fostering trust, open communication, and collaboration, we can create a supportive environment that drives success.
5. **Encourage innovation and creativity:** I encourage my team to think outside the box, explore new ideas, and take calculated risks. By fostering a culture of innovation and creativity, we can stay ahead of the competition and drive continuous improvement. Managing time efficiently. By focusing on high-impact activities and avoiding distractions, we can maximize productivity and achieve our objectives.
7. **Emphasize ethical business practices:** I firmly believe in conducting business with integrity, honesty, and transparency. By adhering to ethical standards, we build trust with our stakeholders and create a positive reputation that contributes to long-term success.
8. **Embrace diversity and inclusion:** I value diversity in perspectives, backgrounds, and experiences. By fostering an inclusive work environment, we can harness the power of diverse ideas and create innovative solutions that drive our company forward.
9. **Adapt to change:** I understand that change is inevitable in today’s dynamic business landscape. I encourage my team to embrace change, be flexible, and proactively seek opportunities for growth and improvement.
10. **Stay focused and resilient:** I believe in staying focused on our long-term vision and goals, even in the face of challenges. By maintaining a positive mindset, staying resilient, and persevering through obstacles, we can overcome any adversity and take our company to greater heights.

I TRULY BELIEVE THAT MONEY, POWER & KNOWLEDGE ARE GREAT ASSETS IF USED WITH COMPASSION.

Different Approach

Firodia’s mantra of “not just building for a few years, but building for a lifetime”, helped him realise his finesse of strategies and implemented the same by collaborating with the WORLD OF TITAN group in Ahmednagar. He further ventured into the Telecom business as the sole Airtel franchisee of Ahmednagar with the ISO 9001:2000 certificate in Maharashtra, the first of many of his accomplishments.

It takes immense courage to swim against the current and the Sohamm Distribution Business was one such entity, founded by the vision of accomplishing success in a way no one ever dared.

He, stepped into the distribution business with a focus on mobility & electronics in an unconventional way. They forecasted the distribution business by embracing brands that had captured only 5% of the market instead of siding with the market rulers with 95% success.

This decision paid off in the long run when the tables were turned, and the 5% brands grew immensely in their popularity.

Firodia’s constant efforts are towards growing his company from strength to strength and he is doing it every passing day through the right expansion plans and varied other growth strategies, which are weaved keeping the people, community, and everyone’s welfare in mind. ■

AWARDS & ACCOLADES

- ◆ **2020:** Named as one of the ‘500 most influential people in India 2020’ by New York PressAgency
- ◆ **2020:** Awarded “Champions of Change Maharashtra 2020” by the ‘FIE (InteractiveForum of Indian Economy)
- ◆ **2020:** Awarded the ‘Times Man of the year - 2020’ for Philanthropy
- ◆ **2021:** Honoured by the Commendation batch by Lt Gen AS Kler PVSM, VSM General officer, commanding in chief of the Southwestern command



Seamless Approach to Protection

Approved by the Indian Medical Association (IMA) as recommended official Risk Managers for all the legal and medico-legal cases in the fraternity, Apex Insurance Consultant Limited (AICL) is the only risk management company in a complete sense with its nationwide presence and operations. Formed under the aegis of the Indian Companies Act 1956 as a Limited company in the year 2000, AICL's primary objective is to provide expert legal services and risk management exclusively for doctors and the medical fraternity at large.

Sanjay Kalika Mishra is the Joint Director of Apex Insurance Consultant Limited (AICL). With over 23 years of experience in the industry, he started his professional journey from extremely humble beginnings. Raised in a lower middle-class family, his early life was a huge struggle and he had to fight to fulfil his sense of responsibilities towards his family which had too many members to support. Although he had an uninspiring academic background, he never stopped dreaming.

Turning Dreams into Reality

Mishra notes that Kolkata has given him the right backdrop for all his dreams. From helping him realise his dreams, the city holds at its heart most of Mishra's life's secrets, and it is also a witness to his social and self-struggle. He left Kolkata in 1997 as his first business venture there proved to be a disaster, and suddenly everything was going against him in life. Soon after he reached Delhi only to discover that he was in serious depression and needed medical attention. "I desperately needed someone to voice my fears. Those were turbulent times, but I kept telling myself they were temporary. From depression to bipolarity, I battled it all with the hope that my



Sanjay Mishra, Joint Director; with Vijay Arora, CEO of AICL

With innovation and ingenuity, we faced all the risks and are making our exponential progress possible. We are proud to address ourselves as 'The Future of Progress'.

sufferings would be over one day. My hope for survival landed me a job in an NGO working for poor children. I was assigned the task of generating funds by visiting other schools and making affluent students pay for those not

fortunate enough to have a quality education. After months of doing this so-called social work, it dawned on me that I was just a pawn in a big scam in which many influential people were involved. It was just a money game, and I was unknowingly contributing to this crime," he elaborates.

Soon after, to continue his survival journey, he took a sales job at Times Bank. This job exposed him to many professionals, including doctors, CA's, architects, and others. That was the first time when he happened to meet a doctor who was surrounded by many advisors who he later understood were advocates. The doctor needed a few banking solutions, but every time Mishra approached him, he discovered many layers of social and professional frustration in him. This is when it dawned on him that the insurance

sector is unorganised, it is scattered and lack professionalism.

“Thankfully, this was followed by the most exciting episode in my life: meeting with a young guy from Himachal Pradesh who was staying and studying in Delhi and looking for a job that could take care of his expenses. He was selected to assist me in making daily sales and service plans as well as exploring newer marketing dimensions,” he added.

Building a Team

This young guy Vijay Arora (presently the CEO of AICL) was the first to highlight Mishra’s positivity and potential. He often reminded him of his dreams and commitments and assured him that they were both fit to start a business venture. He said, “Let’s do something solid that eradicates the professional fears among the professionals.”

It was in the year 2000 when the dream was realized and Apex Insurance Consultant Limited saw the light of the day. While Arora worked on all the possible solutions and weaved the framework for the organization, Mishra used all his experience and hunger to work on all the potential marketing opportunities. Initially, they were not cash-rich but had a rich, struggling experience behind them.

Although work commitments take up most of Mishra’s time, but he likes to spend his leisure with my family and loved ones. Working out to stay fit, travelling and listening to music are great stressbusters for him.

“We take pride in already having over one lakh doctors in our ambit, a number that is growing every day! This equity stems from being a one-stop-shop to cover the medical experts against all types of risks, be it personal, medico-legal, CPA, criminal as well as involving medical councils. This comprehensive facility under one roof is not offered by any other player in this domain. That is why we say we have no competitors, only duplicates.”

The proactive and dynamic team at Apex boasts of highly experienced professionals, including the best legal and medico-legal brains in the country, who specialize in their respective domains, particularly in the realm of insurance and medical litigation. They have currently spread their conscientious wings all over India in a bid to support the doctor-community across the length and



“We take pride in already having over one lakh doctors in our ambit, a number that is growing every day! This equity stems from being a one-stop-shop to cover the medical experts against all types of risks, be it personal, medico-legal, CPA, criminal as well as involving medical councils.”

breadth of the nation. They have also forged close tie-ups with India’s premier insurance companies to safeguard your best interests seamlessly.

Mitigating Risk

Crisis management of medical professionals is always a great challenge. Mishra started the organization from a rented basement room and restless ambitions in Delhi. Since they had no predecessors, they had to take great pains in conveying their story to the medical community about our holistic support to them as a risk management company.

Even today, risk management for doctors continues to be among the most significant challenges of the future. Team APEX has been the first organized effort to bring the crisis management concept to the medical professions in India. “With innovation and ingenuity, we faced all the risks and are making our exponential progress possible. We are proud to address ourselves as ‘The Future of Progress’. We are tackling two of the most significant challenges of our time — a broken Professional Safety Solution and growing challenges for medical professionals. Team Apex is taking this as an enormous opportunity to improve the lives of millions of doctors and medical professionals,” Mishra notes.

Thanks to Apex, the medical fraternity is now covered with 24X7 world-class security. They are free to take forward their profession to the best of their abilities and they have them fully covered with expert tips, technical tools and a highly professional medico-legal backup. ■

AWARDS & ACCOLADES

Apex’s hard work in this difficult domain has paid off and they have earned rewards in almost every quarter.

FASTEST GROWING COMPANY OF THE YEAR GLOBAL PLATINUM BUSINESS EXCELLENCE AWARD 2021 2022	RISK MANAGEMENT COMPANY OF THE YEAR CHAMPIONS OF CHANGE	EXCELLENCE IN LEGAL SERVICE A TIMES GROUP COMPANY 2021	MOST TRUSTED FINANCIAL CONSULTANT THE BUSINESS FAME 2021
LEADING INSURANCE CONSULTANT OF THE YEAR IBARC ASIA 2021	10 MOST VALUABLE BRANDS TO WATCH IN 2020 BUSINESS SIGHT MAGAZINE 2020	ASIA'S GREATEST BRAND ASIA ONE 2020	INDIA'S NO 1 RISK MANAGEMENT COMPANY CATERING TO HEALTH CARE INDUSTRY RIGHT CHOICE AWARDS 2019
CONSULTANT OF THE YEAR BUSINESS CONNECT 2019	OUTSTANDING CONTRIBUTION IN CUSTOMER SATISFACTION MSME 2019	MOST ADMIRED CONSULTANT LEADER BUSINESS SIGHT MAGAZINE 2019	MOST TRUSTED BRAND INNOVATIVE ZONE 2018

Building with Care and Consciousness



Rajesh Reddy S, Founder and CEO, SRAF Proteins Pvt Ltd

Rajesh Reddy, born and raised in Bengaluru, did his master's in business management from ICFAI University, which helped set the stage for his successful career. Growing up in a family of poultry farmers, he observed firsthand the challenges and fluctuations within the poultry industry. These experiences ignited a desire in him to contribute to the betterment of this sector. Alongside his dedication, he cultivates hobbies in photography, travel, and reading. Not only is he driven by his passion, but he also possesses a compassionate soul, actively engaging in philanthropic endeavours. Through his multifaceted pursuits, he aims to bring about positive change, leaving a lasting impact on the poultry industry and society at large.

Different Approach

Rajesh Reddy's passion for poultry farming was ignited in his childhood as he grew up in a family of poultry farmers. Recognizing the potential of

SRAF Proteins Pvt. Ltd. is a leading poultry company in India that specializes in raising high-quality chickens and other poultry. The company takes pride in raising the birds in a humane and natural environment, free from antibiotics and hormones, on a diet of all-natural feed.

this industry to boost the rural economy and provide affordable protein, he founded SR Agro Farms in 2011. Through a comprehensive integration approach involving breeder farms, hatcheries, and a feed plant, Rajesh empowered farmers by supplying them with healthy chicks, high-quality nutritious feed, and training on bird care according to industry standards. Currently, they have a network of over 100 farmers whom they support in producing nutritious chicken.

In 2023, Rajesh Reddy took his commitment to nourishing communities to the next level by launching SR's Daily Nutrition, a chain of retail outlets in Bengaluru. Expanding into institutional sales, the company firmly believes in the farm-to-table concept. With complete control over their production process, the company oversees breeder farms, hatcheries, feed mills, processing plants, and retail stores. SRAF Proteins unwavering dedication to quality and traceability ensures delivery of fresh and nutritious poultry products directly to your table. SR Daily Nutrition helps you discover the transformative power of a sustainable approach and trust in the food you eat.

His father, Shankar Reddy, Director of Monarch Hatcheries Pvt. Ltd., has been an unwavering source of inspiration and a true role model in Rajesh's life. From his earliest memories, he has witnessed his father's unparalleled dedication, tireless efforts, and profound compassion for the farmers. His unwavering commitment to his work has instilled in Rajesh a strong work ethic and a deep passion for the industry.

Additionally, Kishore Kumar Hegde, the visionary behind Lifeline Feeds Pvt. Ltd., has played a significant role in shaping his aspirations and achievements.

When speaking about them, Rajesh points out, "I am deeply inspired by his outstanding qualities and remarkable accomplishments in poultry business. His unwavering commitment, innovative mindset, and relentless pursuit of excellence in serving consumers have set an exceptional standard within the industry. The combined influence of these two remarkable individuals has played a major role in shaping who I am today and what I have been able to achieve. Their dedication, innovation, and compassionate approach have served as guiding lights in my own journey. Mr. Reddy mentions he is grateful for their inspiration and

Many people hold misconceptions and myths about processed chicken. SRAF farms ensure that the chicken they provide is free of chemical residues, making it nutritious and safe to consume. By addressing these challenges and promoting the benefits of protein, SRAF Proteins aims to improve access to affordable and high-quality protein sources for the population.

strive to emulate their values and successes in his own endeavours.

“Food is not just fuel for survival but a source of good health and nourishment for the soul,” said S. Rajesh Reddy, the visionary founder of SRAF Proteins Pvt. Ltd.

Opportunity for Growth

Recognizing the potential of the poultry sector to stimulate the rural economy, SRAF Proteins firmly believes that poultry is an affordable and rich source of protein for everyone. Understanding the growing demand for high-quality, chemical residue-free poultry products in Bengaluru, the company started its chain of retail meat stores, SR's Daily Nutrition, to offer locally sourced poultry that meets the highest standards. The turning point for the company came during the Covid-19 pandemic. The importance of quality protein surged during this time, and Mr. Reddy connected the dots between health, immunity, protein, and SR's Daily Nutrition. As a people-centric organisation, Mr. Reddy fosters close relationships with suppliers and farmers, ensuring that they have access to the best resources. They believe in the importance of envisioning and planning for the future, aiming to be a true change-maker in the industry. The brand's vision at SRAF Proteins Pvt. Ltd. is to provide wholesome and nutritious poultry products while positively impacting the lives of the customers and the communities they serve.

Overcoming the Challenge

A significant portion, around 80%, of the Indian population fails to meet their daily protein requirements. Unfortunately, the sources of protein available are not affordable for the majority. However, because of regional differences and diverse dietary preferences in India, not everyone consumes chicken or eggs on a daily basis. This poses a challenge for the industry. One of the primary obstacles the industry face is the lack of awareness and education regarding the importance of protein in one's diet. “Many people hold misconceptions and myths about processed chicken. SRAF farms ensure that the chicken they provide is free of chemical residues, making it nutritious and safe to consume. By addressing these challenges and promoting the benefits of protein, SRAF Proteins aims to improve access to affordable and high-quality protein sources for the population,” Reddy points out. “Creating a positive work environment that values every idea is a top priority for me as a company founder. Our strong company foundation is built



upon core values, cohesive teams, and effective employee retention programs. Every individual within our organization takes pride in our collective achievements. To stay ahead in the industry, we place great emphasis on being at the forefront of advancements. Our dedicated research team works tirelessly to meet customer demands and drive technological innovation, ensuring our continued success,” he adds.

Building Blocks

Reddy strongly believes in three crucial factors that contribute to the company's success: quality, consistency, and customer satisfaction. These pillars form the foundation of their operations and drive them to deliver excellence in everything they do. “As responsible citizens, we are also deeply committed to environmental conservation.

We have implemented rain harvesting systems and utilize solar energy to reduce our carbon footprint and promote sustainable practices. Furthermore, we have taken a firm stance against the usage of plastic throughout our processes, aligning ourselves with the goal of minimizing plastic waste and its detrimental impact on the environment. By upholding these principles and actively prioritizing environmental sustainability, we strive to not only meet the needs and expectations of our customers but also contribute positively to the well-being of our planet and future generations,” he highlights. ■

AWARDS & ACCOLADES

- ◆ The Honourable Governor of Andhra Pradesh, Sri Biswa Bhusan Harichandan, awarded us the Business Excellence Awards 2023 as the best poultry company of the year 2023!!
- ◆ Forbes India's February 2023 issue featured Mr. Rajesh Reddy, CEO & Founder, SRAF Proteins Private Limited.
- ◆ Received business excellence awards at the Asia-UK business excellence awards at the Parliament House of Commons in London, UK.
- ◆ At the prestigious MSME India Business Convention Tech India Transformations Awards 2023, Mr. Rajesh Reddy S was awarded as Best Entrepreneur of the Year (Agriculture).
- ◆ We also won the Dr. APJ Abul Kalam Inspirational Awards 2023 for Best Poultry Company of the Year.



Building with a difference to create positive growth

WBR Corp UK Limited (WBR Corp ©) is a leading advisory and consulting firm headquartered in London, UK. WBR Corp provides expert guidance and solutions to individuals and businesses. WBR Corp provides various corporate services that include cutting edge business consulting, advisory services, customized branding solutions, online marketing, social media management, PR and other media relations services with a proven track record of success.

India, with its vibrant economy and diverse business landscape, presents both immense opportunities and complex challenges for organizations. In such a dynamic environment, consulting firms play a vital role in guiding businesses towards success.

Consulting services are of utmost importance and highlight the key value they bring to clients. From strategy development and market research to process optimization and technological integration, WBR Corp offers comprehensive solutions tailored to the unique needs of businesses operating in Asia and UK. By leveraging their expertise, industry knowledge, and understanding of the local market, WBR Corp empowers organizations to navigate the intricacies of India's business ecosystem and achieve sustainable growth. Mr. S K Sahu, visionary entrepreneur and branding expert heads WBR Corp UK Limited.

He is a serial entrepreneur, mentor and strategist who has over 20 years of experience in the media, branding and publication industry. Being son of a defence personnel, he inculcated a habit of strict discipline quite young. This quality has been instrumental for him in setting up multiple companies in the areas of publication, branding, pharma, entertainment and other advisory services. He has been featured on various television shows and magazines on entrepreneurship and branding and has been appreciated by known personalities from different walks of life for his contributions.

A serial entrepreneur, mentor and strategist who has over 20 years of experience in the media, branding and publication industry. Being son of a defence personnel, he inculcated a habit of strict discipline quite young. This quality has been instrumental for him in setting up multiple companies in the areas of publication, branding, pharma, entertainment and other advisory services.



ASSISTING CLIENTS

I. Understanding the Indian Business

Landscape: To effectively operate in India, organizations must navigate various factors such as cultural diversity, regulatory frameworks, and market dynamics. WBR Corp excels at providing in-depth insights into these aspects. They conduct comprehensive market research, analyze consumer behaviour, and identify emerging trends, enabling businesses to make informed decisions. Additionally, they assist in understanding and complying with local regulations, which is crucial for maintaining ethical and legal standards.

II. Strategy Development and Implementation:

Developing a robust strategy is key to achieving long-term success. WBR Corp works closely with clients to assess their goals, strengths, and weaknesses. Based on this analysis, they help organizations develop effective strategies that align with the local market conditions. From market entry strategies for foreign companies to expansion plans for domestic firms, consultants provide valuable guidance throughout the strategy implementation process. They offer expertise in areas such as competitive analysis, brand positioning, and innovation, empowering businesses to stay ahead in the highly competitive Indian market.

III. Operational Efficiency and Process Optimization: Operational efficiency is critical for businesses aiming to maximize productivity and minimize costs. WBR Corp specializes in process optimization, streamlining operations, and enhancing overall efficiency. They conduct thorough assessments of existing processes, identify bottlenecks, and recommend tailored solutions. Firms like WBR Corp

leverage best practices and industry benchmarks to optimize supply chains, reduce wastage, and enhance resource allocation. By implementing these recommendations, organizations can achieve significant cost savings and improve customer satisfaction.

IV. Technology Integration and Digital Transformation:

The digital revolution has transformed the business landscape globally, and India is no exception. WBR Corp helps organizations embrace technology and navigate the challenges associated with digital transformation. They provide expertise in areas such as data analytics, cloud computing, artificial intelligence, and cybersecurity. By integrating technology effectively, businesses can streamline operations, enhance customer experiences, and gain a competitive edge. WBR Corp guides clients in selecting and implementing the right technological solutions, ensuring a smooth transition and sustainable digital transformation.



“WBR Corp specialize in various industries, including healthcare, financial services, manufacturing, retail, and e-commerce. This sector-specific expertise allows WBR Corp to offer tailored insights and solutions that address the specific needs of organizations operating within those industries.”



V. **Sector-specific Expertise:** India's economy is characterized by diverse sectors, each with its unique challenges and opportunities. WBR Corp specialize in various industries, including healthcare, financial services, manufacturing, retail, and e-commerce. This sector-specific expertise allows WBR Corp to offer tailored insights and solutions that address the specific needs of organizations operating within those industries. Whether it's navigating regulatory changes in the healthcare sector or developing omnichannel strategies for retail businesses, these firms bring deep industry knowledge to the table.

CREATING A NICHE

WBR Corp serves as trusted partner for businesses seeking to succeed in the dynamic Indian market. With their expertise, industry knowledge, and holistic approach, these firms empower organizations to navigate the complexities of India's business landscape and achieve sustainable growth. By providing strategic guidance, operational optimization, technology integration, and sector-specific expertise, consulting firms enable businesses to stay ahead of the competition and capitalize on the vast opportunities available in India. As the Indian economy continues to evolve, the role of consulting firms like WBR Corp becomes increasingly crucial in helping organizations adapt to change, make informed decisions, and unlock their full potential in this thriving market.

WBR Corp, believes in advanced approach in converting your company into reputed brand. To do so, the company work with a team of highly experienced professionals that has in-depth knowledge about branding, so they provide excellent brand consulting to their valued clients. They always assure premium services with client satisfaction. ■

AWARDS & ACCOLADES

- ◆ Executed more than 300 events
- ◆ Guinness Book Record Holder
- ◆ Branded Content creator for electronic media
- ◆ 50 Independent TV shows
- ◆ Corporate Web Series creator with Forbes India
- ◆ Publishing work done with Forbes India, Fortune India, Outlook Etc.
- ◆ Featured in Times Now, ET Now, Zee Media, NewsX, Forbes India, Fortune India etc.
- ◆ World Book of Record Holder



The guiding Light to Success

AB Tutorials is India's only global law academy preparing students for India & Overseas Law Exams and Global Law Guidance & Admissions.

ABT is India's most reputed Law Exam preparation Organization and India's only global Law Academy, where students can not only prepare for any Law Exams in India but also overseas. Students are additionally also guided into LLB/LLM admissions overseas.

ABT was founded in 1994 by Mrs. Dr. Anila Bhatara under the guidance of Late Col. R.K. Bhatara, VSM. In 2001, Gaurav Bhatara joined the organization after coming back to India and in 2009 took over as its CEO.

What started as an informal guidance from home in 1994 exponentially grew thereafter into one of India's Top Law Exam organization & India's only global law academy catering not only students from India but also middle East & Singapore. Being listed in Forbes 2020 and Forbes 2021 Gaurav despite his busy schedule personally mentors and oversees every student.

With Over 4500 students qualified in top NLU's through CLAT till date and its alumni not only working as accomplished eminent lawyers but also many having successful private practices and with Over 400 students having qualified into top Law Universities globally and practicing as lawyers internationally at remarkable positions, ABT'S holistic and personalized approach has ensured its unparalleled success and growth.

ABT doesn't just teach to qualify but to graduate. The holistic approach & personalised attention has lead countless lives to reach their potential and to lead successful and happy life.

The 3 prominent verticals of AB Education today are.

- AB Tutorials Pvt Ltd: (ABT LAW INDIA)** It is India's top Law exam preparation Academy started in 1992 (over 30 years) for all India law exam (CLAT, AILET, DU Law, NLSAT, LSAT India, CUET Law).
- ABERD: (ABT LAW GLOBAL)** Guiding and mentoring countless school & college law aspirants and professionals to join higher education program worldwide such as LLB, LLM, LPC, BPTC NCAA and JD programs globally. Preparation for LSAT global, LNAT UK and other overseas law exams.
- The White Lotus international:** Social Enterprise in Manufacturing & design of apparels & home furnishing with the object of providing financial independence to underprivileged women.

Seeking the right direction

Practicing Nichiren Buddhism, helped him provide unique prospective on life. Gaurav holds his father's Col. RK Bhatara (late), vision close to his heart and mentions that he was the one who taught him self discipline and Integrity. On the other hand, his



Mr Gaurav Bhatara, CEO, AB Education

spiritual mentor or guide is Dr. Daisaku Ikeda: from whom he learnt how to live a purposeful meaningful life.

Gaurav's motto is to live a balanced life, which is based on honesty, hard work & ethics. Believing in the unlimited potential of each individual while practicing dignity of life for all. ■

AWARDS & ACCOLADES

- ◆ Forbes 2021 – Pride of India.
- ◆ Forbes 2020 – modern India game changers.
- ◆ Pride of Bharat 2020 – 2021.
- ◆ Knowledge Review 2020 – Top 10 Training Institute.
- ◆ Silicon India 2019 – Education Company of the year.
- ◆ Higher Education Review 2018 – Top 10 promising Training Program in India.
- ◆ Delhi City Icon Award 2017 – Radio City.



Value in the approach

Valuing the customer and nation

ITC, a prominent Indian conglomerate encompassing various industries such as Fast Moving Consumer Goods (FMCG), Hotels, Paperboards and Packaging, Agri Business, and Information Technology, stands out as one of the country's most valuable corporations.

With impressive financial figures, including a Gross sales value of Rs.74,979 crores and Net Profit of Rs.13,032 crores as of 31.03.2021, ITC has been recognized as India's most admired company in a survey conducted by Fortune India in association with Hay Group. ITC holds the leading position as an FMCG marketer in India, dominates the Indian Paperboard and Packaging industry, empowers farmers through its Agri Business, and operates a distinguished hotel chain known for its commitment to "Responsible Luxury." Additionally, ITC's wholly owned subsidiary, ITC Infotech, specializes in providing global digital solutions.

Over the past decade, ITC's new Consumer Goods Businesses have successfully built a portfolio of 25 exceptional Indian brands, known for their quality and value. Brands such as Aashirvaad, Sunfeast, Yippee!, Bingo!, B Natural, ITC Master Chef, Fabelle, Sunbean, Fiama, Engage, Vivel, Savlon, Classmate, Paperkraft, Mangaldeep, Aim, and others have gained a strong consumer following in a relatively short period. While many of these brands lead their respective market segments, others continue to make significant progress.

Working strength to strength

ITC's diverse businesses thrive on institutional strengths derived from deep consumer insights, cutting-edge Research & Development, innovative product development capabilities, effective brand-building strategies, state-of-the-art manufacturing infrastructure, extensive rural networks, efficient trade marketing and distribution channels, and a dedicated workforce. The ability to harness synergies within its diverse business portfolio gives ITC a distinct competitive advantage in its products and services.

Building a diversified portfolio

ITC Ltd stands as one of India's leading private sector companies, operating across various sectors such as Cigarettes, Hotels, Paperboards & Specialty Papers, Packaging, Agri-Business, Packaged Foods & Confectionery, Information Technology, Branded Apparel, Personal Care, Stationery, Safety Matches, and other FMCG products. While ITC excels as a market leader in its traditional businesses of Cigarettes, Hotels, Paperboards, Packaging, and Agri-Exports, it is rapidly gaining market share in its emerging ventures of Packaged Foods & Confectionery, Branded Apparel, Personal Care, and Stationery. ITC's wholly-owned subsidiary, ITC Infotech India Ltd, provides IT services and solutions to renowned global clients.

'Nation First: Sab Saath Badhein'

ITC's guiding philosophy, 'Nation First: Sab Saath Badhein,' reflects its core belief in establishing a globally competitive and profitable Indian enterprise



Sanjiv Puri, Chairman & Managing Director, ITC Limited

that contributes significantly to societal welfare. Deeply rooted in India, ITC is driven by the opportunity to serve national priorities. As a global leader in sustainability, ITC remains the only enterprise of comparable scale to be carbon-positive, water-positive, and solid waste recycling positive for over a decade. The company has created over 6 million sustainable livelihoods, while approximately 41% of the energy consumed by ITC is from renewable sources. ITC's premium luxury hotels hold the prestigious LEED Platinum certification.

ITC's Well-being Out of Waste (WOW) program addresses solid waste management, including plastic waste, offering a comprehensive, sustainable, and scalable solution that has impacted over 1.5 crores citizens across the country. Additionally, ITC's investments in world-class consumer goods factories and iconic hospitality assets exemplify its commitment to India's competitive growth and align with the Government's vision of "Make in India." ■

AWARDS & ACCOLADES

- ◆ ITC was adjudged the Best in Supply Chain Sustainability' at the Asian Corporate Sustainability Summit 2016.
- ◆ ITC's Paperboards Unit in Bhadrachalam has become the first integrated Pulp and Paper Unit to receive the prestigious CII GreenCo Platinum Rating.
- ◆ During 2018 ITC won the Best Practices Award' from United Nations Global Compact Network India for two major game-changing initiatives of the Company - Integrated Watershed Development and Social & Farm Forestry.
- ◆ ITC's leading hygiene brand Savlon bagged 7 awards at the coveted Cannes Lions 2017.
- ◆ ITC Hotels Division was conferred the 2017 Greenbuild Leadership Award' by the U.S. Green Building Council (USGBC).
- ◆ ITC was conferred the coveted National Award for Excellence in Employee Relations 2017 by the Employers' Federation of India (EFI).


Mahindra

Landmarking growth for the **agricultural sector with a diverse approach**

Mahindra & Mahindra Ltd. is a renowned manufacturer of a diverse range of automotive vehicles, agricultural tractors, implements, and industrial engines.

Mahindra & Mahindra Ltd. stands as the flagship company within the Mahindra Group, with a prominent presence in the global tractor industry and the Indian utility vehicles market. Throughout its history, the company has consistently stepped in to meet societal needs, catalyzing the establishment of new industries. In 1945, Mahindra & Mahindra Ltd. began its journey in the steel business, subsequently expanding into 22 key industries. Recognizing the need for agricultural practice transformation, the company ventured into the agricultural sector just before the agricultural revolution took place in India. It also played a pivotal role in the IT revolution within the country. Currently, the company's focus lies in developing alternative energy sources, driven by the belief that energy conservation is vital for a better future not only for the nation and communities but also for the entire world.

Doing things right

Mahindra & Mahindra Ltd. operates through various subsidiaries, spanning industries such as aerospace, aftermarket, agribusiness, automotive, components, construction equipment, consulting services, defense, energy, farm equipment, finance and insurance, industrial equipment, information technology, leisure and hospitality, logistics, real estate, retail, and two-wheelers. The company's diverse portfolio encompasses a wide range of vehicles, ranging from two-wheelers to heavy trucks, SUVs to school buses. Its services include maintenance and repairs, customization, provision of spares, as well as manufacturing and engineering. Mahindra & Mahindra specializes in automotive style consulting, engineering, computer-aided engineering, and project management. Moreover, it offers concept definition for two-wheelers, passenger vehicles, and light and heavy trucks. The company manufactures a broad spectrum of light commercial vehicles and heavy commercial vehicles known for their ruggedness, reliability, environmental friendliness, and fuel efficiency. Through a joint venture with Navistar Inc., it produces diesel engines for medium and heavy commercial vehicles in India.

The company operates through two main segments: Business and Secondary. The Business segment encompasses various sectors, including Automotive, Farm Equipment, IT Services, Financial Services, Steel Trading and Processing, Infrastructure, Hospitality, Systech, and other areas such as Logistics, After-market, Two-wheelers, and Investments. The Secondary segment comprises the Domestic and Overseas segments, which involve sales and services within India and internationally, respectively. Mahindra & Mahindra Ltd. was founded on October 2, 1945, by Jagdish Chandra Mahindra and Kailash Chandra Mahindra, with its headquarters situated in Mumbai, India.

The legacy that stands tall

Originally established in 1945 as a steel trading company, Mahindra & Mahindra entered

The company's diverse portfolio encompasses a wide range of vehicles, ranging from two-wheelers to heavy trucks, SUVs to school buses. Its services include maintenance and repairs, customization, provision of spares, as well as manufacturing and engineering.



Anand Mahindra, Chairman, Mahindra Group

the automotive manufacturing sector in 1947, introducing the iconic Willys Jeep to Indian roads. Over time, the company diversified into numerous new businesses to better serve its customers. Following a unique business model, Mahindra & Mahindra creates empowered companies that benefit from both entrepreneurial independence and group-wide synergies.

This approach has propelled their growth, transforming them into a multinational group with a value of US \$16.5 billion, employing over 180,000 individuals across more than 100 countries worldwide. Presently, the company's operations encompass 18 key industries that form the backbone of modern economies: aerospace, aftermarket, agribusiness, automotive, components, construction equipment, consulting services, defense, energy, farm equipment, finance and insurance, industrial equipment, information technology, leisure and hospitality, logistics, real estate, retail, and two-wheelers. Mahindra & Mahindra's federated structure allows each business to shape its own future while capitalizing on synergies across the entire group's expertise. ■

Crafting Excellence

Samay Innovation interior design studio keeps customers at the centre of every decision, and it is this customer-centric approach that helps them offer exceptional yet affordable services to the customers, irrespective of their project demands and needs.

Seme Nadvi, Founder and Principal Interior Designer at Samay Innovation has been redefining the way designs are perceived for more than 8 years now. Growing up, she had a strong drive to succeed and were determined to make a difference in her life. With a strong work ethic and ambition, she pursued her dream of becoming an interior designer. But the road to success was not easy and she faced many challenges.

“I worked hard and persevered, pushing myself to acquire the necessary skills and knowledge to thrive in the competitive business and profession. My journey as an entrepreneur has been characterized by relentless efforts, dedication, and a passion for success. I have taken calculated risks, embraced innovation, and constantly sought out opportunities for growth. Through hard work and determination, I have managed to establish a successful business, carving a path for myself in the world of Design,” she informs.

When not working she travels the world and is also a PADI Advanced Scuba Diver, who loves to explore land and water.

Building Dreams

An Award-Winning Designer and being Featured in Forbes, Vogue India, Zee24 Kalak, ZeeUK, Outlook India, DeMode Indo Italian Magazine, Seme has won many hearts over the years with her exceptional designs and innovative approaches. Whether you are a homeowner or have a commercial space, Samay has unparalleled products and services for you in quality and functionality. They help customers run an ideal setup for years to come. They have their very own Experience Center where they provide the customer with their own brand of Modular Kitchen, Wardrobes, Modular office Furniture and much



Ms Seme Nadvi,
 Founder and Principal Interior Designer

more. This one of its kind spaces alongside a Design Studio is where the brand makes sure that their clientele gets personal attention and approach to their dreams.

Samay did not gain its share of fame in just a day, but it was over years, through market research that Seme and the team recognized a growing trend in society towards a greater emphasis on Interior Design. “Through market research, we discovered that the design industry was experiencing significant growth, driven by increasing awareness about the benefits of modular and interior designing. During our research, we identified a gap or an underserved niche within the design market. We assessed the existing competition in the Interior market and identified areas where you could differentiate yourself or offer a better value proposition to potential customers. This analysis helped them understand how they

could stand out and attract a loyal customer base and not to compete with big players but in a way make a niche for yourself and create a brand that is Connected to All,” she highlights.

Overcoming Challenges

Hiring skilled and knowledgeable professionals is vital to providing excellent service. Finding qualified Designers and support staff can be challenging. Additionally, investing in continuous training and development programs to keep the staff updated on the latest trends and techniques is crucial. Further, the Interior Design industry is dynamic, with trends, preferences, and technologies constantly evolving. Staying up to date with these changes and adapting the organization’s offerings to meet customer demands can be demanding and require ongoing research and innovation.

However, Seme has worked with a clear purpose and vision and that has helped her take her company to new heights.

Establishing and running an Interior Design firm single handedly involves various risks and challenges. Starting it requires significant upfront investment for leasing or purchasing space, marketing, hiring staff, and covering operational expenses. There is a risk of not generating sufficient revenue to cover these costs, leading to financial strain or even failure. However, I have always listened to my calling and stood up to my dreams giving wings to it through my firm. ■

AWARDS & ACCOLADES

- ◆ Best Green Compliant Interior Designer Award 2019 for a Project in Spain Alicante.
- ◆ Shaktisamman Award on Womens Day March 2021.
- ◆ Most Promising Interior Designer Specialising in Innovative, Minimalist and Stylish Designs at the Asian UK Business Meet Award in House of Commons in London, UK 2022.



Crypque: Empowering Education in Web3 and Blockchain

In the rapidly evolving digital landscape, Crypque has emerged as a prominent educational platform dedicated to empowering individuals with the knowledge and skills required to navigate the world of Web3 and blockchain technology.

Founded by Abhishek Bhandari, Ankit Bhasin, Anshit Jindal, and Sidharth Shukla, Crypque has established itself as a pioneer in the field, offering comprehensive courses, workshops, and resources that bridge the gap between traditional education and the decentralised future.

The driving force behind Crypque's success lies in the vision and expertise of its founders. Abhishek Bhandari, with his strong background in International Business Management and a keen interest in blockchain technology, co-founded Crypque to revolutionize the education sector. Ankit Bhasin, a seasoned entrepreneur with a passion for blockchain, brought his business acumen to the table. Anshit Jindal, a blockchain enthusiast and educator, contributed his deep understanding of the technology. Finally, Sidharth Shukla, a skilled strategist, helped shape Crypque's roadmap and market positioning.

What's on offer

Crypque offers a wide range of educational resources to cater to learners of all backgrounds and skill levels. Their carefully curated courses cover various aspects of Web3 and blockchain, including blockchain fundamentals, smart contracts, decentralised applications (dApps), and more. These courses provide learners with the essential knowledge and practical skills needed to navigate the decentralised landscape.

To facilitate hands-on learning, Crypque organizes workshops and hackathons, allowing participants to apply their knowledge in real-world scenarios. These events foster collaboration and encourage participants to build innovative blockchain-based solutions.

The Crypque platform also hosts an extensive library of educational materials, including articles, tutorials, and industry insights. This resource hub serves as a valuable reference for learners seeking to deepen their understanding of Web3 and blockchain technology.

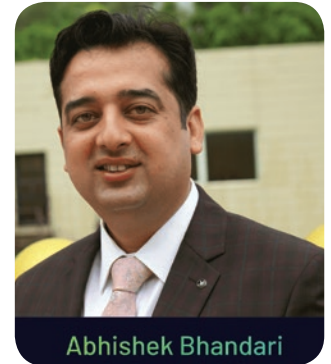
Creating the right buzz

Crypque's commitment to democratizing education in Web3 and blockchain has made a significant impact on a global scale. Their accessible and comprehensive educational offerings have empowered individuals from diverse backgrounds, including students, professionals, and entrepreneurs, to navigate the decentralised landscape with confidence.

Through their courses and workshops, Crypque has nurtured a vibrant community of learners and enthusiasts. This community serves as a platform for knowledge sharing, networking, and collaboration, fostering innovation in the blockchain space.



Sidharth Shukla



Abhishek Bhandari



Ankit Bhasin



Anshit Jindal

Furthermore, Crypque's founders actively engage in industry events, conferences, and speaking engagements, sharing their expertise, and promoting the adoption of blockchain technology. By creating awareness and driving conversations, they play a pivotal role in shaping the future of Web3.

Crypque aims to forge strategic partnerships with leading organizations, blockchain projects, and academic institutions to further enhance their offerings and reach a broader audience.

Future Outlook

As blockchain technology continues to gain traction, Crypque is poised to expand its educational offerings and impact even more learners worldwide. The founders remain committed to staying at the forefront of emerging trends and technologies, ensuring that Crypque's courses and resources remain relevant and up to date. Crypque aims to forge strategic partnerships with leading organizations, blockchain projects, and academic institutions to further enhance their offerings and reach a broader audience. By doing so, they strive to empower individuals and businesses to leverage the power of Web3 and blockchain, paving the way for a more decentralized and inclusive future.

Crypque has empowered individuals worldwide to embrace the decentralized landscape. Their commitment to knowledge sharing, innovation, and community building has made a significant impact on the blockchain ecosystem. With a vision for the future and a dedication to staying ahead of emerging trends, Crypque is set to shape the next generation of Web3 pioneers and contribute to the widespread adoption of blockchain technology. ■

Touching the Right Chord

An MBA in Human Resources and a Master of Hindustani Music Sunita Khaund Bhuyan is a violinist and HR professional on wellbeing, leadership and change interventions through music and has 25 years of experience in the field across leading corporations, forums & business schools globally.

An innovator in the corporate world, Sunita has pioneered a unique program on Leadership, Inclusion and collaboration through music. Her audience is a mixed bag ranging from CEOs to all rungs of management across the globe. Her program Sahakriya on the art of partnerships, “C Sharp” on Creativity and wellbeing and “3E” on Enrichment and Inclusion, has made a meaningful impact across discerning audiences as an innovative approach to learning and leadership.

A kernel of the Guru-Shishya parampara, Sunita Bhuyan has trained in Hindustani classical music from her mother Minoti Khaund of Assam and later from her guru Padmabhushan Pt. VG Jog. Keeping the tradition alive, her son Ronojit Bhuyan absorbed music notes and has chosen the piano as his instrument and is currently doing his masters at the Trinity Conservatoire of Music in London.

Creating the right touch

A joyful practitioner of music and wellness, Sunita Bhuyan combines her passion, genetic inheritance and skill to a gift that keeps giving. Let's look at some of her firsts which define her as who she is:

1) The first violinist in Indian to play Asamese folk on the hitherto classical instrument the violin and fuse it with Scottish & Irish & World folk. Her album Bihu strings by Times Music is the only album of folk on the violin in India.

2) In the Business world she is a pioneer in using music as a structured learning intervention for Creativity, Leadership, and Inclusion. She recently designed and developed the first management course on Music and Aesthetics for IIM Shillong.

3) Joy of Music - Giving back to society. As the “Joy of giving” Ambassador for Don Bosco, she has received the blessings from His Holiness Pope Francis for her work on music therapy with more than 25,000 children as well as cancer patients and specially abled. She was invited as a special guest for Mother Teresa's Canonisation at the Vatican. In 2019 she was hosted by the Indian Ambassador in Washington for her impactful work through music and has performed for the Hon PM of India too.

Sunita has been the Learning & Development head of three large corporate houses in her early career and is currently the Chief mentor of Atos Prayas Foundation where “Education and Enrichment” work parallelly for holistic development of children and youth. Some of the forums that Sunita has been associated with are, Tata Institute of social sciences, CEDEP-INSEAD Leadership Institute Fontainebleau France, XLRI Jamshedpur, KPMG Learning Academy, Indian Institute of Management, Shillong, World Trade centre Mumbai, SHRM, TED Talks, NHRDN, Oil and Gas HR Summit, LNOD Roundtable, American Express Women's



Sunita Bhuyan
Violinist and
HR Professional

“A joyful practitioner of music and wellness, Sunita Bhuyan combines her passion, genetic inheritance and skill to a gift that keeps giving.”

Leadership summit, Confederation of Indian Industries, Commonwealth HRICT, YPO Washington D.C, Atos Innovation summit, Asia Scotland Society Edinburgh, Gartner leadership forum New York, Deloitte Human Capital Summit, India Today conclave, ThinkEdu of New India Express, Indian Merchants chambers, Godrej Leadership forum and the list is endless.

Sunita and her pianist son were the first to present a balcony concert in India on March 23rd, 2020, during the lockdown, and have since streamed more than 120 virtual programs from their humble home studio mainly for various causes and fund raisers for victims of the pandemic. The mother son duo offered the official musical tribute for HM Queen Elizabeth the 2nd streamed live from the Nehru Centre London on the day of her funeral on behalf of the High Commission of India in the UK. ■



AWARDS & ACCOLADES

- ◆ Indira Gandhi Priyadarshini award for excellence - Govt of India
- ◆ Giant International award for social work
- ◆ Global Culture Champion award by She Inspires in Bolton UK
- ◆ Woman of the Decade award from the Women's economic forum
- ◆ The Indira Leadership award from Indira Institutes
- ◆ Prag Prerana Award from Assam
- ◆ The womeninnovator award from Billennium Divas
- ◆ Woman of abundance award from Rotary International
- ◆ Women achievers award of WGU from the Hon Governor of Maharashtra for contributions during the pandemic
- ◆ The Indi Global award for Innovation in music from the Telegana Govt.
- ◆ Confluence award at the British Parliament, London 2019
- ◆ REX, Karmaveer global awardee and fellow
- ◆ Global icon award - Assam ◆ Pride of Maharashtra award.



Motivated to alter the Common Course of Things

Dr. Mohammed Zoheb Hossain - Business is not only about making money, it's all about transforming ideas into actions.

Dr. Mohammed Zoheb Hossain, a Kolkata based young and successful Entrepreneur and businessman, is the founder and proprietor of multiple businesses in Kolkata. He is the Founder Director of Kidderpore Child's World School (KCWS), Kolkata and Chief Executive Officer of Kidderpore Minority Welfare & Educational Trust (KMWET). He is also the Managing Director of Bismillah Enterprise which deals in leather goods and also the proprietor of Pinnacle Suppliers which deals in office stationery supplies. He is a former West Bengal State Chairman of IHRCCC, New Delhi.

Initial Entrepreneurial Journey

Born and brought up in Kolkata, Dr. Mohammed Zoheb Hossain has been inclined towards entrepreneurship since a very young age. He had an intense desire to serve the society in every possible way for social development and upliftment. While somewhere deep within, he had already instilled a goal to establish something of his own. With this initiative, he started a Kindergarten School, namely Kidderpore Child's World School in the year 2006. Now, the same school under his guidance and effort, is functioning upto standard X with more than 1000 students. Very soon the school will be upgraded to Higher Secondary level with the construction of a new school building with an approximate budget of INR 12 crores to cater to more than 1500 students in the following 3 years.

Saying Yes to change

In 2013, Dr. Mohammed Zoheb Hossain formed a trust, Kidderpore Minority Welfare and Educational Trust, for the betterment of the minority community. Though it was not easy, as nothing comes so easy, Dr. Hossain had to use his specific skills and hard work to make things better for the welfare of the society. His innovative and extraordinary skills, along with his high level of motivation, kept him going and resulted in something huge that made them capable of becoming a helping hand during the crisis of the Covid-19 pandemic.

In 2017, he started his firm "Bismillah Enterprise", which deals in leather products, mostly Men's Wallet and Ladies Bags. In July 2022, Bismillah Enterprise was honoured first rank position in the Top 10 Start-Ups by Industry Outlook Magazine. In 2019, Dr. Hossain established another firm, "Pinnacle Suppliers", that deals in office stationery supplies. Dr. Hossain has always been creative in bringing up new ideas in business, and it is only because of the hard work he had successfully established two ventures in just two years. His ability to run multiple businesses is evident from his passion and innovation with great ideas. Not just in business, in the year 2021, Dr. Hossain had gone out of his way to make a mark by becoming the West Bengal State Chairman of IHRCCC, New Delhi.

Entrepreneurial success does not come easy. A lot goes behind it, like hard work and sacrifices. Dr. Hossain has also faced many challenges as he is the only founder of his ventures and spares no effort to make his business a booming one. His zeal and enthusiasm along with his management skills gained over the years of experience, played a pivotal role in handling day-to-day operations in his business.



Dr. Mohammed Zoheb Hossain
Founder & CEO of KCWS

There is no shortcut for success. When three things combined, it can do wonders: Determination to succeed, willingness to work hard and right decision-making skills at the right time. Keep finding opportunity in every critical situation and never give up.

Travelling to other cities and countries to accomplish business commitments has been very challenging for him, especially during the Covid-19 pandemic. With rich experience and valuable lessons, Dr. Hossain has learned and makes exceptional effort to provide the best experience to his customers and all stakeholders. He has earned more than 55 awards, both national and international, for his exemplary contribution towards societal development. He was also featured in AajTak News channel for his valuable suggestions on Budget 2023.

Dr. Mohammed Zoheb Hossain completed his B.Sc. and also holds a degree in B.H.M. (State Topper). He has a Diploma in Industrial Relations and Personnel Management (First Class) and a Diploma in Financial Accounting. He also holds a Post Graduate Diploma in Business Administration (PGDBA, First Class). In the year 2022, he was honoured with a Honorary Doctorate in the field of Social Work and Education.

Dr. Hossain says "There is no shortcut for success. When three things combined, it can do wonders: Determination to succeed, willingness to work hard and right decision-making skills at the right time. Keep finding opportunity in every critical situation and never give up." ■



Making Education Accessible

The knowledge and manifestations of a future dominated by technology and globalization have engulfed every sphere in life today and the students at Happy Point Group are groomed to operate efficiently across the world in a multi-cultural environment.

Alongside, education the team places renewed emphasis on the moral and cultural dimensions within the wealth of Indian traditions and values. They want to see their efforts culminate into an upbringing which every parent dreams of for his/her child. Girdhar Maheshwari as the Director of the group uses his vast knowledge and over 40 years of experience to bring about the right change to the group's efforts. He is assisted by Shilpa Bendre the CEO in this endeavour and both along with the efficient team works their way to make Happy Point Group a safe haven for the kids.

Beginning the right movement

Girdhar started his career in 1986 by establishing schools in Rural Areas of Rajasthan with a motive to provide quality education to those who are unable to afford high expenses of education. In no time he alongside his team was able to establish 4 Schools in the rural areas of Jaipur to promote education in the remotest corner of the state.

The intention was always towards giving children access to better education and the Rural Area Bagru Public School, BAGRU (Jaipur) in 1986, Jaipur Public School, PHULERA (Jaipur) in 1988, Jaipur Public School, TANTOTI (Ajmer) in 1989 & Jaipur Public School RAJGARH (Ajmer) in 1989 was established to offer the best of education to every kid in the rural region.

Going forward the Organisation is ready to introduce a Globally A CHAIN OF PRE SCHOOLS under title of 'INDO-BRITAIN BLOSSAMS' in collaboration of a leading organisation, 'THOUGHT AGILE', London (U.K.). ■



Girdhar Maheshwari, Director



Shilpa Bendre, CEO

Schools in Jaipur:-

- ◆ HAPPY POINT KIDZZ ◆ HAPPY JUNIORS
- ◆ HAPPY POINT SECONDARY SCHOOL
- ◆ HAPPY POINT STAR ACADEMY &
- ◆ SHRISHTI INTERNATIONAL HIGH SCHOOL

AWARDS & ACCOLADES

- ◆ Jaipur Rotary International | District 3056
- ◆ Dainik Bhaskar ◆ My FM 94.3 ◆ Govt. of Rajasthan
- ◆ Hon'ble H.E. Governor, Rajasthan Sh. Kalraj Mishra
- ◆ Asian African Chamber of Commerce & Industry
- ◆ International School Awards, Dubai (UAE)
- ◆ Indian Icon Award by Madam Kiran Bedi

www.happypointgroup.com



Space for Change

Dr. Srimathy Kesan is the Founder & CEO of Space Kidz India (Indian Aerospace Startup). This is an Indian Aerospace Startup pioneering in the design, fabrication and launch of small satellites, spacecraft and ground systems. The goal of SKI is to provide economic and sustainable access to space to cater to the needs of education, research and industry. With 7+ years of experience, SKI has launched 18+ BalloonSats, 3 Suborbital Payloads and 4 Orbital Satellites.

Dr. Srimathy Kesan was born in a middle-class family in Secunderabad Telangana (then AP) and was an active student in sports and NCC right from her school days. Her father Srinivasan, who worked with an automobile firm and mother Meena, a homemaker always encouraged Srimathy to pursue her interests. She was an All-rounder at school/college, represented the state of Andhra Pradesh in 10 Basketball Nationals apart from debate, elocution, dance and drama. She was offered an opportunity to serve in the armed forces through a direct entry but, destiny had different plans and at the end of 2nd year college she got married into an orthodox south Indian Family and moved to Chennai at the age of 18.

Srimathy became a mother at 20 which prompted her to take a 16 year long sabbatical, after which she pursued an MBA and subsequently a Doctorate in Gurukulam concept. It took a lot of courage and motivation to get into the career track that she is in now. Dance, Sports and Cooking are her passion for life. Starting from 2008, Srimathy began helping a friend who was running a travel agency in Chennai for 2-3 hours a day. During a travel conference, she ran into her old friend Ms. Reema Sisodia, an NCC camp mate who represented RDC from the Maharashtra directorate. That month-long camp in Delhi made them close friends. Reema who worked as an editor in Travel Express, motivated Srimathy to become an entrepreneur and had also proposed Srimathy's name for an international travel conference at Florida (USA), in September 2009.

That trip changed her life for good. She felt good representing India in the US. She interacted with the Space Coast Director and Education Head of NASA - Kennedy Space Centre and conceived the idea of taking children from India to NASA on a Scientific educational trip.

From taking children to NASA ESA and GCTC for scientific experiential learning



Dr. Srimathy Kesan
Founder & CEO, Space Kidz India

Dr. Kesan moved to designing, building and launching "Nano Satellites". Her organisation Space Kidz India is working closely with ISRO and are coming up with a new concept of taking "Payloads to Space" as economical as possible in the name of "Space Rickshaw", a nostalgic vehicle of the past now getting into space. Their "AzaadiSat" is a testimony to that where they had taken 75 payloads of 750 rural children from Jammu Kashmir to Kanyakumari and launched it into space on 10th February 2023 through ISRO. The only satellite, 1st time in the World to be built with 750 girl children. ■

WBR Corp's India Week 2023 Celebrations @ Oxford and London



INDIA WEEK 2023

WBR Corp's India Week 2023 Celebrations @ Oxford and London, UK. The event saw participation from more than 1500 attendees over the five days, including 100+ international delegates from India, Bangladesh, Malta, Singapore and the USA. In a true celebration of the breadth of India, MPs, Members of Legislative Assembly and other policymakers attended the event. These included Telangana Minister of IT K T Rama Rao, Ruth Cadbury, Arlene Foster, Lord Richard Harrington, Baroness Verma, MP Seema Malhotra, MP Valerie Vaz, Meghalaya Education Minister Rakkim Sangma, Rajesh Agrawal, Pradyot Manikya – Chairman Tipra Motha (Tripura), Jayesh Ranjan – IAS Principal Secretary of the Industries & Commerce, and Information Technology Telangana, Umar Kamaal Farooqui – National Spokesperson NCP (Maharashtra), Supriya Shrinete – National Spokesperson INC etc. India Week 2023 was conducted in the form of various events spread over Leicester, Oxford and London in the United Kingdom. It focused on mutual interests in the areas of Education, Innovation, Policy, Thought Leadership, Entrepreneurship, Technology etc.



Education Innovation Conference 2023 at Oxford UK





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At House of Commons



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