

AUGUST ISSUE 2021

AN INITIATIVE OF MARKETING & BRAND HONCHOS

WHO'S WHO

OF THE CORPORATE WORLD

**MOST
INSPIRING
INDIAN
BUSINESS
LEADERS**

**EXCLUSIVE
EDITION**



**GAME CHANGERS
&
FUTURE LEADERS**



UPCOMING EVENT - INDIAN CSR AWARDS (www.icsrawards.org)

PREFACE



Gaurav Bhalla (Founder)

“WHO’S WHO OF THE CORPORATE WORLD” is an initiative by Marketing & Brand Honchos to feature and highlight those Brands & Visionary Leaders that are making a significant contribution in boosting the Indian economy or working with a Vision to **“Empower Brand India Globally”** and also to feature those Brands & leaders which have the potential to become the Future Leaders or have the similar Vision irrespective of their Size/Scale/Turnover.

In this particular edition we had highlighted some of the **“Most Inspiring Indian Business**

Leaders, Game Changers & Most Loved Consumer Brands” who can be a perfect example of Inspiration for millions of aspiring entrepreneurs in the country.

We at Marketing & Brand Honchos working with a Vision to **“Empower Brand India”** by building world class Indian Brands within India by promoting & inculcating the globally most effective Marketing, Branding and sales strategies adopted by fortune 500 companies among Indian corporates, so that Indian Brands can stand in competition with international brands globally and can be sold to the rest of the world to increase the dominance of Indian Brands not just in India but globally and at the same time to reduce the dominance of International brands from Indian markets.

Apart from Building world Class Indian Brands within India, we also need to turn India into a **“Manufacturing Hub”** for the rest of the world. So, that the world should look upto India when it comes to manufacturing for which Indian corporates need to tie up with Institutes like IIT’S, IIM’S & other similar institutes for research, development & innovation.

The above 2 measures will ensure a significant boost in demand for Indian products, Services & manufacturing globally which will not just create new employment and Business opportunities in the country but will also improve the existing jobs and businesses in the country through increased demand for Indian products/services globally.

We believe in order to successfully implement the idea of **“Empowering Brand India”** we all need to come united together as Indians on a common platform across Industries to compete against International Brands globally rather than competing against each other within India.

We at Marketing & Brand Honchos believe that “If you make something the purpose of your existence, then nothing can stop you from achieving the same”

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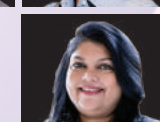
AUGUST 2021

Most Inspiring Indian Business Leaders Game Changers & Future Leaders

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MOST INSPIRING INDIAN BUSINESS LEADERS



Game Changers & Future Leaders

Curated and designed by:

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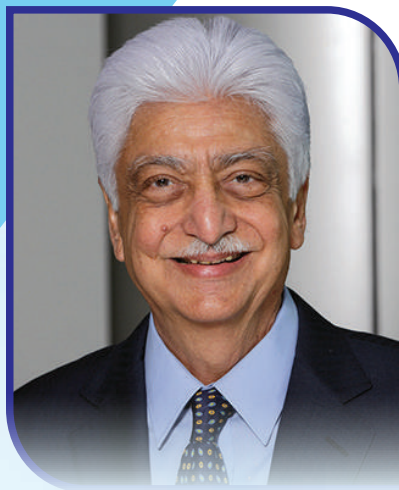


Azim Premji, an Indian business entrepreneur, philanthropist, investor and engineer who served as the chairman of Wipro Limited, directed the company through four decades of diversification and growth to emerge as a world leader in the IT industry.

A man is recognized by the legacy he leaves behind. Azim Premji is a living example of how a man's action has the power to transform the nation. His contribution has been a major reason for the development of India's global image. Premji is certainly one of the forerunners in expanding the IT industry in India and gradually making the world witness India's hold on the IT sector.

Azim Premji turned a small, family-owned cooking-oil company into Wipro Limited, a multinational company focused on providing technology outsourcing services. He fashioned a culture of striving for excellence in business operations and Wipro was successful in executing the objectives that were part of this culture being one of the first software companies to get SEI Level 5 certification.

One of the many reasons, perhaps the most important that Azim Premji will be remembered for his philanthropy. India's most generous billionaire has already given away \$21 billion of his wealth as part of the Giving Pledge, a commitment by the world's wealthiest individuals to donate the majority of their wealth to charitable causes. Premji was the first Indian and only third non-American to make this pledge. This includes two-thirds of his Wipro stock, which has been placed in a separate trust and will be used for educational purposes. The



AZIM PREMJI

Chairman of Wipro Limited

CZAR OF THE INDIAN IT INDUSTRY

Azim Premji Foundation was set up as a non-profit organization in 2001 to improve the country's condition at the grass-root level i.e. education system. It has also set up a university in Bengaluru and works with schools and governments in various districts of India to improve education in an all-inclusive way by focusing on aspects like teaching, infrastructure, courses, etc. to holistically increase the quality of education.

Premji has consistently remained true to his grounds and ethics. His humbleness is something that we all can try to imbibe. He has a precarious eye for business opportunities and while he stepped up the ladder, he was modest to the core. The exceptional humbleness, his philanthropic ventures, his incomparable business acumen, ethics, and moral standing—the list of qualities is way too long. Mostly all the rich people believe in

perseverance, so does Premji yet it is his simplicity and his tendency to not claim extravagant luxury that separates him from other billionaires. On several occasions, the visionary behind one of the most exemplary organizations in the nation travels in an economy-class seat of the plane and prefers to stay in company guest houses rather than luxury hotels. Isn't that so inspirational?

The list is long about his achievements and awards. But to name a few, the highest honors and accolades include:

- Padma Vibhushan, the second-highest civilian award by the Government of India, in the year 2011.
- Padma Bhushan for his outstanding work in trade and commerce in the year 2005.
- "Greatest Entrepreneurs" for being responsible for Wipro emerging as one of the world's fastest-growing companies by Business Week.
- 'Heroes of Philanthropy list of 30 altruists' in the Asia-Pacific region by Forbes magazine in the year 2019.
- Chevalier de la Légion d'Honneur (Knight of the Legion of Honour) – the highest French civilian distinction by the French Government in the year 2018.
- 9th in India's 50 Most powerful people by India Today magazine in 2017 list.

Words of wisdom by Azim Premji:

"I strongly believe that those of us, who are privileged to have wealth should contribute significantly to try and create a better world for the millions who are far less privileged"



ADITYA BIRLA GROUP

RIDING ON THE TIDES OF GLOBAL DOMINATION!

Billionaire industrialist Kumar Mangalam Birla, the chairman of the Aditya Birla Group, the third-largest business conglomerate in India, is an imperialist with 40 successful global acquisitions in the past 20 years, making him *'the Mogul of expansions and acquisitions.'* Ever since this valorous scion held the reigns of the company, he has been dotting the globe with the brand's footprint marked across 34 countries in 6 continents.

Under the flagship of this brilliant leader, the empire exploded in terms of expansion, bolting its way from a \$2 billion yearly turnover to almost \$50 billion, recording an incredible growth of 25 times in a span of 20 years. Kumar Mangalam Birla has been the force of transformation that expedited the growth of this ancestral empire to become a global leader across a swath of industries. The Aditya Birla Group of businesses are sprawling in the fields of solar power, agriculture, telecom, finance, retail and trading, textiles, cement, copper and many more.

This goes unsaid that Kumar Mangalam Birla has played an instrumental role in gravitating an economic sprout in India. Apart from his sketching an implausible growth trajectory, Mr. Mangalam Birla is also intricately engaged in fuelling India's growth with projects that focus on health care, education, sustainable livelihood, infrastructure and social causes. The Group runs 56 schools and 22 hospitals that tend to the needs of the underprivileged sections of society.



Mr. Mangalam Birla envisages the emergence of India as an economic superpower and predicts a courageous growth in India's GDP by 6-8 per cent in the next fiscal year despite the unprecedented economic shock induced by the outbreak of the infamous coronavirus. The billionaire industrialist gears up to propel this growth with further expansions in the Indian retail market and industrial section. Thus, we can say that Kumar Mangalam Birla's plans are ripe to fructify India's economic growth!



KUMAR MANGALAM BIRLA

Chairman of the Aditya Birla Group





SHIV NADAR

Founder and Chairman Emeritus of HCL Technologies Limited and the Shiv Nadar Foundation

Tech czar and business tycoon, Shiv Nadar is not only one of the richest billionaires in the world but he is also the most generous philanthropist in the country. The Indian IT pioneer is the founder of the corporate behemoth, HCL technologies, which is the third-largest software service provider in the country by market cap. HCL technologies led by the man of rare instincts, has stood at the forefront in inciting the waves of a technical revolution in the country.

Mr. Shiv Nadar was ranked as the 14th richest tech billionaire in the world and the fourth richest man in Asia with a net worth of \$14.1 billion in the year 2018. But it was his contributions towards a progressive India that crowned him as a 'jewel of the nation'. His most noted contributions were towards upscaling the education system in the

The philanthropic architect who is constructing a modern India



country and honing the skills of new graduates followed by healthcare, arts, and culture and heritage.

Mr. Nadar's foundation is dedicated to creating iconic institutions of excellence across the education spectrum. His initiative 'VidyaGyan' picks the brightest students from rural government primary schools and offers premium quality education for free with an aim of creating future leaders from rural India. Students from VidyaGyan have already paved their path to the leading U.S. universities over the past years.

In the year 2019, Shiv Nadar topped the EdelGive Hurun India Philanthropy List with a contribution of whopping Rs. 826 crores to the foundation for supporting educational

causes.

Apart from empowering the education system in the country, Mr. Nadar also stands tall as an exemplar for aspiring entrepreneurs. This great Indian industrialist is backing young entrepreneurs with his angel investments and it's not just the money he brings to the table, but his strategic mind and guidance prove to be the real assets for any budding company.

Mr. Nadar is not only sculpting the skills of young India with Shiv Nadar Foundation but also honing the skills of the graduates with HCL skill care and supporting aspiring entrepreneurs with angel investments. With his museums and universities, Shiv Nadar is building a platform that flaunts the rich culture and heritage of our country.

Thus, we can say that this architect with a vision for modern India is constructing the most powerful pillars of modern Indian society – Education, employment, culture, healthcare and heritage.

Kiran Mazumdar is the Chairman & Managing Director of Biocon Limited: India's largest listed biotechnology company based in Bengaluru and is also the former chairperson of IIM Bengaluru. In the year 1978, with an investment of Rs 10,000 in a rented garage space in Bengaluru, Kiran started her business journey, little was known that she will become the richest woman of India (in the year 2004) with a net worth of more than Rs 2,000 crore. She was also on the Forbes 2005 list of India's 40 richest people.

At the beginning of her entrepreneur journey, she encountered numerous challenges like credibility due to her age, gender & her untested business model. She faced funding problems as no bank was interested in lending her the money without a guarantor plus she had a difficult time while employing people as nobody wanted to work in a startup owned by a woman. Consequently, her first employee was a retired garage mechanic. Other than that, she faced quite a few troublesome technological challenges like unstable infrastructure, power, poor quality water, unhygienic labs, low-quality research equipment, workers without advanced scientific skills etc. But that did not demotivate her to work on her dream project. She overcame all the challenges and within a year of its inception, Biocon India became India's first company to be able to manufacture enzymes and



KIRAN MAZUMDAR

Chairman & Managing Director of Biocon Limited

SOMEONE SAID IT RIGHT: WOMEN RUN THE WORLD

export them to the United States and Europe.

Apart from Biocon, Kiran has been doing numerous philanthropic activities. She has a CSR wing called Biocon Foundation that works on health, education, and infrastructure in rural areas of Karnataka. She supports the Arogya Raksha Yojana and also established the Mazumdar Shaw Cancer Centre in Bengaluru. She doesn't like the term "philanthropy", believing that it often provides temporary solutions rather than addressing the root cause of the problem. She prefers the term "compassionate capitalist", considering that properly applied business models can offer an ongoing foundation for sustainable social progress.

With a net worth of \$3.2 billion, Kiran Mazumdar Shaw is now among the top richest women in the world and is

named as one of the most influential people in the world of science and technology (by Forbes). Not only did she grow Biocon to a stage where it is the 4th largest producer of insulin in the world, as a part of the Prime Minister's Council on Trade and Industry in India and the US-India CEO Forum, As of 2010, she was named among TIME magazine's 100 most influential people in the world. She is on the 2011 Financial Times' top 50 women in business list. In 2014, she was listed as the 92nd most powerful woman in the world by Forbes. In 2015, she was voted global Indian of the year by Pharma Leaders Magazine in 2012. The list of her achievements and award is long, which proves that regardless of gender, financial, or any other obstacles if one has determination and perseverance, one can achieve all his dreams and be on the top.

MOLDING THE NATION INTO A MANUFACTURING SUPERPOWER



A billionaire industrialist and businessman, Adi Godrej is the man behind the metamorphosis of a treasured heirloom into a colossal Global conglomerate, The Godrej Group, a highly diversified brand that's storming its way through multiple sectors. From a gamut of consumer products to chemicals, agriculture and missiles, the Godrej group has played an instrumental role in establishing **India as a leading manufacturer of high-quality products.**

With his uncompromising business ethics and brilliant innovative techniques, Godrej Group has emerged as a trailblazer in the Indian market. The ever-growing enterprise caters to the needs of more than 1.1 billion customers by providing top-notch homes and home appliances, security arrangements, aviation gear, Aerospace engines, cosmetics, and that's only the tip of the iceberg. And it's only the beginning of a golden era for this 130-year-old business venture.

The century business estate shares an intimate journey with India's rise from the ashes, oaring the nation through the high and low tides. From standing as the largest



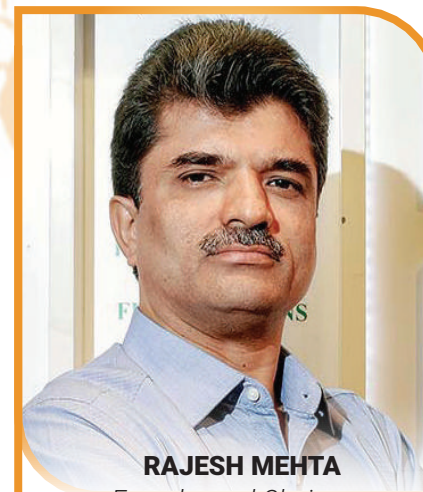
ADI GODREJ
Chairman of the Godrej Group

single contributor supporting India's freedom movement to engineering the launch of India's first unmanned mission to the moon, the name of this brand is interweaved in the golden leaves of India's glories.

Honouring the tradition of holding the nation high, Mr. Adi Godrej too has made some commendable contributions not only in rotating the wheels of the country's economy by reaching the stature

of the sixth richest billionaire of India but also by supporting the nation with some monumental contributions in healthcare, education and environment. The Padma Bhushan Awardee has also launched a Manifesto for Trans Inclusion in the Indian Workspace, thus making an effort to uplift the downtrodden section of the society that encumbers the Indian economy.

Mr. Adi Godrej believes India will be the abode to a fifth of humanity and the economy of this country will boom with a sixteen-fold growth to become the world's largest manufacturer and consumer. And this futuristic business magnet is arming his empire to generate sustainable income growth and employment opportunities thus laying a solid foundation for sustainable growth!



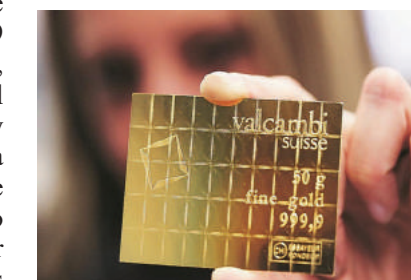
RAJESH MEHTA
Founder and Chairman

Rajesh Export Ltd. (REL) is currently the largest constituent of the global gold business. It aims to establish itself as a leader in the global jewellery market by manufacturing and marketing the finest quality jewellery to consumers across the world. The company was incorporated in 1989 and headquartered in Bengaluru, India with operations spread all over the world. It is the only organization in the world with a presence across the entire value chain of Gold from refining to retailing. The largest processor of gold in the world, it processes 35% of gold produced in the world. The brand is acknowledged for some of its exclusive features like it is the lowest cost gold jewellery producer in the world and the largest exporter of gold products from India. Furthermore, it has one of the world's biggest active jewellery design database of 29000 designs. It has the lowest gold wastage in the jewellery manufacturing process in the world and has one of the largest and the most advanced R&D facilities in gold refining, bar making and jewellery making. The R&D facility at Valcambi, Switzerland has many global first's to its credit

RAJESH EXPORT LTD.

including manufacturing the first minted gold bar in the world. The R&D at Bangalore has developed many proprietary jewellery making processes and designs. Across its various manufacturing facilities, Rajesh Exports has a total installed capacity to manufacture 400 tons of world-class gold products per annum including the finest plain and studded jewellery medallions and coins.

Rajesh Exports was originated in 1988 by the current executive chairman, Rajesh Mehta and his brother Prashant Mehta born. The brothers started manufacturing in a ten-person shop located in their garage in Bangalore. Over time because of their effort and passion to succeed, the company has



ranked 495th on the Fortune Global 500 in 2019, with revenues of more than \$25,142 million, making it the 8th largest company in India by revenue. It is the only government-recognized five-star export house in the jewellery sector. It has set up 81 retail jewellery showrooms under the brand name of Shubh Jewellers which bagged an order worth Rs 5.34 billion of gold jewellery from Kuwait-based Lazorde Jewellery in April 2008.

The company has a lot of prestigious awards to its name. Some of them include "Export Excellence Awards" and "Star



RAJESH EXPORTS

Exporter Award-Merchant Gold, from FKCCI" in the year 2019. In 2018, it was awarded the "Swarna Ratna Award" by Jewellers Association, Bangalore and the "Star Export Award" in the year 2017. It has also bagged the Special Recognition Certificate in Export Excellence Awards by the Federation of Karnataka Chambers of Commerce & Industry. In 2017, the company announced that it has procured a prestigious order for its products for a value of Rs 1140 crore. The order has been procured beating global completion from a well-established and prestigious global while labeling importer from UAE and since then, there has been no stopping.



CREATING A UNIVERSE OF DIGITAL PAYMENTS IN INDIA!



VIJAY SHEKHAR SHARMA

Founder and Chief Executive officer of financial technology company Paytm

Vijay Shekhar Sharma is the man who manifested an implausible dream of a digital India by launching **India's largest digital-payment gateway, Paytm App**, which now captures over 70-80 percent market shares of pa

yment gateways. In the year 2019, the digital giant reportedly processed over 400 million transactions each month; that's 5 times higher than the next biggest player in the payment gateway market, making him one of the richest Indian billionaires with a net worth of \$2.6 billion. The brainchild of a small-townner is valued at \$16 billion and it is the most funded start-up unicorn in the country with some of the most reliable investors backing its large feats!

Paytm was the pioneer in digitalizing the cash flow in the online as well as offline outlets of the country. Evolv-

ing with the strides, the opportunist entrepreneur transformed the all-in-one payment gateway into an entire eco-system with wallet, investments, wealth management, e-commerce, payments bank. According to a recent report, the digital platform boasts of an approx. 80 million user-base, with over 16 million merchants across

unorganized and organized sectors. With the digital platform teeming with a loyal base of consumers, Mr. Sharma is driving towards financial services as the next major frontier for growth.

Having a platform already blooming with consumers, the payment wizard predicts to whiz its way to the number one position in the online trading market with a 10 – 15 % market share in 2-3 years. The digital money minter plans to invest around Rs 10,000 crore over the next three years to expand the financial services of the firm. Apart from diversifying his own basket with innovative and disruptive ideas, Mr. Sharma is also backing India's budding start-ups like Unacademy and Innov8.

The Paytm chief quoted that India's economy would be at \$5 trillion by 2025. He also believes that the established businesses have a big role to play in jostling the dripping economy. We could say with such affluent and far-sighted talents shouldering the Indian economy, this is not a distant dream!



REIMAGINE THE WAY YOU COLOR YOUR WORLD

An inspiring Leader

Having over two decades of experience in leadership roles in prominent Indian Corporates and Fortune 500 Companies, viz. Pidilite, AkzoNobel, Kansai Nerolac and Berger, Jayanta has created many leaders who have been leading their respective functions and organizations effectively.

Become an Entrepreneur

Jayanta left his well settled corporate career and choose to follow the road less travelled, founded Decorazzi and started his entrepreneurial journey to build trustworthy global brands and profitable, sustainable organizations.

Vision & Mission

In an endeavor to build a safer and sustainable tomorrow by eliminating health hazardous and environmentally challenged ingredients from decorative paints, his mission is to provide non-toxic, non-hazardous, world-class paints to every Indian household. As a socially and environmentally responsible company, Decorazzi's vision ensures that all its products are Lead-free and low on VOC since inception.

Runaway Success

Armed with world-class quality and an extensive product portfolio, Decorazzi's business grew exponentially in no time with its footprint in multiple states and brand Decorazzi has been awarded "The Economic Times Promising Brand 2019". However, the success

"YOU CAN'T WIN SILVER, YOU CAN ONLY LOOSE GOLD"



JAYANTA PODDAR
Chief Executive Officer, Decorazzi Paints & Coatings

was short-lived as the business faced working capital crunch since money got stuck in the market due to lack of sales promotional activities.

Lessons Learnt

Though the market is price sensitive, however, in decorative paints market, unaware consumers are paying more since, middlemen take away all price benefits and consumer buys at marked-up prices. On top of it, consumer's buying decision is fully controlled

by the painters and middlemen. Hence, consumer awareness and empowerment are the key. Also, Me Too products with traditional business model will take long time to establish a business.

Change Course

The setback forced Jayanta to think differently resulted in a game changing business model. The INR 40k cr. Indian decorative paints market is due for a disruption. Let's revolutionize the industry by bridging the gap between different touchpoints to ensure that **Customer Gets More by Paying Less.**

POC & Prototype

However, only the business model was not enough to secure investments as Proof of Concept (POC) depends on the mobile app which is the backbone of this business. A Prototype of the mobile app is developed to showcase the functionality and effectiveness of the business model.

Join the Revolution

With the Prototype in place, keen interest is being shown by the investors to participate in Seed Round now and subsequent Pre-Series A round. Options are being evaluated as more investors are coming into fray. For further information, please contact Jayanta at jayanta@decorazzipaints.com





AN EXCLUSIVE INTERVIEW WITH CHEF VARUN GULATI

Please tell us about the inception of Nany's bakery. Whose idea was it?

Nany's bakery was established in the year 1984 by Mr. K.L. Gulati. He wanted to serve comfort food to the masses as the name Nany's was derived from the home stay which use to cater to food & shelter.

Tell us about the journey this brand has carved.

Nany's started as a bakery and confectionary shop but after its huge success over three decades it got into bakery restaurant business

What inspired you to join your Family Business?

After working in the hotel industry and understanding the brand image it was our believe that we can make more from our home ground business

What is your opinion in driving business on Traditional Approach VS Modern Approach in today's scenario?

In today's scenario a balance of both is important to run a business. Traditionally we want to restore the lost food culture and present it with the modern approach

What Differentiate Nany's Bakery from other players in the industry?

We like to excel and expand by delivering exceptional values through world class quality and services, motivated staff and preserve our lost food recipe and food culture diversity under one roof.

What is the Success Story behind Nany's Bakery and its customer Loyalty?

The preferred choice for customers in delivering excellence, efficiency & value in bakery & food business.

What are your future plans for Growth & Expansion of this brand?

We are planning to expand our business to other states in India. In next 3 years we are planning to open our outlets in New Delhi & Punjab



DR. RAJESH MOHAN RAI
MASTER COACH, HR STRATEGIST,
FACILITATOR

COACHING PHILOSOPHY

Dr. Rajesh passionately believes in the power to change, improve and develop, no matter what stage of life you are at.

Many of us spend a lot of time at work, and being able to be the best we can be at 'being us', is what it is all about for me. He has seen many examples of people 'leaving themselves at the door' when they come to work, and feel concerned by the rising levels of stress related health issues, as many are pushed beyond their limits and seek to conform in a way that causes them to lose who they really are. He appreciates all that life has to offer and want to support others in achieving the goals that matter to them.

Dr. Rajesh helps leaders to work out what is important to them and how they can really make the most of their unique talents in work and in life in general. He uses an approach that works for the leader, respecting their uniqueness. He also believes in the power of responsibility and all that comes with it.

During the coaching intervention

he ensures that the focus always remains on the coachee. He firmly believes, when we take responsibility of our development, the world becomes a place full of possibilities. 12 of his coachees are CEOs of their respective organizations.

PROFESSIONAL BACKGROUND

Dr. Rajesh has been personally coached and certified by John Mattone (coach to Steve Jobs). In his 30+ years of experience as a Master Coach, HR Strategist & Motivational Speaker, he has fuelled positive change among business leaders across industries.

Dr. Rajesh is known for his sharp edge thinking, creative problem solving, inspiring conversations, clear articulation and motivating conduct. He follows the mantra that "sometimes in life, it is important to just believe in yourself and go for what you believe in".

He has been helping people in building confidence, self-belief and ability to overcome adversity, be more adaptable and acceptable to situations in their life. His core competence lies in behaviour modifications and mindset change. His sessions draw lessons from everyday life, which he attempts to communicate through stories, anecdotes, metaphors, experiences and examples. All his sessions are customized to drive the desired result with biggest possible impact. The talks/sessions are crafted to push leaders to take action and solve challenges with fresh and innovative ways.

His industry experience spans across Engineering, Telecom, IT, BFSI and Services among others. He has held various leadership positions in Human Resources in Aviva Life Insurance, Microsoft Corporation India and HR Anexi.

AWARDS & HONOURS

- Jointly holds **Guinness World Record (GWR)** for making 1356 number of people Walk on Fire on a 100 sq. feet bed.
- Awarded as one of the **"100 Most Influential Global HR Leaders"** by World HRD Congress, Mumbai, 2018.
- Awarded Golden Globe Tigers award for **"Outstanding Contribution to HR"** (HR leadership Excellence Award) at Kuala Lumpur, Malaysia, 2018.
- Awarded as **"HR Professional of the Year"** by Asia's HR Tech Leadership Awards, Singapore, 2018.
- Awarded the **"Best Business Coach"** by Star of the Industry Awards, New Delhi, 2018.
- Awarded the **"Most Talented Training & Development Leaders of North India"**, New Delhi 2018.
- Awarded Golden Globe Tigers Awards for being the **"Best Entrepreneur Coach"** at Kuala Lumpur, Malaysia, 2019.
- Awarded the **"Best Business Coach"** at India Business Conclave, Lucknow, 2019.
- Awarded **"Best Entrepreneur Coach of the Year"** at Leadership Summit organized by Global Triumph Foundation, New Delhi 2019.
- Awarded **"Iconic Leader"** in the Business Coach Category at the Game Changers Business Awards, 8th Edition, New Delhi, January 2020.
- Awarded **"Business Coaching Leadership Award"** at the 2nd Asian- African Leadership Forum, at New Delhi, January 2020.
- Awarded **"India's 50 Best HR Leaders, 2021"** White Page International.
- Awarded **"Fabulous HR Leaders Of The World 2021"** by World HRD Congress.

ROAD TO SKY IS THE ONLY MANTRA WHICH MOTIVATES NIKHIL JAIN

He started his working life under an umbrella,
but today he is in making his own runway.
A real road to sky....

NIKHIL JAIN

CEO of Zee Footwears Pvt. Ltd.
Director of OSHINA EXPO PVT. LTD



Nikhil Jain, CEO of Zee Footwears Pvt. Ltd. and Director of OSHINA EXPO PVT. LTD. Was born in family who is in shoe making from the last 30 years, with two major brands naming Tucson and Ektta, doing more than 150 crore annual turnover but he does not settled there. His aim was bigger and wanted the bigger share of the pie of Indian shoe industry.

In 2017 then-34-year-old launched his own Shoe line under the brand called Bourge shoes, with products aimed at inclusivity across age and gender, along with Best comfort at most affordable price in its class.

ACHIEVEMENTS

His understanding to fashion and current trend along with the skills of shoe making created the magic and Bourge Shoes topped the charts of Amazon within no time. His brand Bourge sold 6 Lac pairs last year, which is just 2.5 year old, which broke all the charts and really a hit. Not just in India, he also started his products to sell in UAE & Saudi, and ready to extend the wings to Europe, UK and USA

VISION

Now his vision is capturing the new markets and caters different customer segments with his upcoming fashion & footwear products.

THE BRAIN BECKONING INDIA'S BEAUTY BUSINESS



FALGUNI NAYAR

Founder and CEO · Nykaa.com

Falguni Nayar, the founder and showrunner of Nykaa, one of India's biggest online fashion and lifestyle portal, is one of the few Indian woman entrepreneurs who stormed the Indian e-commerce industry with her sheer brilliance. At the age of 49, this ace banker turned into a founder of a beauty brand that leapfrogged its way to the unicorn club with a valuation of over \$1.2 billion. Thus, shattering the beliefs of early successes and inspiring an army to pursue their passion despite the barriers of age, position or gender.

Headed by this dynamic force, Nykaa, today, commands more than 40% percent of the online beauty market in India with 1500+ premium brands in its catalogue. Nayar is also buckling

many accolades throughout her career. She was honoured with the 'Woman Ahead' award in 2017 and the 'Businesswoman of the Year' in 2019, by the Economic Times. She was also listed as one of Asia's Power Businesswomen 2019 by Forbes Asia and named Businessperson of the Year 2019 by Vogue India.

As the empress herself says, she is an adventurer and she thrives in uncertain situations. The fear of failure has never been a leash on her dreams, it is rather, the kick that makes her go hard and fast. An inspiration to every woman of this nation, Falguni Nayar's story of dream and dare makes a woman believe that life can begin in 20s, 30s, 40s or even 50s... There are no eligibility bars on success!

NYKAA

up to expand the retail footmark of this brand by opening 180-200 new stores across India by 2023. This daring dreamer has received





THE TORCHBEARER LEADING RURAL INDIA!



PRIYA ANAND DAKLE
Co-Founder & Chairperson of
Smt. Madibai Sardarmal Dakle School

A roar of women empowerment, a voice unsurpassable, her actions undeterred, Priya Anand Dakle is an exemplar of inspiring women. She is a successful entrepreneur, educationist, founder and a true nationalist weaving the future of the nation with the abc's of education. But more than that she is a cheering mother, a caring wife, an ideal daughter and a great daughter-in-law.

Priya Anand Dakle believes education is the foundation of a crime-free nation, of progression and of development that we dream. And with this dream, she laid the foundation stone of Smt. Madibai Sardarmal Dakle School, Sanjan, this was the first English medium school in Sanjan. A woman with an iron will, Mrs. Dakle fought through the resistance from the parents and an unwilling society.

Running an English Medium School in a small village like Sanjan, where no one understood the language or rather it was looked down upon, was

tougher than balancing on a string rope. She had to convince the parents to send their children, make them believe in a future that was too big to fit in their dreams, find quality teachers in a budget and then make it come together seamlessly.

Mrs. Dakle knocked door to door, convinced the parents, cut down the costs, operated the school even if she had to pour the pennies from her own pockets. From recording zero admissions for a year to registering 150 plus students, she turned the fate of those children in Sanjan. With every single name registered in the books, she ensured best-in-class education facilities to foster all-round development of the kids.

A mother of a young pedigree, Mrs. Priya Anand Dakle understands that every kid is special and thus, to cater to the needs of such special kids, Smt. Madibai Sardarmal Dakle School, Sanjan has enforced qualified caretakers. Today, Smt. Madibai Sardarmal Dakle School, Sanjan, is one of the few schools that has marked its name in the list of schools that accepts and offers quality education to especially abled children without any discrimination.

Blessed with a knack for turning dust into gold, this inspiring woman helped the ancestral company Dakle Industrial Plastics reach new heights. Mrs. Dakle serves as a partner in the company and she has played an instrumental role in making this enterprise a world-class manufacturing centre that caters to the need of multinational clients like Bayer, Unilever Corporation, Fosroc & Syngenta. Under her apt directorship, the company has successfully bagged and executed some of the prestigious Government

projects.

Apart from these remarkable feats, Mrs. Dakle also manages an organic orchard of Valsad Alphonso Mangoes along with her husband. Under her steward leadership, the firm has initiated scientific organic trails of their produce, introduced online sale and launched the website www.Daklemangoes.com. The firm currently supplies rich and luscious organic mangoes all over the country.

Mrs. Priya Anand Dakle is one of those rare gems that illuminate every life she touches. She has been a pillar of support for her husband and the biggest cheerleader for her son who is an internationally rated chess player. Her son has represented India in 3 tournaments in Spain in 2019 and Mrs. Dakle has accompanied him to all his tournaments. She is an exemplar of a modern woman who knows perfectly to balance her professional and personal responsibilities.

Her inspiring efforts in the front of education, her power to empathize with her employees and her rare strength to walk the talk, makes her a catalyser, equalizer and the influencer paving the path showing the direction of how companies should work!!!



MADHUSUDHAN AV
FOUNDER & CEO OF BRICSPACES

INDIA's fastest growing Prop-Tech Startup in primary transactions

KINDLY SHARE A BRIEF INTRODUCTION ABOUT YOU & YOUR BRAND ?

I am Madhusudhan AV, founder & CEO of BricSpaces. I am a dreamer who is passionate about solving problems using technology. We are a prop-tech startup and INDIA's first unified platform focused on providing hassle free experience in buying property with our platform using technology

WHAT WAS THE KEY IDEA BEHIND STARTING BRIC SPACES & WHAT CHALLENGES YOU FACED INITIALLY ?

It all started from a property purchase experience which I have gone through personally and faced a tedious and daunting task in the whole experience with almost no technology and zero process. As broker market is completely broken and fragmented. That's how the journey began with dotting BricSpaces with an idea of digitizing real estate and giving smooth experience to customer.

SINCE, YOU HANDLE THE END-TO-END PROCESS OF CREATING DESIRED SPACES, IT'S A CUMBERSOME JOB. HOW YOU MANAGE TO HANDLE SO MANY TEAMS SEAMLESSLY?

Post discovery of the property, its completely broken process with no technology. That's where with BricSpaces we handle the transaction journey of customer from the right property discovery to match making the desired property, using tech helping customer book the property with tokenization, provide the virtual tour, help is legal contracts and finally with seamless experience provide banking support on the platform for an end-to-end journey of property booking.

WHAT CHALLENGES YOU FACED DURING COVID & HOW YOU MANAGED TO OVERCOME THE SAME?

Covid has been a blessing in disguise for us. We have consistently increased our revenues even during covid times and most importantly our customers are used to having virtual tours for booking their dream assets like plots and apartments. It's a clear indication real estate will be going digital especially with millennials who are used to smart phones and technology. We want to be market leaders in the primary transaction space in INDIA for end-to-end digital journey in providing seamless experience to customers

WHAT ARE YOUR FUTURE PLANS FOR THE GROWTH & EXPANSION OF YOUR BRAND?

Currently we are having strong presence in Bangalore. Tested waters during covid in Maharashtra market and we are very happy with the customers positive feedback and sales. We are aggressively expanding to Mumbai, Pune and Hyderabad market very soon and plan to be PAN INDIA by end of 2021. We are excited to launch our product in couple of months and we are at the tip of disrupting real estate primary market in INDIA.

WHAT MESSAGE YOU WOULD LIKE TO CONVEY TO THE YOUNG ASPIRING ENTREPRENEURS?

Keep hustling, have focus and dream big

BRIC
SPACES

Her life was pretty interesting; an attitude enlightens the characteristics of this entrepreneur, who is an example of various versatile entrepreneurs. She was an average student during her school days, growing up in the city of temples in North India — Jammu. Anu Singh Bagal, the founder of reputed recruitment firm A.B. Consulting, established in 2016, with the company presence in Pan India, her team takes into cognizance client's business design and strategy while offering customized Human Resources Solutions. Right from establishing her own company, she made unique benchmarks for upcoming entrepreneurs, and her name started to be recognized. Anu Singh Bagal has rich experience in Human Resource Domain backed with multiple location presence to cater to corporate needs within stipulated timelines with the required skill set. Since the year it was established and with different clients



ANU SINGH BAGAL, Managing Director at AB Consulting and Co-Founder of Le Amanah by AB Consulting

to cater around India and other countries. Her objective is to provide excellent services to clients by providing the required talent at every layer and function with a specified time frame and to provide job opportunities to candidates looking for a career change, career progression, or begin a career. Their hard work pays off with this objective in mind; A.B consulting received multiple awards and recognitions. Recently, A.B Consulting reaches another milestone for celebrating their 5th Anniversary on the 10th of July together with different personalities from different Industries.

Pandemic is not a reason for her to stop doing what she does best; instead of wasting her time, she used this time to do more to continue her mission and visions; the current situation helps her to make her name more known all over India, with her notable accomplishments and achievements, she Co-Founded Le Amanah in 2020. With the pandemic happening around the world,

they came up with an event to recognize individuals from different sectors, introducing Le Amanah - Achievers Awards2021, to bring together individuals, entrepreneurs, businessmen, educationists, activists, professionals on a common platform and honor them for their exceptional work with Achievers' Awards in different categories. His Mantra is "Make every detail perfect and limit the number of details to perfect." With the love and blessing of different personalities from different walks of life, they successfully launched the event on the 30th of March, 2021. They named personalities to represent, and as Icons of the events, this event was made possible by the overwhelming Supporters & Partners. As the event date fast approaching, everything started to leave marks on others through her initiative, leadership, and determination. The number of participants was still growing and expressing their interest in joining the prestigious events. Nominate yourself for the Grand event.



MAKING INDIA THE HEART OF HEALTHCARE FACILITY!



DR. NARESH TREHAN
Chairman and Managing Director, Medanta

Eminent cardiologist **Naresh Trehan, the Chairman and Managing Director, Medanta – The Medicity**, is the visionary behind the tectonic transformation of India's healthcare industry. The Padma Shree and Padma Bhushan awardee has erected a 1500 bedded multi-super specialty institute with 45 operation theatres catering to over 20 specialties. Reckoned as one of India's leading healthcare centre, Medanta stands at the intersection of cutting-edge technology and state-of-the-art treatment facilities. His brainchild is at par with the highest standards of healthcare facility across the world and surpasses all in terms of affordability.

Medanta has sprouted as a significant healthcare landmark globally, with a record of 48,000 successful completion of open-heart surgeries. And the numbers multiply as we speak! Dr. Trehan has not only played an instrumental role in establishing a world-class heart care facility in the country, but this master of the craft has himself groomed an army of specialists in the country to take care of the global heart crisis.

The prominent surgeon aims to make Medanta match the standards of clinical care, research and education offered by the likes of Mayo, Harvard and Cleveland Clinics while keeping the treatments affordable. The healthcare industry in India is burgeoning at the speed of light and Dr. Naresh Trehan sees India's healthcare system at a crux of a major transformation. Be it holistic wellness, affordability, availability, digitalization, or upgradation, India is shooting for the first position in terms of quality of care. This goes unsaid that with such big feats comes flourishing finance!

Dr. Naresh Trehan is moulding India as the hub for cardiac surgery. It is the result of his relentless efforts for years that has flagged India as a major spot for medical tourism. Patients from different countries of Africa, Eastern Europe and the Middle East chose India for its personalized touch to medical service and top-class medical facilities. This massive upgradation in the country's healthcare system will undoubtedly have a major impact on the Indian economy.

Be it a sweet Britannia biscuit or a slice of Britannia cheese topped on a pizza, the brand has always brought happiness and smiles to our faces. Every one of us is aware of the fact that Britannia is one of the leading food companies, having a 100-year legacy.

Britannia also tops the list when it comes to India's most trusted brands and manufactures Indian audience's preferred brands such as NutriChoice, Tiger, Good Day, Marie Gold and Milk Bikis. The brand has a huge product portfolio comprising bread, biscuits, rusk,



PACKAGING NATURAL GOODNESS INTO PRODUCTS

cake and dairy products. If you live in an Indian family, you are most likely to use at least one Britannia product in a day.

Britannia is not just another brand, it is the one that people have an emotional connection with, simply because they have grown up eating Britannia's products. To fulfill such a huge demand, Britannia products are available across India in around 5 million outlets.



Let's take a quick look at some interesting facts about the company and its widely-consumed products.

- Britannia Bread is the largest brand amidst the organized break market
- The brand has its presence in more than 60 countries across the globe
- The brand's business operates in 13 factories and 4 franchisees
- Britannia sells around 1 million loaves of bread daily
- The brand believes in entering one new market every year
- With its taste and quality, Britannia has developed a trust among its audience and continues to bring happiness and smile with its sweet and savoury products.

A WAY OF LIFE FOR INDIANS



On our Rajasthan tours, we all have been to tiny shops in Bikaner. Guess what?

Even Haldiram's started as a tiny shop in the city of Bikaner, famous for its savouries. Haldiram's empire was set even before India got independence by Ganga Bhisen Agarwal, often called as Haldiram by his mother.

By the year 1982, the brand had set up its shop in Delhi and the crowd started noticing and adoring the flavours of savouries and sweets. Word of mouth took Haldiram to new heights and today, it is synonyms with hygiene, taste and innovation.

At present, Haldiram's is

a 4 million dollar company and has its presence in the UK, USA and Middle East. It is that brand that NRIs carry with them when leaving the country along with memories and nostalgia.

Today, Haldiram's is not just limited to sweets but is also known for cookies, chips, nuts, sherbets and much more. It is also one of the most famous sweets, snacks and packaged food brands in India.



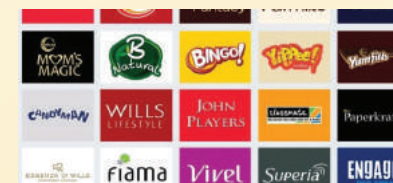
The reason for Haldiram's popularity lies in its unparalleled taste and high-quality. Let's take a look at some of the reasons for the brand's popularity.

- The taste of the products is great
- The products are competitively priced
- All the products are hygienically prepared
- There is minimum shipping charge on home delivery
- The company provides quick shipping and excellent after-sales support

Haldiram's is not just another food brand for people but an emotion. With its quality and taste, it continues to impress the Indian as well as the International palette.



IMPERIAL TOBACCO COMPANY LTD. (ITC)



'Welcome' Move

- 1979: Paperboards & Specialty Papers- Development of a Backward Area
- 1990: Paperboards & Specialty Papers- Consolidation and Expansion
- 1990: Agri-Business-Strengthening Farmer Linkages
- 2000: Lifestyle Retailing-Premium Offerings
- 2000: Information Technology-Business Friendly Solutions
- 2001: Branded Packaged Foods- Delighting Millions of Households
- 2002: Education & Stationery Products- Offering the Greenest products
- 2005: Personal Care Products- Expert Solutions for Sensitive Consumers
- 2010: Expanding the Tobacco Portfolio

ITC Ltd (ITC) was incorporated in the year 1910, under the name Imperial Tobacco Company of India Ltd. to make cigarettes and tobacco. In 1975, the company entered the hospitality segment with the acquisition of ITC-Welcome group Hotel Chola. The name of the Company was changed to I.T.C. Limited in 1974. In recognition of the Company's multi-business portfolio encompassing a wide range of businesses including Cigarettes & Tobacco, Hotels, Information Technology, Packaging, Paperboards & Specialty Papers, Agri-Exports, Foods, Lifestyle Retailing, and Greeting Gifting & Stationery, the full stops in the Company's name were removed effective September 18, 2001. The company is now named as 'ITC Limited'. Though the first six decades of the Company's existence were mainly focused on the growth and consolidation of the Cigarettes and Leaf Tobacco business, the seventies witnessed the beginnings of a corporate transformation that would usher in historic changes in the life of the company.

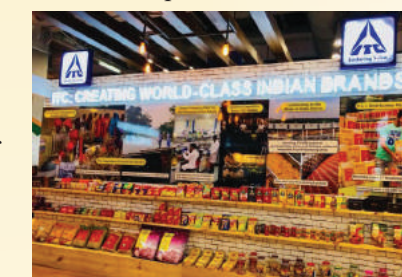
Here's a quick timeline of how ITC expanded itself from the Tobacco segment to its presence in all three sectors -agriculture, services, and manufacturing:

- 1910: Tobacco and Cigarettes
- 1925: Packaging and Printing
- 1975: Entry into the Hospitality Sector- A



ITC is one of those rare enterprises in the world that has crossed a 100-year journey and has yet managed to remain contemporary, significant, and competitive. It has indeed been one extraordinary transformation- from a small outpost of an overseas-owned company with a single product to one of India's most valuable and admired multi-dimensional and multi-business enterprises. ITC's portfolio now spans 20 categories with over 1,500 stock keeping units (SKUs).

The recognition and awards received by ITC are countless. ITC is one of India's leading private sector companies with a market



capitalization of nearly US \$ 14 billion and a turnover of over \$ 5 billion. It is rated among the World's Best Big Companies, Asia's 'Fab 50' and the World's Most Reputable Companies by Forbes magazine, among India's Most Respected Companies by Business World and India's Most Valuable Companies by Business Today. ITC ranks among India's '10 Most Valuable (Company) Brands', in a study conducted by Brand Finance and published by the Economic Times. ITC also ranks among Asia's 50 best-performing companies compiled by Business Week.

hindware

Hindware is a massive name in the industry and was first set up in 1960 as Hindustan Twyfords Ltd. along with a technical collaboration with Twyfords UK. The main aim of the company was to introduce China sanitaryware in India, to make homes better.

Over the years, the name 'Hindware' has emerged as one of the leading sanitaryware brands which is driven by constant innovation. The company has always re-aligned its business strategy in tune with the altering aspirations of customers. It aims to produce technology-driven products that are a result of intense research and market insights.

The Indian audience has started taking a lot of interest in beautifying

MAKING HOMES BETTER

their personal and professional spaces while making them aesthetically pleasing. Hindware is helping the customers in their goal by letting them adopt a comfortable, sustainable and luxurious lifestyle.

The Indian audience is already aware that Hindware is known for its quality and wide range of products. Over the years, Hindware has become synonymous with expertise by correctly advising the customers on how to bring innovation to their homes.



The brand has also been acknowledged for its work. It was awarded the 'Most Innovative Brand 2015' in the Sanitaryware category. Hindware is also India's first sanitaryware company to receive the Elle Deco International Design Award.

With brands like Hindware, customers can put their trust and money into new and innovative products and transform the way they live!

BRINGING EXQUISITE CRAFTSMANSHIP AND PRECISION TOGETHER

Jaquar needs no elaborate introduction. Every person who has tried to modify and beautify his bathroom has heard about Jaquar already. Jaquar is a growing multi-diversified brand that provides complete bathroom and lighting solutions.

It is one of the fastest-growing brands and has its presence in more than sixty countries including, Middle East, Europe, Africa and Asia-Pacific. The brand which started as a small bath fittings business in Delhi now houses various brands like Essco and Artize.

Today, Jaguar claims to command over sixty per cent market share in



the sanitaryware and organized bath sector in India.

This premium brand for sanitaryware had its share of difficulties during the beginning of its journey. Since it was a relatively new brand and unknown to many, Jaquar faced resistance from both dealers and potential buyers. To overcome the problem, the brand started reaching its audience directly, thereby increasing the customer's confidence and building brand

credibility.

At present, Jaquar is one of the leading brands in the sanitary ware industry and has also set up a one-of-a-kind environment-friendly working space In Manesar. It is also India's most searched bath brand on Google. Let's take a quick look at some interesting facts about the company.

- Jaquar group has a workforce of 10,700 around the world
- It has 1,200 experienced service technicians
- It had a turnover of INR 3,562 crores in the year 2019-20
- Its office is spread over a space of 48,000 sq.m

The small company launched by NL Mehra in 1960 is a household name today. With a diverse product portfolio, Jaquar continues to be a part of millions of homes.

"Life is too short not to dress up". Yes, we all agree with the statement, which is why each morning, an individual makes an effort to dress well and look good. There is something extraordinary about feeling good when you are dolled up. It boosts confidence and lets you reflect on your thoughts and personality by means of your attire. But with all that dressing up, some certain companies and brands let you look your best by bringing in the latest fashion. One such company is Aditya Birla Fashion & Retail.



Headquartered in Kurla, Mumbai, Aditya Birla Fashion & Retail caters to the modern-day customer who is well aware of fashion and the latest trends. The company is a part of the Indian multinational, Aditya Birla Group. What actually makes the company huge is its 1,20,000 employees who belong to 42 nationalities. Today, Aditya Birla Group is operating across the globe with its presence in 34 countries.

Talking about Aditya Birla Fashion & Retail, the company aims to satisfy the consumer's needs associated with fashion, style and value. Saying that, let's take a quick look at some of the most interesting facts about the company.

- Aditya Birla Fashion & Retail has a vast network

STYLING INDIA IN TREND

- of more than 3031 stores
- It has around 25,000 multi-brand outlets across India
- It was previously known as Pantaloons Fashion & Retail Limited
- The company houses India's most iconic brands like Van Heusen, Allen Solly, Peter England and Louis Phillipe
- The company's portfolio also includes ethnic brands such as Shantanu & Nikhil and Jaypore

The company continues to offer high-quality clothing and caters to men, women and children. The fact that makes the company exceptional

is its focus on sustainability. Unlike many other companies, Aditya Birla Fashion & Retail continually strives to improve the ecosystem. The company takes energy-efficient measures, recycles and reuses water, uses non-pollutant material for packaging and manufacture sustainable products.

The colossal corporation, Aditya Birla Fashion & Retail is changing the way people dress by putting out the best brands forward, providing premium quality products. Simultaneously, they are also setting an example of how businesses should operate, keeping the environment in mind. The country truly needs more of such thoughtful organizations!





Wow Momo is a fast-food restaurant chain founded in the year 2008 in Kolkata, known for its Momos, a famous dumpling in Nepal and parts of Tibet and India. It was started by St. Xavier's College alumni Sagar Daryani and Binod Homagai with an investment of just Rs. 30,000. At present, it boasts about having more than 200 branches spread throughout the big cities like Chennai, Pune, Bengaluru, Kochi, Delhi, NCR, Coimbatore, Thrissur, and Digha. A central kitchen is set up in each city which prepares the momos and



delivers them to the kiosks. The company has a mission to open 1,000 stores all over India in the next few years.

Spencers company played a major role in settling Wow Momos initially. It allocated a new stall of the brand in Kolkata's famous mall.

A JOURNEY FROM ₹ 30,000 TO ₹ 860 CRORES FOOD COMPANY.

In the next 4 months, they were set to launch their second stall. The southern town mall brought a large shift to the Wow Momo's income from Rs50,000 to 9 lakhs. The company has even raised \$23 million in a Series B funding round led by Tiger Global, one of the most prolific global investors in Indian startups.

Wow Momo expects to make ₹190 crores in revenue this year. The company has said that it is currently clocking a monthly run rate of over ₹15 crores and opening over 10 new stores every month, giving tough competition to popular food-chains like Dominos, KFC, etc.

TRANSFORMING THE FUTURE OF FOOD

Zomato was started as Foodie bay in July 2008 by two IIT Delhi alumni, Deepinder Goyal, and Pankaj Chaddah. In these 12 years, Zomato has evolved from a home project to one of the largest food aggregators in the world. Started in Delhi-NCR, it is now present in 24 countries and 10000+ cities globally, enabling its vision of better food for more people. The brand not only connects people to food but works closely with restaurants to enable a sustainable ecosystem. Currently, there are over 100 million Zomato users worldwide and people use the application to get in touch with other foodies around the globe so that they can get the best of food in whatever place possible.



Zomato's tagline is "Never have a bad meal", which does complete justice to it. Also, in the 12 years of its existence, Zomato has acquired close to 14 companies. Their most recent acquisition was Uber Eats in January 2020 for \$206 million.

While Zomato competes with Swiggy, the company still continues to innovate offerings and expand in a manner to stay on the top. In terms of numbers, Zomato recorded a 225% rise in revenue in the first half of the year 2020. According to the company's biannual report, it has registered \$205 million in revenue, compared to \$63 million in the first half of last year. The success story of Zomato indeed is a real-life magnificent example of how just an idea can lead to the building of a successful brand. The significant point to note here is that it is not just about getting that big idea, but executing and implementing it well that creates a larger than life impact.

Jio

TELECOM LEADER

Reliance Jio Infocomm Ltd. was founded in the year 2007 and by the richest and the most successful businessman Mukesh Ambani. Jio is not just a telecom network, it is a whole ecosystem that offers Indians to live the digital life to the fullest. This ecosystem has powerful broadband networks, useful applications, best-in-class services, and smart devices distributed to every doorstep in India.

In the next two years, Jio has a target to cover 90% of India's population. The main idea is to make the internet accessible and affordable to consumers in all parts of the country. It will considerably increase the quantity, quality & coverage of broadband internet while decreasing the cost to the user. The brand will play a crucial role in the digital development of India – with applications for everything from education to healthcare, security to financial services, technology to entertainment.

To attract the Indian audience, Jio offered 3 months of unlimited free calls, 4GB of free data usage per day at 4G speed, free SMS, and thus roping in many consumers. Statistics say the firm acquired 50 million subscribers in just 83 days of its launch and it had about 215 million subscribers by July 2018, which is incredible. Now as 4G



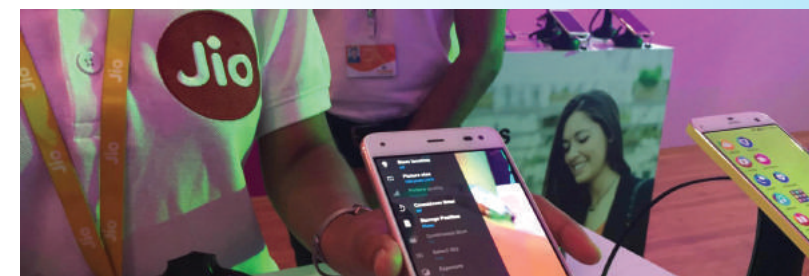
services were being made available so easily, thanks to Jio, many could not afford high-end smartphones to access all this. To solve this issue, Jio had previously tied up with Intex for providing handsets with 4G VoLTE technology but later on, Reliance bought out their range of LYF phones.

Jio's first-ever campaign was launched in the light of giving wings to our Honorable PM Narendra Modi's vision for Digital India. The campaign emphasized, "Jio is a dedication to that Digital India dream of the Prime Minister, his vision for the 1.2 billion people of India".

Hence the conclusion is, Reliance



Jio focuses on harnessing the full potential of the internet to generate a digital revolution through their technologies. The default network for most of the country is now 4G, and Jio carried about 70% of the country's 4G traffic in 2019. Indians used an average of 12GB of data per month in 2019, up from about 90MB in 2014. India is now the 2nd largest online market in the world. Major credit goes to Jio for this. Innovative services and long-term planning will drastically bring the world at one's fingertips much faster and also transform the way Indians think, work, live, and are entertained. It will be interesting to see how Jio will dominate the telecom and internet industry in the next few years.



THE BRAND BEHIND WHITE REVOLUTION IN INDIA

Amul was founded in 1946 in Anand, Gujarat with a mission to stop the exploitation of the farmers by middlemen. A brand that was started by a few farmers with a mission to stop the exploitation by middlemen gradually became the leading brand in the nation. A brand that not only changed the lives of many poor farmers but also took our nation to new heights. Amul is managed by the Gujarat Co-operative Milk Marketing



Amul

Federation Ltd. (GCMMF), which is jointly owned by more than 3.6 million milk producers of Gujarat. Amul is present in over 50 countries, and in India alone has more than 7200 exclusive parlors.

Amul stimulated the White Revolution in India, which placed India at the top of milk-producing nations. The credit goes to Dr. Verghese Kurien, who is also known as the Father of the White Revolution in India. Presently, more than 15 million milk producers pour milk in 144500 dairy cooperative societies across the country. In 1999,

Amul was awarded the “Best of All” Rajiv Gandhi National Quality Award“ for maintaining the utmost level of quality in its plants and has been awarded the Guinness World Record for the longest-running advertisement campaign. The Amul girl is the advertising mascot used by the company to promote the brand and is described as one of the best Indian advertising concepts.

In the 1960s, Amul became the first-ever brand in the world to make skimmed milk powder from buffalo milk. Also with its three-tiered cooperative structure, it changed from traditional operations to a more cost-efficient and effective structure. Amul has persistently been innovating – be it the introduction of new products, creative marketing campaigns, or challenging traditional societal fashions to come up with better ones.



Parle G was established by Mohanlal Dayal Chauhan in the year 1929 on a very small scale in Mumbai. Parle G holds a history of more than 75 years that has evolved to become the world's largest selling biscuit brand touching the hearts of millions of people. A brand that never differentiated its customers based on their income levels and was born before its country emerged as an independent nation.

Due to its early success and sensing a huge growth opportunity, Parle launched an ad campaign, in the year 1947 (soon after India's independence) to compete with foreign brands and promote Indian biscuits. The ad campaign ignited

INDIA'S MOST LOVED BISCUIT

the patriotic sentiments of Indian consumers as it turned out to be a masterstroke and took the brand to new heights. Soon, Parle-G became an instant hit and was loved by the Indians who perceived it to be a ‘Desi’ brand. It even does its branding as “Bharat Ka Apna Biscuit”.

What makes Parle G purchased by every other household is its pocket-friendliness (which is just Rs 5 per packet), availability even in the most remote locations, amazing quality, and strong brand image. In India where so many new biscuit brands are launched every year with very little differentiation, surviving for such a long period seems like an unimaginable task. However, Parle G has proved that if you provide value and quality to your customers

and they love it, then you don't need to worry about the competition.



MARUTI SUZUKI

INDIA'S FAVORITE AUTOMOBILE GIANT

Born out of the Indian government's desire to build a people's car, Maruti Udyog Ltd. was originated by the Government of India in the year 1981 and soon in 1982, it got merged with Suzuki, a Japanese automobile company. This merger led to the formation of the Maruti Suzuki brand. The company is involved in the business of manufacturing purchase and sale of motor vehicles and spare parts (automobiles). The other activities of the company include the facilitation of pre-owned car sales fleet management and car financing.

The first car which flagged off the company's dawn was the Maruti

The reason behind Maruti Suzuki turning into a successful brand is due to the solid performance crosswise over segments for the passenger vehicle segment that has generally been divided over the value-premium range. It ensures that it has a presence in every segment of the passenger car market by constantly introducing new cars or upgrading its existing portfolio to maintain consumer interest. The brand has successfully managed to fulfill its mission to provide affordable cars to the masses.

Also, the company has a huge network spread across the country for sales and service. You can easily find a Maruti Suzuki service

center every 5-6kms in India. This is the extent of the reach of Maruti. This is the reason that spare parts for Maruti Suzuki are easily and readily available and hence people prefer buying it for the convenience it comes along.

Another attractive reason making the made in India Maruti car a valuable purchase is that it offers a good resale value in its True Value section, due to their high demand in the market. It is a well-known fact that a Maruti Suzuki car can return anywhere near 40-50% or more of the initial value even after 3-4 years. Although the resale value depends a lot on the condition of the car too.

Low initial cost? Check! High resale value? Check! Maintenance cost? Maruti Suzuki is known to make cars that are light on the pocket right from the beginning till the end. This means that cars from the company are cheap to maintain. The service and spare parts cost is cheap when compared to other carmakers.



800. Known as ‘common man's car’, it was so popular that if in the mid-1980s, someone was talking about Maruti, he surely was talking about the 800. Then came other cars like Esteem, Wagon R, Baleno, Alto, SX4, etc. which were also successful.



With a legacy of almost 40 years, Maruti Suzuki is a brand well-reputed name in India and this is one of the primary reasons that people tend to buy a Maruti car. The brand's name is such that Indians easily rely on it. Nothing can go wrong with Maruti! and even if does go wrong somewhere, the network is so strong that you won't have any problem getting the problem fixed.

YOU DON'T NEED A REASON TO LOVE MAGGI



The Maggi brand was originally born in Switzerland in 1886 by Julius Maggi when the government tasked him with making a food product that is not just fast to cook but also delicious to taste. It was later acquired by Nestle in 1947. Maggi products are extremely popular in India, Bangladesh, Malaysia, Pakistan and numerous other countries in the Middle East.

The introduction of the Maggi noodles in India dates back a few

decades to the early 1980s when the Indian Cricket team won its first World Cup in 1983. It was marketed as a food that could be cooked in two minutes. The '2-minute noodles' became a catchy phrase that is synonymous with Maggi noodles. It also served as a liberation for women as the noodles were very easy to cook and tasty to eat which meant very little effort on the part of the mothers.

Maggi is undoubtedly the king of Indian snacks and wildly popular with youngsters across the country for its quick cook time and ease of preparation. If you are an Indian there is no chance that you would have missed seeing the Maggi masala noodles in every grocery store.



Maggi quickly spread like wildfire and was able to command 90% of the quick noodles market with India presently being the biggest market for Maggi noodles in the world. Maggi contributes more than 20% of Nestle India's revenue, clocked around Rs 12,000 crores in the year 2019.



THE SALT OF INDIA

Tata Salt was launched in 1983. It was the first company to use vacuum-evaporated technology for boiling sea brine and evaporating it in steam-heated vacuum evaporators, to produce salt. This process helped in developing salt that was free of impurities, with a fine, uniform feel and consistent saltiness. It was priced higher than the unpacked, non-iodized, salt available in the market then, but it immediately caught the public eye as it increased the flavor of food and controlled the growth of micro-organisms.

If Mahatma Gandhi's Dandi march aimed at making salt affordable to the masses, then Tata Salt went a step further with its vision by additionally underlining purity, uniformity of texture, taste, saltiness and iodization

has played a key role in this as the first iodized salt brand in India.

Observing the health-conscious trends in the market, it launched its low-sodium, added iron, and black salt varieties, as the situation justified the change. The brand regularly conducts surveys and discussions, using the feedback to keep improving and innovating its products. The factors that keep it at the top are

loyalty to the Tata brand name and consistency in quality and purity.

Presently, almost 1,078-kilotonnes of Tata Salt is sold through more than 19 lakh retail outlets, reaching over 160 million households across India. Tata Salt holds more than 25 percent of the market share with 65 percent of the sales are said to occur in urban areas and 35 percent in the rural market. It has top of the mind brand recall value, to the extent that the name 'Tata Salt' has become synonymous with just salt.



Hero MotoCorp was incorporated in the year 1984 with the name Hero Honda Motors Ltd. The company was established as a joint venture company between Honda Motor Company of Japan and Hero Group of India. In the year 1983, both the companies signed a collaboration agreement and formed the company. The joint venture between India's Hero Group and Honda Motor Company Japan has not only created the world's single largest two-wheeler company but also one of the most successful joint ventures worldwide. In the year 1985, the company commenced its commercial production at Dharuhera plant in Haryana and introduced its first motorcycle CD 100 in the market.

The brand has set some amazing milestones and has set a high benchmark for its competitors. Riding on robust demand for its



headquartered in New Delhi India. The company offers a range of bikes starting from CD Dawn, CD Deluxe, Splendor Plus, Splendor NXG, Passion and Passion Pro.

The company is the largest two-wheeler manufacturer in the world. In India, it has a market share of about 46% in the two-wheeler category. The 2006 Forbes list of the 200 World's Most Respected Companies had Hero Honda Motors ranked at 108. The Brand Trust Report published by Trust



range of two-wheelers the company registered its highest-ever sales for any month dispatching 720739 units in September 2017. On 11 October 2017, the company declared that it has set a new global record clocking 2 million unit sales in Q2 September 2017. Hero MotoCorp sold 2022805 units of two-wheelers in Q2 September 2017 recording 11% growth over the corresponding quarter in the previous fiscal. In 2019, Hero MotoCorp sold more than 78 lakh units, which is the highest by any two-wheeler company in the world.

Hero MotoCorp Limited is the world's biggest manufacturer of two-wheelers. The company has four manufacturing units in Dharuhera, Gurgaon, Haridwar, and Neemrana. The company is

Research Advisory ranked Hero Honda in the 7th position among the most trusted brands in India. It has also received the 'Best Value for Money Bike Maker' and 'Best Advertising' in Two Wheelers Category at the Auto India Best Brand Awards 2012. Hero Motocorp has grown on the strength of its dealers and service networks across the country. It has 6000 customer touchpoints comprising of authorized dealerships, service and spare parts outlets, and dealer appointed outlets. Presently, it is a business with an annual turnover of around Rs 10,000 crore. Highs and lows, rewards, and backlashes have all been a part of the Hero Group's corporate story, but downfalls didn't discourage the company, nor did losses killed their spirit of entrepreneurship.



CHEER UP YOUR SKIN

You really can't talk about soap, cleansers, or personal care products without mentioning Dove. Despite their late start in soap development relative to other leading beauty brands (the company was founded in 1957), Dove proved to be ahead of its time in the personal care segment. Developing a soap that did not dry skin, but rather moisturized it, it quickly carved itself out a piece of the soap market, gaining consumer trust with its high quality and reliability.

Dove now sells many diverse ranges

of personal care products which fall into 5 distinctive categories including washing and bathing, skincare, antiperspirant deodorants, hair care and special Dove collections which have Dove Go Fresh, Purely Pampering, Dove Elixir Oil, and Dove Oxygen Moisture.

The best part about the brand is the absence of any sort of makeup or cosmetics supplements. The reason being Dove believes in spreading the message among the consumers to embrace the bodies that they have and does not encourage the use of cover-ups, makeup's, or concealers. This mindset led to the 2004 launch of the Dove Campaign for Real Beauty. A worldwide marketing campaign designed to celebrate the bodies of

women of all sizes and types. This successful and universally celebrated campaign has helped the Dove brand grow to unprecedented heights and the company continues to achieve new milestones all the time.



EXPLORING THE WORLD OF AYURVEDA

Whenever one hears the word Ayurveda, the company that strikes the mind is Dabur. The famous company not only forms a part of India's leading FMCG companies but is also the country's most trusted name.

The brand that was set up in 1984 by an ayurvedic practitioner to manufacture health care products, is now a leader in Ayurveda. Dr. SK Burman's small but thoughtful venture is now a part of every household in India.

Today, Dabur operates in various consumer product categories such as health care, oral care, hair care, skin, care, home care and food. The widely known company has a huge network, which covers 6.7 million

retail outlets with high penetration in both rural and urban markets.

The brand also has an international presence and is available in 100 countries across the globe.

From Dabur's humble beginnings in the lanes of Calcutta, it is now spreading over the world and the family-run business has transformed into a managed enterprise. Let's take a look at some interesting facts about the brand.



- Dabur is a 135-year old company
- It boasts of the largest herbal and natural product portfolio
- Dabur's portfolio includes various flagship brands including Dabur, Vatika, Hajmola and Fem
- The company's brands are very popular in Africa, US, Europe, Middle East, Russia and SAARC countries
- The company covers 6.7 million retail outlets

With its consistent quality and huge product portfolio, Dabur ranks among the top five FMCG companies in India. Dabur, with its aim to extend innovation in products and processes, is surely remembered as India's first Ayurvedic medicine and natural products manufacturer.

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INITIATIVES
OF THE YEAR



HEALTHCARE
INITIATIVES
OF THE YEAR



ENVIRONMENTAL
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OF THE YEAR



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