

June 2021

An Initiative by Marketing & Brand Honchos

# WHO'S WHO OF THE CORPORATE WORLD

SIGNATURE SERIES

GLOBAL INDIAN BUSINESS LEADERS

## Globally Most Inspiring Indian Business Leaders



Startups  
&  
Disruptors

FUTURE  
LEADERS OF INDIA

# 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 “Globally Most Inspiring Indian Business Leaders & Brands” which made

India feel pride on their achievements and contribution on a Global Platform & also an 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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## THE SMALL-TOWN BOY HELMING THE REIGN OF GOOGLE!

### SUNDAR PICHAI

CEO of the internet behemoth Google and Alphabet

Google

Alphabet

Sundar Pichai, the CEO of the internet behemoth Google and its parent company Alphabet, has carved one of the most aspirational career trajectories, from growing up in a small town in Tamil Nadu to cracking the IITs to graduating from Stanford to sitting on the throne at Google, his life has been the perfect exemplar of a meteoric rise in the corporate ladder with bold ambitions and big dreams.

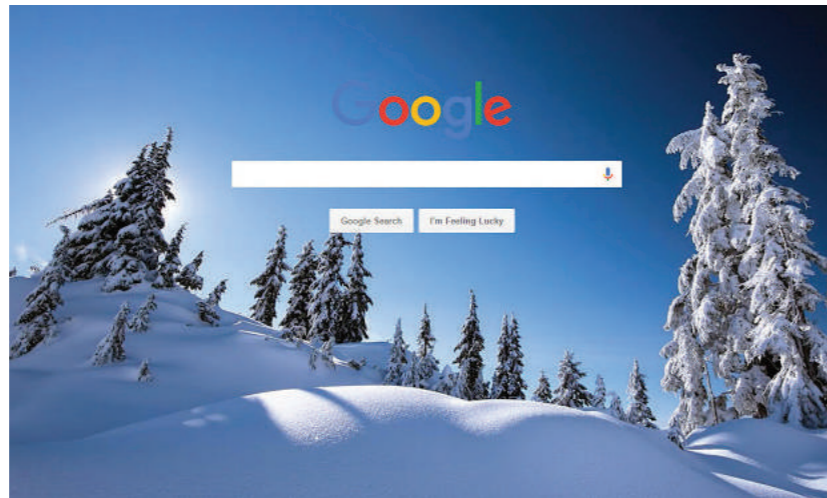
Sundar Pichai joined Google in 2004 as the head of product management and development and since then his innovative ideas and out-of-the-box thinking has been sky-rocketing the numbers at Google. Just after 4 years, he was named the vice president of product development. By 2012 he was a senior vice president, and two years

later he was made product chief. And in the year 2015, Pichai was announced as the CEO at Google and in 2019 he was named the CEO of Alphabet.

This head-honcho is one of the most sought-after brains in the Silicon Valley. In 2011, Twitter aggressively pursued Pichai to join the team and in 2014, Microsoft extended the chair of CEO to this man. His knack for success with the launch of Chrome, apps, androids and the most successful products

made him the most coveted man in the business.

Today, Pichai is one of the highest-paid executives in Silicon Valley and one of the highest-rated CEOs across the world. This humble man is the people's guy, employees love him, managers love him, business partners love him. We can say that Sundar Pichai is rewriting the rules of the throat-cut corporate world with his humble attitude, passionate work ethic and genius management.



Microsoft



### SATYA NADELLA, CEO of Microsoft

Satya Nadella, the CEO of Microsoft which is the fourth-largest conglomerate in the world, is an Indian-born business executive who is beaconing the world of technology. Satya Nadella, a son of an IAS officer, was born and bought up in Hyderabad, where he grew up with a keen interest in cricket like most Indian kids, but soon he realized his keen fascination for technology and that was the beginning of an epic tale.

After completing his education, this tech-wizard was roped by Sun Microsystems, Inc., to work as a technology staff. But in 1992, he was lured away from Sun to join Microsoft where he steadily rose through the ranks of management by blowing wind under its wings when the company was flagging in losses. When Nadella took over as Microsoft's CEO, the company was scoring in loss; the big Nokia acquisition that tanked, Widows 8

had panned and consumers were losing faith. But in just 5 years Nadella pulled Microsoft up by its bootstraps, reclaiming its top position in the tech world.

Nadella's far-sightedness and practicality helped reframe the mission at Microsoft when the company was lost in the waters without a mission. He played an instrumental role in the development of Microsoft Azure, one of the world's biggest cloud computing infrastructure. He

was also the key brain behind revitalising several businesses like Bing, Microsoft Edge, Skype, OneDrive, Xbox.

Today, under his apt leadership, the stock price and market value of Microsoft, the cloud infrastructure, services business and products like Azure, Office 365, LinkedIn are growing by leaps and bounds. A simple and humble Indian boy is holding the reigns of world's biggest tech company leading the world towards a better future





**INDRA NOOYI,**  
*Board of Directors, Amazon*

Indra Nooyi, a transformative leader and global icon, was the former president, chairwoman and CEO of Pepsi co., a 160-billion-dollar snack, food and beverage corporation. Nooyi represented less than 5 per cent of women in the world who helmed the reigns of a major conglomerate. Nooyi is one of the world's highest-ranking Indian women crowned with precious titles like 'world's most powerful businesswoman' and 'outstanding woman in business'. She has also been honoured with the Padma Bhushan -- the third-highest civilian award of the country for her contributions in claiming the position of women in the corporate world.

Indra Nooyi was the first woman to lead the soft-drink and snack-food giant at a time when only 2% of US



## Establishing Women Leadership in the Corporate Ladder

companies were led by women. In a male-dominated corporate ladder, Indra Nooyi has stood as an exemplar demonstrating exceptional leadership qualities that come naturally to women. The Indian-born American honcho has craved her way to the apex of the corporate world leaving a trail of footsteps to inspire her tribe of womanhood. A woman of colour, a mother, a daughter, a wife and a CEO, Indra Nooyi is leading the next generation of women to an empowered road.

Just a page from the life of Indra Nooyi is enough to inspire the aspiring women who dream to achieve it all. Her journey to the top despite hailing from a conservative Indian family brings hope to millions of women looking up at the corporate ladder. This boss lady broke the chains of conservative social and cultural norms, stirred confidence in women to give wings to their dreams.



## THE MAN WHO TURNS DUST INTO GOLD WITH A DUST!

Steel tycoon Lakshmi Niwas Mittal, the executive chairman and CEO of ArcelorMittal, the biggest steel producing company in the world, is a head-turner in the global business scene. Born in Sadulpur in Rajasthan in 1950, Mr. Mittal went from joining his family's small steel-making business to building an empire of his own. This undisputed king of steel is known to turn sick steel companies into money-spinners, a knack that has amazed the industry and his peers. He is hailed for successfully restructuring the steel industry, introducing new technologies and transforming the complete scenario, by buying old rundown steel mills from governments at throwaway prices and then turning them into gold.

His contribution to the global business industry has been widely acknowledged with a long list of titles. In 1996, he was awarded 'Steelmaker of the Year' and in 1998 he won 'Willy Korf Steel Vision Award' by World Steel Dynamics. Fortune's magazine titled him 'European Businessman

of the Year' in 2004 and the Sunday Times conferred him with the 'Business Person of the Year'. Time Magazine named him 'International Newsmaker of the Year' and Financial Times crowned him as the 'Person of the Year'. In January 2007, Mr. Mittal was awarded a Fellowship from King's College London.

In his span of reign, Mr. Mittal bolstered his business from steel manufacturing into shipping, coal, power and oil enterprises. Mittal has grown from strength to strength to pull up the world's largest steel producer at 70 million tonnes a year which is 10 per cent of the entire world's total steel production. There is a reason he is called 'Sultan of steel'. His heroic business acumen, swift decision-making ability and bold stance have weaved in a legacy that will inspire every middle-class child who dares to dream big!





## THE YOUNG HARBINGER OF INDIA'S HOSPITALITY INDUSTRY



**RITESH AGARWAL,**  
*Founder and CEO of the Hospitality Business, OYO*

**The king of hotel chains,** Ritesh Agarwal is the founder and CEO of the disruptive hospitality business, OYO Hotels and Rooms, that shot to the billionaires' list in no time. With a revolutionary idea, this young prodigy changed the entire face of India's hospitality industry one hotel at a time. Ritesh made a stunning debut in the list of India's youngest billionaire with a net worth of Rs 7,877 crores.

The start-up company led by Agarwal has spurred a revolution in the travel industry. The company provides a means of booking affordable, standardized rooms for people traveling through the country which was an unperceivable idea for Indians until this young innovator held the beacon. Agarwal's ingenious ideas and solution-seeking attitude have helped the company raise funds from global companies worth more than

\$125 million including a \$100 million funding from the Alibaba investors Softbank.

OYO is one of the most successful start-ups in the country tracing a graph of breakneck expansions weaving a network spanning across 800 cities in 80 countries with over 43000 hotels and 1 million rooms. This self-made hospitality giant not only transformed India's travel stories but also paved the way of opportunities for budding Indian entrepreneurs. It won't be wrong to quote that his start-up unicorn has unlocked the doors of foreign investments for many start-ups by gaining international attention.

The year 2020 has been a big blow to all, but it has severely crippled the hospitality and travel industry. Despite wrestling through the tough tides, this young utopian is poised to make Oyo the number one hotel chain in the world. Holding a microscope in one hand and a telescope in another, Agarwal is exploring opportunities in the domestic and international market to engrave his signature mark on the world's hospitality scenario!

Thus, a young entrepreneur from a small Indian village is all set to rule a large section of the world's hotel business. This valorous impresario is also rotating the propellers of the Indian economy by investing in promising Indian start-ups and supporting the nation's 'Make in India' movement. With such gems blooming in the rich land, we can say that young India is marching towards the apex!



The Co-Founder and Director of India's largest Edtech company Byju's, Divya Gokulnath, is an Indian business tycoon and educator giving education a newfound direction. Born in Bengaluru, her father was in Indian Air Force and her mother was a programming executive with the broadcasting company Doordarshan. While growing up Divya Gokulnath was enchanted by the process of learning and realized the value of teaching well, which laid the foundation of the \$10 billion behemoth Byju's.

Prepping for the GRE exam she met Byju Raveendran and was mesmerized by his approach to teaching. Post her Bachelors, Divya was accepted to several US colleges but she decided to stay back and honor her values. Her career as a teacher began as early as when she was 21 at Byju's when it was only an offline centre. Although her innate passion for teaching paved her career as a teacher, it was her flexibility to learn and adapt to a tech-first environment that set the grounds for the online platform.

Though Byju's was of coherence with the tech-savvy generation, it came as an immense challenge to convince the parents for an online education system over the generations-old offline technique. However, Divya's outlook on falling in love with learning, is what garnered millions to their platform.

Since its launch in 2015, Byju's has



**DIVYA GOKULNATH,** *Co-Founder and Director of India's largest Edtech company Byju's,*

## FORTIFYING THE FOUNDATION OF INDIA'S FUTURISTIC INSTITUTION

seen a steady growth. But it's during the outbreak of the COVID-19 pandemic, when Byju's decided to offer free access. This noble gesture amassed 13.5 million users in March and April 2020 leading the total to 50 million which then rocketed to a whopping 70 million users in just six months. At present, Byju's has an 80 million registered userbase along with 5.5 million subscribers.

Over the past three years, Byju's revenues have seen a growth to approximately \$400 million at a compounded rate of 125%. Byju's sure has reshaped the meaning of education in a country with billion brilliant minds. It's to credit Divya

Gokulnath, the young woman full of dreams who dared to break a long-established tradition to shape India's futuristic institution!





**K. S. BHATIA**, *Founder and CEO of Pumpkart & Figgital*

## A STUBBORN FAILURE, A MARKET DISRUPTOR WITH A AIM TO BECOME INDIA'S NEXT BILLIONAIRE

of 3 H's - humility, honesty and humanity, and he believes it was these values that made his journey a lot easier.

He always wanted to make an impact on the society and build his legacy from the scratch. In 2010, he attended a conference that discussed how within the next 10 years our complete lives will be digitized. He foresaw the power of digitalization and understood that mobile is the

future. On that thought, he decided to venture into the world of the web and began experimenting with several start-ups between 2010 and 2014, ranging from real estate business to e-commerce. However, each of these failed, but he did not let his failures determine his fate, and finally, in 2014, that break-through start-up idea happened with Pumpkart.com. It expanded exponentially in a short span to become India's largest Chain of Farm Machinery by Putting up 400+ stores by December 2022. He is the 1st Startup from India to represent India in United Nations.

In 2020, when the world was battling the outbreak of a deadly pandemic and businesses were succumbing to the unforeseen calamity, Dr. Bhatia launched his second platform named Figgital.com. It's a smart retail store chain of Electronics, Home Appliances and Kitchen Appliances that holds the distinction of being the one-stop-destination for the most innovative and quality electronic products in Urban and Rural areas with some of the world-renowned



brands under its roof.

That's not it, his Feel On Wheel innovative during the second wave of the pandemic in 2021 became a huge hit. This innovative concept is a low on budget and high on impact, 'win-win' model that caters to the needs of the customers by offering safe delivery at doorstep in less than an hour. This noble concept has also made it possible for thousands of individuals to become entrepreneurs by making them franchise partners.

Come 2021, Figgital has expanded its presence with over 100+ stores in south India. Figgital already has alliance with one of the popular electronics brands with whom they will be partnering in a CSD business in the south Indian states. Besides, Figgital is also partnering with Jadooz in the opening of Mini Malls in India, launching around 200 stores nationwide. Bhatia says that consumer durables & electronics contributes almost 180 Billion Dollars market which is growing at 13% annually and Consumer Electronics growing more than 20% annually. In consumer Electronics hardly 20 Billion Dollars market is being captured by Modern Retail & Online Players and there is huge scope for organized players for this segment.

Seeing such a big Future Mr. Bhatia envisions launching 5000 Stores across the nation by 2026, he wants to make both Pumpkart & Figgital a unicorn companies in time span of 2 years and have ambitions to become the Visionary Leader of India like Sir Ratan Tata & Azim Premji.

Thus, the journey of a small-town boy experimenting with his entrepreneurial adventures continues to inspire. A boy with no heritage went on hammering through multiple opportunities failing and falling, just to stand up with a stronger spirit of perseverance, to be acclaimed by none other than the CEO of the internet behemoth, Google CEO, Sundar Pichai. This is the kind of story we all need to make us understand that failures are as important as success. Failures are not the placards that tell you to give up but the steps on which you walk up to the ladder of success!



### PUMPKART

A disruptor, an evangelist, a business leader, a mentor and a motivational speaker, Dr. K. S. Bhatia, is a self-made man well-known in the world of biz. He is the founder and CEO of an award-winning start-up Pumpkart and a revolutionary initiative Figgital. Dr. Bhatia is an inborn entrepreneur with stone-willed determination who scaled through a stack of failures to stand at the apogee of success.

Hailing from a humble background, his entrepreneurial journey began early in his college days when this young man with a burning desire started selling sweaters and shawls on the streets of Bangalore. From there he went on to designing pumping systems at a biogas plant to working on sewerage treatment plants. In 1998, he started his first business venture, Air Fluid, with a meagre investment of Rs 20,000.

With his unwavering dedication, the business bloomed into a Rs 20 crore company making him one of the leading contractors in the region in water supply and pumping systems which he later closed in a single day to focus on Pumpkart. At last, whatever he is today it's because of his competitors. During Pumpkart he faced competition from unhealthy competition from few Pump manufacturers who were not able to digest his success, Instead of accepting his defeat he decided to defeat them.

Even for this veteran, the road was not always smooth and scenic, but it was the strong foundation of his parent's upbringing that helped him sail through the dark storms. It took him a lot of courage, uncountable sleepless nights spent in planning, intense brainstorming with his team and an unquenchable flame that kept him going. His professor parents taught their little boy the importance



## AVANISH SINGH VISEN, Chief Executive Officer at DCJ Group

consideration quality, style, elegance and innovation, we strive hard to stand up to the expectations of our customers at all times.

ENCRAFT India Pvt Ltd is regarded as the best provider of sustainable fenestration solutions in India and beyond. By enabling a fine balance between innovation and service, ENCRAFT has not only protected its unique blend of form and function but also has managed to create a balance between aesthetics

and utility.

So in continuation with this ENCRAFT has launched **ENCRAFT ALUMINIUM** Systems with wide range of Doors & Windows.

**ENCRAFT'S ALUMINIUM** systems are segregated based on type, application, and design. The aluminium series range from thermal break profiles to special solutions designed for the customers to innovative minimal design systems enabling the greatest freedom of choice for customers.

We are committed to our customers; we listen actively to our customers and let their needs drive our organizational solutions. We combine meaningful design, an entrepreneurial spirit, a dedication to improve accessibility for all, and sustainable business growth to make things that matter to people, the community, and the world we live in.

### AN ELEGANT, VERSATILE AND FUNCTIONAL DESIGN FOR MAXIMUM COMFORT

The benefits of aluminium are plentiful as it allows to combine both performance and aesthetics perfectly. ENCRAFT enables you to create various types of aluminium windows and doors depending on the range of applications and specific requirements related to functionality, aesthetics, thermal insulation, security, smoke protection, and fire resistance, etc.

ENCRAFT brings together innovation and design to create an unprecedented level of

comfort and security. Our aluminium windows and doors stand the test of the time and require very minimal maintenance while ensuring greater thermal and acoustic insulation and are truly distinguished by their anti-burglary characteristics.

ENCRAFT products are developed to withstand the harshest weather conditions by setting new quality benchmarks and yardsticks in the industry, which makes ENCRAFT a leading name in fenestration solutions around the world.

ENCRAFT offers a wide range of finishing and colour variations, which allows you to enjoy its lifelong beauty, adding happiness to your lifestyle. Regardless of the time of year, your home will always have an ideal temperature because ENCRAFT's aluminium windows and doors systems are EC certified and have the European energetic certification.

- ❑ 100% local production to European standards with latest technologies
- ❑ Only UPVC profiles company that is ROHS compliant
- ❑ Member of the "INDIAN GREEN BUILD COUNCIL"
- ❑ IMS certification, covering ISO9001, ISO14001 and OHSAS18001 standards
- ❑ Nationwide coverage with 3 distribution centers
- ❑ 50 years of plastic processing know how
- ❑ Over 90 fabricators network across the country
- ❑ 40 years of technical Know How in the Fenestration Industry through an Austrian Engineer
- ❑ Innovative Product designs with fast response to market
- ❑ In-house tooling design and manufacturing facility
- ❑ Associate training program covering fabrication and installation
- ❑ In-House testing facility for weather performance and wind loading
- ❑ In-House latest state of the art fabricator training school



With inception in 1961, the enterprise that today stands tall as DCJ Group, India's leading system-oriented conglomerate, comprises 3 companies: Ajay Poly Pvt. Ltd, ENCRAFT India Pvt. Ltd. and Ajay Industrial Polymer Pvt. Ltd. The Group has innovated and introduced a number of Thermoplastic engineering products in India in its 5 decades of journey. Ajay Poly Pvt Ltd is among the largest manufacturers and suppliers of Refrigeration Sealing Systems for household and commercial industries in India catering to both multinationals and Indian white goods industries.

Avanish Singh Visen is Chief Executive Officer at DCJ GROUP & having more than a decade industrial experience from various Industrial sector like Automotive, IT, Home Appliances, Polymer & Fenestration Industry, primarily in Supply Chain Operation & Sourcing Management.. He had served different industry at various key positions in companies like Lenovo, Videcon, Mahindra, Tafe.

ENCRAFT is a product brand of ENCRAFT India Pvt Ltd. ENCRAFT Door & Window systems are engineered with precision and are masterpieces of art. Incepted under the leadership of an Austrian Engineer with over 40 years of experience in uPVC tooling and extrusion, earlier associated with WHS Halo, one of the UK's leading fenestration solution providers., ENCRAFT's uPVC Door & Window systems offer a lifetime of style, strength and security.

We are certified to and operate an Integrated Management System (IMS), covering ISO9001, ISO140001 and OHSAS180001 standards ensuring that all meet international standards, covering design, manufacturing, supply and service. Taking into

## AN UNICORN OF THE TECH START-UPS

**KUNAL SHAH,**

Founder of CRED credit card payment app



Kunal Shah, the founder of Cred a members-only credit card payment app, and FreeCharge, a payments app now owned by one of India's largest banks Axis Bank, is an entrepreneur, billionaire and angel investor in over 80 emerging start-ups including, Pianta, Unacademy, RazorPay. A graduate in Philosophy Shah is a successful tech founder without an engineering background. Shah founded Freecharge in 2010 along with Sandeep Tandon and in 2018 he launched an innovative

members-only payment app, Cred which caters to only 1% of India's population. Shah raised 30 million dollars for his second fintech venture on his reputation alone.

Shah's humble beginnings were rooted in the early financial crisis he witnessed in his family after his father's business went into massive debt. This raised many triggering questions in his young curious mind. He understood the importance of empowering entrepreneurship and that's why after selling his company for 2500 crore rupees, he didn't buy a fancy car, rather invested the money to fund 70 to 80 start-ups.

His new venture CRED is a web-based mobile application that allows members to manage all their credit cards in one place, remind them of their due dates and reward them with coins that can be redeemed on experiences, brands and other benefits, every time they pay their bills. CRED rewards offer the customers with benefits like



discounts on plane tickets and gym memberships. Admission to CRED is based on the credit score only without any extra charges. Shah hopes CRED will lead to perks like expedited visa processing or even early access to new car models in the near future. He says, 'anyone who scores well on CRED can get behind the velvet rope, regardless of social standing.'

Kunal Shah has been an advisor to the board of Bennett Coleman & Co Limited, the Chairman of the Internet and Mobile Association of Indian and an advisor to Y Combinator and Sequoia Capital India. Kunal believes entrepreneurship is the future to an empowered country and he is one big force nurturing, upskilling and funding the new start-ups!



**Dr. Uppiliappan Gopalan- Turnaround Specialist with strong passion towards the principles of Arthashastra! Dharma is law in its widest sense—spiritual, moral, ethical, and temporal. Every individual, whether the ruler or the ruled, is governed by his or her own dharma. To the extent that society respected dharma, society protected itself; to the extent society offended it, society undermined” - Playing to win is all about inspiration!** Having a great idea and assembling a team to bring that concept to life is the first step in creating a successful business venture. While finding a new and unique idea is rare enough; the ability to successfully execute this idea is what separates the dreamers from the visionaries! Dr. Uppiliappan Gopalan stands as an epitome for this adage.

**Dr. Uppiliappan Gopalan** who is an astute strategist with impeccable business acumen is a Chemical Engineer (B Tech) and an MBA from IIM-Bangalore with Finance & Operations Specialization. He holds an Executive Diploma in Advanced Financial Analytics from the globally renowned London Business School (LBS). Adding feather in his cap, he holds a **Doctorate Degree in Supply Chain & Finance Integration** from the Indian School of Business & Management. Dr. Uppiliappan received **Peter Drucker Award** for the year 2016 for his outstanding performance in Finance & Business Process Improvement in strengthening & turning around business operations. Dr. Uppiliappan is one of the 100 Best SAP-S4-HANA Practitioner – APAC Region – through the passion and his acute understanding of Business Processes and he has been associated with the board of SAP’s Product Forum for the last 10 years. **Dr. Uppiliappan is also a qualified Chartered Business Law Practitioner (CBLP) specialized in Insolvency Provisions and this has made him the perfect fitment in terms of making a total coverage of Business / Systems / Operations / Risk & Compliance.**

Strategic think-tank with close to 21 years of corporate exposure in FMCG/Retail/EPC/ Automotive/Trading of Fortune 500 Companies. Dr. Gopalan is a well-known adjunct faculty for Finance & Supply Chain and has been invited by various forums as Conference Speaker & Conference Chair of

- Technical Advisory Committee (Titanium Conference (Ireland) – Finance).
- Conference Co-Chair for 17 International Symposium of Banking, Finance, & Economics (Singapore).



**DR. UPPILIAPPAN GOPALAN**  
*True Turnaround Specialist*

**Uppiliappan - Exemplars of Absolute Accolades**

Under U Gopalan’s guidance, organizations have achieved turnaround success. *Dr. Gopalan’s core strength lies in Strategy Planning, Mergers and Acquisitions, Emerging Markets Development, Techno-commercial Evaluations, Financial Modelling and Business Valuations, Project Management (Greenfield / Brown Field), & Blue Ocean Strategies. With hands-on expertise in handling a revenue size of 600 Million USD, Dr. Gopalan is versatile in P & L Management, Operational Excellence, Excellence in Financial Management, & Projects Management.*

**Inspiration is a Requisite Even for Leaders**

U Gopalan’s responsibilities lie in streamlining operations, optimizing cash conversion cycle, increasing market share, augmenting business strategies that are focused on bottom-line with the right blend of people and task. The Leadership Journey of Mr. Gopalan is quite inspirational and noteworthy to mention in his diary of events. DNA of personal values and corporate values have been seeded inside him through his acquaintances and corporate honchos.

Dr. Gopalan is respectful and feels indebted to **Mr. Arif Muhammad Sayani (Managing Director of Trinity Holdings, UAE), Mr. M V Subbaiah (Chairman Emeritus of Murugappa Group), & Dr. Prof. Bala V Balachandran (Distinguished profes-**

**sor in the renowned Kellogg School of Management at Chicago & Founder of Great Lakes Institute of Management), Mr. Mayur Shah (Sr Executive Director – Kenafric Industries Limited), & Mr. Ahmed Hashi (Chairman – Hashi Energy Holdings -Mauritius).** Dr. Gopalan under the tutelage of corporate honchos imbibed the art of empowering people, demonstrating humility, & exhibiting a down-to-earth attitude besides Managing Interpersonal Relationships, Effective Decision-Making Skills, and Fostering Cross-Functional Competencies & Co-creating invigorating work culture amongst the workforce.

Being a Finance Professional by design transformed out to be an Operations Expert, Uppiliappan always emphasizes on data and data management. Uppiliappan considers his mission lies in designing a leaner team with reduced costs and increased productivity. Empowering people fosters a multi-tasking culture and in turn augments productivity and reduces overall costs of operations.

**Enlightening Organizations to be Bold**

Dr. U Gopalan has enlightened organizations to take courageous actions like Promoting Cross-Functional Competence across Organizations, Contemporary Asset Restructuring Exercise, and Debt Restructuring, Deployment of Article 391 of Indian Company’s Law to manage the long-term creditors as part of debt restructuring exercise. **His network extends to more than 20 Countries where he is well known for setting up businesses and turning around them** Gopalan has always tried to give his best to employees with employee engagement & non-monetary benefits, institutionalizing a culture of transparency and trust, creating a culture as a manifestation of performance & role. His values deployment drive from top to bottom as part of a value cascading exercise to reinforce value systems. U Gopalan has a vision that is highly dynamic with 100% transparency to all employees and stakeholders. With his insights, companies lead to year-on-year growth without violating the principles of corporate ethics and corporate governance – grow with deep-rooted values and demonstrate values through sustainable growth. **Encouraging Creative Thinking within your organization?**

U Gopalan recommends *“The Innovation Secrets of Steve Jobs: Insanely Different Principles for Breakthrough Success”* and *“Dare to dream: the journey of distinguished Prof. Bala V. Balachandran”* to scrutinize leadership qualities.



**ANURAG SAXENA**  
Associate Director- Sales & Marketing  
Investors Clinic Infratech Pvt Ltd

The second wave of Covid – 19 has slowed the recovery rate of Indian Real Estate. The market was expecting 2021 to be the recovery year for the industry. Talking about NCR REAL Estate, the market is showing upward curve. Major NCR players like M3M, DLF and Godrej has witnessed 10000 Cr. sales turnover in the financial year 20-21 and they are projecting 20000 Cr. turnover in this financial year 2021-22 with their new launches.

The market was reviving itself at a positive notion just when the second curve of Covid -19 entered and took us back to the question of whether NCR Real Estate will fall or thrive through the second hit. Undoubtedly the sector has not failed during the first wave with various positive things that happened in India’s favor like India’s Foreign Direct Investment inflows grew by 81% in November 2020 to \$100 billion, Apple has started assembly of iPhone12 in India, Japan has started moving its various manufacturing units to India and various other manufacturing companies have started looking for options in India to establish their unit.

Now talking about the impact of second wave of Covid -19 on NCR Real Estate Market, I would like to highlight following insights towards positive projections of the sector:

- Work from home has impacted the preference of people and they are now looking for more spacious homes and market has started witnessing a shift from rented



**RIGHT TIME TO INVEST IS NOW!!**

accommodation to owned homes.

- People now also prefer for upgrading the size of apartment with a need of having a space to work from home and they are also looking for more secured homes with better amenities, resulting in more demand in gated condominiums.
- Developers are also going with the trend and offering designs in the apartments offering additional working areas, wi-fi society, Virus Free Homes and better health amenities with more green areas with flexible payment options post covid, making it very easy for house owners to enter with Home loan Rates now available at just 6.75% Interest making home buying within Reach.
- The sector has also witnessed digitalization of process on a very fast pace and now with virtual site visits and online meetings, it has become very convenient for outstation buyers to choose the property and complete the paper work from the comfort of their homes.
- Many developers like M3M, Migsun, Paras, H&S, Supertech etc. came up with port your property options enabling exchange of any existing property for a better asset class. This has also increased the turnover in the sector.
- Yammuna Expressway is now attracting various investors with big infrastructure development in the area e.g. Jewar Airport, Film city, Patanjali etc.
- NCR is also attracting commercial investment as people now believe to add secondary income to their portfolio to face any such unforeseen situation like covid. MNCs. in Gurgaon are expanding thereby increasing employment opportunities also adding to growing demand of residential apartments in the area.

**In the nutshell, though the NCR Real Estate has not witnessed very high boom in the pricing of the properties, yet the demand is very much sustained and the market is showing upward move in the current situation where Gurgaon alone is projecting a turnover of 35000 Cr. in current financial year.**

**So it is surely best time for any investor to enter the market and to enjoy the appreciation once the chips will settle down.**





**MANU KUMAR JAIN,**  
Global Vice President of Xiaomi & Managing Director of Xiaomi India,

## THE MAN WHO ESTABLISHED XIAOMI

**Manu Kumar Jain**, the Global Vice President of Xiaomi and the Managing Director of Xiaomi India, is the man who established Xiaomi as the most selling brand in India. A brilliant IITian and co-founder of Jabong.com, Manu Kumar Jain played an instrumental role in making Xiaomi India's number one smartphone brand. Under his apt leadership Xiaomi overtook the Korean colossus Samsung to become the smartphone leader in India in just a span of three years. It was Mr. Jain's strategy to act more like an Indian company and address the basic needs of the Indian users that bolstered this growth. Be it the feature of dual sim card or sourcing the materials from India, cutting down the margins and avoiding hefty expense on marketing,

Mr. Jain was able to crack the balance of best features at the best prices.

This visionary tech lover noted a major spike in the traffic on the e-commerce platform and majority of it was mobile traffic. It was then, Mr. Jain realized the fore coming rise in the demands for smartphones. Though he knew nothing about smartphones or the market, he was ready to plunge



into the market. So, in 2014, when the Chinese giant Xiaomi tapped him to build its India operations from the ground up, it seemed like the perfect coincidence. Without any knowledge or experience in the smartphone market, Mr. Jain was a novice who was ready to unlearn and learn the rules of the game all over again. He regularly carried between 30 to 40 smartphones in his bag, testing out features and checking out competitors. His heavy lifting paid off!

Today Xiaomi is not only the leading smartphone provider in India but also the top smart TV and power bank seller. His achievements received loads of awards and acknowledgements. He even made numerous Guinness World Records, featured in Fortune and Economic Times 40 under 40 lists, GQ's 50 most influential young Indians. Forbes India awarded him as Best CEO of the year 2019.



## Beliram Tarachand Jain's LEGACY BY MOHIT JAIN Since 1886

### AMONGST THE TOP SILVERSMITHS IN THE COUNTRY

With a rich history of 134 years, today, Beliram Tara Chand Jain is synonymous with exceptional quality, unparalleled craftsmanship and avant-garde designs. They house a diverse range of silverware including Dinnerware, Decor, Artefacts, Jewellery through their retail stores in Delhi and Gurugram.

The business is wholly owned and controlled by the founding family from its inception in 1886 till today. After successfully running a shop in

the city of Amritsar, the baton was given to Mr Dev Raj Jain by his forefathers.

Fast forward to the 90s, the helm of the business was now in the hands of his son, Mr Mohit Jain. With his leadership qualities, innovative thinking and strong determination, he took the brand to an international level. Today, under his leadership, Beliram Tara Chand Jain is a trusted and recognised name in the industry with an international presence.



Currently, the youngest member of the family, Mr Aditya Jain is at the forefront of the business. With Aditya's distinct leadership style, keen-to-learn attitude and creative ways of doing business, he is destined to carry forward his father's vision and make his products available to the international crowd.

#### The Top Choice for Gifting

We understand the importance of the big day or the little moments of happiness in one's life, and our products reflect exactly that.

Each piece crafted at our workshop is a result of hours of creative planning, relent-



**ADITYA JAIN**  
Head of Business Strategy

less effort and attentive execution, ensured by the best and chosen craftsmen.

Our strength lies in our extensive knowledge about silver, a flexible approach to production and a thorough quality check process.

#### Retail Presence

Our Flagship in Delhi can be found at D-15, South Extension Part 2, which is the heart of the city. We also have a presence in the city of Gurugram and our flagship can be found at The Gold Souk Mall, Gurugram. Our products are also available on our recently revamped website, [www.beliramsilver.in](http://www.beliramsilver.in).

#### What's next on the cards for the brand

We are working towards establishing a retail outlet internationally, which will house a unique collection of silver jewellery. Innovation and the diversification of our product collection is a constant process at our company. We are also working towards adopting sustainable business practices by fixing day-to-day operations.

**BORN AND BLOOMED IN LOCKDOWN  
WITH A RAY OF HOPE FOR MIGRANT WORKERS!!**



**VIKAS JHA,**  
Founder & Managing Director



**GAURAV SHARMA,**  
Co-Founder & Director

where men were more afraid of poverty than death. It was a daunting dream, walking away from the comfort of a corporate life and starting something from the scratch during the times when even the giants were crumbling and that too with zero funds in the pocket, it was daunting, but the man had made his mind.

Mr. Jha connected with his friend and ex-colleague Mr. Gaurav Sharma who shared the same passion and affection. The two entrepreneurs in the making took

**Brand Kettle** is a shopfitting company started by two friends Mr. Vikas Jha and Mr. Gaurav Sharma, who walked the words, 'finding opportunity in adversity'. They were both working in a private company before the pandemic jolted the planet. When the lockdown happened in India, it unveiled the ugly ruthless struggles of the deprived. The tears and the stories shook Mr. Vikas Jha to the core and he decided to step-up and bring the change he was desperate to see.

Mr. Jha yearned to create a pool of employment opportunity in the bleeding rurals of the country



the leap, resigned from the jobs and started their own venture. With two great minds at work, they needed the money to make things roll. So, that's when they reached out to another friend Mr. Nitin Rawat, who helped them in manifesting the company by assisting with registration, trademark, GST and other necessary formalities.

With their savvy skillset and broad experience across the industry, they were certain of success. The two worked tirelessly with extreme positivity and faith, they started the company from the backyard of their home and the first cheque from the first client was their seed funding. Spotting a gap just in time, they took the plunge as an agency securing the work and outsourcing it to the factories having the barren machinery devoid of work and workers. These two started rolling the locked mills once again by driving in projects. And with their brilliant business acumen they rocketed the company's revenue to 8 crores, just within 1st year which



they achieved with zero investment and infrastructure.

With the ride of success, they also became about the loose ends that can come with outsourcing, so they launched their own manufacturing set-up of 35000 sq. ft. in Faridabad with cutting-edge machines, modern tools and skilled manpower. The brand is engaged in manufacturing all facets of retail requirements under their modern



manufacturing facilities.



Today, Brand Kettle has established itself as a known name in the industry executing turnkey projects for multi-store roll-out brands throughout India. Their uncompromised commitment to quality and service has helped them curate an enviable list of clientele including VIVO, OPPO, Realme, OnePlus, Reliance, Puma, Pizzahut and KFC to name a few. Their unmissable attention to the microscopic details, unparalleled delivery of quality and their knack of keeping up with the deadlines despite a pandemic have definitely made this brand a lockdown hero for their clients.

Arundhati Bhattacharya, Chairman & CEO, Salesforce India at Salesforce and the former chairman of SBI, is a woman with super wings who knows to turn the tables when it comes to finances. Bhattacharya joined SBI in 1977 as a Probationary Officer (PO), and since then she has risen and risen through the ranks to become the first-ever woman Chairman of this iconic institution. Under her stewardship, the bank has undergone a complete transformation. She played an instrumental role in the launch of SBI Mobile Banking. The digitalization of its banking services turned out to be a winning stroke for this 200-year-old financial institution that was slowly but surely losing its grip on the ground!

Bhattacharya's initiatives in revamping the old traditional way of banking have been acknowledged by the industry as path-breaking. Her work in the area of Human Resources laid special focus on women and "challenged". Under her leadership, the bank was named as one of India's top 3 Best Places to work in India by leading Global Job site 'Indeed'. She also engineered the merger of SI with its six Associate banks creating an entity three times the size of its



## AN INDIAN WOMAN LEADER TURNING GLOBAL HEADS



**ARUNDHATI BHATTACHARYA**, *Chairman & Ceo Salesforce India*

nearest competitor.

Bhattacharya has got many titles to her crown. Forbes magazine ranked her 25th in their list of "Most Powerful Women in the World" and 5th in "The Most Powerful Women in Finance" in 2016. She has also featured in the Fortune List of Top 50 globally most powerful women in business and ranked among the top 5 in the Asia-Pacific region. Bhattacharya made it to the top 100 Global Thinkers in 2014 ranked by Foreign Policy Magazine. She has been ranked 26th in the fourth edition of Fortune's World 50 Greatest Leaders list, becoming the only Indian corporate leader to be featured in the list. Arundhati Bhattacharya has stamped her imprint on the financial world not just in India but also globally.

Her wealth of experience and unparalleled expertise makes her one of the most sought-after financial leaders by global companies.

Currently, the veteran banker is roped by the US-based software major, Salesforce to handle and oversee its India expansions. Salesforce is **one of the largest cloud CRM companies** that is spreading the use of cloud-based software and pioneered the concept of software-as-a-service revolution. With its offices already cemented across Hyderabad, Bengaluru, Gurugram, and Mumbai, Salesforce is looking for a positive and aggressive growth in the country of rich potential and Arundhati Bhattacharya seems like the perfect pilot to navigate their aspirational growth.

## THE RIDE FROM A LEGAL EXECUTIVE TO A CEO

I am a UCLA alumna hailing from Ludhiana, Punjab. Apart from being a Law graduate with an MBA in Finance, I am an accomplished professional in Cyber & Labour laws. My corporate experience encompasses serving extremely diversified start-ups and eminent mid-sized organizations including DCM Limited, HFCL, HCL, IDEA, Emaar MGF, Aircel & Sistema. I feel contented to fraternize with meticulous and professional seniors/ peers throughout my journey. Have travelled extensively to numerous countries for work and witnessed diversified cultures with inculcated values inherited from my parents.

Evolving from roots is always full of challenges, as it is like constructing your dream house with exceedingly constrained resources. But, if you overcome this, then comes your time to set the rules & run the show. This journey has been a roller



**NEERA SHARMA**, *CEO/CLO, MTS, Sistema Smart Technologies limited*

coaster ride and prospect to be exhilarating

No compromises with ambitions are my mantra for success. Though it's intractable but not impassable. I have been the only women leader to attain C-Suit in Sistema courtesy of sharp focus, tenacious commercial acumen, firm grip on issues, leading with example and remodelling complexities which stood as my pivotal strengths throughout my journey. Comprehensive commercial knowledge, profound perceptiveness of business operations & sharing accountability has further

strengthened my vision for assimilation of the bigger picture.

Being a lawyer, I have dealt with numerous legal risks & subsequent protection for organizations I have served, without compounding the business essence & invaluable deals. While keeping abreast of developments across disparate sectors, wheels of fortune have elevated me to CEO from a legal executive. Breaking barriers & unceasing self-evaluation are my pronounced takeaways for consummating triumphs.



**THE FEMALE PHILANTHROPIST BUILDING THE FOUNDATION OF OPPORTUNITY**

**PRIYA ANAND DAKLE**  
Co-Founder & Chairperson of Smt. Madibai Sardarmal Dakle School,  
Partner: Dakle Industrial Plastics



**Priya Anand Dakle**, a woman of many titles – a loving wife, a devoted daughter-in-law, a successful entrepreneur, educationist, founder and a true nationalist deeply involved in building the future of the nation. She believes education is the foundation of opportunity and is determined to mine the well of opportunities breeding in the interiors of this country. Her contribution as the co-founder and chairperson of Smt. Madibai Sardarmal Dakle School, Sanjan is re-shaping the fundamentals of this city. Her continuous efforts in making education accessible have earned her the nomination for the Education Hero of the Year, 2020.

Mrs. Priya Anand Dakle also believes that success comes to those who brave through the storms. She joined Little Angels Pre-School, Sanjan when her father-in-law, the founder of the school was

all set to close the doors. Running an English Medium School in a small village like Sanjan was tougher than walking on a thorny road, the villagers did not know the language but more importantly, they did not understand the value of English Medium education as For them learning in an English medium school meant drilling deep in their pockets for something good.

When Mrs. Dakle joined the school, she went door to door, pillar to post, convincing each parent to send their

kids to school at a bare minimal fee. From recording zero admissions for a year to registering 150 plus students, Mrs. Priya Anand Dakle 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. Later on she co-founded Smt. Madibai Sardarmal Dakle School, Sanjan under the guidance of her father-in-law & the school is making it's roots stronger by giving affordable quality education to the



children in & around Sanjan. With a knack for turning dust into gold, Mrs. Dakle's brilliant business acumen and management, she also helped the company started by her Father-in-Law 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. The company has also successfully bagged and executed some of the prestigious Government projects.

Walking in the footsteps of her father-in-law and standing as a firm pillar for her husband, Mr. Anand Maganlal Dakle who is an active partner & backbone of Dakle Industrial Plastics, she worked on the planning and execution of a very prestigious 500 cubic metre tanks at the new Maldives International Airport including installation and commissioning of the tanks. She was also the mind behind the successful planning and execution of the first ocean fish farming project in Sri Lanka. The lady handled the complete supply and installation of fishing tanks seamlessly ensuring 100% customer satisfaction.

Mrs. Priya Anand Dakle's



philanthropic work goes beyond empowering the nation with education. Mrs. Dakle said even the smallest act of kindness can change a life forever. She ensured 100 per cent payment to her teaching & non-teaching staff during the COVID crisis and also waiving off 100% fees of her students during the pandemic. She has continued this from March, 2020 till date & would continue with her this decision until everything gets back to normal. She also extended quality education to the children of her employees and assured healthcare protection to her staff. During the pandemic Mrs. Priya has donated multiple required equipments to the hospitals in Vapi under the CSR branch of Dakle Industrial Plastics.



Mrs. Priya Anand Dakle's work echoes the strength to change the world with kindness and belief. She inspires her tribe to be the catalysers, equalizers and the influencers with their unique lens of imagining a world as beautiful and as strong as a woman.



## REFURBISHING THE WORLD WITH COLONIAL CASTLES AND HERITAGE HAVENS



PAYAL KAPOOR, Proprietor

Ms. Payal Kapoor, the founder and director at Visions interior designers and consultants, is a name well-known in the elite circles of the real-estate world. She is an interior designer of International Repute and an honoured member of Association of designers. Her exquisite imagination of warm colours, lyrical designs, and art that add depths has got her featured in numerous publications and TV shows in India and abroad.

She's been a columnist for leading news papers publication tv shows in both india and overseas. She's been featured in many national and international journals like the

greatest designers of the world.

More than 3 decades of glorious works ranging from iconic properties like Umaid bhawan palace Jodhpur. The palace on wheels luxury train, elite residences, Institutes, Malls, Offices, Resorts and more. Her ability to swing from classic to contemporary to minimalist styles have impressed many

Handles projects on both consultancy and on turnkey basis using her in-house teams, hence matching budgets and timelines with no compromise on quality. It's always quality over quantity for her dedication & passion shows in her work and hence today her company "VISIONS" is a luxury brand to reckon with inspiring so many others..



## WORLD'S LARGEST DIGITAL NEWSSTAND CRAFTED BY INDIANS

making it truly the preferred choice for readers and publishers globally.

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resolution photography.

Magzter has pinned its presence in Chennai, Mumbai, New Delhi, Bangalore, Singapore, Amsterdam, London and Mexico City, and soon will be expanding to other countries across the globe. It is the next-age publishing that Magzter offers!



## ROOTS OF A MUSICAL LEGACY

With its radicle dating back to 1865, Furtados School of Music has sprouted into one of India's leading and most trusted brands in music education. Walking a legacy of 155 years, FSM is imparting musical education to more than 75000 students across 200 schools and 15 centres, today. Twirling with the wheel of time, the Furtados School has made its smashing debut in the virtual world with FSM Buddy that helps students enhance their creativity from the comfort and safety of their homes. The courses include developing creative skills like music, dance, drawing & craft, speech drama, life skills, languages, and more.

Tanuja Gomes, the Co-CEO and Co-Founder, Furtados School of Music, envisions a world where music is the common language shared by all. She aims to make quality music education an essential part of the Indian education curriculum. Her strenuous efforts and unwavering passion have earned her the prestigious Goldman Sachs' women entrepreneurship award, in 2014 run by Indian School of Business, Hyderabad. Tanuja Gomes has etched the name of FSM as a synonym of music.

Gomes' vision of a musical world is shared by Dharini Upadhyaya Co-CEO and Co-Founder, Furtados School of Music. She aspires for

FSM to be an institute that imparts musical education that inspires, instils and spreads the joy of art. Under her apt guidance, FSM has curated a music curriculum that lays down a strong foundation understanding the diverse needs of the students, allowing each one a lot of room to grow and experiment with their unique abilities. Dharini's contribution has been instrumental in winning many awards including the titles of 'Pedagogy of Music Education', India's top 50 emerging global companies and 'Dream Company to Work for'.



Hyderabad



“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 of more than 3031 stores

## STYLING INDIA IN TREND

- It has around 25,000 multi-brand outlets across India
- It was previously known as Pantaloon 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!



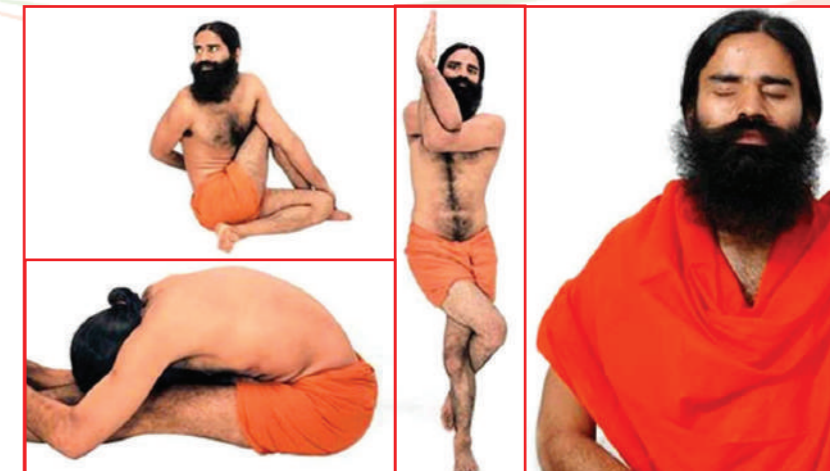
# PATANJALI®

## TRACING THE FUTURE OF INDIA WITH THE WEALTH OF ANCIENT WISDOM!

PATANJALI®

Godman turned business tycoon, Baba Ramdev is freighting India back to its days of glory while weaving a multibillion-dollar business at the same time. The Yoga guru and spiritual leader disrupted the market with the brand Patanjali which is giving a tough fight to the existing FMCG giants in the country. Today, Patanjali is the fastest growing FMCG firm in the country flaunting the widest range of product portfolios offered at the best market prices!

The visions of this legendary Yoga guru for the country and his sentiments for the nation's ancestral treasure have skyrocketed the domestic sales of Patanjali making



BABA RAMDEV

it the 'biggest Swadeshi brand in the country'. The indigenous brand has traced a meteoric rise in its sales over the past decade with its out-of-the-box ways of business, high-quality, unmatched pricing and targeted marketing. It boomed from a tiny operations centre into an economic powerhouse in just a span of 14 years.

The saffron-clad man with unique business acumen is not only catapulting the rise of his empire but also rewriting the future of India as an economic superpower. His home-grown consumer brand has created a pool of jobs and opportunities in multiple sectors including agriculture, pharma,

cosmetics and technology. This consumer brand is rebuilding the nation by strengthening the roots of Ayurveda.

Swamiji has brought about a transformational shift in the way people perceived India and the nation's invaluable ancestral assets. That has made a great impact on positioning India in the global forum. The great yoga guru has outlined a blueprint of the future that aims to make India self-sufficient and self-sustainable.

From acquiring Ruchi Soya and venturing into the market of healthy edible oil to pioneering the amalgamation of agriculture and technology with apps like 'Dharti Ka Doctor' and 'Annadata', Ramdev Baba is walking the unconventional but fortuitous path that will lead India to new heights!





**What was the driving force that propelled you to start this brand and your journey as a wellpreneur?**

Wellness has many branches & it has always been a passion for me from a very young age. My fitness journey started from my school days with sports, martial arts & weight training, which I practice regularly even today. Fitness gives you the kind of mental discipline + mental wellness and physical health which is so needed at this time. So, *be conscious* is about a lifestyle change, it's a holistic model that encourages eating clean, exercising, meditating and introspecting. All of these factors can lead you to a fuller life. So, with this vision in mind, *be conscious* wellness was born!!

**How do you think this pandemic has impacted people's perception of wellness and immunity? Did that bring a positive impact on wellness brands?**

Yes of course there has been a positive impact. It's also forced people to go within and understand the poor lifestyles they have been leading by eating denatured/junk food, excessive salt and sugar which has greatly impacted their health. I see some people around me who have suddenly woken up to this and have started taking care of themselves. It's all about self-love!



**GAUTAM KAPUR, Founder BE CONSCIOUS Wellness**

**What's the range of products that your brand offers? Please tell about the research and process that goes behind developing your products? How are they different from other products in the market?**

Since I am a certified nutritionist, I take personal interest in each of our products. Our range right now includes powerful antioxidants that prevent damage from free radicals. This helps in delaying the onset of ageing, fighting fatigue and preventing a range of chronic and fatal diseases, including diabetes, cancer. We also curate a specialized range of vitamin c + zinc, coq10, ashwagandha (Indian ginseng) moringa, spirulina, omega and many more. We work only with GMP /ISO certified partners.

**What's your mantra for wellness?**

The magic formula is 70 % kitchen 30 % lifestyle. And exercise is a must. There are no excuses for being sedentary as this leads to lifestyle diseases like diabetes etc

**You are labelled as India's Superfood Wizard by the prestigious "ENTREPRENEUR" Magazine and your Book Don't be fooled got rave reviews at the Miami Book festival. You also have over half a Million followers on social media Instagram. How was the journey?**

It been exciting. The moment I decided to write the book I didn't expect this kind of response. I wanted to share my thoughts and knowledge. Superfood wizard is a nice compliment that I feel honoured about. Social media is the need of the hour and I was told by the PRO'S that it's all about your content and it just Spiralled when I started sharing so am very active now!

**What's the future for your brand? What are your future plans?**

We are expanding our online business aggressively. I get invited to talk on many platforms as a wellness expert. We will be looking at offline partners very soon.

**BE CONSCIOUS BE WELL!**



Vikas Panjabi a first generation Entrepreneur and Chaitanya Kumar Co founders of The Chocolate Room were studying in Australia when they regularly visited a restaurant serving chocolate delicacies. "It prompted them to think of an idea that will bring a complete chocolate culture in India," Panjabi says. They started India's first chocolate café in their hometown, Ahmedabad, in 2007. Today, their menu consists of 100 beverages and desserts made with chocolate.

**CURATING RIGHT IS AN ART**

The café chain uses traditional Italian crockery called cuddle cups or hug mugs, which are very popular among customers. "Our crockery till date is unique, patented and trademarked and it was launched by us in India," shares Panjabi, who is catering to around 60 to 180 customers daily depending the kind of model the customer is visiting which includes kiosk, café and a restaurant. The group also started franchising way back in 2009 as they wanted to expand quickly. "We were very clear that in one year if the brand works, we will take

the franchising route to make it more visible," adds Panjabi who believed that no company can open up 50 outlets using their own money.



**VIKAS PANJABI, Co founder, The Chocolate Room**



**CHAITANYA KUMAR, Co founder, The Chocolate Room**

**EXPANDING GLOBALLY**

The group has gone the reverse way by opening their first outlet in a tier II city. "Our first store in Delhi came after three years of our existence, before that we were focused in smaller cities and towns making people aware about the product,"



he says. For them, Mumbai, Bengaluru, Hyderabad and Gurgaon has turn out to be lucky when doing more business. With 300 plus chocolate cafes across India, The group is planning to open 500 stores by 2023 covering the whole map, wherever they are not present, focusing on those small towns, where people have not tried something like this. The

group has also expanded its wings to Dubai, China, London, USA, Nepal, Bangladesh and a few other countries by opening close to 10 stores.

**Entering into FMCG:**

The Chocolate Room celebrating its 15th Aniversary Globally has now post pandemic launched its range of menu products as merchandise which customers can now take home with them from there cafes, and also made its presence on Amazon, Flipkart and Big Basket. Products such as Hot chocolates, Coffees, Waffle Mixes, Pancake mixes, Brownie mix, Cookie mix, Belgian truffles and Pralines, and very soon coming up with a Vegan menu and merchandise for the Indian market.





## THE ALPHA OF THE INDIAN ROADS

Anand Gopal Mahindra, the Chairman of Mahindra & Mahindra is the grandson of Mr. Jagdish Chandra Mahindra, co-founder of Mahindra & Mahindra. The business operates in the aerospace, agribusiness, after-market, automotive, components, construction equipment, defense, energy, farm equipment, finance & insurance, industrial equipment, information technology, leisure & hospitality, logistics, real estate and retail. Anand Mahindra, who is an alumnus of Harvard University and Harvard Business School, is a billionaire businessman whose net worth as of January 2020 is estimated to be \$1.6 billion. Also presently, the Mahindra Group is a US\$19 billion organization, and one of India's top 10 industrial houses.

Apart from Mahindra, Anand Mahindra is associated with other or-



ganizations playing diverse roles. Since 2014, he is a member of the board of the U.S. India Business Council (USIBC). He helps promote the policy advocacy priorities of USIBC and advises members and senior USIBC staff. Anand Mahindra was also a Co-Promoter of Kotak Mahindra Finance Ltd. In 2003, Kotak Mahindra Finance Ltd. transformed into a bank. Now, Kotak Mahindra Bank is one of the leading private sector banks in India.

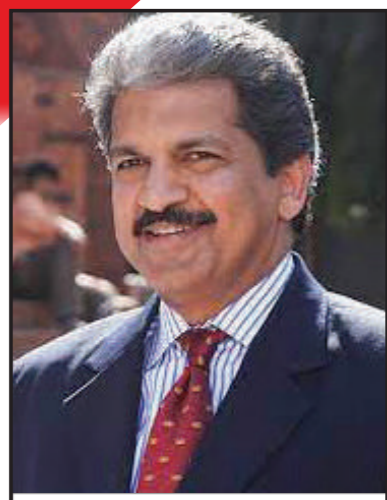
Anand Mahindra is also ahead of doing charity and welfare for society. Also, in the year 1996, he established a non-government organization, Nanhi Kali that supports education for underprivileged girls in India. As of September 2017, the project has supported 130,000 underprivileged girls. He is also the chairman-for-life and one of the board of directors of Naandi Foundation, an Indian charitable trust that works towards the socio-eco-



conomic development of India.

He is also listed among the 'World's 50 Greatest Leaders' by Fortune Magazine. Anand was noted as 'Entrepreneur of the Year' by Forbes (India) for 2013. Mr. Mahindra was given the third-highest civilian award in India, the Padma Bhushan Award in January 2020. He also received the Rajiv Gandhi Award and the Leadership Award from the American India Foundation.

Under his leadership and guidance, Mahindra has evolved into one of the nation's leading companies, employing more than 117,000 people with its presence in over 100 countries.



ANAND GOPAL MAHINDRA

Royal Enfield, a British origin manufacturer of beastly motorcycles, is owned by Indian automaker, Eicher Motors after its acquisition in 1994 and since then it is renamed Royal Enfield India. Interestingly, Royal Enfield got its Indian connection way back to 1949. It was being sold in India since 1949 and in 1955, the government of India handpicked the iconic Bullet and placed an order of 800 Enfield bikes for its' armed forces for patrolling Indian borders. This was an enormous order at that time. Thus in 1955, the Redditch Company partnered with Madras Motors, India to assemble these 350 cc Bullet motorcycles



## ROYALLY INDIAN

and thus 'Enfield India' was born with Madras Motors owning over 50% shares of this company. Once the Enfield bullet hit the rough and patchy Indian roads, it was destined to become the cult classic!

A top choice among young India, Royal Enfield is not just a two-wheeler for its loyal fans but it's a statement of style, passion and adventure. The brand's Royal Enfield Meteor 350 was crowned with one of the most prestigious awards - cruiser of the year. It has also been crowned as the Bike of the Year 2021.

India's favourite bike has also sketched a remarkable growth in Thailand, South Korea, Australia, New Zealand, Asia Pacific and America (US, Brazil, Argentina & Columbia). This sturdy machine



is also gaining strong traction in UK, France and Germany giving tough competition to the world's best. With an enviable portfolio comprising of café racers, cruisers, retro street bikes, standard street bikes and Himalayan range, Royal Enfield India is all set for a solo ride in the global markets!



One of the world's leading companies in diversified natural resources, Vedanta Limited has its roots in the rich land of India and branches spread across the world. This Indian-born metal and mining company was founded in 1976 by ace entrepreneur and philanthropist Mr. Anil Agarwal who serves as the current chairman of this global conglomerate. This mining and metals company inflated to become one of the top private sector contributors that have made a remarkable impact on India's story of growth and glory. In fact, Vedanta's operations contribute 1 per cent to India's GDP as per the IFC report.

A leading producer of Oil and



## VEDANTA LIMITED

Gas, Zinc, Lead, Silver, Copper, Iron Ore, Steel, Aluminium and Power, Vedanta Ltd. stands as the parent company to multiple sub-companies. Over the last 3 decades this company has sprawled its business operations across India, South Africa, Namibia, and Australia.

Being in the business of sensitive natural resources, Vedanta stands by its pledge to operate responsibly

and ethically with a strong focus on health, safety and environment. This has earned the company many awards and accolades including the CII-ITC Sustainability Award, FICCI CSR Award, 'Dun and Bradstreet Awards in Metals & Mining;' and 'The Great Place to Work' Award. Vedanta Ltd is definitely one of the most successful enterprises that poses as a pride to the nation.



## PETER ENGLAND MADE IN INDIA

PETER ENGLAND

Peter England, a foreign brand that originated in Ireland was acquired by the largest apparel maker in India, Aditya Birla Fashion & Retail Limited, in 2000 and soon Peter England became one of the most trusted and responsible brands in the Country. So, though it sounds like a foreign brand, Peter England is very much 'Made in India'.

Owned by Madura Fashion & Lifestyle, a division of Aditya

Birla Fashion & Retail Limited, today Peter England is the largest menswear brand in India with a massive consumer base of 4 million people across the world. With an unparalleled dominance over formal and casual menswear, it noted a global expansion in 150 towns and cities accompanied by 700+ Brand outlets, and 3000+ multi-brand outlets worldwide.

Peter England also extended its wings by offering curated collections ranging from denims to Indian kurtas, linen to accessories, and more that cater to every fashion occasion. With an unwavering belief in authenticity and



sustainability, this brand offers apparel that speak of its quality.

Upholding its primary goal to be its consumers' preferred choice, Peter England won the Customer Loyalty Summit 2017 for the Best customer relationship management program along with the most trusted brand award by ET for the 7th consecutive year.

A made-in-India café chain, Café Coffee Day is has become India's favourite hangout place that brews hot coffee and conversations in a tranquil serene ambience. The first CCD kiosk was set up in 1996 in Bangalore, and from there this little place of heaven spread across the globe with over 2000 bistros in India and a growing base in Austria, Czech Republic, Malaysia, Nepal and Egypt. Etched as India's largest coffee chain, this brand was serving 1.6 billion cups of coffee annually in six countries.

CCD rose to love because of its quirky vibe, comfy set-up, low pricing and obviously free wi-fi, this was at a time, when internet was a luxury in India, only available at the cafes. CCD achieved its low pricing due to the cool fact that it grows its own coffee beans in its 12,000 acres of land. It's also the

## THE COFFEE REVOLUTION IN A TEA-LOVING NATION

largest producer of Arabica coffee beans in Asia.

With its quirky and refreshing tagline 'A lot can happen over coffee', Café Coffee Day has rented a permanent place in the hearts of

the Indian youth. The brand speaks to the teens and assures them that all they need is a cup of coffee and a peppy place to talk it all out! And thus, CCD began a coffee revolution in a tea-loving nation!



## THE BEER STORM BREWING IN INDIA



Founded in 2015 by the Indian beer king, Ankur Jain, Bira91 is a craft beer brand that bowled over the Indian market, predominated by the behemoths, with its unique taste and appeal. The brand struck a chord with the young urban Indian millennials because of its low alcohol content and flavourful formulation, it became an instant hit; Ankur Jain sure knew the taste of his target group. Without any conventional marketing, the brand went viral and the sales saw an astronomical rise, making Bira 91 one the world's biggest and fastest-growing craft beer brands. The brand has bagged the winning crown in the European Beer



Challenge 2020, with five medals across categories.

Mr. Jain started this brand with a paltry investment of 50 lakh INR and steered it to reach a value of 700 crore INR in a span of just 5 years. In 2016, Bira91 sold 35,000 cases a month, expanding its base to Mumbai, Bangalore, Kolkata, Goa, Pune, and Chandigarh. From its presence in just 60 outlets to

reaching 29,000; from setting foot in 30 cities to leaving a footmark in 225 cities; from selling in one country to sprawling over 16, Bira 91 has embarked on a phenomenal journey. Last year the brand saw a 100% year-on-year growth with its annual revenue pegged at \$100 million. And the road just gets greener from here as this Indian company continues to swell in the global market!



## WORLD'S FAVORITE RUM WAS BORN IN INDIA



Walk into any bar and you would see that perfectly carved bottle of Old Monk sitting on the shelf rubbing shoulders with some of the world's most expensive brews, after all, it's the third-largest selling rum in the world. And it has accomplished all of this without a penny spent on advertisement. This vatted dark rum with a distinct underlying vanilla flavour was officially born in India in 1954. Scotsman Edward Abraham Dyer was the one who gave the world their favourite Friday night drink. Old Monk has been awarded gold medals at Monde World Selections since 1982. It has also ranked 5th among Indian spirits brands at the Impact

International's 2008 list of "Top 100 Brands at Retail Value" with a retail value of US\$240 million.

For the longest time, the biggest Indian Made Foreign Liquor brand, Old Monk's legacy is built on the taste of memories and nostalgia,

along with a bit of vanilla, raisins and spices, the exact recipe known only to its owners. Old Monk has donned the throne of the undisputed single brand leader till 2002, not just among rums, but it's the best among the entire branded spirits market in India. Its superior taste and affordable pricing made Old Monk one of the most loved rum brands across the globe!





# 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.

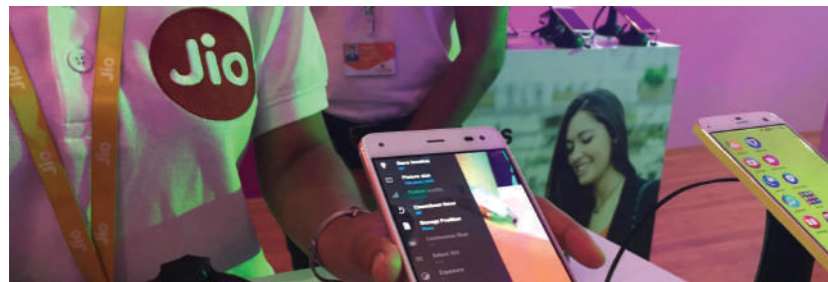
In the next two years, Jio has a target to cover 90% of India's population. The main idea is to make the internet accessible and affordable to consumers in all parts of the country. It will considerably increase the quantity, quality & coverage of broadband internet while decreasing the cost to the user.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

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.



– 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



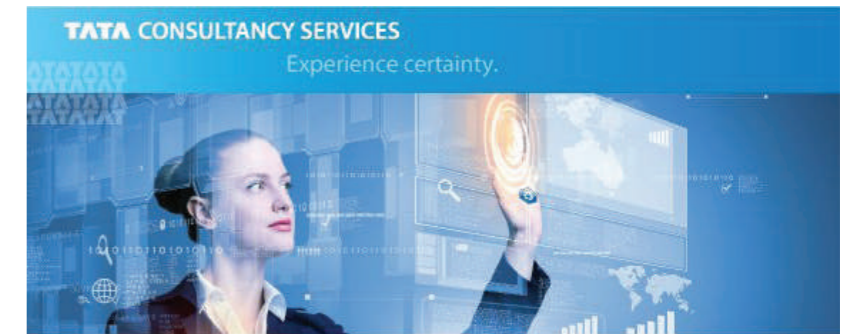
# CODING THE SUCCESS STORY OF INDIA'S ECONOMIC GROWTH!



country a global IT hub. Nearly, six per cent of TCS' revenues come from the Indian business, bringing in over a billion dollars in annual revenues.

Backed by one of India's biggest business conglomerates, TCS boasts a GDP (Gross Domestic Product) of more than 120 countries. The market capital of TCS is almost one-fourth of the country's foreign exchange reserves. TCS is currently amongst

India's largest software service provider, Tata Consultancy Services (TCS), an arm of the Tata group, India's largest industrial conglomerate, is a global tech leader offering best-in-class IT services, consulting, and business solutions organization. This multinational company is one of India's first listed IT companies to reach the US\$ 100 billion market capitalization mark, thus joining the elite club of companies with a market capital of more than \$100



billion. The gorilla of the IT world, TCS absorbs a large pool of Indian skilled human resources making the

the fastest-growing IT services companies worldwide. This screams the remarkable role of TCS in moving the wheels of the Indian economy.

There is no doubt that this company has been instrumental in transforming the IT landscape of India by stamping the seal of quality, trust and reliability in the global market. This leading company has sketched an exceptionally impressive growth rate in recent years and contributed a large share to the national GDP. Despite the uncertain global economic scenario, TCS has steadily augmented and accelerated the growth of Indian economy.



# TITAN

## A TALE OF LEGACY

Titan, world's fifth largest wrist watch manufacturer is an indigenous Indian brand established in 1984 that bloomed to become the country's largest and most trusted manufacturer of luxury watches, fancy eye gears and exquisite jewellery. This behemoth manufacturer produces watches under the brand name Titan, Fastrack, Sonata, Nebula, RAGA, Regalia and Octane. Their splendid collection of watches is exported to about 32 countries around the world. Apart from their superior range in eye gear, watches

and jewellery, titan also redefining our taste in fragrances, accessories and fabrics.

Titan's Fastrack watches and eye gears were a huge hit among the kids as well as adults in the country. The company also manufactures watches for several prestigious international brands during the year 1997. It was one of the first Indian brands to plunge into the branded jewellery market which was a fragmented sector at that point.

Today, Titan is one of the most

prestigious luxury brands in the land that has garnered many accolades. From featuring in one of the top 10 luxury brands to winning multiple awards for the best customer experience, Titan has engraved its landmark in our hearts with its commitment to quality and superiority.



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.

## A WAY OF LIFE FOR INDIANS

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.



## THE FIRST EVER MAKE-UP BRAND BORN IN INDIA!

# LAKMÉ

The classic cosmetic brand, launched in 1952, Lakme is the first home-grown Indian cosmetic brand that continues to be the biggest player in the Indian market capturing 35 percent of the Rs.1,100 crore Indian cosmetics market share. This iconic brand, now owned by Hindustan Unilever was originally the brainchild of two most prominent personalities of India – Prime Minister Jawaharlal Nehru and JRD Tata. It was Pt. Jawaharlal Nehru who approached JRD Tata to start India's first indigenous make-up brand.

A global cosmetic brand, today, Lakme is available in more than 70 countries world-wide, from Barcelona to Taiwan, Hong

Kong, Malaysia, Australia to South America. This Indian brand poses as a cut-throat competitor to some of the most prominent names in the cosmetic biz because of its unmatched quality and unimaginable price range.

This award-winning brand is one of the most trusted brands in the



country that has been crowned with many titles. In 2014, Lakme was ranked 36th among India's most trusted brands. The Lakme Salon has also bagged the National Salon Chain of The Year award in 2016. Also, it's the title sponsor for Lakme Fashion Week (LFW) a prestigious bi-annual fashion event. With over 300 diverse products, more than 240 salons spread across 60 towns and cities and 170 franchise outlets, Lakme continues to reinvent the definition of beauty.

## LOUIS PHILIPPE



### LOUIS PHILIPPE

Louis Philippe, India's single largest brand in the men's premium segment is actually an Indian brand launched by Madura Fashion and Lifestyle, a subsidiary of Aditya Birla Fashion and Retail Ltd in 1989. Inspired by King Louis Philippe, a King of French, famed for his generosity of spirit and appreciation

of the arts, this premium brand thrives on excellence, elegance and opulence. From its very inception, Louis Philippe focused on quality right and that has helped this Indian brand garner a global presence that spreads through UAE, Qatar, Oman, Saudi Arabia, Bahrain, Kuwait, Nepal and Sri Lanka.

Ever since its launch, Louis Philippe has traced an upward curve in terms of growth and popularity for its classy and exclusive formal and quasi-formal wear collection that ranges from Rs. 999 to Rs.39,999. Striving for an aggressive expansion, the brand has launched its flagship stores under the name 'House of Louis Philippe'. Walking in pace with the fast-evolving fashion scenario of Indian men, the brand has constantly

innovated and reframed itself to secure its title of a leading premium brand of international repute.

Louis Philippe is owned by Aditya Birla Fashion and Retail Ltd is India's No.1 Fashion and Lifestyle. ABFRL boasts of India's largest fashion network with over 7,000 points of sale across more than 375 cities, which include more than 2,000 exclusive ABFRL brand outlets.





## WORLDWIDE LEADER IN TECHNOLOGY

Infosys Limited, headquartered in Karnataka, is an Indian multinational giant that delivers business consulting, information technology, and outsourcing services all over the world. It is the 2<sup>nd</sup> largest Indian IT company after TCS by 2017 revenue figures and the 596<sup>th</sup> largest public company in the world based on revenue. In 2019, its market capitalization was \$46.52 billion. The credit rating of the company is A by Standard & Poor's.

Established in 1981 by Narayana Murthy along with six engineers, it was started with an initial capital investment was of Rs. 10,000 only provided by Sudha Murthy. Infosys is an NYSE listed global consulting and IT services company with more than 240,000 employees. From a capital of US\$250, Infosys has grown to become a US\$12.87 billion company with a market capitalization of approximately US\$58.82 billion.

Infosys provides software development, maintenance, and independent validation services to companies in banking, finance, insurance, manufacturing and other domains. One of its most

famous products is Finacle which is a universal banking solution with various modules for retail & corporate banking. Other key products and services are:

NIA – Next Generation Integrated AI Platform (formerly known as Mana)

- Infosys Consulting – a global management consulting service
- Infosys Information Platform (IIP)- Analytics platform
- EdgeVerve Systems which includes Finacle, a global banking platform
- Panaya Cloud Suite
- Skava

Infosys is one of the few Indian companies that has completely transformed the way the world perceived India. No longer is India considered as a land of snake charmers and beggars. It is now considered an economic giant to reckon with bursting with exceptionally talented software engineers and ambitious entrepreneurs. Infosys is an icon of India's information technology glory.

Infosys is the first Indian firm

to list on Nasdaq and the first one to offer stock options to its employees, a move to attract and retain talent. Their employee stock options program created some of India's first salaried millionaires. The company has a global presence through its offices and development centers spread across India, China, Australia, the Czech Republic, Poland, the UK, Canada, Japan, and many other countries. It has around 890 clients from 30 countries all over the world.

In 2012, Infosys was ranked 19 amongst the world's most innovative companies by Forbes. The company also received Oracle Excellence Award. The software giant comes under the top 10 companies in the world for its total amount of shareholder returns. It is the most well-regarded company in India and is considered a dream workplace by software professionals. Infosys also comes in the top 20 green companies.

Talking about its social contribution, Infosys started the Infosys Foundation in the year 1996. The foundation has been created to support the underprivileged areas of society. It works in areas like healthcare, culture, education, and many other major areas of society. There are Infosys labs as well and they have been set up all over the world as a network of innovation labs. The labs have collaboration with national and international universities all across the globe.



## STATE BANK OF INDIA



State Bank of India (SBI) is an Indian multinational, public sector banking and financial services statutory body headquartered in Mumbai. It is the 43<sup>rd</sup> largest bank in the world and ranked 236<sup>th</sup> in the Fortune Global 500 list of the world's biggest corporations of 2019. With a market share of 23% when it comes to assets, it also has a one-fourth share of the deposits and total loans market.

The bank was founded in the year 1806 in Kolkata. After 3 years, it acquired its charter and was retitled as Bank of Bengal. It was the very first joint-stock bank of India, which the Bengal Government-sponsored. Apart from the Bank of Bengal, the Bank of Madras and the Bank of Bombay was also part of this joint-stock and remained at the center of modern banking.

What makes SBI Bank stand out amongst the other banks? It is the oldest commercial bank in the country. Furthermore, it is giving tough competition to private banks in terms of market capitalization, numerous bank branches and the

huge amount of profit. At present, SBI has over 24000 branches, 16 regional hubs and 57 zonal offices that are situated in metropolitan cities throughout India.

Presently, the bank is getting into a couple of new businesses with strategic tie-ups, which have quite a large growth potential. Some of these tie-ups are General Insurance, Pension Funds, Private Equity, Custodial Services, Mobile Banking, Structured Products, Advisory Services and Point of Sale Merchant Acquisition, etc. Additionally it is focusing on wholesale banking capacities and the top end of the market to offer India's corporate sector numerous services and products. It has also launched three digital banking facilities, to make the financial transaction an easier affair for their customers.

Apart from banking services, the State Bank of India is also allied with non-profit projects since 1973, such as Community Services Banking. In such projects, administrative offices and branches

all over the country sponsor and take part in a huge number of social causes and welfare activities. Some other segments in which SBI offers its services include:

- Rural/ Agriculture Banking
- Small and Medium Enterprise (SME)
- Domestic Treasury
- NRI Services
- International Banking
- Government Business

In 2019, the Global Finance honored SBI with the 'Best Bank-India' award at the World's Best Bank Awards for the eighth time consecutively. It has also bagged the "Best Transaction Bank in India" by "The Asian Banker" for the second time in a row and the "Green Bond Pioneer Award" for being the largest new emerging markets Certified Climate Bond issuer of 2018 by Climate Bond Initiative.





## INMOBI

InMobi, an innovative Indian mobile advertising company rooted in Bangalore that boomed big in the global market securing the position of first Indian start-up to touch a billion-dollar valuation. Born in 2007, it's the first mobile advertising platform that allows brands, developers and publishers to reach out to their consumers through contextual mobile advertising. Backed by behemoth investors like Soft Bank, Kleiner Perkins Caufield Byers and Sheralo Ventures, InMobi has marked its global

## INDIA'S UNICORN BUSINESS GOING BIG GLOBALLY

presence across UK, USA and several other countries.

Labelled as India's first unicorn company, InMobi has rightfully bagged some of the most prestigious awards. The brand is listed on the esteemed MIT Technology Review's 50 Disruptive Company's List 2013. It has also won the Forbes India Leadership Award for 'Outstanding Start Up' in 2014. It's named Number 15th on the Fast Company's list of "The World's Most Innovative Companies" and featured in 'India's Top 100 Companies to Work for 2016' by Economic Times – Great Places to Work Institute. This indigenous Indian brand has garnered several accolades for being the best workplaces in India.

The world has bowed to this Indian company calling it the most ambitious and innovative company representing breakthrough ideas. With a focus on breeding the best workplace environment, InMobi aims to recruit top talents who could direct the company's growth to stellar heights.



## THE PRIDE OF INDIA'S TRIUMPH OVER THE BRITS



## JAGUAR

Jaguar, an iconic luxury vehicle brand, that was launched by William Lyons and William Walmsley in 1935, is now owned and operated by the Indian conglomerate Tata Group after Ratan Tata bought it in 2008 at a whopping price of \$2.3 billion. The story of Tata acquiring Jaguar is also the perfect tale of sweet revenge, as the then chairman at Ford, Mr. Bill Ford humiliated Mr. Ratan Tata saying he knew nothing about the passenger car segment and nine years later Tata saved Ford from the verge of bankruptcy.

Ratan Tata plunged to save Jaguar

when it was drowning in losses. Their retro designs were going outdated and their engines lacked the power to compete with some of the most turbulent beasts running on the roads. Ratan Tata not only saved the brand from getting shelved but also made sure of its renaissance by travelling extensively across the US meeting dealers and taking feedback.

Under his spell-binding supervision, Jaguar became UK's largest automotive manufacturer after merging with Land Rover – the Range Rover line alone comprised 85% of all UK-made luxury vehicles in 2016. Tata led the brand to generate a profit totalling £4 billion for eight consecutive years, propelling the global sales by 146% from 2008 to 2017.




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