

# WHO'S WHO

of the corporate world

Premier Edition

November 2020

Most Powerful  
& Most Loved  
Consumer Brands

VISIONARY LEADERS OF INDIA

Startups, Disruptors & Best MSME's of India





# colourful commitment for the Healthy Life

## MANUFACTURERS & EXPORTS



### HERBAL EXTRACTS

Standardized higher grade of Herbal Extracts and oils with high flavor intensity and with a full spectrum of phytonutrients.



### CAROTENOIDS

With over a decade of experience in the business of botanical and essential oils extraction, Vidya Herbs has established and carved a niche for itself in the industry.



### ORGANIC PRODUCTS

Organic food products are grown under a system of agriculture without the use of harmful chemical fertilizers and pesticides with an environmentally and socially responsible approach.



### ESSENTIAL OILS

Essential oils are botanical liquid extracts of various plant materials that have numerous volatile compounds. Such oils contain the true essence of the plant it was collected from, therefore it is important to apply appropriate measures during harvesting and post harvesting processing.



### SCFE PRODUCTS

With the use of Supercritical Extraction Technology it is possible to produce a higher grade of herbal extracts and oils with high flavor intensity and with a full spectrum of phytonutrients.



### COFFEE

Own coffee estates in the heartland of Indian Coffee which is a part of Western Ghats, integrated coffee processing plant, instant coffee plant & coffee extraction plant with the capacity of over 30000 MT/Annum.

[www.vidyaherbs.com](http://www.vidyaherbs.com)

Founded in 2002

150+ SKUs

30+ Flavors

1.4 lac liters/day production capacity

**Dairy Day**  
LOTS OF FUN





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PREMIER EDITION

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## MARKETING & BRAND HONCHOS

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Disclaimer: This issue is an initiative by Marketing & Brand Honchos to highlight those brands which are close to the mind & Hearts of Indian consumers and also to Highlight those Brands and Leaders. Which are working towards "Empowering Brand India" which reflects. "Our Vision" and to highlight those Startups & MSME'S of India which have the Potential to become the future leaders.

We have Taken utmost care to present error free Knowledge in the public interest, readers are advised to independently verify the Claims made in this edition. Marketing & Brand Honchos is not equipped to verify the claims made in this issue and reader's discretion is hence recommended.



Surely you all must have created a Facebook account once in your life? Love it or hate, you cannot get away with it. We cannot deny how Facebook has played a big role in our lives for connecting us with so many people all over the world, be it friends, distant relatives, or our colleagues. It is one of the earliest players of the social media world which has revolutionized the dimension of connecting and socializing.

Facebook was created by Mark Zuckerberg in the year 2004 as a platform for the students of Harvard University to connect with each other. What started with one thousand students on the first day of its launch, has now over 2.4 billion active users from all over the world. Its popularity, cost-effectiveness, and user-friendly experience are still unbeatable!

Since then, Facebook has been leading the social media world. Whether you have to connect with your family or friends or want to sneak peek into your colleague's life, or read informative content or news, or update about your work or relationship status to a large number of people in one click, Facebook offers everything under its huge umbrella.

There are a lot of interesting facts about Facebook, which a lot of you must not be aware of. But don't worry, this article will tell you all those facts. So here they go:

- Facebook now owns 5

## “BRINGING FRIENDS & FAMILY TOGETHER”

**incredible brands:** These are WhatsApp, Instagram, Oculus VR, Onavo, and Beluga.

- **Facebook ranks third in the world's most popular site in the world:** Yes, you read that right. After Google and YouTube rank Facebook, fair enough right?
- **Facebook's user base increases by 8 people per second, or 7,246 people every 15 minutes:** This proves that no matter there are so many competitors in the market now, Facebook has still maintained its charm and is ever-growing among the people.
- **In the year 2015, Facebook bagged 22% of worldwide mobile Internet advertising revenue:** This implies that almost one-quarter of the entire advertising revenue generated from the mobile Internet ads in a single year went in the pockets of Mark Zuckerberg.
- **India has the highest number of Facebook users:** 260 million Indians have their accounts on Facebook, which is huge! Facebook is popular

among everyone be the older generation, rural people, and even the uneducated ones.

- **88% of Facebook users joined it to connect with their friends and family:** This is the most common reason. Other reasons include strengthening professional bands, read news and informative content, entertainment, and so on.

Over 16 years, Facebook has massively expanded far beyond its original social networking platform by introducing some incredible features and updates in its application. Currently, it offers messenger services, photo and video sharing, story upload, brand advertisement, augmented reality, and many other apps and services. It has since then has grown into a worldwide giant with 2.5 billion users and a market capital of \$479.2 billion, which is insane! It reported FY 2019 net income of \$18.5 billion on \$70.1 billion in revenue, mostly all of which earned from advertising. Now let's discuss some interesting facts about two of its babies Instagram and WhatsApp:



## INSTAGRAM

**(a) Instagram:** It is a social media app that was founded in the year 2010 as an iPhone app. It has over 1 billion users comprising of 25 million business accounts. It was bought by Facebook in the year 2012 for \$1 billion. There are some really interesting facts about Instagram, which nobody really knows about, like:

- Each month, there are over 16 million Google searches for “Instagram.”
- Instagram is the second most engaged social media platform, just behind Facebook taking the lead. More than 60% of its users log in everyday.
- On a regular day, there are approximately 80 million photos shared on Instagram and 3.5 billion likes received.
- United States, Turkey, the United Kingdom, Brazil, and Russia are the top five countries with maximum Instagram users.
- 78% of influencers will choose Instagram over other

social network platforms for brand collaboration. This shows the power and impact of this platform.

## WHATSAPP

**(b) WhatsApp:** Launched in 2009, it is an instant messaging application that was taken over by Facebook in the year 2014. Since then, it has created a storm worldwide and got massively popular due to its affordability, easiness, reliability, and security. It has over 2 billion users worldwide, with 200 million WhatsApp users in India alone. Some unique facts about

WhatsApp are:

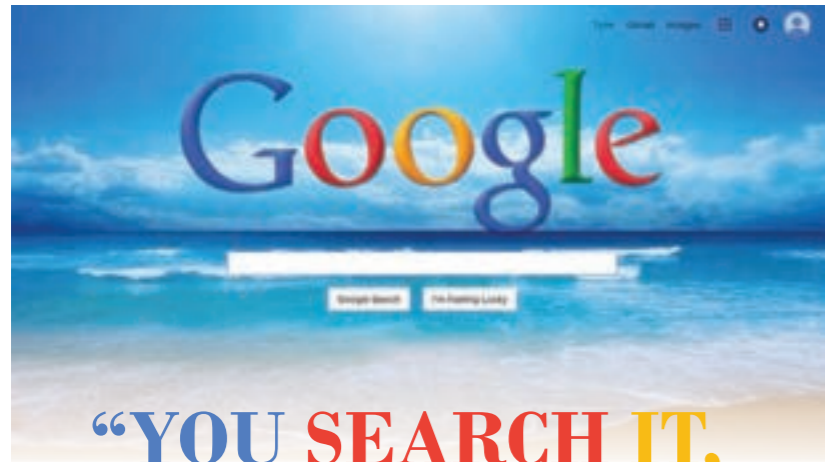
- It is available in more than 40 languages (60 in Android) on various platforms making it the only application to reach the mark.
- It was sold to Facebook for \$19 Billion after 5 years when its co-founders were rejected by Facebook.
- At least 1 million new users are added on WhatsApp daily, claimed by the company, with more than 76% of WhatsApp users active daily.

WhatsApp is a perfect example of a simple, clear & affordable app that is required by a common man to communicate with friends and family. It has introduced some more features like video call, status, voice calls, and so on. Infact, it has even got a green flag from India to start its payment service called ‘WhatsApp Pay’.

WhatsApp's net worth is more than some of the world's biggest organizations like American Airlines which is worth over 15 billion dollars and Harley Davidson which is worth 6 billion dollars. It is valued more than the GDP of countries like Jamaica, Iceland, and North Korea.







## “YOU SEARCH IT, GOOGLE KNOWS IT”

Founded in 1998 by Larry Page and Sergey Brin, it is a search engine that allows people to get information about anything and everything by typing just a few keywords. By uniting their maths and computer science proficiency, Larry and Brin developed the PageRank algorithm which led to search engine optimization. SEO arrived with the Google toolbar which allowed webmasters to compare how Google saw their sites.

Google is fast, user-friendly, free to use, and offers a plethora of information. With the kind of assistance and knowledge it provides, it has taken technology to a whole new level. Google always adds a pinch of uniqueness and creativity to everything it does online that works well in its favor to keep things fresh, exclusive, and constantly progressive.

From its advanced approach to exciting work culture, Google has so much to offer that it is a dream for everyone to work in this company. There must be hardly anyone who hasn't heard of Google, but there are certain mesmerizing facts about it which certainly a lot of you must not have heard, so have a look:

- Google owns misspelled words of its own too, like “google.”

com”, “gogle.com”, “googlr.com”. Isn't it amazing?

- No matter which part you're in the Google office, you're not more than 150 feet away from the food section. This is a sign of the super cool work culture they offer.
- Google offered itself to an online company Excite in 1999 for USD 1 million, but the CEO refused the offer. Now, Google is worth more than USD 300 billion. We wonder how much regret Excite company must be going through right now!
- From the year 2010, Google is acquiring one company a week on an average, that's a lot of companies! YouTube, Android, Waze, you name it Google owns it.
- Apart from the search engine, Google has 250 further products and services, all of which have a combined user



base of over a billion. Google generates maximum of its revenue not through its search engine but via its advertising business.

- As part of its environmental initiative, Google regularly rents around 250 goats to mow the lawns of their mountain view headquarters. The company not only focuses on earning revenue but fulfills its social responsibility at the same time. The staff is also allowed to bring their pet dogs to the work or play with the company dog Yoshka.
- In the year 2006, the Merriam-Webster and Oxford English Dictionaries listed the verb “google” in their dictionary. Its meaning is “to use the Google search engine to obtain information about (as a person) on the World Wide Web.”
- There are so many fun features that Google offers. For example, if you go to Google Mars, you will see a map of Mars. Or with Google Wedding, you can plan your wedding also. Isn't it so cool?

Google is an internet savvy market that has created a massive impact globally. Fortune Magazine has ranked Google as the first in the annual ‘Best Companies’ succeeding in other big companies in the years 2007 and 2008. Its primary vision is to systemize the world's information, making it universally available. The primary mission is to adopt and provide a culture value for its employees.



Based in California, Apple is a multinational tech brand founded by Steve Jobs, Steve Wozniak, and Ronald Wayne in April 1976. It is considered one of the Big Tech technology companies, alongside Amazon, Google, Microsoft, and Facebook.

Apple co-founder Steve Jobs was forced out of the company in 1985 as he assisted in inventing a computer company called NeXT and also helped make the computer animation company Pixar. Apple acquired NeXT in 1997, bringing Jobs back to Apple.

The company's hardware products include the iPhone Smartphone, the iPad tablet computer, the Mac personal computer, the iPod portable media player, the Apple Watch smartwatch, the Apple TV digital media player, the AirPods wireless earbuds, and the HomePod smart speaker. Its software includes macOS, iOS, iPadOS, watchOS, and many more. In its products, “I” stands for innovation and individuality.

In 2009 an iPhone was sold every second for the entire year. Total sales were 40 million units. In July 2016, Apple announced it had sold 1 billion iPhones in the 9 years since its launch in 2007, and the device is the company's highest-selling

product of all time. By comparison, it took 8 years for McDonald's to sell a billion hamburgers from its start in 1955 to 1963. Sounds exciting right?

Apple's global annual revenue totalled \$274.5 billion for the 2020 financial year. It is the world's leading technology company by revenue and one of the world's most valuable companies therefore owns a high level of brand loyalty. It is also the world's third-largest mobile phone manufacturer after Samsung and Huawei. In August 2018, Apple became the first publicly traded U.S. company to be valued at over \$1 trillion and just two years later in August 2020 became the first \$2 trillion U.S. company. Apple employs 137,000 full-time employees and maintains 510 retail stores in 25 countries as of 2020. It operates the iTunes Store, which is the world's largest music retailer. As of January 2020, more than 1.5 billion Apple products are actively in use worldwide.

In July 2011 it was reported that Apple had more money than the United States. This was based on the fact that the operating cash balance that the United States had to work with was \$73.7 billion, while Apple had cash reserves of \$76.4 billion. In 2014, it was said

that Apple has more money than the combined figure of Google, Facebook, and Amazon.

Now the most fascinating thing which rarely anybody knows, it is easier to get into Harvard than to get a job at an Apple store. Harvard accepts about 7% of all applications, whereas Apple receives so many applications that only 2% of all applicants will be successful.

Apple has emerged as one of the most prominent brands due to its non-stop introduction of innovative technology and mind-blowing products. Along with its extraordinary products, Apple also has a rich history which is equally amazing. How the company has been riding through the ups and downs yet proving itself to be a leader in innovation is commendable.







Almost every household has ordered something from Amazon.com, especially after the pandemic when stepping out isn't that easy anymore. Amazon gives neck to neck competition to the world's biggest companies like Google, Apple, and Facebook. It has been referred to as "one of the most influential economic and cultural forces in the world", as well as the world's most valuable brand.

Started in 1995 by Jeff Bezos in Washington, Amazon started as an online bookselling brand. Who thought it will expand its market to almost every product we can think of. It has clothing, food, electronics, jewellery, you name it and they have it! Jeff believes in the motto "work hard, have fun, make history". Amazon's early progress as an online book retailer was remarkable. Within the first month, it had sold books to people in all 50 US states and 45 different countries.

Amazon has made a mark and set some astonishing records in the world of e-commerce. It is recognized for its disruption of well-established industries through technological innovation and mass scale. It is the world's biggest online marketplace, AI assistant provider, live-streaming platform, and a cloud computing platform as measured by revenue and market capitalization. Amazon is the largest

Internet company by revenue in the world, the second-largest private employer in the United States, and one of the world's most valuable companies.

As interesting as Amazon's app is for shopping, is the brand itself that has some amazing facts about it not known to everyone. So here's a look at some lesser-known facts about Amazon:

- Employees at Amazon including the CEO work 2 days at the customer service desk after every 2 years which helps them understand the customer needs and demands. Now we know how Amazon has such amazing customer service.
- In the year 2012, when Amazon's site went down for 49 minutes, it missed its sales of approximately \$5.7 million. One cannot even imagine the amount of loss if the same happens in the year 2020!
- By September 2019, the Amazon app has accommodated 150.6 million mobile users. Also, US Amazon Prime subscribers are now at roughly 103 million.
- Amazon owns over 40 subsidiaries and brands. This includes Whole Foods which the technology company acquired in June 2017 for \$13.7 billion. Other brands

that it acquired are audio-book seller Audible, book review site Good Reads, and live-streaming platform Twitch.

- Amazon Smile is an initiative by Amazon which provides charity to the needy. Users who shop on smile.amazon.com contribute 0.5% of eligible purchases to their chosen charity. Still, Amazon Smile offers the same items, prices, and benefits of its parent retail site. Now we all know we have to shop from Amazon Smile.
- Alexa is a personal assistant created by Amazon. Alexa answers your questions like if you ask her "Alexa how are you?" it will reply "I am good, how are you?" Other tasks that it can perform are making to-do lists, music playback, playing audiobooks, setting alarms, streaming podcasts, and voice interaction. Moreover, Amazon Alexa can also provide real-time information like news, weather, and traffic.

Amazon offers a wide selection of products and services, operating an efficient supply chain to fulfill orders along with excellent customer service to millions of customers across the globe. This makes it the biggest and the best among so many other competitors. Amazon for years has been growing at a rate of over 20% a year and is not slowing down. Instead, its growth rate is accelerating. Amazon has grown up from a little online bookstore to an industry giant. You could even say that Amazon created the industry for total domination.



## "EMPOWERING ORGANISATIONS TO ACHIEVE MORE"



Microsoft was originated by Bill Gates and Paul Allen on April 4, 1975, in Washington. It develops, manufactures, licenses, supports, and sells computer software, consumer electronics, personal computers, and related services. Its best-known software products are the Microsoft Windows line of operating systems, the Microsoft Office suite, and the Internet Explorer and Edge web browsers. Microsoft empowers digital transformation for the era of an intelligent cloud and an intelligent edge. Its mission is to empower every person and every organization on the planet to achieve more.

Microsoft ranked 21 in the 2020 Fortune 500 rankings of the largest United States corporations by total revenue; it was the world's largest software maker by revenue as of 2016 and is considered one of the domestic Big Five technology companies. Earlier defeated by Apple in 2010, in 2018 Microsoft reclaimed its position as the most valuable publicly traded company in the world. Then in April 2019, Microsoft reached the trillion-dollar market cap, becoming the third U.S. public company to be valued at over \$1 trillion after Apple and Amazon respectively. Apart from that, Microsoft has a lot of other awards and accolades in its kitty.

From the operating system to word processing suites, Microsoft played

its game very well. Although a lot about Microsoft and its owner Bill Gates is known to everyone, but we have come up with some interesting facts about it which you might be new to you:

- Microsoft holds over 48,313 patents and 3,000 files, ranking in the top 5 patent owners in the United States. The company also rewards its employees for securing a new patent with a \$1500 bonus, a wooden plaque, and a decorative black cube that has their name, title, and date of the patent inscribed on it.
- Microsoft wants to recruit the best staff possible and the interview stage is a significant part of their recruitment process. They prefer off-beat questions that involve candidates to think innovatively about their responses. For example, one of the questions was "Why is a manhole cover round?"
- In 1987, Bill Gates became the youngest billionaire ever at the age of 31. By 1995, he had earned the title of the world's richest man as he had accumulated a net worth of \$12.9 billion. Isn't it astonishing?

- There's a very fascinating tradition amongst the employees of Microsoft. If it is the anniversary of the date they started working at Microsoft, there is an expectation that they will bring specifically M&M sweets to share with the employees. The amount of sweets they bring in depends on how long they have worked for the company. This shows how Bill Gates and Allen have established a friendly work culture in Microsoft.
- In 2011, Microsoft stood first in the list of Great Places to Work and became the Best Multinational Workplace.

Today, Microsoft holds a plethora of products and is one of the most influential companies in the world. A lot of students and professionals cannot imagine their work without their products. Windows 10 is the most popular desktop operating system at the moment while the company's Xbox division paves the way for the future of gaming, MS Office is still a go-to app suite for millions, and the Microsoft Surface line includes some of the best laptops in the world. Isn't all this enough for a brand to be claimed as the most powerful and valuable brands in the world.











MR. SHIROY MEHTA  
CEO, Aava Water

With more than 650 million bottles sold worldwide Aava Alkaline Natural Mineral Water is India's highest selling Natural Mineral Water. However according to Shiroy Mehta, CEO, Aava Water he believes that numbers are just an add-on, as "Aava bottles trust and wellness not just water. For us at Aava, quality, protecting our precious natural resources and customer satisfaction are more important than any number."

#### WHAT MAKES AAVA THE MOST TRUSTED MINERAL WATER?

Aava's enduring trust is deeply rooted in its origin, the Aravallis, one of the world's oldest mountain ranges, from where Aava originates. Drop by drop, for 20 years, Aava trickles down from the catchment area to its deep underground reservoirs. Along the way it is purified as it passes through layers of alluvium and clay that act as natural filters that enrich Aava with precious natural minerals. It is this 20 year journey which fortifies each drop of Aava with calcium, magnesium, silica and many other minerals which make Aava naturally alkaline with a pH of 8+.

Since 2007, the world's top hydrogeologists, water experts and foreign investors discovered Aava water's sources to be very alkaline naturally, having the perfect mineral composition and supreme quality. This brought Aava a foreign equity investment of 4.5 million USD at a valuation of 25 million USD in 2009. Today, Aava is one of India's premium water brands, having won many International and national awards like the International Bottled Water World Awards in Mexico, the Superior Taste award at the International Taste and Quality Institute in Brussels and the Power Brand Award in Las Vegas with nearly 3 lakh bottles sold daily worldwide to the best airlines and hotels of the world.

#### SAY YES TO GOOD HEALTH

Aava is India's only Naturally Alkaline mineral water enriched with calcium, magnesium and a pH of 8+. It is a natural source of essential minerals needed for good health, immunity and longevity. Aava is purified without any Reverse Osmosis. There is no water rejection, no UV radiation, no Chemicals and no Ionization. All over the world the best waters like Fiji, Evian, and Himalayan have an alkalinity and pH between 7.2-7.7. Aava is the only water among its peers which has a naturally alkaline

# Aava

Natural Mineral Water

## Bottling Trust and Wellness, Not Just Water



pH of 8+ as well as naturally occurring minerals and electrolytes such as calcium, magnesium, sodium, silica and fluorides.

#### GOING GREEN WITH AAVA!

Aava's bottling environment adheres to the toughest international certification standards of ISO 14001, ISO 9001 and HACCP. Aava, being a natural mineral water does not employ any Reverse Osmosis or Chemical Purification Technology which means that Aava does not waste any water. It is a well known fact that

100% NATURALLY  
ALKALINE. TRUE TO  
NATURE, TRUE TO YOU.

RO rejects nearly 74% of the water, so when a customer chooses Aava they choose to save 3 litres of water for every 1 liter picked over an RO.

#### AAVA IS A NATURAL MINERAL WATER

In 2019, in line with its environmental ethos, Aava embarked on a bold journey of becoming a truly carbon neutral company and as of 31st March 2020 Aava has achieved an incredible recycling rate of 110% with nearly 440 tons i.e. recycling of 50 million plastic bottles was undertaken by Aava from April 2019 to March 2020. Staying true to its environmental goals of reducing its carbon footprint, Aava's recently launched its environment friendly and reusable glass bottle range which is another step towards its commitment to staying true to nature and preserving the environment.

#### UNDISPUTED MARKET LEADER

Since its launch in 2005, Aava has taken the natural mineral water market by storm and by 2014 Aava was surpassing its peers in volume of bottles sold by millions. Today Aava has a market share of 40% in the natural mineral water category in India. While in the aviation sector it services the best Domestic and International airlines of the world and has a market share of 80% with clients which include Indigo, Vistara, Spice Jet, Air Asia,

Go Air, Cathay Pacific, Lufthansa, Swiss Air and many more premium airlines.

#### KEYNOTE FROM SHIROY MEHTA

Before I joined my family business way back in 2011, I was a fresh B.Tech graduate in ICT, had just given my CAT exam for the 2nd time aspiring to become an IIM-A student.

In November 2011, once I joined my family business I became one with the Aava Family, just like all of our Aava employees. My first day at work I will never forget because I saw a whole new person in my father who was a very strict boss and I met my team who were young like me and motivated to take Aava further.

Joining Aava at 21 changed the person I am. I suddenly went from being a college kid to working 16 hours a day. It wasn't comfortable or easy. I was lucky at that point to get some advice from my oldest and most trusted friend, my grandfather. He told me that at your age you should just keep plugging away without thinking of the output because at 22 you're not supposed to question the result, you're supposed to keep your head down and keep plugging away without bothering about anything else, and I did just that.

In the last 9 years of my joining our family business, Aava has become one of India's top brands and the largest natural mineral water brand in India. Aava's top line has grown 5 times and our client list includes reputed institutions like Oberoi, TAJ, ITC, Marriott, Ritz Carlton, Four Seasons, Indigo, Vistara, Spicejet, Swiss Air, Lufthansa among others.

In the last decade we also established a company owned distribution network in 32 cities of India with profitability, and we also built an international manufacturing facility which can fulfill company's requirements for the next 5 years. Last but not the least I even completed my MBA from IIM Ahmedabad.

The last decade of my life has been quite a journey and I feel you need to give your career at least a decade to look back and truly enjoy the fruits of your labour. Every industry has a different benchmark for success, but building a brand requires determination. It takes time and effort but the result is extremely rewarding. So, stay true to your cause and never stop working hard, because the good things come to those who wait but better things come to those who work for it.

Stay Hydrated, Stay Healthy



MS. KRUPA DOSHI  
DIRECTOR MARKETING, TIT BIT FOODS



## TIT-BIT FOODS IS ONE OF THE LEADING BRAND NAMES IN THE SPICE INDUSTRY

*Tit-bit Foods (India) Pvt. Ltd, Navi Mumbai, is one of the leading brand names in the Spice Industry. We are on the mission of Spicing up the Global food Palate since 1962. Our 6 decades of experience has been guiding us to work towards developing future ready blends, besides catering to the authentic traditional blends. We are a star export house and exporting all kinds of spices in whole, ground and blended forms across continents. We follow our 3 main principles i.e. 1) Right Perception, 2) Right Thinking & 3) Right Conduct, which guides us in practicing the right business ethics. This has laid a very strong foundation of a committed & dedicated work force, Group of vendors & suppliers and above all a reputation to swear by. Our Management team includes a young group of family members driving the business, to achieve the Vision set for the company. The responsibilities are clearly delegated & focused on the core activities of the business such as Operations, Sales, Marketing & Exports. Our team includes Energetic & high caliber professionals from the industry who are passionate to support our vision & looking forward to grow with us. We have an in house R&D team and a fully equipped lab facility to develop & maintain the best possible quality to meet international standards. In regards to our distribution, our products are available in all major stand alone Kirana & Provision stores in Mumbai and its peripheries. Recently we have started expanding our distribution outside Mumbai and have reached Bangalore, Hyderabad, Jodhpur, and Bhopal is still expanding. We are working towards marking our presence in all the major cities across India by the end of 2021. Though we are available on all the major online platforms like Amazon, Flipkart to cater to our clients, nationally.*

Ms. Krupa is the latest entrant from the family into the business & personally looks after the Marketing for Tit-Bit Foods. Coming from a varied background, Food being her passion, it is a great opportunity for Krupa to work in this role. What else can satisfy more, than enjoying your passion, that too a Spicy one.

She believes in experimenting & innovating Food, distinctly and has flair to cook, this gives her a lot of innovative ideas to Market a Common blend of Pav Bhaji masala to even make a Pav Bhaji Fondue or a Misal Masala to make a Misal Bun and many

more such fusion dishes. Being into a Jain family, a couple of years back we thought of developing something for the Jains who don't eat Onion & Garlic and saw a grey area in the Chinese cuisine, thus an invention of our Tit-Bit Jain Chinese came up. We launched a Range of No Onion, No Garlic Chinese cuisine with 9 variants which are apt for any Jain, Vaishnav, Swaminarayan community and it also satisfies their craving for an authentic Chinese recipe without any compromise in taste.

I personally believe in this millennial era, an era of Pastas, Pizzas, Lasagnas, we

should be focusing to cater this audience with exciting blends to satisfy their cravings for such international cuisines which can be made at home without much hassle, every day. When I say this, I would also like to assure these audience that we have developed such exciting stuff and will be launching them soon. At Tit-Bit Foods, we are a young team with young thoughts, high in energy and very innovative, I am sure with this combination we can make exciting products for our customers at all times and make food lot more tasty and full of fun & excitement.







## MANUFACTURING BEST TASTING SNACKS

Whenever we have sudden and random guest visits, it is McCain that allows us to serve them delicious and healthy food. Today, McCain is a global leader amidst food processors. It is also the largest processor of frozen potatoes across the globe. It has a business presence in 110 countries and 6 continents.

McCain had very humble beginnings. It employed only 30 locals to manufacture, freeze, distribute and sell goods. Eventually, the brand saw a surge of growth in processed foods and increased its production.

From Canada to Japan, from Argentina to the suburbs in Australia,

McCain is providing delicious and convenient food products to people through restaurants and retail stores. The company aims to offer an impeccable standard of quality by using only best-quality ingredients.

McCain has a delectable variety of products ranging from french fries, smiles and other local delights like aloo tikki and potato cheese shots. Today, every other adult and child is fond of McCain products, one

reason that the brand was able to make a global sale of \$9.1 billion over a year.

With 53 production facilities across the globe and over 26,000 employees, McCain continues to rule the frozen food industry.



## ADDING FLAVOUR TO FOOD



Jam and ketchup are as important as salt and pepper. Talking about jam and ketchup, most of the labels in India read 'Kissan'. The brand was primarily introduced for British settlers in India and is synonymous

with jams, ketchup and squashes today.

In the year 1993, Kissan became a part of Hindustan Unilever Limited and soon became a market leader in the ketchup category. The brand also had its own share of downfalls in the 2000s when it was rebranded as Kissan Annapurna. It started including wheat, rice, salt and other staple foods. Unfortunately, expanding diluted the focus of Kissan and it lost out to brands like Maggi and Rasna. The two brands - Kissan and Annapurna, were separated so that Kissan could focus on processed foods.

The brand was later revived, various campaigns happened and it was successful in communicating the significance of eating healthy for children. Today, Kissan's products sit nicely on kitchen shelves and are extremely popular among kids.

Kissan's products are manufactured with ingredients sourced from various farms across India. The brand is truly dedicated to the kisans of India. Its goodness, purity and quality are what makes it the first choice when people in India go to buy jam, ketchup and squashes



MR. SHYAM AGRAWAL  
PBS OIL INDUSTRIES PVT. LTD.

## WHERE QUALITY & CONSISTENCY MEET



For over 3 decades we have ensured predictable production and delivery of quality edible refined oil to the households which put health and taste on the same page. Under the inspired and inventive leadership of Mr. Shyam Agrawal, today, with an ultra-modern, state of the art facility in place, we have achieved the tag of manufacturing 125 tons of refined rice bran oil every day. Our 2 solvent extraction units of 300 MT & 200 MT guarantee round the clock production and help us bridge that gap between demand and the supply. PBS Oil Industries Pvt. Ltd., turning challenges into opportunities and transforming those opportunities into strengths has been the thought process of the management which has paid dividends. We also take pride in sharing that we were the first to set up a physical refinery in Chhattisgarh. This goes on to show our inclination to give out an exceptional product and also speaks volumes of our commitment to a healthy lifestyle. Having grown rapidly over the past few years through continuous innovation and an enhanced outlook, PBS Oil Industries Pvt. Ltd. has come a long way today. With an emphasis on consistency and attention to detail at every phase of the supply chain, we are committed to providing healthy cooking oil of the highest quality standards which is second to none. Through our products, processes, and people, we believe in setting benchmarks, in everything we do; and that's how we make predictability possible.

If you have the desire and an inclination to keep quality right at the forefront, nothing can stop you from scaling an insurmountable feat. Since the time we initiated our operations in 1987 at Dhamtari in Chhattisgarh, our persistence has always been in giving a standout product through matchless quality. Under a staunch leadership and management, PBS Oil Industries Pvt. Ltd. began with a production capacity of 50 tons of edible oil per day and there has been no looking back for us since then. Right from turning our product into a well-established brand, we have grown rapidly over the past few years; all thanks to an innovative approach by a team of relentless individuals, management's robust vision, and an enhanced outlook.

**Is there any significant difference between your oil brands compare to other oil brands in the industry?**

The first realization that comes to anyone's mind after witnessing the seamlessness of our operations is the passion with which each individual at PBS Oil works. This passion for delivering an impeccable product by devising various inventive & forward-looking ideas puts us ahead of the rest. And then of course comes-in consistency. We always believe in exhibiting consistency across our manufacturing facility and supply chain so that the quality of our

brands speaks volumes of our commitment to a healthier future.

**How to differentiate between pure and healthy oil from ordinary oil?**

If I were to put it candidly, a consumer can never judge the oil quality purely based on seeing it, touching it, or tasting it. The ideal place for the oil to get tested is a laboratory which by all means is non-viable for a common person to visit. However, with the advent of the internet, sufficient information is given on various websites with regards to the quality and benefits of edible oil. With lifestyle changes taking place at a brisk pace, many researches have endorsed Rice Bran Oil as being healthy for consumption.

**What are the mandatory quality check controls for an oil manufacturing company and what measures are taken by you to ensure the same?**

At PBS Oil, we are well equipped on doing EHT- Every Hour Testing. Needless to say, this type of testing takes place at every stage. Besides doing rigorous tests, pre-packaged samples also get tested and only the best ones are packed. For us, one of the major criteria for oil testing is to check the Trans Fat and Phosphorous content. We take care of it ably & ensure that all the quality parameters are well adhered to.

**What kind of health hazard is attached to oil consumption and what precautions**

**can be taken to avoid the same?**

Like what happens in the case of every other product, edible oils too get oxidized when they are exposed to air. When the oil is oxidized, the peroxide value increases, causing deterioration in its quality. Oil oxidation cannot be stopped completely, but yes, there are ways it can be reduced. Regardless of the consumption of oil, whether for frying or heating, at PBS Oil, we always recommend that consumers buy smaller packets of about 01 liters and consume within 15 days from opening.

**What is the present spectrum of oil brands that are owned by PBS Oil Industries Pvt. Ltd.?**

The unparalleled research that we have put in has enabled us to float a significant amount of oil brands in the market today. Super Sarvottam, our flagship brand is available in Rice Bran, Sunflower & Soyabean form, and has already become popular due to its consistency and taste. Sarvottam Gold is another quality Rice Bran Oil which is pocket friendly and has become a well-known brand in the rural belt. A brand like Sridhara is a blended oil that comes in 04 variants and caters to the budget segment, whereas Niyo is a quality edible oil that is available in tins. All these brands have good market penetration giving us an edge over the competition.







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

Britannia also tops the list when it comes to India's most trusted brands and manufactures Indian audience's preferred brands such as NutriChoice, Tiger, Good Day, Marie Gold and Milk Bikis. The brand has a huge product portfolio comprising bread, biscuits, rusk, cake and dairy products. If you live in an Indian family, you are most likely to use at least one Britannia product in a day.

## PACKAGING NATURAL GOODNESS INTO PRODUCTS

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

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

- Britannia Bread is the largest brand amidst the organized break market
- The brand has its presence in more than 60 countries across the globe
- The brand's business operates in 13 factories and 4 franchisees

- Britannia sells around 1 million loaves of bread daily
- The brand believes in entering one new market every year
- With its taste and quality, Britannia has developed a trust among its audience and continues to bring happiness and smile with its sweet and savoury products.



MTR Foods is a food products company based in Bengaluru, India. The company manufactures a range of packaged foods including breakfast mixes, ready to eat meals, masalas and spices, snacks and beverages.

MTR Foods Pvt. Ltd. is a subsidiary

## MTR FOODS

of Norwegian conglomerate Orkla. MTR acronym of Mavalli Tiffin Rooms.

The company began with the establishment of the Mavalli Tiffin Room restaurant in Bangalore in

1924. In 1984, MTR expanded out of Karnataka to the southern states of Tamil Nadu and Andhra Pradesh. The company is currently an approximately Rs 700 crore company which is growing at a CAGR of 18%. The company has been listed as a Fortune Next 500 (India's Top Midsize) company for 2016.



## A WAY OF LIFE FOR INDIANS



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

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

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

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

Today, Haldiram's is not just limited to sweets but is also known

for cookies, chips, nuts, sherbets and much more. It is also one of the most famous sweets, snacks and packaged food brands in India.

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

- The taste of the products is great
- The products are competitively priced

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

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



LT Foods

LT Foods Limited is an India-based company. The company is engaged in the manufacture and sale of rice under the brand DAAWAT. The Company is engaged in milling, processing and marketing of branded and non-branded basmati rice, and manufacturing of rice food products in the domestic and overseas market. Its geographical segments include India, North America and Rest of the world.

Its operations include contract farming, procurement, storage, processing, packaging and distribution. Its rice product portfolio comprises brown rice, white rice, steamed rice, parboiled rice, organic rice, quick cooking rice, value added rice and flavored rice in the ready to cook segment.

The Company's brands include

## LT FOODS LIMITED

Royal; Ecolife, an organic food brand that includes rice, pulses, oil seeds, cereal grains, spices, nuts and fruits and vegetables; Devaaya, which offers branded Basmati rice, with staples, such as Atta, Suji, Besan, Dalia, Poha and Maida, and Heritage, a basmati rice brand. Its brands also include Daawat, Gold seal Indus Valley, Rozana and 817 Elephant.

In the year 1995, the company set up milling capacity (paddy to rice) of 4 MTPH, at Sonapat. During the year 1995-96, the company registered the brand 'DAAWAT' in United States of America. During the year 1999-2000, the company was recognized as Star Trading House by Government of

India. They launched the brand 'DAAWAT' in Mauritius, Saudi Arabia and New Zealand.

During the year 2008-09, the company incorporated LT Agri Services Pvt. Ltd. as a Wholly Owned Subsidiary of Daawat Foods Ltd. In September 25, 2008, the name of the company was changed from LT Overseas Ltd to LT Foods Ltd to match the vision of the company of becoming a Leading Global Food Company.





## Ratan Naval Tata



who's a perfect example of leadership, business ethics, and philanthropy, the first name to cross our minds would be **"Ratan Tata"**. So much is already known to everyone about the business success of Tata Group, the global domination, and Ratan Tata's major role in it. People look at him not just as a successful business leader but an ideal role model for responsible, authentic, and fundamental leadership.

Taking over the reins of the Tata Group from J.R.D. Tata in 1991, Ratan Tata gave the administrative setup a major transformation. He fixed retirement ages, implemented reporting and accountability processes, encouraged innovation, and infused young talent into the workforce. The results of which are fairly evident.

He has been awarded the two highest civilian awards of India the Padma Vibhushan and Padma Bhushan. Apart from that, he has received countless honors and accolades like Honorary Knight Commander of the Order of the British Empire (KBE), Honorary Doctor of Law (University of Cambridge), Honorary Knight Grand Cross of the Most Excellent

Order of the British Empire (GBE), and Sayaji Ratna Award to name a few.

He has a strong vision and excellent decision-making skills. When he joined the group, it was barely doing any business outside India. Even though many opposed him, he urged that the company had to go global. Today half of Tata's revenues come from overseas. During Ratan Tata's chairmanship of 21 years at Tata Group, revenues grew over 40 times and profit over 50 times. He has acquired major British brands from Jaguar Land Rover and Tetley Tea to Corus steel. At present, Tata owns 19 European companies, Industries ranging from tea to IT, steel to cars, in an attempt to turn Tata from a largely India-centrist group into a global business.

Ratan Tata is unbeatable when it comes to fulfilling social responsibility and doing charity. Two-thirds of his central holding company, Tata Sons, is owned by charitable trusts. Philanthropy runs in the family. His great-grandfather Jamsetji was also one of the first global tycoons to identify that a stable business needs to invest as much in human capital as in the



## “A PERFECT COMBINATION OF LEADERSHIP, ETHICS, AND PHILANTHROPY”

Ratan Naval Tata (born 28 December 1937) is an Indian industrialist, philanthropist, and a former chairman of Tata Sons. He was also chairman of Tata Group, from 1990 to 2012, and again, as interim chairman, from October 2016 through February 2017, and continues to head its charitable trusts. If we have to name a businessman



latest technologies. His factories were among the first in the world to introduce the eight-hour day, accident and sickness benefits, paid leave & retirement pensions. This inclination of a compassionate employer caring for its employees' needs has made Tata a household name for trust and integrity across the Indian subcontinent as well as outside the country. He considers giving wealth back to people that is reflected in the donations he makes towards education, medicine, and rural development.

Tata achieved abundant professional success without losing sight of his core beliefs, and without negotiating his values. He has always championed the highest standards of ethics, integrity,

social consciousness and fairness. In India, he is one of the nation's most respected individuals, enjoying a rare reputation for combining business acumen with irreproachable ethical conduct, in a nation often plagued by corruption.

**To end with, one of the most inspiring quotes by Ratan Tata which has inspired so many people:** “A life without excitement, ups, and downs is too boring and dull. You need to be a storyteller to your grandchildren, why don't prepare for that from now? We get this life only once, experience every aspect of it. No one ever has grown without falling once, fail as many times as you can, then only you can succeed. So quit complaining and start exploring.”



## Narayana Murthy



### “FATHER OF THE INDIAN IT SECTOR”

Narayana Murthy is the legendary co-founder of the tech giant Infosys and has been the former chairman, chief executive officer (CEO), president and chief mentor of the company before retiring and taking the title chairman emeritus.

From borrowing Rs 10,000 to building a Rs. 17,000 crore empire, Narayana Murthy sets a perfect example of rags to riches story. Although he did not grow up with the most favorable conditions, that didn't hold stop him from achieving phenomenal success. Initially, his primary aim was to get the best education for himself. So he did masters from IIT Kanpur and post that he started working at IIM, Ahmedabad. However, soon after, Murthy decided to quit his 9-to5 job and board on his entrepreneurial journey in the IT sector. It was a tough choice at that time but it worked out perfectly well for him.

After quitting his job, he borrowed Rs. 10,000 from his wife Sudha Murthy and started Infosys. In just four years, Infosys rose to a tech giant and employed over 2 lakh people, while also converting Bengaluru into the IT hub of India. Not only did Murthy taste sweet success with Infosys, but he also offered a lot of employment for

IT graduates. Little did he knew, that his company would go on to become India's second-largest IT Company of all time. Not only he made towering contributions to the Indian economy through his company, but Narayana Murthy also made important benefactions to the IT world.

Other than Infosys, he played other roles also in his career that too exceptionally well. He was the independent director of the corporate board at HSBC and the chairman of the governing board of the Public Health Foundation of India. He has also been on the advisory boards and councils of Cornell University, Ford Foundation, The UN Foundation and the Asian Institute of Management among others. Additionally, he has also served as the director at DBS Bank, ICICI, Unilever, and NDTV in the past.

It's easy to get blown away by the power of money, especially when



Narayana Murthy has been listed among the 12 greatest entrepreneurs of our time by Fortune magazine. He has been described as the **“Father of the Indian IT sector”** by Time magazine for his contribution to outsourcing in India. He has been honored with the Padma Vibhushan and Padma Shri awards by the Government of India. Apart from that, he has been the highest distinction of Officer of the Legion of Honor by the Government of France. He has been awarded as the Commander of the Order of the British Empire (CBE) by the Government of the United Kingdom.

you have a massive net worth of Rs. 17,084 crore. However, the modest and humble Mr. Narayana Murthy always believed in uplifting others along the way and when it comes to philanthropy, The Infosys Foundation: the philanthropic arm of Infosys, excels in similarity to their business growth.

Mr. Murthy has written some amazing books including, A Better India: A Better World, A Clear Blue Sky: Stories and Poems on Conflict and Hope and The Wit and Wisdom of Narayana Murthy.

His journey inspires us not to give up on our dreams and have a self-belief that you can dream big and you can achieve it, you don't need to wish you just need to decide and take actions for it and your determination, burning desire and hard work will eventually show the results.





# “CZAR OF THE INDIAN IT INDUSTRY”

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

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

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

One of the many reasons, perhaps the most important that Azim Premji will be remembered for his philanthropy. India's most generous billionaire has already given away \$21 billion of his wealth as part of the Giving Pledge, a commitment

## Azim Premji



by the world's wealthiest individuals to donate the majority of their wealth to charitable causes. Premji was the first Indian and only third non-American to make this pledge. This includes two-thirds of his Wipro stock, which has been placed in a separate trust and will be used for educational purposes. The Azim Premji Foundation was set up as a non-profit organization in 2001 to improve the country's condition at the grass-root level i.e. education system. It has also set up a university in Bengaluru and works

with schools and governments in various districts of India to improve education in an all-inclusive way by focusing on aspects like teaching, infrastructure, courses, etc. to holistically increase the quality of education.

Premji has consistently remained true to his grounds and ethics. His humbleness is something that we all can try to imbibe. He has a precarious eye for business opportunities and while he stepped up the ladder, he was modest to the

core. The exceptional humbleness, his philanthropic ventures, his incomparable business acumen, ethics, and moral standing- the list of qualities is way too long.

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

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



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

**Words of wisdom by Azim Premji:** “I strongly believe that those of us, who are privileged to have wealth should contribute significantly to try and create a better world for the millions who are far less privileged”





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, aftermarket, 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 organizations 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. He is the Chairman of the India Advisory Council at the Lincoln

## Anand Gopal Mahindra



### “FACE OF INDIAN BUSINESS”

Centre, New York. In 2015, he was appointed on a 4-year term as a Trustee of the Natural History Museum of London. An avid advocate of using ‘design for human happiness’, Anand Mahindra is the chairman, Governing Council National Institute of Design and President, India Design Council. Anand Mahindra, along with Mukesh Ambani and Mahesh Samat was the co-founder of EPIC, an

Indian television channel in 2014 that showcases Hindi content. In 2016, he became the sole owner after both the co-founders sold their stakes to Mahindra. 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. He is also a member of the advisory committees of Harvard Business School, Harvard global advisory Council, Harvard University Asia Centre, Global Board of Advisors of the Council on foreign relations and World Bank Group's Advisory Board for doing Business.

Anand Mahindra is also ahead of doing charity and welfare for society. He has donated \$10 million to support the Harvard Humanities Center. In recognition of this donation, the center was renamed to Mahindra Humanities Center at Harvard. 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-economic development of India.

Mr. Anand Mahindra has bagged a long list of awards, honors, and titles due to massive contributions to the country and tremendous business acumen. Some of them include ‘Knight of the Order of Merit’ by the President of the French Republic. 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. He was also awarded the “Person of the Year” award from Auto Monitor.

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. Yet as it moves into the 21st century, it gives assurance to rise and only gets bigger and better over time.





## Kiran Mazumdar-Shaw



### “SOMEONE SAID IT RIGHT: WOMEN RUN THE WORLD”

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

At the beginning of her entrepreneur journey, she encountered numerous challenges like credibility due to her age, gender & her untested business model. She faced funding problems as no bank was interested in lending her the money without a guarantor plus she had a difficult time while employing people as nobody wanted to work in a startup owned by a



woman. Consequently, her first employee was a retired garage mechanic. Other than that, she faced quite a few troublesome technological challenges like unstable infrastructure, power, poor quality water, unhygienic labs, low-quality research equipment, workers without advanced scientific skills etc. But that did not demotivate her to work on her dream project. She overcame all the challenges and within a year of its inception, Biocon India became India's first company to be able to manufacture enzymes and export them to the United States and Europe. At present, Biocon has



become a fully integrated, multi-million dollar, biopharmaceutical enterprise.

Apart from Biocon, Kiran has been doing numerous philanthropic activities. She has a CSR wing called Biocon Foundation that works on health, education, and infrastructure in rural areas of Karnataka. She supports the Arogya Raksha Yojana and also established the Mazumdar Shaw Cancer Centre in Bengaluru. She doesn't like the term "philanthropy", believing that it often provides temporary

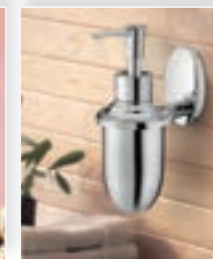
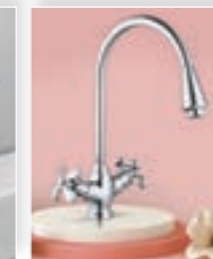
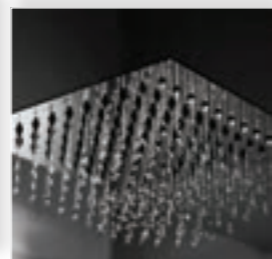
solutions rather than addressing the root cause of the problem. She prefers the term "compassionate capitalist", considering that properly applied business models can offer an ongoing foundation for sustainable social progress.

With a net worth of \$3.2 billion, Kiran Mazumdar Shaw is now among the top richest women in the world and is named as one of the most influential people in the world of science and technology (by Forbes). Not only did she grow Biocon to a stage where it is the



4th largest producer of insulin in the world, as a part of the Prime Minister's Council on Trade and Industry in India and the US-India CEO Forum, Kiran works every day to better the world one cure at a time! As of 2010, she was named among TIME magazine's 100 most influential people in the world. She is on the 2011 Financial Times' top 50 women in business list. In 2014, she was listed as the 92nd most powerful woman in the world by Forbes. In 2015, she was voted global Indian of the year by Pharma Leaders Magazine in 2012. The list of her achievements and award is long, which proves that regardless of gender, financial, or any other obstacles if one has determination and perseverance, one can achieve all his dreams and be on the top.





**MR. NAEEM AHMED**  
Managing Director, Corsa Bath Fittings

**“DON’T WORRY ABOUT BEING SUCCESSFUL BUT WORK TOWARD BEING SIGNIFICANT AND THE SUCCESS WILL NATURALLY FOLLOW.”**

They say, “A real entrepreneur start real businesses that employ real people who provide real products and services to real customers” Naeem Ahmed’s decades of Hard work has made Corsa Bath fittings a well known brand name in the Sanitaryware Industry.

Before we move on to the ‘present’ and the ‘future’, we must first totally understand the ‘past’, without which the present and the future bear little significance. Mr. Naeem Ahmed did his schooling from a government school in Delhi, graduation from Delhi University and after that his MBA through correspondence. After completing his studies, Mr. Naeem Ahmed got himself trained in the industry by working in a bathroom- fitting products company. He worked there for a

few years before starting his own venture in 1996 and named it Future bath products which is now popularly known as Corsa Bath fittings. Mr. Ahmed understands the core of the business problem faced by the customers and his strategic approach to giving solutions to those problems. This quality makes him an effective leader. Leading from the front, Naeem Ahmed is a driving force and successfully heading the Corsa Bath fittings in its growing phase.

His innovative thinking and fresh ideas have lead to several projects being executed successfully and deliver the maximum. Under the active leadership of Naeem Ahmed, Corsa Bath fittings has managed to gain an enviable reputation for its quality products. For Mr. Ahmed honesty is a

priceless attribute to inculcate and he respects that in a human being. There is no one individual or one aspect of life that inspires Mr. Ahmed. Human beings from all aspects of life, be it business, sports, art and culture who endeavor to overcome challenges that are a part of life to attain their dreams, inspire him. It is bravery in the face of adversity which is awe inspiring for him. Message for the youth from Mr. Ahmed is: “To attain success, you have to embrace hard work, be passionate about whatever you undertake and not stray from the path you have chosen.” His message for others is: “Believe in yourself and have dedication and pride – and never quit, you’ll be a winner. “There is no substitute for hard work to attain success,” is the success mantra of Mr. Naeem Ahmed.

### CORSA BATH FITTING

Established in 1996, Corsa is a highly reputed name engaged in manufacturing and supplying a complete range of Bath Fittings. Backed by a team of qualified professionals, we have been able to bring forward the best quality products. We have established a strong foothold in the national as well as international market by supplying the product to most demanding markets. Our products are processed using finest quality basic material, which ensures their high quality standards and efficiency.

Our quality analysts test each lot of the finished products on well-defined parameters, thus ensuring compliance with international standards. Our vision is to be a world-class manufacturing enterprise employing lean and agile methods that poise us for fast, sustainable growth.

We want to be a leading provider of innovative kitchen and bathroom solutions. With brand Corsa, we have stayed true to our mission of constant improvement and innovation. It is also our vision to be a complete water solutions provider. We serve as the

manufacturer and supplier of Luxurious BathFittings. Our products are developed using accurate metal compositions and advanced manufacturing techniques, which ensure the quality, durability and credibility of our range.

Further, we also offer our products in various customized speculation as per the requirements of our clients and industrial application of the products. We also offer customized products as per the requirements of our clients and industrial application of the products. Quality and perfection are the driving forces at our organization, that are actively taken care while manufacturing our offered products. For the production of these products, we have used best quality factor inputs that are obtained from reliable vendor base.



As an ISO 9001:2015 certified company, we always maintain quality in the following process like basic component procurement, processing, packaging and so on. In addition, our range also undergoes through a strict quality check procedure that ensure that its high quality standards. The quality procedure followed at our end also satisfies our international clients. We have established well developed infrastructure equipped with latest technology and advanced machinery, quality testing and warehousing facilities.

Our infrastructure is divided into various

sections to maintain the flow of work. Therefore, it helps in implementing proper coordination enabling efficient business activities. We possess a well equipped research and developed unit managed by experts who conduct various experiments and researches on essential matters. Due to their untiring efforts, we are able to reach to the heart of our clients across the globe. Customer’s complaints, market survey and feedback from periodic market research, etc. provide inputs to our



experts with which they redesign and develop products according to latest trends and client’s requirements.

Corsa Bath Fittings was awarded the title of Power Brands Rising Star 2018 at a glittering ceremony at Hotel Orchid, Mumbai. H. E. Adam Burakowski - the Polish Ambassador to India was the guest of honor at the event that was conducted in association with Times Now and Bright Outdoor.

Our vision is to be a world-class manufacturing enterprise employing lean and agile methods that poise us for fast, sustainable growth. We want to be a leading provider of innovative kitchen and bathroom solutions. I express my sincere thanks & gratitude to my entire team, associates, & channel partners and valuable consumers for believing in us and making Corsa Power Brands Rising Star.



## MAKING HOMES BETTER

# hindware

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

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

The Indian audience has started

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

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

The brand has also been acknowledged

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

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



## DELIVERING QUALITY PRODUCTS AND SERVICES

# Kajaria

TRANSFORM YOUR WORLD

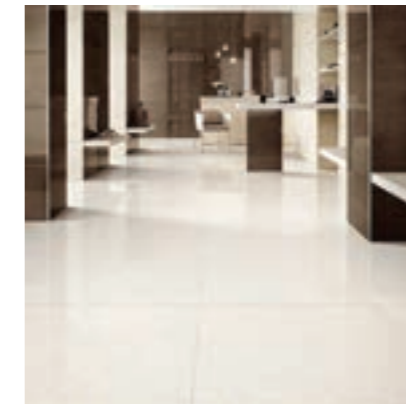
As soon as one plans to decorate and revamp his personal or professional space, the idea of using tiles pops up. No renovation is complete without tiles! This is because tiles not only give character to space and add beauty, but there is also something under every budget range.

The same thing is with the largest manufacturer of vitrified and ceramic tiles in India - Kajaria. They always have something for everyone that suits their tastes, preferences and budget.

The company is equipped with the latest technology and aims to deliver quality products and services to the customers. Kajaria boasts of a professional team of experts who work round the clock to ensure that the quality of any product is never compromised.

Kajaria caters to all customer's needs by manufacturing various types of tiles including wall tiles, bathroom tiles, kitchen tiles and exterior wall tiles. Their products ensure to complement the distinguished style of customers and cater to the taste of the Indian audience.

The company which was established 30 years ago has grown



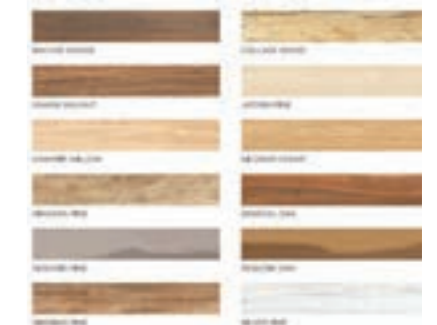
stronger with its dedication and hard work. Currently, Kajaria's business is spread across eight plants situated in the cities of Uttar Pradesh, Rajasthan, Gujarat and Andhra Pradesh.

While there are various brands like Kajaria, the company rules the industry. Here are the top reasons for the same.

- They understand the Indian audience's taste and preference
- They claim a zero chance for human error
- They have a wide range of

products

It is interesting to know that the inspiration behind Kajaria's designs is the Indian customer's growing need for aesthetics and style. It is undeniable that the company has focused on all aspects - research, design, technology and quality, which ultimately helped it to fulfill the growing aspirations of the Indian audience.



## BRINGING EXQUISITE CRAFTSMANSHIP AND PRECISION TOGETHER

India's most searched bath brand on Google. Let's take a quick look at some interesting facts about the company.

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

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



# Jaquar

experience bathing

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

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

Today, Jaquar claims to command over sixty per cent market share in the sanitaryware and organized bath sector in India.

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

At present, Jaquar is one of the leading brands in the sanitary ware industry and has also set up a one-of-a-kind environment-friendly working space In Manesar. It is also







**Sandhya Group**  
PHOSPHORUS CHEMISTRY

## INTRODUCING A RANGE OF HOUSEHOLD PESTICIDES



**SANDHYA ORGANIC CHEMICAL PVT. LTD.**

Address: 101-102, Sangam CHS Ltd., 1st Floor, A-wing, S.V. Road, Santacruz (w), Mumbai- 400054  
Telephone: +91 22 61565555 / 26104202 / 26151500 | Fax: +91 22 26104201  
Email: info@sandhya-group.com | Website: www.sandhya-group.com

# THINK GLOBAL THINK SANDHYA

(THE SUPER SPECIALITY CHEMICALS MANUFACTURER)



Sandhya Group, A leading phosphorus based chemical manufacturer, expertise in large scale production of speciality chemicals and agrochemicals. 34+ years of strong business association with large number of multinationals in india and abroad. Exports contributes to 40% of total turnover. Zero discharge company and unconditional earnest focus on environment and safety. ISO 9001, ISO 14001 certified and under progress for OHSAS 18001 certification.

Sandhya Group is one of the leading names in the speciality chemicals field in India, ever since its inception in 1984. The company has successfully delivered high performance chemicals under the brand name of SANPHOST™ to a wide range of industry segments in Industrial Chemicals, Pharmaceutical, Bulk drugs, Agrochemical, Dyestuff, Paints, Polymer, Adhesive industries, Lubricants, Plastics, Rubber, Oil Exploration, and Many more. The Company was founded by CMD, Mr. Kantilal Koli who ventured into domain of phosphorous based speciality Chemical with the launch of a manufacturing facility at Sarigam, Gujarat. Over the past years the group has grown in strength, carving a niche for itself by vertical integration, offering cost effective quality inputs. A team of dedicated professionals has ensured that the manufacturing facilities are regularly upgraded to meet international accreditation for exports to regulated and unregulated markets.

They believe in offering a quality product at a competitive price that meets global standards for requirement of Industrial Chemicals, Speciality chemical and Agrochemicals. A Significant investment towards building quality infrastructure has ensured that lifeline moves rapidly towards becoming a manufacturing conglomerate across the country. Sandhya Group has experience of more than quarter Century in safe handling of phosphorous compound. It has 4 manufacturing plant located in Gujarat. They have state of the art manufacturing plants with large storage capacity and sophisticated testing equipment for analysis. All products are manufactured here in compliance with Good Manufacturing Practices (GMP) for both domestic & International markets. A

Team of R&D work hard to develop new products as per customers' requirement with well equipped pilot plant facility. They explore contract manufacturing opportunities also. The Group has an experienced management team which is a blend of some young & old and highly experienced people from the industry.

The production operations at each of their plants are managed by a team of skilled technical engineers with the requisite technical knowhow to carry out their production processes. It is through their consistent research & development efforts in improving production processes that they have developed an extensive range of products suitable for use in a multitude of applications. They have a big team of over 400 technical staffs who are highly

qualified and trained. It is the expertise & dedication of their people that provide them the leverage to respond quickly to changing market trends and demands in the agrochemicals & speciality chemical industry. Strategic location of their marketing offices & warehouses at major industrial locations enables them to deliver products on time throughout India. Sandhya Group has a strong product portfolio, strong brand presence and wide distribution network. Value addition by forward integration for various agrochemicals / industrial and speciality chemicals are done by Sandhya Group. Their products are well accepted in Domestic and International market, servicing to leading multinational Companies with a wide spectrum of customers of various application and brand across 45 countries.

### SANDHYA GROUP HAS A HUGE AND DIVERSIFIED PRODUCT PORTFOLIO:

**INDUSTRIAL CHEMICALS** (Phosphorous Derivatives)  
Phosphorous Trichloride, Phosphorous Oxychloride, Phosphorous Pentoxide and Poly Phosphoric Acid.

### ANTIOXIDANTS-PHOSPHITES:

Aryl Organo Phosphites, Alkyl Organo Phosphites, Aryl-Alkyl Organo Phosphites.

### PHOSPHATE ESTERS:

Tri Cresyl Phosphate, Tri Phenyl Phosphate, Cresyl Diphenyl Phosphate.

### AGROCHEMICALS:

Aluminium Phosphide, Zinc

Phosphide Tech.

### DEFOAMERS:

Silicon Based Defoamers, Mineral Oil Based Defoamers, Non-Silicon Defoamers, Glycol Based Defoamers, Alcohol based Defoamers, Food Grade Defoamers, Fatty Acid based Defoamers, Polymeric Defoamer, Silicon Emulsion, Powder Defoamer, Water based Defoamer.

### INTERNATIONAL TRADING:

Yellow Phosphorous, Red Phosphorous, Isodeconol, Trideconol, Nonyl Phenol, Phenol Crystal, Phosphoric Acid, Ortho Phosphoric Acid, Phosphorous Acid Crystal, Hypo Phosphorus Acid 50%, Tri Phenyl Phosphine, Phosphorous Pentasulphide.







**DR. SMIT PATEL,**  
Director Sandhya Group of Companies

## "TRY NOT TO BECOME A MAN OF SUCCESS, RATHER BECOME A MAN OF VALUE."

*Dr. Smit Patel, Director of Sandhya group of companies, is a leading entrepreneur who believes in achieving success by investing in quality. With his academic excellence, Financial expertise and perseverance. He is driven by strong analytical skills, technical expertise, extensive business research and competent leadership potential. Dr. Patel believes in staying ahead of time and implementing futuristic strategies.*

### EDUCATION:

Dr. Smit Patel, Director of sandhya group of companies is an alumnus of Gyandham High School in Vapi Valsad region and commerce graduate from Mumbai university. After completing his graduation, He went to Australia for further studies and did his PGD in International business from University of Canberra (Australia). After his PGD in Canberra, he worked in Pars Ram brothers Pvt. Ltd. as a marketing manager in Brisbane.

### ENTREPRENEURIAL SKILLS:

After some experience in International market, Dr. Smit joined his family business based in India, Where he created a wider distribution marketing network across pan India as well as globally in more than 45 countries. Dr. Smit also implemented SAP system in the organization for latest office automation and security of the company, his contribution made company products globally acceptable for which received numerous awards in various fields from Government agencies as well as from Pvt. organizations and from various NGO



too. Due to his financial wisdom, company has never suffer any financial setback. Dr. Smit is representing the secretary to pesticides manufacturer association of india and as a joint chairman in export import committee in Vapi industrial association ( VIA) and Chairman at Sarogam Industries Association (SIA). Besides this even associated with social welfare activities in Yuva koli patel samaj and also in P K S sarvajanic high school at Bhilad.



## STYLING INDIA IN TREND

“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

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

The company continues to offer high-quality clothing and caters to



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

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





**SONAL JINDAL**  
FOUNDER/DIRECTOR OF MEDUSA

## MEDUSA FASHION

### “KEEPING THE SPIRIT OF FASHION ALIVE”

*MEDUSA is a B2C exhibition & event management platform that has launched the finest designers in the country in apparel, lifestyle, personal accessories & home decor. With more than 20 blockbuster events organized, it's a platform for highly coveted by the budding designer segment in India. I have launched the career and brands of more than 200 students from INIFT, Pearl, WWI, INIFD - LST, FIT NYC, Parson, NYU Edu, IED Milan & NABA.*



Advanced Sense of creativity & out of the box thinking coupled with sheer hard work & perseverance has led Sonal to succeed. Founder & Director MEDUSA, Managing Partner MEDUSA Source & Director Mood board Consultancy. Born into a family with deep roots in the hospitality industry.

She chose to synchronize her career with her ambition and thus started her own venture right in the centre of the cut-throat world of fashion & lifestyle. Perhaps that is why she is in a better position to warn that COVID-19 will force the Indian fashion industry to rethink & reform for its survival and feels that the fashion industry will have to value quality over quantity when it comes to manufacturing apparel. This out-of-the-box thinking would require the manufacturing process to focus on 'Just-in-time' production method.

Sonal, feels it is too early to predict doomsday for the fashion industry but cautions that the industry needs to think out-of-the-box in order to survive this nightmare. Sonal advises

Featured on CNBC TV18, India's Number 1 Business News Channel in its series "Incredible Journey of Brands and Leaders" & recipient of many Awards.

- ✦ Indian Council for UN Relations, Excellence in Entrepreneurship 2016
- ✦ IEC SME 10<sup>th</sup> National Women Excellence Award 2017
- ✦ 100 Women Faces India in association with COWE 2018
- ✦ Awarded Simply Unstoppable by BMW Deutschemotoren 2018
- ✦ Women Excellence Award by Rajasthani Academy 2019
- ✦ National Excellence Award by ASSOCHAM 2020
- ✦ Indian Achievers' Award by INDIAN ACHIEVERS' FORUM 2020

'SUSTAINABILITY' as the mainstay of industry behavior in a post-COVID world. She suggests "rethink & reform" as the two-way mantra to overcome this situation. She predicts that AI technology will lead the way and change our shopping habits too.

**MS. SONAL IS ALSO A MANAGING PARTNER IN MEDUSA SOURCE & MOOD BOARD CONSULTANCY**

MEDUSA Source is an int'l product sourcing company. Manage SCM, customized end-to-

end sourcing solutions for brands & retailers globally. Unmatched capability has made us the first choice of prominent brands across the globe. Our clients rely on us to keep supply lines going & to propel their growth as well as profits. The clientele is enriched with some of the top brands in the Northern American Continent, in Europe, in Latin America, Middle East, Asia Pacific & Australia.

Mood Board Consultancy is a corporate and retail management Consultancy which transfer concept into the retail brands & sustainable operations. So, whether an organization aims to localize an international brand or create a new one, responding to the culture of each country, city and region that you target. Executing our customer's intents, in practice on the ground.

Having clients from leading fashion houses, innovative lifestyle companies, Hospitality groups, Real estate developers keen to transform their concepts into retail brands and sustainable operations.

An International Speaker working towards growing Fashion industry, Gender Equality, Women Empowerment & World growth, at various platforms like Business World, Women Economic Forum, Asian African leadership Forum, EXL Analytics, INIFD Collage of Fashion, LST Fashion Scout London, ICF. Working actively with Girl Up which is a foundation for girl empowerment by United Nations Organisation and Dream Girl Global a Nigerian girl empowerment foundation. Proud mother of 2 children and enjoys to unwind in the company of my children.

## THE COUNTRY'S FIRST HOMETGROWN WINTER WEAR BRAND



We all know about fashion brands and trends but do we know that the widely known 'Monte Carlo' is India's first organized apparel brand? The brand's legacy dates back to post-independent India, which is not known by most people.

Monte Carlo's incredible and exciting journey started from the city of Ludhiana, which is famous for its woollen sweaters and boasts of the lively textile industry. In 1949, Monte Carlo started its business with Oswal Woollen Mill and eventually became one of the largest producers of woollen yarns of the country. Ultimately, in 1984, Monte Carlo launched as a brand under Oswal Woollen Mills.

The brand aims to cater to the ever-growing needs of the fashion industry and has genuinely upped the fashion game. At Monte Carlo, one can find a wide range of products including woollen knitted garments, t-shirts, shirts, linen shirts, denims, trousers, dresses, tunics, sportswear and much more.

In the year 2014, Monte Carlo was honored as one of Asia's Best



Marketing Brands. Today, it is one of the first brands that comes to people's minds when they look for fashion-savvy designs.

Monte Carlo is indeed one of the most preferred brands. Its objective of standing up to the buyer's expectations along with offering consistent quality, and using the latest technology makes it a trustworthy brand.



The company has gained a huge fan following in recent years and has gradually become the all-season brand that we all want to flaunt. Moreover, it has partnered with various blockbuster films like Barfi and Student of The Year.

With over 2500 multi-brand outlets, e-commerce partnerships and 600 large format stores, Monte Carlo is going to be a household name!







ISHAAN GAKHAR,  
Managing Director, Megaan India

*Riwaayat is more than just a collection, it is a statement of tradition, simplicity, convention and ceremonies. Its subtle cuts and regal designs makes you stand out in a crowd. Be a trendsetter with Riwaayat. We have tried to redefine the art of festive dressing.*



## MEGAAN DRESS FOR SUCCESS AND IMPRESS!

Megaan brings you intricate work on exquisite fabrics to give that regal look. The trendsetting designs and workmanship make the ensembles worthy of a fashion runway. Witness an ode to heritage in these imperial ensembles highlighting every detail meticulously. Our latest men's ethnic collection, Riwaayat is an amalgam of contemporary and traditional styles. It is an ode to exquisite craftsmanship blended with contemporary silhouettes. Riwaayat is more than just a collection, it is a statement of tradition, simplicity, convention and ceremonies. Its subtle cuts and regal designs makes you stand out in a crowd. Be a trendsetter with Riwaayat. We have tried to redefine the art of festive dressing. With grooms looking for unique modern designs for their traditional outfits, we have reimagined how to merge the two design ideas and create something stunning. Whether it is a simple pooja or the gregarious groom's

squad, our designs fit every occasion. With Riwaayat, we have changed the way people look at traditional attire. Steering clear of gaudy embellishments, we have used a plethora of subtle styles which are in step with the current trends. Our designs are inspired by ethnic motifs and are recreated with finesse by some of the most talented craftsmen. The charm of every Indian wear lies in the minutest attention given to the details. The exquisite embroidery definitely takes your look up a notch when we combine it with exquisite designs. While our creations look regal, there is no compromise on comfort. We ensure that we use only the most premium weaves and fabrics for our outfits. You can find the most gorgeously embellished sherwani for your big day along with classy Indo-Western-inspired range of clothes. Its subtle cuts and regal designs make you stand out in a crowd. Be a trendsetter with Riwaayat.



RAVINDER CHOUDHARY, Assistant Vice President – Vegas Mall

As a veteran with almost a decade of pursuing a career of excellence, Ravinder Choudhary has grown to become a synonym for dedication, leadership, and innovation to the Real Estate Sector across India.

In the past couple of years, he has burnt enough of the proverbial midnight oil to value-add wonders and see the light of the day dawn on VEGAS. Located against the pristine backdrop of Dwarka, in one of the most sought-after residential areas in South-West of Delhi, Vegas is one of the finest in world-class retail and entertainment – truly, an iconic mix in commercial development.

Young, dynamic, and ahead of the trend, Ravinder has his strengths fortified in devising effective development and implementation of matchless CRM processes towards enhancing true customer delight.

**What differentiates Vegas Mall from other Retail/ Commercial Spaces?** Vegas Mall is a thoroughly planned mixed-use centre with the right mix of retail, commercial and hospitality development. Vegas has tied up with Inter Continental Hotels Group (IHG) as their hospitality partners. IHG will be operating Crowne Plaza and Holiday Inn Express from Vegas. Being the first of its kind development in the heart of Delhi, Vegas is a perfect destination rightly placed next to Sector 14 metro station making it one of the most connected office spaces in Delhi. The

development is rightly serviced by a parking capacity of more than 2000 car parks.

It is designed by renowned architects Bentel Associates International, Johannesburg, SA. 3 sides of the site have drive in road; the metro side has a pedestrian plaza ensuring private and controlled access to hotels, offices, mall and serviced suites.

**Do you think that with the growth of digital & E-Commerce Industry, there will be an impact on Commercial space Industry?**

Brick-and-mortar stores aren't going anywhere, but the brands that stay are going to be those that adapt to a tech-savvy world. More and more consumers are using digital channels to engage with brands and start the customer journey, which means you need to ensure you're open to communications in-store and online.

People still want an in-store experience—for example, when they need to test drive a car or try on multiple pairs of shoes—but they are

taking to the internet for many stages of the buyer's journey. As they take advantage of the web, they expect to be able to learn more about and even reach out to your company from just about anywhere.

Retail online had gained speed in the last decade. Despite online sales accounting for just *three percent* of all retail in 2017, the digital commerce sphere was estimated to reach 330 million buyers online by 2020. **Even in more technologically adaptive countries like US the share of e-commerce is only 7%** of shoppers using exclusively online shopping, it's clear that there's still a place for retailers with a physical presence. A large part of staying competitive in the modern world is knowing how to drive internet-savvy shoppers to checkout and provide the best customer experience possible.

**What are your future plans with respect to Commercial Space Market?**

Delhi has become a hub for commercial spaces, especially the New Delhi area. We are looking into exploring a broad spectrum overall in the commercial spaces through -Built over transfer (BOTs), Public Private Partnerships (PPPs), Malls, Grade A Office buildings, MLCPs etc.

**Any message/Success mantra you would like to share with young Aspiring Entrepreneurs looking forward to become an entrepreneur.**

Stay focused, stay humble and stay grounded. Transparency, Vision and commitment are the key factors to any endeavor you will ever take up. Deliver what you commit and commit what you can deliver.





# THE ORIGINATOR OF DISTINCTIVE FASHION

Every brand has a USP and aims to bring something new and unique to the market. Well, MUFTI took this concept way too serious and entered the fashion industry as a distinctive brand with an unprecedented fashion.

For MUFTI, it all started in the 90s when India was in a transition phase of fashion. It was the right time and opportunity to bring in a casual wear brand. The journey that started with a small personal loan is reaching new heights today.

MUFTI had always been smart enough to realize the high competition, therefore, coming with unique styles. They are the people who introduced cutting edge fashion for the male section of the society.

Taking cloth from women's apparel and inspiration from the vintage 60s, they crafted clothes for contemporary men. Using vibrant colours and bringing in the short shirt fashion, they introduced boldness to men's clothing. Let's take a quick look at some other styles and trends introduced by MUFTI, later adopted by the world.

- The brand introduced turn up sleeves



- They introduced clubwear and streetwear

Celebs soon noticed the brand's efforts and unique style, and in a short while, their stores were filled with celebrities. What customers really love about MUFTI is its ability to step out of the comfort zone and create something extraordinary every time. The brand never stops being bold and experimenting when it comes to fashion.

Looking at their portfolio, one can say that the clothing line is a fine blend of Indian spirit and International trend. A brand that started with a single motive of letting people break through the conventional norms of dressing up has become a household name now. At present, the brand is available in 1200 multi-brand outlets, 90 large format stores and 300 exclusive brand outlets across India. Such journeys never fail to inspire and incline!

# “TELECOM LEADER”



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

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

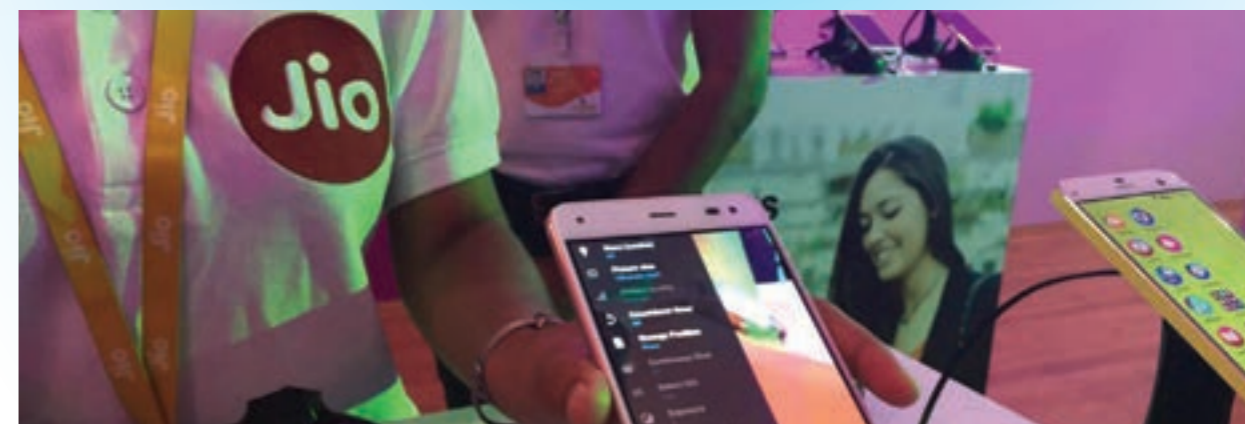
To attract the Indian audience, Jio offered 3 months of unlimited free calls, 4GB of free data usage per

day at 4G speed, free SMS, and thus roping in many consumers. Statistics say the firm acquired 50 million subscribers in just 83 days of its launch and it had about 215 million subscribers by July 2018, which is incredible. Now as 4G services were being made available so easily, thanks to Jio, many could not afford high-end smartphones to access all this. To solve this issue, Jio had previously tied up with Intex for providing handsets with 4G VoLTE technology but later on, Reliance bought out their range of LYF phones.

Jio's first-ever campaign was launched in the light of giving wings to our Honorable PM Narendra Modi's vision for Digital India. The campaign emphasized, “Jio is a dedication to that Digital

India dream of the Prime Minister, his vision for the 1.2 billion people of India”.

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





# INDIA'S MOST TRUSTED DIGITAL WALLET

# paytm

Paytm was started in the year 2010 by Vijay Shekhar Sharma. Started as an online mobile recharge and bill payment application Paytm is an Indian online payment platform that now assists its users to make almost every sort of transaction with a click of a button. In just 8 years, it has over 39 million daily active users which are more than the combined daily active users of Google Pay and PhonePe.

Paytm is a Reserve Bank of India approved e-wallet which means the user's money is safe under the Escrow account with a nationalized bank. This online payment portal is not only safe but also robust wherein it can handle around 5000 transactions per second.

The usage of Paytm was boosted during the demonetization that forced people to switch to digital payment methods. It was further encouraged during the lockdown when people preferred online transactions to opt for 'contactless delivery'. Paytm has taken a charge to bring half a billion Indians

into the digital platform through payments, commerce, banking, investments, and financial services.

Paytm has brought a paradigm shift in the retail sector by entirely transforming the payment methodology. In the beginning, this online wallet cum e-commerce website was used to make payments for limited utilities like mobile and DTH recharge and shopping bills. Over the years, this portal has extended its scope and has introduced about anything and everything under the realm of its operations. Customers now can recharge their metro card, pay bills for utilities like water and electricity, transfer funds to other bank accounts, book flight/train/bus tickets, make hotel reservations, and much more.

Paytm's subsidiary 'Paytm Money' is said to be India's largest investment platform and is also one of the biggest contributors of Systematic Investment Plans (SIP) to the Mutual Funds Industry. The platform has also been granted approvals to introduce its services in Stock Broking, Demat, and National Pension System (NPS). Its other subsidiaries which include Paytm First Games as well as



Paytm Insurance have also garnered a massive global user base.

Paytm has won countless honors and awards from all over the world for its contribution to the field of digital payment and e-commerce developers. Some of them include:

- Diamond SABRE Award in Company Of The Year at SABRE Awards 2017
- Vijay Shekhar Sharma recognized among the 50 Most Influential Young Indians by GQ
- Vijay Shekhar Sharma recognized as the Entrepreneur of the Year at The Entrepreneur's Moneytech Awards 2017
- Best Digital Wallet award at the 11th IMAI India Digital Summit.

Here's to a very inspiring quote by Vijay Shekar Sharma:

"To the winners, who won because they didn't give up."



Swiggy was incorporated in the year 2014 in Bengaluru by two techies Nandan Reddy and Sriharsha Majety from BITS Pilani. The USP about Swiggy in comparison to its competitors is there is no minimum order policy by Swiggy. It had its tracking system, delivery boys, and mobile phones to fast reach the customers based on the location. Within 8 months of commencement, Swiggy got funding from 2 ventures

## "DELIVERING POCKET-FRIENDLY FOOD AT HOMES"

(Accel Partners and SAIF Partners) of \$2 million, and the rest is history.

Six delivery executives and 25 partner restaurants is what Swiggy started within the beginning. At present, Swiggy has more than 5,000,000 mobile application installations, tie-up with more than 25,000 restaurants and cafes, its own fleet of over 13,000 local delivery boys with operations across 13 cities in India, including Bengaluru, Mumbai, Chennai, Delhi, Hyderabad, and more.

As a customer-centric company, Swiggy as an online platform is completely devoted to bettering the process and experience of food order and delivery. Since the beginning, it has speedily grown to become a leader in the Indian food delivery sector by consistently shrinking delivery

timelines and improving customer experience. To make sure they are here for the long run, the brand has launched a host of attractive features like Swiggy Pop, Swiggy Access, and Swiggy Schedule.

At present, Swiggy earns 30 percent of the shares on every order with the restaurant and also takes delivery charges from the consumers. In the financial year 2020, Swiggy received around \$43 million funding which valued the company at \$3.6 billion



## BACKBONE OF THE LOGISTICS INDUSTRY

# DELHIVERY

Small World

Started in the year 2011 by Kapil Bharati, Mohit Tandon, Sahil Barua, Suraj Saharan, Bhavesh Manglani as a great startup, this company is now like a spine for the logistics industry. The company, headquartered in Gurugram, offers a wide range of services such as last-mile delivery, third-party and transit warehousing, reverse logistics, payment collection, vendor-to-warehouse, and vendor-to-customer shipping, and much more. It became a Unicorn in the year 2019 when it raised \$413 million in a Series F round led by Softbank Vision Fund, Carlyle Group, and Fosun International. It was then valued at \$1.5 billion. The company is backed by Times Internet Ltd, which had acquired a

minority stake in the firm in June last year.

Delhivery brings incomparable cost efficiency and pan-India reach. It is driven by its mission to shrink time and distance, making the world a smaller place for its customers and over a billion consumers they serve.

Delhivery offers products and services intending to build trust and improve the lives of consumers, small businesses, enterprises, and their growing team of employees and partners. The company is

creating a storm in India's logistics industry through its proprietary network design, infrastructure, partnerships, and engineering and technology capabilities.





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



Wow Momo is a fast-food restaurant chain founded in the year 2008 in Kolkata, known for its Momos, a famous dumpling in Nepal and parts of Tibet and India. It was started by St. Xavier's College alumni Sagar Daryani and Binod Homagai with an investment of just Rs. 30,000. At present, it boasts about having more than

200 branches spread throughout the big cities like Chennai, Pune, Bengaluru, Kochi, Delhi, NCR, Coimbatore, Thrissur, and Digha. A central kitchen is set up in each city which prepares the momos and delivers them to the kiosks. The company has a mission to open 1,000 stores all over India in the next few years.

Spencers company played a major role in settling Wow Momos initially. It allocated a new stall of the brand in Kolkata's famous mall. In the next 4 months, they were set to launch their second stall. The southern town mall brought a large shift to the Wow Momo's income from Rs50,000 to 9 lakhs.

The company has even raised \$23 million in a Series B funding round led by Tiger Global, one of the most prolific global investors in Indian startups.

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



## INDIA'S LARGEST MOBILITY PLATFORM "OLA"



Ola was founded in Dec 2010 by Bhavish Aggarwal and Ankit Bhati with a mission to build mobility for a billion people.

Ola is India's largest mobility platform and one of the world's largest ride-hailing companies, serving 250+ cities across India, Australia, New Zealand, and the UK. The Ola app offers mobility solutions by connecting customers to drivers and a wide range of vehicles across bikes, auto-rickshaws, metered taxis, and cabs, enabling convenience and transparency for hundreds of millions of consumers and over 1.5 million driver-partners.

Ola's core mobility offering in India is supplemented by its electric-vehicle arm, Ola Electric; India's largest fleet management business,

Ola Fleet Technologies and Ola Skilling, that aims to enable millions of livelihood opportunities for India's youth. With its acquisition of Ridlr, India's leading public transportation app and investment in Vogo, a dockless scooter sharing solution, Ola is looking to build mobility for the next billion Indians.

• Ola Serves over 1Bn Rides to

Its Consumer Every Year.

- Over 250+ Cities are covered with its network.
- Ola Empowered over 1.5 Million Driver Partner on their Platform.
- Ola has 7000+ Working
- Employees in Technology and Service.



## "TRANSFORMING THE FUTURE OF FOOD"



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

application to get in touch with other foodies around the globe so that they can get the best of food in whatever place possible.

Zomato's tagline is "Never have a bad meal", which does complete justice to it. Also, in the 12 years of its existence, Zomato has acquired



close to 14 companies. Their most recent acquisition was Uber Eats in January 2020 for \$206 million.

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

## BYJU'S



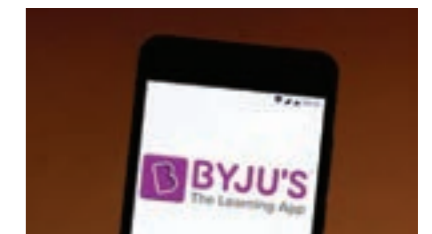
BYJU'S- The Learning App is an Indian educational technology and online tutoring company started in the year 2011 by Byju Raveendran headquartered in Bangalore. In September 2020, it was the world's most valued edtech company with a valuation of \$11.1 billion. Byju's claimed on 27 May 2020 that they had gained ₹2,800 crore revenue in FY20. Their team has also grown exponentially from 200 people to 1000 people.

The startup now has 50 million users on its platform, even though paid user count is 3.5 million, Byju's app downloads have jumped to 600% from 2017 to 2020. Also, the number of people subscribing to its premium service is growing every month, claims the firm. In July

2019, BYJU'S got the sponsorship rights for the Indian cricket team jersey, replacing its former sponsor Oppo. None other than Shah Rukh Khan is the brand ambassador for BYJU'S.

Also, the lockdown proved to be extremely beneficial for the company as a huge chunk of people switched to the online mode of learning. In just the initial 2 months of the lockdown, it recorded over 13.5 million new students who are using the platform to learn and the most commendable part was that

to help affected students, Byju's offered all its content free of cost and introduced live classes. So, in the times of the pandemic, BYJU'S rolled out three new features – it started live classes, introduced new subjects like social studies (history, civics and geography) and also rolled out the app in multiple languages.





## WORLD'S FASTEST GROWING HOTEL CHAIN



In 2012, Ritesh Agarwal launched Oravel Stays to enable listing and booking of budget accommodations. After undertaking months of research and staying in various bed and breakfast homes, guest houses, and small hotels across India, he renamed Oravel to OYO in 2013.

OYO Hotels & Homes, is an Indian



hospitality chain of leased and franchised hotels, homes and living spaces. Founded in 2013 by Ritesh Agarwal, OYO initially consisted mainly of budget hotels. The startup expanded globally with thousands of hotels, vacation homes and millions of rooms in India, Malaysia, UAE, Nepal, China, Brazil, Mexico, UK, Philippines, Japan, Saudi Arabia, Sri Lanka, Indonesia, Vietnam, the United States & more.



OYO Hotels & Homes, a young hotel startup, today is the world's leading chain of hotels, homes, and spaces. The portfolio combines fully operated real estate comprising more than 43,000 hotels with over 1 million rooms. Through its vacation homes business, the company offers travellers and city dwellers access to over 130,000 homes around the world. OYO today operates in over 800 cities in 80 countries. OYO currently has over 17,000 employees globally, of which approximately 8000 are in India and South Asia. OYO Hotels & Homes is a full-fledged hotel chain that leases and franchises assets. The company is currently valued at \$10 billion as per the last round of funding.



## HOW INNOV8 IS SCALING WITH AN AIM TO MAKE IT THE BEST CO-WORKING BRAND IN INDIA



THE COWORKING SPACE

Innov8 Coworking is an Indian company headquartered in New Delhi and offers managed office spaces and coworking spaces to corporates, SMEs, start-ups, and freelancers. It was founded in October 2015 by Ritesh Malik, and has 15 centres located in Mumbai, Bengaluru, Delhi-NCR and Chandigarh. The brand has come a long way, from a 105-seater office space in the heart of Connaught Place to the recently launched 50,000 square foot campus in Gurugram

In November 2018, Innov8 added 4 new centres in Delhi-NCR and Mumbai. Under OYO, it has plans to open 35 new offices and create a seating capacity of 10,000 seats across India. The firm is



now looking to launch a centre in Hyderabad, which will be about 80,000 sqft.

Since the beginning, Innov8 caught investors' attention. The company is backed by high profile angel investors including Vijay Shekhar Sharma, Founder, Paytm; Rajan Anandan, Head, Google India; Anand Chandrasekaran, Global Director of Platform and Product

Partnerships, Facebook; and Girish Mathrubootham, Founder and CEO of Freshworks, among others. Innovation is the name of the game for Innov8.



## CARS 24



CARS24 is an online used car marketplace that is headquartered in Gurgaon, India. The company sells more than 150,000 cars annually. The company is considered among the four major organised players in the used car segment in India.

The Cars24 platform facilitates the transaction and has an offline presence. Apart from selling used cars, the company's services include paperwork such as transferring the car to the name of the new owner which enables end-to-end transactions and offers an online auction platform to businesses looking to sell their pre-owned cars. In 2019 the company started offering verified used cars where the company offered a buyback

guarantee on the vehicles verified by inspection.

The company operates 202 branches across 73 cities in India as of 2019. Apart from its own branches, the company has a tie up with more than 10,000 channel partners across 230 cities in India. In May 2020 the company launched Cars24 Moto. Cars24 Moto is a service which allows customers to sell used two wheelers such as motorbikes, mopeds and scooters on its platform

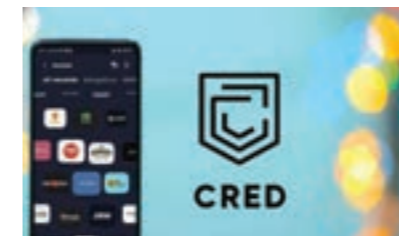
Cars24 raised US \$ 50 million in Series A and Series B rounds combined. In 2018, it raised a further US \$ 50 million in Series C round of funding. Cars24 raised US \$ 100 million in a Series D round of funding in 2019. As a part of the series

D round of funding, the company received an investment from cricketer Mahendra Singh Dhoni, who simultaneously became the company's brand ambassador.

The company established Cars24 Financial Services as a subsidiary in 2019. The company received an NBFC license from Reserve Bank of India in July 2019. Cars24 Financial Services provides consumer loan facilities to car dealers and end customers in the used car segment across 50 cities in India. In 2019-20 the company claimed to have disbursed loans worth ₹4,000 million



CRED - Launched in November 2018 which is Members-Only Club that rewards individuals for their timely credit card bill payment by providing them with the exclusive offers and access to premium experiences. It is a platform that allows credit card users to manage multiple cards along with an analysis of their credit score. Members with a high Experian or CRIF score are eligible for exclusive rewards upon payment of their credit card bills through the app. Among many of the features in the app are CRED's credit Card



spend tracking and management feature which provided the user with analysis of spend tracking and efficiency of usage of the card.

The credit card payments startup has been in the news for its fast grown popularity among users. It raised funds twice in 2019 alone - \$125 million series A round and \$120 million series B funding from Sequoia, Ribbit Capital, and

more. Its last known valuation from August 2019 is \$450 million.

Earlier this year as the corona virus pandemic began. CRED had launched new features like CRED RentPay, which allows members to pay monthly rent with their credit cards and CRED Stash, which claimed to be "designed to be the fastest, most seamless and fully digital way to get credit in India".





## KNITTING MAGIC INTO INDIA'S TRAVEL STORIES

A soul that does not travel, misses an opportunity called life!

To travel is to live. But for most people, the only thing that keeps them from tracing their footprints across the planet is a straining budget. A huge chunk of the travel budget is consumed by the stay. Finding a budget hotel that offers comfort, hygiene, safety and good service is a mammoth task.

The scream for clean hotel rooms with good hygiene and better facilities at a budget echoed in every travel story. There was a dire need for standardization in the Indian hospitality industry. That's where The Treebo Hotels made its game-changing entry into the hospitality industry.

In 2015, three master minds graduated from IIT Roorkee, Rahul Chaudhary, Sidharth Gupta, and Kadam Jeet Singh, founded the Treebo Hotels. They were inspired by the travel stories of ancient times where the 'Bo tree' served as the earliest form of budget hotels. The big tree offered shade and shelter to one and all, without discriminating between the rich and poor.

That's what Treebo aims to do – Offer quality accommodation at



affordable prices!

Treebo is a digital hotel company for the modern world that connects travellers to budget hotels and standardizes the hotels to meet the customer's expectations. This company is new but not an amateur. In just 5 years, Treebo Hotels has earned the title of India's most loved hotel chain in the premium-budget segment.

Today Treebo hotels stand as a synonym for safe, clean, comfortable accommodation at affordable prices. With a constant rating of above 8 from its travellers, the brand has grown to acquire 600+ hotels across 100+ cities and the numbers are scouring with each passing day.



Co-founded by Mukesh Bansal along with Ankit Nagori in 2016, this health-tech start-up is a roaring success in the healthcare market. With the rising numbers of patients with chronic diseases caused by lifestyle disorders, Cure.Fit came as an answer to many prayers.

Both Mukesh and Ankit shared a mutual passion in the healthcare and wellness space and they both had this fire to bring about a change in the country's perception for fitness that has laid the foundation of this revolution for a Fit India.

Along with their passion both the leaders bring along years of experience and expertise in entrepreneurship. Mukesh was the founder of Myntra and Ankit, the former Chief Executive Officer of Flipkart. They had the skill to erupt an empire from the dust.



## YOUR MASTER KEY TO GOOD HEALTH

Thus, it comes as no surprise that today Cure.Fit is one of India's leading tech companies in the fitness industry. Cure.fit encompasses four major fitness and health products – Cult.Fit, Eat.Fit, Mind.Fit and Care.fit offering digital and offline experiences in fitness, nutrition, and mental well-being.

After garnering an irreplaceable brand stature in the country, the Bangalore-headquartered start-up is going big on global expansion.

The dire need for fitness tools among the ailing across the world has tipped the scales in favor of Cure.fit. The company has secured a million users across the borders.

With the right visionaries at the top, supported by an army of apt professionals Cure.Fit is sure to soar into global dominion when it comes to health and fitness. As the world races to getting fitter, Cure.Fit brings along the right equipment to make this journey easier.



## MOST LOVED CONSUMER BRANDS THE WORLD'S FAVOURITE CHOCOLATE

If somebody says the word chocolate, the first thing that generally comes to anyone's mind is Dairy Milk. Manufactured by Cadbury, It was launched in the United Kingdom in 1905 by John Cadbury and it now comprises of several other variants like fruit & nut, crackle, caramel, etc. Every product in the Dairy Milk brand is made with exclusive milk chocolate. In 2014, Dairy Milk was ranked as the best-selling chocolate bar in the UK. In India, Cadbury was launched in 1948 by importing chocolates and then re-packing them before distribution in the Indian market.

Outstanding marketing, pocket-

friendliness, and of course its taste, have made Dairy Milk a favorite of people of all age groups, and not restricted to just kids. Be it buying on occasions, festivals, or just a normal day, everyone loves Dairy Milk as an option. Chocolate consumption is always seen as



an act of indulgence and self-pampering. Hence, Cadbury hit upon the idea of associating Dairy Milk with happiness.

The major credit for the success of Dairy Milk goes to its exceptional marketing campaigns. It has always come up with unique and creative ad campaigns like "pappu pass hogaya", "shubhaarambh" and many more that have gained immense popularity. With changing times it kept evolving and experimenting with its strategies. With the decreasing impact of TV advertising, Cadbury begins to switch to digital advertising as a channel to engage its consumers, which is commendable.



## "TAKING GOOD CARE OF YOUR HYGIENE"

Dettol was established in India in 1933 providing cleaning supplies, disinfectants, and antiseptic. It was first used for the cleaning and disinfection of skin during surgical procedures. As a trusted brand by doctors, Dettol was also used to protect mothers from illness after childbirth. It has been the trusted partner of health and sanitization, for millions of people across the country, to protect their family and loved ones by preventing illnesses and infections. At present, the brand is said to be one of the most trusted protectors of health, ranking among the top 10 Most Trusted Brands in India in the last 10 years.

The primary aim of Dettol was first aid, preventing cuts and bruises from infection. Then the mission

got extended to preventing the spread of illness-causing germs on hands, bodies and surfaces. It offers a good variety of products



including hand wash, sanitizer, soap, antiseptic liquid, disinfectant liquid, and many more. Especially in the times of global pandemic, Dettol has been a major source of sanitization and hygiene in lot of households.

The brand has come up with an amazing campaign "Dettol Banega Swachh India" which is a 5-year ambitious program to address the rising need for hygiene and sanitation in India. The company has committed to invest a sum of Rs 100 crore towards this initiative, which will aim to drive behavior change towards hand hygiene, through numerous awareness initiatives such as the School Hand Wash Program and Young Mother's Program plus improve sanitation facilities by working with NGO partners to identify areas across the country, to support the development and maintenance of cleaner toilets.



# Amul

## “THE BRAND BEHIND WHITE REVOLUTION IN INDIA”

Amul was founded in 1946 in Anand, Gujarat with a mission to stop the exploitation of the farmers by middlemen. A brand that was started by a few farmers with a mission to stop the exploitation by middlemen gradually became the leading brand in the nation. A brand that not only changed the lives of many poor farmers but also took our nation to new heights. Amul is managed by the Gujarat Co-operative Milk Marketing Federation Ltd. (GCMMF), which is jointly owned by more than 3.6 million milk producers of Gujarat. Amul is present in over 50 countries, and in India alone has more than 7200 exclusive parlors.

Amul stimulated the White Revolution in India, which placed India at the top of milk-producing nations. The credit

goes to Dr. Verghese Kurien, who is also known as the Father of the White Revolution in India. Presently, more than 15 million milk producers pour milk in 144500 dairy cooperative societies across the country. In 1999, Amul was awarded the “Best of All” Rajiv Gandhi National Quality Award“ for maintaining the utmost level of quality in its plants and has been awarded the Guinness World Record for the longest-running advertisement campaign. The Amul girl is the advertising mascot used by the company to promote the brand and is described as one of the best Indian advertising concepts.

In the 1960s, Amul became the first-ever brand in the

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



## PARLE “INDIA’S MOST LOVED BISCUIT”

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

Due to its early success and sensing a huge growth opportunity, Parle launched an ad campaign, in the year 1947 (soon after India’s independence) to compete with foreign brands and promote Indian biscuits. The ad campaign ignited the patriotic sentiments of Indian consumers as it turned out to be a masterstroke and took the brand to new heights. Soon, Parle-G became an instant hit and was loved by the Indians who perceived it

to be a ‘Desi’ brand. It even does its branding as “Bharat Ka Apna Biscuit”.

What makes Parle G purchased by every other household is its pocket-friendliness (which is just Rs 5 per packet), availability even in the most remote locations, amazing quality, and strong brand image. In

India where so many new biscuit brands are launched every year with very little differentiation, surviving for such a long period seems like an unimaginable task. However, Parle G has proved that if you provide value and quality to your customers and they love it, then you don’t need to worry about the competition.



## “MILK POWDER THAT EVERY CHILD NEEDS”

# Horlicks

Horlicks, a brand rooted in purpose and nourishment, is a sweet malted milk hot drink powder developed by founders James and William Horlick. Back then it was promoted as a nutritional supplement and manufactured by GlaxoSmithKline in the United Kingdom, Malaysia, Australia, New Zealand, Hong Kong, Bangladesh, India, Sri Lanka, and Jamaica. In 2018, Unilever announced buying Horlicks Indian business for a whopping amount of Rs 3,045 crore and soon, India had the largest market for Horlicks.

Horlicks, containing 23 energetic nutrients, is clinically proven to decrease the deficiency of micronutrients/essential nutrients.

It helps children become taller, stronger, and sharper. Regular intake of Horlicks along with a proper daily diet and lifestyle led to visible improvements in the child’s growth and development like more bone area, more muscles and better concentration.

In 2003, Horlicks also underwent a revamp and launched new flavors such as vanilla, toffee, chocolate, honey and many more.

In recent years, there has been an increase in the scope of the brand in India. By pushing it to newer segments of the market, Horlicks has become an umbrella brand for a wide variety of products ranging from the flagship malt drink to instant noodles, confectionery and breakfast cereal. Over the years, it has changed its avatar multiple times and today is sold to women, pregnant women, kids, and even to the health-conscious segment.



# FEVICOL

## “GLUED WITH CUSTOMERS SINCE 1959”

Pidilite industries and adhesive and bonding agents have become equivalent to each other for many years. Only some brands enjoy the status of being familiar with the product category they represent. Balwant Parekh, Popularly known as the FEVICOL Man, first established Fevicol in the Indian market in 1959 as an easy to use supplement for other glues and adhesives which required boiling before the application. From a peon to \$1.6 Billion net worth he gave us lessons on how to find a problem in the market and fill that loophole to attain new milestones.

The company attractively owns the tag line “Building Bonds” and has

glued firmly on it ever since the emergence of the brand. Pidilite Industries started with a single product Fevicol and now has more than seventy-five plus products with them like Fevistik, Fevi kwik, Fevicol marine to name a few.

The brand has been constantly bringing out wonderful advertising and marketing campaigns to keep the brand floating. Their advertisements often use sarcastic and intelligent humor which has found a connection with the masses in the Indian market.



The key emphasis of Pidilite was to set up the word of mouth publicity for their brand by offering good quality because if any of the friends suggest us to buy a product we usually buy the same. At present, Fevicol has expanded its base in more than 70 countries in less than seventy years. Fevicol for their ever-growing admiration worldwide won the ‘Lion of the Cannes’ award which is as big as an Oscar for the movie makers





The Maggi brand was originally born in Switzerland in 1886 by Julius

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

The introduction of the Maggi noodles in India dates back a few decades to the early 1980s when the Indian Cricket team won its first World Cup in 1983. It was marketed as a food that could be cooked in two minutes. The



## “YOU DON’T NEED A REASON TO LOVE MAGGI”

‘2-minute noodles’ became a catchy phrase that is synonymous with Maggi noodles. It also served as a liberation for women as the noodles were very easy to cook and tasty to eat which meant very little effort on the part of the mothers.

Maggi is undoubtedly the king of Indian snacks and wildly popular with youngsters across the country for its quick cook time and ease of preparation. If you are an Indian there is no chance that you would have missed seeing the Maggi masala noodles in every grocery store. Maggi quickly spread like wildfire and was able to command 90% of the quick noodles market with India presently being the biggest market for Maggi noodles in the world.

Maggi contributes more than 20% of Nestle India’s revenue, clocked around Rs 12,000 crores in the year 2019.



## “CHEER UP YOUR SKIN”



You really can’t talk about soap, cleansers, or personal care products without mentioning

Dove. Despite their late start in soap development relative to other leading beauty brands (the company was founded in 1957), Dove proved to be ahead of its time in the personal care segment. Developing a soap that did not dry skin, but rather moisturized it, it quickly carved itself out a piece of the soap market, gaining consumer trust with its high quality and reliability.

Dove now sells many diverse ranges of personal care products which fall into 5 distinctive categories including

washing and bathing, skincare, antiperspirant deodorants, hair care and special Dove collections which have Dove Go Fresh, Purely Pampering, Dove Elixir Oil, and Dove Oxygen Moisture.

The best part about the brand is the absence of any sort of makeup or cosmetics supplements. The reason being Dove believes in spreading the message among the consumers to embrace the bodies that they have and

does not encourage the use of cover-ups, makeup’s, or concealers. This mindset led to the 2004 launch of the Dove Campaign for Real Beauty. A worldwide marketing campaign designed to celebrate the bodies of women of all sizes and types. This successful and universally celebrated campaign has helped the Dove brand grow to unprecedented heights and the company continues to achieve new milestones all the time.



## “THE SALT OF INDIA”



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

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

texture, taste, saltiness and iodization to its product. Tata Salt has played a key role in this as the first iodized salt brand in India.

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

consistency in quality and purity.

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



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

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

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

## EXPLORING THE WORLD OF AYURVEDA

in both rural and urban markets.

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

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

- Dabur is a 135-year old company
- It boasts of the largest herbal and natural product portfolio
- Dabur’s portfolio includes various flagship brands including Dabur, Vatika, Hajmola and Fem
- The company’s brands are very

popular in Africa, US, Europe, Middle East, Russia and SAARC countries

- The company covers 6.7 million retail outlets

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





# “INDIA’S FAVORITE AUTOMOBILE GIANT”

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

The first car which flagged off the



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

The reason behind Maruti Suzuki turning into a successful brand is due to the solid performance crosswise over segments for the passenger vehicle segment that has generally been divided over the value-premium range. It ensures that it has a presence in every

segment of the passenger car market by constantly introducing new cars or upgrading its existing portfolio to maintain consumer interest. The brand has successfully managed to fulfill its mission to provide affordable cars to the masses.

Also, the company has a huge network spread across the country for sales and service. You can easily find a Maruti Suzuki service center every 5-6kms in India. This is the extent of the reach of Maruti. This is the reason that spare parts for Maruti Suzuki are easily and readily available and hence people prefer buying it for the convenience it comes along.



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

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

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

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

The brand has set some amazing milestones and has set a high benchmark for its competitors. Riding on robust demand for its range of two-wheelers the company registered its highest-ever sales for any month dispatching 720739 units in September 2017. On



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

Hero MotoCorp Limited is the world’s biggest manufacturer

of two-wheelers. The company has four manufacturing units in Dharuhera, Gurgugram, Haridwar, and Neemrana. The company is headquartered in New Delhi India. The company offers a range of bikes starting from CD Dawn, CD Deluxe, Splendor Plus, Splendor NXG, Passion and Passion Pro.

The company is the largest two-wheeler manufacturer in the world. In India, it has a market share of about 46% in the two-wheeler category. The 2006 Forbes list of the 200 World's Most Respected Companies had Hero Honda Motors ranked at 108. The Brand Trust Report published by Trust Research Advisory ranked Hero Honda in the 7th position among the most trusted brands in India. It has also received the 'Best Value for Money Bike Maker' and 'Best Advertising' in Two Wheelers Category at the Auto India Best Brand Awards 2012. Hero Motocorp has grown on the strength of its dealers and service networks across the country. It has 6000 customer touchpoints comprising of authorized dealerships, service and spare parts outlets, and dealer appointed outlets. Presently, it is a business with an annual turnover of around Rs 10,000 crore. Highs and lows, rewards, and backlashes have all been a part of the Hero Group's corporate story, but downfalls didn't discourage the company, nor did losses killed their spirit of entrepreneurship.





# “OFFERING VALUE TO CUSTOMERS SINCE 1973”



Headquartered in Mumbai, India, Reliance Industries Limited (RIL) is an Indian multinational company that has spread its business in almost every sector. The company has evolved from being a textiles and polyester company to an integrated player across energy, materials, retail, entertainment, and digital services. Its products and services portfolio touches almost all Indians on a daily basis, across economic and social spectrums. RIL is one of the most profitable companies in India, the biggest

ended and Dhirubhai continued the polyester business of the firm. In 1985, the name of the company was changed from Reliance Textiles Industries Ltd. to Reliance Industries Ltd. Since then, RIL has been establishing itself in different sectors including petroleum, telecom, oil and gas, e-commerce and so on. The company aims to conduct its businesses ethically and in a manner that is respectful to all. It does so by aligning to 6 of its core values including ownership mindset, customer value, excellence,

up in 2010 as an expression of its vision towards sustainable growth in India. It has taken the path of inclusive development to address the basic needs of the vulnerable sections of society. Reliance Foundation has cumulatively touched the lives of 15 million people in over 13,500 villages and various urban locations. Reliance also organizes skill development and income-generating programs for local communities. Assistance is also given to such communities by helping them to start Self Help Groups and empowering them with marketing know-how. During the global pandemic, the company launched “Mission Anna Seva”, the largest meal distribution campaign, that offered over 3 crore meals to marginalized sections and frontline workers of the country.

The list of achievements and awards by Reliance Industries is long and remarkable. It ranked 96th on the Fortune Global 500 list of the world’s biggest corporations as of 2020. It is ranked 8th among the Top 250 Global Energy Companies by Platts as of 2016. Reliance continues to be India’s largest exporter, accounting for 8% of India’s total merchandise exports with a value of ₹1,47,755 crore and access to markets in 108 countries. RIL is responsible for almost 5% of the government of India’s total revenues from customs and excise duty. It is also the highest income tax payer in the private sector in India.



publicly traded company in India by market capitalization and the largest company in India as measured by revenue after recently surpassing the government-controlled Indian Oil Corporation. On 22 June 2020, Reliance Industries became the first Indian company to exceed US\$150 billion in market capitalization after its market capitalization hit ₹11,43,667 crore on the BSE. Today, RIL’s turnover represents nearly 3 percent of India’s GDP.

RIL was founded by Dhirubhai Ambani and Champaklal Damani in the 1960s as Reliance Commercial Corporation. In 1965, the partnership

teamwork, integrity, and respect. The success story of Dhirubhai Ambani fired the imagination of a generation of Indian entrepreneurs, business leaders and progressive companies. For many, he remains a role model to be imitated. It was under his visionary leadership the Reliance Group emerged as the largest business conglomerate in India and carved out a distinct place for itself in the global pantheon of corporate giants.

Reliance Industries has also done an immense amount of social work, charity, and philanthropy for the nation. Reliance Foundation was set



# “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.







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.

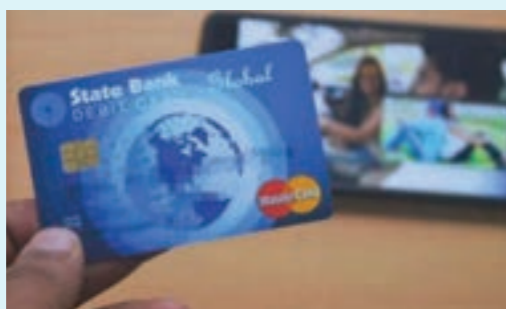
State Bank of India (SBI) is an Indian multinational, public sector banking and financial services statutory body headquartered in Mumbai. It is the 43rd largest bank in the world and ranked 236th in the Fortune Global 500 list of the world's biggest corporations of 2019. With a market share of 23% when 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



Oil and Natural Gas Corporation (ONGC) is an Indian public sector multinational crude oil and gas company. It was set up in the year 1955 under the visionary leadership of Pandit Jawahar Lal Nehru. Headquartered in New Delhi, it is owned by the Government of India, under the administrative control of the Ministry of Petroleum and Natural Gas. It is the biggest oil and gas exploration and production company in India and generates around 70% of India's crude oil (equivalent to around 57% of the country's total demand) and around 84% of its natural gas. ONGC has also entered the global arena through its subsidiary, ONGC Videsh Ltd. (OVL). It has made major investments in Vietnam, Sakhalin, Columbia, Venezuela, Sudan, etc., and earned its first hydrocarbon overseas revenue from its investment in Vietnam.

Its hunt for energy goes deeper than setting new benchmarks in deep-water drilling in the Krishna Godavari Basin or finding new frontiers of energy. Global decline in crude prices nonetheless, ONGC has taken significant investment decisions carefully and aggressively, reversing the production trend in offshore and now it is venturing into deeper offshore plays in their quest for

energy security. It is this journey that has placed ONGC among the Fortune "World's Most Admired Companies". In 1994, Oil and Natural Gas Commission was converted into a Corporation, and in 1997 it was recognized as one of the Navratnas by the Government of India. Subsequently, it has been conferred with Maharatna status in the year 2010.

In its 60 years of admirable journey, ONGC has crossed so many milestones to realize the energy aspirations of India. The journey of ONGC, over these years, has been a tale of faith, courage and commitment. Its unbeatable efforts have resulted in converting earlier frontier areas into new hydrocarbon provinces. From a modest beginning ONGC has grown to be one of the largest E&P companies in the world in terms of reserves and production.

In the year 2020, ONGC was



featured in the Forbes Global list of 750 World Best Employers compiled in partnership with market research firm Statista. It has ranked 377 in the fourth annual survey conducted across 58 countries covering 160,000 workers of companies operating in multiple regions. Also, it was awarded for the Corporate Social Responsibility-Diversified Program in the year 2019. ONGC is the only Indian company to bag honors across all categories. It jumped 37 notches to secure the 160th position at the 2019 Fortune Global 500 list 2019 and ranked third in the Indian Fortune club, after Reliance Industries Limited (RIL) and Indian Oil Corporation (IOC). It has successfully maintained its first position globally in the industry category "Oil and Gas Exploration and Production" and achieved an overall ranking of 21st position in the Platts Top 250 Global Energy Company Rankings-2018, something which has made the nation immensely proud. The Golden Peacock National Quality Award for the year 2020 has been conferred to ONGC in recognition of its robust Quality Management Systems. The Golden Peacock National Quality Award is an annual award administered by the Golden Peacock Award Secretariat, as a part of the activities of "The Institute of Directors, New Delhi. The company's vision is to be a global leader in integrated energy business through sustainable growth, knowledge excellence and exemplary governance practices.





# RAJESH EXPORT LTD.

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

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

Rajesh Exports was originated in 1988 by the current executive chairman, Rajesh Mehta and his



RAJESH EXPORTS



Rajesh Mehta

brother Prashant Mehta born. The brothers started manufacturing in a ten-person shop located in their garage in Bangalore. Over time because of their effort and passion to succeed, the company has ranked 495th on the Fortune Global 500 in 2019, with revenues of more than \$25,142 million, making it the 8th largest company in India by revenue. It is the only government-recognized five-star export house in the jewellery sector. It has set up 81 retail jewellery showrooms under the brand name of Shubh Jewellers which bagged an order worth Rs 5.34 billion of gold jewellery from Kuwait-based Lazorde Jewellery in April 2008.

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



Indian Oil Corporation Limited is an Indian public sector oil and gas company headquartered in New Delhi. Being the largest commercial oil company in India, it is diversified with its presence in almost all the streams of oil, gas, petrochemicals and alternative energy sources.

Being The Energy of India is much more than just notching up high turnover (Rs 5,66,950 crore in 2019-20). It's much more than being ranked 151st among the world's biggest corporates in Fortune's 'Global 500' listing and the vision to become 'A globally admired company' It is about Indian Oil, with its over 33,500-strong team, taking the lead in meeting India's energy demands efficiently and effectively today, just as it has done over the last six decades and an enterprise that fuels India's core sector for economic development. It is also about its business interests including the entire hydrocarbon value chain from refining, pipeline transportation & marketing to exploration & production of crude oil & gas, petrochemicals, gas marketing, alternative energy sources and globalization of downstream operations. It is about pursuing diverse business interests with the setting up of over 20 joint ventures with reputed business partners from India and abroad to explore global opportunities.

Indian Oil accounts for nearly

# "THE ENERGY OF INDIA"

half of India's petroleum products market share, with sales of 78.54 million metric tonnes (MMT) in the year 2019-20. Over 32% national refining capacity and 71% downstream sector pipelines are with Indian Oil. What's more, the Indian Oil Group has a combined refining capacity of 80.2 million metric tonnes per annum (MMTPA). It led the downstream PSUs in becoming fully BS-VI compliant, ensuring a seamless pan-India transition from BS-IV directly to BS-VI grade transport fuels by 16th March, 2020, a full fortnight ahead of the 1st April 2020 deadline. As the commercial enterprise with the largest customer interface in India, Indian Oil reaches petroleum fuels to every nook and corner of the country through its network of over 50,000 customer touch-points, conquering the challenges of tough terrain, climate

and accessibility. This includes 29,000+ fuel stations (petrol pumps), including over 8,515 Kisan Seva Kendra (KSK) outlets in rural markets, all of them fully automated for quality & quantity assurance. For the accessibility of large-volume consumers like the defence services, railways, state transport undertakings, industrial, agricultural and marine sectors, Indian Oil has about 7,000 dedicated fuel pumps in operation at their doorstep to ensure timely delivery of products and efficient maintenance of inventory.

For Indian Oil, all customers, bulk or retail, are equal and have the right to quality products and effective services. With this belief, the Indian Oil team reaches Indane LPG cooking gas right up to the doorsteps of 13.11 crore households through a network of about 12,450 distributors. The Corporation is promoting LPG aggressively as a clean cooking fuel across socio-economic divides. Its aviation service commands a 60.5% market share in aviation fuel, serving national and international flag carriers, private airlines and the Indian defence services with equal efficiency.

As the 'company of choice' for millions of customers from diverse segments, Indian Oil has also built up a portfolio of leading energy brands, including Indane LPG cooking gas, SERVO lubricants, XTRAPREMIUM petrol, XTRAMILE diesel, PROPEL petrochemicals etc. Besides the corporate brand, both SERVO and Indane are over 50 year old brands and have earned the popular Superbrand status.







## BHARAT PETROLEUM CORPORATION LIMITED

Bharat Petroleum Corporation Limited (BPCL) is an Indian public sector oil and gas company headquartered in Mumbai, Maharashtra. The Corporation operates two large refineries of the country situated in Kochi and Mumbai. The company is India's 2nd largest downstream oil company and is ranked 275th on the Fortune list of the world's biggest corporations as of 2019. The retail business unit of BPCL is into the marketing of petrol, diesel, and kerosene. It provides a full range of automotive engines, gear oils, transmission oils, specialty oils, and greases. It caters to around 8000 industrial customers across India. It also provides Aviation Turbine Fuel (ATF) to its airline customers.

If we talk about the history of BPCL, the first drive-through Bharat Petroleum fuel station was built in 1928. From then, their pan country network of fuel stations has crossed 16,000 marks, with

approximately 1 crore vehicles getting fuelled up every day. It also launched numerous iconic initiatives like Pure for Sure, Premium Petrol & Diesel, Urban, and Transport Loyalty Programme,

Convenience Store In & Out, and so on, to transform the face of fuel retailing in India.

BPCL has time and again been the recipient of some of the highest honors in the Petroleum Industry. Given their pursuit for innovation, excellence, and service quality, the company is proud that their efforts have consistently been rewarded with awards and recognition. This year, BPCL got the Confederation of Indian Industry (CII) Environmental Project Awards at the 7th edition of the "CII Environmental Best



Practices Award" Conference through a digital platform. Public Relations Council of India awarded BPCL with "Corporate Citizen of the Year -2020". The award is for its exceptional contribution to the profession, industry, and society. BPCL Kochi Refinery bagged the Excellence Award for Pollution Control among very large industries in Kerala in 2011. Bharat Petroleum also received a special award from Shri Dharmendra Pradhan, Honorable Minister for Petroleum & Natural Gas and Steel for its contribution to facilitating Bulk LPG Tank Trucks ownership by SC/ST Entrepreneurs. It even ranked 672 in the Forbes 2018 list and 275th on the Fortune list of the world's biggest corporations in 2019.

Bharat Petroleum has social responsibility deeply engraved in their vision and value system. Being a leading organization, they very well fulfill their duty towards the community and have been working meticulously for the betterment of weaker sections of society for years, especially aiming towards education, water conservation, skill development, health & hygiene and community development.



MR. K. SHYAM PRASAD  
Founder/ Managing Director,  
Vidya Herbs Pvt. Ltd.

## A FIRM BELIEVER IN THE CONCEPT OF 2 F'S "FAITH IN ONESELF" & "NO FEAR"

Mr. K. Shyamprasad is the founding member of Vidya Herbs Pvt Ltd. He is a first-generation entrepreneur, who made a humble beginning, starting his career as a chemist in a pharmaceutical company in 1990 and then, quit his job after five years to get into the field of Natural Chemistry.

K. Shyamprasad is the Founder, President and Managing Director of M/s Vidya Herbs Pvt Ltd, started in the year 2004. He is a Post Graduate (Gold Medalist) in the field of natural chemistry with an outstanding academic record. Before starting the business, he has worked with Bangalore Pharmaceutical Research Limited in the field of natural chemistry for a period of 6 years. Mr. Shyamprasad did his Masters in natural product chemistry and wanted to apply the knowledge into business, thus began his journey of establishing a trading firm for the buying and selling of botanical extracts. In the year 2001, he eventually ventured into manufacturing by setting up Vidya Herbs. He started a small manufacturing facility on a 10,000 sq.ft land with a shed. With constant growth, today, Vidya Herbs has become a reputed herbal extraction company in India,

employing over 350 people. Under the leadership of Mr. K. Shyamprasad, Vidya Herbs has expanded its presence to developed markets like the USA, Europe, Korea and Japan, propelling the company into the big leagues.

**"THINGS WORK OUT BEST FOR THOSE WHO MAKE THE BEST OF THE WAY THINGS WORK OUT."**

Mr. Shyamprasad started Vidya Herbs more than a decade ago, building the business step-by-step, focusing on 'Quality First' to produce herbal extracts and value-added products. Today, it is considered as a preferred company by the customers.

Mr. K. Shyamprasad has invested a lot of his time, energy and money in the field of manufacturing of herbal extracts, food products, ayurvedic

medicinal products, etc., due to which his products have gained significant acceptance in the International Markets. Our company established its position in the field of manufacture and supply of herbal extracts. Besides manufacturing herbal extracts, Vidya Herbs give top priority towards safety, traceability, efficacy and innovation.

His idea and thoughts about business development are high and have a lot of creative ideas to grow the business in different sectors like Manufacturing, Food Industry, Service Sector, etc. Additionally, his interest in MAKE IN INDIA led him to improve the performance in the work environment by emphasizing and supporting a climate of autonomy, stretch, and team-work. The company aims to increase their capacity thoughtfully and strategically, aiming to have an impact commensurate with their ambitions, and ensuring that they maintain and upgrade the quality of people and experience.

Mr. Shyamprasad is determined to contribute to the communities in which they operate and aim to build long-term relationships with local groups and farmers.





## DR. ANUBHA SINGH: SPREADING SMILES OF PARENTHOOD.

A renowned fertility specialist, Dr. Anubha Singh has set up Shantah Fertility Centre to ensure every family has a reason to smile. Her dedication and immense experience make her one of the most sought-after professionals in the field.



A consultant in Reproductive Medicine and Assisted Conception, Dr. Anubha Singh helps her patients find the right treatment for the infertility issues they face. Through Shantah Fertility Centre, established under the label of Shantah Healthcare, she aims to offer modern methods of assisted conception in the country. Through 14 years of clinical experience and extensive training in Obstetrics & Gynaecology at reputed hospitals in London, Dr. Singh has built a solid base in the subject and decided to apply her skills in India to help couples conceive. Dr. Singh, a reputed medical practitioner, is a member of multiple medical associations in the country. As the medical director of Shantah Fertility Centre, Dr. Singh ensures the availability of all tools and equipment that could help in assisted conception.

### ENSURING FRUITFUL RESULTS

Her dedicated efforts are reflected in the significant success rate of the treatments provided at the IVF centre. Dr. Singh ensures that prices aren't a restriction for couples seeking assisted conception.

### ENSURING FRUITFUL RESULTS

Her dedicated efforts are reflected in the significant success rate of the treatments provided at the IVF centre. Dr. Singh ensures that prices aren't a restriction for couples seeking assisted conception and makes the treatments available to people from all sections of society. The affordable

cost, in turn, becomes one of the main reasons for patients to choose an assisted method of conceiving while awaiting their new beginning as parents. Under the supervision of Dr. Singh, Shantah Healthcare keeps organizing campaigns to make people aware of the different techniques that can resolve the problem of infertility. The initiatives taken by this experienced doctor have enabled aspiring parents to accept their major fertility issues, speak about them and find the best treatment methods for them.

### STATE-OF-THE-ART INFRASTRUCTURE

The advancements in technology have led to the emergence of multiple tools and equipment in infertility treatment, which are available at Shantah Fertility Centre. The centre at Vasant Vihar, New Delhi, is situated around 10 kilometers from Delhi Airport and is easily accessible from any corner of the city. With the help of its world-class facilities and highly trained staff members, the centre offers patient centric solutions under the supervision of Dr. Singh and yields results as expected. Whether it is the IVF treatment or Frozen Embryo Transfer (FET) or Ovulation Induction, the set-up that is made available to conduct the processes is efficient and while maintaining high standards of hygiene. The equipment to be used is stored and preserved safely to ensure security to the health and lives of those who are undergoing treatment. One of the best facts about Dr. Singh's centre is that patients are not treated there as customers but they get

special attention and are taken care of as family members. The experts at the centre not only help them in proper assisted reproductive care but also offer consultation services and guide patients to have a healthy pregnancy as well as conception experience. Under her guidance, the renowned doctors at the centre not only treat patients but also become a ray of hope in their journey to parental happiness.

Her dedicated efforts are reflected in the significant success rate of the treatments offered at Shantah Fertility centre.

- + EBA GLOBAL- ROSE OF PARACELTUS AWARDS LONDON 2019-20
- + ESQR- QUALITY CHOICE PRICE 2019-(SWITZERLAND)
- + ASIA ONE- INDIA'S GREATEST BRAND-2018-2019
- + TRENDERSETTER TOP-30 (POWERBRAND)
- + IEA THAILAND 2018
- + BUSSINESS EXCELLENCE CERTIFICATE -THE BIZZ AWARD (AMERICA)



## HELPING YOU LEAD A HEALTHY LIFESTYLE

Mankind Pharma is the widely known pharmaceutical company and was first set up in 1986. It was eventually formed into a legal corporation in 1991 but started its operations as a fully-integrated pharmaceutical company in 1995.

The company aims to help the community lead a healthier life by developing affordable and accessible medicines. It has a wide product range including OTC, Pharma and FMCH brands like Manforce Condoms, Manforce Staylong Gel, Unwanted 72, Prega News, Manforce Tablets, Gas-o-Fast and many more.

Mankind, with its mission to provide cost-effective and innovative products to the audience, has built brand credibility. Today, Mankind has over 14,000 employees and has its presence in 4 overseas destinations.

The brand attributes its success to out-of-the-box thinking capabilities and strategies. Additionally, it values customer-focus, integrity, and teamwork. What truly won the customer's trust is the brand's commitment to quality. Delivering quality products at affordable prices has made healthcare accessible to all sections of society.

The company is also one of the leading manufacturers of prescription medicines across the country. Its superior quality and reliable medicines are recommended by medical professionals and the



company's customers.

The other segment that Mankind deals in is OTC products, which has given the brand a new dimension. Mankind has been able to offer multi-faceted products in various categories like oral contraceptives, pregnancy detection cards, condoms, artificial sweeteners and much more. This segment has been booming due to the brand's cutting-edge research & development centre, marketing excellence and of course, best-in-class manufacturing units.

The brand has also witnessed success in dairy, poultry and companion healthcare. It manufactures extensive pet healthcare products in certified plants. In the year 2018, the brand's dedication was rewarded with 'Best Pharma OTC Company of the Year' and 'Best Condom Brand of the Year'.

Mankind Pharma aims to be a global pharmaceutical company which is known for its quality, affordability and accessibility of products.

## MANUFACTURING QUALITY DRUGS



Sun Pharma started its journey in 1983 with just five products and five people. It is a considerable achievement that the company has a large market capitalization in the pharma universe. All this was possible due to the company's strategy of focusing on segments such as psychiatry and lifestyle drugs.

Sun Pharma always had thoughtful strategies which made its business grow four-fold between the year 1999-2000. From its initial days, the company focused on manufacturing high margin chronic care therapy products which were very profitable.

Dilip Sanghvi, who started the venture by borrowing a sheer amount of ten thousand from his father, has become one of India's

top businessman today. In the year 2012, his company, Sun Pharma acquired URL Pharma. Inc and DUSA Pharmaceuticals Inc.

Today, Sun Pharma manufactures a diverse, comprehensive and complementary portfolio of generic products that target both chronic and acute illnesses. The company's portfolio includes generic, difficult to make technology-intensive products, branded generics, over-the-counter and much more.

It is interesting to know that Sun



Pharma is now present in 150 countries across the globe and its products have the hallmark of technology-based differentiation. Another critical fact that builds customer trust in the brand is its attribute to produce quality products. All the operations carried out in the company are driven by best-in-class technology and processes.

In the year 2018, Mr. Dilip Sanghvi was awarded the 'Lifetime Outstanding Achievement Award' for his dedication and efforts in the pharmaceutical industry. Hard work and a will to do something made Mr. Sanghvi the man he is today and took Sun Pharma to new heights.





## VIRK FERTILITY SERVICES

# International Centre for Infertility Management



DR. S.P.S. VIRK  
Virk Fertility Services

Virk Fertility Services, Jalandhar is an International Centre for Infertility Management and Reproductive Medicine since 26yrs. The centre which came in existence 26yrs back started from a ground level and slowly and steadily progressed and developed into one of the finest IVF centre of the Country. VFS Centre For Human Reproduction, an ISO 9001-2008 certified ART centre offers a comprehensive range of infertility services under one roof and we are known for our innovation, integrity, medical and technical excellence, personalized services, and consistent willingness to accept patients facing the most difficult medical challenges. Virk Hospital, led by Dr. S.P.S. Virk, in Jalandhar, has completed 26 years in leading the way in infertility management. Virk hospital takes pride in giving more than 15,000 +

successful pregnancies through IVF, ICSI, IUI, Donor Sperm, Donor Embryo, Laparoscopy, Hysteroscopy, Surrogacy. The center is under the medical & scientific control of internationally acclaimed IVF specialists Virk Fertility Services – Centre for Human Reproduction boasts of a State – of – The ART IVF & ICSI laboratory which has 3 world class Heracell CO2 Incubators, Four Minc Desktop Triple Gas Incubators, Two Galaxy CO2 Incubators, Two Nikon Stereo zoom Microscopes, A Nikon inverted microscope along with a Narishige™ micromanipulator attached with a Samsung™ CCD Camera and TV monitor, a Cryologic™ Cryofreezer unit CL-863 for cryopreservation of Embryos & Sperms, a clean room air purifier & laminar air flow work stations along with heating blocks.

### AWARDS

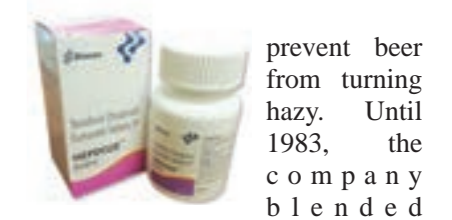
- Honored with “Pioneer in Health Care Award” by Honorable Health Minister Shri J.P Nadda in 2018.
- Honored with “Pride of Punjab, Haryana, Himachal 2017 Award by Governor of Himachal Pradesh Acharya Dev Vrat.
- Honored with “Doyens of Healthcare Award” by Chief Minister of Punjab Captain Amarinder Singh in 2017.
- Honored by the Mayor of California, U.S.A.



## BIOCON LIMITED

Biocon Limited is an Indian biopharmaceutical company based in Bangalore, India by Kiran Mazumdar-Shaw, the founder. The Company manufactures generic active pharmaceutical ingredients (APIs) that are sold in over 120 countries across the globe, including the developed markets of the United States and Europe. It also manufactures novel biologics, as well as, biosimilar insulins and antibodies, which are sold in India as branded formulations. Some of Biocon's key brands in India

include INSUGEN (rh-insulin), BASALOG (Glargine), BIOMAB EGFR (Nimotuzumab), BLISTO (Glimepiride + Metformin), CANMAB (Trastuzumab), Evertor (Everolimus), TACROGRAF (Tacrolimus), ALZUMAB (Itolizumab) and KRABEVA (Bevacizumab). Biocon's portfolio consists of 36 brands across the four therapeutic divisions of Diabetology, Nephrology, Oncology and Cardiology. Biocon was founded in 1978 with ₹10,000 (US\$140) as the initial capital. Biocon's first product to go to market was papain, an enzyme found in papaya which is used to



prevent beer from turning hazy. Until 1983, the company blended enzymes and supplied them to brewing, textiles, biofuels, animal feed and other such industries across the world.

Some of the milestones achieved by company :

1979 - Becomes the first Indian company to manufacture and export enzymes to USA and Europe.

2003 - Biocon becomes the first company worldwide to develop human insulin on a Pichia expression system.

2014 - Biocon launches world's first biosimilar drug CANMAB to treat breast cancer.

2016 - Becomes the first Indian company to launch a biosimilar Insulin Glargine pen in Japan



## GLENMARK PHARMACEUTICALS LIMITED

men in India, and Glenmark had worldwide sales of \$778 million, a 37% increase over the last year's sales; the growth was driven by Glenmark's entry into the US and European generics markets.

Glenn Saldanha took the company down the path of seeking innovation, which was controversial within the company and with shareholders. The company focused on new

drugs and biosimilars in the fields of cancer, dermatology and respiratory diseases, which it sought to monetize by partnering with major pharmaceutical companies. In 2016 it had four such drugs in clinical trials. For the financial year 2016–2017 its sales were around 81 billion INR (ca. \$1.25 billion), making it the fourth-biggest Indian pharmaceutical company

Glenmark Pharmaceuticals Limited is a pharmaceutical company headquartered in Mumbai, India that was founded in 1977 by Gracias Saldanha as a generic drug and active pharmaceutical ingredient manufacturer; he named the company after his two sons. The company initially sold its products in India, Russia, and Africa. The company went public in India in 1999, and used some of the proceeds to build its first research facility. By 2008 Glenmark was the fifth-biggest pharmaceutical company in India.

By 2011 the founder of the company was one of the richest







**MR. K. SHYAM PRASAD**  
Founder/ Managing Director,  
Vidya Herbs Pvt. Ltd.



Vidya Herbs Private Limited was established on May 13th, 2004 and has 5 factories running commercial productions as on date, as the company has witnessed an extraordinary business growth. The unit is using advanced technology and has in-house research and development facilities which focus on production systems, systems control, quality control, as well as the more visible precise mechanical automotive component elements.

The company established its position in the field of manufacture and supply of herbal extracts. Besides manufacturing herbal extracts, it prioritizes safety, traceability, efficacy and innovation.

The company continuously works towards the satisfaction of its customers by offering quality products and bringing smile and happiness to all those who use their products by improving their quality of life naturally.

## BOOST YOUR IMMUNITY NATURALLY!

The company takes full responsibility and commitment to take positive and concrete steps to enhance its efficiency and capacity through customer feedback and actively participating in working with the customers.

Vidya Herbs identifies itself as an organization that consistently delivers research-based natural products to improve the quality of life and standard of living with respect to health. Its mission is to provide premium quality ingredients and maintain high levels of commitment and service to all its customers.

The Company takes pride in its products and believes that nature offered them a multitude of phenomenal ingredients that are essential to health and well being. Vidya Herbs offers the best possible natural products to allow healthy living to best of its potential and continue to create exciting products to enhance its customers' product lines with innovative ingredient solutions.

Company's experienced team of R&D constantly provides Vidya with innovative solutions and support for today's health and nutrition-related markets. The company's research,

production methods and products go hand-in-hand with current trends. Using supercritical CO2 and conventional extraction processing, Vidya Herbs is able to manufacture and supply a wide range of products to different markets and industries.

With the company's large production capabilities, 3 extraction facilities, custom manufacturing and offices around the world, Vidya Herbs provides quick and reliable services that meet customer's expectations and demands. A highly experienced quality control team continually monitors the procedures to guarantee quality for the final product at every step of the production. In the product analysis, a high degree of accuracy, standardization and quality evaluation of the extracts are being carried out before the release of the product to customers. Its quality control department is well equipped with analytical instruments like HPLC, GC, UV-VIS spectrophotometer, etc. All of the processing, finishing and packing is as per GMP standards. All extracts are 100% natural, authentic, and without solvent residues.



### NEW POSSIBILITIES IN THE WORLD OF FOOD INGREDIENTS:

Vidya Herbs is a leading manufacturer of herbal and botanical extracts for over a decade. Its dedication to quality and commitment to nature is passed to every manufacturing process and extract since the company's beginning. With its global presence, Vidya Herbs provides extracts from the best ingredients that nature has to offer to companies around the world.

### RESEARCH LAB:

Biomedical Research Laboratory- Division of VIDYA HERBS makes sure that the company provides premium ingredients and the latest research to support nutraceutical and pharmacological industries. Our biomedical research laboratory has all the right instruments and qualified staff to go hand-in-hand with industries' advancements. The staff at the biomedical research laboratory consists of PhDs and postgraduates in pharmaceutical chemistry and nutritional science. The laboratory facility is equipped with advanced instruments for the latest methods of testing precision and quality. The research includes studies on toxicity, diabetes, obesity, anti-aging, atherosclerosis, erectile dysfunction and cardioprotective properties. Biochemical estimations, histopathological studies, as well as in vivo and in vitro studies are part of the laboratory's work. In the product analysis, a high degree of accuracy, standardization and quality evaluation of the extracts are being carried out before the release of the product to customers. All of the processing, finishing and packing is as per GMP standards.

Their 4-points Quality Assurance System entails:

- Employ quality raw materials and constituents
- Use quality equipment
- Employ qualified people
- State-of-the-art manufacturing facility

### VIDYA COFFEE:

Vidya Coffee's coffee plantations are situated at Chikmagalur, the heartland of Indian coffee, which is a part of Western Ghats. The Western Ghats mountain range is rich in flora and fauna and is considered as one of the Bio-diversity hot spots. Coffee is grown under 3 tiers of shade and has a very unique Ecosystem.

### FACILITIES:

Vidya Coffee has its own in-house curing facility &

warehouse that ensures complete control over the curing quality of the coffee being exported.

- Coffee processing and sorting by latest machineries situated at Chikmagalur, India
- Computerized Weighment & strong documentation processes.
- State of Art Lab Facility for quality analysis
- Qualified Lab Chemist for quality analysis
- The in-house cupping lab ensures that each lot being exported is cup tasted and quality checked.
- Well ventilated Storage Facilities as per GMP standards
- Mechanized bulking Facility
- 50mt Electronic Weigh Bridge
- Daily market information
- They are the only coffee company in Asia to have "Berries to Cup Concept" facility at Chikmagalur, India. The roasting facility (spray roasting) is also imported from a world-known manufacturer LILLA, Brazil.
- Vidya Coffee has a warehouse that ensures complete control over the curing quality of the coffee being exported.

### QUALITY AND PACKING:

Vidya Coffee has an inbuilt modern quality laboratory inside the factory, equipped to enable the direct control of all analysis of Procurement, Production and Dispatch activity.

Vidya Coffee has the advantage of the service of a highly qualified quality consultant, who is vastly experienced in quality of coffee.

They have a well-trained team of coffee quality analysts, who meticulously evaluate the quality of coffee. Vidya Coffee is very rigid on its quality parameters, which assist in maintaining very high-quality standards. Vidya Coffee offers flexible packaging service with varying weight from 10 kg camel packing to 21 Mts bulk loader for all their goods. Vidya Coffee has at its disposal a container loader which directly blows green coffee into a 21 Mt container. Vidya Coffee is also equipped to supply coffee in 1 Mt bags to meet the specific requirement of the clients.

### CSR Initiatives:

Vidya Herbs focuses on CSR initiatives and started V&V Foundation Trust that promotes the areas identified in this policy. Vidya Herbs implement the chosen programs through the other entities that are authorized to undertake CSR Projects.



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SSARITA SIINGH

## THE MANAGING TRUSTEE OF PRIYADARSHANI GROUP OF SCHOOLS: A WOMAN TO LOOK UPTO

Ssarita Singh, an entrepreneur, educationist and media expert, has broken through norms. She is indeed a role model for many young and passionate women out there. Today, she has successfully paved her way into both the worlds of film and education.

Commencing her career at a young age of 16 at her father's school, Ssarita was first appointed as an assistant teacher with a modest salary of 150 Rs. only. Despite that, her inherent passion for teaching made her work hard, sans any complaints and demands. She never forgot her father's wise words which reflected the importance of working hard rather than living with a silver spoon. These words stayed with her and within a matter of five years, she started imparting knowledge

to students of all classes. Besides teaching, she also took command over administrative work.

Unfortunately, life was not happy and comfortable at all turns of life. Like many other women, Ssarita had to face gender discrimination at her home. Her family's expectations and her dreams were not congruent, and she had to move out of her house. With a small amount of Rupees 2 thousand in her pocket, she reached the city of dreams - Mumbai. But the city didn't really welcome her well as she had to spend a day on the street and move to a police line. However, her dedication and spirit didn't let her lose heart, and she finally got her first job at Macmillan Publishing House. Her zeal and commitment towards work got her promoted as the Corporate Head.

Subsequently, she started making independent films, but life had another obstacle for her. One of her movies got banned by the Central Board of Film Certification. Later, Ssarita was offered a position as an Advisory Panel Member at the Censor Board of Film Certification. It was only after entering the entertainment industry that she realized that the monopoly is under CBFC and the filmmaker's fate lies in the hands of some people.

During her time with the board panel, she also got in touch with the well known Boney Kapoor and got a chance to serve him as an advisor and consultant. Besides this, Ssarita worked with Sahara One Media and Entertainment Ltd. as a creative consultant. Additionally, she worked with Bollywood insiders and pursued numerous independent endeavours.

With her considerable knowledge about Bollywood and CBFC, she moved along her career journey as a Box Office Analyst. Also, she tried her hand at writing by penning down articles about latest releases and box office collections.

Her journey in the entertainment industry finally took a halt after becoming the head of Carnival Cinemas. She always felt a strong pull from the teaching industry and ultimately returned to it. Ssarita defines her life as a 'roller coaster', but it seems more of a learning experience.

A simple woman coming from a traditional Rajput family broke the shackles of discrimination and came out as a stronger person. Her journey is an example of how women are capable of overcoming criticism and breaking trends to prove them beyond societal stereotypes. Ssarita is truly inspirational, and her journey defines the woman of contemporary world- strong, self-assertive and sapient!





## EDUCATION SHOULD BE ABLE TO UNLOCK THE MIND WHICH IS ONE OF THE STRONGEST FORCES ON EARTH!

A nation that's educated is empowered. Education is stronger than the strongest military forces on the face of the earth. It is a driver of economy and slayer of misery. That's why, today most nations put education as their first priority!

In India, education is primarily provided by public schools (controlled and funded by the government at three levels: central, state and local) and private schools. But the growing population of children in the country along with the fast-changing landscape of learning is posing constant challenges.

The demand for high-quality education and all-round development of children is ever-increasing. As such maintaining a dynamic structure of teachings a key challenge for any institute.

One institute that has led the road of modern education is **Priyadarshani Group of Schools**. This esteemed institute focuses on the quality of learning rather than succumbing to a pre-defined curriculum. Its path-breaking contribution to the world of education has got it crowned as the '*Best Affordable SSC School in Maharashtra*' by Brands Impact.

The Institute was started with a vision to provide the best possible educational system to every child and to help the underprivileged students to have access to the best possible education. Thus, it lays its foundation on the pillars of

- 1.) Affordability
- 2.) Quality
- 3.) Delivery

### 4.) Innovation

**Priyadarshani Group of Schools** strongly feels that education in India is in dire need of a major make-over. Apart from imparting knowledge, institutes need to lay special emphasis on sculpting core human values in children. On that thought, this institute encourages a bond of '**Samanta**' (equality) among children of all backgrounds. It also plays a proactive role in preparing the children to deal with first world problems like '*Climate Change and Carbon Footprints*', '*Good Touch and Bad Touch*' etc.

**Learning is not acquiring knowledge but implementing it for the greater good!**

The Institute took various innovative steps which

differentiated Priyadarshani group of Schools from other institutes like, working towards climate change. It collaborated with CERRE for establishing solar panels and conducting workshops for all the stakeholders in Climate Change, Sustainability and Carbon Footprint. CERRE has undertaken educational sessions on renewable energy and climate change for the middle and secondary level students of the school as the Institute believes that it is very important to have awareness about the global phenomena to develop a worldly view.

The institute beacons the road to learning with its creative initiatives. One such major initiative that was highly applauded with the addition of **organic farming** to the school curriculum. It teaches young minds how to grow their own vegetables. Some other initiatives that make this institute a 'stand-apart' are –

- ASTEMLAB was organized to



train students to make Robots and Drones.

- Regular Stand up Science Comedy Sessions are organized to help students understand the subject.
- Its plus Minus Code program helps students develop their emotional intelligence.
- Soft Skill and Etiquettes are a core subject of the curriculum in this institute.
- Marshal Cadet Force training motivates the students to join armed forces in their Cadre.
- The institute has also tied up with the most successful animation studio irealities, who made 'Char Saahibzade' the highest-grossing animation movie in India, to conduct workshops on animation, design and technology for students.



The senior management of the institute feels that the education system in India is outdated and needs a major update. Working towards a new version of education, Priyadarshani focuses on the mental, emotional and physical growth of each child. Apart from teaching the bookish lessons, this institute prepares the students to live their life in the ever-changing modern world.

As their mission echoes, 'prepare the children for an unpredictable future.' With such strong foundations and principles, Priyadarshini Group of schools is one of the most sought-after Brand names in the world of education. At present, the institute has a huge strength of 15000 students and counting. There is no shade of doubt that the future of this institute dazzles in the brilliant accomplishments of its students.

**“Education is the most powerful weapon which you can use to change the world”**





# WE ARE, “WHAT OUR CUSTOMERS THINK, FEEL & SAY ABOUT US”



Gaurav Bhalla (Founder)

**A Brand is not what it tells consumers it is; it is what its customers tell others it is.**

It is ultimately the customer who pays & that's what matters the most; what he/she thinks, feel & say about us, based on their experience, interaction & knowledge about us. So, what our customers think, feel & say, based on their experience, interaction & knowledge about us, that's what matters the most to us.

**OUR VISION: “A Patriotic Vision Driven with a Corporate Mission”**

We are a research-based, customer-driven and result-oriented marketing, branding & sales consultant, working with a vision to “**Empower Brand India**” by building more & better Indian Brands within India. We aim to do so by promoting and inculcating the globally most

effective marketing, branding & sales strategies adopted by leading brands globally among Indian companies. We wish to build world-class Indian Brands that can stand in competition with International brands and can be sold to the rest of the world to increase the dominance of Indian Brands across the globe.

**“The Biggest Mistake, A Company Can Make Is, To Think like a Small Company”**

**We Practice & Recommend the Most Accepted and Result Oriented Marketing, Branding & Sales Strategies Adopted by Fortune 500 Brands:**

- These are the strategies which are discovered after investing billions of dollars and several decades.
- These are the Strategies which turned startups like Microsoft, Apple, and Amazon into a Fortune 500.
- These are the strategies which are being taught in the leading business schools of the world, from Harvard Business School to Ivy League colleges and being adopted globally by MNC'S.

**Marketing & Brand Honchos**

**Don't Be a Commodity, Be a Brand**

Commodities are good for nothing & their Existence is Temporary, whereas **“A Brand is a Legacy Built Forever”**

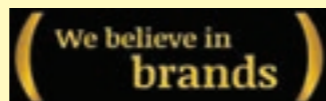
**If you are not a brand, then you are just a commodity struggling to survive & waiting to die**

**A brand is the single most valuable asset that any organization can build for itself in its lifetime. It takes decades to build a brand but only a fraction of seconds to spoil the same.**

Whether you would like to struggle & die as a commodity or you would like to dominate like a brand, The choice is yours.

**“Think Before you Outsource your Brand.”**

Even well-established brands agree with the fact that creating a new successful brand is one of the most challenging tasks. In fact, well-established brands even take the support of their parent company or flagship brand to introduce a new brand in the market because if this is not the case, it will take a lot more time, efforts and money to create a new successful brand in the market and yet there is no guarantee of being successful.



**Don't be a Victim of your Own Marketing Designed by Self-Claimed Marketing Agencies.**

Experience the change with one & only ‘**Marketing & Brand Honchos**’, the 1st choice of those who would like to be the 1st choice of their customers, because you will forget the rest, once you will experience the best.

**Improve your Marketing, To Improve your Sales...**

The difference between the industry's most flourishing company & industry's most struggling co. is the kind of marketing strategy adopted by them.

**A Good marketing is “No Accident” but a result of careful planning & execution because; “A Good -Marketing is the one which doesn't feel like Marketing”.**

Your marketing should be such that it turns you into a brand which fits into your customer's shoe and sells itself and which turns your customers into your influencers so that every penny spent on your marketing is justified.

**“MASTER THE ART OF SELLING”**

If you want to “**Master the Art of Selling**”, you have to master the art of dealing with rejections where every ‘No’ will bring you closer to a ‘YES’. If you focus on sales, sales will not happen, rather you have to focus on the parameters that lead to sales.

If you want to increase your sales, you have to increase your standards of making sales because it is not sales which are tough and challenging, but it is the way it's being perceived and practiced that makes it tough & challenging.

Sales is not a matter of ‘**Skills**’ it's a matter of ‘**WILL over SKILLS**’ because Skills can be taught, but “**WILL**” cannot be. You need to create that **WILL** within your sales force.

If you would like to build one of the most effective sales force for your organization, which should have the right ‘**WILL & SKILLS**’ that is required for sales by turning their “**KILLED EXTINCT**” into a “**KILLING EXTINCT**” which will turn your sales force into a “**Missionary**” where every salesperson will be a ‘**One Man Army**’.

Take the 1st right step to build the most effective sales force for your organization, Contact “**Marketing & Brand Honchos**”

Experience our 360-degree Workshop on “**Sales & Marketing**” that will leave you spellbound with brainstorming ideas & strategies which will turn your:

- Marketing Expenditures into Investment.
- Commodities into Brand and
- Employees into “**A Missionary**”



**A Firm Believer in the “Theory of KARMA”**

We are professionals, yet we carry some human values and ethics, and we inculcate the same in our profession too. We believe in the ‘**Theory of Karma**’ (i.e. good intent and good deed contribute to good karma and future happiness, while evil intent & bad deeds contribute to bad karma and future suffering). So, we preach & provide the best of our services/ experience to all our clients and advise them to do the same with their clients.







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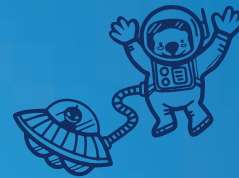
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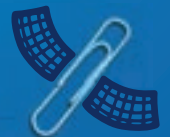


**Priyadarshani**  
SCHOOL & JR. COLLEGE



**Learn... Grow... Change  
and know the truth**

“ Helping each student discover himself and the world through education. ”



Priyadarshani believes that education is the foundation to coexist peacefully with our planet Earth. Priyadarshani strives to be reliable for self and others as well in harmony with society.

[www.priyadarshanschools.org](http://www.priyadarshanschools.org)



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