



# BEST OF ASIA

ANNUAL RESEARCH REPORT





iBrands 360 is a specialized brand architecture and research company that is totally dedicated towards brands research, Brand fortification strategies and company evaluation studies. Ibrands 360 research on brands have set new industry benchmarks. Its research methodology in evaluating brands and its well-being have immensely accentuated many brands positioning and dynamics in the marketplace. Its intellectual properties on brands have set new standards.

iBrands 360 is inspired by innovations and the intelligence with which companies build their brand value. iBrands 360 is dedicated to the cause of a brand. It is focused on research for brands, with perception and valuation studies as its core competencies.

ibrands 360 is a research company of WCRC INT +, the leaders in brand consulting and brand recognition studies.

WCRCINT+ is Asia's leading multi-dimensional consulting & media company. Our core values of innovation and intelligence create value for brands. WCRCINT+ as a group provides solutions in the areas of Media, Entertainment, Image Consulting, Advertising & Marketing Services and more recently, environmental Engineering & Technology.

WCRCINT+ unmatched reputation in the field of brand research, rating & ranking has created and established some of the best brand IP's in Asia. Some of these platforms are "Asia's Most Promising Brands", "India's Most Promising Brands", "Most Valuable Brands", "Asia's Best & Fastest Growing", "Seal of Gold", "Most Recommended Brands" & "Most Admired Brands".

Our strict and transparent research parameters create acceptability of the IP's across Asia. These studies and reports are available in forms of coffee table books, magazines, online & mobile applications that reach out to the widest audience across Asia. Our reach focuses on the C-suite audience that ensures brands to enhance their image within the industry and amongst their consumer base. Our pan Asia monthly magazine WCRC Leaders Asia have been lauded by brands and corporate leaders from across Asia for its effective & analytical content. Our team of associates and advisers have the experience in working on more than 1500 top and medium brands across industries. This unparalleled experience in varied industry categories from across continent Asia makes us the most sought after consulting & media company.

We believe in delivering the best solutions to our clients that create a positive disposition towards their brand. We create value, credibility and impact a deeper market penetration for our clients. We live our projects and treat all our clients as our extension which helps us to create the best brand solutions for them.



White Page International is a global consulting firm with a diverse portfolio that includes brand consulting, print advertising, creative advertorial promotions, PR, promotional AV production and research. The goal is to create a substantial and lasting improvement in the performance of its clients and strengthening their brand value. We serve to accomplish the goals of the brand for their products and services in the form of business journalism and PR. With more and more brands turning to marketing content, we leverage paid channels like advertorials and social media coverage for optimum coverage in the Asia Pacific, Middle East and UK.

White Page aims to be the world's leading consulting firm, this is what drives its focus and efforts to be the ideal partner for its clients.

The White Page team is an exuberant group of individuals from different backgrounds and nationalities sharing the common passion of creating an impact by the work they do.

**The work is driven by 3 simple principles**

- If you can visualize the future you can create it
- It matters the most to you when you help make a brand
- To create an experience you need to truly understand the people who share it

White Page was born out of the need to create a platform for brands to communicate with their audiences in a manner that is easily understood.

What drives their business is the zeal to make clients successful by making the most informed decisions possible. Brands have access to creative AV production for both internal and external promotions aired on top business channels across Asia. The research conducted by White Page, is supported by R&D on the latest industry trends and leading analytical techniques. The expertise lies in performing complex studies analyzing data and interpreting results leading to most informed decisions through tools like Brand & Consumer Research - Industry Research - Trade Researches Case Studies & White Papers.

- Brand and Consumer Research:  
Provide strategic insight into market entry strategy development, customer behavior studies, new product development, brand health studies, competitor research, and sales growth strategy.
- Industry Research :  
Strategic insight and analysis on more than 50 different industries
- Trade Research
- Case Studies & White Papers

In today's market where brands are getting tangled in ineffective and big budget communication and eventually get plunged into the abyss of anonymity, White Page International provides solutions that are based on market reality.

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## BEST OF ASIA

PHASE 1: The perception survey for 'Best of Asia Report' was conducted by ibrand360 & White Page International and initiated by generating a list of 300 brands from the Indian sub-continent, GCC member nations and South East Asia. The list of institutions was prepared, using existing listings, rankings and other research reports and available sources.

The list of the 200 brands were scrutinized on the parameters of Brand Loyalty, Brand Image, Brand Perception, Brand Admiration, Market and Product Innovation.

The questionnaire explored the above-mentioned parameters and took further into account the global presence and USP of the brand.

PHASE 2: Based on the above parameters, the ibrand360 & White Page International research team filtered the list of 300 brands to top 200 Best of Asia Brands under the purview of the survey.

Brand Loyalty: Defined as when consumers become committed to your brand and make repeat purchases over time. Brand loyalty is a result of consumer behaviour and is affected by a person's preferences.

Brand Image & Perception: Defined as the attributes of a brand as perceived by potential and actual customers.

Admiration: Defined as a feeling of wonder, pleasure or approval for a brand.

Market Innovation: Defined as the implementation of a new marketing method involving significant changes in product design or packaging, product placement, product promotion or pricing.

Product Innovation: Defined as the creation and subsequent introduction of goods or service that is either new, or an improved version of previous goods or services.

FINAL PHASE: The list of 200 brands with the parameters was sent to a panel of eminent jury members to be rated on a scale of 1 to 10. The cumulative scoring of the brands was taken into account to arrive at the final list of top 100 'Best of Asia Brand Report'.

The process advisors & evaluators for the study is ibrand360 & White Page International.



# FOREWORD



**PROFESSOR MALCOLM  
MCDONALD**

The world of branding has evolved, and change is always constant. But the fact of the matter remains, 'Communication is more about content than just ads'. The demands of the communication industry is transforming. Enabled with cutting-edge technology and the co-creation of content, communication is indeed becoming an engaging conversation. It's more content than just advertising today. In my experience spanning over 30 years across advertising, digital media & television broadcasting, I have seen it is the passion for the consumers, which drives a brand. It boils down to placing consumers' interests as the focal point. This effective orchestration, coupled with innovation is what sets a benchmark of the illustrious distinction of an Admired Brand. An admired brand status value-adds prominence and sets it apart from its competitors. This exposition that you are about to read is a celebration of the finest brands from the

burgeoning Asian regions - South East Asia, GCC Nations and the Indian Subcontinent. The edition constitutes the top 100 Admired Brands across all industry categories and features a few prominent leaders who have the distinction of leading these brands through a notable and impressive journey. These are brands that have strived to deliver exceptional reliability and extraordinary followership.

This platform is an international stage on branding to recognize and pay tribute to brands and leaders, by rewarding and reinforcing their remarkable journeys.

We have come across numerous university papers, research documents and business reports on the fact that the Asian economy was dominated by giant conglomerates with a global presence from the likes of Japan, China, South Korea and Taiwan. This very dominance often overshadowed eminent players setting benchmarks from the rest of the region. Today, these brands have broken through global barriers and challenged the market dynamics of Asian economics.

Economics. Who would have thought this four-syllable word would someday dictate the fate of earth. Progress. Growth. Development. All follow The Mighty Economics.

A lot has happened in the last 50 years. The all-powerful West has shown signs of fatigue and there are visible chinks in its armour. Though they are home to some of the biggest brands in the world, their weaknesses have been exposed. The recent economic slowdown validates that argument. This brings us to the East.

The earth's access is tilting. Eastwards. Asia in particular. China has become a behemoth, with India steadily pacing itself, taking the second position. Every second day, a headline reads about how economic dynamics of the world have changed, and inadvertently, there is mention of these two growing economies.

Made in China has become a buzzword, even a bone of contention for a lot of purists. From Louis Vuitton to Apple, all products are made inside the dragon's furnace. Such is the power drift of the new-age market. India is not far behind. With the new government doling out investor friendly policies, further fortified by Make in India Campaign, this trend is only going to get stronger with each passing year.

But there are challenges to this phenomenal growth stories. The risk of rising inflation being number one. Another major threat following Asia's growing economic power could be translated to greater political and military struggle, thus raising the potential of conflict. And a 21-century conflict would mean damages, enough to send us back to the stone-age.

Having said that, there is no denying that it is rise of the new world order, with Asia at the helm. This rise is just beginning, and if the big regional powers remain stable, while improving their policies, rapid growth could continue for decades.

# FOREWORD



**AL RIES**

There's a growing conflict between management and marketing that is hurting many companies. They each want different things.

What does management want? In a word, "more." More products, more services, more distribution, more price points.

Management is measured by growth and profits. And how does a company deliver greater growth and profits? The logical answer is "more."

What does marketing want? In a word, "less." Less products, less services, less distribution, less price points.

But that doesn't make sense. No company can sell less and still stay in business over the long term. Isn't the goal of marketing to sell more?

Not really. The goal of a marketing program is to build a brand in the mind. And when you build a brand, you can

create a company that can stay profitable for many years to come. You can always sell more by cutting your price. But to make money in today's competitive marketplace, you need to build a brand.

And how do you do that? By narrowing your focus so you can get into the minds of your prospects.

And yet, management does just the opposite. They constantly look for ways to expand their brands.

Take Yahoo, the first major search site. Yahoo was once worth \$120 billion on the stock market. (Today, it's worth just \$34 billion.)

What did Yahoo do next? It made many acquisitions and turned them into Yahoo Mail, Yahoo Games, Yahoo Groups, etc.

The second major search site was AltaVista which added email, directories, topic boards, comparison shopping and other services.

The third major search site was GoTo.com which also syndicated its service to MSN.com, Netscape and AOL. The syndication service was so profitable that GoTo.com shut down its destination site.

The fourth major search site was Google, the only site that remained a "pure" search site. Today, Google is worth \$471 billion on the stock market.

And so it goes. Companies that narrow their focus to build powerful brands often become worldwide successes. Companies that expand their brands often stagnate and lose market share.

IBM was once the world's most-profitable company. It even launched the first 16-bit business computer, the IBM 5250.

But IBM made the mistake of expanding its brand instead of keeping the IBM brand focused on mainframe computers and launching a second brand for its personal-computer line.

Apple did the opposite. Apple was a home personal-computer brand. So the company launched a business computer with a different brand name, Macintosh. Then it launched three new products with three new brand names: iPod, iPhone and iPad.

Today, Apple is the world's most-valuable company worth \$498 billion on the stock market. (IBM is worth just \$137 billion.)

Kodak expanded its brand from film photography to digital photography and eventually went bankrupt. Why didn't Kodak give its digital products a different brand name?

Because management believes in expansion. More products, more service, more distribution, more price points.

Don't fall into that trap. Keep your core brand narrowly focused and if you want to get into a different category, there is only one strategy that will really work.

Launch a second brand.





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## Building New India Through Skill, Education and Research

# DIGITAL MARKETING TRAINING

THE UNIVERSALIZATION OF EDUCATION IS KEY TO ENHANCE INDIA'S COMPETITIVENESS IN THE GLOBAL ECONOMY. THEREFORE, ENSURING ACCESS TO QUALITY EDUCATION FOR ALL, IS CENTRAL TO THE ECONOMIC AND SOCIAL DEVELOPMENT OF INDIA NURTURING KNOWLEDGE, SKILL AND GROWTH.

**T**he All India Society for Electronics & Computer Technology (AISECT) University is one such establishment "Where Aspirations Become Achievements". It is India's first skill-based private university that strives to impart skill-based quality education and promote research driven advancement of knowledge for creating successful professions.

### THE FOUNDATION

AISECT has been leading India through education, skill development, services and e-governance network, the foundation has played a major role in bridging the skill and ICT (Information, Communication and Technology) gap between urban and rural India by creating local opportunities for the rural youth. Bringing about inclusive changes through quality education and training, it endeavours to empower and uplift the previously untapped semi-urban and

rural areas of the country.

With a PAN-India presence of 23,000 Skill Provider Centres across 29 States and 3 Union Territories, 10 State offices and 30 Regional offices, AISECT has gradually built its all-inclusive network at the grassroots level. "The most sustainable and scalable form of IT penetration and popularization in India" World Bank in collaboration with IIM-A. As stated by Santosh Kumar Choubey, The Chancellor at AISECT University, "We establish this University with a vision to transform our students into being competent and responsible, making them ready to take on the future with utmost confidence. The greatest strength of our university is its innovative approach."

The AISECT University was established by the illustrious AISECT Society in Bhopal, Madhya Pradesh in 2010 as India's first skills-based university. In a short span of time, the

University has not only set an example for offering quality skills-based formal education but has also emerged as a research hub of the country.

### A RESEARCH HUB

Research is a very committed focus area for AISECT University and it collaborates with several institutes, research centres, and universities not only in India but overseas as well. The current areas of research are Environmental Science, Renewable Energy and Material Science.

### STANDING OUT AND DELIVERING

AISECT University is the first skill-based University of Madhya Pradesh offering 50 types of skills to choose from in addition to normal curriculum in all courses improves employability in many folds. The University has a unique Incubation Start-up Entrepreneurial Development Cell in the University where a potential student is taken up in

India's top 15 institutions for Education & Research. With Taiwan and Spain Research Projects are on. With CRISP and BSNL, Diploma and M Tech courses launched. Campus holds ninety of their most modern laboratories with industry grade equipment keeping focus on hands-on-training and concept building. AISECT University boasts the most dynamic curriculum catering to industry needs using latest technology, loaded with presentations, projects, seminars, visits and interactive sessions with experts. Along with, mega international and national events in form of conferences, seminars, and symposiums provide Developmental Platform for students. The last international conference had 20 countries participating with 32 key note speakers. Every year about 5 such events are organized and a large number of workshops, expert lectures, and training courses are organized as well to enhance knowledge base and reduce the employability gap. There are seven Hobby Clubs provide wings to aptitude and provide opportunity to the student to improve their talent and learn life skills.

Furthermore, a very vibrant NSS, NCC and SAC (Student Activity Council) carry out lot of extension work with social concern in 3 villages adopted by the University. Cultural Collaboration with many professional bodies including two groups from Romania provides ample opportunity in cultural growth. Clean Green 50-acre campus between two beautiful hillocks provides Gurukul Environment with most modern facilities for effectively engages in serious business of education and research. Since inception the University has been given Award every year at national and international Education Summit for excellence in Education, Skill, Research and Innovation. But the biggest reward is in the University Visitor Book where every visitor appreciates everything in the University with Excellent Remarks.

The University offers many value addition courses like Platinum Edvantage programme with Microsoft. It has also partnered with the National Institute of Electronics and Information

Technology (NIELIT) to train NIELIT scholars with advanced job-oriented skills and provide university certificates to students after the successful completion of the university course and exams.

The University ensures holistic growth of the students through a host of cultural, social and sports activities at regional, national and international levels. At least one international event is organized every year. It has collaboration with A&M Texas University, RPI USA, ICEWaRM Australia, KAIST Korea, NCTU Taiwan and KYIV University Ukraine for exchange. Within India it has MoU's and collaboration with more than 15 institutes like IIT's, CSIR, NIT's etc. In industries also, it has collaboration with companies like Microsoft, Tata Motors, Reliance, BSNL, IT Power and many more.

### FUTURE IS BRIGHT

Since inception, AISECT University has proven to be efficient in terms of being innovative and exceptional in rendering its services for uplifting the education in remote regions of the country. Over the years, the University's progressive approach has earned immense popularity and accolades at national as well as international platforms including the World Education Award, the ASSOCHAM Excellence in Education Award, the NIELIT Award and the Shiksha Ratna Award. As per the NIRF India Ranking 2017, instituted by the Ministry of Human Resources and Development, Govt. of India, AISECT University has been ranked among the top 200 Universities of India, among all Central, State, Private and Deemed Universities.

In 2016, AISECT University has set up a new campus at Hazaribag district of Jharkhand. AISECT University Hazaribag is the district's first private University and the first Skills University of Jharkhand. The University campus, which is spread across 25,000 sq.ft area, offers UG & PG programmes under six Faculties. In the near future, it will also offer M.Phil. and Ph.D. courses. ■



# ARMSTRONG CEILINGS

Armstrong World today is the largest player in the ceiling market for commercial buildings. AWI operates from a global manufacturing network of 24 facilities, including 9 plants dedicated to its WAVE joint venture.

**A**rmstrong is committed to developing innovative and sustainable ceiling solutions, with design and performance possibilities that empower our customers to create inspiring, high-performance commercial premises. They are committed to continuing

to grow and prosper for the benefit of all its consumers, employees and stakeholders.

Armstrong World Industries has long embraced the values embodied in its Operating Principles adopted in 1860, long before it was required by law. From the beginning, its founder

Thomas Armstrong was determined his company act with fairness and in the balanced best interests (of) customers, stockholders, employees, suppliers, community neighbours, government and the general public. Consistent with these principles, the company takes governance and compliance with

utmost responsibility. The company has been a leader in corporate governance for many years. Its board has been comprised of outside directors since at least 1990. They were leaders in establishing governance principles, a board evaluation process and fully-independent audit, compensation and governance committees.

At home, at work, in healthcare facilities, classrooms, stores, or restaurants, Armstrong World Industries offers interior solutions that help to enhance comfort, speech intelligibility, improve building energy efficiency and create i spaces.

The integrated ceiling system



solutions are faster and easier to specify and install - keeping your projects on time, and budget, and delivering an improved aesthetic.

Through the years, the penchant for collaboration and innovation has led Armstrong to develop ceiling solutions that work harder than many people realize. It's easy to see how their ceilings finish a room beautifully, adding drama, character and dynamism to any space. Armstrong Ceiling & Wall Systems offers the ability to create continuous, integrated transitions between ceilings and walls using standard components. The new capability can be used for 90-degree angled or curved designs,

and allows designers to achieve a desired look without compromising key acoustical or performance criteria required in a space. They have ceiling solutions for every interior space.

For more than 150 years, it has built its business on trust and integrity. It set them apart with their ability to collaborate and innovate for the people they are here to serve. The resilience of spirit and commitment to customers is in Armstrong's DNA. It has not only endured and flourished in times of prosperity but also crisis, because it continues to be the company that can be trusted to deliver quality products. ■





ARTH Ayurveda (Atreya Resorts for Traditional Healing Pvt Ltd) is a pioneer and trendsetter in the Ayurvedic field and continues to deliver 'The Forgotten Lifestyle' - Ayurveda - to people. The organization's journey began the ARTH Ayurvedic Health Centre (Hospital) at Indiranagar, Bangalore City. Today, alongside the Indiranagar Hospital, ARTH Ayurveda owns and manages the Atreya Ayurvedic Medical College, Hospital and Research Centre (AAMCH & RC) based in Doddaballapur, Bangalore Rural District; and offers Arth Ayurveda brand pharmaceutical products through PoornaPrajna AyurPharma Pvt. Ltd.

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The organization was founded by Dr. Prashanth S. Acharya, a pioneering Ayurveda practitioner. ARTH Ayurveda received an unbridled enthusiastic welcome when it was launched on 24th

August 1999 in Bangalore City. The initiative was lauded widely, including by those in the mainstream media, as an initiative ahead of the times. Its vision was to deliver pure, authentic Ayurveda, and through the four cornerstones of good health - Diet, Medicine, Lifestyle and Therapy.

Today, ARTH Ayurveda is a leading deliverer of Ayurveda solutions. The organization harnesses the power of Ayurveda in treating disorders such as Diabetes and Insomnia. ARTH Ayurveda has recorded significant achievements in dealing with various occupational hazards that are the result of the sedentary lifestyle of many working professionals. These include Carpel tunnel syndrome, Computer vision syndrome, and Slipped Disc, among others.

#### THE WORLD OF AYURVEDA

Literally meaning 'Science of Life', Ayurveda deals with every aspect of life. The over 5000-year-old medical system with its origins in India aims to first maintain the health and happiness of the body and mind and then manage and restore the status of health. ARTH Ayurveda has endeavored to restore Ayurveda as the lifestyle of the 21st century. Staying true to the core Ayurveda values, its treatments deal with the causes of disease and aim to restore balance.

The organization approaches diagnosis and treatment in a unique and different way from conventional medicine. The focus is to get to the root of a disease condition and treat it, rather than simply provide temporary relief for symptoms. The expert physicians at ARTH Ayurveda look into and document the health history of patients



and examine them thoroughly before prescribing a line of treatment.

They take note of the patient's physiological characteristics, mental disposition, resistance and vitality, dietary habits, daily routine, and personal, economic and social situation. Other factors such as the area where the disease is located, the affected tissues, the gravity of the patient's clinical conditions, and his or her condition of digestion are also considered before any treatment begins.

#### SETTING STANDARDS IN THE MEDICAL EDUCATION FIELD

The Atreya Ayurvedic Medical College, Hospital and Research Centre was established in 2006 by Dr. Prashanth S Acharya. Today, the Centre provides world class training to students aspiring to become successful practitioners in the Ayurvedic field. The institution operates from Doddaballapura, Karnataka.

The Medical College has turned out a number of high performing students and university toppers. It provides the right platform for students to develop the right attitudes and become self-reliant. The college provides quality education, healthcare and research training. The programs offered at the institution are geared at helping students attain a mature understanding of how their skills and knowledge relate to nature and their social environment so as to help them grow into responsible healers.

The Medical College and Research Centre, affiliated to Rajiv Gandhi University of Health Sciences (RGUHS), offers a Bachelor of Ayurvedic Medicine degree (B.A.M.S), which is recognized by the Central Council of Indian Medicine, the Ministry of Health and Family Welfare, and the Ministry of Ayush. The course takes 5 and half years to complete, including a year of compulsory internship.

The Institution also offers a unique

4-month 'Finishing School' program to help interested graduates work at a medical centre in any country that recognizes Ayurvedic practitioners. This program helps the students develop necessary life and work skills such as etiquette, communication skills, and personality presentation that will aid them in their career and fetch them recognition at an international level.

The aim of the institution is to help students have a stress-free education and acquire inner peace. ARTH Ayurveda and AAMCH & RC continue to partner with recognized institutions and organizations all over the world. The partners include the Association of Ayurvedic Professionals of North America (AAPNA); the International University of yoga



and Ayurveda, Inc. Florida USA; and the Europe Ayurveda Academy (EAA), Ireland, among others.

#### FURTHERING THE INTEGRATED HEALTHCARE VISION

In January 2018, the new INR 23 Crore 350 bedded Integrated Teaching Hospital, a new wing of the Medical College and Research Centre, was launched. This hospital provides both Ayurveda and Allopath in-patient treatments. It also has an independent diagnostic unit and functions with the welfare of patients as top priority.

The new hospital offers free treatment to all BPL card holders and aids small and marginal farmers. State Government employees and patients covered by insurance get full coverage at the hospital and plans are underway to extend these benefits to the Central Government employees. The hospital is fully equipped with theaters, Panchakarma treatment rooms, yoga halls, and consultation rooms.

Adding to the full-fledged in-house pharmacy at the teaching Hospital, Dr.Prashanth forayed into drug manufacturing and launched PoornaPrajna AyurPharma Pvt Ltd in 2015, offering Arth Ayurveda brand products. From a dispensing portfolio comprising 20 proprietary and 50 classical medicines, the product line is set to increase to almost 50 proprietary and 350 classical medicines over the next 6months, alongside introduction of 30 products in the lifestyle/wellness segment.

To further the integrated healthcare vision of Dr. Prashanth, the organization is on a mission to emerge as a path breaking INR 5,000 Crore Company. Dr. Prashanth aims to establish an integrated healthcare city, featuring both education and medical solutions delivery systems, and adjunct social institutions and instruments. His vision is for a medical university where different systems of medicine are taught and inter-disciplinary medical care facilities with the common aim to provide cure for various ailment through the best solutions by combining ancient and modern medical knowledge and technology.

Going into the future, ARTH Ayurveda, under the leadership of its visionary founder, shows no signs of slowing down. The organization continues to make advances in the medical field as it pursues the vision of its founder. ARTH Ayurveda is a leader and trendsetter in the Ayurvedic Medical field. ■



# ASIAN HEART INSTITUTE

Asian Heart Institute (AHI), India's No. 1 Heart Care Hospital, was set up in Nov 2002 with the aim to provide world-class cardiology and cardiac surgery services in India.

Honest opinions delivered by highly capable, experienced, and dedicated professionals, using the best-in-class systems, processes, and practices within a strict ethical framework, have rendered AHI as a model healthcare institution.



Over the last 15 years, Asian Heart Institute has treated more than 3, 50,000 patients, completed over 40,000 angiographies, 23,500 heart surgeries and more than 4000 complex cases. The hospital is credited with

1. Staggering success rate of 99.3%, in treatment of cases considered inoperable elsewhere.
2. Overall 99.83% success rate in cardiac surgeries- among the highest in the world.
3. Highly capable, experienced and dedicated professional, best -in-class systems, processes and practices.

#### LIST OF AWARDS AND ACCOLADES 2017

1. India's Most Admired Healthcare Brand at the 5th edition of India's Most Admired Brands and Leaders Award by White Page international in association with CNN News 18 & India Today TV.
2. Dr. Ramakanta Panda awarded India's Most Admired Healthcare Personality at the 5th edition of India's Most Admired Brands and Leaders Award by White Page international in association with CNN News 18 & India Today TV.

#### 2016

1. Reader's digest: Voted as most "Trusted Hospital 2016"
2. Economic Times: No.1 brand in cardiac care in India
3. Medgate Today recognised Dr. Ramakanta Panda India's No.1 Cardiac surgeon and one of the 25 living legends in Healthcare in India ( Medgate).

#### 2014

Best Single Specialty Hospital, Cardiology (Times of India Health Care Achievers Awards)

#### 2013

1. Top five cardiac hospitals of India by indiatimes.com.
2. World's 10 best hospitals for medical tourists by the Medical Tourism Quality Alliance.

#### 2012

Best Single Specialty Cardiac Hospital (CNBC)

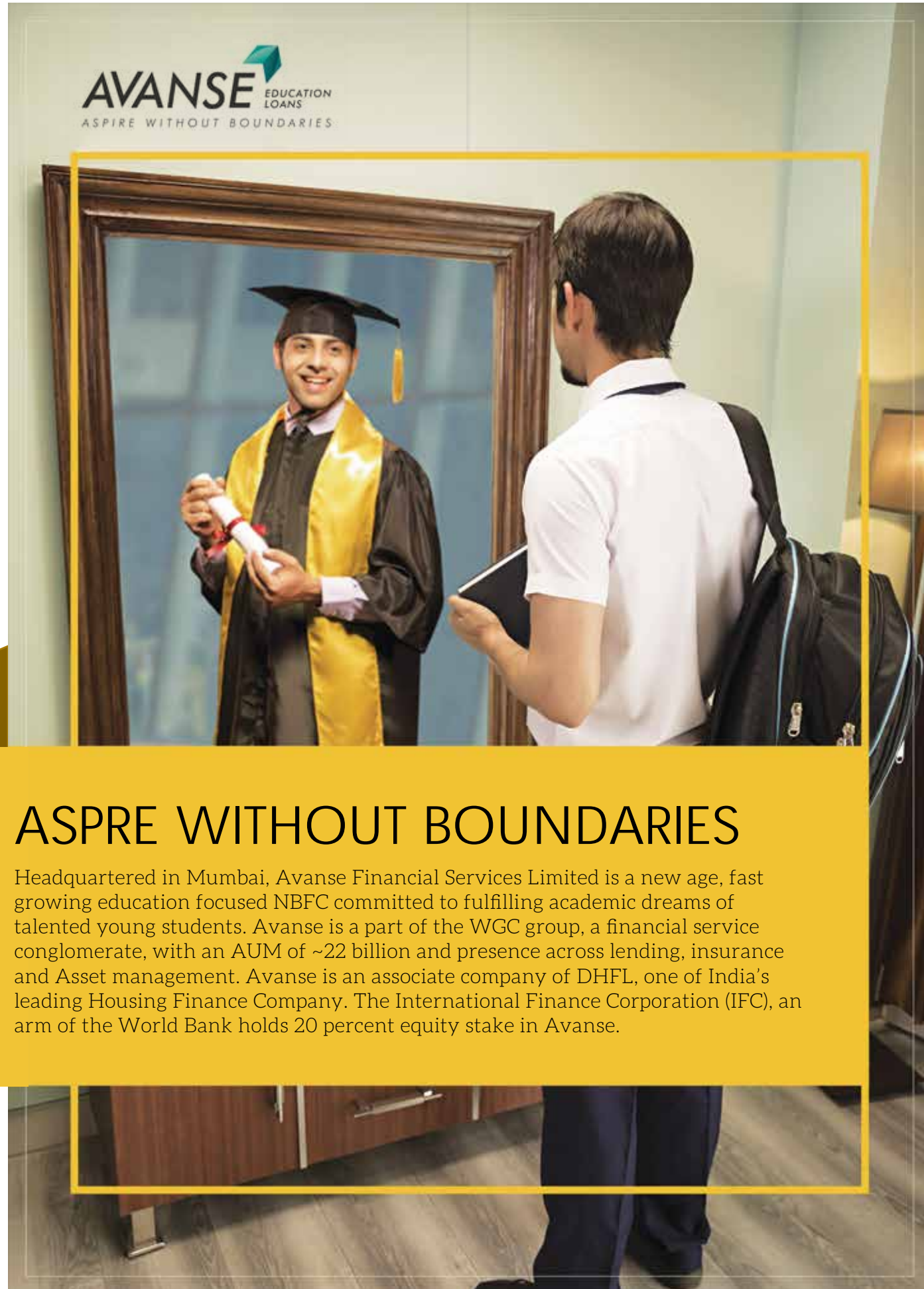
#### 2011-2012

1. Best Private Cardiac Hospital in India for 2 years (The week and Hansa Survey).
2. Ranked the "safest cardiac hospital in the world" with the lowest mortality rate, among 15 hospitals in eight countries in the At the International Cardiac Benchmarking survey conducted by the Joint Commission International (JCI),

AHI is the highest accredited hospital in India; with triple gold certificates from JCI (Joint Commission International), NIAHO (National Integrated Accreditation for Healthcare Organisations) and ISO (International Organisation for Standardisation). In 2009, the exemplary work of Asian Heart Institute's cardiac team came to the fore, when the team was specially chosen for the then hon'ble Prime Minister Dr. Manmohan Singh's complex Redo Bypass Surgery and Post - operative care.

AHI is equipped with 12 ultra-modern operations theatres, 100 intensive care units, fully equipped modernized pathology services, radiology, imaging services (CT scan, MRI), blood bank, 24hrs pharmacy services and cardiac ambulance service. The hi-tech cath lab at the hospital for cardiac and vascular interventional procedures- comes with features like unique stent boost, ceiling suspended system gantry, superb image quality, MRC X-Ray tube technology with unique spectral filtration and continuous sensing safety mechanism. The entire design of the cath lab is made patient-centric. The hospital also houses the world's most sophisticated imaging and diagnostic technologies. ■





## ASPRE WITHOUT BOUNDARIES

Headquartered in Mumbai, Avanse Financial Services Limited is a new age, fast growing education focused NBFC committed to fulfilling academic dreams of talented young students. Avanse is a part of the WGC group, a financial service conglomerate, with an AUM of ~22 billion and presence across lending, insurance and Asset management. Avanse is an associate company of DHFL, one of India's leading Housing Finance Company. The International Finance Corporation (IFC), an arm of the World Bank holds 20 percent equity stake in Avanse.

**A**vanse's vibrant team of over 250 employees and strong, diverse leadership team of 200+ years' experience has helped Avanse grow. Today, Avanse has over 400 partnerships with educational counsellors across India. Avanse has funded over 10,000 students across 6000 courses in 1900 institutes across India and over 45 countries. In the last 4 years, the brand's growth has been phenomenal with a CAGR of over 150%. Key strategic pillars for Avanse's growth have been customer-centricity, process excellence, product innovation, brand positioning, people-driven approach, digitization, partnerships and alliances.

Avanse operates in the B2B and B2C verticals which are growing rapidly. The B2C vertical finances students while the B2B vertical caters to the growth capital needs of schools/institutes specially the K12 segment, a huge market of more than 15 lakh schools.

### LEADING AVANSE SUCCESSFULLY

Avanse Financial Services is led by CEO, Mr. Amit Gainda, an accomplished leader with over two decades of experience in the banking and financial services industry. He is responsible for setting organizational strategy basis the vision, profitability and shareholder objectives. With successful stints at DHFL, Bajaj Finance, GE Money and Citigroup, Mr. Gainda has a strong track record of building businesses from scratch and managing complexities of scale with strong emphasis on sustained profitability. Mr. Gainda is an INSEAD alumnus and holds a Master's Degree in Business Management from International Management Institute (IMI).

### AVANSE - STAYING AHEAD

Avanse has made significant investments in the fields of technology and digital solutions for factors such as course quality, pedigree and potential employability of the institute. Avanse facilitates straight through Loan processing with automated score cards using Machine Learning. In this digital era, Avanse has made significant progress towards digitisation of systems and processes to cater to the growing millennial customer base.

Since inception, Avanse has launched several industry-first, customer-centric



initiatives to create great value for its consumer base. This has helped the company grow to become one of the leading education loan providers in a short span of time.

- **Student Centric Solutions:** Avanse provides 100 percent funding, funding beyond tuition fees (covering visa, travel and stay expenses), customized solutions, limitless loans and instant sanctions for select programs/universities.
- **Special Offers:** Avanse provides special education loan offers to girl students with benefits including a 12 year term as against the available 10 year term, 25% discount on processing fee and a 1% reduction on Rate of Interest.
- **Funding New age courses:** Recognizing the flourishing need for unconventional courses, Avanse has developed a thorough evaluation system to offer unique funding and repayment options for new age courses.
- **Digital School fee financing:** Avanse

recently partnered with a Fintech startup EarlySalary to introduce a first-of-its-kind digital, school education financing solution called 'FeES' to simplify the school fee payment process for parents through instant credit facility and convenient EMIs.

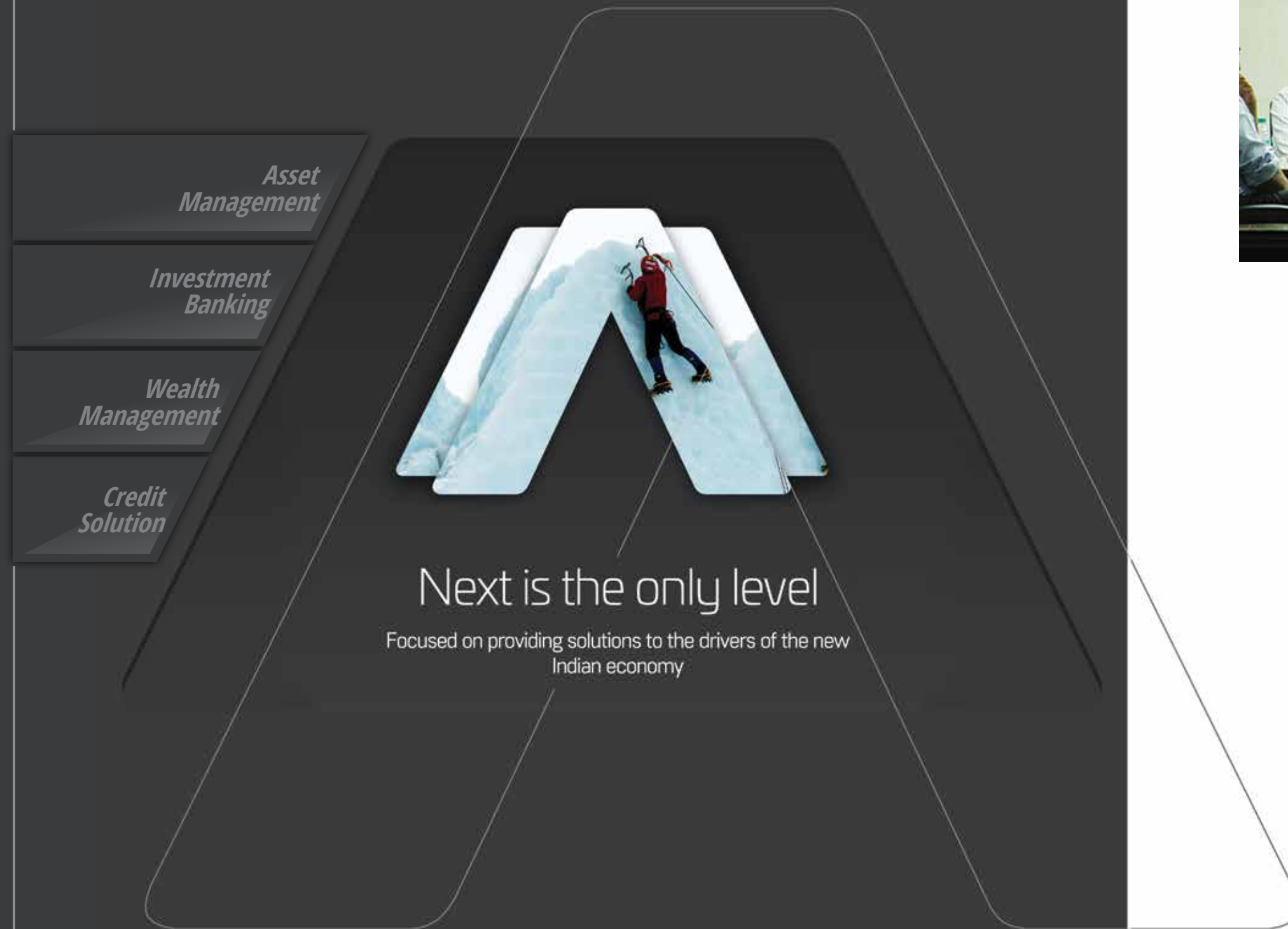
### FUTURE PLANS

Avanse is transforming to become a diversified, customer-centric NBFC focused on consumer, MSME and commercial businesses with a leadership position in Education financing. The company is expanding its reach across the country and will be funding a wider range of educational programs. While it has further plans to focus on funding growth capital needs of higher education institutes offering courses with high employability potential. Avanse is enhancing operational capabilities and processes with an aim of improving customer experience and operational productivity through technology. ■



## EXPERTISE YOU NEED. FACILITIES YOU DESERVE!

Headquartered in Mumbai, Avendus was the first alternative asset management fund in India. The group relies extensively on its experience, in-depth domain understanding and knowledge of the regulatory environment.



**A**vendus Group is a leading provider of financial services, with an emphasis on customised solutions in the areas of investment banking (financial advisory and capital markets), wealth management and alternative asset management, to its clients who include institutional investors, corporates and high net worth families.

Avendus is headquartered in Mumbai and has offices in Bengaluru and New Delhi. The brand's USP lies in its deep domain expertise, client centricity and a culture that emphasizes strong orientation to excellence. These factors drive the expertise in helping create and unlock value for its clients. Its organisational DNA aligns very well with first generation entrepreneurs and clients who are at the cusp of change. The company's research backed involvement and engagement helps clients unlock the true potential and value of their businesses.

Avendus is a go-to firm for high performance mid-market companies that are driving the growth of India - whether they give them financial or investment advice, raise capital or provide credit solutions. Their tagline "Next is the only level" truly defines what they stand for as a brand. With a constant endeavor to deliver excellence and raise the bar each time, at every piece of advice Avendus put their clients first. Known to solve complex problems and provide unique solutions, a deep personal

involvement and a client first attitude are the hallmarks of the Avendus business.

The group relies on its extensive experience, in-depth domain understanding and knowledge of the regulatory environment. These norms apply to everything the company does, and is a benchmark to live up to. These standards pull the company to stretch its capabilities. They push the company from below, to make it surpass itself. By setting a higher benchmark, Avendus is continuously raising the bar to higher levels of accomplishment.

The company also realizes the importance of credible third party endorsement in the process of performance ratification and perception management. The brand has partnered with publications and media houses to strike the right notes of thought leadership and brand perception. They publish reports, portraying deep-domain expertise and unmatched regulatory knowledge. Their collaterals resonates their persona of a high-quality, bespoke, new-age, diversified financial services firm.

Thoughtful leadership has always been Avendus primary method of establishing credibility and showcasing an intellectual prowess. They actively use Social Media and other online marketing channels like creating microsites and mini websites to push thoughtful content to relevant audience and partners. ■





## UNMATCHED PURITY. DISTINGUISHED TASTE

B.L. Agro Industries Ltd. is established with simple corporate objectives - to manufacture, refine, package and market the purest possible edible oil and food products which will offer healthier and tastier solution to millions of consumers.

**B**.L. Agro Industries Ltd. is well established business conglomerate with leading brands like 'Bail Kolhu', 'Nourish', 'Aviral Dhara', 'Mohan Dhara', 'Balance Lite' and 'Kamal Jyoti'. These FMCG brands stand high for their Purity and Unique Taste - building widespread brand loyalty in the market. The company has successfully introduced Nourish to various geographical areas in the country while expanding the

consumer base from its existing edible oils category to a larger Food Products category.

B.L. Agro Industries Ltd's five decade existence reflects the trust of consumers in its products. The kind of acceptance 'Nourish' enjoys pan India can be seen through massive response to its products Rohilkhand Laboratory and Research Centre is certified by AGMARK and NABL, Govt. of India and works with guiding philosophy

- "No compromise with quality". B.L. Agro Industries Ltd. is committed to total consumer satisfaction and in compliance with regulatory bodies at all times its maximum effectiveness.

To synchronize with evolving consumer needs 'Nourish' is being promoted to consistently evolve as a brand. This has been achieved through fast extension of the product line that already includes products like 'Nourish Chakki Fresh Atta', 'Chana Besan', 'Roasted Daliya', 'Flaxseeds' and pulses like 'Nourish Chana Dal', 'Nourish Urad Dal', 'Nourish Arhar Dal', 'Nourish Moong Dal', 'Nourish Rajma Chitra' etc. and 'Nourish Desi Ghee'. The brand is fast gaining widespread acceptance and is presented in a unique, world class, packaging that has won various awards for sustainability as well as aesthetics.

B.L. Agro Industries Ltd. has never fell short of innovations for both edible oils as well as Nourish FMCG

food products. They have their own distinguished specifications regarding purity, taste and other characteristics. B.L. Agro Industries Ltd. has the most advanced and

updated facilities to ensure food products with their natural nutrients to its maximum level. The RLRC is consistently working to produce modified and customized food products as per need of consumer tastes. The infrastructure is designed to produce the highest quality products as per the specifications based on consumer preference and demand.

B.L. Agro Industries Ltd. believes in the power of food connect- i.e. connecting people through healthy nourished food. The brand undertakes several societal initiatives. B.L. Agro Industries Ltd. has planted about 10,000 trees in the area during the last few years particularly 2000 alone 2017 and developing seven parks so as to contribute in healthy environment in industry area.

B.L. Agro Industries Ltd. has constructed over 250 toilets in the municipal area so as to compliment "Swachh Bharat Abhiyan" of Govt. of India. B.L. Agro Industries Ltd. is also setting up pollution control devices viz., (a) different treatment plant for water pollution control and (b) air pollution control equipments for sustainable development of the brand as well as healthy environment in the region. ■

Mr. Ashish Khandelwal  
Executive Director



Dr. Ghanshyam khandelwal  
Chief Managing Director





# BAJAJ ALLIANZ GENERAL INSURANCE

Bajaj Allianz General Insurance Company Limited is a brand that constantly aims at creating its own niche in the market and reflects a brand promise that customers not only relate to, but trust for their insurance needs.

Bajaj Allianz General Insurance is a joint venture between Allianz SE and Bajaj Finserv Limited. The company received its certificate of registration from IRDA on the 2nd of May 2001, and has since been India's leading general insurance company, present in 1000+ geographies pan-India.

## **17 AND STRONG**

Bajaj Allianz General Insurance started with the sole aim to be the leader in the general insurance sector. 17 years down the line, the company continues to sustain the momentum and stand tall amongst competition as the most profitable private insurer. The idea was to be a customer-centric market leader by understanding the needs and transforming them into affordable products that deliver value for money. Today, the company has reaffirmed its strong financial position in the industry. The company posted profit after tax of INR 728 crores in FY 17. The company is the only insurer in Indian general

insurance industry to have posted consistent profits since its inception in 2001. Bajaj Allianz also reported a healthy Combined Ratio of 96.8 per cent and a solvency of 261 per cent. This can be accredited to the company's prudent underwriting norms, risk-based pricing and a sound financial position.

## **BEYOND INSURANCE**

Bajaj Allianz General Insurance caters to individuals across demographics of the country and the corporate sector with its wide range of products and services that go beyond insurance. The company is not only bringing insurance solutions to the customers' doorstep but also improving insurance penetration, with its advanced digital and mobile applications. Today through its digital offices it has reached out to over 1000 new Tier 2 and 3 towns across India. It is also growing the footprint of personal lines of insurance through its All Women Branches. Known for its claim and customer service levels, Bajaj Allianz has received iAAA rating from ICRA for 12 consecutive years which indicates the company's highest claims paying ability and its fundamentally robust financial. The company has a strong focus on customer centricity and aims at delivering superior value along with an excellent and seamless customer

experience

## **DIGITIZATION**

In addition to unique product offerings, Bajaj Allianz General Insurance has embraced digitalization as a primary enabler and has been working continuously on automation and digitization of its service offerings. As a thought leader in the Indian insurance space the endeavour is to make the entire insurance experience from policy issuance to claims settlement smooth and hassle free for the customers. The company has hence come up with several App based solutions that settle motor and health claims within minutes, without the customer having to visit a company branch to file claims. It has also revolutionized the travel claims experience by implementing blockchain, a technology through which the insurance company shall proactively settle claims even before the customer thinks about filing a claim. Bajaj Allianz General Insurance is the only company giving the customers a complete connected experience, through its telematics based motor insurance, health monitoring apps and state of the art home insurance policies.

## **A BRAND NAME TO RECKON WITH**

The company was conferred with

Private Sector General Insurance Company of the Year at Fintelekt Insurance Awards 2017 and is the only Asian Insurance company to be honored by prestigious Insurance Asia Awards. The Company also received accolades for Best Non-Life Insurance provider and Best Motor Insurance provider at Outlook Money Awards 2016. The brand has also been recognized as one of the most trusted general insurance brand in The Brand Trust Report India Study 2016 covering 20,000 brands across 16 cities.

Given the strong support of its distribution network, an impressive market share, prudent underwriting norms and the philosophy of growth with awareness and risk-based pricing, Bajaj Allianz General Insurance is the only insurer in the industry to have been escalating its business while yielding profits since inception.

Bajaj Allianz General Insurance has become a brand name to be reckoned with, the company continues to emphasize on the relationship they believe in having with their customers and not make it only about the products and services they offer, hence building an emotional connect with them. This strong belief coupled with impending work ethic, has ventured towards creating a relationship that extends beyond just selling policies. ■





## LOAD MAT LO

Young women these days avoid the act of oiling their hair due to the hassles associated with it. However, this leads to hair problems in the future. Bajaj Almond Drops works towards busting this age old myth that oiling is a messy affair. This oil offers a solution by providing a light, non-sticky, hassle free way of hair oiling, with the benefits of almond oil & 300% vitamin E nourishment. Bajaj Almond Drops hair oil is one of the oldest and the largest hair oil-selling brand in India.



**B**ajaj Almond Drops is a potent blend of natural nutrients that moisturize condition your hair with a fine aroma. The oil is processed in a manner that remains nutrient rich. Almond oil has all kinds of healthy ingredients like Omega3 and Vitamin E. A few drops go a long way to add silkiness and shine and nourish the scalp. Light, non-sticky hair oil is optimal for treating hair loss and damage. Bajaj Almond drops has continuously adapted to the changing market scenario and evolving consumers needs through its various initiatives. Today Bajaj Almond drops is available across all leading modern trade chains like Big Bazaar, Reliance, Easy Day, Metro etc and through ecommerce platforms like Big Basket, grofers and amazon.

Unlike heavy hair oils, this almond oil feels very light and non-sticky. Light and non sticky air oil helps in debunking the hassles faced by consumers using heavy oils and hence its mainline campaign also talks about avoiding the loads of sticky oils ("Bhari Chip chipe tel ka Load Mat Lo"). Bajaj Almond Drops works towards busting the age old myth that oiling is a messy

affair. As the times have changed, consumers have now moved on from a post wash usage to a pre wash usage. Understanding their need Almond oil is made to create a protective layer on hair and to retain the water present in your hair. This keeps the hair hydrated, healthy and glossy.

The brand understands the potential of digital marketing and hence actively engages with its consumers on different social media platforms. During the Guinness World record activation, Almond Drops engaged with more than a million consumers. The live stream of the world record attempt was viewed by more than 58,000 people. On the event day, the hashtag #LongestHairOilingChain was also among the top trending hashtags on twitter generating more than 16 million impressions and Youtube garnered more than 4 lakh views. The brand has a Vivacious, Stylish and Playful personality. This has been brought alive by Bollywood celebrities like Amisha Patel, Lara Dutta, Kangana Ranaut and Parineeti Chopra in the Brand's communication over the years. Almond Drops has

also associated with digital celebrities like Vidya Vox to establish a strong connect with today's digital audience.

Bajaj Almond drops is India's No1\* Hair oil brand. It is used in over 4 crore households every year. Not only on the proposition front, but also on the packaging aspect, Bajaj Almond Drops has been quite innovative. While other brands have a cylindrical or round shaped bottle, Bajaj Almond Drops was the first to launch in a rigid structural packaging and this approach even till date helps Bajaj Almond Drops to stand out from the clutter of other hair oils. Similarly, the jingle of "kuch kare" enjoys a strong recall with the consumers and become a key asset for the brand.

Consumers today prefer smarter, hassle free ways of doing things. And this behavior is not just limited to how to shop, search or commute, but is also prevalent in how they oil their hair. This is where the brand's promise of being a multifaceted solution provider comes into light. The hair oil is all in one; light, non-sticky, pleasant providing superior nourishment through almond and Vitamin E extracts. ■



## HERE'S TO YOU!

Blenders Pride Rare Premium Whisky is a flagship brand of Pernod Ricard, India. Almost everyone in the drinking fraternity recognises the shape and name of Blenders Pride. It commands over 60% market share in the premium admix whisky segment. The brand is targeted at the contemporary, confident Indian and is positioned on lifestyle and good taste.

**B**lenders Pride was launched in 1995. Made from a blend of Indian grain spirit and scotch malts, it has no artificial flavours. Consistent quality, exceptional taste and aspiration led communication has powered up the brand to category leadership with current annual volume exceeding 5 Million cases. Launched in 2011, Blenders Pride Reserve Collection whisky is an exceptional blend in which the maturation of scotch malts is done using the Solera process select casks. This smooth blend of scotch malts and Indian grain spirit has an evolved fruity palate for the discerning.

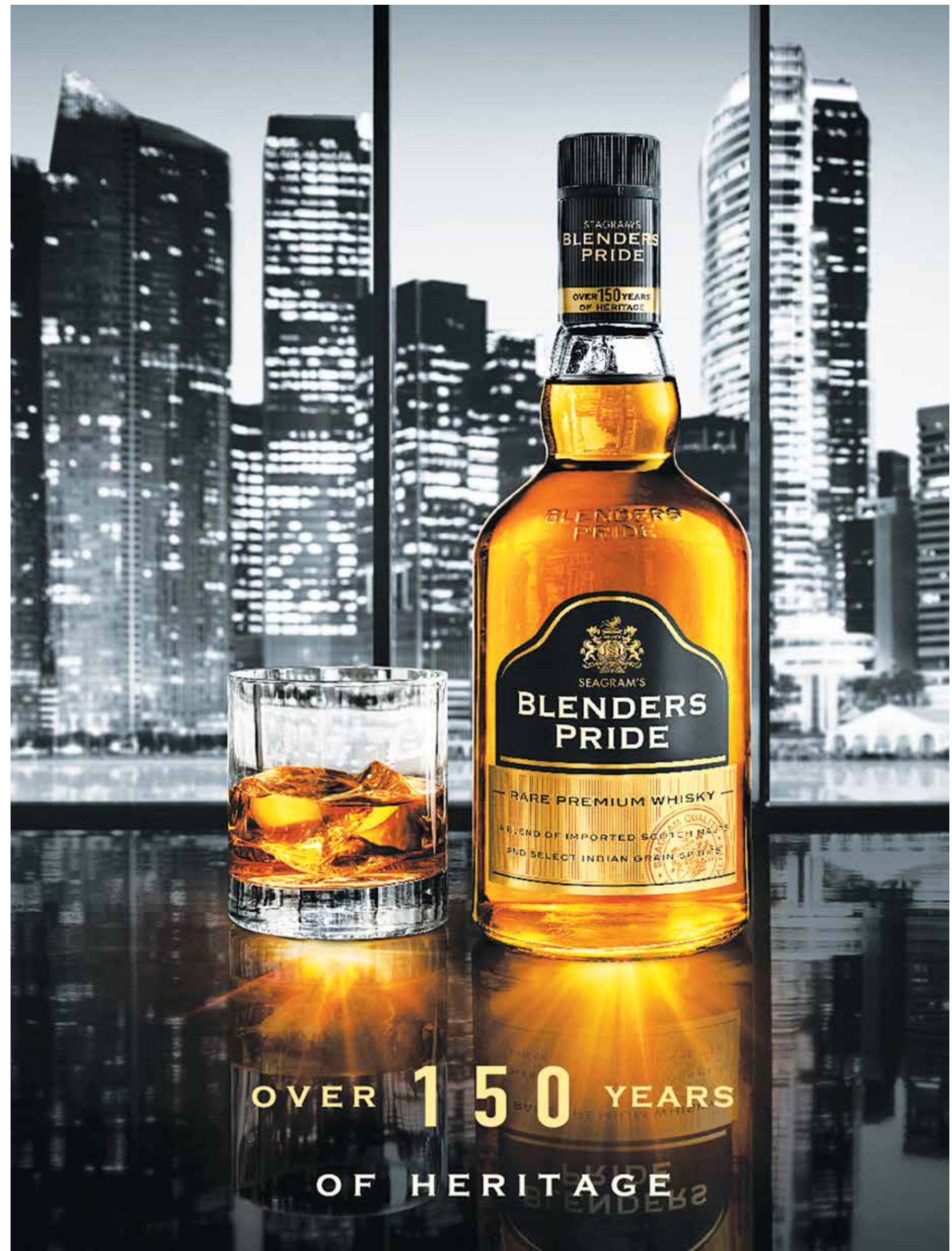
It has a unique segment carved out for itself. Most of the people enter the whisky domain via Blenders Pride. Its affordability and smoothness in flavour is a unique combination for all the drinkers. The brand has always embraced fashion and style. It is synonymous with glamour, celebrities and the good life that the urban millennial reflects as a life status and social badge to make an impression.

Strong brand scores across the years and highly effective communication parameters have been the benchmarks for awareness, affinity and preference for the brand. Reaching a fan base of Millions, the brand has been testimony for audiences who are an active part of the brand. The market share gains over the years and the strong brand growth has been a clear indication of the power and space the brand occupies in the consumers mind.

The brand has always been a pioneer in setting lifestyle standards in the market - 1st alcohol beverage to have female protagonists in its communication. It sponsors many events to stay in the limelight and increase its brand's visibility. The brand's flagship property Blenders Pride Fashion Tour 2017 entered in its 13th year. Blenders Pride Fashion Tour as an experiential lifestyle property brings to life the brand's fundamental stance - 'TASTE LIFE IN STYLE', by creating a platform which pulls together iconic artists to cast their expression of style on to the world. It is a melange of music, technology and design that travels across 5 cities, creating an immersive experience that makes one dive deep in to the world of expression of style. The brand has further developed premium Indian whisky Blenders Pride Reserve Collection that is a success in a short span of time with over 1.5 Lac cases.

The brand has been innovative in below the line initiatives like augmented reality, style flash mobs and selfies.

Blenders Pride aims to remain aspirational, maintain its market leadership and continue to build its iconic status. Consistent positioning and strategic targeting has led the brand to constantly evolve and remain relevant to consumers. ■







# British Biologicals

The Protein People

A Global Nutraceutical Company

BRITISH BIOLOGICALS, POPULARLY KNOWN AS "THE PROTEIN PEOPLE", IS A LEADING AND GLOBALLY ACCLAIMED NUTRACEUTICAL COMPANY BASED IN INDIA. IT WAS FOUNDED IN 1992 BY V. S. REDDY. THE COMPANY WAS THE FIRST INDIAN COMPANY TO INTRODUCE DISEASE SPECIFIC PREVENTIVE NUTRITION. IT HAS OVER TWO DECADES OF RESEARCH IN MEDICAL NUTRITION. TODAY, BRITISH BIOLOGICALS IS A GLOBAL BRAND AND A FORCE TO BE RECKONED WITH IN THE PREVENTIVE NUTRITION INDUSTRY. THE COMPANY HAS EXTENDED ITS PRESENCE TO OVER 30 COUNTRIES.



**B**ritish Biologicals produces a wide range of nutritional supplements that are very useful in tackling conditions like Respiratory Disorders, Diabetes, Menopause, Pregnancy and Lactation, General Nutrition and Critical Care. The company aims to provide consumers with nutritional supplements that are palatable, affordable, completely distinctive and reliable.

British Biologicals has a highly experienced team of professionals who are dedicated to providing people with excellent health and well-being. It has a workforce of about 1500 diligent employees who work hard to produce the finest nutritional supplements that meet industry standards and even surpass them. It has a world-class manufacturing facility in Bangalore, India. Spread across 11,664 sq. meters, it is South East Asia's largest



manufacturing setup.

#### MILESTONES AND "FIRSTS"

British Biologicals was established in 1992 and began production in that year. In 2003, it launched ProPI which has revolutionized the line of treatment in pregnancy and lactation. In the same year, it established the state-of-the-art manufacturing facility in Bangalore.

In 2006, the company's head office was inaugurated. Another milestone for the company came in 2012 when it launched the Ketogenic diet for Intractable Epilepsy in India with the aim of alleviating the suffering of epileptic patients and their loved ones by providing them with an affordable natural solution. The next year, British Life Sciences launched India's first Organic Baby Cereal "Mum's Care".

British Biologicals also has a number of remarkable "firsts" to its credit. It is the first company in India to disease specific nutritional products ranging from the pediatric to geriatric segment. Today, nutritional products are considered to be a necessity. Also, British Biologicals was first to produce palatable nutritional products in India and thus, introduced the concept to the country which was followed by other brands.

British Biologicals is the first and only Indian company to be a member of the prestigious Institute of Food

Technologists (IFT), USA and the Leatherhead Organization, UK. It is also the first company to export nutraceutical products from India to 30 countries. The company's products have adhered to strict quality control practices in these countries. It is also the only company in India to have conducted over 1,045,000 diabetes detection camps. In 2011, D Protin became the highest selling diabetic nutrition brand in India, surpassing other national and even international brands in that segment.

#### VALUES AND ETHICS

British Biologicals was built on a foundation of quality leadership, innovation and ethics. For the founder, V. S. Reddy, quality is never accidental but is a product of a continuous struggle with will power. The company follows guidelines and standards in manufacturing and research to ensure that the products meet the FSSAI guidelines. The production process ensures that clinically tested and proven products are launched into the market and are supported with doctors' prescriptions. All the company's products are well researched, palatable, high quality and affordable.

The brand's promise and vision are to be a global leader in the provision of superior and trusted nutritional products that enhance the quality of

life of consumers. The company highly values its customers and works towards retaining their trust and loyalty. This has contributed greatly to its growth. Also, British Biologicals aims to maintain their high standards of quality and excellence and to continue to raise the bar in accord with their customers' expectations and the changing times.

Thanks to its commitment to its values and promise, British Biologicals has been successful in reaching and maintaining the top position in the market. Seven of the top 10 nutrition brands in India belong to the company. The company also follows the "Made in India" spirit as it did in its early days. It promotes Brand India abroad and refuses to export any of its products to other countries without a "Made in India" tag. V. S. Reddy is an ambassador of India at international events.

#### AWARDS AND RECOGNITION

The British Biologicals company has received a number of accolades over the years. It was awarded the Ernst and Young Entrepreneur of the Year Award in 2005. In 2008, it received the International Quality Crown award for quality culture recognition worldwide by business initiative directions at the International Quality Crown Convention held in London. The next year, it was the recipient of the Diamond Eye Award for Quality, Commitment and Excellence at an event in Rome organized by Otherways Management and Consulting Association, Paris.

British Biologicals was recognized by Economic Times as one of the Most Promising Brands in 2015. It received the KPMG Leader of the Year and Asia's Most Promising Nutraceutical Brand 2014 along with its founder and CMD, Mr. V. S. Reddy. Other notable awards include: Entrepreneur of the Year award by Nutra India Summit, 2013, Safe Industry Award, 2013, AWACS award for D Protin in Marketing Excellence, 2014, among others.

British Biologicals has, to their credit, over 52 National and International Awards for Quality and Excellence. The company is, without a doubt, one of the most successful Indian companies and is clearly a leader in the nutraceutical field. ■



# CORONA

WITH ITS INCEPTION IN 2004, CORONA REMEDIES PVT. LTD. HAS EMERGED AS ONE OF THE LEADING PHARMACEUTICAL COMPANY OF INDIA. IN THE COMPETITIVE LANDSCAPE OF THE INDIAN PHARMACEUTICAL INDUSTRY, WITHIN A SHORT SPAN OF OPERATIONS, CORONA HAS REACHED AMONGST THE TOP 50 COMPANIES OUT OF OVER 12,000 PHARMACEUTICAL COMPANIES IN INDIA. WHEN IT COMES TO ITS COVERED THERAPEUTIC SEGMENTS, THE COMPANY FEATURES AMONG THE TOP 30\* PHARMACEUTICAL COMPANIES. WITH AN ASTOUNDING CAGR OF AROUND 25% SPEAKS VOLUME OF ITS GROWTH AND SUCCESS.

**T**he company has significant presence in neuropathy, gynecology, infertility, cardio metabolic, , nutritional segment with its six Strategic Business Units - Aarush and Solis (Focusing on Gynecology and IVF), Wellness & Aura (Cardio-Metabolic Business) Pioneer and Xemx.(Neuropathy, Primary care & Osteoporosis). The company is backed by a team of over 3000 professionals who have been instrumental to its success comprising of 6 SBU dedicated to providing quality healthcare for all. Company have significant presence in bio-similar brands in Osteoporosis segment.

B-29, the leading brand of CORONA enjoys top position in "Diabetic neuropathy" with multiple SKU

With a vision to become therapy leader in Women's Health and Cardio-Diabetic segment, CORONA has recently introduced 500+ field force in these segments

With an operations expanded in over 10 countries, CORONA continue to aim to introduce world class medicine at affordable prices in India.

It has several strategic collaborations to its credit with collaborations with some of the finest companies of Europe.

Its recent acquisition of legacy brands of GSK and others adds on to its inorganic growth of the company. When it comes to the quality, availability, and affordability of medicines, CORONA is a force to be reckoned with. This has helped CORONA to win numerous accolades from prestigious independent organizations in the last five years.

Without a doubt, CORONA is one of the leading

pharmaceutical companies in India and in the world. How did a company founded not too long ago get to this point? And what has been instrumental to the success of the organization? The vision and mission of the company and its values set forth by the CORONA's founder Mr. Nirav K. Mehta forms an integral part in the company's success.

#### VISION AND MISSION

With a vision to go beyond the norm and provide excellent, quality affordable healthcare for all, the company was founded with "care" and "quality" as its guiding principles.

The company aims to achieve good health for every individual, society and the nation as a whole by becoming one of the leading pharmaceutical companies in the world. Its mission is to make available a range of innovative value-added and evidence-based products.

The company's success in the industry can be attributed to its relentless commitment of R&D team to innovate product development. Its manufacturing facilities adhere to strict quality control as per WHO-GMP guidelines. It is an ethical, transparent, spirited and vibrant organization with a progressive outlook. The desire behind the hard work and commitment is to provide a better quality of life for everyone.

At CORONA, employees are viewed as the biggest assets of the company. The company endeavors to make employees its profit partners. It offers 360° marketing support and promotes fast decision making. It offers a strong career path to



its employees. CORONA grows with CORONAtes.

#### RISE OF CORONA

CORONA was launched in December 2004 with regional presence. It's first division was named Pioneer. This division focuses on pain management, infectious diseases, nutritional supplements, gastroenterology and child health. The next year, the special business unit Xemx was launched. The Xemx division took the company into neuropathy management, dermatology, and anti-diarrheal therapies. This division also focuses on infectious diseases and nutritional supplements.

In 2006, the company established its own manufacturing plant at Solan, Himachal Pradesh. The next year, it expanded its marketing operations into East and South India. In 2008, the specialty division for women's healthcare, Aarush, launched and the company expanded further in central India. It began operations in north India in 2009. The Solan plant was expanded to include the manufacturing of liquids and hormones. By 2010, CORONA was ranked amongst the top 100 pharmaceutical companies in India.

That quickly rose and by 2016, the company was ranked among the top 50 pharma companies of India. Today, the company has strong market presence. It has over 1800 representatives all over India covering more than

150,000 medical practitioners, 100,000 Pharmacies, corporate hospitals etc. Highly qualified professionals with vast experience in the Indian Market manage the company. It also has an enthusiastic, proficient liaison team for regulatory, import and custom clearances.

The company believes in the growth



of its people, products, and processes towards the betterment of humanity. Strategic collaborations with some of the best European companies has enabled CORONA to offer a new range of world class products to the Indian people. It hopes to become the most admired pharmaceutical company in the world. For CORONA, success is the journey and not the destination.

#### AWARDS AND RECOGNITION

In 2013, CORONA was recognized as a fastest growing company. In

2014, CORONA was awarded as the emerging company of the year. It also got the "Top Brand award in DPCO - XOCLOVE" in the same year. It has also received the CIMS Healthcare Excellence Award for "Emerging Company of the Year" in Gynecology in the following year. CORONA was also awarded for "FUR XT" for the new introduction for the year 2016

#### FUTURE PLAN:

CORONA is actively setting up PIC/S compliance state of Art Manufacturing plant at Gujarat to strengthen its international business. CORONA is in advance discussion with various companies for an inorganic growth as a brand acquisition strategy. CORONA is also exploring in-licensing opportunities with various European & American companies

With all of these, it's no wonder the company has grown so fast and is currently admired in the industry. Going beyond the norm has enabled CORONA to establish itself as major player in the field. ■







Incorporated in the year 2007, CP Plus is a leader in advanced security and surveillance solutions. A brand with a global presence, CP Plus is driven by the vision and commitment to make surveillance simple and affordable. The brand has notably embarked on a mission to make the world safe and secure.

**CP PLUS**  
Intelligent Security Systems

**VERTICAL SOLUTIONS**  
Meeting all your Security Requirements

Healthcare, Education, Transport, Police, Parking Lot, City, Real Estate, Bank, Retail

**C**P PLUS is a brand to be reckoned with today, as they are the youngest and fastest brand to enter the club of 'Top 4 Security companies in the world' and 'Top 2 in Asia' by the IHS Survey 2017. The brand has built itself around its customers with a foundation based on innovation, responsiveness and trust. Their strength lies in relationships, which tie them together to work as one team to make the company formidable and the most innovative brand for years to come.

**A Decade of Security & Trust**

The company was started by a small team of dynamic and passionate professionals who envisioned providing cost & performance security products with value added solutions to the world market and a small portfolio of 14 products.

Today CP PLUS has a comprehensive portfolio of over 400+ products in over 15+ product categories and solutions.

This comprehensive portfolio offers a wide range of the finest end-to-end imaging, intelligent analog and IP video surveillance equipment and products ranging from high-definition IP video surveillance cameras, Thermal cameras, AI cameras, Mobile DVRs, NAS, Encoders, Time & Attendance solutions, Video Door Phones, Digital Locks, Home Automation solutions, and tailor made solutions for specific industry verticals.

Today CP PLUS' products and solutions are monitoring and securing millions of locations across the globe in diverse geographies, ranging from highly sensitive defense locations to government buildings to vital infrastructures, transportation, hotels, hospitals, educational institutes and homes, with a highly satisfied customer base.

Internationally recognized certifications such as UL, CE, FCC, and RoHS ensure that the essential processes and systems in place to meet the most daunting and demanding requirements of the global security industry. CP PLUS offers a wide range of solutions for different verticals including retail, banking, public security, infrastructure, energy resources, transportation, commercial, industrial, etc.

**GLOBAL PRESENCE**

Today CP PLUS has a global presence with worldwide offices in Asia - Bangladesh, China, Hong Kong, Indonesia, Pakistan, Philippines, Singapore, Sri Lanka, Taiwan, and Vietnam; Europe - Czech Republic and Germany; Middle East and Africa - Saudi Arabia, South Africa, UAE.

CP PLUS commenced its operations in 2007 with MPEG4 DVRs with mobile viewing. In 2008, the company commenced their overseas operations in the Middle East and a year later in Hong Kong. In 2014, the operations expanded to ASEAN and Africa. In 2016, the company launched in Philippines and Indonesia and finally last year witnessed the launch in Vietnam.

The brand's core strength and success story lies in the vast network of 28000+ resellers and installers, 5800+ dealers and integrators, 700+ distributors and key integrators, 150+ Government SIs and 900+ Team Aditya. Along with numerous credentials spanning to 32+ city surveillance, 250+ Government Projects, 17+ Defense projects, 42+



Railway projects, 5+ Ports, 175+ industrial installations, 40+ BFSI, 500+ retail, 100+ educational, 125+ hospitality sector, 150+ real estate and 40+ places of worship.

**360° MARKETING**

CP PLUS has been credited with the world's first 360° campaign in CCTV industry. The campaign "Upar Wala Sab Dekh Raha Hai" targeted some key social marketing touch points like ragging, maids and eve teasing. The message in this campaign touched the important



issues that needed to be addressed, opening doors to many other social issues that need similar addressors, such as women safety, national security, traffic monitoring and many more.

The brand's visibility has been ever present not only in OOH Advertising, but in branding and endorsements as well. CP PLUS is the official partner to Rajasthan Royals for IPL season 8 edition; On-screen product integration in Bollywood's 'Sultan' and Big Boss seasons 9 & 10; Also as Security Partner for '24' season 2 and Savdhaan India.

The brand has immense media coverage as well. According to the Telegraph in 2015 "CP PLUS India stands at no.1 position, leads the video surveillance industry." In a price sensitive market such as Asia, affordability is a defining strategy in a vastly competitive environment. CP PLUS' media strategy has covered the important aspect to break the myth that security solutions are expensive. This has been just one amongst other marketing strategies adopted by the brand to establish it as the primary commodity for security solutions. ■

**CP PLUS**  
India's No.1 CCTV Brand

Think Security, Think CP PLUS | upar wala sab dekh raha hai

1800 103 0806 | 1860 500 3344

WORLD 4 | ASIA 2 | ADITYA



## CRYSTAL CROP PROTECTION LTD

Crystal Crop Protection Ltd is a R&D based crop protection manufacturing and marketing company. The company manufactures crop protection products which include insecticides, fungicides, herbicides and plant growth regulators and bio-stimulants.



**T**he company provides crop protection solutions to the Indian farmer to assist them to maximize productivity and profitability. It has integrated operations, from undertaking R&D of new molecules to manufacturing and delivering products to farmers across India through extensive distribution network.

The company has diversified business from manufacturing and marketing domestic agrochemicals into manufacturing and distribution of seeds, and the distribution of agri-equipment and exports of the agrochemical products.

In 2002, the company received registration for first off-patent product, Imidacloprid, by registering off-patent versions of other major products such as Emamectin Benzoate and Buprofezin.

According to CRISIL Research, despite the rapid growth in recent years and increased penetration of pesticides manufacture, India's pesticides usage is well below global level at 0.3 kilograms per hectare compared to companies like France and Germany, where the pesticide consumption is at 3 kilograms per hectare and 4 kilograms per hectare. As a result, we believe that there is a significant scope for increase in pesticides usage, as well as the intensity of consumption of pesticides per hectare and we believe we are ideally positioned to take advantage of the need for their increased use

It has established in-house R&D center, KRDC, in Sonapat, Haryana, which has been recognized by the Department of Scientific and Industrial Research, Ministry of Science and Technology, GoI.

As of December 31, 2017, it has 68 domestic registrations of Technicals, 214 domestic registrations of formulations and 106 export registrations for Technicals and formulations.

The company has a pan-India distribution network of approximately 7,000 independent distribution partners and four operational formulations



**VISION** - To be amongst the most admired crop solution companies by providing innovative, cost-effective products & services -effective products & services

**MISSION** - To work closely with farming community and improve farm profitability & sustainability by advancing R&D in crop protection, seeds and farm mechanization services

**IMPORTANT PRODUCTS** - Bavistin, Kyoto, Abacin, Apex-50, Talwar Zinc Super-14, Nutrozen, Missile.

**RECENT LAUNCHES** - Azotrix, Pluton, Crystorhiza, Neo Super, Lunox, Penoxa, Abacin, Apex 50.

manufacturing facilities, two of which are located at Bari Brahmana, Jammu, Jammu & Kashmir, one located at Sonapat, Haryana and one located at Anand, Gujarat.

The Company recently enhanced its Technical production capacity by acquiring Plant of Cytec India at Nagpur (2017) with leasehold rights on land area of 40,500 sq.m.

For increased commitment on the seeds Business the company acquired Indian gram sorghum, fodder sorghum and pearl millet seeds business from Syngenta India, Devgen Seeds and Devgen N.V. ■





# DENTZZ DENTAL

DENTZZ DENTAL CARE CENTRES ARE WORLD CLASS PROVIDERS OF PREVENTIVE, IMPLANT, COSMETIC AND CONVENTIONAL DENTISTRY. THEY ARE GENERALLY REGARDED AS PIONEERS IN THE FIELD OF AESTHETIC DENTISTRY. THESE CENTRES BOAST HIGHLY SKILLED DENTIST SURGEONS AND STATE-OF-THE-ART INFRASTRUCTURE AND TECHNOLOGY. THE BRAND'S MOTTO IS "AT THE CUTTING EDGE OF DENTISTRY".

Centres make dentistry a patient centric practice rather than a doctor centric practice. A lot of effort is put in to deliver a patient friendly practice. These include making the waiting room more comfortable, reducing the time spent waiting to be seen by the dentist, and making sure that patients understand the treatments and procedures before they are executed so that the patients are aware of what the treatments involve. Transparency is practiced to ensure that the patients have a pain free and relaxing experience.

Some of these 'Dentzz Dental Care Centres' even boast comfortable lounges with recliners designed to offer comfort to patients who have undergone major dental surgery. There are massage chairs in some of these centers.

Hygiene is also an important factor in providing a great experience. Therefore, all equipment and materials are very hygienic and strictly sterilized before use. All of these add up to a superior dental experience at these 'Dentzz Dental Care Centres'. The superior experiences offered by the Dentzz Dental brand is a major reason why they're leaders in the industry.

People's smiles are one of the first things we notice when we meet them. Thus, our appearance is very important in our social lives and affect our self-esteem and our psychological well-being. 'Dentzz Dental Care Centres' help people feel great about their smiles and appearance. The smile makeovers and other cosmetic dental procedures offered by 'Dentzz Dental Care Centres' help people look good and feel good about themselves. Those who have enhanced their smiles at these centers include Bollywood celebrities, chief executive officers, and public relation officers. Having a dazzling smile is certainly desirable, and Dentzz Dental Care centers make it happen.

With all of these going for Dentzz Dental, it's little wonder that the brand is well known as world class providers of quality dental care. They provide a superior dental experience, and high-tech dentistry from highly trained and carefully selected dentists. Patients in India really don't have to search the world for world class dentistry. It's right there at these 'Dentzz Dental Care Centres'. Dentzz Dental is the ideal choice for anyone seeking the best dental care in Asia. ■



**D**entzz Dental Care Centres are found in Mumbai, Delhi and Dubai. These 'Dentzz Dental Care Centres' were established by Dr. Shantanu Jaradi. Firmly rooted in the belief that "one shouldn't search the world for world class dentistry", Dr. Jaradi founded Dentzz Dental to provide an unparalleled experience, dental expertise and bring global technologies to the Indian dentistry sector.

Dentzz Dental was founded in 2006 to contribute to the field of dentistry as much as possible. Dentzz brought major awareness about life-changing procedures like smile makeovers and other cosmetic dental procedures like dental implants and full mouth reconstruction. Dentzz Dental is the first Indian brand to have a multi city presence and to have entered the international space. Today, the brand has grown and is globally recognized all over the world.

What makes Dentzz Dental one of the leaders in this field of dentistry?

## HIGH TECH DENTISTRY

With the state-of-the-art facilities available at these centers, professional dentists can deliver the best dental care possible. 'Dentzz Dental Care Centres'

feature these technologies such as CAD and CAM dental crowns, invisible braces, laser dentistry and digital smile design. The Dentzz Dental Care Center at Kemp's Corner clinic even has an in-house 3D CT scan machine. This makes for flawless diagnosis and dental implant treatment.

The use of technology in the dentistry field provides many benefits. It saves the patients a good deal of time and results in more competent and accurate dental procedures, and therefore, superior experiences. 'Dentzz Dental Care Centres' leverage these new methodologies to provide patients with the best dental care experience.

## EXPERTISE

'Dentzz Dental Care Centres' have highly qualified doctors and dental surgeons. They also have a number of in-house specialists who have received global training in countries such as the United States, Germany and Australia.

These dentists go through a rigorous selection process which ensures that the very best skilled dentists are in place to provide the best treatments for patients. They are selected from all fields of dentistry. All aspects of dental skills and aptitude are evaluated before they are

taken on board.

These highly trained dentists provide a superior experience to patients. They offer a wide variety of dental procedures such as instant and advanced smile makeovers, full mouth rehabilitation, setting root canals, and making use of the leading dental implant systems in the world.

'Dentzz Dental Care Centres' also have skilled technicians who operate the high-tech machines. The Dubai Lab has skilled technicians from Germany & Italy who facilitate the patients with option of fabricating dental prostheses for individual patients.

## EXCELLENT DENTAL EXPERIENCE

'Dentzz Dental Care Centres' offer a superior dental experience to patients. The reception at these centers have a calming atmosphere. The dentists are gentle and help to reduce whatever anxiety patients may have. Dentist appointments are traditionally associated with negative experiences. However, the excellent dental care experience provided by these specialists at these centers is helping to turn these visits into positive, pleasant experiences for patients.

These 'Dentzz Dental Care



## THE MOVERS AND THE SHAKERS OF MARKETING

Digiperform, Asia's leading digital marketing training company, was established in the year 2014 by Manu Jolly, a serial entrepreneur and Vaibhav Vats, a digital marketing expert. With HO Based in Delhi, it is a young organization offering hands-on training programs and certifications. Considering the fact that India's Internet population is all set to get doubled in next 3 years, it aims at bridging the huge gap that exists between the industry's digital marketing skill needs and the availability of trained talent.

**D**igital Marketing is growing at a great speed, and with great speed comes great opportunity. You need to understand how important Digital Marketing is along with some of its benefits which will provide you infinite options from running your own business to part-time freelancer. In the short span of 3 years since its inception, Digiperform has become the

only Digital Marketing exclusive training organization in India to have 20 operational classroom training centers and trained over 8000 individuals. It has trained employees of 150+ different companies including majors like Microsoft, Wunderman, Airtel, HCL, ICICI Bank, Times, HT and Snapdeal among many others. Considering the fact that India's Internet population



is all set to get doubled in next 3 years, it aims at bridging the huge gap that exists between the industry's digital marketing skill needs and the availability of trained talent.

It has multiple centers in Delhi-NCR & Mumbai and one center each in Hyderabad, Lucknow, Allahabad, Navi Mumbai, Thane and Agra. Additionally, Digiperform has also

signed MOU with 3 Indian universities & colleges for training 1500 people each year for next 3 years.

The company works on a hybrid training model that is a seamless blend of classroom, recorded and live virtual system of learning. It has a wide array of over 50 Digital Marketing training modules covering 12 subjects and designed for 10 different job

industries. It offers a complete Digital Marketing Certificate Course along with optional specialized certificates in Online Advertising, Content Marketing, E-Commerce Marketing, Search Engine Optimisation and Social Media Marketing to name a few. It also offers programs for start-ups and SMEs/MSMEs helping them to transform their operations from traditional to digital mediums successfully. Its list of trainers includes seasoned entrepreneurs, subject matter experts, and skilled executives who have a hands-on experience of working in the digital industry.

Digiperform had a major role behind kick starting the PM Narendra Modi led Digital-India initiative of the government. By 2020, it aims at imparting digital marketing skill training to a million people including fresh graduates and working professionals, enabling them to be self-employed & get placed in top organizations. ■





# ENVISION SCIENTIFIC

Envision Scientific is an intellectual, properties driven company based in India. It has its headquarters at Surat, Gujarat. Manish Doshi is the managing director of the company.

It is involved in research, development and manufacturing of innovative products and methods for treating cardiovascular disease. The company also pioneers the development of Nanotechnology based application for drug delivery.

**E**nvision Scientific was founded in 2008 by a group of enthusiastic professionals in the medical device industry. The company works hard to stimulate a continual stream of innovation in the medical device industry. Their innovation has led to the improved health and extended lives of patients. The company has a vision for a 'happy and healthy world' and a mission of 'Advancing Innovation'. It respects all innovations and uses them as guidelines to innovate further and improve the efficacy and safety of the products.

Envision Scientific is one of the leaders in the medical device manufacturing industry. What makes the company one of the best brands advancing innovation in the industry?

## RESEARCH AND DEVELOPMENT

Envision Scientific has a well-equipped Research and Development facility. The facility is at a different location from the manufacturing unit. The facility has accreditation of Department of

Scientific and Industrial Research (DSIR) from the central government of India. The Research and Development team is made up intellectual, highly trained professional scientists.

In its Research and Development lab, these scientists have developed a novel drug delivery system that is polymer free and nanocarrier based. The R&D team is in the forefront of innovation of technology and products that save lives and enhance the quality of life of patients.

All of the company's technology-based products follow a meticulous patent procedure for protection, which is then followed by branding. Nanoactive and Envisolution are two such notable branded patents by the company.

## INNOVATIONS AND PRODUCTS

Envision Scientific has innovated and manufactured a lot of products for cardiovascular disease treatment. One of their innovations is the Envisolution Proprietary Abluminal Coating

Technology. This technology is a combination of highly effective drug delivery with target specific coating technology. It is a technology based on biodegradable polymer drug delivery.

The Envisolution technology was designed to deal with delayed healing with poor endothelization and acute/subacute/late Thrombosis in coronary artery. The abluminal surface coating of the stent ensures faster healing and better endothelization. The coating on the stent and parts of the balloon ensures uniform drug delivery, and addresses diffused lesion and focal stenosis.

Another innovation of Envision Scientific is the Nano Active Coating Technology. This is a proprietary abluminal coating technology. It is a DES (Drug Eluting Stent+Balloon) manufacturing technology. It is designed specifically using the advanced principles of Nanotechnology. It features high intracellular uptake in vessels, improved bioavailability

of drugs, reduced drug dose and improved penetration into vessel walls, and enhanced dissolution velocity. Therefore, it provides acute and sustained drug delivery. The drug carrier also has a hydrophilic head and two lipophilic tails which enable it to deliver multiple drugs.

Envision Scientific products include Abluminus, FOCUS np, and Swimmer nc. FOCUS np is a Sirolimus Nano carrier eluting stent system. It features nanoactive technology and is designed for acute and sustained drug transfer in arterial walls. It is a polymer free drug carrier which prevents inflammation caused by polymers.

Abluminus is also a DES+ Sirolimus eluting stent system. It is a product of the envisolution technology which is designed for treating patients with diabetes. It features abluminal coating which results in faster re-endothelization. It also features fusion coating and edge coating. It has a thin biodegradable film which helps prevent the debris from entering into the systemic circulation.

Envision Scientific are also manufacturers of Transport AC which is a thrombus aspiration catheter. This catheter features optimized tip design which increases deliverability. It has an innovative shaft which gives it excellent push ability and optimal track ability thanks to its unique hydrophilic coating. They also manufacture the Swimmer NC non-compliant PTCA Dilatation Catheter. This catheter is used to dilate localized stenotic lesion of coronary arteries after angioplasty. It has a flexible low entry tip profile, low deflation time coating, high pressure resistance and hydrophilic coating.

With all these products and

innovative technologies under its belt, it's little wonder that Envision Scientific is regarded as one of the leaders in the industry. The company remains committed to advancing innovation through research and development. They contribute towards a happy and healthy world in line with their vision by developing these innovative technologies and products to enhance the lives of patients.

## STATE-OF-THE-ART MANUFACTURING

Envision Scientific has a world class manufacturing facility with state of the art infrastructure for the manufacture of drug delivery based cardiovascular medical devices. The company takes into consideration all safety standards and endeavors to protect and provide employees with a very safe environment for work.

*Envision Scientific complies with the following standards:*

- It has the ISO/IEC 17025 Full accreditation certificate
- It is GMP and GLP Certified by the Food and Drug Control Administration
- It has accreditation of Department of Scientific and Industrial Research, India
- It complies with Medical Device Directive 93/42/EEC and Directive 2007/47/EC

*It also has the following certificates of quality:*

- CDSCO Manufacturing of Medical

device (CLAA)

- ISO 9001:2008 Quality Management System
- ISO 13485:2003 Regulatory Requirements for Medical Device
- OHSAS 18001:2007 Occupational Health and Safety Management Systems

Envision Scientific has high end quality control and processing. Their labs are fully equipped with qualified team members. Zero tolerance and 100% quality checks are practiced at Envision Scientific. Their labs are ISO 17025 accredited. ■







Hérmosa at its core, is fuelled by a fiery passion to make beautiful and high-quality furniture pieces. In tangible terms, the brand is India's most integrated furniture manufacturing company catering to the bespoke luxury and modular furniture markets. Hérmosa means young and powerful and is embodied by designers (Graphic Designer, Product Designer, Interior Designer, 3D Artists) and led by CEO Pranjal Agrawal.



**H**owever, a captain alone cannot a ship run. The young design team is always working on the next innovative idea and our factory management veterans execute projects with an amazing degree of accuracy and punctuality. The

team also comprises of German consultants who share their extensive knowledge.

It is India's most integrated furniture manufacturing company catering to the bespoke luxury, modular & contemporary furniture market.

Hermosa, the name itself defines young, fierce & powerful. it is built on the strong philosophy of developing furniture that combines functionality with innovative designs.

Hérmosa recognizes the beauty and potential of incorporating the best designs. The brand is cognizant of the varying needs of each clients in order to create personalized solutions, they have created variety of options under each to suit unique design & requirements. The products are pocket friendly & valuable are embodied by designer's team which includes graphic designers, product designers, 3D artists & interior designers.

The belief is that the user & their expectations are truly at the heart of their designs and production philosophy. ■





## FUTURE FULL OF ENERGY

HP Gas, the HPCL brand of Liquefied Petroleum Gas (LPG), popularly known as cooking gas, is a mixture of hydrocarbons which are gaseous at normal temperature, but can be liquified at moderate pressure, and can be stored in cylinders as a liquid under pressure, and is drawn out and used as gas. HP Gas is a safe, clean burning, reliable and high calorific value fuel.



**L**iquefied Petroleum Gas (LPG) has become the single most popular household fuel. Since, it was introduced in 1955, LPG consumption has gone up tremendously. HP Gas today has over 51 million domestic LPG consumers catered through a huge network distributors. HP Gas, the HPCL brand of LPG, is what keeps the fire burning in millions of Indian homes. Bottled at 45 LPG Bottling Plants throughout the country with a total capacity of nearly 3950 TMTA (thousand metric tons per annum), HP Gas reaches after thorough checking at every stage right from bottling to distribution. That



is what makes HP Gas synonymous with Safety.

HP Gas reaches the consumers after thorough checking at every stage right from the bottling to distribution. In addition to its use as a domestic fuel, it is also widely used in industries, where there is a requirement of low sulphur content fuel and fine temperature controls. HP Gas conforms to IS: 4576-1999 specifications. As a step to restructure HPCL, it undertook business process re-engineering, and HP Gas was identified as a separate strategic business line. Accordingly, LPG regional offices were formed with LPG bottling plants as nodal points, and dedicated HP Gas sales areas were set up.

HP Gas is committed to conduct its business safely and it cares for the safety of personnel involved in the business operations as well as its customers and the public. The

company strives to keep their business 100 per cent free from accidents, injuries and occupational hazards through an active participation of everyone involved.

Online quality checks are automatic with the set program and equipment being very sensitive. Equipment detects non permissible cylinders and put the same in the correction loop automatically and ensures total quality of marketable cylinders. HP GAS is committed to conduct its business in a healthy and environmental friendly manner.

The plants and import facilities of HP Gas are ISO 9001:2000 and ISRS certified. In addition to Domestic LPG, HP Gas also markets LPG cylinders for commercial and industrial purposes and bulk LPG by tankers for Industries.





## KA EDUASSOCIATES

KA EDU ASSOCIATES IS AN EDUCATIONAL MANAGEMENT SERVICES COMPANY BASED IN MUMBAI, INDIA. BOASTING OF A WIDE PORTFOLIO, KA FOCUSES ON ON-LINE AND FACE TO FACE CUSTOMISED TEACHER EDUCATION PROGRAMS ACROSS K-12 NATIONAL AND INTERNATIONAL CURRICULA, SCHOOL AUDITS, CURRICULUM DESIGN AND REVAMP, CONSULTING SERVICES AS WELL AS PARENTING AND CHILDREN WORKSHOPS.



**K**A EduAssociates has qualified and experienced facilitators as part of its core Think Tank. In a short span since the launch of the company in 2016, 18 months ago, its services are already available in 30 cities in India, working with over 35 school partners, over a thousand teacher partners and parents and 15 new project partners. KA EduAssociates has a global presence with its services offered in

Singapore, Qatar, Dubai, Oman, and Abu Dhabi.

### VISION AND MISSION

KA EduAssociates was founded with a vision to facilitate the acquisition of knowledge, skills and attitudes that will result in an enhanced quality of education. The company aims to transform the teaching and learning process across schools and organizations.

Its mission is also to integrate theoretical knowledge with practical implementation. KA EduAssociates endeavors to do this by incorporating current trends in global education and provide end to end and customised solutions to Managements depending on their scope and need.

They believe that it is a myth that teachers are born and not made. Thus, they endeavor to turn average teachers



into great ones and improve the quality of education. KA EduAssociates is incubating a learning revolution and redefining education.

### THE KA ADVANTAGE

What are the advantages of KA EduAssociates professional training initiatives? Let us consider some of these.

- Enhancement of global knowledge and skills while working. Many teachers find it a real challenge to upgrade their skills and knowledge due to the lack of time and their rigorous workloads. With KA, however, teachers can adopt enhancement of global skills and knowledge on the go. The courses are conducted after work hours and the strategies taught can be implemented immediately, the next day. Thus, through sustained professional development, teachers can keep up with global trends and new techniques in the education space

- Higher Productivity. At KA, practical orientation and a hands-on approach is offered along with strategies that enable teachers to remain focused and time-efficient.

- Immediate Implementable tools and strategies. The modules of the courses are designed to focus on the needs of teachers. There is a great deal of emphasis on group discussions, case studies, simulations, exemplars and interactive debates. Thus, teachers learn practical ways to implement the

techniques when teaching.

- Effective time management. The short-term nature of the modules enables teachers to learn on the go. Thus, the teachers time and workload are respected.

- Enhancement of student performance. The eventual recipient of teacher training and learning processes is the student. Thus, quality training for teachers is very important when it comes to how well students perform. The KA team offers diagnostic programmes which enable teachers to track the performance of their students. This is of great value to teachers because it enables them to customize their strategies based on the needs of their students and their academic status.

- Enhancement of career progression. By acquiring and polishing their skills, teachers are empowered to enhance their career prospects. The KA team keeps this career progression factor in mind and incorporates it in the design and delivery of its modules.

### RECOGNITION AND AWARDS

KA EduAssociates has been the recipient of many awards since its launch just a few years ago. It was awarded the Innovation Award for "Most Emergent Teachers Training Institute" by Brainfeed in 2017. It also received the Leadership Award for "Leading Company in Educational Training" by the International

Women's Leaders Forum (IWLF).

KA EduAssociates was a recipient of the "Dream Companies to Work for" award and the "Excellence in Faculty Training" award. It was also given the Education Leadership Award in Innovation in teaching and methodology. These awards are stepping stones to the success of the company in the years ahead. The most recent recognition by THE World Congress, awarding it as the Training Company of the year in 2018 is a validation of BBC Knowledge Award for the Most Innovative Teacher Training Institute in 2017.

The company has also been featured in the media. KA EduAssociates made an appearance in the December 5-18, 2016 issue of Business India, Bombay Times as the most promising start up. It has also received a lot of praise and recommendation from those who have benefited from the programs organized by the company.

In the short period of its existence, KA EduAssociates has grown to become to become a force to be reckoned with in the educational management industry. It has global partners such as Edfinity and Univariety. It is affiliated with many associations such as the American Association of School Administrators (AASA) and the International Association of Teachers of English as a Foreign Language (IATEFL). KA aims to create a pan India impact. The company is successfully living up to its vision of enhancing the quality of education and it has only begun. ■



## UNDERSTANDING THE INVESTMENT DNA

Karvy Private Wealth is the Wealth management arm of Karvy Group providing exclusive and customised wealth management solutions to High net-worth individuals (HNIs) and families based on their specific needs. With the widest range of product offerings backed by industry's finest brains, Karvy Private Wealth is a complete wealth management boutique. This of course is built upon the Strong belief of the Karvy Group of providing clear, unbiased and most appropriate investment solutions to our esteemed clients and prospects.



One of the most important planning objectives today is to maintain your current lifestyle and ensure your financial independence. By making wealth management a priority early in life, you will give yourself the best opportunity to meet your long-term financial goals. One of the major struggles to effective planning is the gap between the perception of wealth and reality of wealth. Based out of Mumbai, Karvy Private Wealth has branch offices in 9 cities across India. One of the most sought after Wealth Managers for High Net Worth Individuals in India, because of our demonstrated ability to create paradigm-changing long term value for our clients. A dedicated team of expert professionals is well versed with the market scenario and understand the specific aspirations of each individual client Process: Structured Approach to Managing investments Trust associated with brand Karvy.

The awareness about the financial products that are available is low among

the population. Also there is a sense of insecurity among the investors due to scams, harmful practices of some advisers and absence of investor protection environment. The business principles on which KARVY was founded are the drivers behind providing clients with the best in class services. With over 42 different products category across Equity, Fixed Income, Alternate Assets, Insurance, Real Estate and Lending, the Group provides clear, unbiased and most appropriate investment solutions to their esteemed clients and prospects.

With plans to become the best and the biggest player in the wealth management industry in India & Middle East by 2022, KARVY Private Wealth offers the widest breadth of products unmatched in the Indian Wealth Management industry. The brand visions to be the most sought after Wealth Advisor for high net-worth individuals in India, through long term value creation for Clients, Employees and Partners. ■



# KENT RO

The Asian market recognizes KENT RO Systems Limited as the 21st century company that provides innovative health care products that purify the water we drink, the food we eat and the air we breathe, helping people live healthier. The pioneers in bringing the revolutionary Reverse Osmosis (RO) technology.



contains many dissolved impurities, which cannot be treated with this technology. Mahesh Gupta wanted to develop a water purifier that would also take care of the undesirable dissolved elements, while recognizing and retaining the good minerals.

After several trials and six months of hard work, Mahesh Gupta zeroed in on a technology—reverse osmosis (RO)—which promised the results desired, and the first KENT purifier was born in March 1999. Recognizing its potential, and in order to promote a healthy and happy life for other families, he decided to market this invention.

#### MINERAL RO™ TECHNOLOGY

KENT developed a breakthrough technology and launched India's 1st domestic RO water purifier back in 1999. KENT RO water purifiers are based on the revolutionary Mineral RO™ technology which not only removes bacteria and viruses from drinking water but also eliminates the harmful dissolved impurities like Arsenic, Fluoride and Pesticides. Besides providing 100% safe water, Kent Mineral RO Purifiers retain the natural essential minerals in purified water.

#### INNOVATION & DIVERSIFICATION

Over the years, KENT RO has evolved as a market leader providing technologically advanced healthcare products ranging from Water Purifiers, Air Purifiers, Vegetable and Fruit Purifiers to Water Softeners, Bed Cleaners, Cyclonic Vacuum Cleaners and Cold Pressed Juicer. It has become synonymous with offering purity and is known for its robustness in technological performance and innovative designs enhancing quality of everyday living.

With a range of innovative products, strong market presence and an aggressive advertising strategy KENT RO has conquered the water purification industry to evolve as a market leader with 40 per cent market share in RO water purifier segment. Importantly, having millions of satisfied customers to its credit.

#### DOMINANT PRESENCE IN ASIA

KENT RO has a strong hold in the market with a wide network with over 3000 distributors, 15000 dealers and over 500 direct marketing franchises. The deep penetration of marketing network is supplemented by a central CRM based service support network, backed by 1600 service franchises and a force of centrally trained service technicians who provide reliable after sales service.

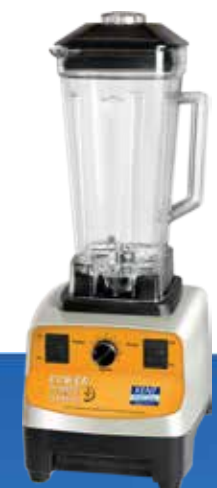
KENT RO crossed the USD 1 Million mark in 2011 and currently exports to more than 30 countries worldwide.

To support the domestic as well as international demand, Kent has state of the art manufacturing facilities in India. Presently the 3 production facilities at Roorkee in Uttarakhand with a combined area of over 5,00,000 square feet have a capacity to produce more than 50,000 units of RO Purifiers per month. This is backed by highly sophisticated Quality Check and Testing facilities. The processes are highly standardized and benchmarked to the best in the world. Stringent quality assurance measures are adopted and effective cost management systems have been devised. At the back-end, KENT forges strong partnerships with vendors for quality compliance. Currently expansion is underway with a fourth plant with an area of 50,000 square feet is scheduled to begin operations in Greater Noida.

#### ON A MISSION : THE PERFECT HEALTH

For long Kent RO has set standards, which are unrivalled, and their philosophy of attaining the perfect health is reflected in their range of water purifiers, air purifiers and other healthcare products.

The company envisions in making a difference in people's lives by affecting all-pervasive areas of their existence - water, food and air. The fundamental vision is defined by producing innovative healthcare products that purify the water we drink, the food we eat and the air we breathe, thus help people live healthier - The Perfect Health. ■



As leader in health care technologies, Kent RO products touch millions of lives every day. The contribution to the health sector in India and other parts of the world have been recognized year after year and is reflected in the awards conferred to the company - Best Domestic Water Purifier Brand (2006, 2007 & 2008), Golden Peacock Award for Eco Innovation 2007, Most trusted water

purifier brand (2013 & 2014), Asia's Most Promising Brand 2013-14 and for the 4th year running, Asia's Most Admired Brand (2014-15, 2015-16, 2016-17 & 2017-18).

#### HUMBLE BEGINNINGS

Dr. Mahesh Gupta, chairman, Kent RO Systems Ltd. Started small and is growing big. He started his company from scratch with a seed capital of INR 20,000 and by financial year

2008-09, the turnover was INR 100 crores (1 billion). In 1998, Jaundice had gripped his children due to impure water as the sole cause. He began trials for his own water purifier and after adequate research, a company was born.

The purifiers available in the market in those days worked on ultraviolet (UV) technology, which kills bacteria in the water. This was not good enough since the water consumed also





## KOLAHAI

KOLAHAI IS A BOOTSTRAP COMPANY THAT DEALS IN FAST MOVING CONSUMER GOODS (FMCG). THE COMPANY WAS FOUNDED IN 2015 AND HAS ABOUT 25 SKUS.

THEY HAVE PRODUCED AND PACKAGED A COUPLE OF DIFFERENT PRODUCTS INCLUDING WATER, JUICES, SAUCES, SODA, TEA, AND TETRA JUICES. THE COMPANY PLANS TO RELEASE EVEN MORE PRODUCTS IN THE FUTURE.

**T**he company has also evolved into a marketing company, with a lot of emphasis on multi-level marketing. Today, it is rapidly growing to become one of the leading companies in its field. What challenges has the company faced since its inception and what differentiates it from other companies in its sector?

### RISE OF KOLAHAI

Kolahai entered the consumer goods market with a manufacturing unit producing

packed water. Initially, it centered in on the rural market and wasn't able to expand geographically. Also, as a young startup without professional help, there were a lot of hiccups and glitches that took some time to iron out. Once that phase was through, the company began to grow stronger and its vision became clearer.

The company is now on a positive growth cycle and has a vibrant business model. It still has the startup spirit, though. Kolahai continues to work on developing

vibrant channels for everyday market feeding. It is also actively developing a model that will enable it to be open warehouse across state just like electronic goods. This will enable it to easily emerge as a market leader without competition from middle channel partners and allow it to control prices.

Also, the company plans to enter into the agricultural market. It has already launched a pilot project to develop agriculture products. Kolahai plans to employ

an offline mode that will enable the company to stay in contact with consumers. This will also ensure that fresh agriculture reaches the end users quickly, the same day. The company currently cannot afford this mode but has a long-term strategy to directly market products to consumers.

### STAND-OUT

Kolahai faces a lot of competition in the FMCG market. The company has learnt to adjust in the various markets to the needs of the consumer. Most companies take this for granted, however. Also, Kolahai is focused, not just on developing products and marketing them, but on working with the best companies in the country to cater to the areas that are not on the radars of multinational corporations.

The company focuses on catering to the everyday needs of consumers. Thus, their products are developed according to the requirements of local consumers. Kolahai wants to have an imprint in every household and have users look at a Kolahai logo every day. Also, with its startup spirit, the company is able to make changes and improvements frequently. Kolahai continues to learn every day and grow stronger.

### PLANS FOR THE FUTURE

In 2018, Kolahai plans to open up a hub center as a warehouse across major towns in north India. This is to facilitate daily market feeding just like normal distribution channels. To enable the company, penetrate the aggressive market captured by big companies dealing in fast moving consumer goods, Kolahai plans to go

directly to the grassroots level. This is known as a one tier system.

The company has also set up a heavy toiling target for itself in the coming year. It expects sales to grow 100% on YOY basis over the period of the next three years. To make this possible, the company is putting things in place and hopes to achieve these goals. Kolahai is also planning to build and patent unique products and processes. It aims to emerge as a well-built intellectual and manufacturing company.

Despite being a relatively new entry in its field, Kolahai is shaping up to become a serious contender. It has come a long way and knows that things won't be easy in the future. However, it is poised to continue overcoming obstacles and reaching for new height. Kolahai hopes to stay around for a long time. ■



## CHANGING THE WAY THIS WORLD PLAYS

Koochie Global is a multinational brand that has well established its reputation as a trendsetter in the industry; with outdoor fitness gyms and safety flooring solutions. With a firm belief in introducing inclusive playgrounds across the globe, Koochie Global today ushers in a new era of outdoor play and fitness for the future generation.



**K**oochie Global is a multinational brand that has well established its reputation as a trendsetter in the industry; with outdoor playground equipment, fitness gyms and safety flooring solutions. Manufactured in 6 technologically advanced, OEM facilities, the conglomerate has 19 locations across 11 countries and 5 continents. Right from meticulous planning, production of the appropriate equipment to installation with adequate flooring and finally

building a complete playground, all their products conform to the highest safety norms. They are certified to meet stringent EN1176, EN16630 and EN1177 standards.

With a penchant for “making that special difference” and undertaking value add initiatives, Koochie Global has entrenched its identity as a leader in just a decade. Since its inception they have worked relentlessly towards bettering the quality of everyday lives across diverse age groups - from



in coping with the demands of contemporary living. The products exhibit uniqueness and enhance sensory appeal with animated vibrant colors and designs that guarantees to fascinate the target audience. A brand which is professionally managed with an organizational infrastructure and team par excellence has joined hands with global play industries stalwarts such as Galopin and Play Planet. Their fine installations are widely used by Schools, Resorts & Hotels, Residential Condominiums, Parks, Malls, Gas Stations, Clubs, etc.

promoting holistic development in children and play as a concept through specifically designed equipment with an understanding of needs; to promoting wellness and healthy community living, the organisation is determined to provide opportunities that foster overall growth and help

to understanding the specific needs of the client and counseling sessions, they provide an empathic understanding. A symbiotic, mutually interdependent channel of communication among the team members at all levels ensures a seamless transition from ideation to execution of tasks.

Evidently, an attitude of sincerity in efforts alongside a progressive outlook and a desire to continue to evolve as a company, permeates every action and task undertaken.

Enjoys the privilege of being the only manufacturer in India to use Akzo nobel paint for powder coating and the robotic method of welding for exemplary finesse and sheen. They use virgin plastic rather than any known hazardous materials. With a focus on holistic well-being, Koochie Global facilitates a wholesome recreational environment that everyone can be a part of. The most recent project “the Janatha Bazaar Park in Bangalore, India features some of their most popular Outdoor Fitness for adults & Play Systems catering to various age groups. Bangalore’s first-of-its-kind custom-designed equipment focuses on children with special needs and abilities.

Enhancement of the landscape, furthering an environment conducive to interaction is yet another implicit contribution.

The expert team of professionals tirelessly works to bring innovative and interesting designs from all over the world to the general public. The equipments are specially designed to cater to the challenges of the present day scenario and current lifestyles. High on safety and appeal, these tastefully designed outdoor workout equipment in public parks makes it convenient to access in terms of time and choice of exercise too. Koochie Global with a strong belief in collective and cooperative societal effort has proved to be a transformative change maker. It has helped improve general public health and aspires to build a more healthy society. ■





## TRADITION OF EXCELLENCE AND PRIDE

Laurus means 'evergreen'. Laurus- The School of Excellence stands for the evergreen education being imparted, in the sense that the learning or unlearning is permanent. The two educationists Dr. Gopalakrishna and Mr. P.Venkata Ramana with more than 30 years in teaching have meticulously planned, researched the methodology for Laurus, which strives to develop the students to metamorphose into global citizens. The school is synonymous with age-appropriate learning activities which reinforce the content-learning.



With a strong belief in culminating a learning environment through qualitative tools and technologies the school nurtures the child's intellectual, social, emotional and psychological development thus impacting his/her overall personality. Facilitated by dedicated educators who are trained to channelize their energy and resources towards child-centered qualitative learning, the school aims to be a premier educational institution in India which develops the human resource for empowering the world at large.

A team of expert professionals seeks to uniquely develop the student's capabilities from a global perspective. The focus is to instill self-confidence in students in order to be able to contribute to community life, build tolerance & accountability. A range of enrichment activities is conducted based on individual interest and talent. This helps each student recognize his/her unique capabilities and further build self-esteem.

Laurus promises to equip all our LAURELS value-driven, to maximize their individual potential ensuring their different ability levels to meet the challenges of education, work and life. Guide the child into his journey of life through stress-free enjoyable knowledge and wisdom. ■

**W**ith just 7 years in industry the brand has established its prominence and gained much appreciation in imparting excellence and harping on their strength of giving joyful education with a motherly touch. The school management has a widespread interest in the sphere of quality education with a commitment to excellence. Their approach has made a significant difference in the educational system by modernizing it and making it more relevant to today's time. They continue to adapt to newer times and ensures that education remains engaging & effective.







# MR MAKHANA

## Snack for the soul



## Healthy, Tasty and full of flavours!

Mr Makhana was launched in 2017. Despite its new entry into the market, it is already carving out a name for itself in the industry. This is as a result of its high nutritional value and the familiarity for the Indian market with the product behind the snacks - makhanas.

### WHAT GOES INTO MR MAKHANA?

Makhanas are seeds extracted from the Euryale ferox, a flowering plant which is classified in the water lily family. It is also known as Fox Nut, Lotus Seed or Gorgon Nut. Makhanas are harvested during the months of August and September and are then dried in the sun. The seeds have a lot of nutritional health benefits.

These lotus seeds are the main ingredients of Mr Makhana. The dried seeds are popped to produce a snack similar to popcorns but much healthier. Mr Makhana is available in a number of flavours such as Piri Piri Paradise, Lime Chilli, Butter Tomato, Pudina Party, and Cream & Onion.

Some other ingredients included in the various flavours are olive oil, spices and condiments such as coriander seeds, dried onion flakes, fennel and black pepper. They also contain natural, nature identical and artificial flavouring. However, these snacks do not contain gluten or MSG (Monosodium glutamate) which can cause problems for people with certain health conditions.

### NUTRITIONAL VALUE

Mr Makhana is a highly nutritious, calcium rich snack that is roasted in olive oil. It is gluten free, high in protein and fiber and good for the kidney. It aids digestion, helps prevent premature aging, controls blood pressure and even helps in weight loss. Thus, Mr Makhana snacks are a very healthy option for lovers of snacks. They're widely known as great guilt free snacks.

The Mr Makhana brand aims to bring back quick, healthy snacks to the Indian people. Makhanas are traditionally Indian products and used to be a common household snack before western snacks infiltrated the market. Mr Makhana is making them trend again. Compared to regular snacks, Mr Makhana packs great nutritional value. Each makhana in the pack serves as an antioxidant. They are also low in calories and MSG free.

With this package of health and wellness included in Mr Makhana snacks, it certainly appeals to many consumers who are sick and tired of the unhealthy snacks they get to eat daily. With Mr Makhana, you can enjoy

### WHAT MAKES MR MAKHANA UNIQUE?

Mr Makhana is just one of the many snack products in the Indian market. So why do many choose these awesome snacks? Here's a few reasons why Mr Makhana stands out from the competition.

For one thing, the snacks are products that many Indians are familiar with as they grew up enjoying healthy makhanas. The nutritional values of Mr Makhana snacks are also a big plus for the brand. Indian consumers want healthy snacks and Mr Makhana is their best bet available in many supermarkets in the country.

Most Indians are also very open to trying out new products. Mr Makhana gets many things right. It's a great product, with a cool brand name. The products are excellently packaged and competitively priced. They also taste great which is something everyone wants from a snack. Thus, Mr Makhana is a unique product that ticks a lot of boxes for consumers and adds a lot of value to the shelves of retailers.

### WHY MANY ENJOY SNACKING

We all enjoy snacks. At least, most of us do. Those little treats we consume between meals or outside regular meals energize us and keep us going. Today, among consumers, there is greater demand for healthy, beneficial snacks. People rely on snacks more to provide more nutrition and energy than in the past.

People enjoy snacking for various reasons. The most common, of course, is hunger. Many also take snacks to improve their mood or as a reward for a personal accomplishment. Some do it for weight management purposes. Some even take snacks as their breakfast, lunch or dinner. Whatever the reasons for snacking, with Mr Makhana, consumers can now enjoy their healthy, tasty snacks guilt free.

Mr Makhana wants consumers to love their product and enjoy it. And many are already doing so. The brand has held a couple of promo events and uses brand ambassadors to promote the product. Though relatively new in its market, Mr Makhana is out to conquer and looks to become one of the leaders in its field. ■



## YOUR TRUSTED ONLINE MEDICINE PARTNER

Netmeds is India Ki Pharmacy, the first and largest licensed online pharmacy in India, serving millions of Indian consumers in 12,000 PIN codes, delivering to all the metros. At netmeds.com, they make a wide range of prescription medicines and other health products conveniently available all across India. Even second and third tier cities and rural villages can now have access to the latest medicines. Since they also offer generic alternatives to most medicines, online buyers can expect significant savings.

Maximum savings through great offers and deals

Trusted by over a 1,000,000 loyal users

The widest range of medicines. 100% authentic

Easy to check expiry dates on medicines

Over 100 years experience in the pharma industry

Delivery promise you can count on

Delivers To Your Doorstep Anytime Anywhere in India!



As more people use the internet to understand their health issues, some also go online to buy prescription medication. The website provides quick delivery and a simple ordering procedure, helping you to avoid the hassle of a long waiting period.

With a Moto for convenience shopping, heavy traffic, lack of parking, monsoons, shop closed, forgetfulness. These are some of the reasons that could lead to skipping of vital medications. Since taking medicines regularly is a critical component of managing chronic medical conditions, netmeds make sure you do not run out of essential medicines without leaving the comfort of your home. In the wake of technological advancements, those aged 50 to 59 now have access to medical help on their fingertips, simply by ordering online on their smartphones.

Pharmaceutical products and medicines are highly quality maintained and bears the 100 year trust in Netmeds legacy. With easy access to reliable drug information, you get to know all about your medicine at netmeds.com, and once

you're a Netmeds customer, you'll get regular refill reminders, so you'll never again come up short of medicines. It continues a legacy of 100 years of success in the pharmaceutical industry. They are committed to provide safe, reliable and affordable medicines.

The brand offers a superior online shopping experience, which includes ease of navigation and absolute transactional security. The brand caters to people of all ages with varying needs and preferences. Netmeds is quick to adapt to the emerging market trends and provides an easy, accessible one stop solution to all. ■



## CHOICE FOR THE HEALTHY

Food is a part of the foundation of culture and community. Opting for healthy and quality food is an effectual choice for personal and planetary health. Nourish foods are free from chemicals and burst with more nutrition, taste and seeks out for sustainable sustenance.

**N**ourish is a unique brand, by BL Agro Industry limited with a proud history and a bright future. Nourish products are manufactured to must make an explicit and positive contribution to address the current healthy lifestyle issues. With a history that goes back to 50 years, B.L. Agro Industries Ltd. Is a company with a simple corporate objective- to manufacture, package and market the purest possible edible oils and food products. Nourish foods have higher levels of vitamins, minerals and micronutrients than conventionally grow and packed foods. The products under nourish provide for approximately 60% more nutrition than other products.

High level of chemical fertilizers and pesticides are poisons. Nourish products are manufactured and packed understanding your health needs. Nourish edible oils contains healthy unsaturated fats which help in maintaining and reducing cholesterol levels. Understanding the lifestyle changes and challenges associated with it, nourish products are manufactured with the best in class techniques and technology to ensure a healthy lifestyle. From getting rid of fats, to strengthening of bones, to gluten free products, nourish products have marked a tremendous growth in the required market scenario.

With over 12 products spanning distinct categories such as Nourish Chakki Fresh Atta, Chana Besan, Roasted Daliya, Flaxseeds and all routine pulses and cereals the Company is

a part of the everyday life of consumers across India. The brand is fast gaining widespread acceptance and is presented in a unique, world class, packaging that has won various awards for sustainability as well as aesthetics. For both edible oils as well as Nourish FMCG food products, the group has never fell short of innovations. They have their own distinguished specifications regarding purity, taste and other characteristics. B.L. Agro has the most advanced and updated facilities to ensure food products have their natural nutrients to maximum level. The research and development department is consistently working to produce modified and customized food products as per evolving consumer tastes. The machines and the systems are so designed to produce the highest quality products as per the specifications based on consumer preference and demand.

Nourish as brand is introduced with a clear and compelling vision to double the size of the business, while reducing the lifestyle challenges and increasing the positive social impact on the lives of thousands of people. True enthusiasm for a business, its products, and its mission cannot be faked. Employees at nourish can be seen cheerleading from a mile away. The team of expert professionals at nourish combines their multinational expertise with deep roots in diverse local cultures. They continue to provide a range of products to suit the wealth of consumers. ■







## AESTHETIC SOLUTIONS FOR YOUR SKIN AND HAIR

Oliva recognizes everyone's aspiration to be naturally beautiful. They are a chain of medico-aesthetic clinics and a home to qualified Cosmetic Dermatologists and Trichologists, who deliver real results for all skin and hair concerns. Oliva Clinics are proud to be known as one-stop-solution for all hair and skin problems in Hyderabad, Bangalore and Chennai.

**T**hey bring to you the aesthetics of beauty and the science of medical knowledge as a unified service under one roof. Many people have been undertaking Oliva's treatments to make their skin supple and radiant with a beautiful glow. From reducing all grades of acne, treating pigmentary concerns, acne scars, sun damage, ageing concerns, unwanted hair removal, hair fall and hair thinning; they take care of all your skin and hair concerns. The brand enjoys high trust and goodwill from over a lakh

of its happy clients. The clinic has highly qualified cosmetic dermatologists and other skin and hair care therapists to analyze each problem that the customer has, and to recommend solutions that are personalized. This has helped them secure a strong base of loyal clients. Oliva's treatment through in-depth research

findings, validates that there is a huge scope for customized skin treatment. This is Oliva's biggest strength since it is one of the leading clinics which offers personalized solutions and expert advice for skin and hair problems of its clients.

At Oliva, the focus is on hiring the best talent with an ideal cultural fit. They have a highly qualified and one of the largest team of over 50 Dermato-trichologists across 16 clinics in Bangalore, Chennai and Hyderabad. They truly believe that satisfied employees lead to happy clients and lay huge emphasis on a healthy and happy workplace, with incredible infrastructural and hygienic conditions.

Each of your visit at Oliva is led by their expert doctors who begin with a comprehensive skin analysis and take stock of your overall medical condition, before sharing your treatment plan, exclusive for you. Their carefully balanced

combination of aesthetic and clinical approach - from a simple skin peel to a more advanced medical procedure - is determined to suit your own unique individual skin and body needs. The brand has established this holistic approach to give you the benefits of what the best in the field of science and aesthetics has to offer. Oliva is, by far, the most comprehensive medico-aesthetic clinic that you can choose.

Oliva is India's leading chain of dermatologist-backed clinics, committed to delivering flawless skin and healthy hair. Equipped with state-of-art, USFDA approved safe technologies, stringent and constantly updated protocols. Their solutions span from Laser Hair Removal, Anti-Ageing, Pigmentation, Acne/ Scars, Hair loss, hair thinning, Hair transplants and a wide range of dermatologist formulated retail products. ■





## SCRIPTING GROWTH STORIES

Established as a registered stock broking company in India in 1944 by Mr. Prabhudas Lilladher Sheth with a vision of rising up to become India's leading financial services provider, the financial services firm Prabhudas Lilladher (PL) has established itself as a renowned brand, powering financial growth of its customers for over seven decades. The firm's long journey of success is based on its strong adherence to ethics, uncompromising dedication to quality and an attitude of excellence - these founding principles are deeply entrenched in its corporate culture, constantly guiding it towards the pinnacle of success.

**P**L ([www.plindia.com](http://www.plindia.com)) has steadily evolved from a standalone brokerage firm to a one stop shop to individuals and companies for all financial services over the years and provides a comprehensive gamut of financial advisory services in the Institutional and Retail domains with a team of dedicated experts and a nationwide distribution network of branches, franchisees and associates.

The firm's offerings are initiated, conceptualized and executed by an experienced and dedicated team of experts, comprising professionals from diverse financial backgrounds who continuously strive to power the clients' financial growth and are backed by its excellent technical infrastructure which is the best in the industry - ensuring speed, accuracy, security and 24x7 services and support to its 75,000+ retail clients.

### COMPREHENSIVE PRODUCT SUITE

PL's broad range of businesses includes Capital Markets Business and Fund Based Business. The Capital Markets business is divided into Institutional Business, Wealth Management and Retail Business. PL is one of the top Institutional Brokers in India serving 150+ leading domestic & international institutional investors in equity markets with a strong global outreach and robust

research. PL's clientele include prominent Mutual Funds, Hedge Funds & Bank Treasuries from India, UK, Europe, USA, Hong Kong & Singapore. PL provides cutting edge Investment Banking and Corporate Advisory services to corporate clients in India & abroad and was recently instrumental in a major PE deal in the consumer retail space.

On the Retail side, PL provides Equity, Commodity, Currency & Derivative Trading (online & offline), Advisory on Mutual Funds, IPOs, Real Estate, Bonds, Fixed Deposits and Alternative Investment Funds (AIF), services like NRI Services, Home Loans and products like InvestActive, Trader's Edge and PMS. PL's reputed Portfolio Management Services (PMS) have delivered a CAGR in excess of 25% since 2013. The Funds Based business provides Margin Funding, Loans Against Shares / Property through its NBFC arm PLFS.

Offering multiple trading modes (offline and online) to its clients through a nation-wide network of 410+ locations in 120+ cities, PL comes across as a trustworthy financial companion for them. In addition, PL offers its customers the convenience of mobile trading which allows them to take decisions on buying and selling of their equity on the move. Clients can synchronize their transactions with various media like Web, Desktop, CNT and others.

PL's path breaking product InvestActive ([www.plinvestactive.com](http://www.plinvestactive.com)) aligns customer portfolios to PL Research through a unique strategy. It allows customers to instil the virtues of balance & discipline in their portfolio to take advantage of both long term growth and short term gains. PL's Portfolio Tracker gives clients a seamless and comprehensive view of their holdings with PL so they always have the relevant information at their finger tips. PL has recently introduced another innovative product Trader's Edge, pioneering system based trading in the country. To better serve its clients, PL was one of the first companies to adopt the Whatsapp Business platform in India.

in building people competencies by enhancing their knowledge & skill sets and in research to offer the experts' advice to its clients. Being responsive and sensitive to clients' needs, flexible and agile in transforming and adapting to any evolving challenge or scenario keeps PL & its clients ahead in the financial markets.

### AWARDS & ACCOLADES

PL's award winning research forms the heart of their wide range of services. PL was awarded as Best Equity Research Firm 2016 (India) by Wealth & Finance International and has consistently achieved excellent rankings in Asiamoney Polls with 11 PL analysts finding a



### DRIVEN BY VALUES

Endeavouring to be India's leading and most preferred financial services organization built on ethical practices and integrity, PL thrives on the values of Expertise, Integrity, Responsiveness, Enterprising attitude and Integrity. Committed to enhancing expertise to take prudent financial decisions, PL continuously invests

place amongst the Top 20 analysts in Asiamoney 2016 Polls. PL has been awarded as one of the Most Admired Brands 2016-17 by Whitepage International and PL is also ranked as no.1 broker (out of over 40) in Mid-cap & Small-cap segment research and no.3 broker (out of 47) in Large-cap research with over 90% accuracy of calls by MarketsMojo.com, an independent website assessing broker calls. ■





## PRESTIGE GROUP: BUILDING TRUST OVER SPACE



Almost 30 years ago, two brothers - Irfan and Rezwan Razack dared to move away from the family's well established retail business to create their own space. Today, what then might have been frowned upon as a break from tradition, is a company worth a couple of billion dollars. That, in short, is the story of the Prestige Group, India's second largest developer, which is credited with redefining Bengaluru's skyline. The company ended fiscal 2017 with a turnover of INR 4862 crores.



**A**s you drive through the streets of Bengaluru - the city where Prestige was born in 1986, witnessed an unprecedented growth and is today headquartered; you will find the Falcon dotting the landscape. The mighty Falcon, which is the icon of the Prestige Group, has now come to be associated with world class infrastructure, trust and quality. In fact, the story of the emergence of Bengaluru as the Silicon Valley of India would remain incomplete without a mention of the role of the Prestige Group in creating the enabling infrastructure. Today the group has a presence across all real estate asset classes, from homes to offices to retail,

hospitality, leisure business and IT Parks and SEZs.

### MILLIONS OF SQUARE FEET AND STILL GROWING

As on date, the company has completed 212 projects covering over 84 million square feet of space. The company has 51 ongoing projects generating 53 million square feet, 48 mn sft of upcoming projects and holds a land bank of 424 acres with potential developable area of over 42 mn sft. As much as Bengaluru bets on Prestige, Prestige, too, bets on Bengaluru with 85% of its portfolio standing on home turf. The company has over 160 properties in

Bengaluru alone. More recently, it has expanded its footprint to Chennai, Goa, Hyderabad, Kochi, Mangaluru and Mysore.

Prestige Acropolis is one of Bengaluru's first luxury residential developments. Forum Mall is Bengaluru's first and most successful retail mall. Prestige Shantiniketan is the city's first wholly integrated township project. The Collection, UB City, built in partnership with the UB Group, is South India's first luxury mall. Prestige Bluechip Tech Park in Koramangala was among the first of its kind and was built in the early 2000s. Today the Prestige Tech Park, with an offering of six million square feet is among

the largest in the city. The group also has huge spaces occupied by a single tenant, like the Cessna Business Park where Cisco occupies 3.5 million square feet. The company also has tie-ups with world-class hospitality brands like the Hilton-Conrad, Sheraton, Marriott. And the list goes on...

### BANKING ON TRUST

But more than all the space that it has created, the group's most significant achievement, perhaps, has been to convert the real estate industry from one that was treated with suspicion to one that commands trust. As Irfan Razack, the group's Chairman and Managing Director, himself says: "In the past, real estate was treated with a considerable amount of suspicion and apprehension by the wider public due to the lack of regulatory oversight and a large number of unscrupulous developers who often took buyers' money and either delivered poor quality final products or, in many unfortunate circumstances, failed to deliver at all. The industry was crying out for ethical, dependable and transparent developers and I am proud to say that Prestige was at the forefront of that revolution and set many benchmarks."

This ability to build a trust-based relationship with all stakeholders - be they, buyers, architects, suppliers or employees - has enabled the group to become an industry leader. Trust, combined with ethics and high-quality infrastructure at affordable prices has become the hallmark of business at Prestige. The group's core value is based on the 7 Cs concept - Comprehensive, Capable, Competent, Consistent, Credible, Cost Effective and Confidence. Today, more than the land bank in its possession, the group's highest performing asset is the customer's faith in its ability to deliver what is promised.

### STRONG AFTER-SALES AND COMMUNICATIONS

Moreover, a sound after-sales strategy

has further strengthened Prestige's leadership position in the market. At Prestige, all client queries, past or present, are dealt with a similar sense of urgency and commitment. Past clients are not forgotten. Thus, the relationship with them doesn't end with a sale. It is in line with this philosophy that the Prestige Property Management and Services (PPMS) was set up in 1996 to provide high quality maintenance and post construction care for all Prestige developments. The Prestige Group can be credited to be the first builder in India to come up with a dedicated company for post-construction care. The 950-member team consists of highly skilled workers who are specially trained to maintain the impeccable standards that are the hallmark of all Prestige developments.

In order to keep every customer, both in the country and overseas abreast of all developments, the group has created 'Falcon News', which is not just an award-winning magazine, but is one of the group's strongest communication tools. It has grown to be recognized as a magazine in its own right with a circulation of over 27,000, targeting customers and all other stakeholders.

The company also publishes a premium luxury lifestyle magazine called 'The Luxury Collection' which circulated to HNIs in India and abroad. It is also available on stands nationally and is placed in many luxury pockets across the globe like the Four Seasons Hotel - Paris and Chicago, The Dorchester Collection Hotels, Yacht Clubs and across multiple luxury hotels in India. The content of the magazine is focused on luxury retail brands, travel, food and wine, international events, art and all things Luxury, with special focus on international and national brands within The Collection, UB City - South India's only luxury mall and a joint venture between the Prestige Group and the UB Group.

Additionally, Prestige puts a lot of thought, creativity, innovation and



planning into each and every marketing and advertising campaign for its various offerings. The communication practices are based on the principle that a client must feel the property that is being launched. They are designed as works of art, taking them way beyond a plain vanilla marketing pitch. Testimony to this is the fact that the company has received several awards for its innovative approach.

The company has a strong online presence and all details and developments related to the company can be found on its website. Moreover, the Prestige Group provides an application where homebuyers can track the progress of the projects that they have invested in. This creates transparency while making the company more accountable to its clients. Billboards across the city also give information on Prestige's latest offerings, further creating top-of-mind recall for the brand.

Clearly, a brand is not built over a day. Yet, age alone cannot build a brand. The Prestige Group appears to have got the formula right. ■



WHAT  
ARE YOUR  
PRETTY SECRETS?

Prettysecrets cover a wide range of inner wear, from bras and panties to sleepwear and shape-wear. Their styles are comfortable, youthful and flirty, cover a variety of functional purposes. They are a lot more affordable compared to the other brands out there, without scrimping on the quality.



empowerment. Pretty Secret's widespread distribution has ensured the product is easily and readily available to the customer across the length and breadth of the country.

Being the First Online Lingerie brand and segment leader across major online marketplaces; the brand has a loyal following among the younger and working women. Its high engagement across social media has made it a popular choice amongst women in India. The brand products suffice three crucial categories:

**EMPOWERING:** Give you Comfort inside, Confidence outside;

**DEPENDABLE:** Great quality & functionality that never lets you down.

**PERSONABLE:** Like a friend / establishes one-to-one relationship

Pretty Secrets has a variety of choices for the contemporary Indian

woman. Their designs are pretty, trendy, cute and flirty. The multi category focus caters to the needs of the youthful, more experimental and bold Indian woman. The brand gives you the option of going beyond the regular everyday, if you're looking to be #RedefineBasics which has been the brand's tagline and motto. It strives to provide the best fabrics in tune with the lingerie trends of today. The classy, elegant and simple yet trendy products make one feel beautiful.

Known for its wide range of the most comfortable and shape enhancing fabrics, this brand promises an unmatched style and elegance! The teams of experts are working continuously to beautify women lingerie offering fashion and premium quality. Pretty Secrets the premier entrant into the world of web-based lingerie shopping, is tirelessly to empower each and every woman and make them love the person that they are! ■

**T**he only lingerie brand in India to have a perfect combination of function, comfort, quality, fashion and style at affordable price points. An effort towards constant innovation and development on quality, engineering of product in terms of fabrics, styles, silhouettes, prints, colors, construction has made the brand stylish and focused towards the changing nation fascinated with women



## IT'S YOUR LIFE, MAKE IT LARGE

An iconic brand among Indian spirits, Royal Stag has redefined the category in the country by offering an international quality blend and pioneering the “grain spirit blended with Scotch malts” revolution. Royal Stag is positioned as an inspiring and progressive brand built on the human insight that one creates his own destiny through hard work.

**S**eagram's Royal Stag is the flagship brand of Pernod Ricard India. It is also the category leader of Deluxe Whisky in India. Today Seagram's Royal Stag enjoys a fiercely loyal consumer franchise built on not just an excellent blend but a proposition that encapsulates a modern India - “MAKE IT LARGE”.

Seagram's Royal Stag was launched in 1995 with a blend of Indian Grain spirits and imported scotch malts. The brand redefined the spirits space in India by offering an international quality blend by pioneering the grain spirit blended with Scotch malts revolution. With time, it has become a truly iconic brand with a large following cutting across socio-economic groups and cultural communities. The brand continues to grow and amaze marketers across categories in India.

For over a decade, Royal Stag has connected with self-made individuals who have magnified the canvas of their life. Its brand ambassadors not only personify this brand philosophy but are also an inspiration for millions of youth in the country who are working hard towards fulfilling their dreams and aspirations.

The consistent and effective brand communication has built a strong connect with the brand which gets reflected in the strong brand franchise of the brand. The brand image overlaps with the perceived traits of its users, lending a strong brand connect with consumers.

Royal Stag Barrel Select was launched in 2011, as an upward extension of Royal Stag and has achieved considerable footprint pan India. Developed an online platform - Large Short Films(LSF)

AAJ JIYO.  
LARGE JIYO.

IT'S YOUR LIFE. MAKE IT LARGE

to deliver the brand proposition through continued co-creation with leading Bollywood directors and providing opportunity to the “tribe” of aspiring filmmakers, thereby increasing the brand's foot print in the rapidly evolving digital space. With Success stories like Ahalya

and Nayantara's Necklace under its banner, the platform started driving brand advocacy with conversation around 'Make it Perfect'.

Royal Stag is positioned as an inspiring and progressive brand built on the human insight that one creates his own destiny

through hard work. It is a quality product with no artificial flavors, and targeted at young, confident, progressive individuals who embody self-belief. The brand has been consistently inspiring to aspire and achieve bigger things in life. ■





Rupchanda soyabean oil is a quality, edible oil produced by Rupchanda. The Rupchanda brand was launched in 1996 by Wilmar, the holding company of Bangladesh Edible Oil Limited. Since then, it has become the first choice of consumers and is renowned for its excellent product quality and customer service

**T**he Bangladesh edible oil market has always been dominated by loose oil. The Bangladesh Edible Oil Limited (BEOL) company was formed in 1992. It aimed to provide quality edible oil for the Bangladeshi people. BEOL went to great lengths to sensitize people about the importance of properly refining oil and storing the oil in virgin packaging. Previously, people thought that just heating the oil made it safe. After BEOL was launched, a segment of the market ready to pay for quality oil was formed.

The Rupchanda brand was named after a popular sea fish with the same name. When it entered the market with quality soyabean oil, the market was commodity-driven and consumer awareness was very low. Oil in readily packaged form was virtually an unknown concept. However, Rupchanda has transformed the soyabean oil category and has accomplished a lot in creating awareness about the importance of staying fit and healthy. The quality of life of many consumers has improved

due to Rupchanda's marketing activities.

Rupchanda took things a step further in 2012 by successfully fortifying their soyabean oil with Vitamin A. This was the first Vitamin A fortified soyabean oil under the "Vitamin A fortification project" of the MOI Government of Bangladesh, with UNICEF providing technical support. Rupchanda has also taken the lead in the introduction of poly pack form of edible oil to cater for millions of the semi-urban and rural populations of Bangladesh.

Despite the entry of a lot of competitors into the edible oil market, many consumers continue to choose Rupchanda for their quality oil. Why is that? Here are some major reasons why Rupchanda remains the go-to brand for consumers.

#### PRODUCT QUALITY

Many consumers view the color and clarity of oil as defining factors when it comes to the quality of oil. Rupchanda has always maintained the same quality as its holding

company, Wilmar. The color has also remained the same. To ensure that consumers get the highest quality oil, Rupchanda has even gone beyond the requirements of the Bangladesh Standards and Testing Institutions.

Over the years, Rupchanda has maintained the excellent quality of its soyabean oil. Other companies, at times, have been exposed to have been mixing cheaper oil with soyabean oil. However, with Rupchanda soyabean oil, there have been no such issues or complaints. Thus, consumers confidently choose Rupchanda, knowing that they're getting the best product quality. Rupchanda's quality policy states that they "are committed to providing the highest quality products and consumer services" to ensure the satisfaction of their customers.

Rupchanda fortifies its soyabean oil with Vitamin A. A research done by UNESCO in 2005 showed that a number of people in Bangladesh suffer from Vit-A deficiency. To fix this, the government of Bangladesh initiated Vit-A fortification and BEOL was the



first company to follow it.

#### EXCELLENT BOTTLING

BEOL single-handedly developed the PET bottled edible oil industry in Bangladesh. It was the first company to launch PET bottled edible oil. The technology was then considered advanced and costly. However, BEOL helped people to see the importance of proper packaging.

Rupchanda is renowned for its excellent bottling of soyabean oil. Their bottles and packages are good looking and efficient. These designs are regularly copied by other companies in the market. Thus, they basically taught the industry how to bottle edible oil because they've always been in the forefront in the quest for better looking and efficient bottles for edible oil. The excellent bottling of Rupchanda Soyabean Oil is one of the reasons why many consumers choose it over products from other brands.

#### RIGHT QUANTITY

Oil is bottled at high temperatures and the content reduces when it cools down to normal temperature. Thus, many companies fail to deliver the right amount, sometimes due to lack of expertise. Thus, customers get a fraction of what they paid for.

However, with Rupchanda, the right quantity is always delivered. Quantity is checked at room temperature to ensure that the bottles are accurately filled and that consumers get the exact amount of oil they're paying for.

Rupchanda's brand essence is "Happy Family Moments". The brand's communication evolves around having a happy family time with the healthiest oil on the market. "Every drop is healthy" is the tagline of Rupchanda soyabean oil. With the purpose of catering happiness to families, Rupchanda has been organizing a cooking reality show in Bangladesh. The show is titled:

"Rupchanda The Daily Star Super Chef" which was launched in 2013. This show has been running for four years and provides cooks with a platform to showcase their culinary abilities.

Thanks to all of these reasons, no other brand has been able to shake the position of Rupchanda in the mind of many consumers. Rupchanda has also been awarded the best brand in the edible oil category since the inception of the Best Brand Award organized by the Bangladesh Brand Forum. Also, the forum awards the top 30 brands of Bangladesh, and Rupchanda has secured the fourth and second positions in 2014 and 2015 respectively. Rupchanda has a long history of persistent product quality and customer service. Thus, Rupchanda Soyabean Oil is the best choice for anyone looking for quality edible oil. ■





## TRANPARENCY, TRUST AND ESSENTIAL SOLUTIONS

With more than 30 years of experience, SANDHYA GROUP is one of the leading names in the specialty chemicals field in India. The company has successfully delivered high performance chemicals under the brand name of SANPHOS™ to a wide range of industry segments in Industrial Chemicals, Pharmaceutical, Bulkdrugs, Agrochemical, Dyestuff, Paints, Polymer, Adhesive industries, Lubricants, Plastics, Rubber, Oil Exploration, and Many more.



Incorporated in the year 1984 with a vision of serving Phosphorous Based Speciality Chemicals and Agrochemicals, the brand today has 4 large scale manufacturing plants across india . Sanphos 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. The production operations at each of the plants are managed by an expert team of highly skilled technical engineers that has developed an extensive range of products suitable for use in a multitude of applications.

Sanphos believe in establishing a business that drives a long term growth, opportunity and value for all. They seek to achieve this through "highly disciplined and accountable quality standards". All products are manufactured in compliance with Good Manufacturing Practices (GMP) for both domestic and International market. Sanphos has state of art manufacturing plants with large storage capacity and sophisticated testing equipment for analysis.

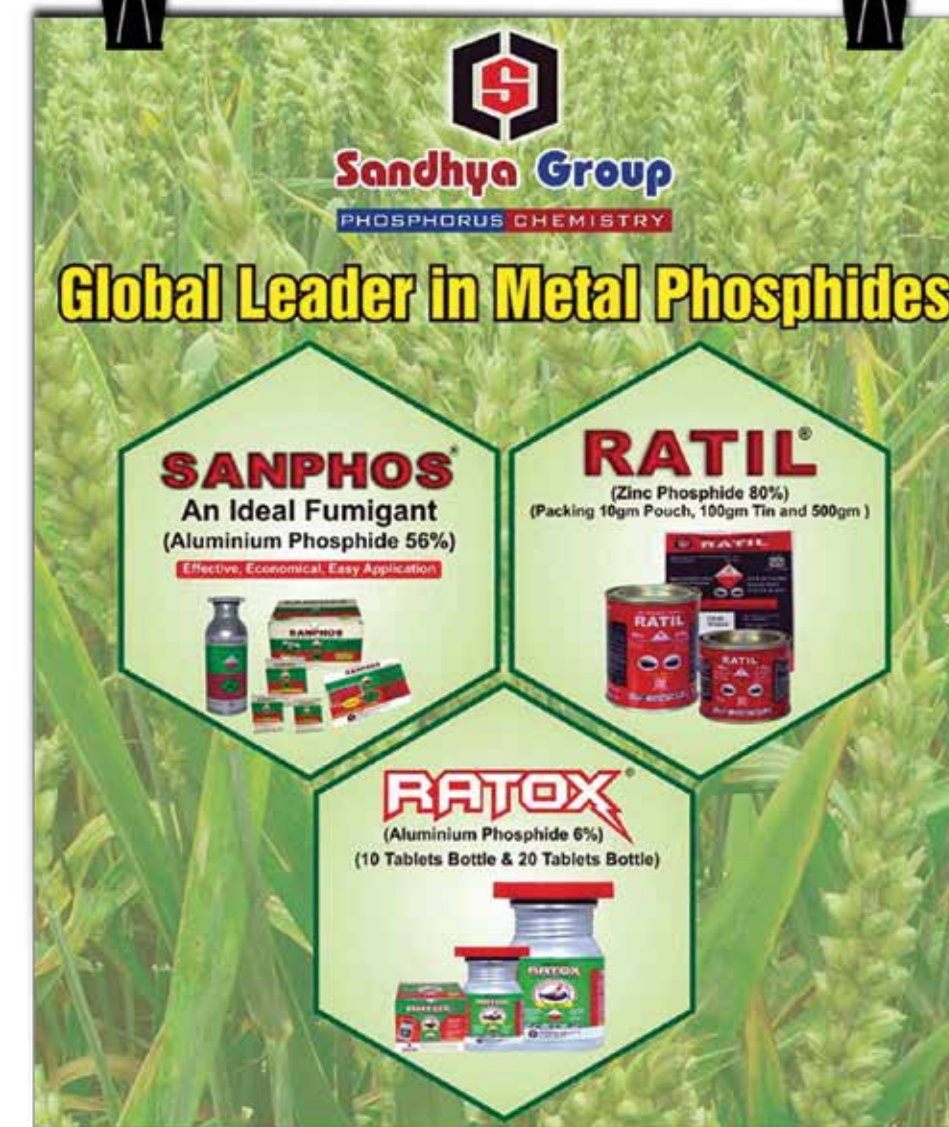
The expertise and dedication of the expert team of professionals provides the leverage to respond quickly to changing market trends and demands in the agrochemicals and specialty chemical industry. The brand not only believes in delivering what has been promised but pushing the boundaries for what is not expected and building a relationship beyond. Their Core Competencies lies in the utmost safety while handling of Phosphorous Compound. This is made sure by implanting various training and awareness campaign to the end users who can use the phosphorous based product in most environment

friendly manner.

Amid globalization and urbanization, the challenge faced by industries and communities today is that of balancing development with resource scarcity and environmental concerns. With a belief they have a part to play in sustainable future, Sanphos has introduced special packaging for their phosphorous product which can be easily transported and handled by end users. A lot of training too is conducted across the end consumers to ensure the safety of the product.

Their consumers love the product and services because there is more personal touch included.

Sandhya Group is committed to building sustainable businesses that manage the impact of operations responsibly today, while preparing for the future and creates a shared value for the environment. The vision of the company is to build a platform of diversified product and services that drives sustainable long term growth while delivering extrinsic and intrinsic value of their clients. ■







SCON Projects is revolutionizing industrial infrastructure sector. Formerly known as Samarth Construction, the company specializes in industrial construction, mechanical electrical plumbing (MEP), heat ventilation air conditioning (HVAC) and turnkey project execution. It is an organization driven by a group of very enthusiastic, highly motivated and mission driven professionals.

**A DECADE OF COMMENDABLE INDUSTRIALIZATION**

Incorporated in 2007, SCON has completed a decade of successfully executing numerous construction projects and thereby achieving recognition from varied industries. The company is passionate towards its mission to deliver only the best to its customers. In the field of construction, HVAC and MEP where precision, agility, reliability and quality are the most critical aspects for success. SCON has displayed commendable attributes to achieve that and will

continue to do so for decades to come.

**WHY SCON?**

Consumption of advanced technology, dynamic project management and rapid project execution are the key factors for the success of ever changing world of construction industry. Understanding and considering customer business needs is an integral aspect of project planning. The company is flexible enough to accommodate the client's business priorities and set the pace of development in-line with that.

SCON believes in "Your Success is our Success". The organization has put tremendous efforts towards adopting customer centric project execution processes. Which has resulted in to successful completion of more than 250 projects in 10 years of existence with strong technical and managerial expertise, a massive experts and consultants network available for anytime technical support and cordial relations with all stakeholders.

Three important work-mantras drive the company's vision; Safety, Quality, and Machinery & Equipment.

SCON is committed towards delivering quality without any compromises. The company treats ever changing project requirements as challenges and the experienced staff and stringent quality procedures enable to deliver the quality in the dynamic project environment. Quality checks are conducted at every stage of project execution to ensure adherence to the standards and practices.

SCON is committed to control accidents at its construction sites by providing Personal Protective Equipment (PPE) and constant awareness on preventive measures. Safety norms are compliant to ISO 9008. The company's projects are mishap free due to their conscious effort towards safety. In recognition to safety adherence, SCON has received an award from 'PCERF - Safety Gold Awards for Industrial Project' in 2017 among many more in the last decade.

External dependency for machinery & tools can cause delays in project timeline. The capable staff anticipated this as a major issue from our client's perspective. To avoid delays and enable smooth and fast paced project execution, they have added many machines and equipment to the force.

SCON also provides turnkey HVAC & MEP solutions to Industrial, Commercial projects with high emphasis on quality, safety and cost effectiveness. The company is also the authorized dealer of Daikin and Samsung for HVAC.

SCON's constant effort to deliver the excellence is being recognized by world. Since 2012, SCON has received more than 11 awards on national and international platform from many reputed evaluation committees & institutions.

**CSR**

Recognizing that business enterprises are economic organs of society and draw on societal resources, it is SCON's belief that a company's performance must be measured by its Triple Bottom Line contribution to building economic, social and environmental capital towards enhancing societal sustainability.

SCON believes that in the strategic context of business, enterprises possess, beyond mere financial resources, the transformational capacity to create game-changing development models by unleashing

their power of entrepreneurial vitality, innovation and creativity. In line with this belief, SCON will continue crafting unique models to generate livelihoods and environmental capital. Such Corporate Social Responsibility ("CSR") projects are far more replicable, scalable and sustainable, with a significant multiplier impact on sustainable livelihood creation and environmental replenishment. These initiatives are independent of the normal conduct of SCON business. Programs, projects and activities (collectively "CSR Programs") carried out in this regard are the subject matter of this Policy.

SCON's CSR initiatives will focus on five thrust areas - Education, Health, Livelihoods, Rural & Urban infrastructure and Sports. Besides, it will also undertake Interventions in the areas of disaster relief, environment and ethnicity etc. all aimed at improving the quality of life of the communities. ■







With a proven track record of 29 years – customers from 53 countries, delivery of over 1.44 crore built-up area, 142 projects launched and over 6950 households, the sheer numbers of Skyline epitomize the values that have created these numbers. The Builder practices transparency in every aspect of their business and there are no hidden clauses or no shades of grey in their business process

Brand Skyline has gained the reputation of being one of the most trusted and admired brands in Kerala. At Skyline Builders the relationship does not end by just selling homes, instead they welcome their clients to the large family of Skyliners. Their ethos is highlighted by an endless commitment to client satisfaction. With Skyline Services, their professionals and experts help every Skyliner to have a fret free-living lifestyle. Their passion for unmatched quality has garnered special accolades, creating a flawless reputation in the world of construction.

The Builder is synonymous with innovation and their teams of experts have pioneered many landmark developments. The brand has introduced many firsts in the industry. Brand Skyline is seen as a 'dependable and quality conscious professional who is prim and proper and delivering on what it promises'. SkySuites is yet another unique feature that Skyline offers, which lets Skyline customers and their family to stay free of cost at any of the fully furnished

transit homes across six locations. The first Kerala builder to have come up with a brand campaign in market where everyone talked only numbers. When the brand reached the 25th year mark, a campaign 'I am Skyline, I am 25' was run to celebrate the brand's achievement. Skyline has carved a niche for itself in the ever-growing real estate sector, with a portfolio that includes a developed area of 1.44 crore sq.ft with clientele from 53 countries.

For the past 29 years, Skyline Builders has been constantly creating and implementing innovative ideas in real estate. The brand lays emphasis on adding value to the lives of their homeowners through their core business. With a pledge for consistency of credibility the brand seeks to continue to build the very best upholding their principles: Unmatched quality and guaranteed customer satisfaction through SkyCare. ■

## DELIVERING UNMATCHED LIVING EXPERIENCES

A luxury real estate brand that balances elegance and opulence across all its spaces by creating an environment that appeals to the lifestyle of customers. Progressively transforming landscapes with global lifestyles!

**W**ith an impressive portfolio of 142 projects across ten cities in Kerala, Skyline Builders is today the most preferred real estate developer in the state. Their signature creations set them apart, and today are a name that is firmly etched across assets. International designs, world class luxury amenities, prime locations and on time delivery are but a few things that make a Skyline homes stand out from the rest. They are one of the first builders in India to be ISO 9001:2015 certified.

With its supremacy unrivalled throughout Kerala, 'Reliability' has been a defining feature of brand Skyline and its relationship with customers.







SMT (Sahajanand Medical Technologies) is the leading manufacturer of minimally invasive coronary stent systems in India. They have one of the broadest product portfolios in the industry. Some of the products in their portfolio are drug eluting stents (DES), bare metal stents, inflation devices, and balloon catheters. Their high-quality products are accepted in over 60 countries. They aim to expand their portfolio to comprehensively cover all aspects of cardiovascular treatment support.



world. SMT is one of the most recognized stents manufacturers in the world. They have over one million successful implants globally. Their products have been used extensively and proven among the highest number of Indian patients as compared to any other company in the world.

#### SMT BREAKTHROUGHS AND FIRSTS

With support and recognition from the Ministry of Science and Technology, Government of India, the Research and Development facility of Sahajanand Medical Technologies has, through its highly qualified research personnel, continuously improved stent designs. These new designs and breakthroughs have helped physicians in placing stents in more challenging anatomies and at the same time, retain the efficiency and safety of the previous generations. SMT now has its 4th generation design in the market. This new design has seen tremendous demand in the Indian markets.

Sahajanand Medical Technologies was the first company in the world to receive a CE approval for their

He founded the group with the purpose of catering to the diamond industry with laser technology-based solutions. He eventually diversified the group to becoming the leading manufacturer of minimally invasive coronary stent systems in India, with one of the broadest product portfolio in the industry as manufacturer of herbal medicinal formulations, and biotechnology research. A few years after it commenced operation in Surat, India, the Research and Development team successfully introduced the first indigenously developed coronary stent system in India.

Today, the group has created a substantial footprint in the coronary stents market in India. SMT has global presence with its products and facilities available in over 60 countries all over the

**W**ith a philosophy "Pledged To Save Millions", SMT remains committed to the welfare of all patients worldwide. They continue to advance patient care by introducing state of the art medical equipment to save precious lives globally.

#### RISE OF SMT

SMT commenced operations in 1998 with a pledge to save millions. The group is the brainchild of the current chairman, Dhirajlal Kotadia.

biodegradable polymer-based drug eluting stents (DES). It also scored another first when it introduced a blend of biodegradable polymer matrix. This type of polymer matrix has become the most preferred polymer and has been proven to be the safest. It is very durable and thin (just 4 to 6 microns thick) thanks to the unique blending of biodegradable polymers. The unique blend also helps it achieve a precise drug release, which ensures the safety and efficacy of the PCI (Percutaneous Coronary Intervention) procedure for the patient.

SMT has also become the first company to offer up to eight coronary stents, thus providing the cardiologist with options to choose from. Some of these products are: Tetriflex, Tetrilimus, Supraflex, Evroflex, Supralimus Cruz, etc. It is also the first Indian company to have 2 Randomized Controlled Trials namely 'Paint' and 'Talent' trials. 'Talent' is an ongoing Randomized Controlled Trial covering over 1,400 patients, being conducted at 27 centers spread out over 7 countries in Europe. Sahajanand Medical Technologies stents have been tested on various parameters such as Radial Strength, Conformability, and Recoil and they performed excellently.

#### RECOGNITION AND AWARDS

Sahajanand Medical Technologies has received a lot of prestigious awards since its inception. In 2017, it was recognized as one of the 'Iconic Brands of India' by Economic Times. It was also recognized as the 'Best Healthcare Brand: 2016'.

One of the more outstanding awards is the 6th National Award for the category "Polymers in Public Health Care" which SMT received for "The use of biodegradable polymers for controlled drug delivery form cardiovascular stents". The Award was given by the Honorable Minister for Chemicals and Fertilizers, Govt. of India - Shri Ananth Kumar - on January 20, 2016. It has also won National Awards for excellence in health care in the categories "The best R&D in medical devices" and "The best quality in medical devices".

#### Other awards received by the SMT group include:

- India Medical Devices Company of the Year award, hosted by Frost and Sullivan Alexandria in 2011
- Pride of India Leadership Award to the Chairman of the SMT group - Mr Dhirajlal Kotadia in 2011

- Award for outstanding work in Research and Development from Southern Gujarat Chamber of Commerce Industry (SGCCI) in 2005-2006
- Ram Krishna Bajaj National Quality Award from Indian Merchants' Chamber in 2006.
- Award for outstanding performance in Chemicals and Pharmaceuticals from SGCCI in 2005-06

SMT is major contributor in the life sciences sector through their continuous innovations. They continue to set industry standards and provide products that save lives. SMT has always believed in "Evidence Based Medicine". It has over the data of over 12,000 patients published in reputed indexed journals such as the British Medical Journal, Journal of the American College of Cardiology, Journal of Chemical Thermodynamics (UK), Minerva Cardio (Italy), among others. SMT products and facilities have been audited by various reputed agencies and have been approved for sale in over 60 countries. It is no wonder then, that the Sahajanand Medical Technologies group is recognized worldwide as a leader in the coronary stents manufacturing field. ■





## FIGHTS SUMMER HEAT PROBLEMS. DEFEATS COMPETITION.

G. D. Pharmaceuticals was always known for manufacturing the iconic Boroline cream. But in the year 2007, the company gave the nation one more reason to commend its ingenuity by launching India's first-ever antiseptic skin liquid - Suthol.

BOROLINE'S



market selling powder, cream and ointment based products, but often these solutions are inconvenient and awkward as they make personal matters public. In the thick of this competition, Suthol stands tall and strong as a unique solution that ensures user convenience and comfort. It is the first and probably the only brand in liquid form for direct application with no application irritation.

Being liquid, it penetrates deeper within skin carrying its healing and protective ingredients to the places - powders, ointments and

skin irritations that occur during summer and moist climates. It can be used daily after bath to keep away rashes and stay fresh, or after waxing / threading to disinfect and soothe sensitive skin. One can also use Suthol to disinfect, sanitize and cure cuts, minor burns, and insect bite irritations.

With such a lucid product benefit, Suthol stands strong in spite of its not so aggressive marketing strategy. Like the mother brand Boroline, Suthol also believes in subtle promotions and advertising.

Even the product packaging of Suthol's different variants is



The launch of Suthol was monumental, as it was directly fighting with the giants of Rs. 120-crore antiseptic market. But its strong positioning derived by the straight forward product efficacy not just helped Suthol survive during its testing times, but also emerge as one of the most valuable brands of India.

The brand name 'Suthol' is derived from two words, 'soothe' and 'all'.

The brand positioning is aligned with this very essence of the brand's existence.

There are several competitors in the

creams would not reach easily. In a sense, Suthol has some powerful differentiators compared to its competitors.

Suthol comes in four variants with distinct properties - Natural, Chandan, Fresh and Suthol Plus.

Suthol Plus is alcohol free and safe to be used by children and people with hypersensitive skin. One more unique advantage Suthol has is its beautiful fragrance. Although it is an antiseptic product, it doesn't smell like medicine at all.

Suthol gives relief from prickly heat, itches, skin rashes and other

uncomplicated and convenient for users. Packed in clear transparent pet bottles and sprays that present the product inside in its full glory, the cap is tamper proof to ensure product protection.

The brand Suthol and its communication are developed on the basis of real consumer insights and inputs. That's how the brand's honesty reflects through everything it does. Perhaps that's the reason why Suthol is received this distinguished title of "The Most Valuable Brand of India". ■





## NEW BENCHMARK OF PERFECTION

Tata Tiscon is the premium quality rebar brand from largest steel company in India, TATA STEEL—which has more than a century tradition and heritage and available across the country through the largest distribution network. Tata Tiscon operates in a market in which people invest their life earnings and dreams, therefore it ensures that the trust of millions of its consumers across the country is never compromised which is reflected in every product and service the company offers.



**T**o remain at the forefront Tata Tiscon aims to make the process of construction of home filled with Joy. This is being realized through quality products being made accessible to the entire country backed by consumer centric services. The brand promises include providing Quality product, Recommended Consumer Price, Selling per piece and hassle free buying experience. The brand is shouldering a dual responsibility: to never let down its consumer and to make sure that it lives up to the motto of the parent company – leadership with trust. Products that bear the Tata name have a legacy of trust. Every product developed carries the full weight of the Tata

promise. Tata Tiscon is seen as a change agent that does not just sell rebars, but exists to raise the quality of construction practices in the country. The rebar brand from Tata Steel is the prominent ISP controlling largest pie of the market amongst the ISPs. The brand sells through an established network of nearly ~6700 dealers across India. Consumers can now also buy Tata Tiscon rebars online.

Tata Tiscon has taken the lead in the development of rebar category with the vision of transforming an un-organized commodity market to an organized and branded environment. The brand has pioneered solution in the category for over a decade

– be it in terms of technological advancement through refined product offerings like SD Rebars & Plasma Coated rebars, product innovation through downstream product like Superlinks & Footings and holistic service solutions through recommended consumer pricing, free home delivery, selling by piece & online purchase option.

Building house is possibly the biggest investment financially & emotionally by Indian consumers. The brand, therefore, works obsessively to ensure that the trust reposed is never compromised. Every consumer of Tata Tiscon can see this, in the product he buys, in the price he pays and in the service he receives. ■



# TIGER LOGISTICS

TIGER LOGISTICS IS PIONEERING TO PROVIDE LOGISTICS THE GLOBAL WAY. HEADQUARTERED IN NEW DELHI, THE COMPANY PROVIDES INNOVATIVE SUPPLY CHAIN SOLUTIONS TO ITS CLIENTELE ACROSS THE WORLD. WITH YEARS OF EXPERIENCE IN THE LOGISTICS INDUSTRY, WORLD-CLASS COMPETENCIES AND AN INTEGRATED GLOBAL NETWORK, TIGER LOGISTICS BRINGS RELIABLE, DURABLE AND HIGHLY EFFICIENT SOLUTIONS THAT MEET CUSTOMERS SUPPLY CHAIN NEEDS THUS EMPOWERING BUSINESSES.



## IT'S NOT ALWAYS ABOUT THE COST, BUT MORE ABOUT THE CUSTOMER

Since 2000, Tiger Logistics India Limited doesn't focus on just the profit but, more on what the client needs to be successful. Harpreet Singh's main motto, "Hard work is the key to success in life" is what he based his company on and what he hopes to do for his clients. Tiger Logistics is constantly looking for ways to improve their business so that they can always offer the best and most recent and cutting-edge services to their clients. This strategy had always allowed them to easily prove to clients that quality is better than quantity, so just because the price is lower doesn't mean that you are getting less of the service compared to other companies.

Whether it is a small project or a big project, Tiger Logistics assures that the services will be done accurately and to the best of their ability so that the client is completely satisfied. Their approach isn't "cookie cutter", so the client's business will be given the service that best

works for them. Tiger Logistics understands that there are many ways to improve businesses and that their company is the best at helping clients get that done.

## WIDE RANGE OF SERVICES PROVIDED IN VARIOUS FIELDS

Tiger Logistics offers a wide range of services for their clients to choose from. There are several types of transportation services offered including Project Cargo, Heavy Lifts and Turn Key Projects, Packaging Solutions and Air Freight Forwarding. As well as Customs Clearance and Trade Compliance, Perishable Items, Warehousing and Distribution, Ocean Freight Forwarding and more.

The fields that Tiger Logistics helps clients in the following fields: Automobile, Textile Plants, Agriculture, Iron and Steel, Cement, Infrastructure, Telecommunication and even Transmission and Distribution. Tiger Logistics will assist their clients in

all of the steps that will need to be taken in the shipping and moving process. It all begins with a beginning consultation and continues on until the client's needs have been satisfied and the services are complete.

The client will be in constant contact with their assigned Project Manager who will be familiar with the service being performed as well as the location of the service before departing and where it is being delivered to. The shipping is done with heavy machinery such as fork lifts, surveying equipment, barges, cranes and trailers, making it an easy task for Tiger Logistics to perform any type of carry or lifting no matter the overall height and/or weight. Clients also shouldn't stress over the shipping of their items either, Tiger Logistics has a team of trained professionals who are aware of shipping rules domestically and internationally and will assure that your experience is one that will be done timely and efficiently and up to all laws and codes.

## TIGER LOGISTICS EVEN SPECIALIZES IN FOOD TRANSPORTATION AMONG OTHER SERVICES

For clients who are looking to transport food, perishable and non-perishable, and are worried about it arriving to it's intended destination in good condition and still edible, Tiger Logistics is also well-equipped and trained to handle those products to the highest quality of standard. The company has chill and frozen transport units that will assure the food stays at its desired temperature throughout the entire transportation process. This type of refrigeration system is desired for clients who may have produce, meats or dairy that they may be shipping. Tiger Logistics will also try to make the shipping and transport process as quick as possible for perishable items. The company is also capable of trading other types of food products such as seeds, grains and even spices.

Other types of material shipments that Tiger Logistics will assist their clients in include: automobiles (two-wheel, four-wheel, and other types of transportation), Auto Parts, Household Appliances, Fabric and Clothing Materials (ex. Cotton, Wool) Jewelry and Jewelry Making Materials, Building Supplies, Medical Supplies, Pharmaceuticals, Paper Products, Books and so much more!

Tiger Logistics has and continues to work with some of the biggest brands in the world that consider their services to be top of the line. Car makers such as Honda and Suzuki as well as the Indian Air Force, LG and the names could go on and on.

Tiger Logistics is well-known and trusted and is credentialed in many different categories such as the World Cargo Alliance, Bureau Veritas Certification, Bombay Stock Exchange Limited, Inter-Global Logistics Network, Member of the CCE India, Member of CHA Association Delhi, ranked as India's Greatest Brand for 2016-2017 and a member of the DGSM.

If you are currently in India and currently in the search for Logistics Professionals who are willing to take the time and effort to learn about you, your company and your needs so that they can make this a positive experience than Tiger Logistics is the company for you. The brand is highly respected not only in India but throughout the world and is capable of making even the most complicated shipping process manageable. There are twelve locations throughout India for the easiest convenience as well as locations abroad such as Singapore and the UAE. The prices are competitive and the service is above the rest that you will find in this field and with their main focus being about the client above all else, there really isn't anyone else to choose. ■







#### WHEELS FOR EVERYONE

TVS Motor has an annual production of 3.2 million 2-wheelers and 120,000 3-wheelers. Customers can have their pick from a wide range of mopeds to racing inspired motorcycles.

The current product portfolio of the company comprises of motorcycles including TVS StaR in the economy segment, TVS Flame in the executive segment and TVS Apache RTR in performance segment. TVS Scooty Pep+, TVS Scooty Teenz, TVS Scooty Teenz Electric and TVS Scooty Streak make up the scooter segment while XL Super and Heavy Duty form the mopeds segment.

The company recently launched India's first clutch-less motorcycle, TVS Jive along with an automatic metal bodied scooter TVS WEGO therefore offering consumers a comprehensive product portfolio.

TVS Motor believes in going beyond the product and reaching out to people. It values customers and their expectations. In fact, it is this attribute that has inspired the company to innovate with concepts like 99 colours for TVS Scooty Pep+, balancing wheels for first-time scooter riders and among many others, racing technology in the Apache RTR for performance lovers. This has resulted in the company enjoying a base of more than 15 million satisfied customers.

#### INNOVATION AT THE HELM THAT INSPIRES MILLIONS

TVS Motor's strength lies in design

and development of new products. The company delivers total customer satisfaction by anticipating customer need and presenting quality vehicles at the right time and at the right price. The customer and their everchanging need is their continuous source of inspiration. The brand has proved time and again that this sense of responsiveness along with a penchant for quality is a winning formula. The company has many firsts to its credit including the fact that the company launched seven vehicles on the same day - a rare feat in Automotive history.

The art of delivering innovative technology at great value - where style and technology meet to create fuel efficient vehicles that also deliver better environment performance - that is the Innovation mantra to TVS Motor. Innovation in key areas such as performance, styling, efficiency, and R&D have proved worthy solutions for present day challenges.

This drive for innovation and technology, TVS Motor boasts of a rich talent pool, manufacturing facilities that conform to world class standards and constantly emphasizes a strong commitment to ensure best practices. The company has been a competitive player, constantly challenging industry standards and creating revolutionary innovations. Take for example the many firsts that the company has been credited with, such as the deployment of a catalytic converter in a 100cc motorcycle or even the first four stroke 150cc motorcycle; both premiered from TVS Motor. Also, there is the Apache, which in 2006 became the first Indian motorcycle to win six prestigious awards in a row and that too, immediately on being launched.

Constant innovation has led to regular setting of new benchmarks to meet fresh challenges and customer requirements. While adopting new technologies and processes, there is the ever-present rationale to continually remain a 'green' company, sensitive to the ever-changing needs of the environment. ■

It has been three consecutive years that TVS Motor Company Limited, has been awarded the title of The Most Admired Brand (2015-16, 2016-17 & 2017-18) for its brand recall, brand value proposition, innovation quotient and social impact.

TVS Motor is recognized in Asia as a leading two-wheeler and three-wheeler manufacturer producing scooters, motorcycles, mopeds and three-wheelers. It ranks amongst the top ten two-wheeler companies in the world. TVS Motor Company is also the second largest two-wheeler and three-wheeler exporter in India distributing to over 60 countries. The Company was born in 1979 as the flagship brand of TVS Group, which was founded by T.V. Sundaram Iyengar. Sitting at the helm is Venu Srinivasan whose persistent and diligent leadership, has led the Company to become the largest member of the TVS Group in terms of size and turnover (Revenue of INR. 13,363.43 Cr in 2016-17).



## BAYWHITE- ENRICHED

BayWhite Enriched is one of a kind of functional shrimp feed that is fortified with the right formulation to maximize nutrient utilization for growth of shrimps. It not only provides nutritional support but also reduces the risk of diseases.

**W**aterbase is the pioneer in aquaculture and is the sectoral thought leader. Baywhite Enriched's personality attributes stem from the same legacy. The brand has a wide acceptance among the users.

The Waterbase Limited started its operations in 1993 as India's first fully integrated aquaculture company. It was initially set up in technical association with LUXE, Taiwan, which was then a leading producer of prawn and fish feeds.

All the feed ingredients sourced from indigenous and imported sources undergoes multi-layer inspection processes before issue for production. Implementation of stringent Quality Assurance protocols ensures production processes are closely monitored and controlled and finished feed quality is maintained to the guaranteed specifications.

The product is positioned as a functional feed, beyond the realms of nutrition. It not only meets the energy requirements of the shrimp but also addresses the health-related issues. It is also free from harmful banned substances to ensure that shrimps are grown naturally.

White faeces, lower growth, poor moulting, poor survivals loose shell and other diseases were impacting production of shrimps. The expert team of R&D professionals

from Waterbase developed and introduced BayWhite Enriched beyond the standard nutrition to meet these challenges and demonstrate its ability to deliver beyond expectations. The first shrimp feed designed to address health issues apart from meeting the nutritional requirements.

Baywhite is the first shrimp feed in India for Vannamei species. This innovation has led to widespread domestication of Vannamei in India. Innovation is intrinsic to the brand and adds to the long-term brand equity. With a belief in giving back to the society the brand uses more eco-friendly and sustainable methods to save the planet and reduce farmer's burden to spend more on farm management. The packaging design is also a first of its kind in the category. Bay white is a clutter breaker for the farmers that bring in confidence, since the product comes from the Waterbase stable the consumers stay assured of its performance.

It takes more than just commitment to community, building the best for the people. Understanding the ever changing demands of the industry, the brand strives to create forward thinking solutions to mitigate the risks and overcome the weaknesses. It identifies, develops and deploys leading edge technology, employee development programs and process improvement tools. ■







# ADITYA KHEMKA

CEO, CP PLUS

“ADITYA KHEMKA IS THE MD AT CP PLUS, A HOME BRAND OF THE ADITYA GROUP. HE INCORPORATED CP PLUS IN 2007, WHICH WENT ON TO BECOME THE YOUNGEST & FASTEST BRAND TO BE COUNTED AMONG GLOBAL TOP 4 AND ASIA'S TOP 2 BRANDS.

**A**ditya Khemka started Aditya Infotech Ltd., a nation-wide distribution business in computer parts and its peripherals in 2000. He later expanded the business into niche technology verticals such as professional audio and video, graphics and multimedia, animation, post-production and broadcast solutions. With extensive experience in channel relationship management, he then introduced CP PLUS, a security and surveillance brand, in 2007. In just 3 years, CP PLUS achieved leadership in the security and surveillance industry with a comprehensive range of products and solutions. Aditya Khemka played an instrumental role in building video surveillance security market in India.

Today, CP PLUS has been honoured and acclaimed as India's No.1 CCTV brand (courtesy IHS Survey) for 3 years in a row with, and is the youngest and fastest to be included among Asia's Top 2 and Top 4 global brands. With more than 52 branches and 550+ sales and technical professionals spread across the country, CP PLUS maintains a presence in the deepest pockets.

Aditya Khemka brings with him over 2 decades of experience in diverse industries. He is a trusted advisor and is a pioneer in introducing future technologies to the Indian market. He regularly contributes articles to various IT & security magazines, speaks in various international forums.





## AMISHA VORA

JOINT MANAGING DIRECTOR, PRABHUDAS LILLADHER

With Close 30 Years Of Experience In The Indian Equities Markets, She Is A Respected Opinion Maker In The Markets. Her Opinions Are Much Sought After Evidenced By Numerous Appearances On Business Channels Like Cnbc, Et Now Etc. She Is A Member Of The Cii National Committee On Capital Markets And The Advisory Committee (sme) Of Nse. Through Sheer Hard Work And Determination She Has Established Herself As One Of The Leading Women Entrepreneurs In The Country.

Capital Markets Pvt. Ltd. when PL acquired an Investment Banking license. Amisha then spearheaded PL's foray in the NBFC Business.

Since taking over the group's retail business in 2012, Amisha has made significant changes to the retail business including a focus on technology and quality of advisory services. She has led several path-breaking initiatives like launching an innovative advisory product (InvestActive), pioneering algorithm based advisory, paperless account opening and a powerful mobile trading app to make life simpler for customers and partners alike.

**She has been awarded numerous laurels including the following-**

"Best Salesperson of the Year" by Asiamoney for 3 consecutive years

One of the "10 Most Powerful Women - Rising Star" by India Business Today

"Outstanding Contribution to Equity Markets" by Zee Business Market Analyst Awards

"Woman Entrepreneur of the Year" by Bharat Nirman, Delhi

Amisha is a long time supporter of the Happy Home Orphanage in Mumbai and a regular contributor to Upashrays (Jain spiritual centers) throughout the country.

**A** commerce graduate from Narsee Monjee College, she was a Gold Medalist throughout her school and college academics. She completed her Chartered Accountancy from the Institute of Chartered Accountants India and was one of the youngest CAs by the age of 21. She started her career as an analyst for JM Financial and went on to become a Portfolio Manager in a short time. She then joined Network Investment and Financial Consultancies Pvt Ltd where she set up a vibrant research team, an HNI Desk, the Institutional Equities business and built the domestic & FII client base.

She joined Prabhudas Lilladher in 2000 as VP FII Sales and her innovative ideas like themed conferences helped PL gain more corporate access. She was promoted as Head of Institutional Sales and then as Director of Institutional Sales and she streamlined the business and built strong client relationships. In 2005 Amisha proposed that PL enter the Corporate Advisory business through a new company PL Advisory Services Pvt. Ltd. in which she held equity stake and was appointed as Director. Under her, the Corporate Advisory business helped corporates raise over USD 1 Bn during 2005-08. In 2007 she became a Joint Managing Director in the holding company of the Group and for PL

## DILIP BHAT

JOINT MANAGING DIRECTOR, PRABHUDAS LILLADHER

A Chartered Accountant by qualification, Dilip Bhat is a much respected and sought after thought leader in the Indian financial markets. Being one of the top ranked equity experts in India his views on the market are much in demand and he makes frequent appearances on television to share his views on economy and the markets and contributes to articles in the print media. He has travelled across the globe to analyse and promote business as well as meet the top honchos in these territories.

**H**aving done his CA from India's top-notch audit firm, he started his career as a management consultant and then started his capital market experience with JM Financial in 1988. From then to 2000 he took the entrepreneurial route to finally joining PL where he is Joint MD and equal stakeholder with his 3 partners.

According to him, Research is the most important differentiator for a company in the financial sector. At Prabhudas Lilladher, he has put together a very capable and agile Equity Research Team. Under his leadership PL's Equity Research has been rated as no. 1 in India for research for Large Cap, Mid Cap and Small Cap by MarketsMojo, an independent website which evaluates all Indian brokers' calls for accuracy with PL having the highest success rates of calls. (90% in Large & Mid Caps and 100% in Small Caps) Also PL's Top Picks have consistently outperformed the major indices.

The Institutional Business has been comprehensively rejuvenated under his leadership with a dynamic team in place which has done some great events putting PL on the radar of Mutual Fund FIIs both in India and abroad. The HNI Team based out of HO has broken all past records in terms of revenue and growth parameters and the AUM of the HNI Business has grown 7 times in less than 5 years.

He has also reformed the PMS Team with the right people in place and due to excellent research inputs and sound funds management, PL's PMS schemes are amongst the top performing in the country. He took over the reins of PL



PMS in Aug 2013 at a time when it was lagging and through sustained efforts, he effected a turnaround in the PMS business.

He is of the opinion that for an organisation to succeed it is imperative to have the right team in place. Selecting and nurturing the right talent for the right job is the key to organisational success.

He stresses the importance of being informed of the happenings in the business world and gaining insights into the inner workings of various industries. He is working on pioneering some multi-bagger ideas through careful & detailed analysis. He was recently a part of the CNBC TV18 Get Rich summit where he shared his knowledge on business, investment and equities.





## BHARGAV KOTADIA

MANAGING DIRECTOR, SMT (SAHAJANAND MEDICAL TECHNOLOGIES)

Bhargav Kotadia is the Managing Director of Sahajanand Medical Technologies (SMT). He is also the Managing Director of Sahajanand Group of Companies. He joined the group of companies in 2011, after completing his Bachelor of Sciences degree in Economics with a concentration in Finance. He joined Sahajanand Life Sciences as the director with the responsibility of marketing operations globally, and business development operations in South East Asia and North America.

The SMT company continuously makes advances in product developments, cost efficiency and other areas. It is recognized worldwide as a leader in the coronary stents manufacturing field. It was founded in 1998 with a pledge to save millions and has achieved many breakthroughs and firsts since then. Through its continuous innovations and total quality management, it has contributed majorly to the life sciences sector.

As soon as Bhargav Kotadia joined the Sahajanand Medical Technologies group, he immediately began inculcating significant changes within the organization. This resulted in better returns, speedier growth and a stronger outlook. He created business opportunities, developed partnerships, and boosted operational efficiencies throughout the group. Thanks to Bhargav Kotadia's skills as a negotiator and his insight in the field of business, the Sahajanand Medical Technologies group was able to announce to the world that by 2017, it was in business via business agreements and strategic partnerships in over 60 countries.

Since joining the SMT group, Bhargav Kotadia has had his fair share of challenges. One of such was the idea and perception in the minds of the Indian customers that high quality products could only be gotten from foreign manufacturers. Securing significant capital investments for business growth was also another challenge faced. However, these challenges have not stopped him. He has provided solutions and negotiated business avenues and this has strengthened his resolve and increased his standing in the group and the business community.

Bhargav Kotadia was born and raised in the city of Surat. There, principles and values played a key role in his upbringing. He firmly believes in compassion and in showing love to all unconditionally. To him, doing this is essential to life. Thus, he hopes to pass on all that he has learned and earned to others. He obtained his Bachelor of science degree from the Purdue University of Missouri, U.S.A. In the span of his career, he has experienced many management roles in the healthcare and high tech machinery industries. He plans to explore the education sector in the near future and encourage more entrepreneurs to make bold business moves and benefit from doing so.



## FATIMA AGARKAR

CO-FOUNDER, KA EDUASSOCIATES PVT. LTD



Fatima Agarkar Is The Co-founder Of Ka Eduassociates Pvt. Ltd, A Mumbai Based Educational Management Services Company.

Vice President Of The Early Childhood Association In India, A Forum For The Network Of Pre-schools In India, She Is Also An Advisory Board Member Of Lit O Fest, Mumbai Chapter, A Literary Arts Festival That Brings Young Writers Together And Wockhardt Foundation.

**F**atima began her journey in the corporate world – the European Commerzbank, the media house, Times of India and a Swiss based management consultancy, Egon Zehnder after she completed her Masters in Business Administration from the UK. A graduate of the prestigious Sydenham College of Commerce & Economics, Fatima has many distinctions as a topper in both College as well as University rankings.

A passion for education, Fatima went on to complete all qualifications associated be it the ECC or the BED and one day hopes to complete her PHD having already submitted her research paper for an Mphil.

Her journey in the education industry spans from early childhood and care, special needs and K-12 schools, familiar with both national and international curriculum as she worked passionately as Managing Director and Trustee of JBCN Education Group for over a decade after the corporate stint. In this journey, she was gained expertise in setting up, operationalising several national and international schools across India.

In 2016, she embarked on a new path of skilling teachers and consultancy services as she set up KA EduAssociates as co-founder.

Fatima Agarkar is a pioneer, a risk taker, and someone who thinks outside the box. Her passion for the team she leads is defined by her love for children. She has contributed outstandingly to the education sector in India. As a result of this, she has been the recipient of a number of awards and has been recognized as a leader in her field. In 2014, she was counted among Education World's "Top 50 Young Educators". In March 2017, she received the Young Achiever's Award. This award recognises women in different walks of life for innovative practices in their fields.

A household name with parents, who seek her advice and her love for children makes her a passionate blogger, writer and has been roped in by a leading publication house to author a series of books on parenting. Her ultimate desire to set up sports schools in the country, inspired by her husband, Ajit Agarkar who took to the sport and went on to represent India in cricket and who is currently an Expert commentator with ESPN and an avid Golfer. Fatima believes, sport, theatre arts, music etc are as important as curriculum subjects, and striving hard to make this as inclusive programs in schools.





## HARPREET SINGH MALHOTRA

CMD, TIGER LOGISTICS INDIA LIMITED.

“ Harpreet Singh Malhotra is the CMD of Tiger Logistics India Limited. He founded the company on 23rd May, 2000. The journey of a thousand miles begins with one step and the zeal to achieve dreams. This has certainly been true of Harpreet Singh.



A BSE Listed Entity

Providing Logistics Solutions - The Global Way

He has a degree in Commerce from Delhi University and he specialized in Foreign Trade from IIFT, New Delhi. His vision and leadership has taken the company he founded to greater heights. Today, Tiger Logistics India Limited is listed on the Bombay Stock Exchange and is the 9th Logistic Company to go public. The company provides quality services, integrated supply chain and logistics solutions to consistently satisfy the requirements of its customers all over the country.

His belief is firmly towards hard work, which is the key to success in life. This belief along with the management skills he acquired through working in different capacities has taken his company from being a small enterprise to its current position. The unique challenges in the logistics and supply chain field make his leadership capabilities very desirable for a company in that arena.

Harpreet Singh has successfully cultivated a strong work culture along with trust and transparency among the different departments of management in the company. He dissolved the camaraderie and colours of bliss in the company to enable it to evolve these work ethics. The "NEVER GIVE UP" spirit he imbibed in the employees has resulted in over 80% of them sticking with the company since it started.

The core values of Tiger Logistics India Limited are cost effective, efficient, error free and timely services. The company has remained committed to these core values and they reflect the brand's personality. The company believes in working at the grass root level of the society by generating employment opportunities and improving the quality of life of the poor through various social activities.

As a culinary arts expert, he always prepares the desired dish of his customers with ingredients of Reliability, Hard work, Transparency and Integrity. He emergence as a successful entrepreneur has resulted in his receiving well deserved acclaim both at national and international levels. The 'Tiger Logistics' brand and its CMD Harpreet Singh Malhotra received the World's Greatest Brand and Leader of Asia and GCC (Gulf Cooperation Council) award simultaneously on 12th December 2015 given by PWC (Price Waterhouse Coopers) India.

Also, on 3rd September 2016, he was also recognized along with his brand as India's Greatest Leader and Brand. These awards were part of the 'Pride of the Nation' series of awards by PWC India. Undoubtedly, his visionary leadership has been instrumental to the success of Tiger Logistics India Limited. The company is certainly poised to rise even higher and accomplish more successes under his able leadership.



# INAM AHMED

GENERAL MANAGER OF BANGLADESH EDIBLE OIL LIMITED (BEOL)

INAM AHMED IS THE GENERAL MANAGER OF BANGLADESH EDIBLE OIL LIMITED (BEOL). HE IS AN ACCOMPLISHED BUSINESS LEADER WITH OVER 20 YEARS OF WORK EXPERIENCE. DURING THIS TIME, HE HAS BEEN DRIVING GROWTH AND MARKET SHARE FOR BEOL, THE TOP EDIBLE OIL COMPANY IN BANGLADESH.



**I**nam Ahmed studied mechanical engineering at the Bangladesh University of Engineering and Technology (BUET). Before joining BEOL, he worked at Unilever, BSRM and Abdul Monem Ltd. He joined BEOL as a head of factory and later on, he was promoted to the position of General Manager.

As a key member in the administration of BEOL, Inam Ahmed brought about many phenomenal improvements. He strives for excellence in the workforce and is admired for making BEOL an employer of excellence. Through his inspiring remarks and speeches, he has successfully encouraged employees to maintain a high level of performance.

Inam Ahmed firmly believes in hard work. His successful career is the product of serious dedication to work. He endeavors to impart this attitude of diligence and focus to those with whom he works. This has brought about notable changes and improvements in the spirit of the workforce and that, in turn, has led to more excellent performance from the employees at BEOL.

Inam Ahmed is a strategist and accessible leader. Thanks to his expertise in developing space age technical solutions for the factory, he has been able to drive growth and profitability. During the time he served as head of factory, he envisaged future prospects and streamlined the complex processes involved in production. This led to exponential growth in production.

Inam Ahmed's history of leadership in all facets of the enterprise operations of BEOL is a very successful one. His career at BEOL gives evidence of his strong business acumen, his leadership abilities and his technical acuity. He quickly picked up the constant development practice of BEOL. His analytical skills and his ability to manage contracts improved communications prioritization and therefore, raised customer retention. He put in a lot of effort to support and promote the company's brands to make them widely known and used throughout Bangladesh.

Also notable is his prolonged endeavors to sensitize the rural Bangladeshi people to the importance of converting loose oil into pack oil. The Rupchanda brand of BEOL has achieved consecutive best brand awards in the edible oil industry thanks to Mr. Ahmed's agile decision making and rapid adjustments to market changes. Under his strong management, BEOL has been able to acquire Shun Shing Edible Oil Limited (SSEOL). This enables the company to cater to the needs of more Bangladeshi families with healthy oil.

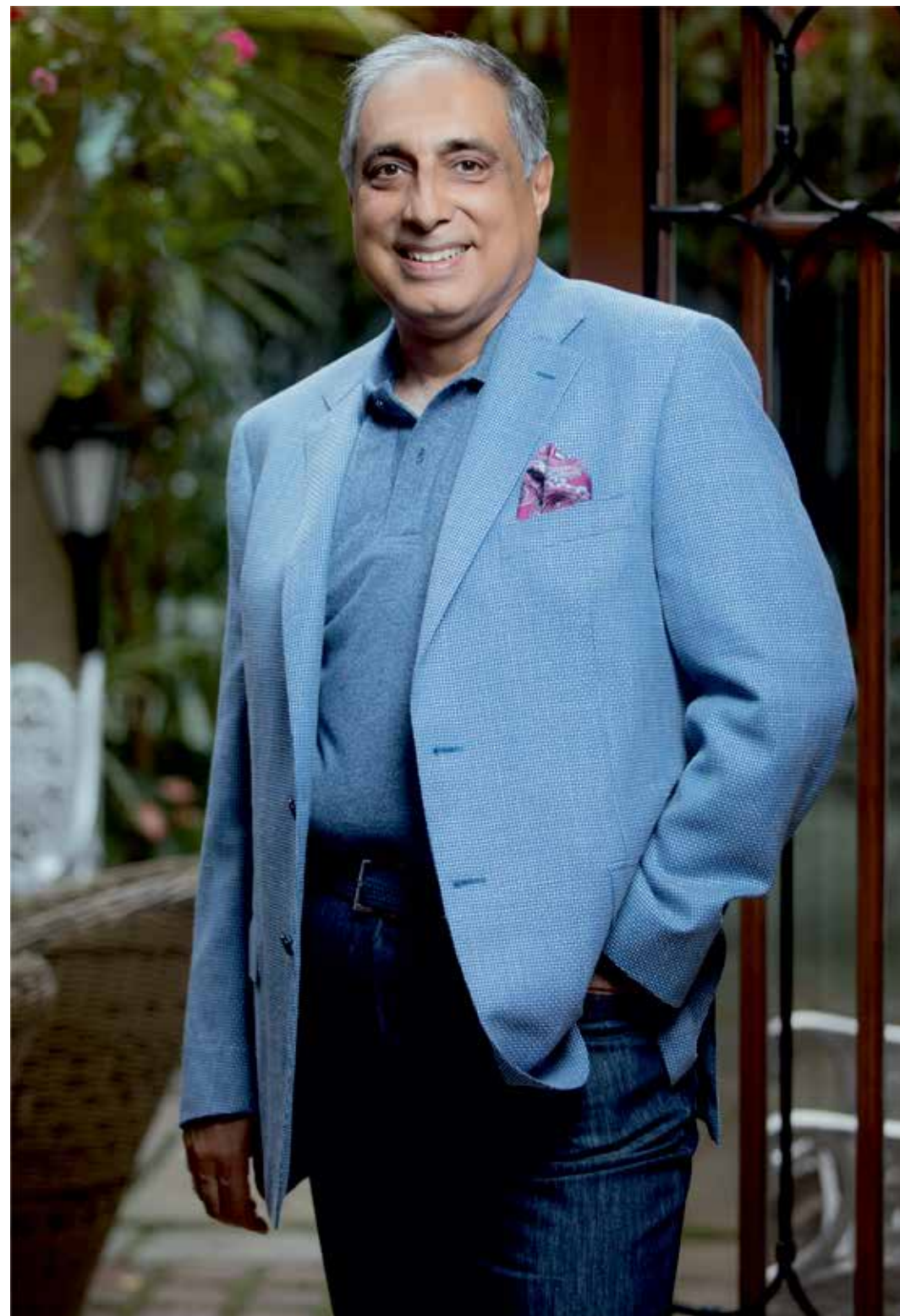
He is a visionary and a leader who has taken BEOL to the level which it is today. He has driven positive change among the product engineering, technical and sales resources. Dedication to work has certainly revealed success in his career.





## IRFAN RAZACK

FALCONER OF THE PRESTIGE GROUP



“A man of many facets, Mr. Irfan Razack, the Chairman and Managing Director of the Prestige Group, has been the chief architect of the company’s growth. His leadership skills were on display right from his days as a student leader at St. Joseph’s College, Bengaluru. In recognition of his achievements of those days, the St. Joseph’s Old Boys Association has honoured him with the Lifetime Achievement Award.

Those who know him well will tell you that Irfan can spot opportunities where none apparently exist. He has the courage to take the untrodden path and the determination to see his vision through. In his march forward, Irfan has been ably assisted by his brothers Rezwan Razack and Noaman Razack.

His leadership acumen received national recognition when he was declared ‘Professional of the Year’ at the Real Estate Excellence Awards 2008. He has been Honorary Secretary of the Al Ameen Educational Society for 21 years, the President of Bangalore Commercial Association (BCA), and the Chairman of the Real Estate Committee of CREDAI, Karnataka for 4 years. In the past, he has served as Vice-President of CREDAI National and as Chairman of the same.

Irfan has been a special invitee to the southern regional council of Confederation of Indian Industries (CII). His views on the real estate business is much sought after across various forums.

While Irfan propels the Falcon to newer heights, he keeps himself rooted to the ground. A concerned citizen and a caring individual, Irfan spends both time and resources on philanthropic and social causes. His dream of contributing more towards the education segment led to the ‘Educate India Foundation’, another Prestige initiative through which he co-founded the Inventure Academy (estb. 2005), a leading K-12 International School in Bangalore.

A past President of Rotary Midtown, Bengaluru, he is still actively involved in the club’s activities, and is also a Paul Harris Fellow. Among his many initiatives

is the Rotary Midtown Prestige Citizen Extraordinaire Award to honour citizens of Bengaluru who have contributed to society in a significant way. In 2015, he was also inducted as a member of the esteemed Arch C Klumph Society – a special fellowship offered to only a privileged few from the Rotary Foundation.

Irfan has received recognition from the United Nations University International’s Leadership Academy (UNU/ILA) in Jordan. He was also voted as one of the Best CEOs in Asia (Best In India) in the reputed Institutional Investor (II) magazine’s 2014 All-Asia Executive Team Rankings. Considered among the most respected businessmen in India today, Irfan was conferred the Bharat Ratna Sir M. Visvesvaraya Memorial Award 2015 by the Federation of Karnataka Chambers of Commerce and Industry.

### IN IRFAN’S WORDS

At Prestige, growth and expansion is constant, as change is constant. So, we have to think creatively all the time to see how new initiatives can be taken up.

Last year, we actively got into the warehousing market and have been pursuing this asset class more aggressively this year. We are also focusing on several new launches in different parts of Bengaluru as well as in Chennai and Mangaluru. We are launching 2 to 3 large-scale IT developments in Bengaluru. Simultaneously, we are also in the process of finalizing a piece of land in Pune for an IT Park.

New investments are a continuous trend but the current assets in the retail, hospitality and IT Parks segments need to get completed. While we are always on the lookout for fresh opportunities that may come along, we would also like to consolidate our position and complete what is on hand.





# MAHESH GUPTA

CHAIRMAN & MANAGING DIRECTOR, KENT RO SYSTEMS LTD.



Dr. Mahesh Gupta, a 1st generation entrepreneur, is known worldwide for revolutionizing the water purification industry in India. He is the Founding Chairman of Kent RO Systems Ltd.

**D**r. Gupta, an IIT graduate from Kanpur in Mechanical Engineering and an alumnus of Indian Institute of Petroleum, Dehradun, began his early career in 1978 with prestigious IOCL. In 1988 he bid goodbye to the oil sector giant and with a minimal seed capital at his disposal, ventured into the business of manufacturing instruments for oil testing and checking its pilferage. He went commercial under the brand name KENT OIL METERS which went on to be a successful business.

In 1998, Dr. Mahesh Gupta entered the health care segment and launched the first domestic RO water purifier. He started the company from a scratch and competing with the leading national & international brands, Kent RO Systems Ltd. is today the leading and most dynamic water purifier company in India, commanding a market share of about 40% in RO water purifier segment.

In recognition of his contribution to the water purification industry, he is known as the PURE WATER MAN of India. Dr. Gupta has also been conferred upon by an Honorary Doctorate degree by Sri Sri University Orissa, for his contribution in providing safe and healthy drinking water in Rural and Urban areas.

Dr. Mahesh Gupta has more than half a dozen

patent technologies to his credit, a manifestation to his passion for technological quest and an innovative bent of mind. With ambitious growth plan, innovative marketing strategies and state-of-the-art technology, Dr. Gupta is today a man on fast track.

A little-known fact about Dr. Gupta is his inclination towards spirituality. He is a disciple of Sri Sri Ravi Shankar Ji, has been an active member of the Art of Living family. He has always been eager to give back something substantial to the humanity. Recently he adopted 8 backward villages with a commitment to provide clean water and build toilets for improving conditions of sanitation.

Dr. Gupta also takes out time to guide young minds and channelize their energy in right direction, through guest lectures at several MBA institutes and entrepreneurship development programs. He has also opted to be a mentor under the IIT Alumni Association.

He also spearheads PHD Chamber of Commerce as its President. PHD is a proactive and dynamic organization working at the grass-root level and with strong national and international linkages and playing a role as a catalyst in the promotion of industry, trade and entrepreneurship





Dr. Mahesh Gupta is a first generation entrepreneur and is known worldwide for revolutionizing the water purification industry in India. He is the Founder-Chairman of Kent RO Systems Ltd., India's leading RO Water Purifier Company.



Dr. Mahesh Gupta is a first generation entrepreneur and is known worldwide for revolutionizing the water purification industry in India. He is the Founder-Chairman of Kent RO Systems Ltd., India's leading RO Water Purifier Company.



Dr. Mahesh Gupta began his early career in 1978 with the prestigious Indian Oil Corporation Ltd. In 1988, he bid goodbye to the oil sector giant, with a mission to save the precious petroleum products, and ventured into the business of manufacturing oil conservation equipment. This business was based entirely on his home grown innovations



In 1998, when his children suffered from water borne diseases, he came to realize that there was no water purifier in the market which could remove the dissolved impurities. Dr. Gupta then launched India's first domestic RO water purifier and started the company from a scratch. Competing with the leading national & international brands, Kent RO Systems Ltd. is today the leading and most dynamic water purifier company in India, commanding a market share of about 40% in RO water purifier segment.



It is well known fact that 70% of diseases to mankind are because of impure water. To tackle this challenge Dr. Gupta invented the Mineral RO technology to make water 100% pure and healthy too. Millions of people have advantaged from this technology and have been able to protect their family from the fatal water borne diseases.



Taking into cognizance the environmental concerns, Dr. Mahesh Gupta then invented the world's first "No Water Wastage" RO purifier, in which even the reject water is stored in a separate tank and later used for household purposes like mopping the floor & cleaning used utensils.



In recognition of his contribution to the water purification industry, he is known as the PURE WATER AN of India. Dr. Gupta has also been conferred upon by an Honorary Doctorate degree by Sri Sri University Orissa, for his contribution in providing safe and healthy drinking water in Rural and Urban areas.



Dr. Gupta's contributions as well as innovations have been widely applauded by the media. He has received innumerable awards and accolades from the national and international organizations. In 2013, he was awarded the IIT-K Distinguished Alumni Award for his contributions to be industry as well to the society.



Dr. Mahesh Gupta also takes out time to guide young minds and channelize their energy in right direction, through guest lectures at several MBA institutes and entrepreneurship development programs. He has also opted to be a mentor under the IIT Alumni Association.



Dr. Mahesh Gupta gains his inner strength from his inclination towards spirituality. He is a disciple of Sri Sri Ravi Shankar Ji, has been an active member of the Art of Living family. He has always been eager to give back something substantial to the humanity.



After being nominated as a Swachh Bharat ambassador, by the President of India, Dr. Mahesh Gupta adapted 8 backward villages with a commitment to improve the conditions of sanitation. With the help of Art of Living rural teams, more than 1100 water purifiers have been distributed, around 225 toilets have been built, and workshops are regularly being conducted for sensitizing the local community on the importance of hygiene & sanitation



Dr. Mahesh Gupta has been very actively involved with industry bodies like ASSOCHAM, CII & PHD Chamber of Commerce. He recently completed his term as the President of PHD Chamber in 2016. During his tenure, he revolutionized the Chamber and brought it into prominence through his interactions with Govt. and key administrators. His views have been widely covered by print and electronic media & many of the views have been incorporated into policies of the Govt.





Manish Doshi is the Managing Director of Envision Scientific Pvt. Ltd., India. He is also the Director of Concept Medical Inc., USA and Concept Medical Research Pvt. Ltd., India. Manish Doshi has vast experience in the Medical Devices field. He has experience with manufacturing, research and marketing Bare Metallic Stents, Drug Eluting Stents and drug coated balloon. He has been associated with one of the pioneering coronary stent manufacturers in India - Envision Scientific Pvt. Ltd. Manish Doshi is the Managing Director of Envision Scientific Pvt. Ltd., India. He is also the Director of Concept Medical Inc., USA and Concept Medical Research Pvt. Ltd., India. Manish Doshi has vast experience in the Medical Devices field. He has experience with manufacturing, research and marketing Bare Metallic Stents, Drug Eluting Stents and drug coated balloon. He has been associated with one of the pioneering coronary stent manufacturers in India - Envision Scientific Pvt. Ltd.

**MANISH DOSHI**, MANAGING DIRECTOR OF ENVISION SCIENTIFIC PVT. LTD



**M**anish Doshi acquired a Bachelor of Engineering degree from M. S. University of Baroda in 1991. He was awarded a doctorate degree of philosophy titled "Nanotechnology for Cardiovascular Drug Delivery System" by Cosmopolitan University, Missouri, USA in 2009. He also received the "Nanotechnology for Drug Delivery System in Cardiovascular Field" Hon. Doctorate degree from the Yorker International University, USA 2009.

Manish Doshi was involved in the creation of Envision Scientific. He was involved in the product design, development, and getting regulatory approvals to create a niche market for the products across the world. He has in-depth knowledge on designing, developing and marketing of coronary stents. He has key contacts with renowned interventional cardiologists who are key opinion leaders in the industry when it comes to new product development and research.

He is currently working on Nanotechnology research and development for Drug delivery systems. He has various patents for the development of novel Cardiovascular devices. He provides services internationally and nationally as Consultant in the medical device development field, drug research and Cardiology. He has written articles for many journals.

Under his leadership, Envision Scientific and Concept Medical Research have received global recognition and a lot of accolades. At the Best Asian Healthcare Brands award event on September 2017, Manish Doshi was felicitated and recognized. Envision Scientific was awarded the CII Industrial Innovation Awards 2017 in the category of Service Provider - Small and Medium Enterprise. It was also recognized as one of the top 26 innovative organizations. Concept Medical Research was awarded the CII Industrial Intellectual Property Award 2016 in the Top Patent Driven Industry of the Year (SME) category in November 2016.

Manish Doshi believes in innovation. He is an enthusiastic and supportive leader. His faith in those with whom he works can motivate and transform them. He is exceptional for finding ways out of difficult situations and circumstances. He has imbibed positive values into his employees and this has brought about notable improvements to their attitudes, productivity, and efficiency. His excellent leadership qualities are reflected in the success of the companies he has managed. He has led these companies to become leaders in their industries. He is a respected leader in the medical devices manufacturing field.

Passion - example - Prakash approached Manish for a product that might work but not sure. Product was patented and animal trial commenced. World's 1st Sirolimus coated balloon. Called Magic touch.

Believes in passion and teamwork that has built the company to what it is today.





MIR SAQIB

MD, KOLAHAI BEVERAGES PVT. LTD.

MIR SAQIB'S RAGS TO RICHES STORY IS AN EXTRAORDINARY FEAT TO ACHIEVE AT THE AGE OF 30. HE IS THE MANAGING DIRECTOR OF KOLAHAI BEVERAGES PVT. LTD., A WATER BOTTLING PLANT AT KHONMOH INDUSTRIAL AREA IN KASHMIR.

The company is packaging and manufacturing more than 23 products, including bottled water, juice, tea, sauce etc. And reached an annual turnover of INR 6-crore in just 6 years of business and operations, with a next-to-zero investment. Mir is a B.E. in Computer Sciences graduate from SSM College of Engineering and Technology, it is told that his family couldn't make ends meet to finance the course fees. They sold a portion of their land to meet the demand of admissions.

He started his career as a quality inspector at Ericsson, but prevailed an uncertainty of termination of employment due to the trends that the industry displayed. It is this uncertainty that encouraged him to make it on his own.

Through a close friend, he took up a distributorship of Micromax in his local area. But sales were not free-flowing as he would have hoped. This developed over time as Micromax's Canvas 2 popularity grew in the market and delivered great returns. Everything was uphill from then.

Mir zeroed-in on opening a water bottling plant as he believed consumer goods display a massive potential in Kashmir. While contemplating a factory for his vision, he received an offer for distributorship of Sahara Q-Shop, which has bottled water amongst its product-line. Upon taking the offer, Mir educated himself of marketing, demand and consumption trends which proved to be a wealth of knowledge and an asset for his own product.

Mir began acquiring land, managing finances, and installing the plant with sophisticated machinery within a year and commenced manufacturing in December 2014 without compromising on attaining the right quality standards.

Down the years since then, he diversified into juice in 2016 which picked up rapidly despite the untoward situation Kashmir was facing. The demand was high as other factories refused to deliver products due to the situation in the region. He further diversified into tea and sauce as well.

He has introduced a 1200ml (1.2 l) bottle as an innovation at the price of a 1000ml (1 l) which created a win-win situation for consumers in a price-sensitive market.

Now his focus lies on creating a complete market channel and develop Kolahai Beverages as an authentic brand of Kashmir with foothold in Punjab and Haryana as well. Mir Saqib's next plan is to open a brand store (a company outlet).

"I want to create a benchmark of Kashmir based brand that new generation will look up to as an inspiration and start cycle of growth and industrialization" says the visionary extraordinaire, Mir Saqib.





NILESH SHANKAR CHAVAN

FOUNDER & MANAGING DIRECTOR SCON PROJECTS PVT. LTD.



Under the leadership of an accomplished civil engineer, Nilesh Shankar Chavan, SCON projects has grown from INR 55 lakh turnover in 2007 to INR 300 crores turnover in 2017. A decade of great accomplishments.

The company values have been birthed since the very beginning, Nilesh had his focus only on important aspects of industrialization; Quality, Safety and Speed. Under his leadership, SCON has a track record of completing its projects on time, with quality and 100 per cent safety.

SCON's team is driven by Nilesh's vision, that is 'to deliver only the best to its customers', without any compromise in effort to deliver quality, safety and timely completion of projects. His 'can do' leadership attribute, value based conduct and persistence of excellence has made the organization grow exponentially in the 10 years of operations and service.

As a successful leader, he has been awarded with 9 internationally recognized awards for leadership and 11 organizational awards since 2012.







# PRANJAL AGRAWAL

CEO, HERMOSA DESIGN STUDIO

“Pranjal Agrawal, a young and budding Indian entrepreneur serving as President of Oriental Power Cables Limited, is a hand-on leader and oversees everything from ideation, design creation and execution of each project personally. His deep understanding of furniture design concepts and styles are matched by his exacting standards in quality, finishing and his natural instincts of perfection.



**H**e is an alumnus of Jai Hind, Mumbai University. His passion for creating a business from scratch and making it a successful venture caused him to launch a few brands of diverse disciplines.

His vision of growth and expansion led him to invest his time and resources in-

Orilite- A Green Building Solutions Manufacturing Company.

Orilite Lifespaces- A Real Estate Company.

Hermosa Design Studio- An Interior Décor Brand.

His business acumen focus on incomparable innovation, technical and management collaborations, the above brands have seen growth by leaps and bounds under Pranjal's unmatched and able leadership.





## DR. PRASHANTH S. ACHARYA



Dr. Prashanth Shivarudraiah Acharya is the Founder Director and Managing Trustee of the ARTH Ayurveda Group encompassing an Ayurveda health care facility in Bangalore City; the Atreya Ayurvedic Medical College, Hospital and Research Centre at Doddaballapur, Bangalore rural District; and PoornaPrajna AyurPharma Pvt Ltd, a complete Ayurvedic Pharmaceutical company (branded under the name of Arth Ayurveda itself).



In 1998, Dr. Prashanth S. Acharya declared his intention to set up an INR 5 Crore Ayurveda company. Today, twenty years later, he has achieved this and much more. He continues to further his vision and aims to create an integrated healthcare city of INR 5000 Cr to redefine "Ayurveda as Lifestyle of 21st Century".

Dr. Prashanth is a medical practitioner and entrepreneur. He holds a Bachelor's degree in Ayurvedic Medicine and Surgery from Bangalore University. He is also a Master's degree holder in the surgical specialty of Ayurveda - Shalya Tantra - from the Rajiv Gandhi University of Health Sciences, Bangalore. Dr. Prashanth has treated over 3,000 patients for disc degeneration problems and is one of the rare holders of a PhD in the non-surgical management of Slip Disc in India.

Dr. Prashanth grew up in Bangalore in Sampangiramanagar. He was born to a Sanskrit Scholar and a school teacher who brought him up to love studying. His two brothers are also top performers in their various fields. One is a mechanical engineer and works at Hindustan Aeronautics Ltd and the other is a top director at Oracle Corporation.

His ARTH Ayurveda journey began as a dream project among a group of friends. Dr. Prashanth and four of his friends wanted to accomplish something unique in the Ayurveda field. Their dreams, however, suffered a setback when they parted ways at the end of their course. Undeterred, Dr. Prashanth continued to pursue his dreams despite a lot of difficulties.

He was almost giving up when he was invited in 1998 to a leadership workshop which set him back on course and renewed his zeal. Atreya Resorts for Traditional Healing Pvt. Ltd., (ARTH) was launched at Bangalore on 24th August 1999 to a tumultuous welcome, both within the Ayurveda



fraternity and outside. The media went gaga over ARTH Ayurveda's vision to deliver authentic Ayurveda in its purest form, touching the four cornerstones of health - Diet, Lifestyle, Medicine & Therapy.

But, the cost of Ayurveda treatment and the lack of experience came as a stumbling block against Dr. Prashanth and his young partners. The organization sunk into debt and in 2003, some partners left the business. Dr. Prashanth was a doctor and wasn't really a businessman. However, he managed to convince Mr. Rajat Gupta, who is currently the Managing Director of ARTH Ayurveda, to believe in him and his vision. Then, Mrs. Vanitha Prashanth came into his life at this point and helped him out with organizational matters, freeing him to pursue and excel in his medical practice.

Dr. Prashanth is very grateful to and proud of his wife. She plays a key role in the running of the Atreya Ayurvedic Medical College, Hospital and Research Centre. Today, Dr. Prashanth has become an internationally acclaimed doctor and entrepreneur. ARTH Ayurveda, according to Dr. Prashanth, is a synonym or metaphor for authentic Ayurveda and integrated healthcare.

Thanks to his breakthroughs and visionary leadership, Dr. Prashanth has been the recipient of a number of awards. He received the Atreya and Dhanwantari Awards from the Association of Ayurvedic Professionals of North America (AAPNA) in 2012 and 2014 respectively. He is an international Vaidya Member of AAPNA and also a member of the National Ayurvedic Medical Association - USA. Dr. Prashanth S. Acharya is truly a leader in his field.





## DR. RAMAKANTA M PANDA

VC & MD ASIAN HEART INSTITUTE

Dr. Ramakanta Panda is the world's leading cardiac surgeon, often spoken of in the same breath as Dr. Michael E. DeBakey and Dr. Denton A. Cooley.



**W**ith a post-graduation in surgery and heart surgery between 1980 and 1985 at India's revered AIIMS, he proceeded to Cleveland Clinic for his fellowship. Blessed with a string of great gurus, he trained under legendary cardiac surgeons like Dr Floyd Loop and transplant specialist, Prof Magdi Yacoub at Harefield hospital in UK, thereafter.

In 2002, he set up India's famed Asian Heart Institute. Dr. Ramakanta Panda has performed over 23500 cardiac surgeries as on date. Honoured severally by the media as well as his peers, as India's No. 1 heart surgeon and a living legend of Indian healthcare, he is widely referred to the safest heart surgeon in the world.

Honoured with the Padma Bhushan in 2010 by the Government of India, Dr. Panda's incredible 99.6% success rate in bypass surgery is the platinum standard in cardiac surgery across the world. He has repeatedly and successfully operated high risk cardiac cases, sent to him from all over the world after being universally regarded as inoperable. He has performed over 4000 high risk surgeries.

In 2009, he led the team that successfully operated on the then Prime Minister of India, Manmohan Singh. This was followed by highly complex surgeries on several leaders of Indian politics, such as Lalu Prasad Yadav, Tarun Gogoi, Narasingha Mishra, D Raja, Rajiv Shukla and many others.

Hollywood, Bollywood and the thespians of corporate India trust only his hands when it comes to open heart surgery. He holds the world record for performing a 12-graft procedure in a man with 17 blocks in 2014. The world average for the number of bypass grafts in one cardiac surgery is around 3, which makes his achievements spellbinding to say the least. His team of highly experienced doctors are on his side, as he performs these remarkable breakthrough surgeries. He is recognised for pioneering many techniques in cardiac surgery.

Largely a very humble man known for his philanthropy and mild-manners, Dr Panda is feared for his ethics. He is a crusader against the cut-practice and other malpractices that ail certain pockets of the healthcare system in India. Despite his reputation and his accomplishments, Dr. Ramakanta Panda is a quiet, unassuming person with great love for photography. A committed family man, his wife and children are the centre of his world, when he is away from the operation theatre. He actively promotes a healthy lifestyle for young India, takes time to hone and nurture young medical talent and is an ambassador for healthcare reform in India.

For all his stellar achievements, he has had incredibly humble beginnings. Born in the Damodarpur village of Jajpur district in Orissa, in 1954, he is the son of a farmer who has proved that perseverance and persistence can fulfil the most ordinary persons' dreams.



# RISHAB JAIN

FOUNDER MR MAKHANA

RISHAB JAIN, THE BRAIN BEHIND MR MAKHANA COMPLETED HIS SCHOOLING FROM G.D GOENKA WORLD SCHOOL AND SOON AFTER WENT TO UNIVERSITY OF SAN DIEGO FOR HIS HIGHER EDUCATION. AFTER GRADUATING IN THE YEAR 2014, RISHAB TOOK COMPLETE CHARGE OF MAHAK GROUP OF INDUSTRIES BEING HIS FAMILY BUSINESS RUN BY GENERATIONS.

# MR MAKHANA

**Snack for the soul**



Rishab Jain, the brain behind Mr Makhana completed his schooling from G.D Goenka World School and soon after went to University of San Diego for his higher education. After Graduating in the year 2014, Rishab took complete charge of Mahak Group of Industries being his family business run by generations.

Post his graduation in the year 2014 Rishab, showed interest in developing and taking forward the various business that were been taken care by his family and marked the beginning of his entrepreneurial career with Spyke Candy. Rishab was actively involved in each brand owned by Mahak Group of Industries- Up & Up Energy Shots, Woosh Detergent, Spyke Candy amongst others.

In the year 2017 with the idea of offering a healthy snack to the masses, Rishab Jain launched Mr Makhana. He wanted to make the rich man's food accessible to all and reach out to audiences which were completely unaware of this healthy snack. To ensure his product had the right reach, he kept the pricing low at Rs.30.

Taking the idea of healthy snacking forward, Rishab is working towards developing other snacking options made out of makhana's alongside launching variants of Mr Makhana that would target different audiences.

Mr Makhana would also be soon available at various stores across North India alongside Domestic airlines.

In today's day and age where everyone is health conscious and is oftentimes found in the dilemma of eating something healthy but also eating something that satisfies the taste buds Mr. Makhana is a great option.







# SANTOSH CHOUBEY

## CHANCELLOR-AISECT UNIVERSITY

SANTOSH CHOUBEY IS A PROMINENT SOCIAL ENTREPRENEUR, EMINENT EDUCATIONIST, LEADING THINKER, CELEBRATED LITTERATEUR AND POET OF HINDI LITERATURE AND A SENIOR ASHOKA FELLOW, WHOSE EXPERIENCE SPANS THROUGH SEVERAL WORLDS SIMULTANEOUSLY. A VISIONARY, HE IS ALSO A WIDELY RECOGNIZED ENTREPRENEURIAL PIONEER IN THE AREA OF ICT (INFORMATION, COMMUNICATION AND TECHNOLOGY) AND SKILLS-BASED EDUCATION & SERVICES DISSEMINATION FOR SEMI-URBAN AND RURAL INDIA. IN THE EARLY DAYS, HE FORFEITED THE INDIAN CIVIL SERVICES AS WELL AS THE INDIAN ENGINEERING SERVICES TO PURSUE HIS DREAM OF TAKING INFORMATION TECHNOLOGY TO THE RURAL COMMUNITY, ESPECIALLY IN HINDI AND OTHER REGIONAL LANGUAGES.

Since the early 1980s, Santosh Choubey, has been leading people's science movement. When times began to witness technology around the corner, it came with a promise of being a powerful tool for socio-economic growth and bridging the gap between urban and rural regions of the nation. He decided to play the role of an 'enterprising leader' and began exploring ideas and models to further his cause and then with a handful of like-minded people, he decided to form the Society for Electronics and Computer Technology (SECT) in 1985 in Bhopal, an organization which was rechristened to be AISECT in 1997.

His passion saw the organization gaining greater heights and spreading in various areas such as Education, Vocational Training, Skill Development, e-Governance, Financial Inclusion, UID Services, Online Learning, Pre-Schools, Schools and School-related services. He also led the organization in setting up leading Educational Institutions in Central India.

'Taking IT to the People' was the foremost vision of Santosh Choubey since the inception of his career and a reason behind of setting up of SECT, which is now AISECT. He facilitated several initiatives for popularizing Science, Technology, Communications and Computer Literacy by organizing awareness campaigns 'IT Yatra' for children and students, National IT Olympiad, Agmarknet Yatra for farmers, Janadhar Yatra or communities residing in remote and hill station areas, and Kaushal Vikas Yatra for the youth.

Under his leadership, AISECT is an organization which is widely recognized as the pioneer of IT Enabled Multi - purpose rural kiosk model and based on which, later on, Govt of India's National e-Governance plan was formulated, today AISECT has emerged as India's leading Education, Training, Skill Development, Services and e-Governance network with over 20,000 centres spread across 27 States and 3 Union Territories and having educated over 16 lakh students (1.6 million), essentially in semi urban and rural areas, many of whom are successfully employed at various locations or have become self-employed with AISECT's handholding. The entrepreneurial thought behind the workings of AISECT was strong enough for it to become a World Bank-IIM-A Case Study in 1999. The case study is documented in 1999 in the IIM-Ahmedabad and World Bank compilation of case studies on ICT for development.

In 2005, Santosh Choubey received the coveted Indian Innovation Award from the then president of India, Mr. Abdul J Kalam.





**DR. SHANTANU JARADI**

FOUNDER AND CEO, DENTZZ DENTAL CARE

**D**r. Shantanu Jaradi is the leader behind the inception of Dentzz Dental Care. As the founder and CEO, he is an aesthetic dentist and surgeon by profession, who founded 'Dentzz Dental Care Centres' in 2006 with the aim of contributing to the field of dentistry.

Under his leadership, 'Dentzz Dental Care Centres' have become one of the leading providers of quality dental care and are regarded as pioneers in providing technology and services in the field of aesthetic dentistry. He has a passion for all aspects of dentistry but especially loves the artistic expression side of it.

Dr. Jaradi is a member of the American Academy of Cosmetic Dentistry and is also on the expert's panel of timeswellness.com. His expert columns have been featured exclusively in a couple of popular websites and magazines such as Bombay Times, India Today, Times Wellness, Health and Nutrition, and many others.

He firmly believes that great dentistry doesn't just happen, but is the product of skill and an endless pursuit of excellence. Dr. Jaradi thinks that "one shouldn't search the world for world class dentistry." Thus, with the Dentzz Dental brand, Dr. Jaradi wants to deliver the best possible experience, dental expertise and bring global technologies to the Indian people.

Thanks to Dr. Jaradi's exceptional leadership, Dentzz Dental is also now one of the front-runners in the field of Dental tourism. Numerous patients from all over the world fly down to Mumbai for their dental care. India has been growing at a fast pace as one of the destinations for dental tourism due to the excellent dental care provided at affordable prices.

In an interview with the Economic Times Healthworld, Dr. Jaradi explained that a dental patient usually has a lot of negative thoughts and feelings about the process. The patient could have fear of root canal, or even fear of the dentist. If these fears are handled efficiently and excellent clinical dentistry is provided, then the experience will be much better than the patient had imagined. Thus, Dr. Jaradi has endeavoured to cover this gap in the field of dentistry. His endeavors have aided in transforming dentistry, which is traditionally associated with a negative experience, into a pleasant experience for patients.

Dr. Jaradi also sees the new era in dentistry as the creation of a great future. He penned an article for entrepreneur.com titled "Chronicles of the New-Age Oral Digitalization". In it, he puts forth radical new oral health methods that will transform painful dental visits into swift, effortless appointments. Dentistry is progressively transitioning towards being digitized, flexible and portable, all over the world. New, innovative technologies such as laser dentistry and Air-Abrasion, that hints a movement towards robotic dental urbanization, are already being developed. Dental experts are already embracing this glorious future of dentistry and Dr. Jaradi is in the forefront.





## TAPAN SINGHEL

MD & CEO, BAJAJ ALLIANZ GENERAL INSURANCE

**A**s the MD & CEO of Bajaj Allianz General Insurance and with 25 years of mammoth business experience to his credit, Tapan Singhel is one of the most prosperous and accomplished intrapreneur shining in the insurance industry of India.

He has been associated with Bajaj Allianz General Insurance since its inception in 2001 and over the years has grown up through the ranks to become its MD & CEO in the year 2012. He has been the longest serving MD & CEO of the company and has been re-appointed to lead the organization for the next 5 years. Before becoming the MD and CEO, Tapan was the chief marketing officer at Bajaj Allianz General Insurance, heading all retail channels and territories.

In the last 5 years under his leadership the company has emerged as the most profitable private general insurer in the country. Since he took over as the MD & CEO revenues have grown at a CAGR of 17% and the profits have increased at a CAGR of 25%.

Awarded as The ET Most Promising Business Leaders of Asia 2018, Personality of the Year Award at the Indian Insurance Summit, he was also chosen as the CEO of the Year by the Insurance Asia Awards 2016, making him the only CEO to be bestowed with the honor among all his peers in the Asian BFSI industry.

His vision of an ideal India 20:20 is to reach to the most inaccessible areas of India with general insurance solutions for the masses, simultaneously generating employment opportunities for millions of Indians. He aims at facilitating India's economic growth by strengthening the insurance sector with financial aid & regulatory reinforcement by working in tandem with the Government of India.





**WORLD LEADERSHIP CONCLAVE, DUBAI 2018**

## **CONCLAVE, EXHIBITION, BRAND & LEADERSHIP HONOURS**

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